

Sully 2050 Comprehensive Plan

Adopted Month Day, Year



Acknowledgements

The *Sully 2050 Comprehensive Plan* was developed by the staff of the Mid-Iowa Planning Alliance (MIPA) and made possible with the dedication and contributions of many individuals and organizations. Sincere gratitude to the community members, stakeholders, elected officials, and city staff who provided their valuable input and support throughout the planning process.

City of Sully Mayor and City Council

Brent Vander Molen, Mayor
Tim LeCompte, Council Member
Arnold Alt, Council Member
Justin Van Soelen, Council Member
Jon Van Wyk, Council Member
MaryCarol Cross, Council Member

City of Sully Staff

Crystal Montgomery, City Clerk
Jeremy Behun, Maintenance Director

Sully Community Library

Judy Zegers, Director

Sully Development Group

Arnold Alt
Gordon Yarrington
Justin Van Soelen
Liz Harthoorn
Margaret Vander Weerd
Rod Jansen
Teryl VerPloeg

Sully-Area Churches

Pastor Darren Kornelis, Sully Christian Reformed Church
Pastor Jerry Morningstar, Sully Community Church
Pastor Kari Lee, St. Andrew's Lutheran Church
Pastor Jeff Knouse, First Reformed Church

Sully-Area Schools

Matt Dunsbergen, Lynnville-Sully Community School District
Candice Vos, Sully Christian School

Sully-Area Businesses

Faye Brand, Co-Line Manufacturing
Rachel Breeden, Deep Rock Ice Cream Shoppe
Doyle Huyser, Kruseman Implement
Diane Oswalt, Coffee Cup Café
Nathan Russell, Ratcliff & Blake
Aaron Sterrett, New York Life Insurance
Troy Vander Leest, Sully Transport

Sully-Area Organizations

Julie Van Wyk, Sully Hometown Pride

Jasper County Economic Development

Jeff Davidson, Executive Director

All Sully residents, stakeholders, and organizations

Blake Rozendaal

Developed by Staff at Mid-Iowa Planning Alliance (MIPA)

Andrew Collings, AICP, Executive Director
Zhi Chen, AICP, Senior Planner
Alyssa Schaeffer, AICP, Senior Planner
Ethan Wherry, Finance Director/Planner
Lucas Young, Senior Planner



Table of Contents

Executive Summary	4
Introduction	8
Heritage and Community Character	20
Community Demographics	25
Housing	32
Infrastructure & Utilities	44
Transportation	49
Economic Development	64
Community Services & Facilities	77
Natural Resources & Parks and Recreation	85
Hazards	96
Land Use	100
Zoning	101
Current Land Use	102
Future Land Use	104
Implementation	112
Appendix	126
Sully Comprehensive Plan Kick Off Meeting Summary	127
Sully 4 th of July Celebration Outreach Summary	134
Sully Community Survey Summary	138
Sully Comprehensive Plan Open House Summary	162
Housing-Ready Checklist	164



PLACEHOLDER FOR RESOLUTION ADOPTING THE COMPREHENSIVE PLAN

DRAFT

Amendments

[illegible]

Executive Summary

The *Sully 2050 Comprehensive Plan* establishes a broad and comprehensive long-range vision to guide growth, land use, and investment through the year 2050. As Sully's first comprehensive plan, it reflects the community's shared aspirations and serves as a framework for maintaining small-town character and supporting thoughtful and managed development. The Plan promotes initiatives that enhance quality of life, expand opportunities, and strengthen long-term resiliency. As adopted by Sully City Council, it serves as a foundation for city decision-making and guides zoning and subdivision regulations, annual budgeting, capital improvements and investments, and evaluation of development proposals. The *Sully 2050 Comprehensive Plan* is intended to be a living document that is updated regularly to respond to evolving community needs and changing conditions.

The Plan is shaped by public engagement. Input was gathered through a kick-off meeting, outreach during Sully's Fourth of July celebration, a community survey, stakeholder meetings, and a public comment period. Across these efforts, residents consistently emphasized preserving Sully's family-oriented identity; maintaining strong schools, churches, and community organizations; improving housing options; supporting local businesses; enhancing parks and recreation; and maintaining reliable infrastructure. Residents also expressed a desire for growth that is steady and compatible with Sully's heritage.

Vision

Sully envisions its future as a small town that embraces steady, thoughtful development and welcomes opportunities for residents of all ages to live, work, and play. New families will be able to put down roots in attainable family homes, while longtime residents and seniors can continue to age within the community they love. A prosperous local economy will be supported by small businesses that provide workforce pathways and enhance amenities and services. Strong schools, active churches and organizations, and a robust culture of civic engagement bring residents together to ensure a thriving future for generations to come.





The Plan identifies several interconnected priorities for Sully's future. Housing is a central need, particularly for young families, teachers, workforce households, and older adults seeking to age in place. Sully's strong owner-occupied housing market is balanced by shortages in rental, senior, and more diverse housing types, making housing readiness and attainable new development a key focus. Economic development priorities center on supporting local businesses, strengthening downtown Sully, expanding retail and service offerings such as groceries, and ensuring development-ready land remains available for business and industrial growth. Community facilities, parks, and recreation are also major priorities, including continued investment in Sully Ballpark, safer pedestrian access, and expanded opportunities for recreation and community gathering.

The Plan calls for coordinated action in land use, transportation, infrastructure, and hazard resiliency. Future growth should align with infrastructure capacity, support infill development where practical, preserve productive agricultural land, and maintain a connected street network that reinforces Sully's walkable small-town form. Transportation recommendations emphasize maintaining streets in good condition, improving sidewalk connectivity, and addressing safety concerns along key corridors. Infrastructure priorities include water, sewer, stormwater, broadband, and energy systems that can support reliable service and future growth. At the same time, the Plan recognizes the importance of hazard mitigation, coordinated emergency preparedness, and resilient public investment.

Goals and Objectives

Preserve and Share Sully's History and Cultural Heritage

- Identify, document, and preserve historic sites and structures and cultural heritage
- Promote awareness of and educate the public about Sully's historic sites, structures, and cultural heritage

Housing is Available and Affordable for All Ages

- Play an active role in thoughtful housing developments
- Develop the 7-acre parcel into attainable housing

Provide Safe and Reliable Utilities and Infrastructure

- Support projects that enhance energy, water, solid waste, and broadband utilities

Enhance Multi-Modal Transportation and Transportation Safety

- Evaluate the role of the Sully Airport
- Develop a fully connected sidewalk network
- Improve roadway safety along Highway F-62 East/1st Street

Maintain Transportation Infrastructure in a State of Good Repair

- Maintain paved roads in good condition
- Maintain sidewalks in good condition

Attract and Support Local Economic Development Opportunities

- Support local businesses and encourage diverse business types
- Ensure an adequate supply of vacant, development-ready parcels at the Business/Industrial Park
- Expand local retail and commercial offerings, especially groceries, that can enhance quality-of-life
- Maintain regular communications and relationships with Sully-area businesses

Enhance the Vitality of Downtown Sully

- Maintain regular communications and relationships with Sully-area businesses
- Develop an improved understanding of opportunities in downtown Sully
- Center downtown Sully as the heart of the community

Provide Exceptional Educational Opportunities and Strengthen Community Organizations

- Strengthen early childhood education and childcare opportunities
- Plan with and support the expansion of the Sully Community Library
- Increase student enrollment at the two schools
- Maintain regular relationships and communications with the two schools and Sully-area churches
- Partner with the two schools to address housing for teacher attraction and retention
- Support community organizations

Develop High-Quality Parks and Recreation

- Complete improvements to Sully Ballpark
- Provide safe and accessible routes to parks and recreation
- Explore a trail to connect Sully with Lynnville

Be Well-Prepared and Resilient Against Hazards

- Reduce vulnerabilities and strengthen community preparedness, mitigation, and response capabilities

Overall, the *Sully 2050 Comprehensive Plan* envisions a future in which Sully remains a safe, welcoming, and close-knit community while becoming more housing-ready, economically resilient, and strategically prepared for gradual growth. Implementation will require continued collaboration among the City, schools, businesses, civic organizations, and residents.

Implementation

- **Promote awareness of the Comprehensive Plan**

- Maintain physical and digital copies
- Inform the Sully community

- **Ensure alignment with the Comprehensive Plan**

- Capital Improvements Plan (CIP)
- Zoning Code and Zoning Map
- Subdivision Ordinance

- **Implement and maintain the Comprehensive Plan**

- Adoption for city decision-making
- Implementation Committee
- Annual review and updates

Introduction



The *Sully 2050 Comprehensive Plan* is Sully’s first Comprehensive Plan. The purpose of the *Comprehensive Plan* is to document a long-range vision to guide future land use and development. The City of Sully engaged the Mid-Iowa Planning Alliance (MIPA), a regional planning organization for the central Iowa counties of Boone, Dallas, Jasper, Marion, Polk, Story, and Warren, to develop the *Sully 2050 Comprehensive Plan*. The *Comprehensive Plan* is intended to be a living document that should be regularly maintained and updated at least every 5 years to reflect the evolving goals and priorities of the Sully community.

In April of 2010, the Iowa Smart Planning Principles were signed into law as one of the three components of the Iowa Smart Planning Act in State Code Chapter 18B – Land Use and Smart Planning. The Law provides 10 smart planning principles and 13 elements of a comprehensive plan. The *Sully 2050 Comprehensive Plan* is guided by the Iowa Smart Planning Principles and Comprehensive Plan Elements.

Iowa Smart Planning Principles

1. Collaboration
2. Efficiency, Transparency, and Consistency
3. Clean, Renewable, and Efficient Energy
4. Occupational Diversity
5. Revitalization
6. Housing Diversity
7. Community Character
8. Natural Resources and Agricultural Protection
9. Sustainable Design
10. Transportation Diversity

Iowa Comprehensive Plan Elements

1. Public Participation
2. Issues and Opportunities
3. Land Use
4. Housing
5. Public Infrastructure and Utilities
6. Transportation
7. Economic Development
8. Agricultural and Natural Resources
9. Community Facilities
10. Community Character
11. Hazards
12. Intergovernmental Collaboration
13. Implementation

Vision Statement

Sully envisions its future as a small town that embraces steady, thoughtful development and welcomes opportunities for residents of all ages to live, work, and play. New families will be able to put down roots in attainable family homes, while longtime residents and seniors can continue to age within the community they love. A prosperous local economy will be supported by small businesses that provide workforce pathways and enhance amenities and services. Strong schools, active churches and organizations, and a robust culture of civic engagement bring residents together to ensure a thriving future for generations to come.

Guiding Principles

1. Maintain Small-Town Character and Enhance Quality of Life
 - Foster a friendly, welcoming environment with well-maintained neighborhoods and strong community traditions
 - Promote safe and accessible transportation centered on pedestrian movement and active transportation
 - Bring residents together to strengthen relationships and community belonging
2. Expand Housing for All
 - Pursue diverse housing options that will serve the needs of all ages, from new residents and young families, teachers and emerging professionals, to seniors and older adults
3. Support Local Businesses
 - Strengthen and support local businesses, with a focus on the downtown square, to increase entrepreneurship, expand employment and business opportunities, and enhance everyday amenities and services
4. Promote Thoughtful, Sustainable Growth
 - Provide safe and reliable water, sewer, and road infrastructure
 - Communicate and collaborate with residents and community stakeholders, including the Lynnville-Sully School District, Sully Christian School, Sully-area churches, Sully-area businesses, and other civic and community organizations
 - Focus on infill development within Sully that aligns with the City's infrastructure capacity and protects surrounding agricultural lands

Planning Process and Public Engagement

The City of Sully and MIPA began the comprehensive planning process in March 2025. The process included opportunities for the public to provide feedback on many different aspects of life in Sully.

Public Engagement Summary	
Engagement	Date
Kick-Off Meeting	March 2025
July 4 th Celebration	July 2025
Community Survey	June 2025 to August 2025
Community Stakeholder Meetings • Sully city staff • Sully Development Group • Lynnville-Sully Community School District and Sully Christian School • Sully-area churches • Sully-area businesses • Sully Hometown Pride	October 2025 to June 2026
Review and Public Comment Period • Public Open House	May 2026 to August 2026
Public Hearings at Sully Planning & Zoning and at Sully City Council	August 2026

A Comprehensive Plan Kick-Off Meeting was held on March 27, 2025, at the Sully Community Center. A total of 15 people were in attendance (13 community members and 2 MIPA staff). MIPA staff presented an introduction to comprehensive planning, Iowa Smart Planning principles, the planning process, and the project timeline. After the presentation, attendees participated in visioning activities.

Attendees noted that Sully has excellent schools, strong community values, and a wide range of local businesses and services. Its central location and reliable infrastructure can support growth and connectivity. Attendees prioritized preserving Sully's small-town community character while encouraging thoughtful development, especially in housing, business expansion, and recreational amenities. Attendees saw opportunities to improve affordable housing, assisted living, infrastructure, and commercial offerings, while attracting younger families and enhancing community engagement and quality of life.



The Sully Comprehensive Plan Kick-Off Meeting
Source: Mid-Iowa Planning Alliance (MIPA)

Additional details from the Kick-Off Meeting can be found in the Appendix.

“[My perfect day in Sully]: Go for a walk/run and wave to the same friendly faces I see every time, stop at the library to see what new books there are, grab a treat at the bakery, visit with someone at the park on the walk home, [and] holler hi back to the kids.”

-Sully Resident at the Sully Comprehensive Plan Kick-Off Meeting

On July 4, 2025, staff from MIPA attended the Sully 4th of July Celebration at the Town Square to gather community input on priorities for community businesses, land uses, transportation, and quality of life. Community members were asked to place dot stickers on their top priorities. There was strong interest in adding a grocery store, expanding trails and sidewalks, supporting small businesses, and improving (water) recreation. There was also interest in more senior housing, better pedestrian facilities, and maintaining existing businesses and road infrastructure.



Public engagement at the Sully 4th of July Celebration.
Source: Mid-Iowa Planning Alliance (MIPA)

The following topics received more than 10 dot stickers in total.

- Community Businesses
 - Grocery stores (24 dot stickers)
 - Small businesses (20 dot stickers)
 - Bars and restaurants (16 dot stickers)
 - Existing businesses (13 dot stickers)
- Land Uses
 - Trails (18 dot stickers)
 - Senior housing (12 dot stickers)
 - Businesses in downtown (11 dot stickers)
 - Single family residential (10 dot stickers)
- Transportation
 - Expand trail network (19 dot stickers)
 - Fill sidewalk gaps and expand sidewalks (17 dot stickers)
 - Maintain existing road network (12 dot stickers)
 - On-street bike routes and lanes (11 dot stickers)
- Quality of Life
 - Water recreation (27 dot stickers)
 - Grocery store (17 dot stickers)
 - Trails (13 dot stickers)

Additional details from the 4th of July Celebration community engagement can be found in the Appendix.

The Sully Community Survey gathered 86 responses, including 83 online responses and 3 paper responses. The Survey was active from June 13, 2025 to August 1, 2025, and advertised on the City's Facebook page, website, and through posters at various locations, such as City Hall and Library.



Source: Mid-Iowa Planning Alliance (MIPA)

Survey respondents identified economic development (20.5%), housing (17.4%), community facilities (17.1%), and public infrastructure (16.3%) as the top community priorities, and emphasized the community factors of quality schools, low crime rate, emergency services, and a sense of community/small town atmosphere. Other notable community factors included cost of living, childcare, quality job opportunities, and family and friends. Across survey responses, the vision expressed was to improve livability through better retail, housing options, childcare, recreation, infrastructure, and city communications while maintaining Sully's small-town character and sense of community.

When asked about one aspect of Sully that should remain unchanged as part of the planning process, survey respondents noted various business types, community character, community services, infrastructure, quality of life, schools, and spaces in town such as the town square.

Survey respondents' comments were generally for thoughtful, sustainable growth that enhances quality of life while preserving Sully's heritage and identity. Survey respondents value Sully's small-town character, close-knit community, and family-oriented culture. There is a desire to preserve the town's unique character, emphasizing the importance of maintaining local businesses and not introducing big-box retailers. Survey respondents noted community pride, safety, and cleanliness along with support for investment in community infrastructure and services, such as sidewalks and fire services. The city park, town square, and historic buildings downtown were highlighted as important community spaces. Education and strong support for the local schools were also mentioned.

Survey respondents provided comments on changes that can enhance daily life and livability in Sully. A top priority was the addition of a grocery store, more restaurants, and other retail options for local convenience and to reduce travel. Other survey respondents emphasized the need for better oversight of rental properties and expanded housing options, including affordable housing and senior living. Some respondents called for improved communications between the City and residents to include more transparency, engagement, and better use of digital platforms. Suggestions for community enhancements include a remodeled or new community center, expanded childcare, a dog park, and more recreational opportunities, such as trails, splash pads, and indoor play areas. Improvements for infrastructure included sidewalks, road repair, and traffic signage. Survey respondents also commented on better partnerships with the schools, improved city services, and city leadership.

Most survey respondents live in Sully (80.7%) and own their homes (88.7%). Many are long-term residents, with half living in Sully for over 10 years. Households are typically small with 2 people (41.9%), though some have 5 or more people (27.4%). About 63% of respondents are under 60, while 29.1% are over 60, and the largest age group is 35-44 (25.8%). Most respondents are female (59.7%) and about a quarter are male (25.8%). Around 30.7% of respondents did not report income, but among those who did, common income ranges were \$100,000 - \$150,000 (24.2%) and \$50,000 - \$75,000 (19.4%). Just over half (54.8%) work outside Sully. Survey respondents mainly get their local information through social media (64.5%), word of mouth (56.5%), and local media (54.8%).

Additional details of the Sully Community Survey can be found in the Appendix.

Community stakeholder meetings were held with Sully city staff on October 3, 2025; members of the Sully Development Group on January 9, 2026; the Lynnville-Sully Community School District and Sully Christian School on January 13, 2026; four pastors of Sully-area churches from January 21-27, 2026; seven Sully-area businesses from January 21 to June 2026; and Sully Hometown Pride on March 2, 2026. The following are brief summaries of the stakeholder meetings:

- Sully city staff noted infrastructure priorities such as completing water and sewer projects, resurfacing and maintaining streets, and expanding sidewalks. Improved communications with residents and other community groups were also noted.
- The Sully Development Group was focused on economic development, especially housing development, to support the city and the schools. The Group thought the Northridge Estates development could be a good reference for future housing developments. Maintenance of some rental properties could be improved. Senior housing, such as duplexes with an HOA, may be of interest. The Group noted potential housing development challenges with high initial cost for infrastructure, smaller profit margins for developers in the area, and limitations with Tax Increment Financing (TIF). The Group has heard anecdotally that businesses are either at capacity or may want to expand but are limited by available land and workforce. Relationships with other community groups are good but could be enhanced as it is difficult to find volunteers to organize and run events. Some community challenges mentioned were the lack of a community vision, the lack of funding, and the lack of volunteers. The Group was interested in growing the population to over 1,000 residents and in tracking population, housing/real estate, and school enrollment metrics.
- The Lynnville-Sully Community School District and Sully Christian School both thought their current facilities were adequate for their needs. Both schools noted that housing was the main factor in influencing families to move to the area and for attracting and retaining teachers and staff. Both schools would like to enhance their relationship and communications with the City of Sully. It was noted there was not a person or entity to provide a vision for the community. Both schools emphasized the importance and support of the churches and community organizations. Going forward, both schools thought about tracking housing/real estate and school enrollment metrics as well as increasing student involvement with the Sully community.

- The four pastors of the Sully-area churches highlighted Sully's close-knit connections to schools and churches and noted both aging Sully residents and newer residents and families moving from outside Sully. Some priorities that were mentioned include expanding childcare, developing senior services and senior housing, enhancing parks and recreation, and strengthening youth opportunities with church or community programs. While the Sully-area churches do collaborate on a few community events, there is potential for deepening cooperation among the churches, the schools, and the City of Sully on communications, facility planning, and community initiatives.
- Sully-area business owners noted workforce challenges, such as attraction into manufacturing or trades, and housing availability and affordability challenges that impact workforce recruitment and retention. Overall, business owners view community growth, strong schools, quality of life, and better coordination among the City, schools, and employers as essential to supporting existing businesses and attracting future investment. Some businesses noted grants and loans for business development or building renovation would be helpful. Continued business promotion and advertisement as well as more regular events and activities could help bring more customers, especially visitors to Sully. Some thoughts on stronger coordination among the City, local schools, and employers, include career days, career outreach, and clearer processes for communicating business needs to the City.
- Sully Hometown Pride is primarily focused on fundraising to improve the Ballpark. Currently, fundraising efforts are aimed at new playground equipment, but Ballpark access and parking could be improved as well. While most people seem to contribute to fundraisers, people do not seem to volunteer as much. Sully is already attractive and well-maintained and should remain a family-oriented small town but with more recreational enhancements.

A public open house was held in the late afternoon and early evening of August 3, 2026, at the Sully Community Center. A total of 15 people signed in and attended the event. Open house attendees reviewed ten posterboards that summarized the chapters of the Sully Comprehensive Plan. Attendees were able to provide feedback and comments by placing sticky notes directly on the posterboards or by completing written comment sheets.



Sully Comprehensive Plan Open House.
Source: Mid-Iowa Planning Alliance
(MIPA)

Sticky note comments were submitted on the following topics:

- Economic Development (7 sticky notes)
 - Support for existing local businesses
 - Grocery store
 - Expand library facilities
- Housing (1 sticky note)
 - More senior housing
- Community Services & Facilities (1 sticky note)
 - Question about sustaining community events and groups
- Transportation (1 sticky note)
 - Walking trail
- Infrastructure & Utilities (1 sticky note)
 - Solar farm

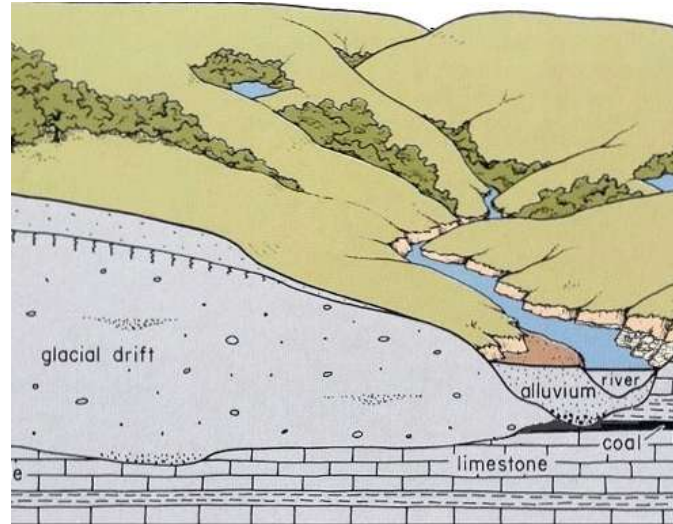
Two comment sheets were submitted, both of which discussed the Sully Library.

Additional details on the Sully Comprehensive Plan Open House can be found in the Appendix.

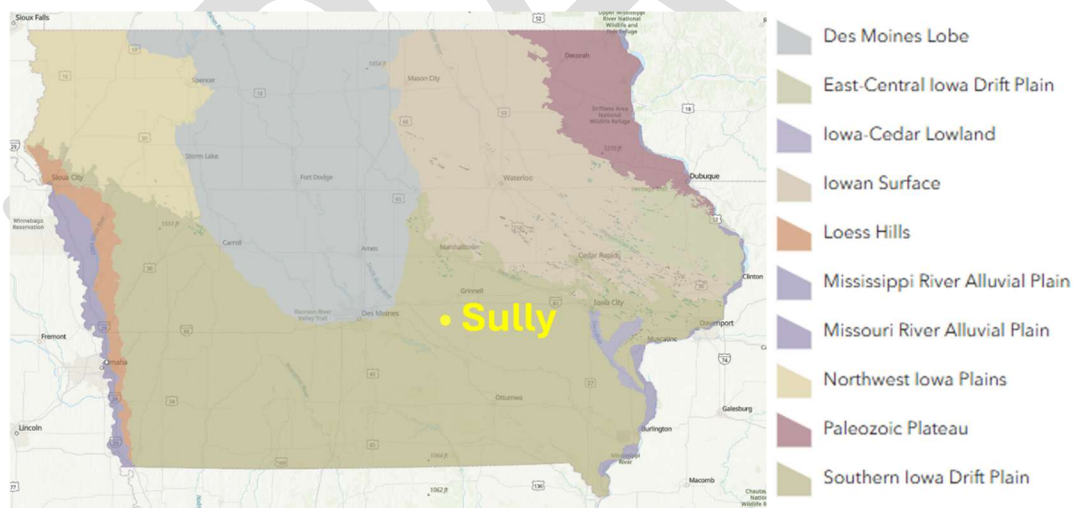
Heritage and Community Character



Nestled within the Southern Iowa Drift Plains, Sully lies in a landscape shaped by erosion that smoothed out glacial features into rolling hills, carved stream valleys, and created loess-covered uplands.¹ These natural processes not only shaped the terrain but laid the foundation for productive agriculture. The loess soil and well-drained slopes have contributed to the Sully area's scenic beauty and rich agricultural tradition. The legacy is reflected in the area's multigenerational farms. According to the Iowa Department of Agriculture & Land Stewardship, as of June 2026, the Sully area is home to 11 Century Farms and 2 Heritage Farms.²



Cross-section diagram of the Southern Iowa Drift Plain landscape.
Source: Iowa Geological Survey at University of Iowa College of Engineering



A map of the landform regions of Iowa.

Source: Landform Regions of Iowa Interactive Map via Iowa Geological Survey at University of Iowa College of Engineering

¹ "Southern Iowa Drift Plain." Jean C. Prior. Iowa Geological Survey at University of Iowa College of Engineering. <https://iowageologicalsurvey.uiowa.edu/iowa-geology/landforms-iowa/southern-iowa-drift-plain>

² I. A Century Farm is owned for more than 100 years. A Heritage Farm is owned for more than 150 years.

Sully was platted on August 3, 1882 by Robert Ryan,³ and was named after Alfred Sully, who was involved with railroad development.⁴ About two decades later, Sully was incorporated on February 23, 1901.⁵ From 1914-1925, the historic highways of the Diamond Trail, from Iowa City to Des Moines, and the Muscatine-Des Moines Short Line, from Muscatine to Des Moines, ran through Sully.⁶



The Diamond Trail
Source: Iowa
Department of
Transportation

Today, Sully's history remains visible in its built environment. The State Historic Preservation Office of Iowa documented 49 historic properties with Sully addresses as of October 2025 (none are listed on the National Register of Historic Places).⁷ The inventory underscores Sully's architectural and community heritage and offers opportunities not just for future preservation but for adaptive re-use. Respondents of the Sully Community Survey indicated there could be more protection of historical properties and structures. Beyond preservation, older buildings can be renovated and re-used instead of torn down. Successful examples of adaptive re-use of older buildings include the Sully Health and Professional Center in the former Sully State Bank, Deep Rock Ice Cream Shoppe in the former Deep Rock gas station, and Van Wijk Winery in a former church.



Examples of adaptive re-use in Sully: Deep Rock Ice Cream Shoppe (left), Sully Health and Professional Center (middle), Van Wijk Winery (right).

Sources: Mid-Iowa Planning Alliance (MIPA) (left); Fikse Chiropractic (middle); Van Wijk Winery via Google (right)

³ Past and Present of Jasper County, Iowa. James Baird Weaver. 1912.

<https://books.google.com/books?id=HnwUAAAAYAAJ>

⁴ Sully Centennial 1882-1982. Schultz, M., H. Macy, & L. Huyser editors, et al. 1982.

⁵ List of Incorporated Cities. Iowa Secretary of State. 2022. <https://sos.iowa.gov/iowans/incorporated-cities>

⁶ Iowa Registered Highway Routes 1914-1925. Iowa Department of Transportation. 1986.

<https://iowadot.gov/media/5537/download?inline=>

⁷ Iowa Historic Property Inventory Database. Iowa Economic Development.

<https://shporecords.opportunityiowa.gov/property-search/?county=&mf=0=%261=%262=%263=Sully%264=%265=>



Alice Vonk stands beneath a sign welcoming visitors to Sully; the sign features Vonk's drawing of the flower. (Photo courtesy of Vonk family)

"Alice Vonk stands beneath a sign welcoming visitors to Sully; the sign features Vonk's drawing of the flower."
(Photo courtesy of Vonk family)
Source: FindaGrave.com

Sully is connected to horticultural history as well, with local resident Alice Vonk who developed a white marigold variety. Her work over twenty years was a testament to ornamental plant breeding efforts and brought recognition to Sully.⁸ Vonk and her story reflect the community's agricultural roots and highlight the determination, persistence, and innovation of Sully residents. There are opportunities to honor and better promote the work of Alice Vonk. While nearby Pella is associated with tulips and renowned for its Tulip Festival, a similar effort to recognize the white marigold for Sully can be considered.

Community events play a vital role in Sully's community character. The Fourth of July celebration is one of the largest community events in Sully that brings together residents and visitors with festivities, including a 5K run/walk, a parade with community floats, a community lunch on the square hosted by the Sully Lions Club, and fireworks. The Fourth of July Celebration and other community gathering events continue to foster community connectedness and pride for Sully.



The Jasper County Freedom Rock
Source: City of Sully

The Jasper County Freedom Rock is located in the southeast corner of Sully Central Park. In December 2013 the boulder was painted to honor veterans, including Revolutionary War hero Sgt. William A. Jasper, the namesake of Jasper County. The Freedom Rock is a visual representation of service and sacrifice and Sully's commitment to remember the past and to look toward the future.

⁸ "The Nation: Mrs. Vonk's Victory." Time. September 8, 1975. <https://time.com/archive/6851527/the-nation-mrs-vonks-victory/>

Goal: Preserve and Share Sully's History and Cultural Heritage	
Objectives	Actions
Identify, document, and preserve historic sites, structures, and cultural heritage	○ Partner with residents and local organizations to identify, document, preserve, and promote Sully's historic and cultural resources
Promote awareness of and educate the public about Sully's historic sites, structures, and cultural heritage	○ Support efforts, such as educational programs, interpretative signage, walking tours, community events, and digital resources, that highlight Sully's history and cultural heritage

“Take care to keep any historical buildings/historical downtown.”

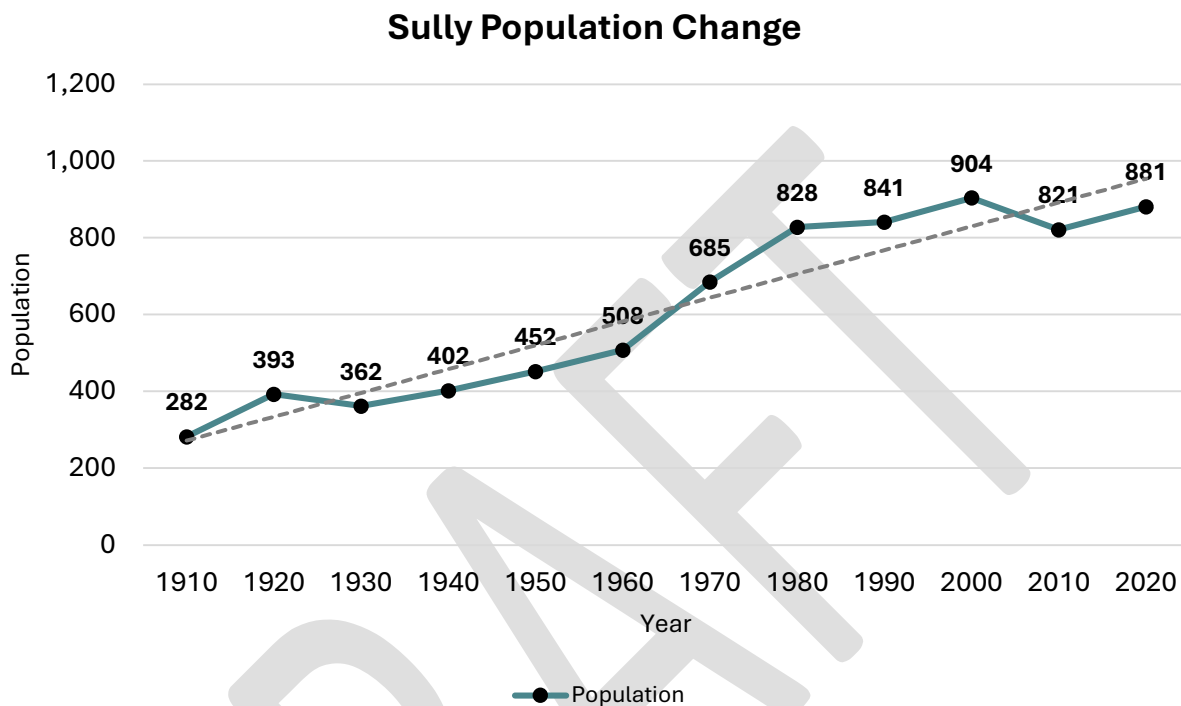
-Sully Resident response on the Sully Community Survey

Community Demographics



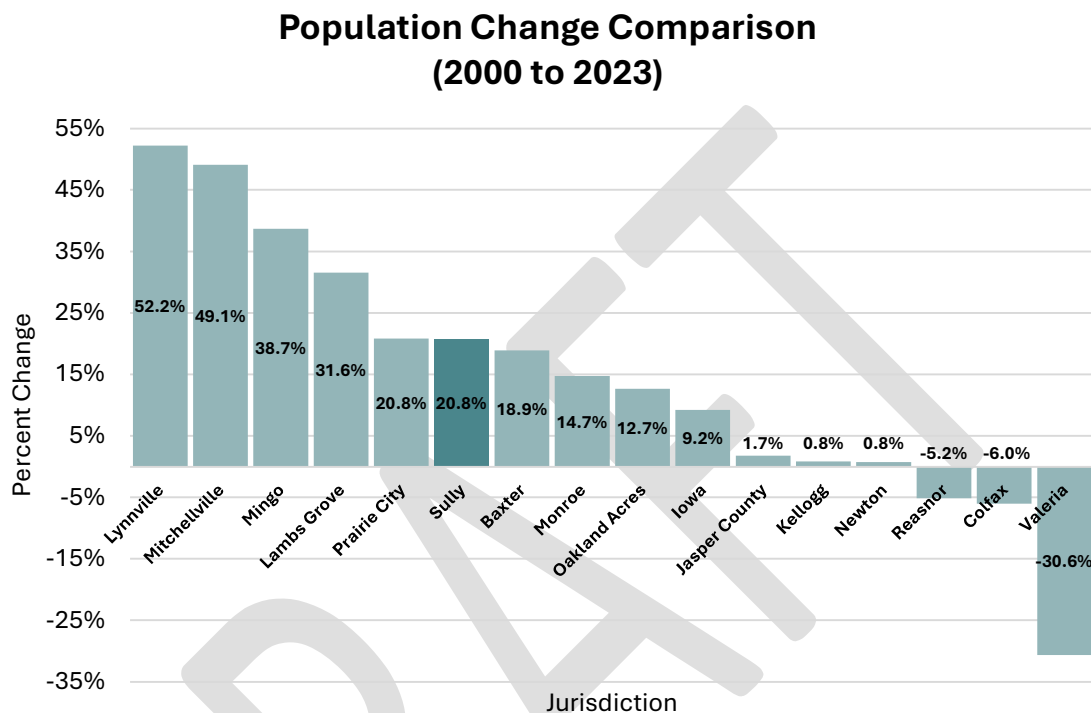
Source: Home Point Aerial via City of Sully

Sully's population has steadily grown over time but has remained stable in recent decades based on the Decennial Census. The 2023 American Community Survey (ACS) reports a population of 1,092 people with a margin of error of 148 people, indicating the actual population of Sully could range from 944 to 1,240.



Source: US Decennial Census (1910-2020) via State Library of Iowa State Data Center

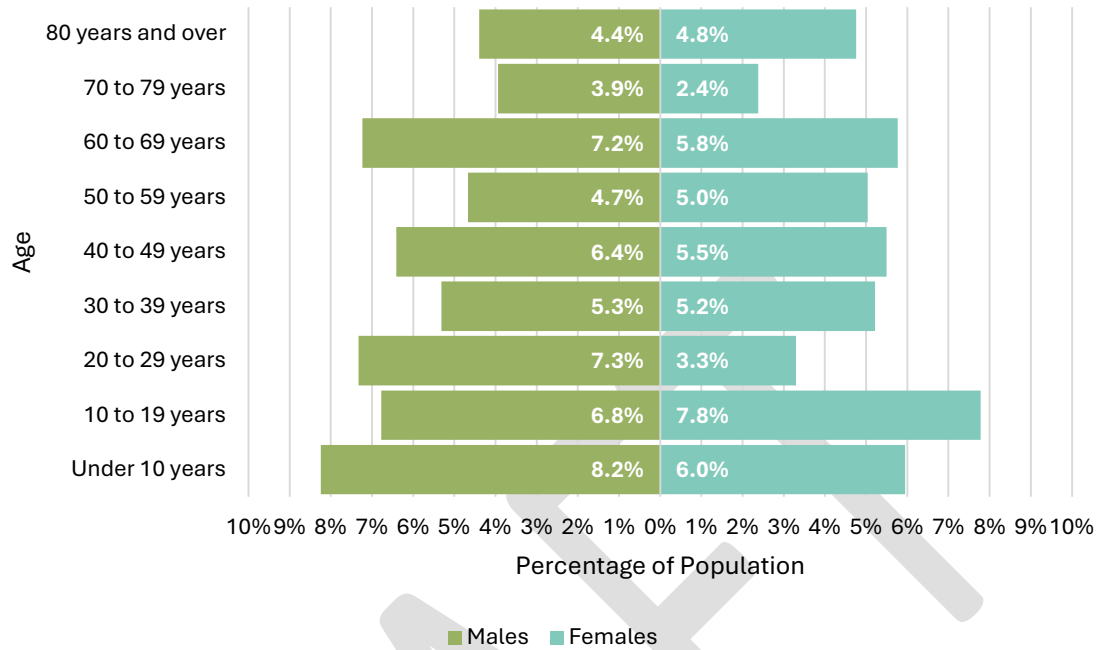
Compared with other municipalities in Jasper County, Sully experienced moderate population growth of 20.8% from 2000 to 2023. Sully's percentage of population growth (20.8%) was more than that of Jasper County (1.7%) and Iowa (9.2%).



Source: US Decennial Census 2020; 2023 American Community Survey (ACS) 5-Year Estimates

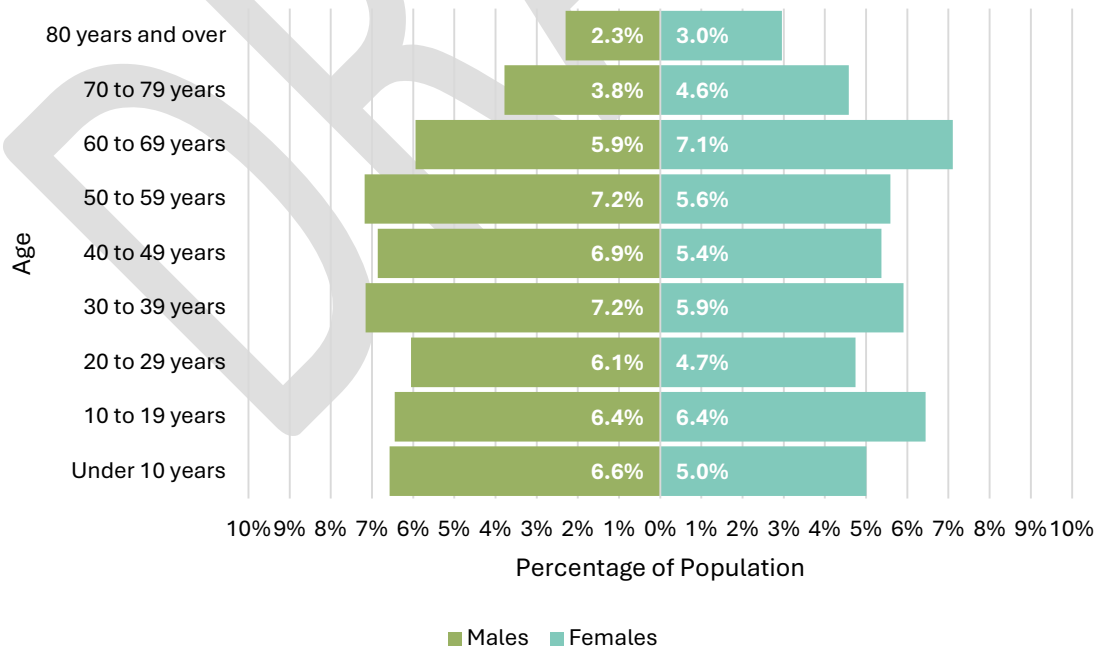
Accurately describing the current age distribution of Sully's population is difficult, given the large margin of error that is present in the American Community Survey (ACS) data. Based on the 2023 ACS data, Sully has a larger percentage of young people under 29 years of age (39.4%) than Jasper County (35.3%) and a larger percentage of seniors 60 years or older (28.5%) than Jasper County (26.7%) and Iowa (24.5%). The median age in Sully was 40.1 years with a margin of error of 7.0 years, which is similar to the median age in Jasper County of 41.4 years but higher the median age of Iowa at 38.6 years.

Sully Population Pyramid (2023)



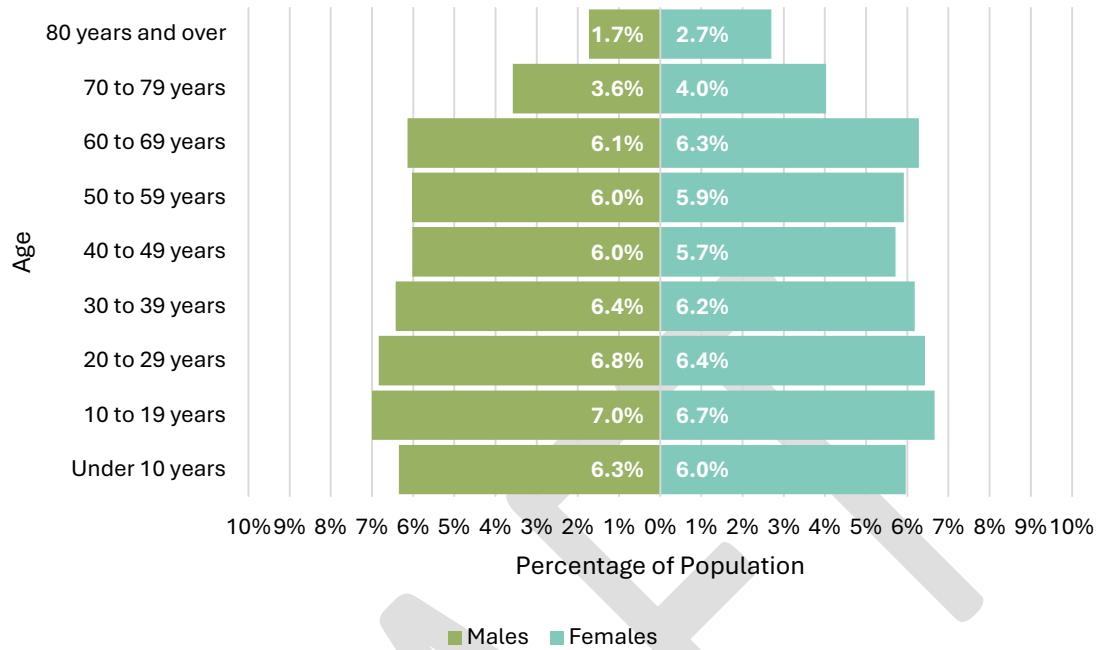
Source: 2023 American Community Survey (ACS) 5-Year Estimates

Jasper County Population Pyramid (2023)



Source: 2023 American Community Survey (ACS) 5-Year Estimates

Iowa Population Pyramid (2023)

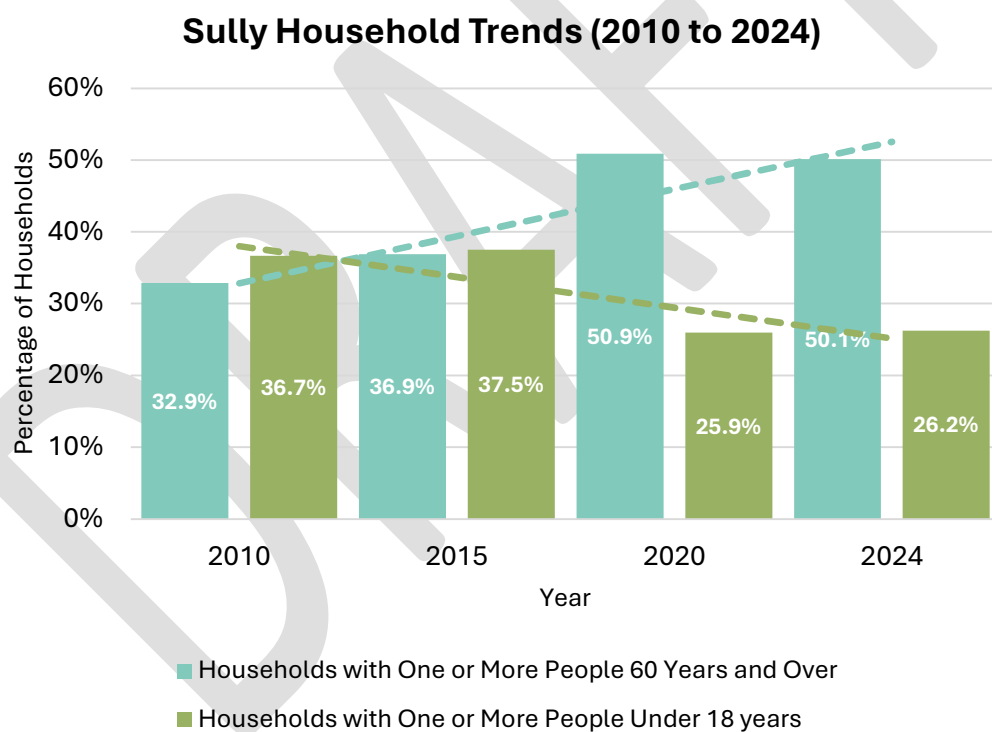


Source: 2023 American Community Survey (ACS) 5-Year Estimates

The average household and family size in Sully is slightly larger than Jasper County and Iowa, but still similar when after accounting for the margin of error. While the percentage of households with children under 18 is similar among Sully, Jasper County, and Iowa, Sully does have a slightly larger percentage of households with older adults 60 years and over than Jasper County and Iowa. According to the American Community Survey, from 2010 to 2024, Sully households with at least one older adult 60 years and over increased from 32.9% to 50.1% of Sully households. This increase in aging households indicates a need for additional senior housing and senior services to meet the needs of that population.

Households and Families			
	Sully	Jasper County	Iowa
Total Households	421	14,748	1,303,763
Average Household Size	2.59 ±0.34	2.44 ±0.05	2.38 ±0.01
Households with one or more people under 18 years	28.0% ±6.7	28.1% ±1.6	28.6% ±0.2
Households with one or more people 60 years and over	48.9% ±9.2	45.4% ±1.5	40.3% ±0.2
Total Families	274	9,613	806,728
Average Family Size	3.27 ±0.42	3.04 ±0.10	2.99 ±0.01

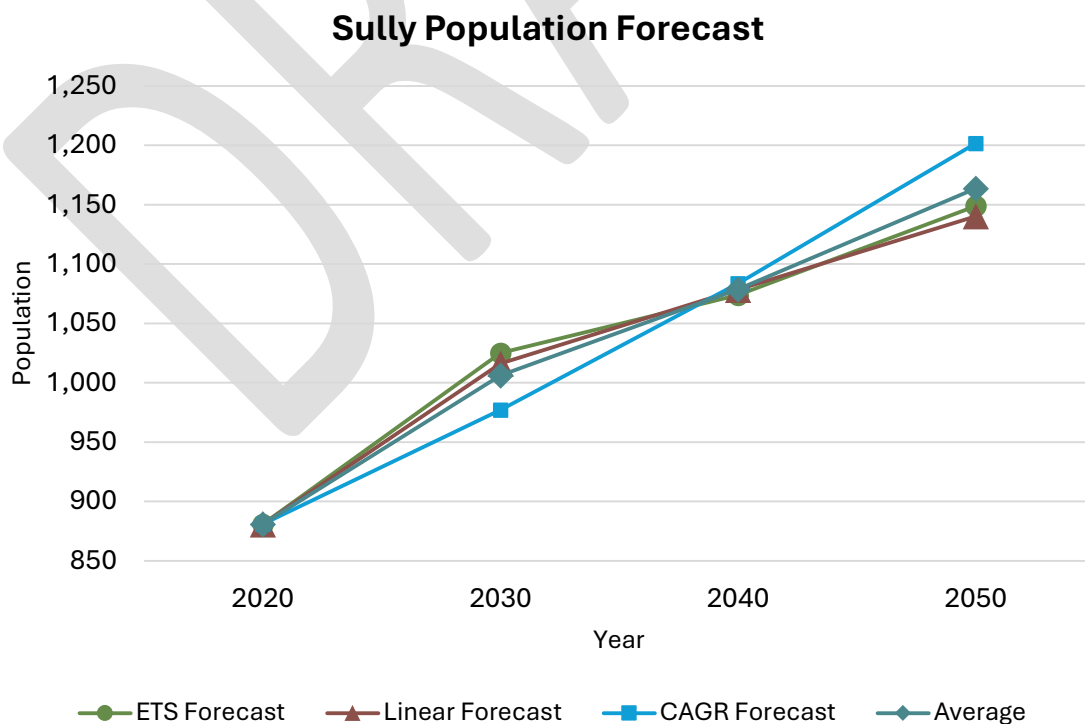
Source: US Census Bureau, 2023 American Community Survey (ACS) 5-Year Estimate. Table S1101.



Source: US Census Bureau, 2023 American Community Survey (ACS) 5-Year Estimate. Table B11005, B11006.

Population forecasts are important to consider when thinking about the future of Sully. Forecasts rely on historical population data but are considered estimates due to assumptions and changes regarding future births, deaths, and migration. Using population data from the 1910-2020 Decennial Census as historical values, four population forecasts were developed for Sully out to the year 2050. The first forecast uses the AAA version of the Exponential Smoothing (ETS) algorithm, also known as the Holt-Winters algorithm. The second forecast uses linear regression. The third forecast uses a compound annual growth rate (CAGR) of about 1.04%, calculated from the historical population growth from 1910 to 2020. The fourth forecast uses an average of the ETS forecast, linear forecast, and CAGR forecast. Overall, the four forecast methods provide a roughly similar population prediction for Sully, with the city growing to over 1,000 residents in the next three decades. Sully can proactively and thoughtfully plan for these changes.

Sully Population Forecast				
Year	ETS Forecast	Linear Forecast	CAGR Forecast	Average
2030	1,025	1,016	977	1,006
2040	1,074	1,078	1,084	1,079
2050	1,149	1,140	1,202	1,164



Housing



Housing opportunities are a central concern for Sully residents, who ranked it as the second highest community priority in the Community Survey. Overall, Sully's owner-occupied market is viewed positively as survey respondents indicate housing quality, housing affordability, and housing availability of amenities and styles are generally good. In contrast, the rental housing market is perceived as a challenge, with survey respondents rating it poor across quality, availability, and variety of options. Senior housing was mixed: while affordability and quality were seen positively, there is a gap in the availability of units and range of amenities and housing types offered. Going forward, Sully will have to maintain the strengths of its existing housing while expanding housing opportunities for all.

There are about 440 housing units in Sully, of which almost all are occupied (95.7%). Of the occupied housing units, 89.5% are owner occupied, and 10.5% are renter occupied. Sully's vacancy rate is near the healthy market vacancy rate of 5% but indicates some need for additional housing.

Housing Occupancy Status			
	Housing Units	Margin of Error	Percent
Occupied Housing Units	421	±58	95.7%
Owner-Occupied Units	377	±57	89.5%
Renter-Occupied Units	44	±20	10.5%
Vacant Housing Units	19	±25	4.3%
For seasonal, recreational, or occasional use	4	±5	21.1%
Other Vacant ⁹	15	±25	78.9%
Total Housing Units	440	±61	100%

Source: US Census Bureau, 2023 American Community Survey (ACS) 5-Year Estimate.

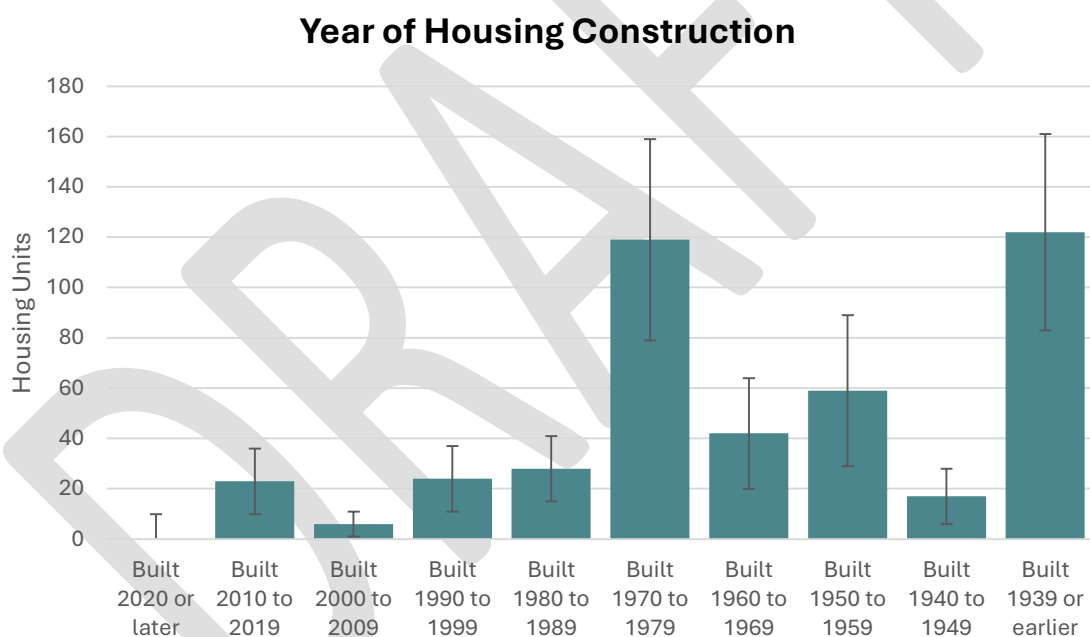
Table B25002, B25004, S2504.

Additionally, Sully has senior homes managed by Sully Retirement Homes Inc. The senior homes are organized into three complexes. Complex A of five units was built in 1972, Complex B of four units was built in 1974, and Complex C of four units was built in 1977.

⁹ Other Vacancies may include foreclosure, personal/family reasons, legal proceedings, preparing to rent/sell, held for storage, needs repairs, being repaired/renovated, extended absence, abandoned/possibly to be demolished/possibly condemned. Sources: "Housing Vacancies and Homeownership (CPS/HVS)." US Census Bureau. September 10, 2012. <https://www.census.gov/housing/hvs/definitions.html/>; "Other Vacant Housing Units." Melissa Kresin. US Census Bureau. Poster presented at the Annual Meeting of the Population Association of American. April 11-13, 2012. <https://www.census.gov/housing/hvs/files/qtr113/PAA-poster.pdf>

With the 13 senior housing units often at or near full occupancy, there is a waitlist of nearly equal size to existing capacity, indicating a strong and growing need for additional senior housing in Sully.

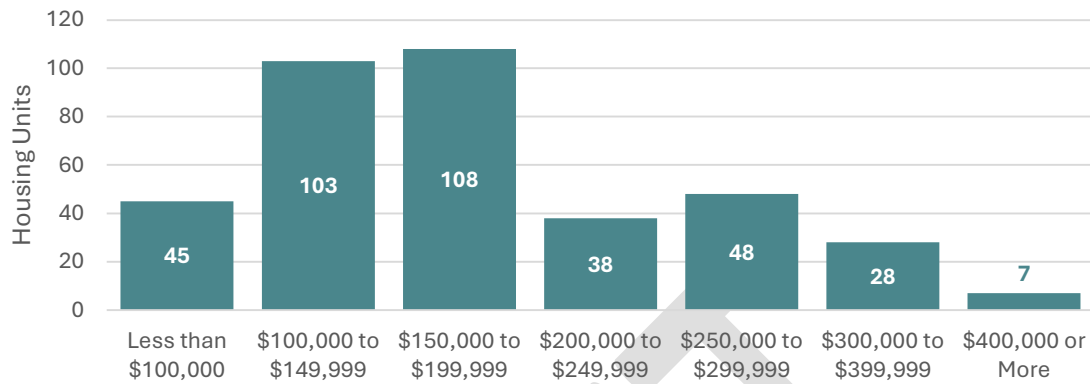
Sully has an older housing stock with very little recent housing construction. Approximately 81.6% of Sully's housing was built in 1979 or earlier. As these older homes continue to age, repairs and upgrades will be needed. For example, lead-based paints were banned in 1978, but over three-quarters of the city's housing stock were built before then and could need lead paint remediation along with other repairs and upgrades consistent with aging homes. Newer housing in Sully, constructed since 2000, only account for about 7% of the housing stock.



Source: 2023 American Community Survey (ACS) 5-Year Estimate. Table B25034

The median owner-occupied home value in Sully was \$165,600 according to the 2023 American Community Survey 5-Year Estimate. Both Jasper County and the State of Iowa had higher median home values at \$176,800 and \$195,900, respectively. The age of Sully's housing is a contributing factor to the lower median home value. Approximately 27% of Sully homes were valued between \$100,000 and \$149,999, 29% between \$150,000 and \$199,999, and 32% valued \$200,000 or more.

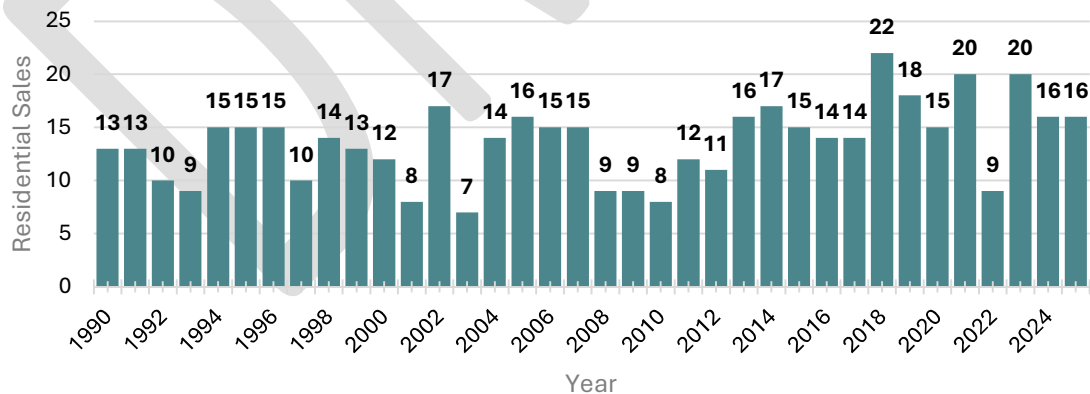
Owner-Occupied Home Values



Source: 2023 American Community Survey (ACS) 5-Year Estimate. Table B25075

From 1990 to 2025, there were 492 residential sales within the city limits of Sully according to Jasper County Assessor data.¹⁰ There are typically 11 – 16 sales per year with an annual average of 13.7 sales and an annual median of 14 sales. Though the number of residential sales has remained steady, the sale price has increased in the three decades from 1990 to 2025. Of the 13 sales in 1990, the median sales price was \$32,000 and the average sales price was \$36,746. Of the 16 sales in 2025, the median sales price was \$220,000 and the average sales price was \$227,338.

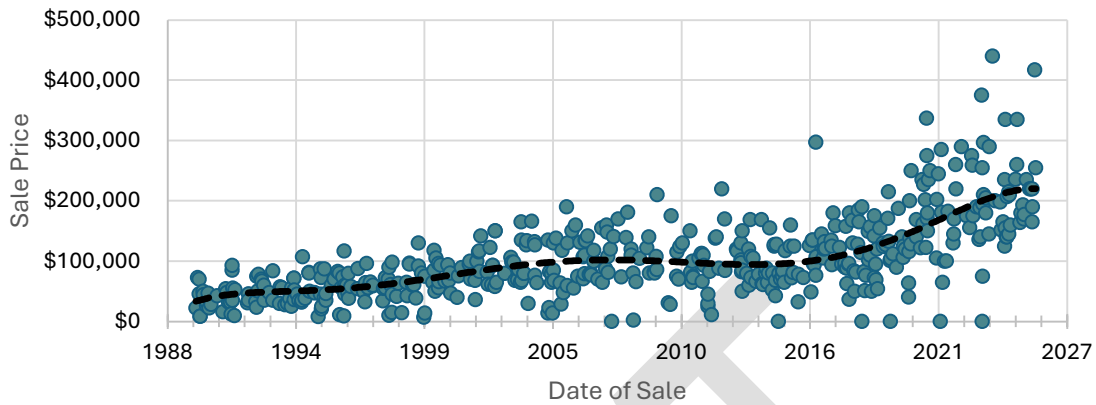
Sully Residential Sales by Year (1990 - 2025)



Source: Jasper County Assessor

¹⁰ Sales records with sale amounts less than \$1,000, no square footage, and no housing style were excluded.

Sully Residential Sale Amount (1990 - 2025) $R^2 = 0.5093$



Source: Jasper County Assessor

The US Department of Housing and Urban Development (HUD) defines housing cost-burdened households as those that spend more than 30% of their income on housing costs. For renters, housing cost is gross rent (contract rent plus utilities). For owners, housing costs are mortgage payment, utilities, association fees, insurance, and real estate taxes. About 11% of households in Sully are housing cost burdened. This includes 8% of owners and 36.3% of renters.

Housing Cost Burden		
Housing Costs as Percent of Household Income	Owner	Renter
Less than 20%	79.0%	34.1%
20% to 24.9%	6.4%	25.0%
25% to 29.9%	2.4%	0.0%
30% to 34.9%	2.4%	31.8%
35% or more	5.6%	4.5%
Not Computed	4.2%	4.5%
Total	100%	100%

Source: 2023 American Community Survey (ACS) 5-Year Estimate. Table DP04

The US Department of Housing and Urban Development (HUD) publishes income limits that determine eligibility for federal programs, with 80% of the median county income a benchmark for housing affordability. For federal fiscal year (FY) 2025, 80% of the Jasper County median income for a family of one was \$53,050 and for a family of four was \$75,750. To promote long-term affordability, new housing in Sully should be thoughtfully developed to be attainable for individuals and families making 80% of the county median income. Aligning new home prices and rental rates with Jasper County median income thresholds will help ensure that housing is attainable for all Sully residents.

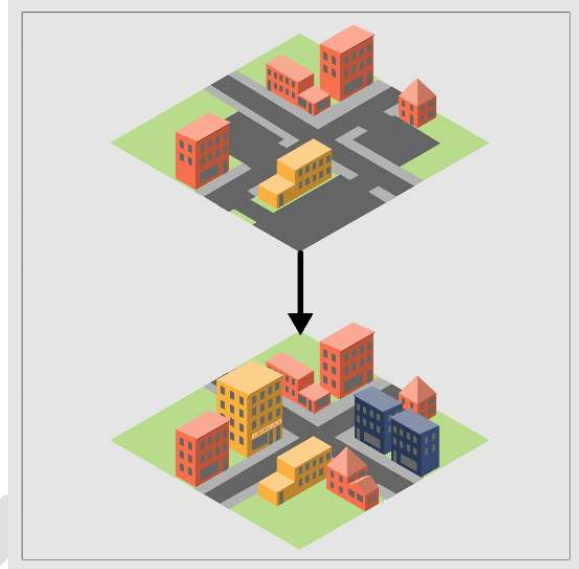
FY2025 HUD Income Limits for Jasper County								
Income Category	Persons in Family							
	1	2	3	4	5	6	7	8
30% of Median Income Limit	\$19,900	\$22,750	\$25,600	\$28,400	\$30,700	\$32,950	\$35,250	\$37,500
50% of Median Income Limit	\$33,150	\$37,900	\$42,650	\$47,350	\$51,150	\$54,900	\$58,750	\$62,500
80% of Median Income Limit	\$53,050	\$60,600	\$68,200	\$75,750	\$81,850	\$87,900	\$93,950	\$100,000

Source: US Department of Housing and Urban Development (HUD) Income Limits Documentation System

Future growth in Sully will have to address the shortage of housing opportunities for young families and the aging population, but Sully can be “housing ready” through proactive and thoughtful planning. Strong Towns, a nonprofit organization whose mission is to advocate for fiscally strong, resilient, livable communities, created a toolkit for communities to be “housing ready”. Some examples of making a community “housing ready” are to allow home conversions to duplex or triplex by right, eliminate minimum lot sizes, and repeal parking mandates for housing. In the Appendix is a “housing ready” checklist that can be used to reduce barriers to housing.

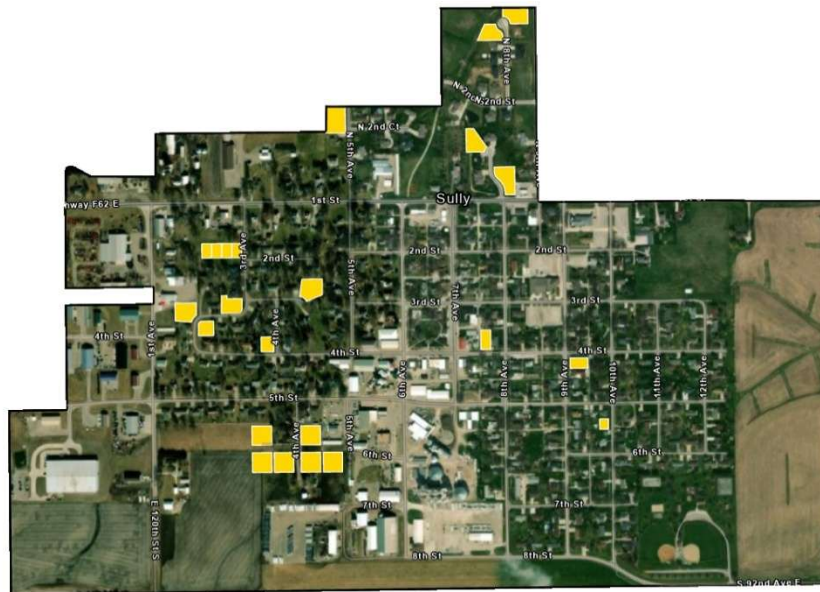
To create fiscally strong, resilient, livable communities, Strong Towns advocate for incremental development. One way that incremental development can be achieved is through infill development. Infill development seeks to build on vacant or underutilized lots

and spaces that can make efficient use of existing infrastructure, streets, and utilities. By encouraging infill development, Sully can embark on a fiscally sustainable approach to housing growth that strengthens existing neighborhoods and avoids the expensive cost of developing new infrastructure and the consumption of prime agricultural land. Respondents to the Sully Community Survey rated “new residential development on vacant lots” as one of their higher land use priorities for Sully.



A visualization of infill development.
Source: New Hampshire Housing Toolbox

A preliminary analysis conducted in April 2026 identified 23 vacant parcels (7.3 acres) across Sully that can be further explored for infill housing development opportunities.



Vacant parcels across Sully can be opportunities for infill housing development.
Source: Mid-Iowa Planning Alliance (MIPA)

Below is an example of potential infill development on a vacant, residential-zoned lot near downtown Sully. The first image on the left is an aerial photo of a previous housing structure from 2019. The second image on the right is an aerial photo from 2025 that shows a vacant parcel. Using artificial intelligence, a rendering of a side-by-side duplex on the empty parcel is shown below.



An infill housing development opportunity on a vacant lot that previously had a house.
Source: Google Maps



An AI-generated example of possible infill housing development.
Source: Google Maps (left); Mid-Iowa Planning Alliance (MIPA) via Duck.ai (right)

In May 2025, the City of Sully acquired approximately 7-acres from the Sully Development Group, which had acquired the property from the Moes Estate. The 7-acre parcel presents the largest opportunity for the City to develop new housing units to increase the overall housing supply and to address identified housing needs in Sully, including workforce housing and housing for teachers, young families, and senior housing.



Housing to address community needs can be developed on this 7-acre parcel.

Source: Mid-Iowa Planning Alliance (MIPA)

“We need more affordable housing for working-class families to maintain the health of the school system. Part of the school's budget is based on the number of students we have living in the district that are school-aged. We also need to develop more high-quality senior living spaces so our older residents don't have to move to Pella, Grinnell, or DSM to have a comfortable place to live with the support they need.”

-Sully Resident response on the Sully Community Survey

As new housing is considered, Sully can expand beyond the traditional development pattern. Housing construction in Sully has almost exclusively been detached single-family houses, including the recent NorthRidge Estates development. While single-family construction has been the norm, expanding the range of housing types would better serve the community's evolving needs.

“Missing-middle” housing, such as duplexes, offers more diverse options that can accommodate residents at different stages of life, from starter homes for young professionals and growing families to older adults seeking to downsize. Incorporating “missing middle” housing types can also broaden the affordability spectrum and create opportunities for residents with varying income levels to remain in or move to Sully.



Examples of Missing-Middle Housing.
Source: Raleigh News & Observer via City of Chapel Hill



A spectrum of housing types, highlighting Missing Middle Housing.
Source: Opticos Design

Another complementary opportunity for expanding Sully's housing options is Accessory Dwelling Units (ADUs) (also known as backyard cottages), which are smaller, secondary homes on the same lot as the primary residence.

ADUs can take many forms, from attached to detached, to basement or garage conversions.

ADUs can provide flexible living spaces for renters or family members, such as adult children or aging family members. In 2025, Iowa Code Section 364.3.23 was amended to have cities permit at least one ADU on the same lot as a single-family residence, subject to sizing requirements. While Community Survey respondents did not prioritize new residential developments on existing parcels (backyard cottages), ADUs can serve as a viable tool for Sully to increase diverse and affordable housing options within existing neighborhoods.



The variety of ADUs.

Source: AARP's "ABCs of ADUs" via American Planning Association (APA)



While not an ADU, this backyard structure in Sully illustrates the concept of a detached ADU.

Source: Mid-Iowa Planning Alliance (MIPA)

Goal: Housing is Available and Affordable for All Ages	
Objectives	Actions
Play an active role in thoughtful housing developments	• Review and update Zoning and Subdivision Ordinances to promote housing development, including permitting accessory dwelling units (ADUs) • Encourage infill housing development on vacant lots and as ADUs • Promote missing-middle housing developments that provide housing for all family sizes, ages, and abilities and allow older residents to age-in-place • Partner with Jasper County Economic Development on housing developments ○ Keep track and publicly report on new housing construction in the Sully area
Plan with and support the expansion of Sully Retirement Home	• Coordinate with Sully Retirement Home to evaluate current and future senior housing needs and develop an expansion plan • Identify and pursue funding opportunities for senior housing expansion
Develop the 7-acre parcel into attainable housing	• Design and advance housing development to provide attainable housing for households • Consult with community stakeholders, including Lynnville-Sully Community School District, Sully Christian School, and Sully Retirement Homes, on housing development proposals • Work with Jasper County Economic Development to identify and select a qualified housing developer

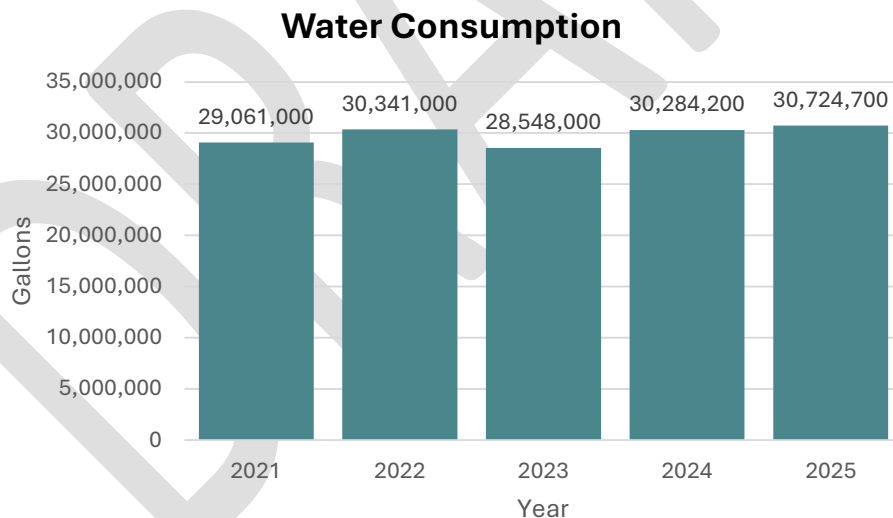
Infrastructure & Utilities



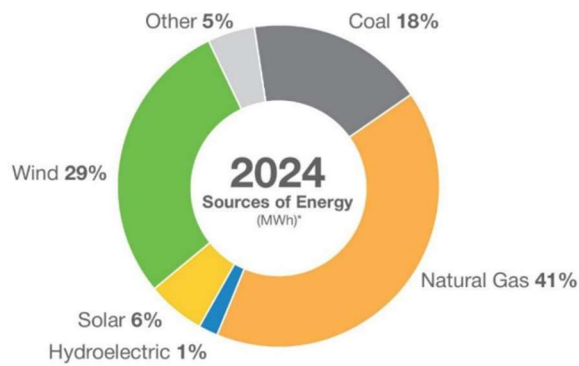
The City of Sully provides service for water, sewer, garbage, and recycling. Water is purchased through a bulk connection with the Iowa Regional Utilities Association (IRUA). Newton Waterworks supplies the water to IRUA, which is pumped from wells located in the Alluvial and Cambrian-Ordovician aquifers of the Skunk River. Sully's wastewater treatment facility is located northeast of Sully, off Temple Ave. The facility has a maximum capacity of 950,000 gallons per day, and its average usage is 150,000 gallons per day. Recent improvements include lining the sewer trunk line to the treatment plant in 2024; however, the remaining sewer system will require cleaning and video-scoping before lining can proceed, starting with the west side of Sully. As of October 2025, garbage and recycling are contracted through Midwest Sanitation and Recycling. Sully is within the City of Newton Sanitary Landfill Planning Area and is served by the Newton Sanitary Landfill.



Aerial photo of the Sully wastewater treatment facility.
Source: Iowa Department of Natural Resources Facility Explorer



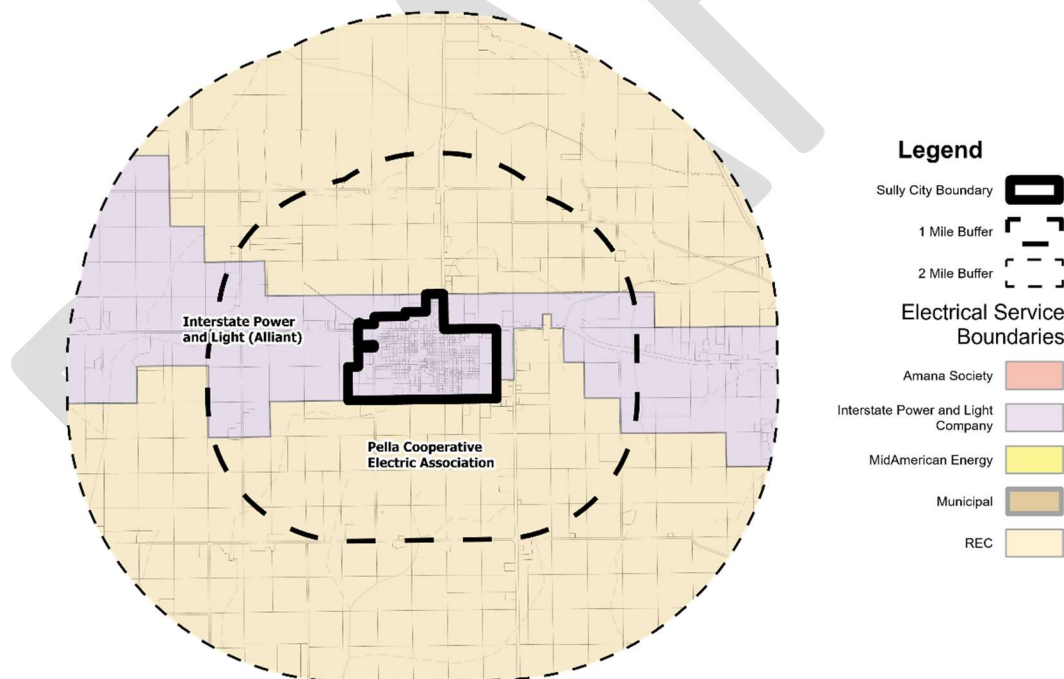
Source: City of Sully



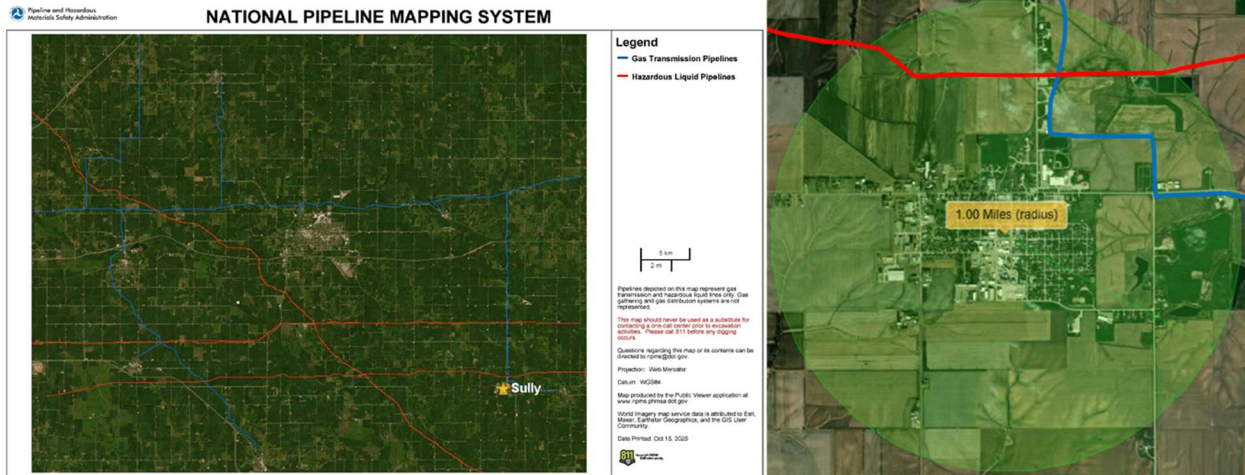
Sources of Alliant Energy in Megawatt-hours (MWh)
Source: Alliant Energy Climate Report (2025)

Electricity and natural gas services within Sully are provided by Alliant Energy. In 2024, the majority of Alliant's energy generation was from natural gas (41%), wind (29%), and coal (18%). According to the Pipeline and Hazardous Materials Safety Administration, within a mile radius of Sully, there is a gas transmission pipeline that runs from north of Sully to the east toward Lynnville and a hazardous liquid pipeline that runs east-west just north of the city. As Sully continues to plan for growth, promoting energy efficiency efforts

for municipal services and operations, individual homes, and businesses will help deliver long-term cost savings for the entire community.



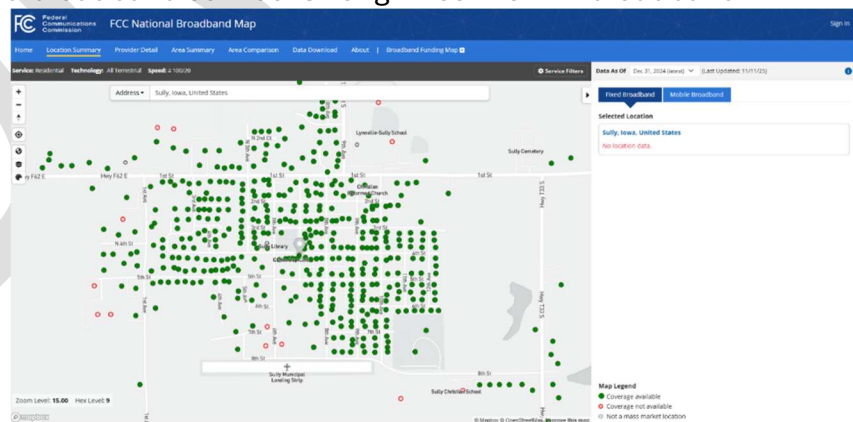
Electric service area around Sully.
Source: Iowa Utilities Board



The approximate locations of Gas Transmission Pipeline (blue) and Hazardous Liquid Pipeline (red) within 1 mile radius of Sully.

Source: Pipeline and Hazardous Materials Safety Administration

Reliable, high-speed internet access has become a critical component of daily life, supporting everything from remote work to e-commerce, online education, and telehealth. Mediacom and Sully Telephone Association provide telephone, television, and internet services for Sully. In March 2024, the Federal Communications Commission (FCC) increased its broadband speed benchmark to downloads of 100 megabits per second (mb/s) and uploads of 20 megabits per second (mb/s).¹¹ Sully is well-served with terrestrial broadband as over 90% of residential units in Sully are covered by 100 mb/s download and 20 mb/s upload broadband service. Strong investment in broadband contributes to Sully's economic vitality and enhances quality of life. Continued investment and coordination with service providers will be important to ensure reliable, affordable, and future-ready connectivity as technology and usage continues to evolve.



National Broadband Map and Dashboard for Residential Broadband (100 mb/s download; 20 mb/s upload) in Sully as of Dec 31, 2024.

¹¹ "FCC Increases Broadband Speed Benchmark." Federal Communications Commission (FCC). March 14, 2024. <https://www.fcc.gov/document/fcc-increases-broadband-speed-benchmark>

Goal: Provide Safe and Reliable Utilities and Infrastructure	
Objectives	Actions
Support projects that enhance energy, water, solid waste, and broadband utilities	• Maintain and rehabilitate utilities and infrastructure through preventive maintenance, inspections, and timely replacements ○ Clean and video inspect the sewer system before lining • Coordinate utility and infrastructure projects to improve efficiency and reduce disruptions • Pursue opportunities and maintain partnerships with utility providers and other stakeholders to support long-term utility and infrastructure investments for performance and resilience ○ Conduct an energy-efficiency audit on city buildings with Alliant Energy ○ Explore the concept of community energy, such as the Alliant Energy Community Solar program

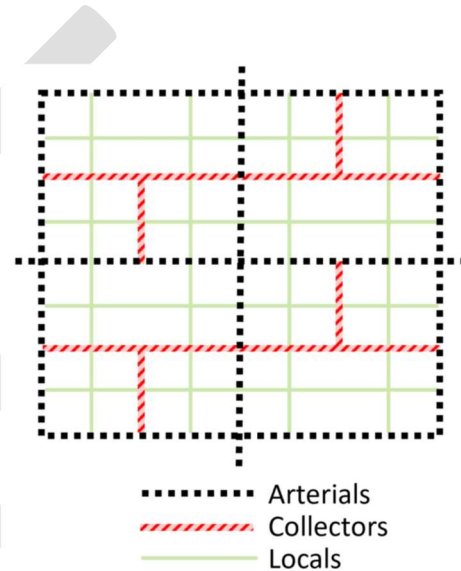
Transportation



Source: Home Point Aerial via City of Sully

Safe, reliable, and efficient transportation facilitates access and connections for residents to meet everyday needs and supports business and economic activity. Respondents of the Sully Community Survey preferred maintaining and improving the existing transportation system. Their top three transportation priorities were to maintain the existing road network, fill missing sidewalk gaps and expand the sidewalk network, and improve safety on existing roads. By prioritizing walkability, maintenance, and incremental improvements, Sully can ensure safe and accessible routes for community mobility.

Roads throughout the nation are classified according to the Federal Highway Administration's Functional Classification, which organizes roadways according to their function in providing access and traffic flow. Arterials provide the most traffic flow and the least access, while local roads provide the most access and the least traffic flow. Collectors are in between and provide a moderate amount of both traffic flow and access. By following the Federal Functional Classification hierarchy and design standards, the road network can provide both mobility and accessibility.

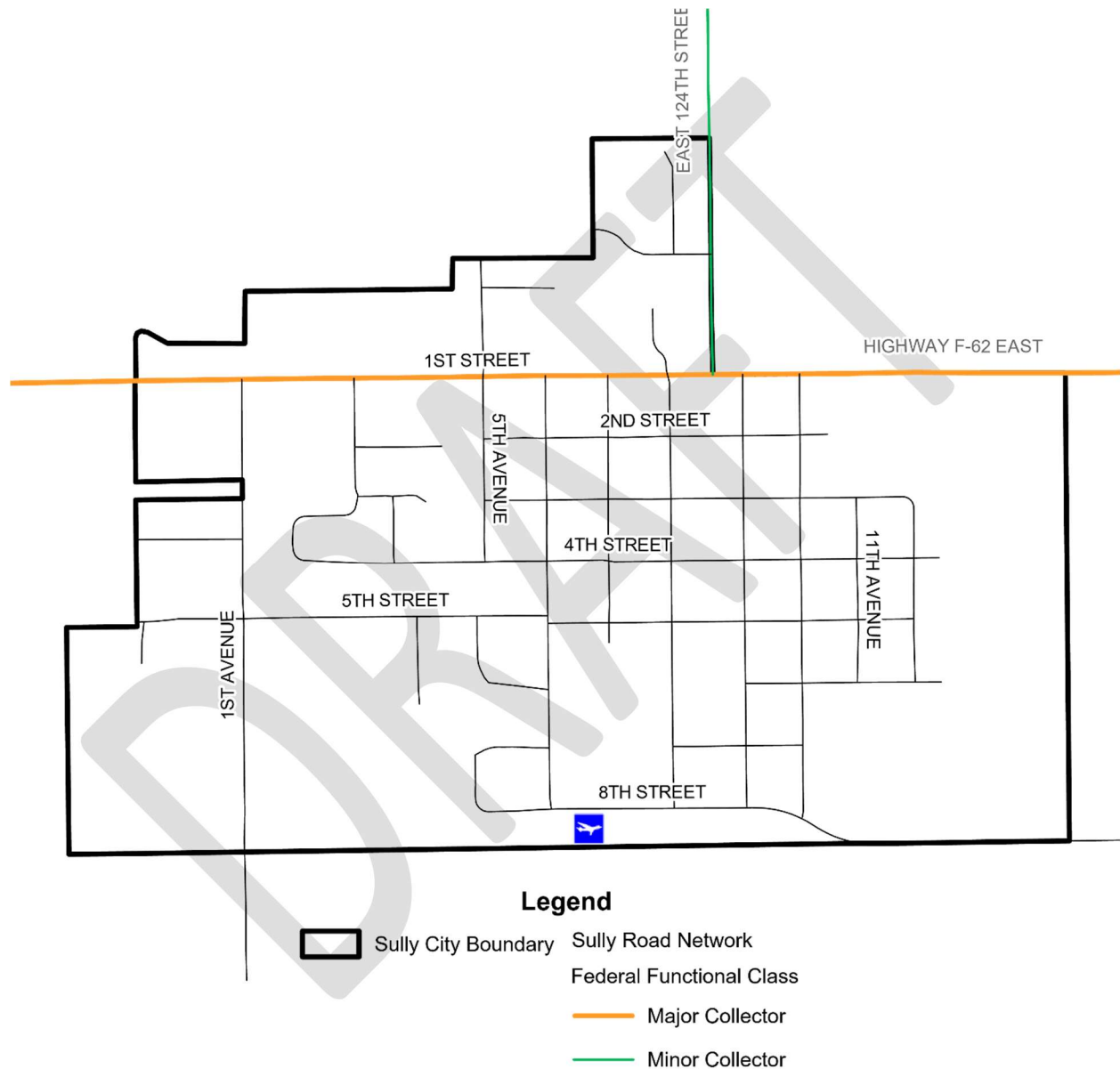


Source: Federal Highway Administration (FHWA) Highway Functional Classification Concepts, Criteria, and Procedures (2023)

Functional Classification and Travel Characteristics							
Functional Classification	Distance Served and Length of Route	Access Points	Speed Limit	Distance between Routes	Usage (Traffic Volume)	Significance	Travel Lanes
Arterial	Longest	Few	Highest	Longest	Highest	Statewide	More
Collector	Medium	Medium	Medium	Medium	Medium	Medium	Medium
Local	Shortest	Many	Lowest	Shortest	Lowest	Local	Fewer

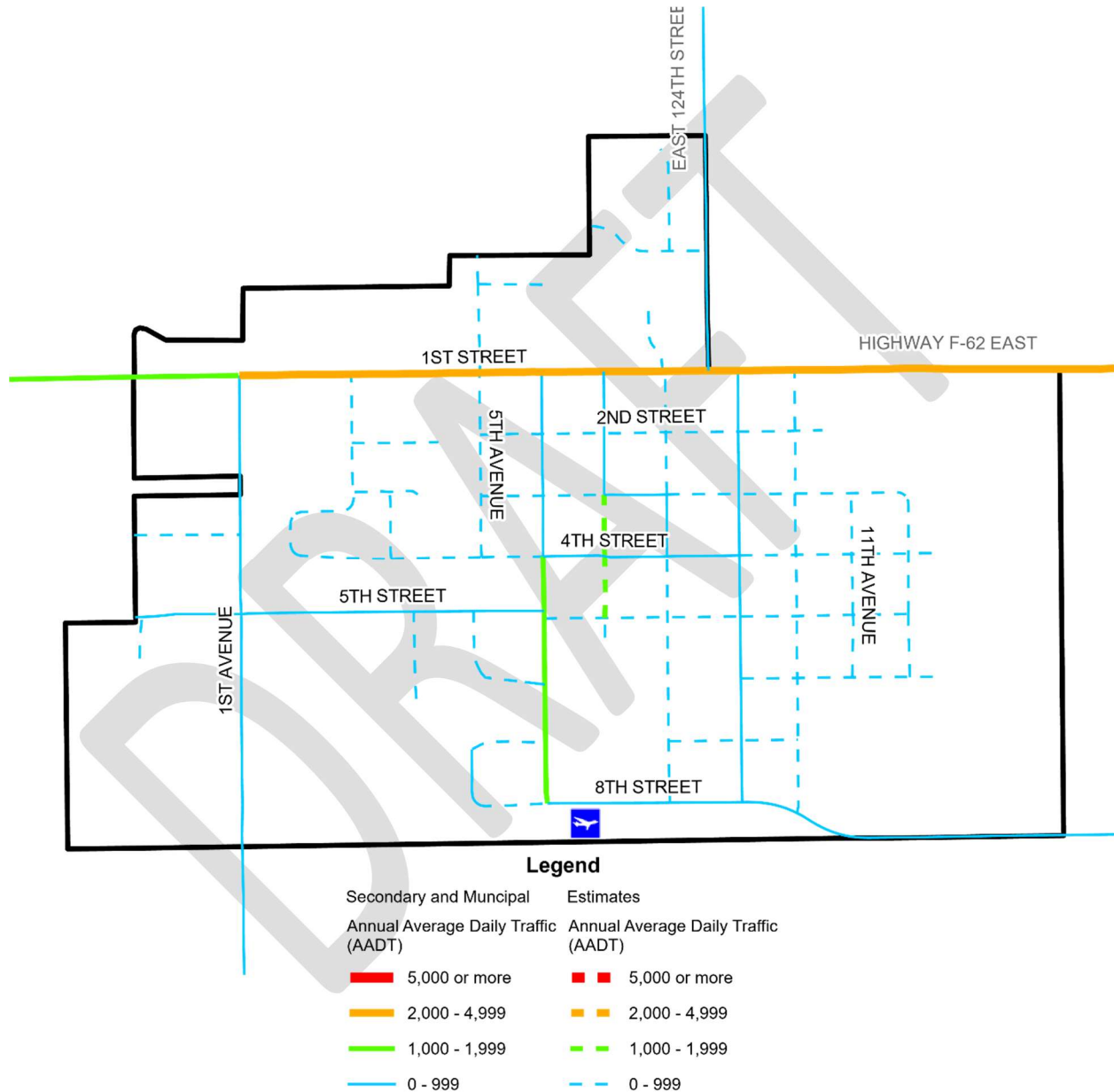
Source: Federal Highway Administration (FHWA) Highway Functional Classification Concepts, Criteria, and Procedures (2023)

Most of the road network in Sully is classified as local roads. Highway F62 East, or 1st Street, runs east to west and is classified as a Major Collector. Highway F62 is Sully's primary transportation corridor and connects Sully to Lynnville in the east. East 124th Street runs north to south and is classified as a Minor Collector.



Source: Iowa Department of Transportation (DOT)

The Iowa Department of Transportation provides traffic counts, with the most recent counts for Sully from 2022. Highway F62 East / 1st Street is Sully's busiest corridor with annual average daily traffic (AADT) volumes of around 2,300 vehicles. Most other roads in Sully are estimated to have AADT volumes below 2,000 vehicles.



Source: Iowa Department of Transportation (DOT)

Freight generating uses in Sully include Janco Industries, Key Cooperative, and Sully Transport. By designating and enforcing truck routes, Sully can reduce traffic congestion, minimize conflicts and the disturbance of freight with other uses and activities, and contain the impact of heavy vehicles to certain roadways.

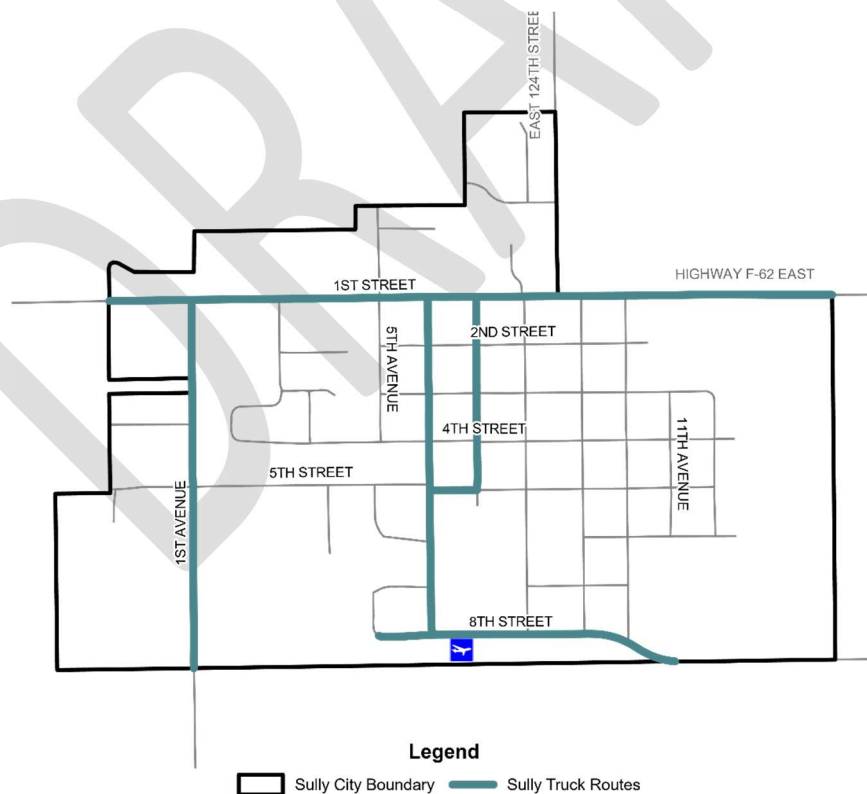
Sully has designated the following corridors as truck routes in City Code:

- First Street, east and west, between corporate limits
- Seventh Avenue, north and south, between First Street and Fifth Street
- Fifth Street, east and west, between Seventh Avenue and Sixth Avenue
- Sixth Avenue, north and south, between Fifth Street and Eighth Street
- Eighth Street, east and west, between the corporate limits
- First Avenue, north and south, between the corporate limits

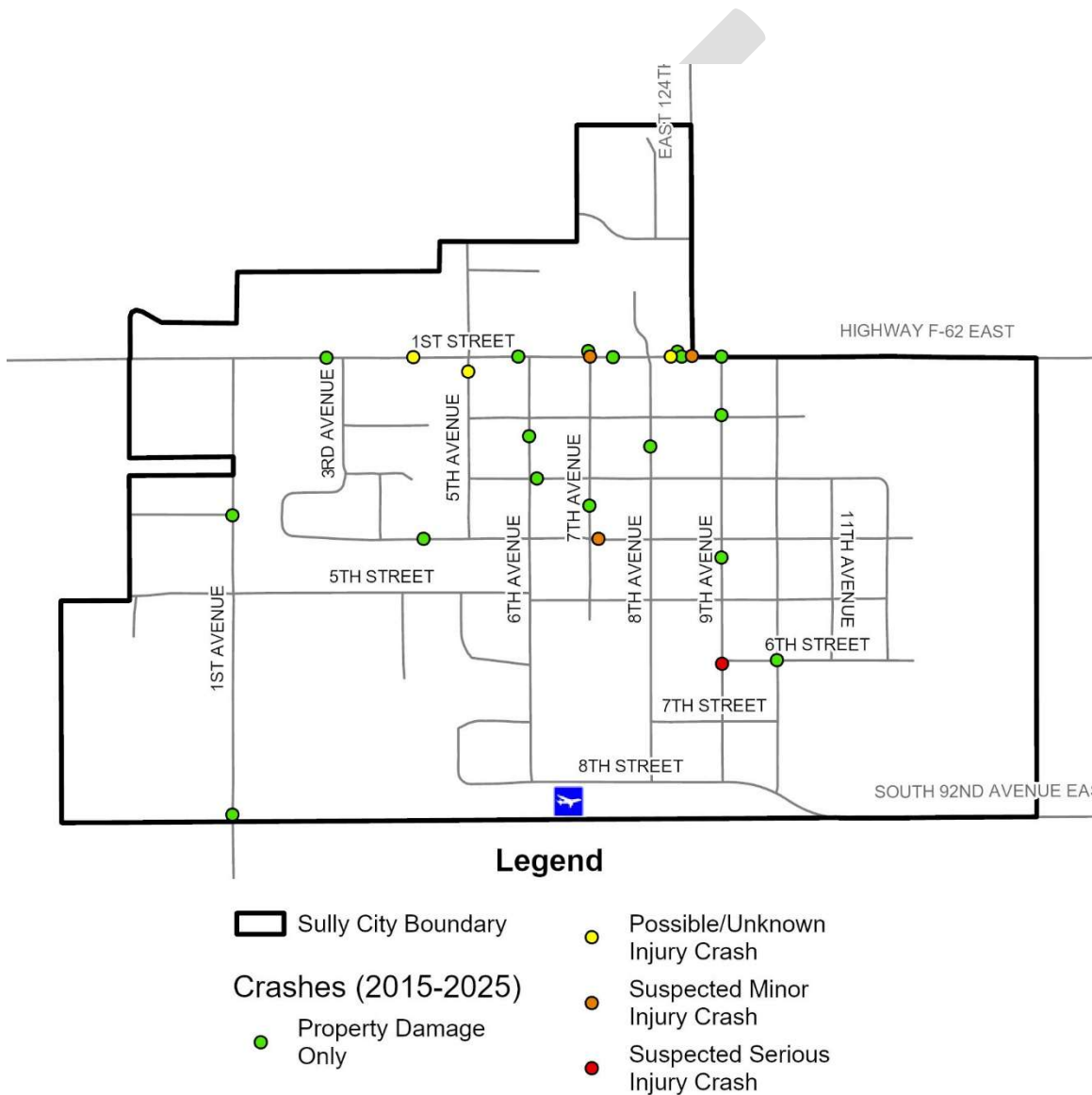


Truck Route sign in Sully
Source: Mid-Iowa Planning Alliance (MIPA)

All the freight generating uses are located along the designated truck routes. Any future freight generating developments or land uses should be situated along truck routes.

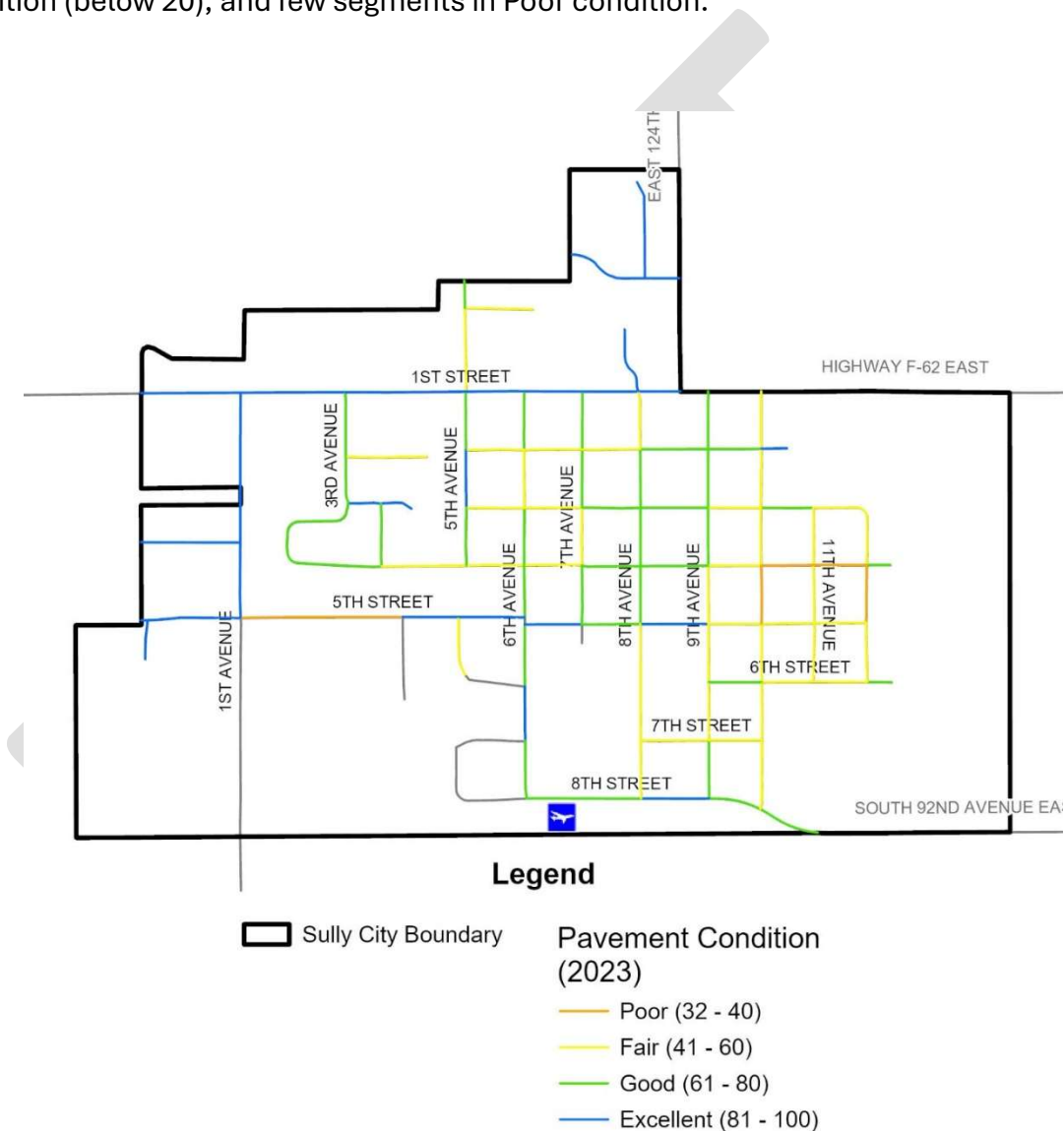


Over a ten-year period from 2015 to 2025, the Iowa Department of Transportation's (DOT) Iowa Crash Analysis Tool (ICAT) recorded 24 crashes in Sully with one serious injury, three minor injuries, three possible injuries, and seventeen property-damage only. The most identified cause was driver distraction, causing 19% of the crashes. Approximately 42% of the crashes were non-collision or single vehicle incidents. Almost half of the documented crashes occurred along Highway F-62 East/1st Street, which may benefit from roadway safety improvements.



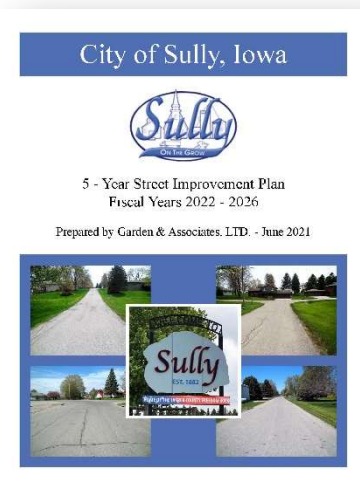
Source: Iowa Crash Analysis Tool (ICAT)

Roadway pavement conditions are collected every 4 years by the Iowa DOT through the Iowa Pavement Management Program (IPMP) at the Institute for Transportation (InTrans) at Iowa State University. The most recent data collection for Sully was in 2023. The Pavement Condition Index (PCI) is a numerical measure of pavement condition from 0, representing failed pavement, to 100, representing new pavement. Of the approximately 8.25 miles of roads in Sully, the median PCI was 63, and the average PCI was about 66, indicating the pavement conditions are generally Good. There are no pavement sections in Very Poor condition (below 20), and few segments in Poor condition.

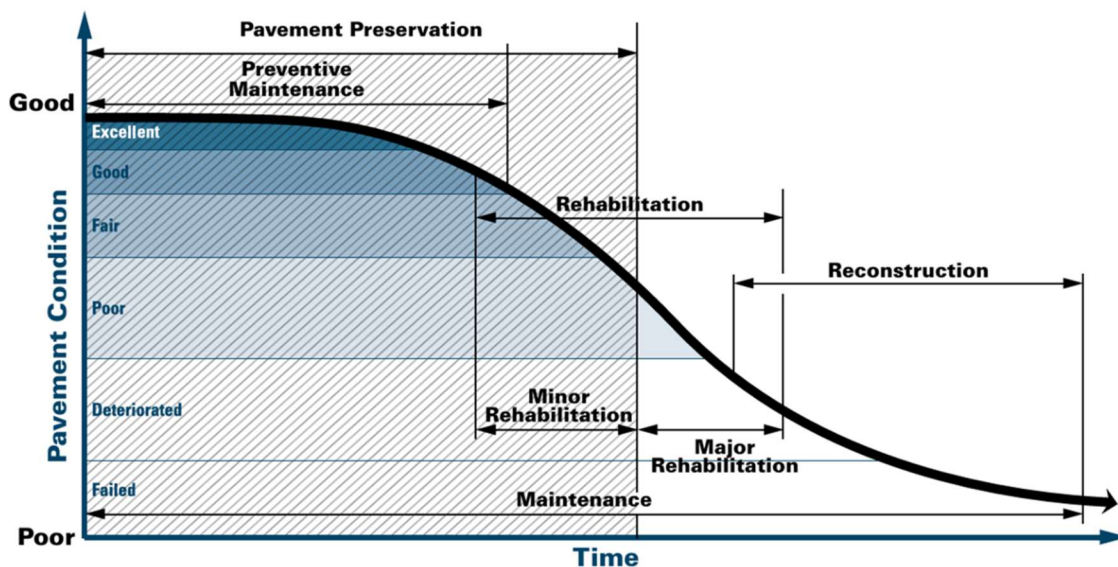


Source: Institute for Transportation (InTrans) at Iowa State University (ISU) / Iowa Department of Transportation (DOT)

In 2021, a “5-Year Street Improvement Plan” for fiscal years 2022 – 2026 was prepared. The Plan provided detailed street improvements and cost estimates. Minor improvements included asphalt overlays, full-depth patching, crack sealing, and drainage. Major improvements included reconstruction (repaving) of an existing street and replacement of granular-surfaced streets with pavement. Drainage improvements including ditches and stormwater considerations were also included. Through investments in regular pavement condition assessments and timely maintenance, Sully can extend the life of pavement, reduce expensive rehabilitation and reconstruction costs, and enhance the safety and experience for road users.

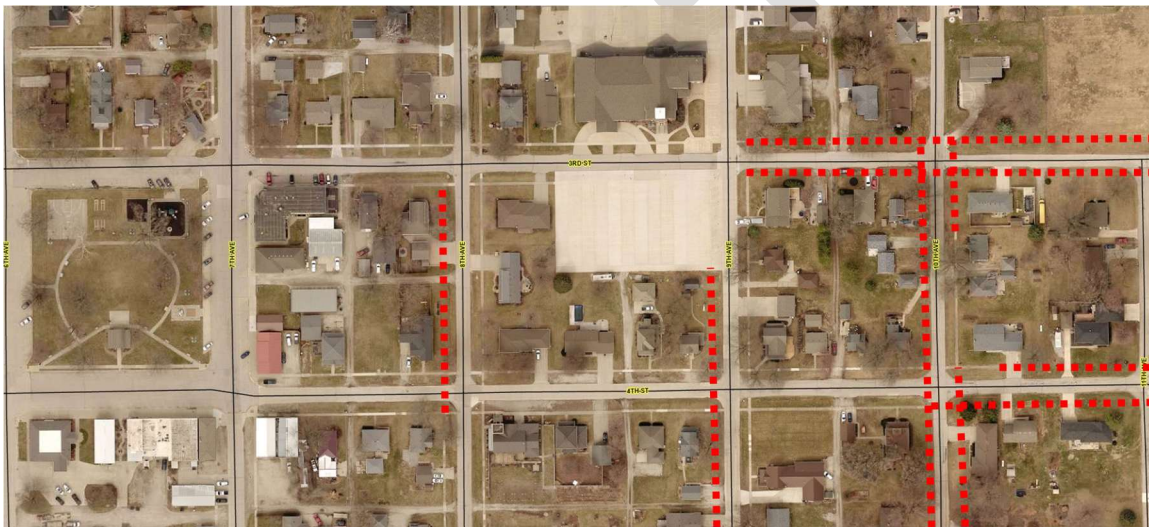


The 5-Year Street Improvement Plan for Fiscal Years 2022-2026.
Source: City of Sully



Source: Federal Highway Administration (FHWA) Concrete Pavement Preservation Guide (2014)

Most city blocks in Sully have sidewalks, particularly in and around downtown. However, in neighborhoods further away, there are often sidewalk gaps or no sidewalks at all. Sidewalks are an invaluable component of Sully's transportation network that helps to reduce conflicts between pedestrians and vehicles. Sidewalks enable safe routes for children to go to school, encourage healthier lifestyles through walking or running as an active means of transportation or recreation, and connect residents with local businesses and community amenities. As noted in the Community Survey and through public outreach for the Comprehensive Plan, expanding sidewalks and closing sidewalk gaps are a priority for Sully residents.



An example of where sidewalks are missing (in red dotted line) to connect neighborhoods to downtown Sully.

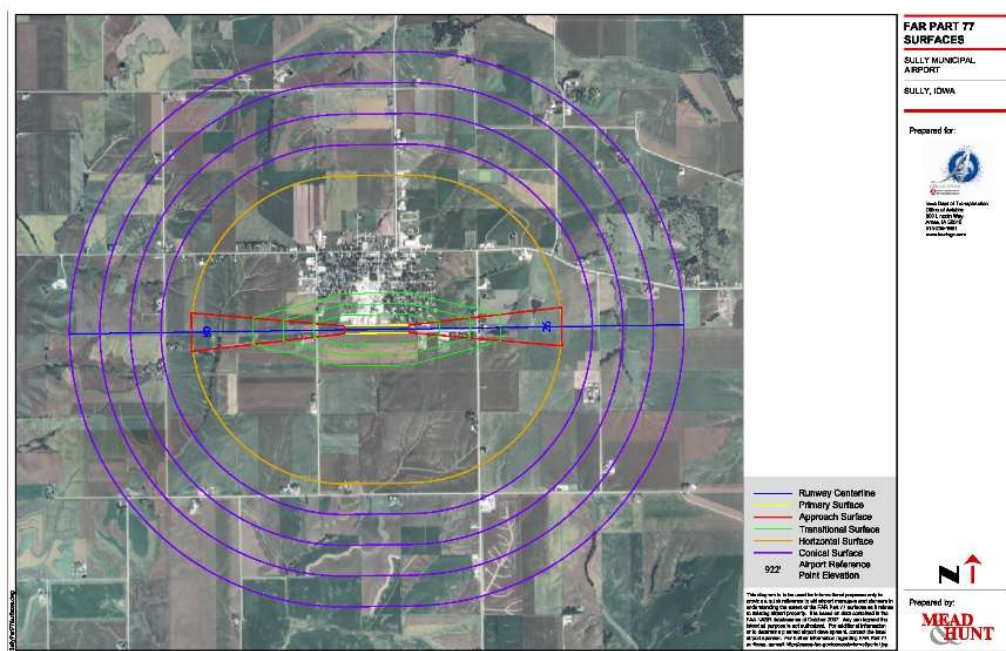
Source: Mid-Iowa Planning Alliance (MIPA); Beacon via Jasper County

The Sully Municipal Airport (Airport Code: 8C2) is a publicly owned, general aviation airport with a 2,300 feet turf runway that serves small and medium sized planes for personal flying, business, aircraft services, and aerial applications.



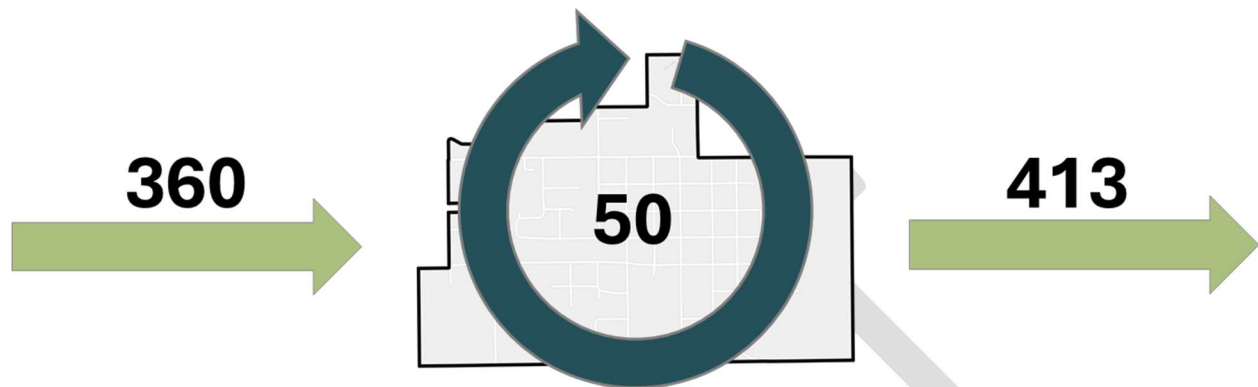
Source: City of Sully

Part 77 of the Federal Aviation Administration (FAA)'s Federal Aviation Regulations (FAR) establishes distance and height thresholds for structures to ensure compatibility with safe aircraft operations. Proposed construction or structural alterations in Sully are required to notify the FAA using Form 7460-1 "Notice of Proposed Construction or Alteration." By identifying and incorporating these considerations for future land use and development, Sully can comply with federal aviation safety standards and preserve airport functions. As of early 2026, the City of Sully is reviewing FAA compliance measures.



Source: Iowa Department of Transportation (DOT)

Most people in Sully commute outside for employment. In 2022, about 50 people were employed in and lived in Sully. About 360 people lived outside of Sully and worked in Sully, while 413 people lived in Sully and worked outside of Sully.



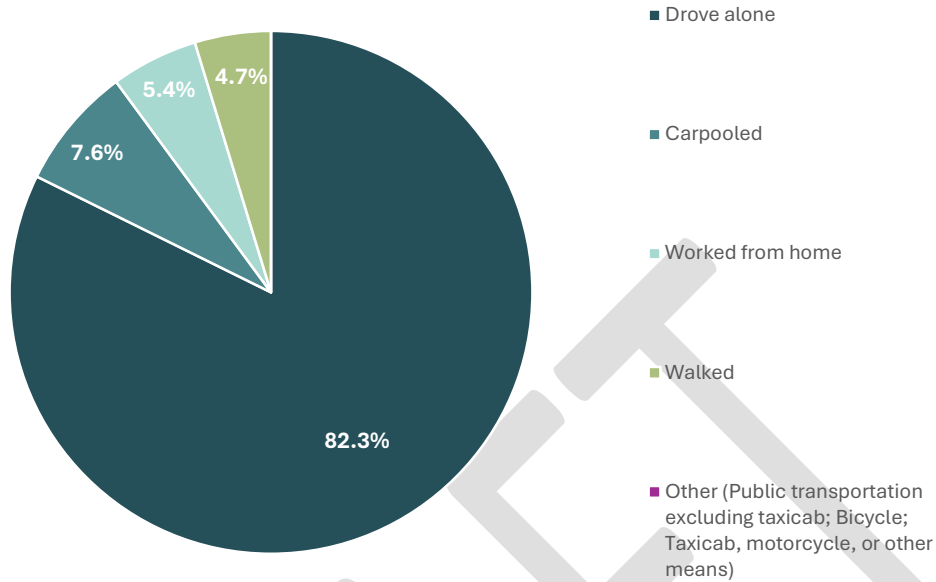
Source: US Census Bureau, Center for Economic Studies, Longitudinal Employer Household Dynamics (2022)

Sully's commuting pattern is that of a bedroom community with a small-employment base. While Sully is economically connected, there are opportunities to increase local employment and encourage people to spend more time and money in town. Expanding local job opportunities, supporting remote work, and enhancing amenities, such as restaurants, recreation, and entertainment could help retain more daily activity within Sully. Dining, retail, services, and community events may also encourage commuters to stay in town longer before heading home. Strengthening downtown Sully as an attractive, walkable, lifestyle district could help convert commuters into regular local customers.

“Offer more community-building events, chances for our town and surrounding areas to come together.”

-Sully Resident response on the Sully Community Survey

Means of Transportation to Work



Source: US Census Bureau, 2023 American Community Survey (ACS) 5-Year Estimate. Table S0801.

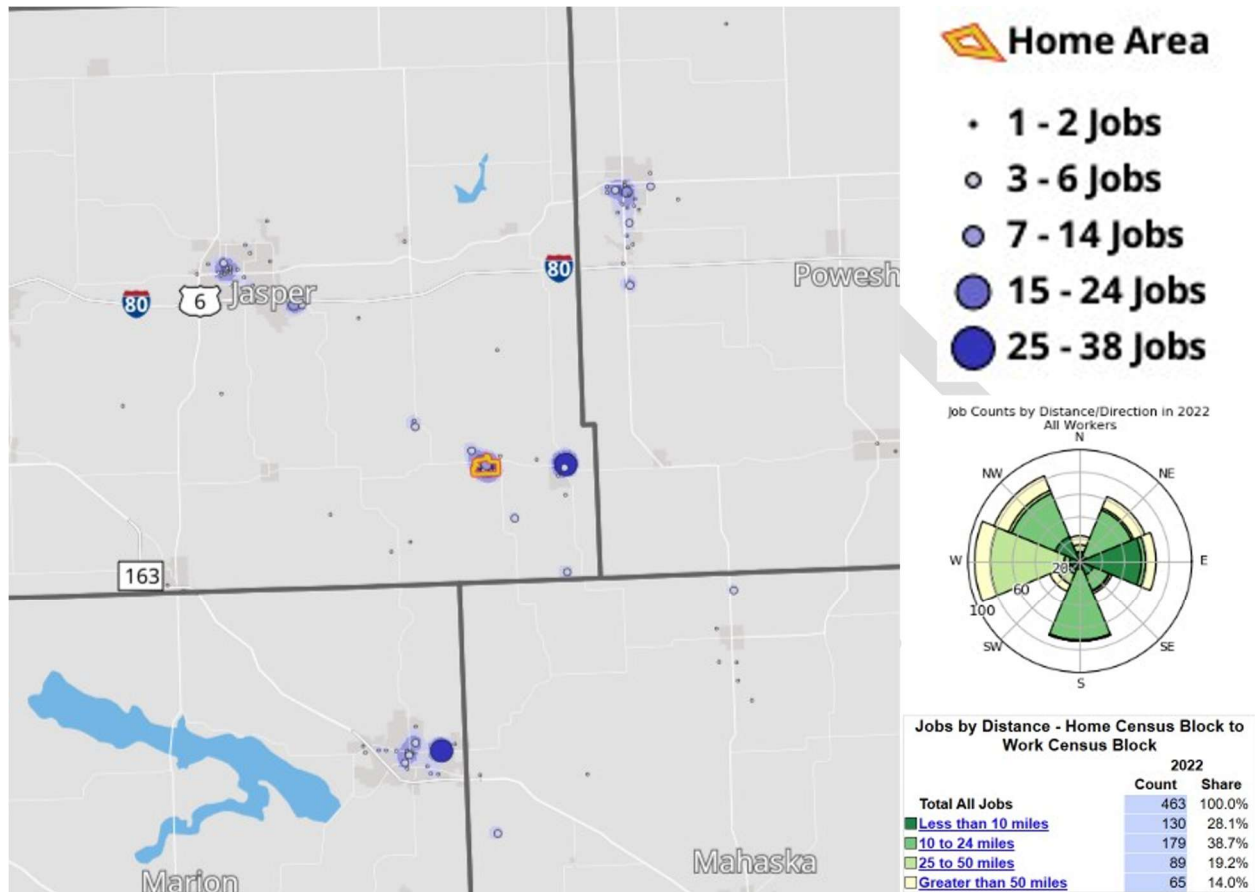
For workers 16 years and over in Sully, the predominant means of transportation to work is driving alone. Other means of transportation to work include carpooling, working from home, and walking.

Almost a third (29.8%) of all commutes to work are less than 10 minutes. The average travel time to work is about 22 minutes, which is roughly the driving time to Newton, Grinnell, and Pella.

Travel Time to Work		
Travel Time	Estimate	Margin of Error
Less than 10 minutes	29.8%	±6.5
10 to 14 minutes	7.6%	±3.5
15 to 19 minutes	4.2%	±2.4
20 to 24 minutes	18.7%	±6.6
25 to 29 minutes	9.8%	±3.1
30 to 34 minutes	12.0%	±4.6
35 to 44 minutes	2.7%	±2.3
45 to 59 minutes	7.8%	±4.5
60 or more minutes	7.3%	±4.5
Mean travel time to work (minutes)	22	±3.2

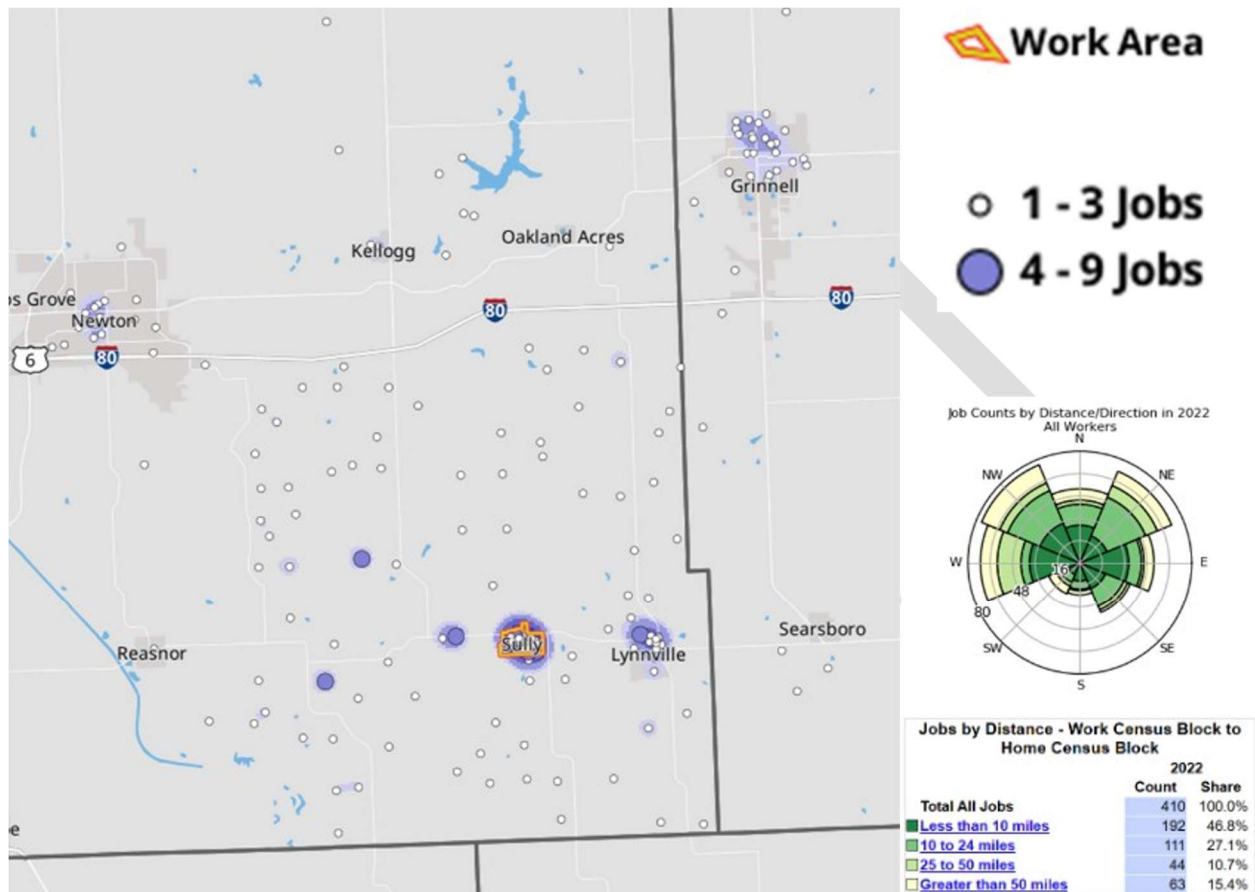
Source: US Census Bureau, 2023 American Community Survey (ACS) 5-Year Estimate. Table S0801.

Workers who reside in Sully mainly commute east to Lynnvile, northeast to Grinnell, northwest to Newton, or south to Pella. Almost 67% of these commutes are less than 25 miles each way.



Source: US Census Bureau, Center for Economic Studies, Longitudinal Employer Household Dynamics (2022)

Workers employed in Sully mainly commute from the west in unincorporated Jasper County, northwest from Newton, from the east in Lynnville, or northeast from Grinnell. Almost 67% of these commutes are less than 25 miles each way. About 74% of these commutes are less than 25 miles each way.



Source: US Census Bureau, Center for Economic Studies, Longitudinal Employer Household Dynamics (2022)

Goal: Enhance Multi-Modal Transportation and Transportation Safety	
Objectives	Actions
Evaluate the role of the Sully Airport	• Ensure compliance with FAA and DOT ○ Conduct a cost-benefit analysis for the Sully Airport
Develop a fully connected sidewalk network	• Identify gaps and walkability improvements in the existing sidewalk system • Prioritize gaps for construction, especially along routes to schools and parks • Incorporate sidewalk requirements into new construction and redevelopment projects
Improve roadway safety along Highway F-62 East/1 st Street	• Conduct a roadway safety study and identify effective safety improvement measures

Goal: Maintain Transportation Infrastructure in a State of Good Repair	
Objectives	Actions
Maintain paved roads in good condition	• Prepare a 5-Year Street Improvement Plan for fiscal years 2027 – 2031 ○ Implement the 5-Year Street Improvement Plan, including proactive roadway maintenance (crack sealing/filling, seal coating, pothole filling, etc.)
Maintain sidewalks in good condition	• Perform proactive sidewalk maintenance

Economic Development

COFFEE CUP CAFE ←

FREEDOM ROCK ←

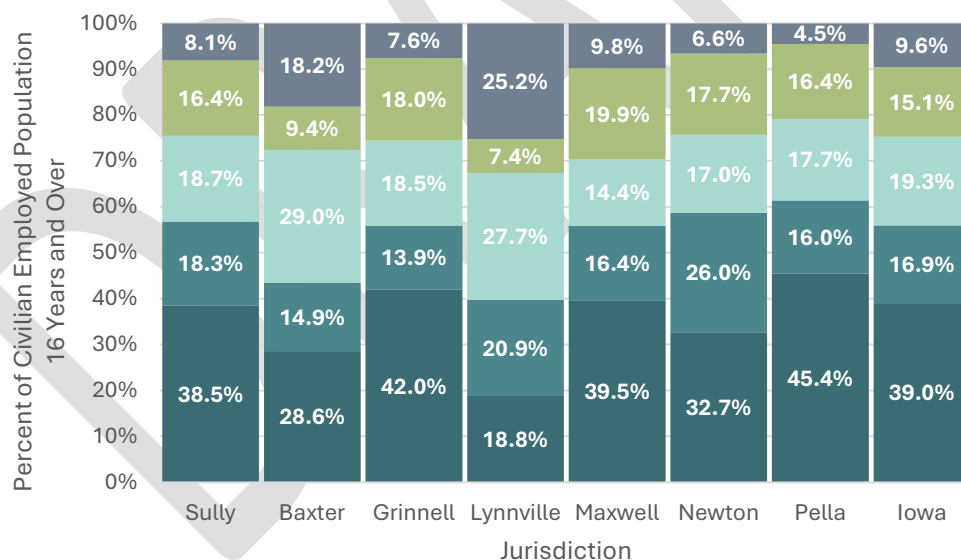
LIBRARY/CITY HALL ↑

VAN WIJK WINERY ↘

La Rose Marie
Bakery & Boutique ←

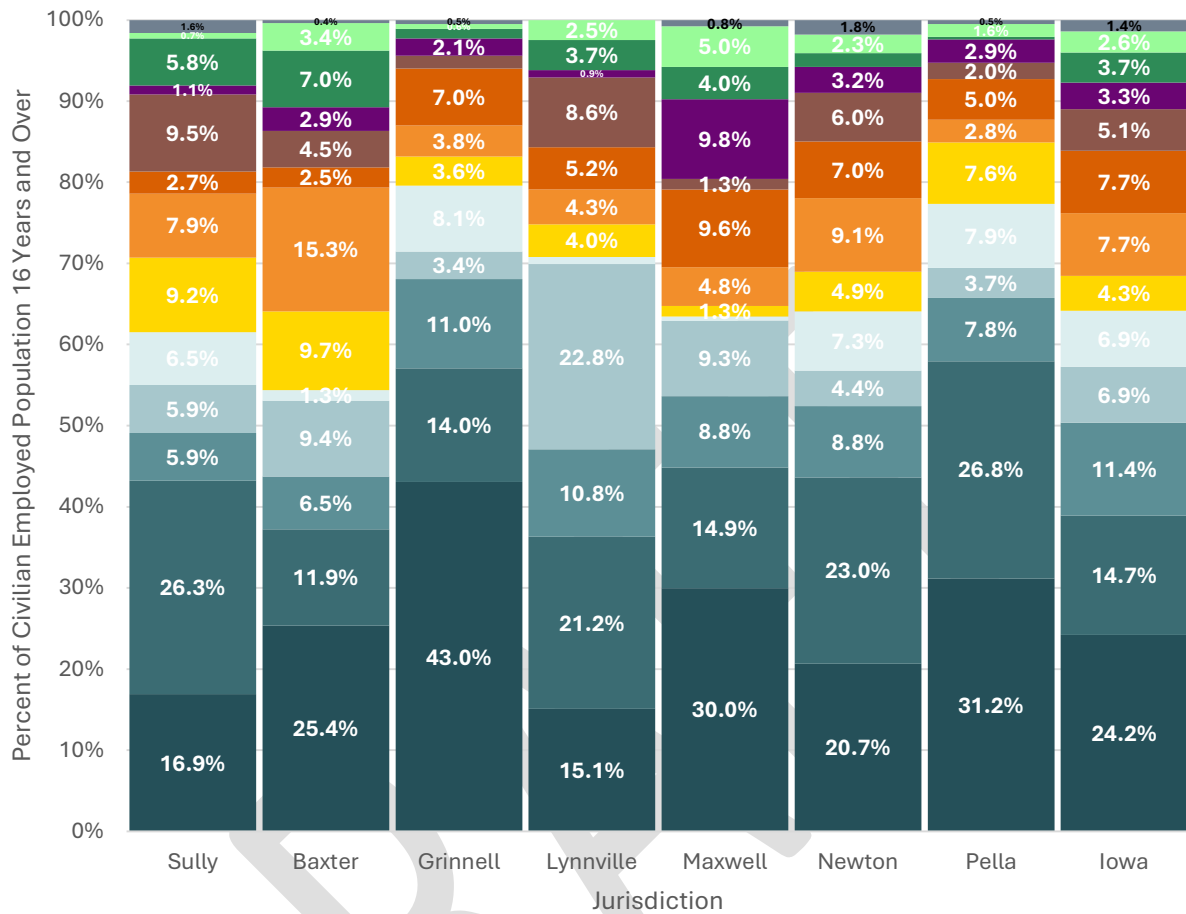
As defined by the US Census, “industry” is the kind of business that employs a person, while “occupation” is the kind of work that a person does at their job. In Sully, manufacturing is the largest industry (with major employers such as Janco Industries and Co-Line Manufacturing) followed by educational services, health care, and social assistance (Lynnville-Sully Schools and Sully Christian) and then transportation and warehousing and utilities (Sully Transport). These industry sectors are also among the top for peer communities and the state of Iowa. Management, business, science, and art occupations are the largest occupations in Sully, the state of Iowa, and four out of the six peer communities. While Sully has large manufacturing and transportation sectors, long-term community prosperity is supported by a diverse and resilient economy. Rather than attracting outside businesses and relying on a few dominant industries, Sully can explore an “economic gardening” approach that seeks to grow existing businesses and nurture new entrepreneurs across a complementary and diverse range of industries. By building on current economic strengths and fostering many small and mid-sized businesses across sectors, Sully can cultivate a more dynamic and locally rooted business ecosystem equipped to adapt to changes and to sustain long-term growth.

Employment by Occupation



Source: 2023 American Community Survey (ACS) 5-Year Estimates. Table DP03.

Employment by Industry

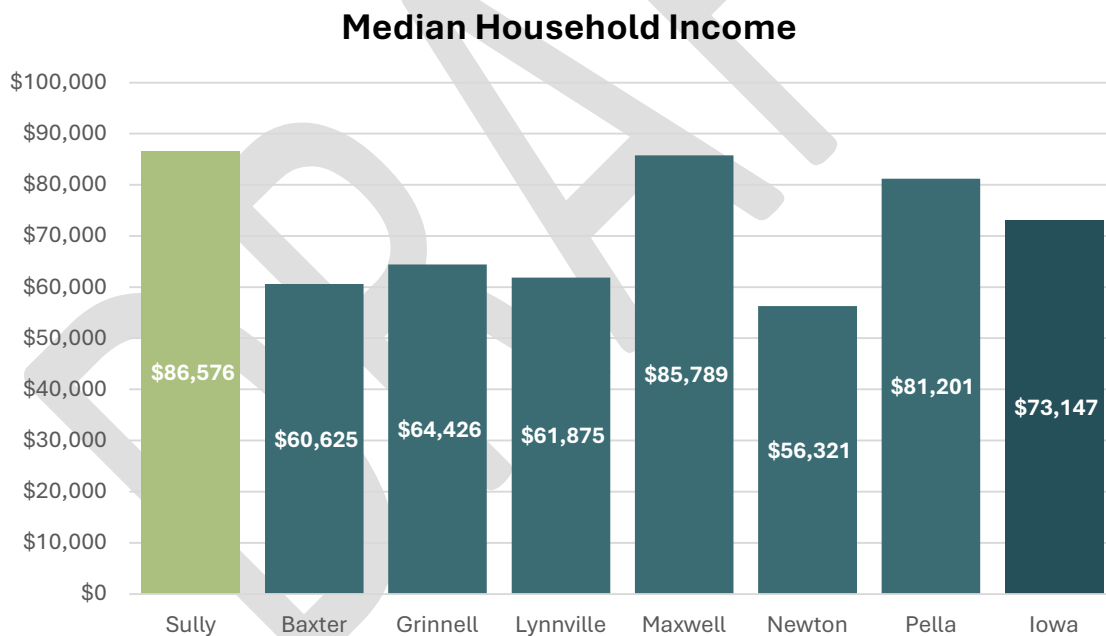


Source: 2023 American Community Survey (ACS) 5-Year Estimates. Table DP03.

Economic gardening works best when local businesses and industries reinforce one another. Some possible complementary clusters include:

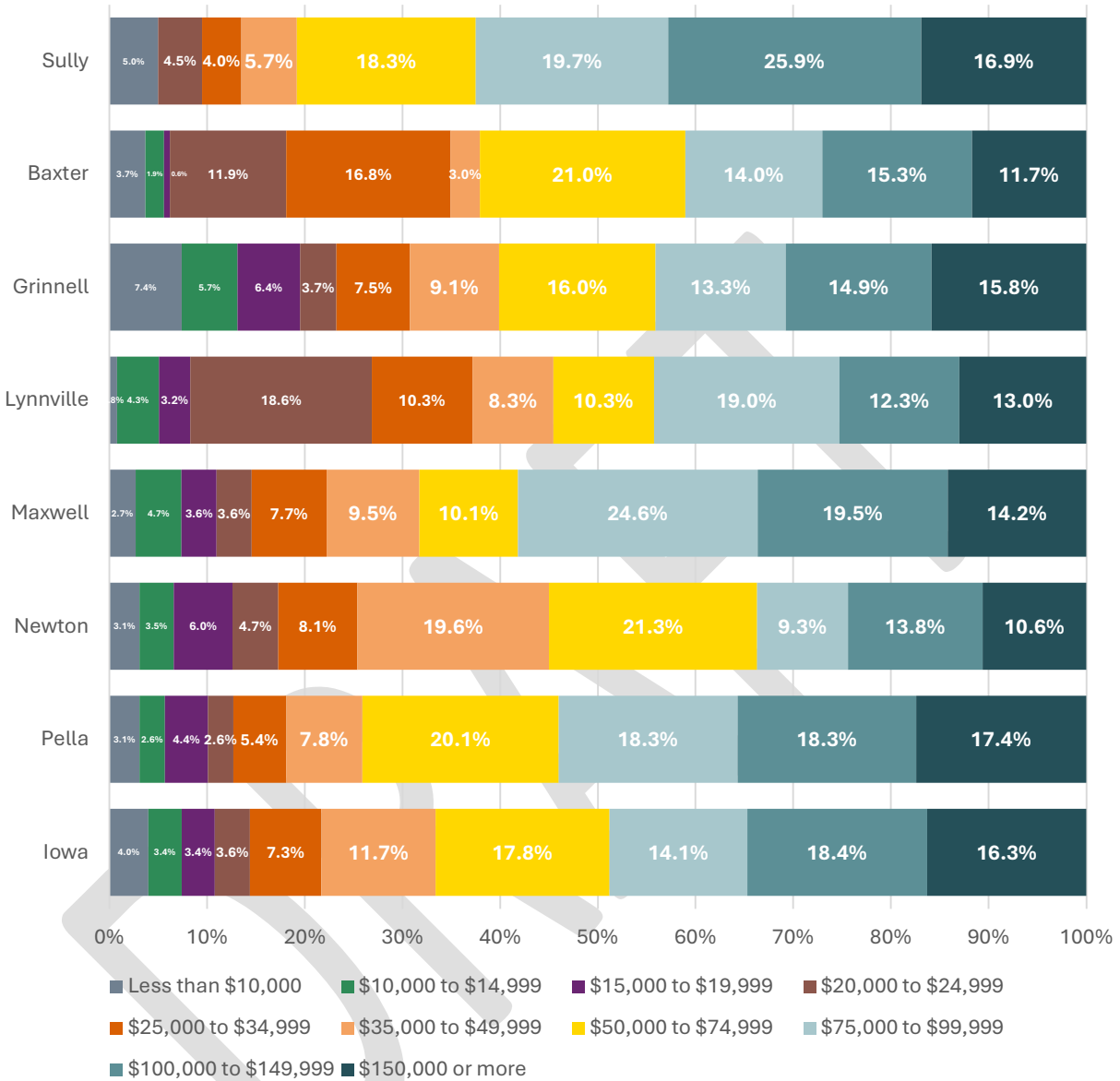
- Agriculture
 - Equipment sales and repair, agriculture support services, seed and input supply, livestock and veterinary services, storage and handling, specialty crop production, local food processing, farm-to-market and direct sales
- Manufacturing
 - Automation, engineering, machining, software, R&D, robotics, workforce training
- Transportation
 - Warehousing, storage, packaging, fulfillment, freight logistics, logistics technology

Sully's median household income is higher than the state of Iowa and peer communities. In Sully, 62.5% of households make \$75,000 or more and 19.2% make less than \$50,000. At the state level, 48.8% of households make \$75,000 or more and 33.4% make less than \$50,000.



Source: 2023 American Community Survey (ACS) 5-Year Estimates. Table S2503.

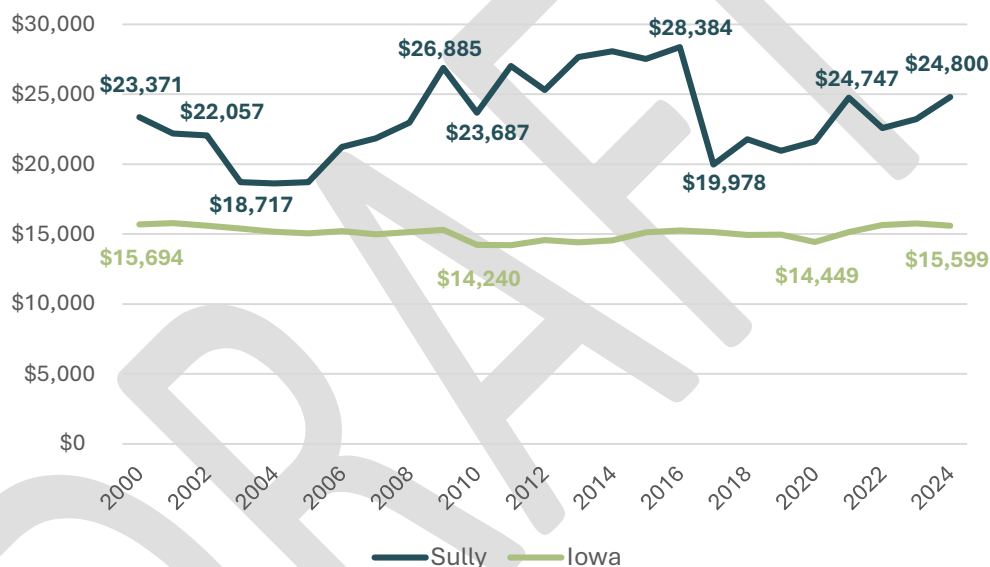
Households by Income



Source: 2023 American Community Survey (ACS) 5-Year Estimates Table S2503

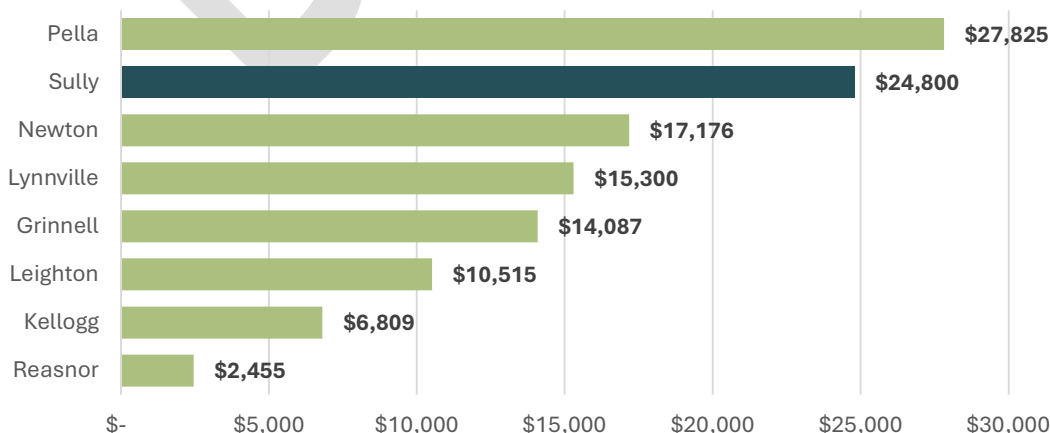
Per capita retail sales in Sully reached a high point in 2016 with over \$28,000 per capita but notably declined the next year to just under \$20,000 per capita. Sales have been slowly rebounding since that time with \$24,800 per capita in sales in 2024. The state of Iowa saw more consistent sales around \$15,000 per capita each year. Compared with nearby communities, Sully has higher per capita retail sales, with the exception of Pella. Sully businesses, such as farm equipment and motorsport suppliers, may contribute to higher retail sales. To build on this strength, Sully should prioritize retaining local consumer spending and reducing retail leakage by encouraging residents to make more of their purchases within city limits while also expanding retail opportunities to capture dollars that might otherwise be spent elsewhere.

Retail Sales Per Capita



Source: Iowa State University Retail Trade Analysis (FY 2024)

Per Capita Retail Sales for Nearby Cities



Source: Iowa State University Retail Trade Analysis (FY 2024)

“Sully thrives because of its focus on small-town, family-oriented, culture where we support our own. Commercializing it will take away from the charm that draws people here.”

-Sully Resident response on the Sully Community Survey

Retaining local spending not only supports existing business but also lays the foundation for a vibrant and resilient downtown that encourages visitors and residents to spend time and money. As indicated in the Sully Community Survey and other Comprehensive Plan public engagement efforts, supporting local businesses and downtown Sully are high priorities for the Sully community. Residents expressed a strong and clear desire for



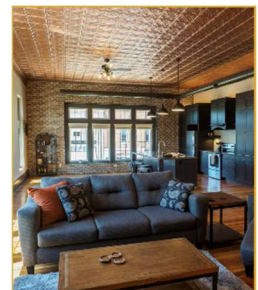
The Sully Locker & Market
Source: Sully Locker & Market via Google

additional retail or commercial businesses, such as a grocery store. While Sully already has the Sully Locker and Market, which offers mostly meat products, there may be potential to expand its selection to more fresh produce and other groceries. Alternatively, Sully can explore other options for groceries to meet local demand, such as attracting an independent grocer, creating a community-driven grocery store, or expanding grocery offerings at other existing businesses.

Ongoing support for local businesses is critical and may include a variety of means, such as financing, mentoring, marketing, and business education that helps build resilience during changing market conditions. A thriving downtown is a key component of Sully’s economy. The Iowa Downtown Resource Center identifies some of the characteristics of a successful downtown:

People Live Downtown

- Cool upper story apartments
- Market rate housing
- No storefront housing
- Well maintained appropriate housing
- Multiple price points and types



Well Maintained Historic Buildings

- Cool architecture
- Building restorations
- Effective and creative business signage
- No vacant lots
- Property owners who invest in their buildings (rehab and maintenance)



A Thriving and Diverse Business Community

- Basic goods and services available
- A retail presence
- Restaurants
- Mix of long time and new business owners
- Limited vacancies
- An anchor business or two or more
- Good business mix (service and retail)



Downtown is Open All Day

- Businesses are open
- Nighttime shopping hours
- Entertainment options
- Displays lighted
- Evening events
- Dining options from morning to evening
- Weekend traffic



People Feel Safe

- Maintained streets and sidewalks
- Pedestrian safe intersections/crosswalks
- Crime free
- Proper lighting
- Safe from snow, ice, stormwater
- Safe from falling bricks
- ADA accessible



Cultural Aspects

- Public library
- Museums/galleries
- Public art
- Wi-Fi access
- Theater
- Event venues



- Churches/places of worship
- Recreation/YMCA/fitness

Public Spaces Teeming with People

- Many downtown employees
- Seat of local government (city or county)
- A parking problem
- A good place to take a walk
- Dog friendly
- Bike friendly
- Popular traffic generators
- Visitors/folks you don't know
- Public restrooms



Downtown is “The Place to Go”

- Frequent small events
- At least one festival or event that the town is known for
- Entertainment options downtown
- Activities for all ages
- Impressive directional and destination signage
- A sense of arrival (gateway signage)
- Downtown parades
- Live music options
- Retail shopping events



Cool Environment

- Downtown is clean (streets, sidewalks, alleys, windows, etc.)
- No weeds
- Places to gather
- Visually appealing/colorful
- Banners, public art
- Outdoor seating
- Cool window displays
- Sounds/music
- Plants, flowers, trees
- Parks



Adapted from the Iowa Downtown Resource Center's “Characteristics of a Successful Downtown”

These elements offer a guide for Sully in strengthening its downtown, increasing livability and quality of life, and to address opportunities for growth. The City, in partnership with the Sully Development Group and downtown business owners, should conduct a downtown assessment using the “Characteristics of a Successful Downtown” to note current conditions, identify gaps and opportunities, and align downtown stakeholders around a shared vision for downtown improvement. One framework that can support efforts focusing on downtown Sully is the Main Street America approach, a nationally recognized framework for strengthening downtowns through community-driven efforts.

The Main Street approach centers around Four Points:

Organization, which builds partnerships among residents, businesses, and local leaders; Promotion, which markets downtown through events and community activities; Design, which enhances the physical appearance and historic character of downtown buildings and public spaces; and

Economic Vitality, which supports local businesses, entrepreneurship, and investment.



The Four Points of the Main Street Approach.
Source: Main Street America

Though Sully does not need to pursue designation as a Main Street Community, the Main Street approach offers practical strategies to maintain Sully’s small-town identity while encouraging economic growth and fostering community pride, such as

Organization	Promotion	Design	Economic Vitality
Regularly communicate and involve local businesses, churches, civic groups, and residents to build relationships, raise funds, and recruit volunteers	Develop community events and activities as well as plan market and promote downtown	Understand existing conditions and address needs for building maintenance and repair, historic preservation, accessibility, signage, streetscaping, landscaping, public spaces, and infrastructure	Recruit new small businesses, support local entrepreneurs, provide training and support, redevelop vacant or underutilized properties



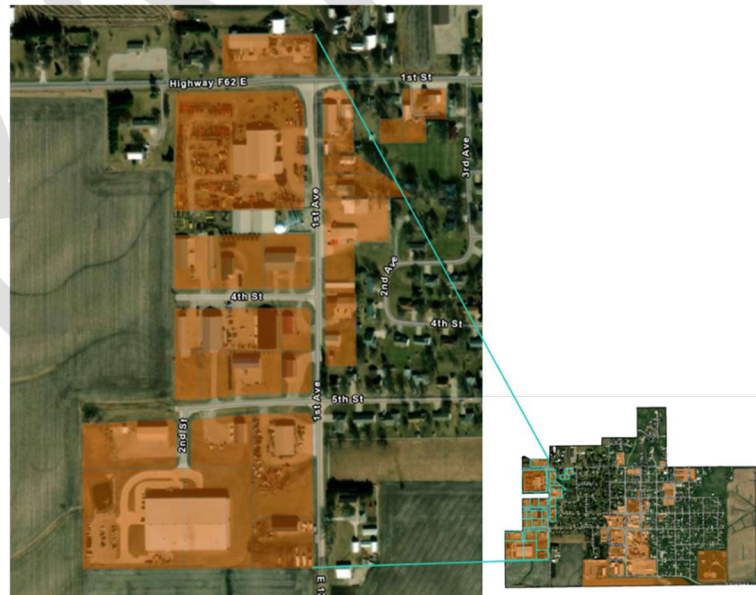
An AI-generated example of redevelopment in downtown Sully.

Source: Google Maps (left); Duck.ai (right)

“Local businesses are the lifeblood of our communities. Build a thriving business ecosystem in Sully to make it a place where local businesses and their owners can thrive.”

-Sully Resident response on the Sully Community Survey

Sully has a business/industrial park located on the western edge of the city, roughly along 1st Avenue from Highway F62 East/1st Street to 5th Street. The business/industrial park is at capacity. Any future expansion of the park should be directed westwardly and southwestwardly away from the downtown, as noted in the Future Land Use Map. Maintaining a few vacant, development-ready parcels will help attract new businesses and ensure that Sully is prepared to accommodate future growth opportunities.



The Sully Business/Industrial Park is at capacity.

Source: Mid-Iowa Planning Alliance (MIPA)

There are funding sources that can be considered for future business/industrial park expansion or to support other new business developments. For startups and small to medium size businesses, the City of Sully offers a Revolving Loan Fund (RLF) Program to provide gap financing for acquisition of land, buildings, and equipment; building renovation; capital for inventory and labor; technical assistance; and more. Any business located in the Lynnvile-Sully School District and in Jasper County is eligible to apply.¹² At the state level, the Iowa Economic Development Authority (IEDA) facilitates the Iowa Rural Certified Site Initiative (IRCSI) to develop shovel-ready industrial sites in rural Iowa that meet or exceed national standards, including transportation and utility infrastructure. The Certified Site designation assures business prospects that due diligence has been completed, reducing risks to companies. While expansions of the business/industrial park will have road access, future employment centers should extend connectivity with the existing road network and include options for multimodal transportation, such as sidewalks or trails for walking and biking.

Expanding access to employment opportunities requires investments in people as well as infrastructure. Partnerships with local schools, regional educational institutions, workforce development organizations, and local employers can support vocational training, apprenticeships, and continuing education programs. These initiatives help new graduates and residents gain new skills, advance their careers, and meet the evolving needs of employers. Sully can strengthen both its economy and its workforce by coordinating workforce development efforts with local business needs.



Celebrating the opening of the new Janco facility in 2015.
Source: Janco Industries

“We love the small-town feel. We love Sully as it is, but know continued growth, especially economically is needed to keep Sully prosperous. We need very careful growth to not outpace our ability to sustain.”

-Sully Resident response on the Sully Community Survey

¹² “Sully RLF Program.” City of Sully, Iowa. Accessed December 4, 2025. <https://sullyia.com/city-links/sully-rlf-program/>.

Goal: Attract and Support Local Economic Development Opportunities	
Objectives	Actions
Support local businesses and encourage diverse business types	• Develop an investment strategy with different incentives, credits, grants, and loans to support local businesses, including but not limited to expansion, development, renovation, rehabilitation, technical assistance • Foster a diverse mix of local businesses and entrepreneurs • Promote and advertise local businesses, including to visitors and tourists • Align workforce development with local businesses, such as through trainings, apprenticeships, and continuing education
Ensure an adequate supply of vacant, development-ready parcels at the Business/Industrial Park	• Speak with current businesses of the business/industrial park about their needs and future growth • Explore the Iowa Rural Certified Site Initiative (IRCSI)
Expand local retail and commercial offerings, especially groceries, that can enhance quality-of-life	• Work with the Sully Locker, other local businesses, and the Sully Development Group on expanding retail and commercial offerings
Maintain regular communications and relationships with Sully-area businesses	• Meet with downtown and Sully-area business owners and Sully Development Group at least once a year, preferably every quarter

Goal: Enhance the Vitality of Downtown Sully	
Objectives	Actions
Maintain regular communications and relationships with Sully-area businesses	• Meet with downtown and Sully-area business owners and Sully Development Group at least once a year, preferably every quarter
Develop an improved understanding of opportunities in downtown Sully	• Conduct a downtown assessment using the “Characteristics of a Successful Downtown” with the Sully Development Group and downtown business owners
Center downtown Sully as the heart of the community	• Adapt and experiment with Main Street concepts and strategies • Redevelop vacant and underused properties in the downtown • Promote and advertise downtown Sully and local businesses, including to visitors and tourists • Host more community events and activities in downtown Sully, at least monthly, with local businesses, community groups, and churches

Community Services & Facilities



There is a strong level of satisfaction with core services and facilities in Sully. Respondents to the Sully Community Survey indicated they were Very Satisfied with schools and Satisfied with community safety, child care, health services, playground equipment, ball and sports fields/courts, and meeting and gathering facilities. Survey respondents rated the fire service and library as Excellent. The community center, refuse disposal, sanitary sewer service, water supply, and government facilities were rated as Above Average.

Emergency services in Sully are provided by the following departments and facilities:

Law Enforcement	Jasper County Sheriff
Fire and EMS	Sully Rural Fire and Ambulance
Medical and Hospital Care	Pella Regional Medical Clinic in Sully Pella Regional Health Center Grinnell Regional Medical Center Mercy One Newton Medical Center



Source: Pella Regional Health Center

The Sully Rural Fire and Ambulance Department is a volunteer department served by members of the community. While the closest hospitals are all located just under half an hour from Sully in Grinnell, Pella, and Newton, the Pella Regional Health Center does have a medical clinic in downtown Sully.¹³



Source: Sully Fire and Ambulance

The Sully Community Center houses the Sully Community Library and a multipurpose room. The multipurpose room can



The Sully Library
Source: Mid-Iowa Planning Alliance (MIPA)

seat up to 225 people, has a full-size kitchen, and is available for rent.¹⁴ The Sully Library contains a large selection of books, magazines, and electronic resources along with the local newspaper, Hometown Press, and offers community events and programming. The Sully Library is currently classified as a Size B Library, serving a population of 500 –



Inside the Community Center
Source: City of Sully

¹³ “Emergency services.” City of Sully, Iowa. December 4, 2025. <https://sullyia.com/city-links/city-services/emergency-services/>.

¹⁴ “Facilities and recreation.” City of Sully, Iowa. December 4, 2025. <https://sullyia.com/community-information/resident-information/facilities-and-recreation/>.

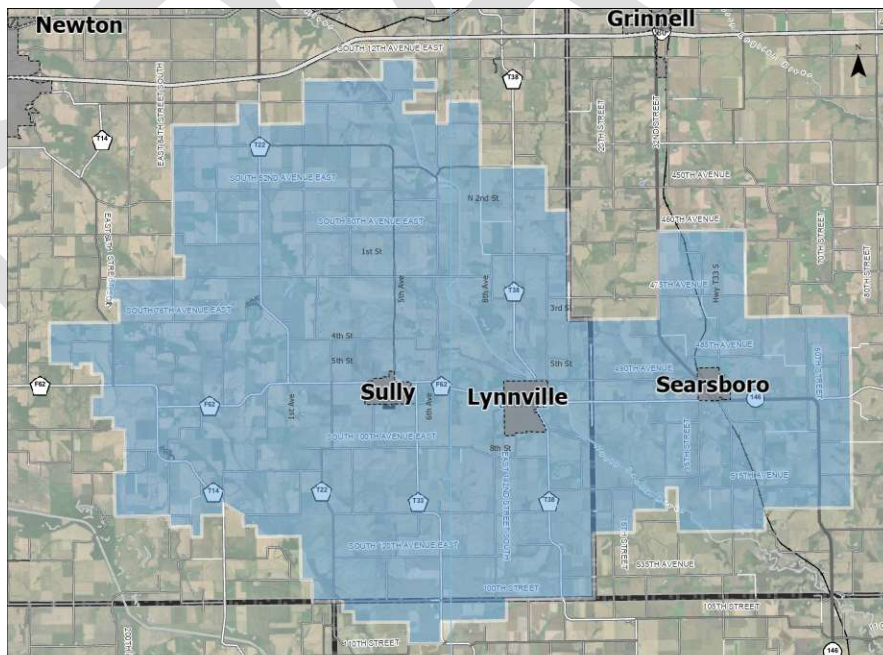
999. The Sully Library is growing beyond its current facility and would benefit from additional space for more reading materials and programming to better serve the community. As Sully continues to grow, the Sully Library is expected to transition to a Size C Library, serving a population of 1,000 – 2,499.

Sully is within the Lynnville-Sully Community School District, which also serves the neighboring incorporated community of Lynnville, the unincorporated Jasper County communities of Killduff and Galesburg, and the incorporated Poweshiek County community of Searsboro. Lynnville-Sully has seen an 18% decline in enrollment over a 24-year period, from a high of 521 students in 2000 to a low of 426 students in 2024.

During that same period, net open enrollment (the difference between students open enrolling out of the district and open enrolling into the district) increased nearly threefold. This presents an opportunity for district leaders to enhance Lynnville-Sully's unique attributes and successes to increase student enrollment.



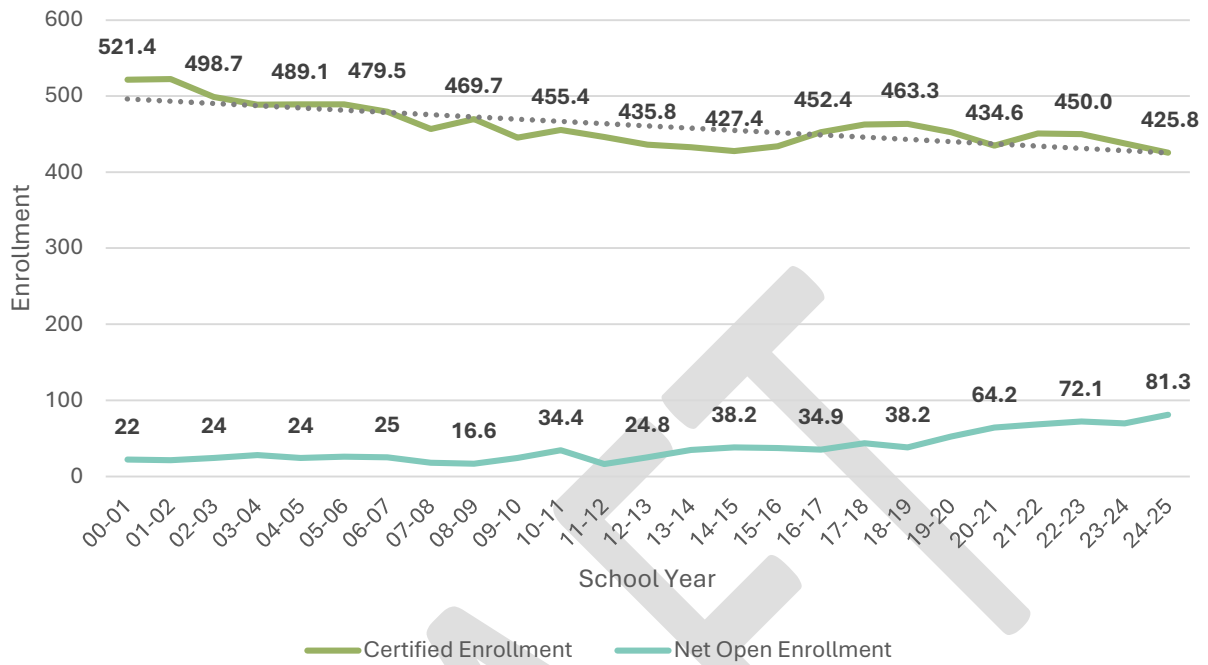
Lynnville-Sully Hawk
Source: Lynnville-Sully School District



Map of the Lynnville-Sully Community School District boundaries for the 2024-2025 school year.

Source: Iowa Department of Education

Lynnville-Sully School Enrollment



The Lynnville-Sully Elementary School, Middle School, and High School are all rated “High Performing” on a six-level scale. The scale ranges from Priority/Comprehensive (lowest performing) to Needs Improvement, Acceptable, Commendable, High Performing, and Exceptional (highest performing).



Source: Lynnville-Sully Community School District



Source: Sully Christian School

Sully is also served by the Sully Christian School, which enrolls students from kindergarten through the 8th grade.

The residents of Sully continue to have high educational attainment beyond high school, with almost 60% of residents 25 years and over having additional educational experience or an advanced degree.

Educational Attainment for Population 25 Years and Over	
Educational Attainment	Percentage
Regular high school diploma, GED or alternative, or below	41.0%
Some college	21.5%
Associate's degree	14.0%
Bachelor's degree	19.0%
Master's degree or higher	4.5%

Source: US Census Bureau, 2023 American Community Survey (ACS) 5-Year Estimate. Table B15003

In stakeholder discussions with the Lynnville-Sully Community School District and Sully Christian School, both schools noted that housing was the main factor in influencing families to move to the area and for attracting and retaining teachers and staff. Both schools would also like to enhance their relationship and communications with the City of Sully.

“Continue supporting the school - it's the heart of the community.”

-Sully Resident response on the Sully Community Survey

The strong sense of community in Sully is reflected in the active and tightknit network of churches and faith groups. There are three churches in Sully: Sully Christian Reformed Church, Sully First Reformed Church, and Sully Community Church. About five miles west of Sully is the St. Andrew Lutheran Church. To the east in Lynnville are the Heart of Worship Church and the Lynnville Friends Church. The churches offer worship services, Bible study groups, and classes and activities for children and youth.



There are multiple churches that serve the Sully community.
Top Left: St. Andrew Lutheran Church. Top Right: Christian Reformed Church. Bottom Left: Sully Community Church. Bottom Right: First Reformed Church.

Sources: Mid-Iowa Planning Alliance (MIPA); City of Sully; Home Point Aerial

In addition to the faith-based institutions, Sully has local clubs and organizations, including the Garden Thyme Club, Sully Development Group, Sully Hometown Pride, and the Sully Lions Club. The Garden Thyme Club is primarily focused on the ongoing care and maintenance of the historic Deep Rock Station, former fuel station now ice-cream store, and its gardens. The Sully Development Group is a non-profit organization with community and economic development goals of increasing Sully's taxable valuation, expanding the number of jobs, and increasing enrollment of the two local schools. Sully Hometown Pride is a local committee that is part of Keep Iowa Beautiful to promote cultural and economic vitality through community improvement projects, programs, and events. The Sully Lions Club works on service projects and fundraising, such as student scholarships, community improvement projects, and the Sully Fourth of July Celebration. These organizations rely heavily on dedicated volunteers in leadership and membership. There is an ongoing need to recruit new members to nurture the next generation of leaders and sustain membership to ensure the long-term sustainability and continued community impact of these groups.



Source: Sully Hometown Pride



Source: Lions Club International

In Iowa, there are three types of regulated childcare facilities: licensed centers, child development homes, and childcare homes. According to the Iowa Department of Human Services' Child Care Client Portal, there is one licensed childcare center (Inspirations Childcare & Preschool Center) in Sully. Licensed childcare centers are businesses that follow state requirements and provide care for dozens of children.¹⁵ The center in Sully provides 60 childcare slots. In neighboring Lynnville, the Diamond Trail Children's Center is another licensed childcare facility with 70 childcare slots.



Inspirations Childcare & Preschool Center
Source: Google Maps

Jasper County as a whole has an imbalance of childcare supply and demand. According to Iowa Child Care Connect's Supply & Demand Dashboard, as of December 2025 there was a demand of 5,270 children and a supply of only 806 registered/licensed childcare slots, translating to 6.54 children per slot.¹⁶ In addition to high demand, childcare costs are also high in Jasper County. For a family in Jasper County earning the median income (\$74,298) with an infant in childcare, they are estimated to pay 12% of their income before taxes if their child is in a registered home or 14% of their income before taxes if their child is in a licensed center.¹⁷ Affordable childcare is considered to be 7% of income before taxes.¹⁸ Affordable childcare options are important to support families living in Sully and the wider Jasper County. Childcare can play a role in workforce availability for local employers, and affordable childcare plays a role in supporting a healthy economy as families spending less on childcare have more discretionary income to spend in the community.

¹⁵ "Child Care." Iowa Department of Health and Human Services. <https://hhs.iowa.gov/programs/programs-and-services/child-care>

¹⁶ Supply & Demand Dashboard. Iowa Child Care Connect. <https://iachildcareconnect.org/supply-demand/>

¹⁷ "Jasper County." Iowa Child Care Resource & Referral. <https://stage.worklifesystems.com//iowa?county=Jasper>

¹⁸ Ibid.

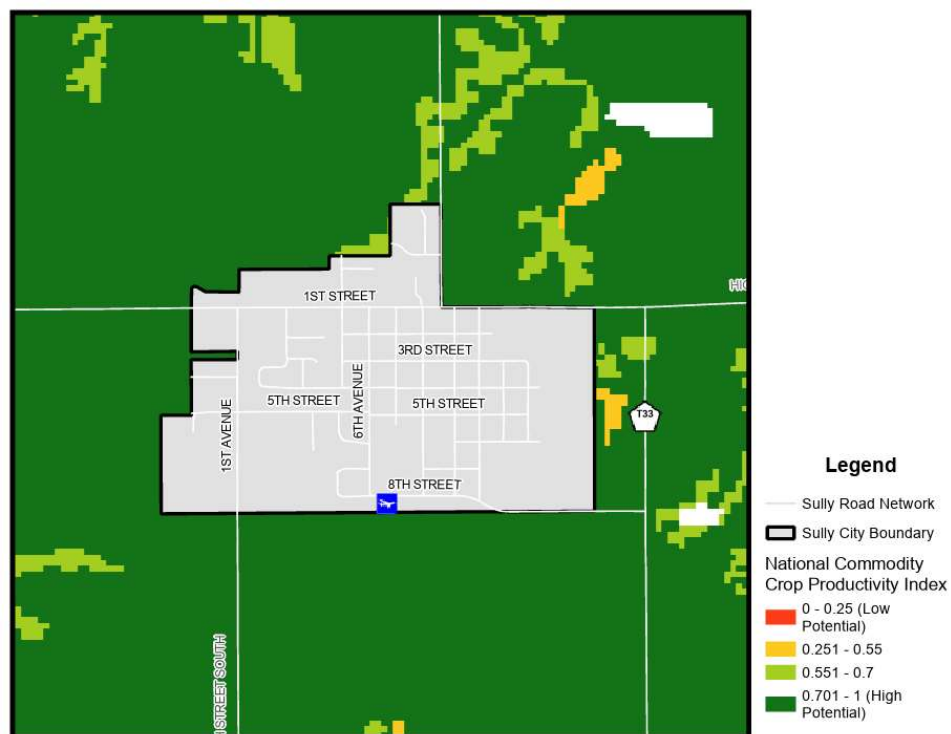
Goal: Provide Exceptional Educational Opportunities and Strengthen Community Organizations	
Objectives	Actions
Strengthen early childhood education and childcare opportunities	Support partnerships and pursue opportunities that strengthen early childhood education and childcare
Plan with and support the expansion of the Sully Community Library	- Coordinate with the Sully Library to evaluate current and future needs and develop an expansion plan - Identify and pursue funding opportunities for library expansion
Increase student enrollment at the two schools	Coordinate with the Lynnville-Sully Community School District and Sully Christian School to support opportunities to increase student enrollment and long-term success
Maintain regular relationships and communications with the two schools and Sully-area churches	- Convene a meeting with Lynnville-Sully Community School District, Sully Christian School, and Sully-area churches, at least once a year - Consult Lynnville-Sully Community School District and Sully Christian School on future land uses and developments
Partner with the two schools to address housing for teacher attraction and retention	Consult with Lynnville-Sully Community School District and Sully Christian School on housing developments
Support community organizations	- Promote volunteerism by increasing awareness of opportunities to participate in local organizations and community events - Foster civic and community involvement through coordination with the schools, churches, and community organizations - Recognize and celebrate the contributions of volunteers and community leaders

Natural Resources & Parks and Recreation



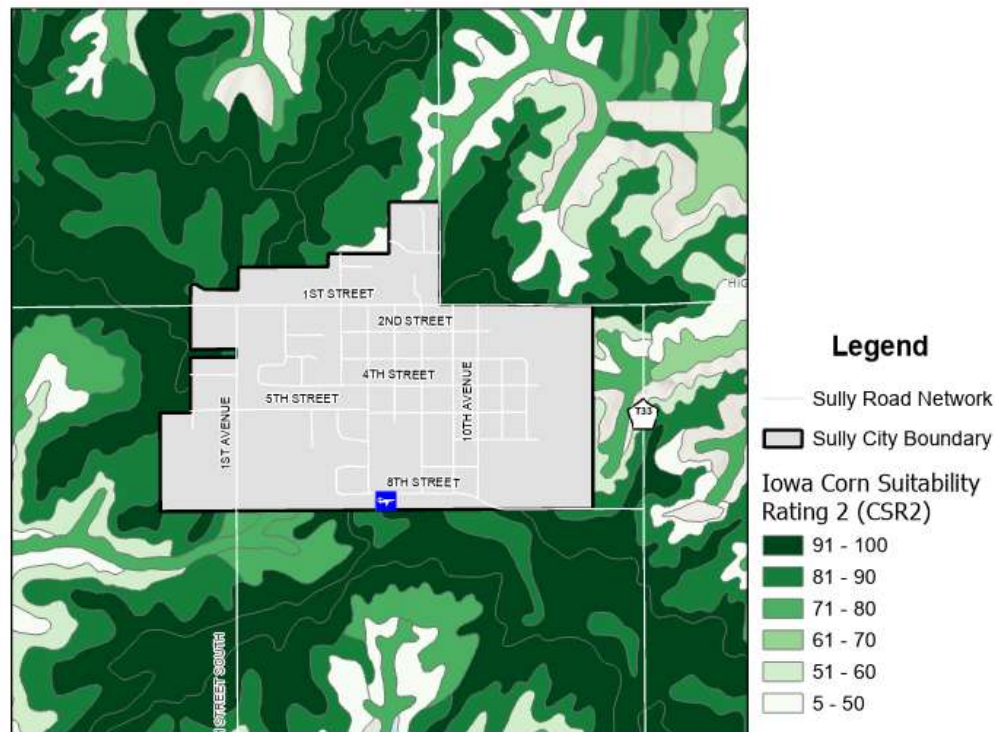
Natural resources and parks and recreation are important components to Sully's quality of life and small-town community identity. Sully is situated among prime agricultural resources, and parks and recreation encourage healthy lifestyles and provide opportunities to build community. Respondents to the Sully Community Survey indicated that water quality and parks space / green space needed for more protection. Consideration of agricultural resources and enhancements to parks and recreation will ensure that Sully retains its agricultural heritage and supports resident well-being and quality of life.

Sully is in an area with generally high potential for crop production. The Natural Resources Conservation Service (NRCS) of the US Department of Agriculture (USDA) prepares the National Commodity Crop Productivity Index (NCCPI) to rate soils according to their capacity to grow commodity crops without irrigation. NCCPI ratings are from 0 to 1, with 1 being the most productive. While there are small areas of lower productivity around Sully, none of the areas are considered low potential.



Source: US Department of Agriculture (USDA) - Natural Resources Conservation Service (NRCS)

The NRCS also provides the Corn Suitability Rating 2 (CSR2), a soil productivity rating specific for Iowa that ranges from a low of 5 to a high of 100. A CSR2 higher than 83 is considered very productive soil. The average crop yield in this category is 193 bushels per acre based on estimates from 2018 to 2021.¹⁹ A CSR2 of 65 to 82 is considered productive soil with some properties that limit yield. The average crop yield is 188 bushels per acre.²⁰ A CSR2 below 65 contains the same description as the previous category but has an average yield of 176 bushels per acre.²¹



Source: US Department of Agriculture (USDA) - Natural Resources Conservation Service (NRCS)

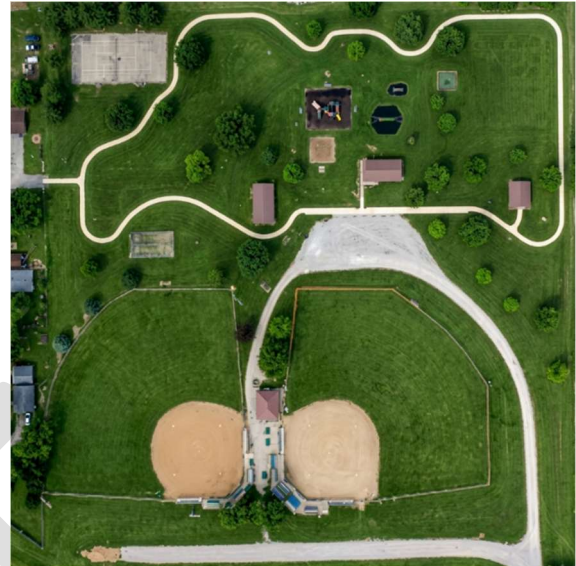
Productive soil is not uncommon in Iowa and has been the backbone of Iowa's economy for many years. Approximately 5.8% of Sully's workers are employed in agriculture compared to 4.8% of Jasper County's workforce and 3.7% of the State of Iowa workforce. With Sully's population expected to grow, consideration should be given toward intentional and thoughtful growth to prevent unneeded conversion of prime farmland.

¹⁹ Mandrini, German. "Understanding Iowa's Corn Suitability Rating index (CSR2)." Farmers' Business Network. Published May 9, 2023. <https://www.fbn.com/community/blog/iowa-corn-suitability-rating-index-csr2>.

²⁰ Ibid.

²¹ Ibid.

Sully has two public parks. City Park is located on the square in downtown Sully and contains the Jasper County Freedom Rock, a playground, a stage, and ample green space for any variety of activities. The Ballpark is located in the southeast corner of the city and contains two softball fields, a ballcourt, a playground, a walking path with a Story Walk, a concession stand, three shelter houses, and restroom facilities.



Aerial image of Sully Ballpark.
Source: Beacon via Jasper County

“Major improvement for family recreation (parks, trails, playgrounds, recreation centers, etc.). We have a large population of young families, meeting their needs is important.”

-Sully Resident response on the Sully Community Survey

In 2017, a community survey was conducted and indicated a strong desire to renovate Sully Ballpark. A student engineering team from the University of Iowa created a proposal to upgrade and redesign the park. The 2017 survey provided recommendations including the addition of an exercise trail, splash pad, upgraded climbing feature, updated multi-purpose court, improved drainage, and new parking lot.²² Playground equipment upgrades were divided into three phases. Phase 1, with playground equipment designed for ages 2-5, was completed in August 2025.²³ A Story Walk was added to the walking trail in October 2025.²⁴ As of early 2026, Sully Hometown Pride is still fundraising to complete Phase 2 and 3 improvements to the Sully Ballpark playground equipment.

²² “Sully Ballpark Rejuvenation Project underway.” Hometown Press. March 25, 2020.
<https://www.hometownpressia.com/news/sully-ballpark-rejuvenation-project-underway/>

²³ “Playground for ages 2-5 in place at Sully Ballpark.” Hometown Press. August 13, 2025.
<https://www.hometownpressia.com/news/playground-for-ages-2-5-in-place-at-sully-ballpark/>

²⁴ “Sully’s StoryWalk™ creates literary experience.” Hometown Press. October 15, 2025.
<https://www.hometownpressia.com/news/sullys-storywalk-creates-literary-experience/>



As of early 2026, Phase 1 of the Sully Ballpark playground equipment has been completed and Phases 2 and 3 are being fundraised by Sully Hometown Pride.
Source: Sully Hometown Pride

For recreational opportunities, the Diamond Trail Fitness Center, located just north of the Lynnville-Sully school, provides 24-hour exercise equipment. The Diamond Trail Golf Club, located in Lynnville, also provides outdoor recreation. For youth activities, Lynnville-Sully Youth Sports provides football, little league, soccer, volleyball, and wrestling.



Diamond Trail Fitness Center
Source: City of Sully

In stakeholder discussions, some participants mentioned that while the Diamond Trail Fitness Center is a valuable community resource, its distance from the downtown, its location on school grounds, and its shared use with students can create a sense of limited accessibility and sense of competing user and space demands. Sully can explore whether the downtown area would benefit from a new community recreation center/fitness facility or remodeled community center in City Hall to improve access, reduce perceptions of shared-use pressures, and expand indoor recreation and community gathering

opportunities, particularly in winter months. Some responses in the Community Survey indicate interest in exploring this possibility as well.

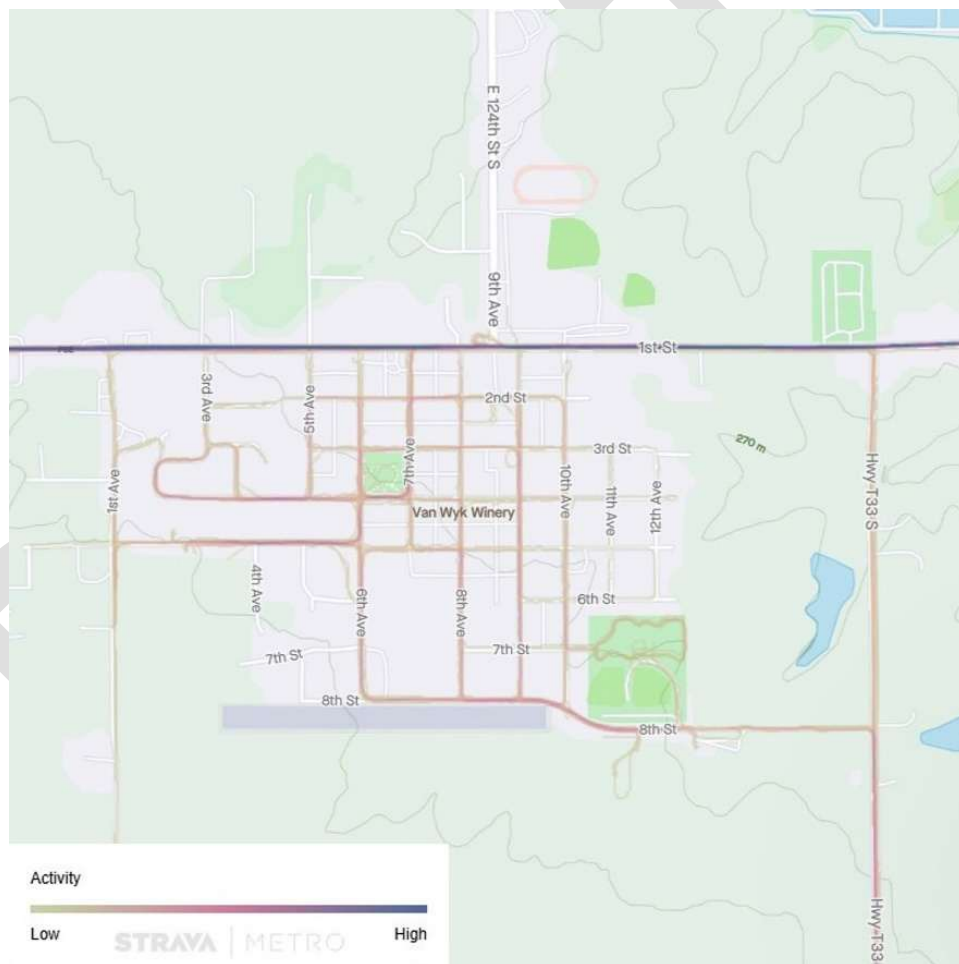
Water recreation, especially during summer months, was noted in the Community Survey and at public engagement events. Although a splash pad was originally envisioned for Sully Ballpark, the significant upfront construction costs and the long-term maintenance of a splash pad have been challenges to project implementation. In the meantime, Sully can explore more flexible and cost-effective approaches to providing seasonal water recreation opportunities. One possibility is a “pop-up water park.” Since 2022, the City of Goshen, Indiana has held its annual Pop-Up Water Park, featuring inflatable water slides, food vendors, and live music. Sully, in collaboration with local businesses, can take the initiative and experiment with temporary, family-friendly attractions and recreational events as it builds momentum toward long-term investment in permanent water recreation amenities.



Photos from the Pop-Up Water Park held in Goshen, Indiana in June 2025.
Source: Goshen Parks and Recreation via Facebook

Strava is a fitness platform that enables users to track their outdoor activities such as walking, running, hiking, or bicycling using GPS-enabled devices. Strava Metro is a data service offered by Strava that aggregates and anonymizes user activity data, allowing organizations to request access for analyzing active transportation and recreation.

Based on Strava Metro data from March 2025 to February 2026, Strava-users who biked in Sully mostly used 1st Street/Highway F62 East. Some biking activity was also recorded across Sully and along the trail at Sully Ballpark.



Heat Map of Biking Activity by Strava Users from March 2025 to February 2026.

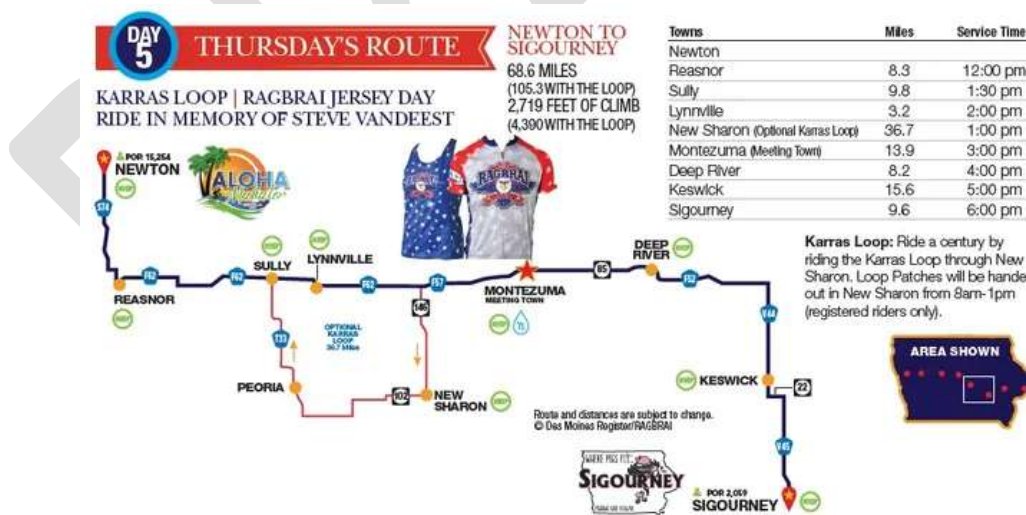
Source: Strava via Strava Metro

Active bicycling activity along 1st Street/Highway F62 East serves as a proxy for cycling demand and indicates an opportunity to expand recreational opportunities. Currently, these cyclists share the roadway with vehicular traffic, presenting safety concerns. Implementing a separate trail facility creates a safer and more comfortable alternative for active cyclists, runners, and outdoor

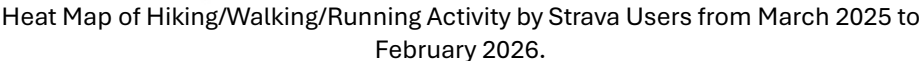


A possible trail connection between Sully and Lynnville along Highway F62.
Source: Mid-Iowa Planning Alliance (MIPA)

enthusiasts. Sully can explore and further study a trail connection with Lynnville to support healthy lifestyles, promote outdoor recreation, and encourage trail-oriented development and tourism, just as Sully experienced with RAGBRAI in 2018.



Sully and Lynnville were stops on Day 5 of RAGBRAI in 2018.
Source: The Des Moines Register



93

While Sully Ballpark is a popular recreation destination, access to the Ballpark can be improved. Respondents to the Sully Community Survey rated sidewalk gaps among their highest transportation priorities, and the missing sidewalks around the Ballpark speak to this need. New sidewalks should be constructed in the surrounding neighborhood around the Ballpark, especially on 7th Street from 8th Avenue to 10th Avenue, to provide safe and continuous off-street routes to the Ballpark and to serve as walking paths for recreation and transportation. In a stakeholder meeting with Sully Hometown Pride, additional parking enhancements at Sully Ballpark were also noted.



A lack of sidewalks around Sully Ballpark, illustrated by red dotted line.
Source: Mid-Iowa Planning Alliance (MIPA); Beacon via Jasper County

Goal: Develop High-Quality Parks and Recreation	
Objectives	Actions
Complete improvements to Sully Ballpark	Fully fundraise and construct Phase 2 and Phase 3 of the playground equipment project
Provide safe and accessible routes to parks and recreation	- Address sidewalk gaps around Sully Ballpark and develop a fully connected sidewalk network - Examine parking improvements at Sully Ballpark
Explore a trail to connect Sully with Lynnvile	Identify potential trail corridors and conduct a high-level feasibility study

DRAFT

Hazards



Source: Home Point Aerial via City of Sully

Hazards planning and mitigation are vital to build resilient communities that can recover from most disasters. In January 2021, the Jasper County Emergency Management Agency worked with the East Central Iowa Council of Governments (ECICOG) to complete the county's Hazard Mitigation Plan. The plan was approved by both the Iowa Department of Homeland Security and Emergency Management (HSEMD) and the Federal Emergency Management Agency (FEMA) with an effective period running from March 7, 2023, to March 6, 2028. The plan identifies natural, technological, and human-caused hazards; critical facilities; vulnerable populations; and operations and resources in each community. Mitigation strategies and action plans provide each community with tangible steps to improve resiliency ahead of any hazards. Furthermore, FEMA approval of the plan makes the county eligible for pre- and post- disaster mitigation funding including the Hazard Mitigation Grant Program (HMGP) and Flood Mitigation Assistance Program (FMA).

Fifteen hazards were identified and assessed within Jasper County and individual communities were asked to help prioritize the hazards based on local conditions and needs. The priority levels and Sully's priorities are included below.

Hazard Priority Level

Hazard Priority		Description
1	High	Risk assessment score is high relative to other hazards; hazards may have occurred recently with severe impacts and long-term recovery; the hazard is generally a high priority in the community; the planning committee will identify potential mitigation projects
2	Medium	Risk assessment score is mid-range relative to other hazards; mitigation actions for hazards may already be complete or in progress; the hazard is generally a medium priority in the community; the planning committee will identify potential mitigation projects that may also address other hazards
3	Low	Risk assessment score is low relative to other hazards; mitigation actions for hazards may already be complete; the hazard is generally a low priority in the community; the planning committee may discuss potential mitigation projects

Source: Jasper County Hazard Mitigation Plan

Sully Hazard Prioritization

Hazard	2017 – 2021 Priority Level	2022 – 2027 Priority Level
Animal, Plant, and Crop Disease	3	3
Drought	2	3
Extreme Heat	2	3
Flash Flood	3	3
River Flood	Excluded	Excluded
Human Disease	Excluded	Excluded
Severe Winter Storm	1	3
Thunderstorm, Lightning, and Hail	2	2
Tornado and Windstorm	1	2
Hazardous Materials Incident	Excluded	Excluded
Infrastructure Failure	Excluded	Excluded
Levee and Dam Failure	Excluded	Excluded
Radiological Incident	Excluded	Excluded
Transportation Incident	Excluded	Excluded
Terrorism	Excluded	Excluded

Source: Jasper County Hazard Mitigation Plan

Two mitigation strategies were identified for Sully including:

1. Educate the public about hazards that can impact Sully by adding hazard-related information to the City's website and social media platforms.
2. Identify and/or complete water, wastewater, and stormwater improvements including relining sewer infrastructure.

Both strategies were given an action priority level 1, indicating that the projects should be completed within a 1–5-year time horizon.

Goal: Be Well-Prepared and Resilient Against Hazards	
Objectives	Actions
Reduce vulnerabilities and strengthen community preparedness, mitigation, and response capabilities	• Provide ongoing public education on hazards and hazard preparedness through the City's website, social media, and community outreach • Complete the relining of sewer infrastructure • Work with Jasper County Emergency Management Agency on hazard planning, mitigation, and response

DRAFT

Land Use

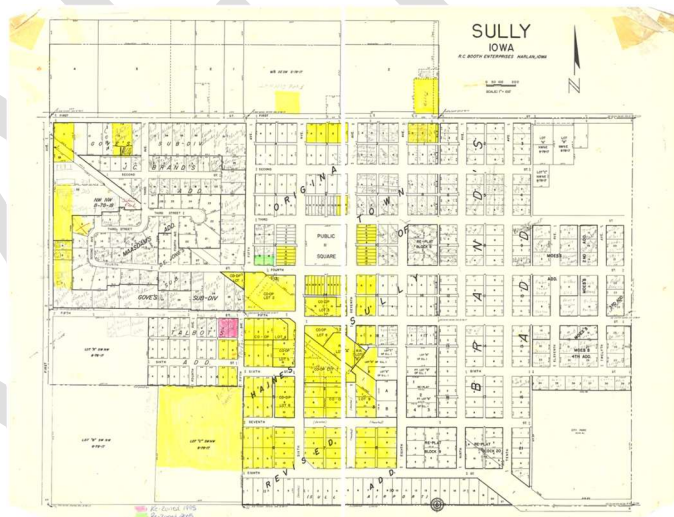


Source: Iowa Department of Transportation (DOT)

Land use planning enables thoughtful and balanced growth for Sully that supports local needs and preserves the small-town community character. Results from the Community Survey indicate highest priority for schools, single-family residential housing, and downtown business development, highlighting the importance of family-oriented neighborhoods and local businesses. Additional priorities include senior housing, parks and green spaces, and new residential development. These priorities all contribute to efficient land uses, community wellbeing, and livability. Survey respondents expressed lower priority for commercial development in agricultural areas and multi-family residential (apartments) and were particularly opposed to big-box development (Dollar General, Walmart, etc.) and airport expansion. Future growth and land use will emphasize compatibility, sustainability, and preservation of community values.

Zoning

The City of Sully currently has two zoning districts, Residential and Commercial/Industrial. The Sully City Code defines areas of the city that are zoned Commercial/Industrial by parcel descriptions. The Residential district encompasses any parcels not designated as Commercial or Industrial. Additionally, any land annexed into Sully is automatically classified as a Residential district until the zoning code is amended to reflect otherwise.



As of 2026, the Sully Zoning Map has not been recently updated.

Source: City of Sully

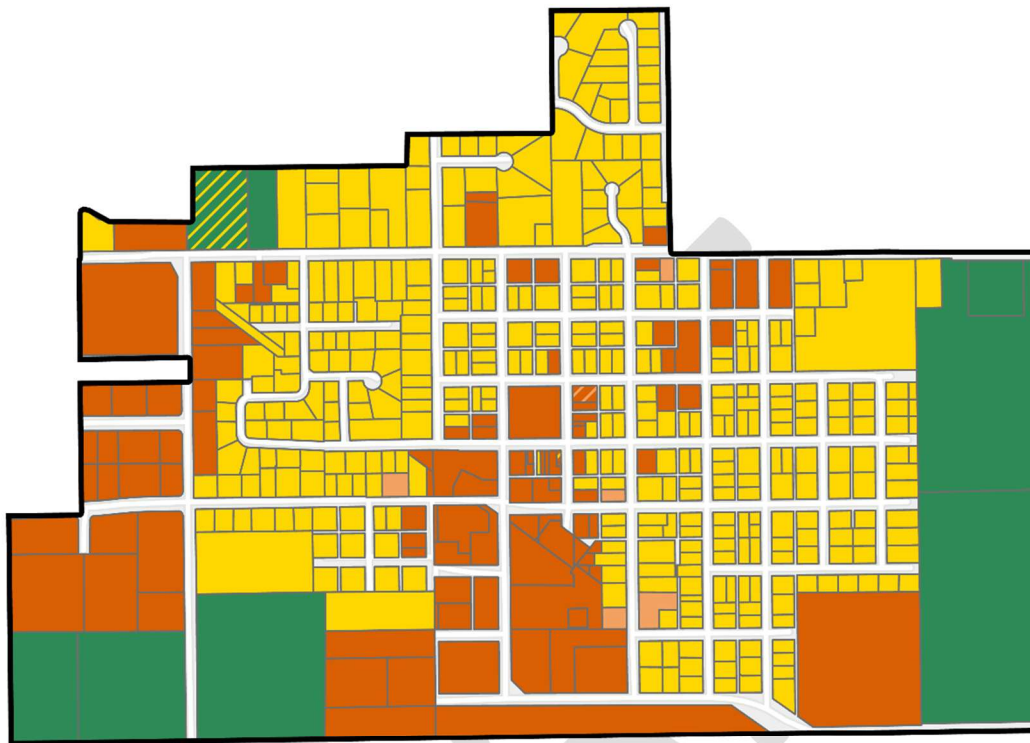
State legislation, such as the recent permitting of accessory dwelling units (ADUs), along with the need to ensure consistency between the Zoning Code and the Comprehensive Plan, highlights the importance of updating Sully's Zoning Code. As part of the effort, the Zoning Map should also be updated to accurately reflect current conditions and adopted policies.

Current Land Use

The current land uses in Sully are predominantly residential, commercial, or agricultural based on Jasper County Assessor's tax classifications. Residential land uses account for about 44% of the land within Sully, followed by commercial land uses at about 32%, and agricultural land uses at about 22%.

Tax Classification	Percentage of Acres
A - Agriculture	21.8%
A - Agriculture, AD - Ag Dwelling	1.2%
C - Commercial	31.9%
C - Commercial, M - Multifamily Residential	0.1%
C - Commercial, R - Residential	0.03%
M - Multifamily Residential	0.6%
R - Residential	44.3%
Total	100.0%

Source: Jasper County Assessor (2024)



Sully Parcels

Tax Classification

A - Agriculture

Legend

A - Agriculture, AD - Ag Dwelling

C - Commercial

C - Commercial, M - Multifamily Residential

C - Commercial, R - Residential

M - Multifamily Residential

R - Residential

The tax classification of parcels in Sully according to the Jasper County Assessor.
Source: Jasper County Assessor (2024)

Future Land Use

The long-term vision for growth and development in Sully is illustrated through the future land use map. Future land uses provide an orderly framework to guide land use decisions, ensuring that growth and development align with community needs, priorities, and goals within the Comprehensive Plan. While future land uses provide an idealized vision of growth and development, they are intended to be flexible and adaptable to proposals and alternatives compatible with the Comprehensive Plan, while maintaining codified development policies. Some of the future land use categories match existing zoning districts while others do not. Future land uses are not zoning categories or regulations. Sully's Zoning Regulations and Zoning Map should be updated to reflect the future land uses of the Comprehensive Plan. The following describes the future land use categories and their intended purposes.

Commercial

The Commercial future land use category includes a range of retail, office, entertainment, and service uses for residents and visitors. Developments in this future land use category are compatible with adjacent land uses while maintaining quality design, landscaping, and buffering.



Examples of commercial uses in Sully.

Sources: Sully Hometown Press (top left); La Rose Marie Bakery via Facebook (top middle); Google Maps (top right); Van Wijk Winery via Google (bottom left); Sully Telephone Association (bottom middle); First Interstate Bank (bottom right)

Business / Industrial Park

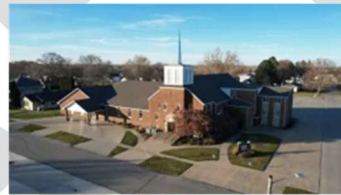
The Business / Industrial Park future land use category includes manufacturing, processing, warehousing & distribution, and utility production. Developments in this future land use category are generally located along major paved transportation corridors to facilitate the movement of materials and goods and have mitigated impacts with adjacent land uses, especially residential or commercial.



Source: Janco Industries

Institutional

The Institutional future land use category is for public and semi-public facilities that serve a community purpose, including government buildings, emergency services, community centers, schools, libraries, museums, places of worship, cemeteries, water and sewage treatment, and landfills. New Institutional land uses should consider the compatibility of the actual use before its consideration as an Institutional use. Additionally, the Institutional future land use category should be reevaluated if an existing public or semi-public use is discontinued at the location.



Examples of institutional uses in Sully.
Sources: Home Point Aerial via City of Sully (top);
Lynnville-Sully Community School District
(bottom left); Mid-Iowa Planning Alliance (MIPA)
(bottom right)

Mixed Use (Commercial/Residential)

The Mixed Use future land use category intends to provide space for both residential and commercial uses. This could include residential and commercial within the same building or on the same parcel. For example, future developments in downtown Sully around City Park may have office or commercial uses on the ground floor and residential uses on the upper floors. Meanwhile, larger parcels northeast of the city boundary could be subdivided in the future which could accommodate commercial uses along Highway F62.



Source: Mid-Iowa Planning Alliance (MIPA)

Park / Open Space

The Park / Open Space future land use category offers recreational opportunities, protects natural resources, and preserves landscapes of scenic or cultural value. Development in this future land use category is limited, but may include improvements for active and passive recreation, environmental education, or natural conservation.



Source: City of Sully

Residential

The Residential future land use category accommodates low to high density housing, including single-family, duplexes, townhomes, and multi-family developments. These residences should be served by public water and sewer systems in addition to other urban development characteristics, such as paved roadways, curb and gutter, or sidewalks.



Source: Zillow

The compatibility of future land uses is a key consideration in guiding growth and development to ensure that adjacent land uses can coexist with minimal conflict to support Sully’s long-term vision. The following provides a compatibility framework to help with future land use evaluation and decisions.

Future Land Use		A	B	C	D	E	F
Park / Open Space	A	1	2	2	1	1	1
Business / Industrial Park	B	2	1	2	3	2	3
Commercial	C	2	2	1	2	2	2
Mixed Use (Commercial / Residential)	D	1	3	2	1	2	1
Institutional	E	1	2	2	2	1	2
Residential	F	1	3	2	1	2	1

Compatibility Code

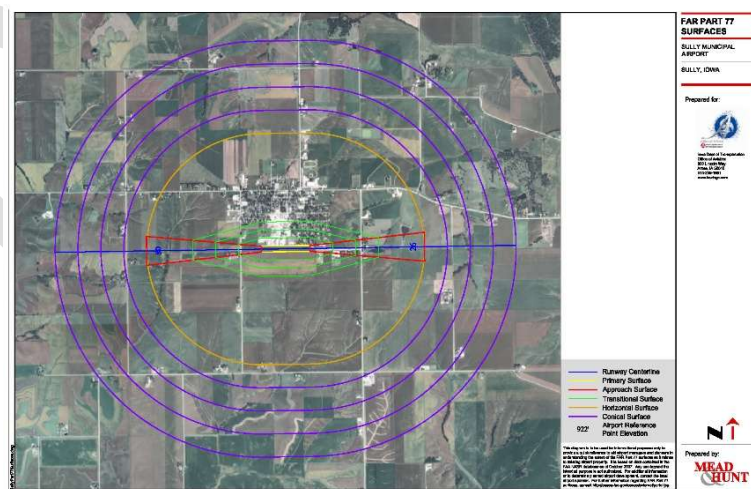
1. Proposed land use is identical to or is **mostly compatible** with adjacent land uses. Developments should follow good planning practices. Minimal conflicts are expected.
2. Proposed land use is **possibly compatible** with adjacent land uses. Developments may have conflicts with adjacent land uses that can be effectively mitigated through planning and design.
3. Proposed land use is **mostly incompatible** with adjacent land uses. Significant conflicts are expected, and impacts may not be effectively mitigated.

Adapted from Marion County 2050 Comprehensive Plan

It should be noted that the Sully Municipal Airport could impact future land uses and future development. The airport includes several zones that should be considered in future land use decisions.

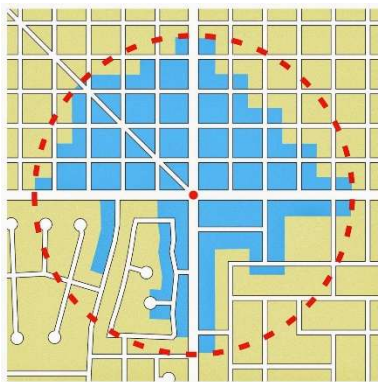
- Approach Surface: Covers the approach and departure areas of the airport runway.
- Transitional Surface: Runs parallel to the runway and extends 1,050 feet from the edge of the primary surface. Aims to prevent obstructions laterally from the runway.
- Horizontal Surface: Elliptical surface that contains aircrafts during approaches and departures.
- Conical Surface: Zone extending 4,000 feet beyond the Horizontal Surface. Many land uses can be compatible in this zone, but the zone is intended to prevent future development that may impact the airport.

The Iowa Airport Land Use Guidebook suggests that land within each of the zones should consider or limit “concentrations of people, wildlife attractants, visual obstructions, tall structures, and noise sensitive developments.”²⁵ These runway restrictions could greatly limit future development. As land outside of Sully city limits becomes available for development, the Sully City Council should consider the public purpose and public benefit of the airport to determine the best option for the future. A cost-benefit analysis could determine the revenue that the airport brings to businesses within the city compared to the public funds used to maintain the airport in compliance with FAA and DOT standards.



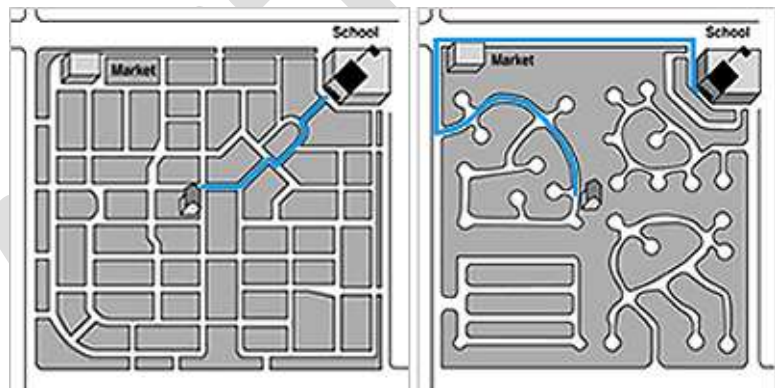
With future growth, Sully may have to extend existing streets and roadways to accommodate new developments. Preserving a connected, gridded street layout will be critical to maintaining Sully’s small-town character. A gridded street layout offers several advantages, including

- reducing initial construction and long-term maintenance costs by dispersing traffic across multiple routes rather than concentrating onto a few oversized roads
- improving connectivity and access for residents, businesses, and emergency services,
- and encouraging walking and biking by creating shorter, more direct routes.



The street network affects how far someone can walk (blue shading) in five minutes (red dotted circle).

Source: Congress for the New Urbanism (CNU)



A more gridded street layout promotes connectivity and avoids neighborhoods with few entrances and exits and many dead-ends.

As illustrated by this example of a student going to school, a gridded street layout provides a more direct route (left) compared to a more circuitous route with a curvilinear street layout (right).

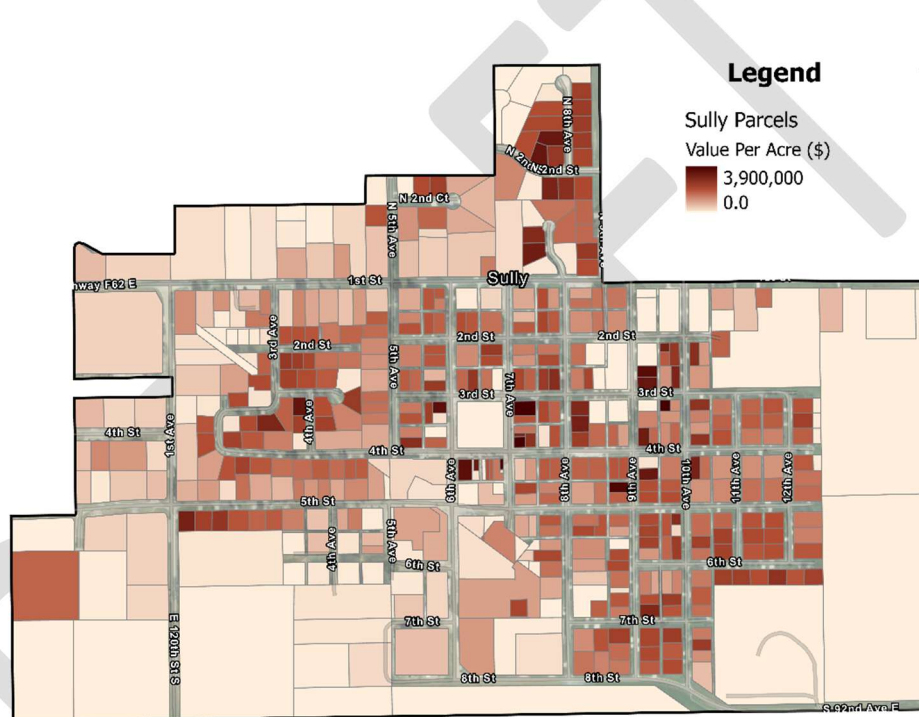
Source: Transportation and Growth Management Oregon Guide

Maintaining Sully’s existing gridded network will help balance functionality with cost-efficiency and preserve Sully’s character as a walkable small town.

“We need to continue to be a small town environment where people feel safe and want to raise their children here.”

-Sully Resident response on the Sully Community Survey

To help guide future growth and development, a practical means to evaluate proposed projects is to conduct a taxable value-per-acre (VPA) analysis. By focusing on taxation productivity per acre, Sully can improve resource allocation, support efficient land use, and strengthen long-term financial sustainability. VPA analysis has widely been promoted by organizations, such as Strong Towns and Urban3, whose research demonstrates that compact, mixed-use, and walkable development patterns often generate significantly higher tax revenue and economic return per acre while requiring less infrastructure investment and long-term maintenance costs. Applying VPA analysis can help Sully make fiscally resilient decisions, prioritize efficient land use, and better align future growth with long-term financial sustainability.

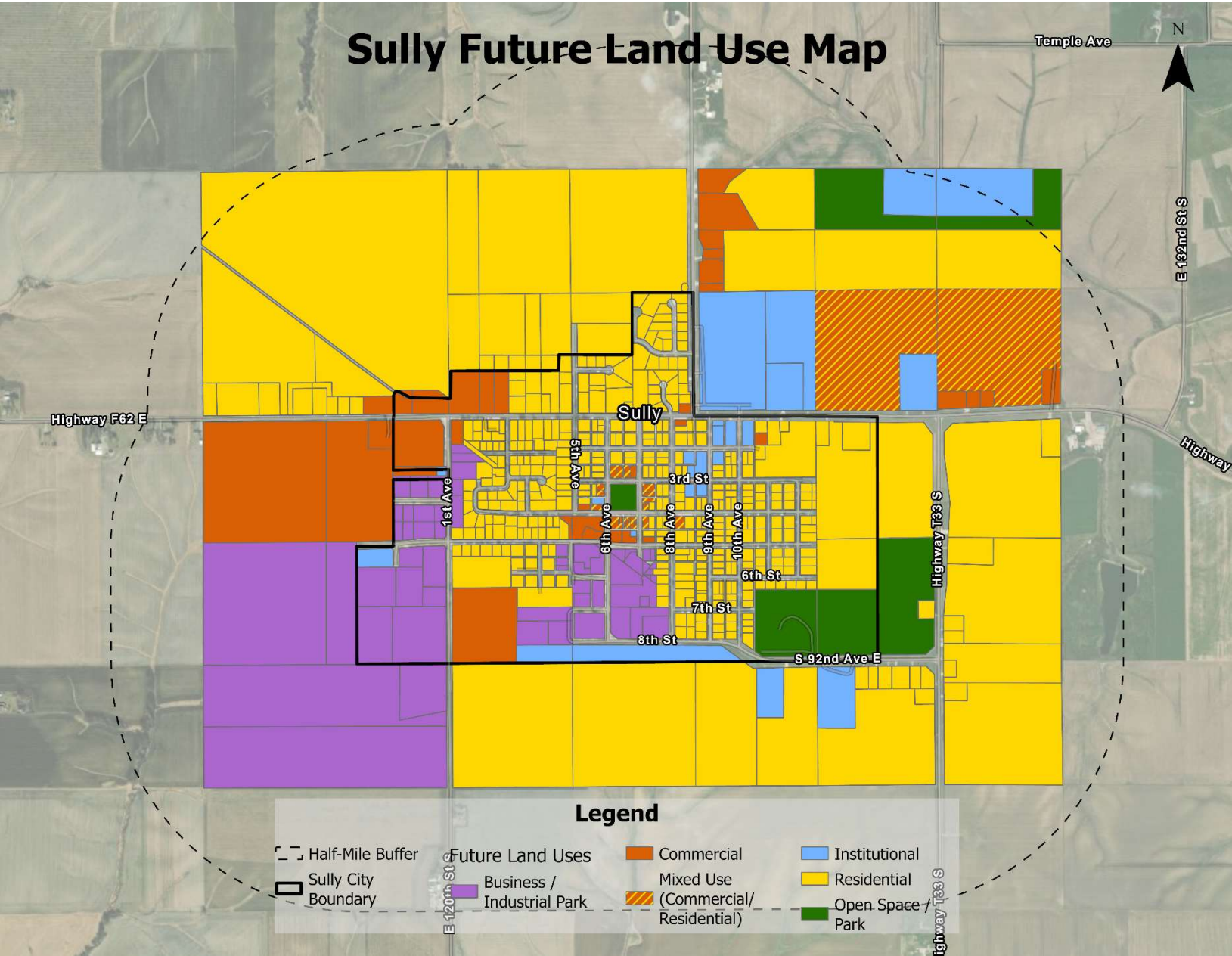


Value-per-Acre (VPA) analysis of parcels in Sully in 2024.
Source: Mid-Iowa Planning Alliance (MIPA)

A VPA analysis, excluding non-taxable parcels like city and church properties, revealed that the mixed-use Sully Telephone Complex is the most tax productive development in Sully. In 2024, the property of 0.27 acres was assessed at \$1,043,340 and paid \$20,672 in net taxes, equivalent to an assessment of \$3,864,222.22 per acre and \$76,562.96 in taxes per acre.



Source: Mid-Iowa Planning Alliance (MIPA)



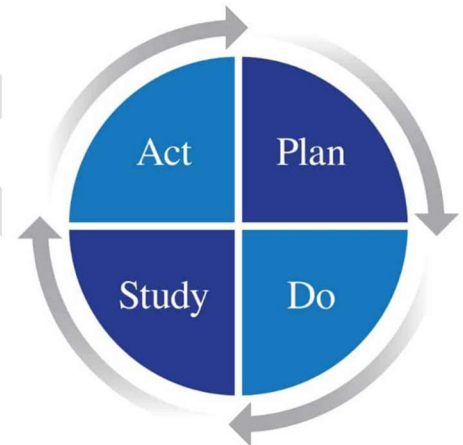
Implementation



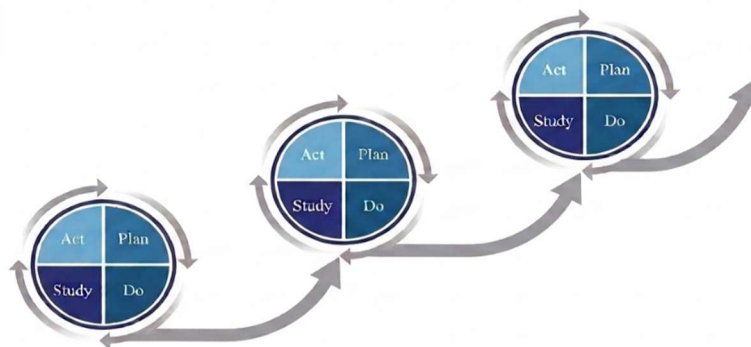
Source: Sully Hometown Pride

The *Sully 2050 Comprehensive Plan* establishes a long-range vision for the community to guide future land use, growth, and development. It is intended to be a living document that is not static and should be regularly maintained and updated. As a public document, the Comprehensive Plan should be accessible both in print and available online.

The Comprehensive Plan is the first phase of the Plan, Do, Study, Act (PDSA) Cycle and establishes a framework for continuous development through incremental improvements. The next phase, Do, requires the City of Sully and its community partners to implement the goals, objectives, and actions of the Comprehensive Plan. City leaders should work collaboratively with community stakeholders to prioritize initiatives, assign responsibilities, and advance achievable actions over time. The Study phase focuses on monitoring outcomes and evaluates the effectiveness of implemented actions. Annually, the City of Sully should assess progress, identify barriers to implementation, and determine where adjustments may be necessary. The final phase, Act, provides the opportunity to refine strategies, expand successful initiatives, and modify or discontinue whatever is not producing desired results. Through this ongoing cycle of evaluation and adaptation, the Comprehensive Plan becomes a living document that supports Sully's long-term success with the momentum of steady progress while remaining responsive to changing needs and opportunities through continuous iteration and incremental advancement.



Source: The W. Edwards Deming Institute



Continuous iterations lead to incremental development.

Source: Mid-Iowa Planning Alliance (MIPA)

There are several recommendations to better implement the Comprehensive Plan for the “Do” phase of the PDSA cycle.

A Capital Improvement Plan (CIP) organizes the necessary capital improvements into a schedule over a three-to-five-year period. Capital improvements are defined as any expenditure for equipment, buildings, infrastructure, land acquisition, plan, or project that is more than \$25,000 with an estimated useful life of more than one year,²⁶ such as street or sewer maintenance or improvements to public facilities. By aligning project selection, timing, and funding with the Comprehensive Plan, the CIP will help Sully more proactively implement the Comprehensive Plan, prevent any reactionary or fragmented spending, and support readiness for grant applications. After the initial development of a CIP, the capital project planning process will be ongoing, and the CIP will need to be reviewed and updated by the Sully City Council every year.

		Inflation factor included on some amounts						Funding Source(s)
Project	Dept	Cost Estimate	FYE 2026	FYE 2027	FYE 2028	FYE 2029	FYE 2030	
WWTP 20-Year Updates	Waste Water	\$4,000,000				\$4,000,000		SRF Loan
WWTP Engineering - Engineering Design	10%	\$400,000		\$400,000				P&D SRF Loan
WWTP Engineering - Construction Adm	10%	\$400,000				\$400,000		SRF Loan
Well #3 Project	Water	\$3,000,000	\$2,965,000					ARPA Grant, SRF Loan
Well #3 Project Engineering - Engineering Design	7%	\$209,700		\$216,500				P&D SRF Loan
Well #3 Project Engineering - Construction Adm	10%	\$300,000	\$240,791					SRF Loan
North Trail Sealant & Repairs	Streets	\$25,000	\$28,250					RUT
Downtown Reconstruction (Ph 2) - Rowley & Main	Streets	\$2,191,292	\$2,191,292					CF Grant, SRF Loan
Downtown Reconstruction (Ph 2) - Rowley & Main - Engineering Design	5%	\$110,000	\$110,000					LOST
Downtown Reconstruction (Ph 2) - Rowley & Main - Construction Adm	10%	\$219,200	\$219,200					SRF Loan
Downtown Reconstruction (Ph 3) - Walker	Streets	\$1,900,000					\$2,309,462	SRF Loan, TIF
Downtown Reconstruction (Ph 3) - Walker - Engineering Design	10%	\$190,000				\$209,475		LOST
Downtown Reconstruction (Ph 3) - Walker - Construction Adm	10%	\$190,000					\$230,948	SRF Loan
Meadowbrook Stormwater Preliminary Engineering Plan	Stormwater	\$11,500	\$11,500					Meadowbrook Project Fund
Dredging City Park Pond	Stormwater	\$75,000					\$82,500	Stormwater Fund / LOST
Wastewater Preliminary Plan	Sewer	\$40,000	\$40,000					Sewer Fund
Banner Valley Road Preliminary Engineering Report	Streets	\$23,000					\$28,000	General Fund
Demo house & garage on Walker Street	City	\$25,000	\$25,000					LOST
Public Works Dry Storage Building (Dows St)	PW	\$125,000	\$165,000					LOST
Radio Water Meter Project	City	\$175,000	\$25,000	\$25,000	\$100,000			LOST
GIS Update	City	\$11,000	\$11,000					LOST
Terracon Testing - 295 Jappa Road	City	\$21,000	\$21,000					LOST
Senior Care Market Analysis Study	City	\$10,000	\$10,000					LOST
Daycare Market Analysis Study	City	\$10,000	\$10,000					LOST
Sidewalk Inspection Program - City Portion Repairs	P&R	\$125,000	\$30,000	\$30,000	\$30,000	\$30,000	\$30,000	Franchise Fee
Tennis Court Resurfacing	P&R	\$125,000		\$125,000				General Levy, Donations
Public Works Pole Building - Phase 2 (concrete, electrical)	PW	\$100,000	\$100,000					LOST
Ranmar Court Resurfacing	Streets	\$60,000	\$60,000					LOST
North Drive Resurfacing (south of Dows)	Streets	\$77,000	\$77,000					LOST
Banner Valley Road Resurfacing	Streets	\$54,000	\$54,000					LOST / Streets Maint.
Clean Out the Sludge Lagoon	Waste Water	\$150,000			\$200,000			SRF with WWTP Project
State Street Resurfacing (Merryhill Ln to Hargers)	Streets	\$295,000			\$295,000			LOST
Public Works Pole Building - Phase 3 (insulation and mezzanine)	PW	\$100,000				\$100,000		LOST
Hillside Drive Repaving (Glendale to Hillside Ct)	Streets	\$550,000					\$550,000	LOST
Library Expansion	Library	\$2,800,000					\$2,700,000	Grants / Fundraising / City
Wright Bros Blvd Roundabout	Streets	\$2,500,000					\$2,500,000	Linn Co Shared / MPO / GO
TOTAL			\$ 3,577,041	\$ 3,156,492	\$ 475,000	\$ 4,639,475	\$ 2,778,908	\$ 5,780,000
Future Capital Projects	Dept	Cost Estimate						
Downtown Reconstruction (Ph 4) - Fuhrmeister & Alleys	Streets	\$1,000,000						
Meadowbrook Storm Water Drainage Improvements	Stormwater	\$500,000						
Ball Diamond Irrigation	P&R	\$60,000						
City Park North Parking Lot - Phase 2	P&R	\$350,000						
State Street Widening & Safety Improvements	Streets							
Traer Street Extension	PW							
Public Works Building Improvements	PW	\$400,000						
Vista Road Realignment	Streets							
Banner Valley Road Paving	Streets	\$1,000,000						
Banner Valley Sidewalk Project (Phase 3)	Streets							
Maple Road Hardsurfacing	Streets	\$500,000						
State Street & RID Trail Intersection Improvements	Streets	\$150,000						
Dows Street Trail Intersection Improvements	Streets	\$75,000						
Dows Street Resurfacing								
Equipment Replacement Plan	Plan funded \$80K annually		\$1,000	\$61,000	\$61,000	\$141,000	\$71,000	\$51,000
Tractor		\$100,000						\$100,000
350-650 Pickup Plow/Dump/Service		\$150,000					\$150,000	
Skid Loader Trade In		\$35,000						
Pickup Truck (Water/Waste Water)		\$50,000	\$50,000					
Mini Excavator		\$100,000			\$100,000			

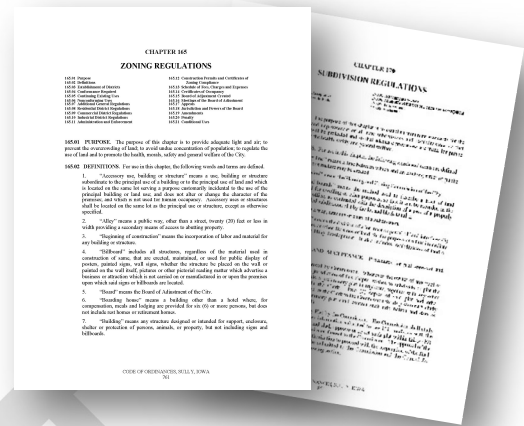
An example of a Capital Improvement Plan (CIP).

Source: City of Ely

²⁶ “Capital Improvement Plans.” Iowa League of Cities. October 18, 2021.

<https://iowaleague.org/resource/capital-improvement-plans/>

Following the approval of the Comprehensive Plan, the Zoning Code and the Subdivision Ordinance should also be updated to reflect the new goals and priorities set forth in the Comprehensive Plan. As an associated document, the Zoning Map should be updated as well. The Comprehensive Plan is not within Sully City Code, whereas the Zoning Code and Subdivision Regulations are the primary legal tools within Sully City Code to translate the Comprehensive Plan into enforceable standards, such as permitted uses, lot configurations, street design, and infrastructure requirements. When the Comprehensive Plan does not align with the Zoning Code and Subdivision Regulations, there could be uncertainty and inconsistency in decision-making, leading to potential legal challenges. Ensuring alignment allows the Comprehensive Plan to be implemented in a consistent and legally defensible manner. In Sully City Code, Zoning Regulations are Chapter 165 and Subdivision Regulations are Chapter 170.



In Sully City Code, Zoning Regulations are Chapter 165 and Subdivision Regulations are Chapter 170.

Source: City of Sully

Goal: Implement the Sully 2050 Comprehensive Plan	
Objectives	Actions
Promote awareness of the Comprehensive Plan	• Provide physical copies of the Comprehensive Plan and online • Inform the Sully community of the Comprehensive Plan, including civic organizations, churches, businesses, city staff, board and commission members, and elected officials
Ensure alignment with the Comprehensive Plan	• Develop a 5-Year Capital Improvements Plan (CIP) for the 2026 – 2031 period then every year after • Update the Zoning and Subdivision Ordinances • Update the Zoning Map
Implement and maintain the Comprehensive Plan	• Have Sully City Council adopt the Comprehensive Plan to guide city decision-making, including zoning and subdivision regulations, budgeting, capital projects, and review of development proposals • Establish a committee to implement the Comprehensive Plan, ensuring representation across community stakeholders • Conduct an annual Comprehensive Plan review and share progress update

The following tables provide additional implementation details for the goals, objectives, and actions of the Comprehensive Plan, including Lead organization, implementation Timeframe (Short Term – 1-5 years; Medium Term – 5-10 years; Long Term 10+ years; Ongoing), and potential Funding.

Goal: Preserve and Share Sully's History and Cultural Heritage			
Objectives	Actions	Lead	Timeframe
Identify, document, and preserve historic sites, structures, and cultural heritage	Partner with residents and local organizations to identify, document, preserve, and promote Sully's historic and cultural resources	City of Sully	Short-Term
Promote awareness of and educate the public about Sully's historic sites, structures, and cultural heritage	Support efforts, such as educational programs, interpretative signage, walking tours, community events, and digital resources, that highlight Sully's history and cultural heritage	City of Sully	Ongoing
Funding	- Local Funds - Jasper County Community Foundation - State Historical Society of Iowa - Historical Resource Development Program		

Goal: Housing is Available and Affordable for All Ages			
Objectives	Actions	Lead	Timeframe
Play an active role in thoughtful housing developments	- Review and update Zoning and Subdivision Ordinances to promote housing development, including permitting accessory dwelling units (ADUs) - Encourage infill housing development on vacant lots and as ADUs - Promote missing-middle housing developments that provide housing for all family sizes, ages, and abilities and allow older residents to age-in-place	- City of Sully - Sully Development Group	- Short-Term - Medium-Term - Ongoing

	• Partner with Jasper County Economic Development on housing developments ○ Keep track and publicly report on new housing construction in the Sully area		
Plan with and support the expansion of Sully Retirement Home	• Coordinate with Sully Retirement Home to evaluate current and future senior housing needs and develop an expansion plan • Identify and pursue funding opportunities for senior housing expansion	• City of Sully • Sully Retirement Home	• Short-Term • Medium-Term
Develop the 7-acre parcel into attainable housing	• Design and advance housing development to provide attainable housing for households • Consult with community stakeholders, including Lynnville-Sully Community School District, Sully Christian School, and Sully Retirement Homes, on housing development proposals • Work with Jasper County Economic Development to identify and select a qualified housing developer	• City of Sully • Sully Development Group	• Short-Term • Medium-Term
Funding	• Local Funds • Central Iowa Housing Trust Fund (CIHTF) • Federal Home Loan Bank of Des Moines (FHLB) ○ Affordable Housing Program • Iowa Finance Authority (IFA) ○ Low-Income Housing Tax Credit (LIHTC) • IEDA Center for Rural Revitalization ○ Rural Innovation Grant • US Department of Agriculture (USDA) Rural Development • AARP ○ Community Challenge Grant ○ Demonstration Grant		

Goal: Provide Safe and Reliable Utilities and Infrastructure			
Objectives	Actions	Lead	Timeframe
Support projects that enhance energy, water, solid waste, and broadband utilities	• Maintain and rehabilitate utilities and infrastructure through preventive maintenance, inspections, and timely replacements ○ Clean and video inspect the sewer system before lining • Coordinate utility and infrastructure projects to improve efficiency and reduce disruptions • Pursue opportunities and maintain partnerships with utility providers and other stakeholders to support long-term utility and infrastructure investments for performance and resilience ○ Conduct an energy-efficiency audit on city buildings with Alliant Energy ○ Explore the concept of community energy, such as the Alliant Energy Community Solar program	• City of Sully	• Short-Term • Medium-Term • Ongoing
Funding	• Local Funds • Iowa Department of Natural Resources (DNR) ○ Drinking Water / Clean Water State Revolving Fund ○ WTFAP - Wastewater & Drinking Water Treatment Financial Assistance Program ○ SWAP – Solid Waste Alternatives Program • Iowa Waste Exchange (IWE) ○ Close the Loop Waste Reduction Grant • IEDA Center for Rural Revitalization ○ Empower Rural Iowa Broadband Grant		

Goal: Enhance Multi-Modal Transportation and Transportation Safety			
Objectives	Actions	Lead	Timeframe
Evaluate the role of the Sully Airport	• Ensure compliance with FAA and DOT • Conduct a cost-benefit analysis for the Sully Airport	• City of Sully	• Short-Term
Develop a fully connected sidewalk network	• Identify gaps and walkability improvements in the existing sidewalk system • Prioritize gaps for construction, especially along routes to schools and parks • Incorporate sidewalk requirements into new construction and redevelopment projects	• City of Sully	• Short-Term • Medium-Term
Improve roadway safety along Highway F-62 East/1 st Street	• Conduct a roadway safety study and identify effective safety improvement measures	• City of Sully	• Short-Term
Funding	• Iowa Department of Transportation (DOT) ○ Airport State Funding Grant ○ Iowa Traffic Engineering Assistance Program (TEAP) ○ Traffic Safety Improvement Program (TSIP) ○ Local Highway Safety Improvement Program (HSIP-Local) • Iowa Department of Public Safety ○ Governors' Traffic Safety Bureau (GTSB) Traffic Safety Grant		

Goal: Maintain Transportation Infrastructure in a State of Good Repair			
Objectives	Actions	Lead	Timeframe
Maintain paved roads in good condition	• Prepare a 5-Year Street Improvement Plan for fiscal years 2027 - 2031 ○ Implement the 5-Year Street Improvement Plan, including proactive roadway maintenance (crack sealing/filling, seal coating, pothole filling, etc.)	• City of Sully	• Short-Term • Ongoing
Maintain sidewalks in good condition	• Perform proactive sidewalk maintenance	• City of Sully	• Short-Term • Ongoing
Funding	• Local Funds		

Goal: Attract and Support Local Economic Development Opportunities			
Objectives	Actions	Lead	Timeframe
Support local businesses and encourage diverse business types	• Develop an investment strategy with different incentives, credits, grants, and loans to support local businesses, including but not limited to expansion, development, renovation, rehabilitation, technical assistance • Foster a diverse mix of local businesses and entrepreneurs • Promote and advertise local businesses, including to visitors and tourists ○ Align workforce development with local businesses, such as through trainings, apprenticeships, and continuing education	• City of Sully • Sully Development Group	• Short-Term • Medium-Term • Ongoing
Ensure an adequate supply of vacant, development-ready parcels at the Business/Industrial Park	• Speak with current businesses of the business/industrial park about their needs and future growth • Explore the Iowa Rural Certified Site Initiative (IRCSI)	• City of Sully • Sully Development Group	• Short-Term • Medium-Term • Ongoing
Expand local retail and commercial offerings, especially groceries, that can enhance quality-of-life	• Work with the Sully Locker, other local businesses, and the Sully Development Group on expanding retail and commercial offerings	• Sully Development Group	• Short-Term
Maintain regular communications and relationships with Sully-area businesses	• Meet with downtown and Sully-area business owners and Sully Development Group at least once a year, preferably every quarter	• City of Sully • Sully Development Group	• Ongoing
Funding	• Local Funds ○ Revolving Loan Fund (RLF) ○ Tax Increment Financing (TIF) • Jasper County Economic Development ○ Small Grants Program • Mid-Iowa Development Fund Business Loans • Iowa Economic Development Authority (IEDA) ○ Entrepreneurial Investment Awards Program ○ Iowa Rural Certified Site Initiative (IRCSI)		

	• Iowa Workforce Development (IWFD) ○ Registered Apprenticeship Grants (84E & 84F) • Iowa Department of Agriculture and Land Stewardship Choose Iowa ○ Butchery Innovation Grant ○ Choose Iowa Value-Added Grant • US Department of Agriculture (USDA) ○ Rural Economic Development Loan & Grant Programs ○ Meat and Poultry Processing Expansion Program ○ Rural Business Development Grants
--	---

Goal: Enhance the Vitality of Downtown Sully			
Objectives	Actions	Lead	Timeframe
Maintain regular communications and relationships with Sully-area businesses	• Meet with downtown and Sully-area business owners and Sully Development Group at least once a year, preferably every quarter	• City of Sully • Sully Development Group	• Ongoing
Develop an improved understanding of opportunities in downtown Sully	• Conduct a downtown assessment using the “Characteristics of a Successful Downtown” with the Sully Development Group and downtown business owners	• City of Sully • Sully Development Group	• Short-Term
Center downtown Sully as the heart of the community	• Adapt and experiment with Main Street concepts and strategies • Redevelop vacant and underused properties in the downtown • Promote and advertise downtown Sully and local businesses, including to visitors and tourists • Host more community events and activities in downtown Sully, at least monthly, with local businesses, community groups, and churches	• City of Sully • Sully Development Group	• Short-Term • Ongoing
Funding	• Local Funds • Jasper County Community Foundation • Jasper County Economic Development ○ Façade Improvement Program ○ Small Grants Program		

Goal: Provide Exceptional Educational Opportunities and Strengthen Community Organizations			
Objectives	Actions	Lead	Timeframe
Strengthen early childhood education and childcare opportunities	Support partnerships and pursue opportunities that strengthen early childhood education and childcare	- City of Sully - Sully Development Group	Short-Term
Plan with and support the expansion of the Sully Community Library	- Coordinate with the Sully Library to evaluate current and future needs and develop an expansion plan - Identify and pursue funding opportunities for library expansion	- City of Sully - Sully Community Library	Short-Term
Increase student enrollment at the two schools	Coordinate with Lynnville-Sully Community School District and Sully Christian School to support opportunities to increase student enrollment and long-term success	- City of Sully - Lynnville-Sully Community School District - Sully Christian School	- Short-Term - Ongoing
Maintain regular relationships and communications with the two schools and Sully-area churches	- Convene a meeting with Lynnville-Sully Community School District, Sully Christian School, and Sully-area churches, at least once a year - Consult Lynnville-Sully Community School District and Sully Christian School on future land uses and developments	- City of Sully - Lynnville-Sully Community School District - Sully Christian School	- Short-Term - Ongoing
Partner with the two schools to address housing for teacher attraction and retention	Consult Lynnville-Sully Community School District and Sully Christian School on housing developments	- City of Sully - Sully Development Group	- Short-Term - Medium-Term - Ongoing
Support community organizations	- Promote volunteerism by increasing awareness of opportunities to participate in local organizations and community events - Foster civic and community involvement through coordination with	- City of Sully - Community Organizations in Sully	- Short-Term - Ongoing

	the schools, churches, and community organizations • Recognize and celebrate the contributions of volunteers and community leaders		
Funding	• Local Funds • Jasper County Community Foundation • Prairie Meadows Community Betterment Grant • Alliant Energy Foundation Community Grant • IEDA Center for Rural Revitalization ○ Rural Child Care Planning Program		

Goal: Develop High-Quality Parks and Recreation			
Objectives	Actions	Lead	Timeframe
Complete improvements to Sully Ballpark	• Fully fundraise and construct Phase 2 and Phase 3 of the playground equipment project	• Sully Hometown Pride • City of Sully	• Short-Term
Provide safe and accessible routes to parks and recreation	• Address sidewalk gaps around Sully Ballpark and develop a fully connected sidewalk network • Examine parking improvements at Sully Ballpark	• Sully Hometown Pride • City of Sully	• Short-Term
Explore a trail to connect Sully with Lynnville	• Identify potential trail corridors and conduct a high-level feasibility study	• City of Sully	• Short-Term
Funding	• Local Funds • Jasper County Community Foundation • Central Iowa Regional Transportation Planning Alliance (CIRTPA) ○ Transportation Alternatives Program (TAP) • Iowa Department of Transportation ○ State Recreational Trails Program ○ Federal Recreational Trails Program ○ State Transportation Alternatives • Iowa Department of Natural Resources (DNR) ○ Resource Enhancement and Protection (REAP)		

Goal: Be Well-Prepared and Resilient Against Hazards			
Objectives	Actions	Lead	Timeframe
Reduce vulnerabilities and strengthen community preparedness, mitigation, and response capabilities	• Provide ongoing public education on hazards and hazard preparedness through the City's website, social media, and community outreach • Complete the relining of sewer infrastructure • Work with Jasper County Emergency Management Agency on hazard planning, mitigation, and response	• City of Sully	• Short-Term • Medium-Term • Ongoing
Funding	• Local Funds • Iowa Department of Homeland Security and Emergency Management grants		

Goal: Implement the Sully 2050 Comprehensive Plan			
Objectives	Actions	Lead	Timeframe
Promote awareness of the Comprehensive Plan	• Provide physical copies of the Comprehensive Plan and online • Inform the Sully community of the Comprehensive Plan, including civic organizations, churches, businesses, city staff, board and commission members, and elected officials	• City of Sully	• Short-Term • Ongoing
Ensure alignment with the Comprehensive Plan	• Develop a 5-Year Capital Improvements Plan (CIP) first for the 2026 – 2031 period then every year after • Update the Zoning and Subdivision Ordinances • Update the Zoning Map	• City of Sully	• Short-Term • Ongoing
Implement and maintain the Comprehensive Plan	• Have Sully City Council adopt the Comprehensive Plan to guide city decision-making, including zoning and subdivision regulations, budgeting, capital projects, and review of development proposals • Establish a committee to implement the Comprehensive Plan, ensuring representation across community stakeholders • Conduct an annual Comprehensive Plan review and share progress update	• City of Sully	• Short-Term • Ongoing
Funding	• Local Funds • ITC Power of Connection Grant Program		

Appendix



Sully Comprehensive Plan Kick Off Meeting Summary

Visioning



What do you recommend people see and do when visiting Sully?

- Freedom Rock
- Festivals (Fourth of July; Christmas; Car Show; Memorial Day Breakfast; Cadet Breakfast; Homecoming Parade; Prom walk in; sporting events)
- La Rose Marie Bakery and Meat Locker
- Library (books!)
- East side playground (pickle ball courts, walking path); downtown playground
- Local downtown businesses (no empty storefronts)
- The schools and facilities (community gym at the school) (activities at the schools; good energy)
- Deep Rock Station (former service station turned ice shop and gardens)
- Winery in converted church
- Grass air strip (watch planes)
- Chat with everyone at these places
- Coffee Cup Café downtown
- Citywide garage sale (map created across town); Many Treasures

Summary of Responses	
Businesses	• La Rose Marie bakery • Coffee Cup Cafe • Sully Meat Locker • Rock Island/Deep Rock Ice cream • Van Wijk Winery • Iowa Prairie Bison
Attractions	• Freedom Rock • Library • Central Park/Town Square ; Downtown is vibrant with no empty store fronts • New path, new playground • Ball park • L-S and Sully Christian schools and facilities • Air strip • L.J. Maasdam Wagon Wheel sculpture
Events	• 4th of July • Memorial Day breakfast • Cadet Supper • Car shows on the Square • School events and activities
Other	• Go for a walk or drive through our pretty town • Chat with those you see at places in Sully

Visioning



What do you like about Sully?

- Excellent schools
- Small town feel; clean town; safe town; friendly town; welcoming town; family friendly; quiet
- Sense of improvement and maintenance; properties are well-maintained and hold their value
- Excellent parks
- Churches that work together (welcoming of everyone to attend)
- 70+ businesses and services in town (hardware, chiropractor, dentist, doctor, bank, car service and body shop, print and apparel shop, manufacturing, newspaper, power sports dealership, salon, local daycare)
- Kids move back to raise families
- Centrally located between various large towns

Summary of Responses	
People	• People who still “do life” together to make a great town and support each other • Strong faith • Friendliness of people • Homogenous
Families	• Family oriented / family friendly • Kids move back to raise families • Kids can roam the town • Lots of kids • Kids always out playing in the park
Community Character	• Safe / Low crime • Peaceful / quiet • Friendly / welcoming • Clean / Well-kept / Tidy / Neatness / well maintained / The way things in town are taken care of / People really care about this place • Sense of community • Sense of pride in their town • Still holds to tradition in many ways • Small town feel / Small community • Always improving • The Christian culture • Helpful in time of need / everyone helps where there is need / caring • Beauty of the community • Wholesome values
School	• Good schools • Private school

	• Having 2 schools • Fitness Center
Recreation and Activities	• Walking • Biking • Parks / parks good for walkers • The sidewalks • Fitness Center • Sports • 4th of July festivities
Businesses	• Sully Meat Locker • Bakery • Bank • Ice Cream • Chiropractor • Much greater economic activity than typical small towns / wide array of businesses (more than 70) • Strong data/voice communications
Housing	• Affordable houses that are well kept / majority of properties are well maintained so they hold value
Churches	• Great churches that work well together
Services	• Strong volunteer fire and ambulance
Location	• Centrally located between Pella, Newton, and Grinnell

Visioning



What assets/opportunities exist in Sully?

- 2 quality school systems provide choice and large attraction
- Strong communication voice and data (1 g fiber in town and will upgrade to 10 g)
- Job opportunities from local businesses in a variety of sectors and industries
- Location is an asset and being central ("hub of the wheel")
- Opportunity to expand population and schools
- People are loyal/supportive of businesses in town (screen printing new business)
- Established businesses are being handed down and inherited (Meat Locker, Coffee Cup, plumbing, insurance agency)

Summary of Responses	
Businesses	• Businesses/jobs in many fields • Can buy necessary things in Sully if you choose to • Strong work ethic locally / quality workforce • Economic opportunities / job opportunities • Businesses supported by locals • Strong data/voice communications (fiber) • Strong entrepreneurial spirit • Local employers
Schools	• Jasper County Deputy is the SRO at school, so there is a sheriff presence available in town all day on school days • Two excellent/quality schools provide choice
Transportation	• Walking • Airstrip could be utilized more • Hub of Newton, Grinnell, and Pella
Community	• More events at town square • Stage on square • Expand population for schools and jobs • Hard working, strong values, good businesses
Others	• Parks • Housing • Fire department and ambulance volunteer service

Visioning



What can be improved about Sully?

- Lacking affordable housing (affordable housing being taken by landlords and not available for community)
- Improving rental housing quality and maintenance
- More apartment options (there is a list/demand)
- More commercial spaces in areas (like a business park); more vacant business lots
- East ballpark and playground needs improvements (splash pad, playground equipment, shelter house, lights at the fields)
- Lacking availability of assisted living in town for seniors
- Full grocery store; more consumer products and offerings (medicine, every day items)
- Attract younger people with children
- Have teachers live in town; teachers more vested in community
- South side underutilized or used more (grass air strip not financially sustainable) (more opportunities)

Summary of Responses	
Recreation	• Longer walk/run/bike path • Practice facilities • Update ballpark and playground (splash pad, field lights, improve shelter houses and restrooms)
Housing	• Retirement apartments (with care options) • Assisted living facilities so people don't have to leave town when they can no longer take care of themselves • Have a place for visitors to stay while visiting people in town • More home ownership and less rentals • Development of new housing and apartments • More and diverse housing options • Affordable housing options
Infrastructure and Transportation	• Upgrade infrastructure, such as curb and gutter • Repair streets • Would like to see the airstrip used
Economic Development	• Expand business park (new and expanding businesses) • More property ready for business and industrial development • More commercial areas/space • Grocery store • Expand consumer basic product offerings
Growth	• More local kids in L-S • Need increased population • Aging demographics • Attracting younger residents

Visioning



What are your top 3 priorities for Sully?

- Keep Sully values as-is (small town feel, clean, strong faith, sense of community, schools and churches)
- Growth with Sully in-mind/preserved
 - Properties for businesses
- Retain businesses in town; support local business
- More housing (single family housing; senior housing and assisted living – seniors take good care of homes)
- Improve park and ballpark (to attract new residents)
- Slow expansion of people and students
- Update infrastructure (roadway, sewer)

Summary of Responses	
Community Character	• Quality • Safety • Clean, small town feel / keep the town clean • Strong faith and sense of community / keep values • Place our kids would like to come back to • Growing events or adding events • Maintain quality schools • Strong churches and schools and the central point of town
Growth / Economic Development	• Bring young families to town • Ballpark updates to attract families with children • Bring new business to the area and keep current businesses • Expand commercial space availability • More work places, consumers, and merchants • Places to buy everyday items (this will attract people/students) • Grocery store/places to buy consumer goods and everyday items • More prosperity for businesses/industry • Update infrastructure
Housing	• Develop an assisted living / retirement facility for those who need it (which might open housing for young families) • More housing development • More housing that preserves the culture of Sully • Maintaining rental housing quality • More apartment options • Single family housing

Visioning



**Describe your ideal future Sully, or
Describe your perfect day in Sully:**

- Perfect weather (always 72 degrees)
- Christian family growing and self-sustained off their land
- Population of Sully between 1,000 – 1,200
- 2 strong school systems
- Interactions with neighbors

Summary of Responses

- Quality, modern, safety
- Go for a walk/run and wave to the same friendly faces I see every time. Stop at the library to see what new books there are. Grab a treat at the bakery. Visit with someone at the park on the walk home. Holler hi back to the kids who yell “Hi, Mrs....!” to me during all of that.
- Families that are able to grow, work, and live self-sustained as is reasonable.
- Population of 1,000 – 2,000
- Two strong school systems
- More community events (should strive to have 1-2 every month)

Sully 4th of July Celebration Outreach Summary

Envisioning Sully

Please add stickers
on the aspects Sully
should promote

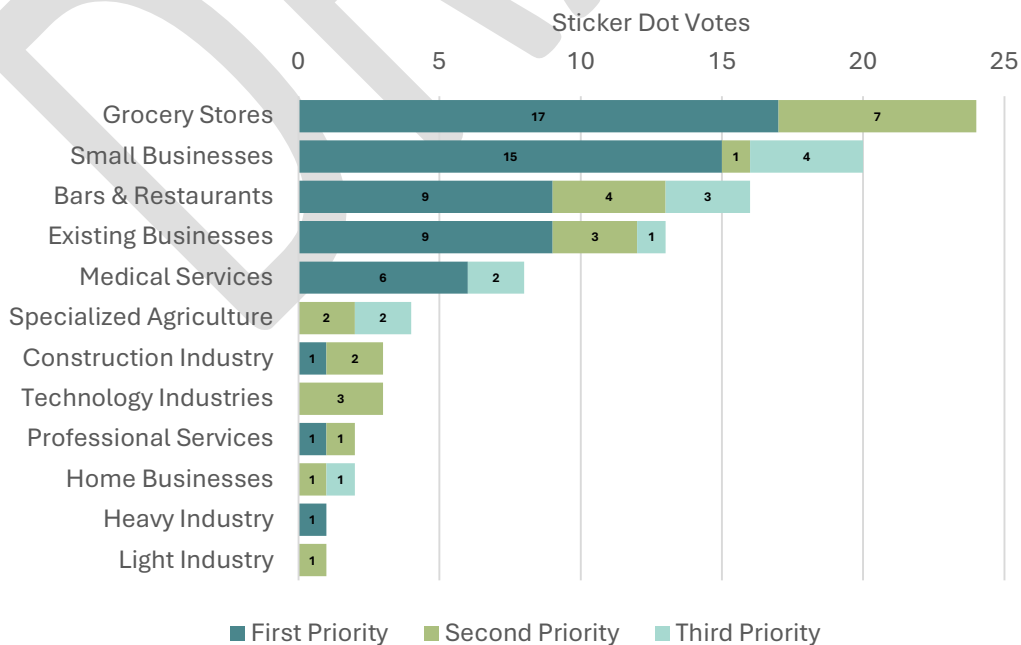


Community Businesses



	Small Businesses	Grocery Stores	Medical Services	Specialized Agriculture	Bars & Restaurants	Home Businesses	Heavy Industry	Existing Businesses	Technology Industries	Light Industry	Professional Services	Construction Industry
Top Priority (1)	15	17	6	0	9	0	1	9	0	0	1	1
Second Priority (2)	1	7	0	2	4	1	0	3	3	1	1	2
Third Priority (3)	4	0	2	2	3	1	0	1	0	0	0	0

Community Businesses



Envisioning Sully

Please add stickers
on the aspects Sully
should promote

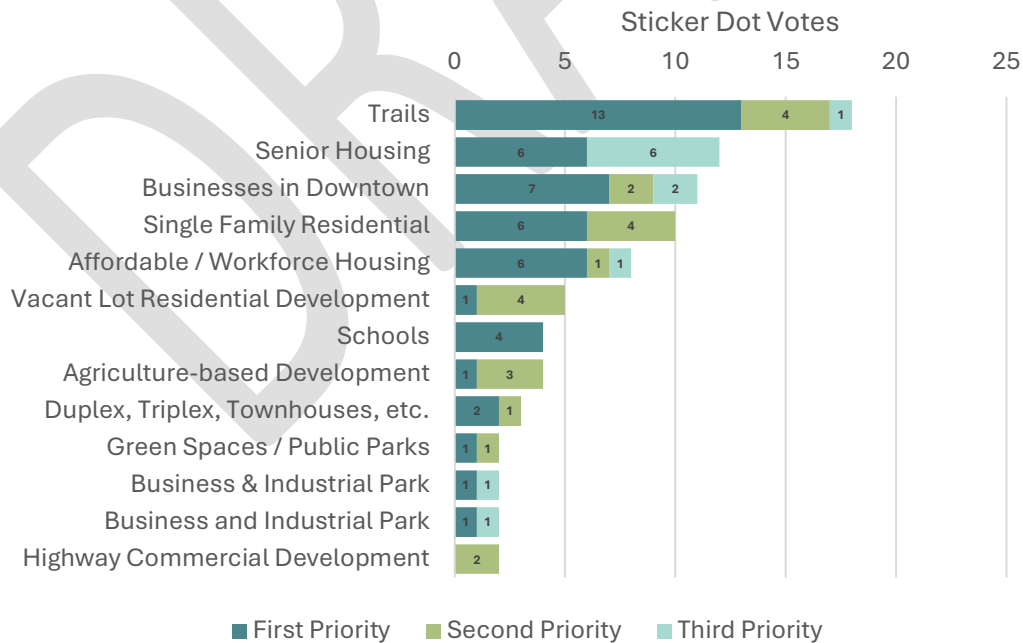


Land Uses



	Schools	Single Family Residential	Senior Housing	Businesses in Downtown	Vacant Lot Residential Development	Green Spaces / Public Parks	Affordable / Workforce Housing	Trails	Highway Commercial Development	Duplex, Triplex, Townhouses, Etc.	Business & Industrial Park	Agriculture-based Development
Top Priority (1)	4	6	6	7	1	1	6	13	0	2	1	1
Second Priority (2)	0	4	0	2	4	1	1	4	2	1	0	3
Third Priority (3)	0	0	6	2	0	0	1	1	0	0	1	0

Land Uses



Envisioning Sully

Please add stickers
on the aspects Sully
should promote

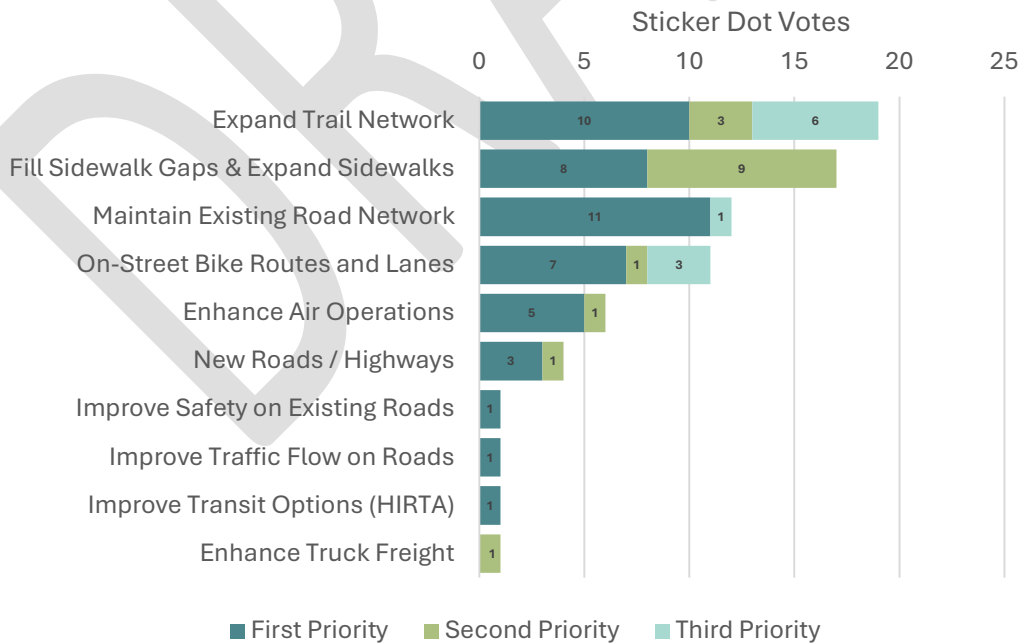


Transportation



	Maintain Existing Road Network	Improve Safety On Existing Roads	Fill Sidewalk Gaps & Expand Sidewalks	Improve Traffic Flow on Roads	Expand Trail Network	Improve Transit Options (HIRT)	New Roads / Highways	Enhance Truck Freight	Enhance Air Operations	On-Street Bike Routes and Lanes	
Top Priority (1)	11	1	8	1	10	1	3	0	5	7	
Second Priority (2)	0	0	9	0	3	0	1	1	1	1	
Third Priority (3)	1	0	0	0	6	0	0	0	0	3	

Transportation



Envisioning Sully

Please add stickers
on the aspects Sully
should promote

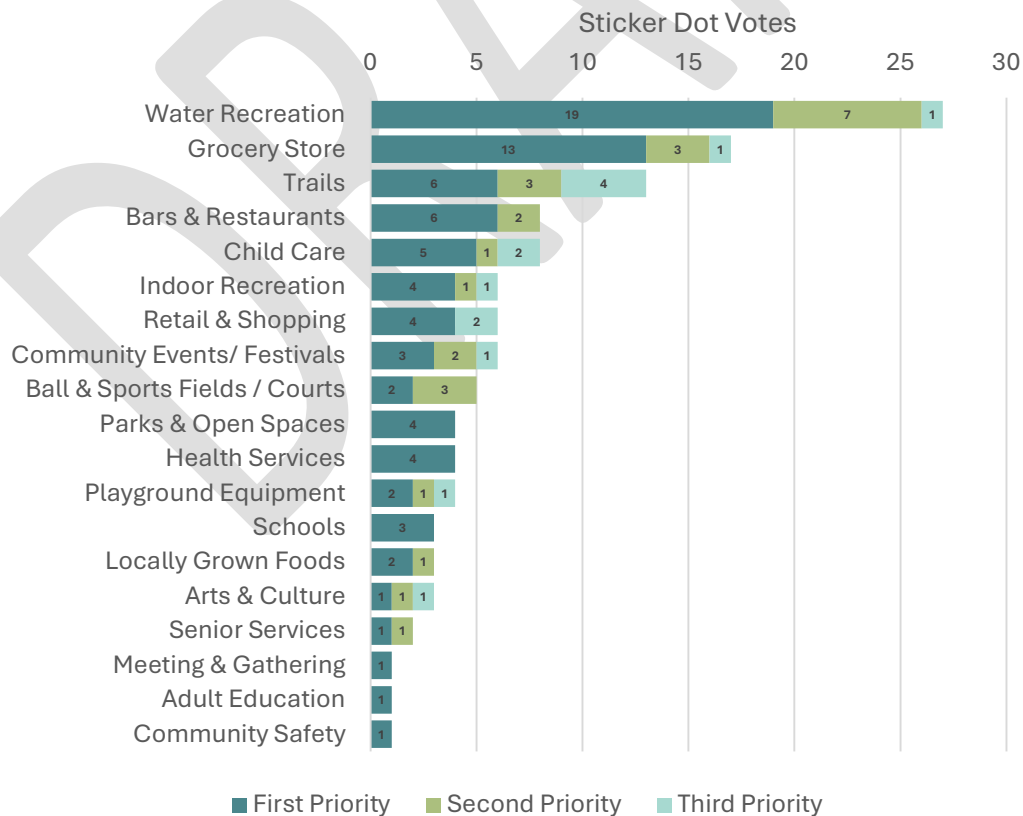


Quality of Life



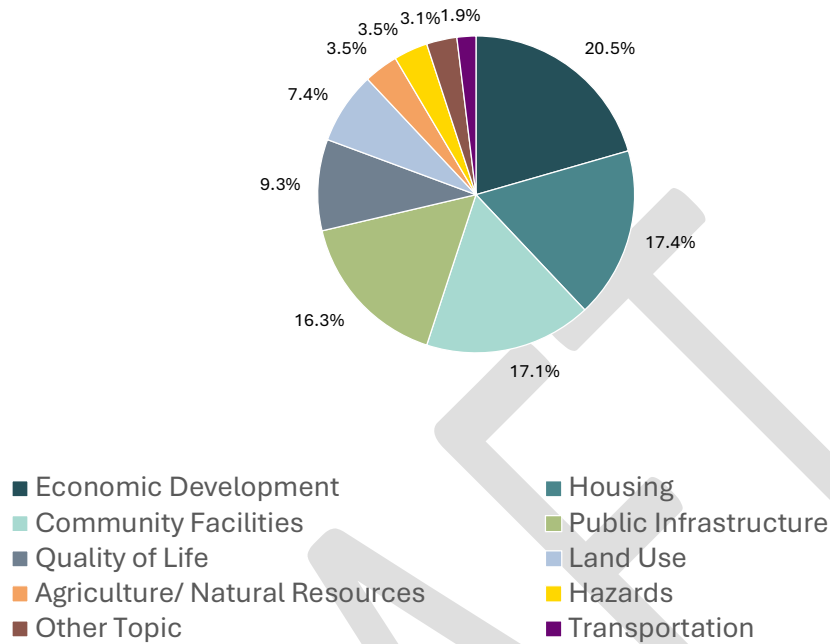
	Grocery Store	Water Recreation	Indoor Recreation	Retail & Shopping	Adult Education	Senior Services	Meeting & Gathering	Arts & Culture	Locally Grown Foods	Child Care	Playground Equipment	Bars & Restaurants	Community Events / Festivals	Trails	Health Services	Parks & Open Spaces	Community Safety	Ball & Sports Fields / Courts	Schools
Top Priority (1)	13	19	4	4	1	1	1	1	2	5	2	6	3	6	4	4	1	2	3
Second Priority (2)	3	7	1	0	0	1	0	1	1	1	1	2	2	3	0	0	0	3	0
Third Priority (3)	1	1	1	2	0	0	0	1	0	2	1	0	1	4	0	0	0	0	0

Quality of Life

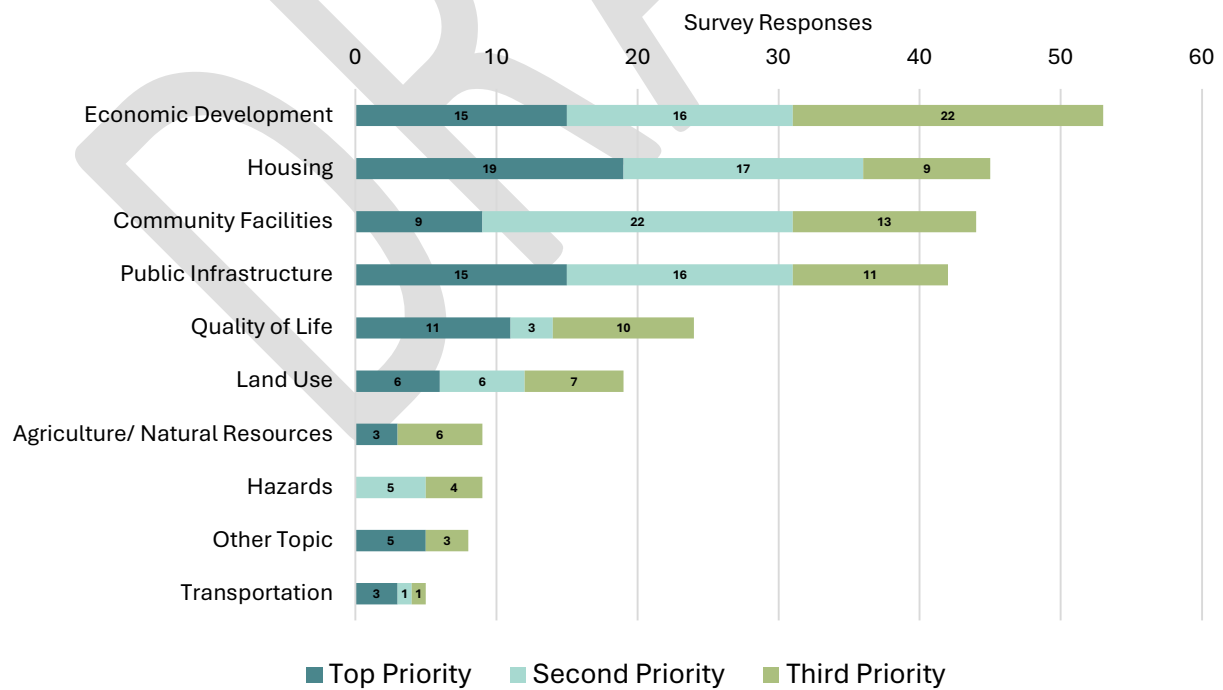


Sully Community Survey Summary

Community Priorities



Community Priorities



Community Priorities
Other Topic
Top Priority
Assisted living / nursing home
Truck Route signage
The city council could act quicker and improve the neighborhoods in town that have houses that are run down and are breaking city ordinance's. It's not fair to the neighbors that live next these houses.
Quality of roads
Roaming cats
Third Priority
Housing is already being worked on with new developments - so while important there are other things that needed to draw people to community.
Assisted living/nursing home facilities
Having a store(s) that has everyday household and grocery items available so we don't need to travel outside the school district to buy.

Please rate the following community factors in terms of their importance to Sully.



Other Responses

assisted living/nursing home - which would allow citizens to stay near to family and also provide employment; so many family pools in town having a public pool would draw people to the community; school needs auditorium for music and drama events it has been very neglected leading to disinterest by residents!!! (A sports gym does not do justice to performances.)

Support and Activities of Churches - Very important

Quality of PUBLIC SCHOOL very important

Christian Churches & Outreach - very important

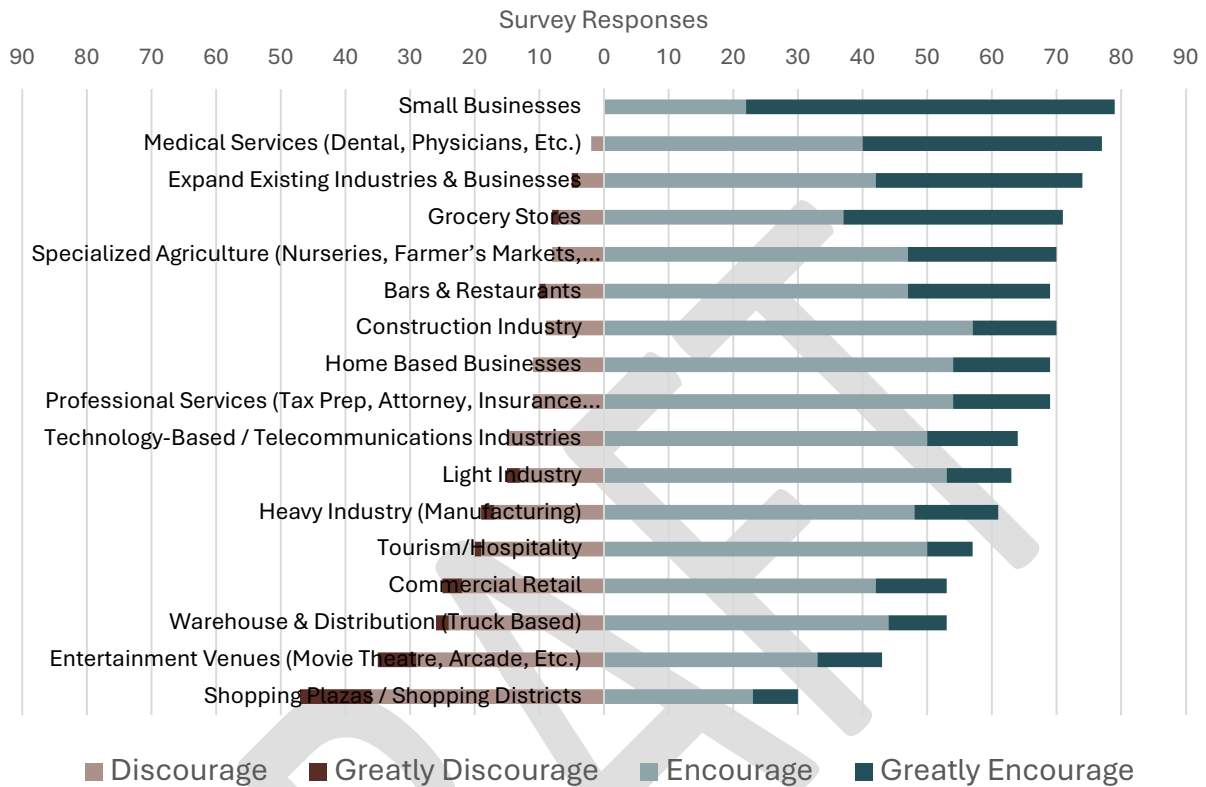
Very important that home owners keep up their property so that Sully can be a neat town to the residences and visitors

Library!

We need single family housing and fast

Support and Activities of Churches - Very important

Please rate each type of business you think Sully should encourage.



Other Responses

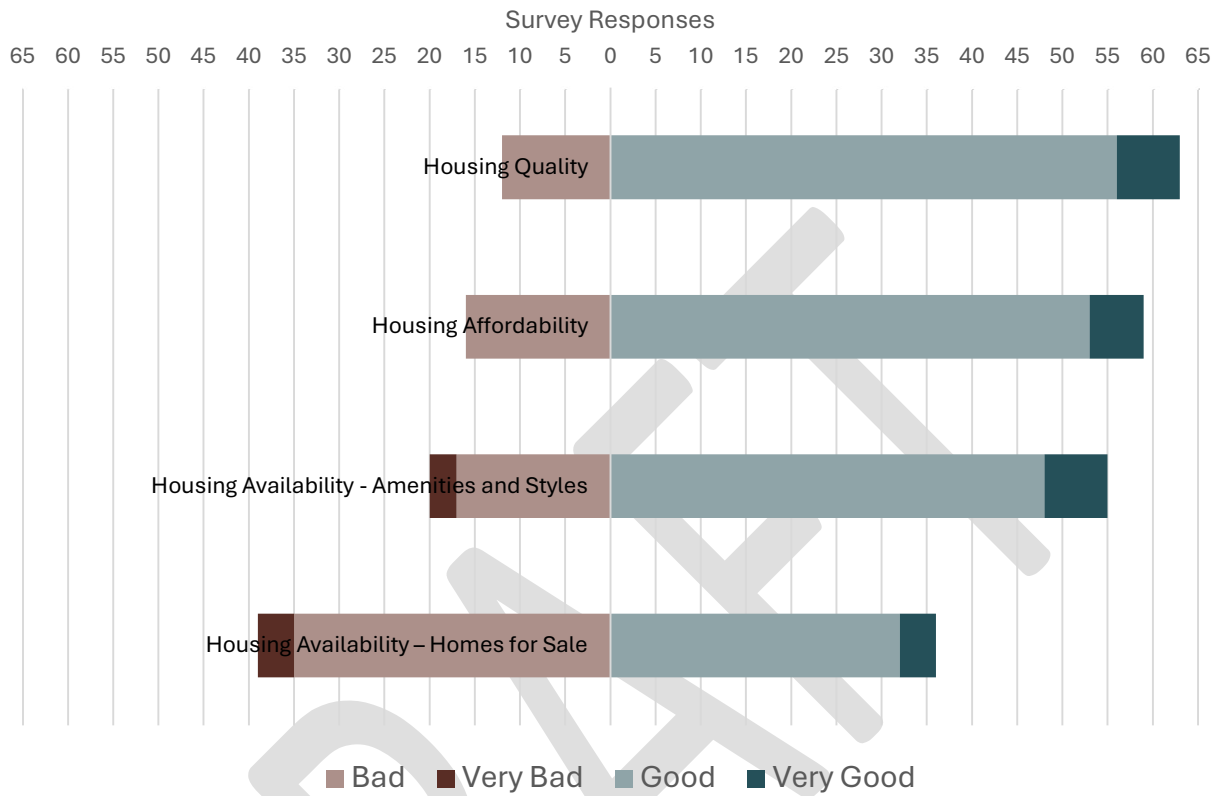
While medical services would be a good thing - those are all within a short distance and available - at this time probably couldn't support full time doctors, dentists, etc.

Smart land use industries and businesses - Go for quality

Services (e.g.s Landscaping, Lawn, Painting, Handyman) - Greatly encourage

Support Existing Business

Please rate the following aspects of Sully's owner-occupied housing market.

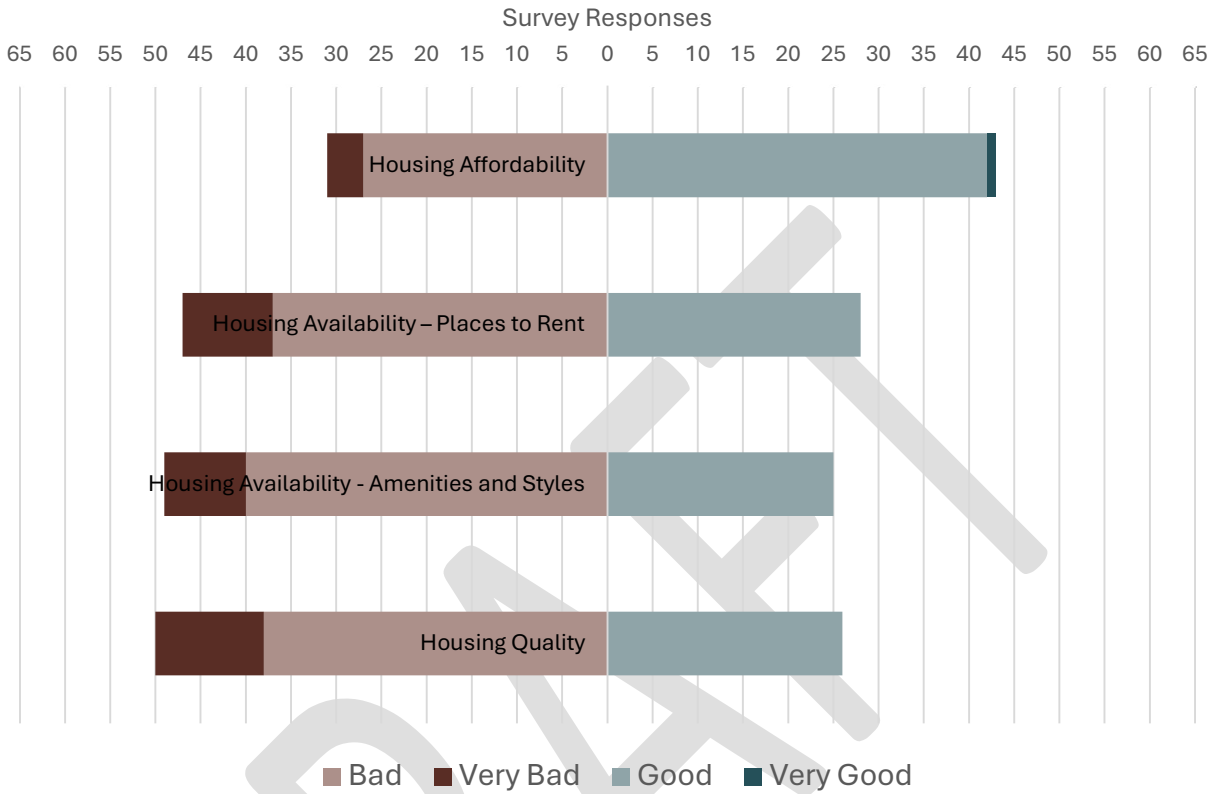


Other Responses

Neither "good" or "bad" - would say needs improvement!

I don't know enough to answer these

Please rate the following aspects of Sully's rental housing market.



Other Responses

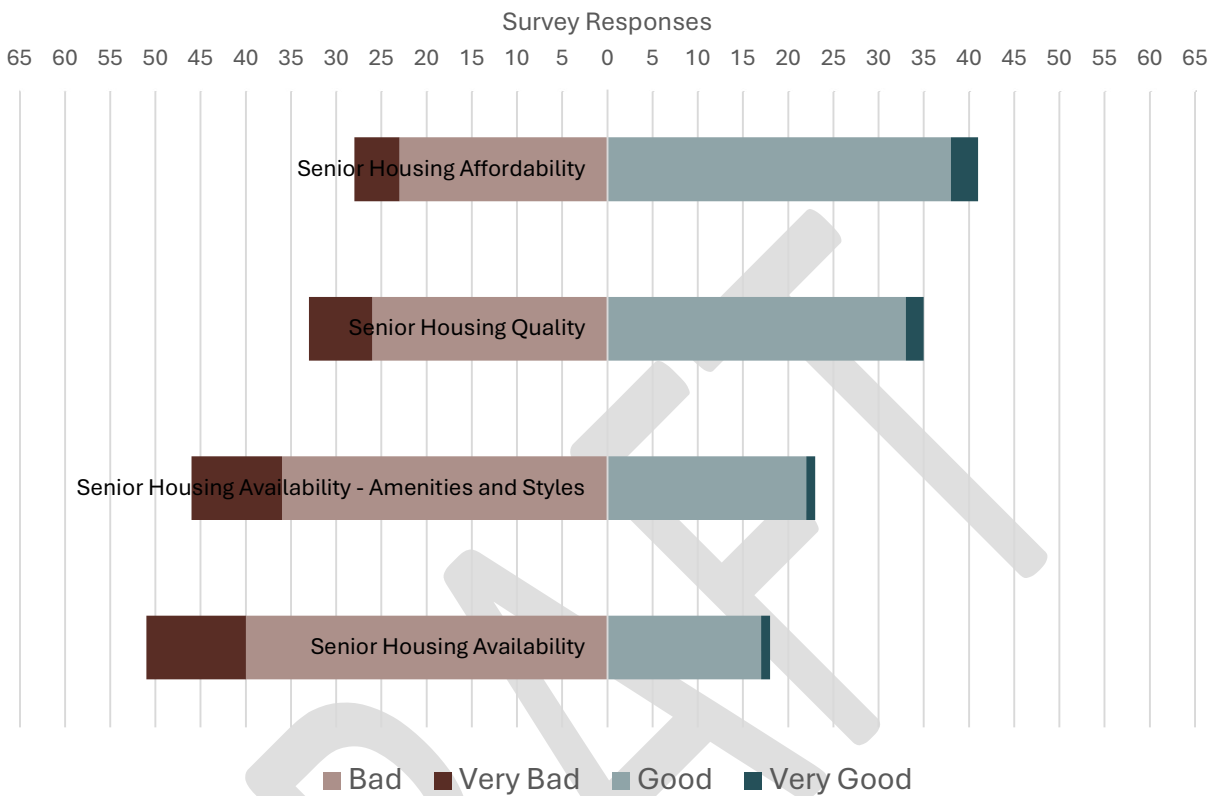
I don't know enough to answer these

B... B... [Name Redacted] doesn't take care of his properties

We don't need anymore rentals owned by single families. Possibly passing a limit on how many properties can be owned by single individuals. More rentals in my opinion tend to increase crime rates.

don't need any more for the slum lord

**Please rate the following aspects of Sully's senior housing market
(independent living, assisted living, skilled nursing, continuing care,
etc.).**



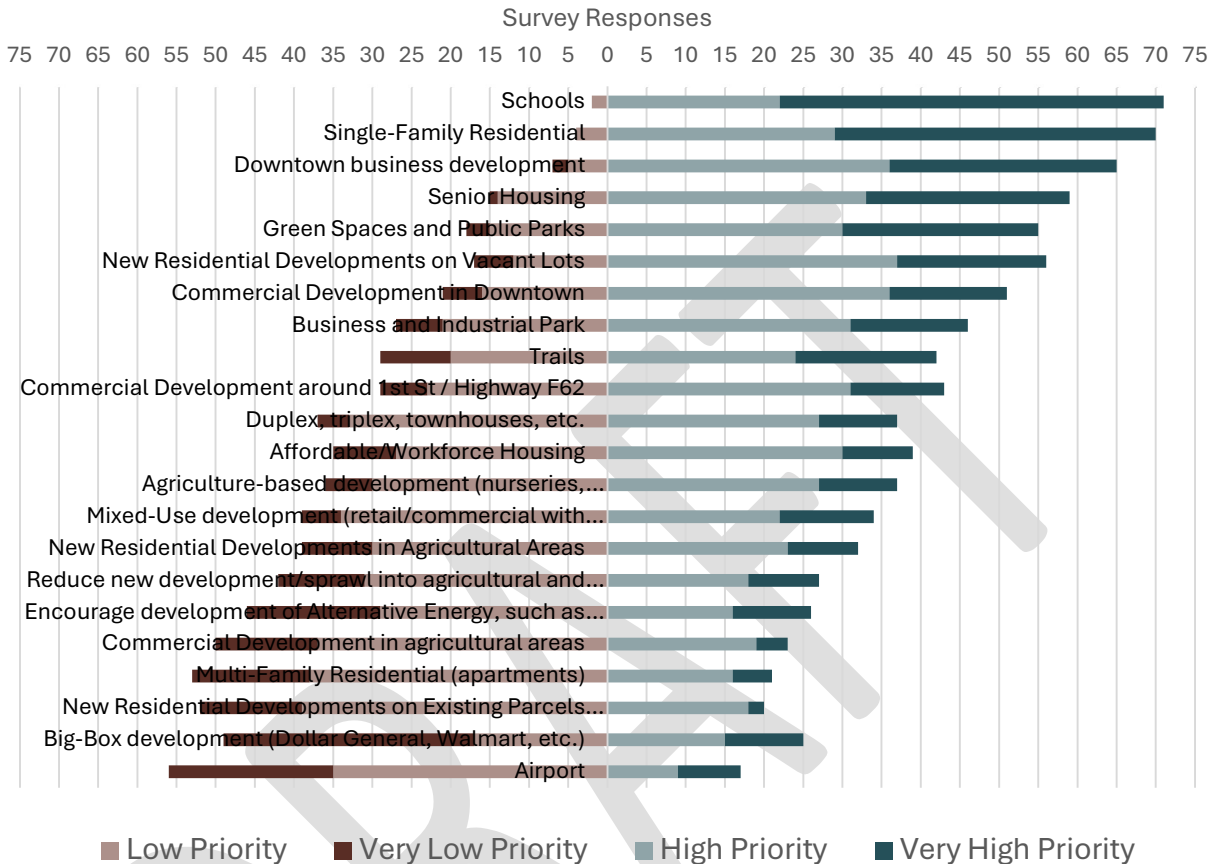
Other Responses

I don't know enough to answer these

I don't have enough familiarity with any of the senior living opportunities or existing conditions.

housing based on income not flat rate

Please rate what level of priority Sully should give to addressing the following land use topics.

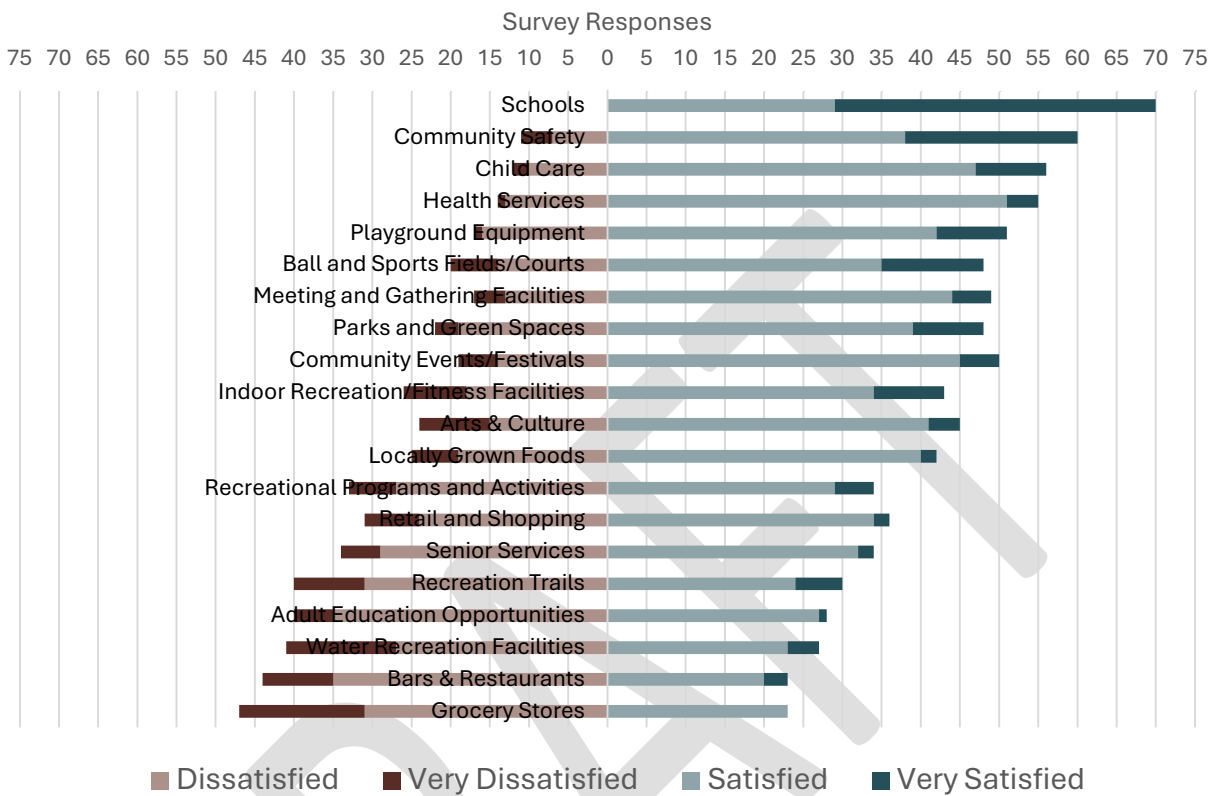


Other Responses

Don't understand item "reduce development into ag area" - in Sully surrounded by ag land there is no other area!!!!!!

Get rid of the airport, tax burden for the 99.9% that do not own planes

Please rate how satisfied you are with the following quality of life characteristics in Sully.



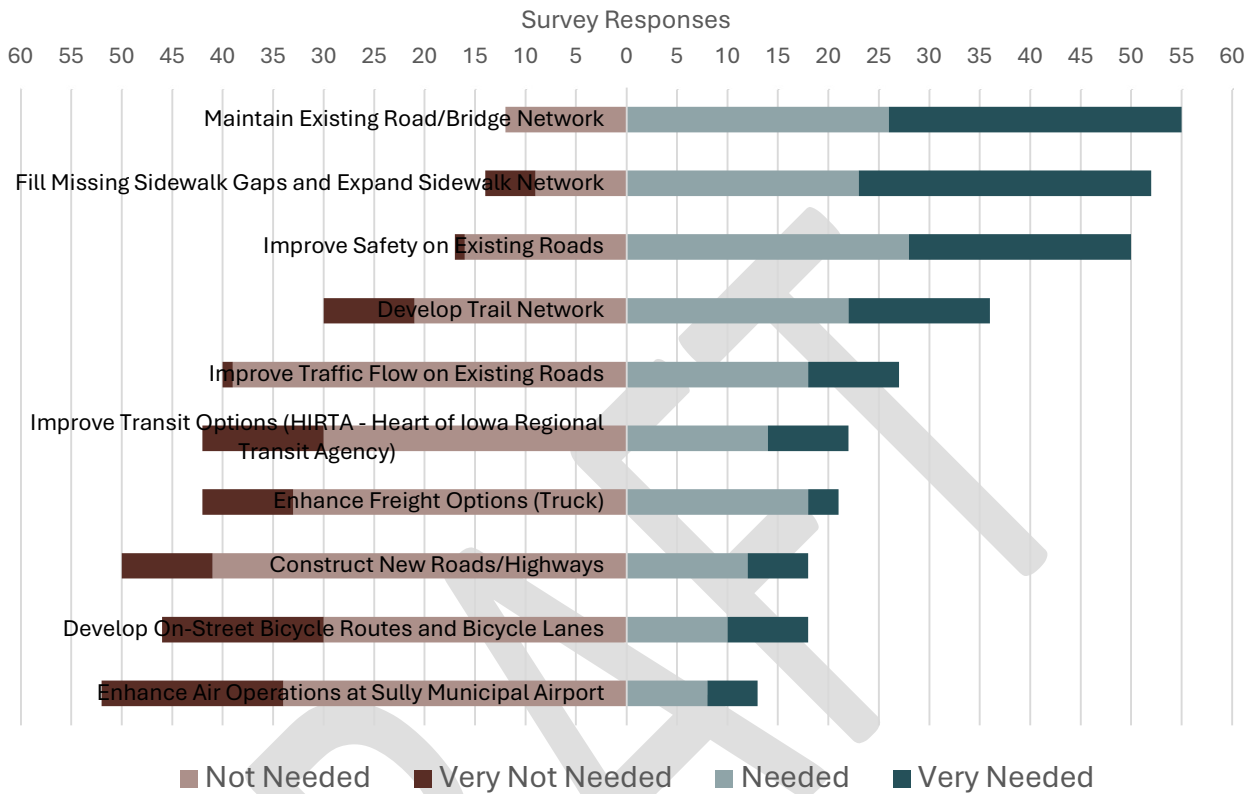
Other Responses

Again - several areas needs a choice for "needs improvement" as satisfied or dissatisfied aren't adequate!

Social isolation - very dissatisfied

Church outreach - very dissatisfied

Please rate the need for the following transportation projects in Sully.



Other Responses

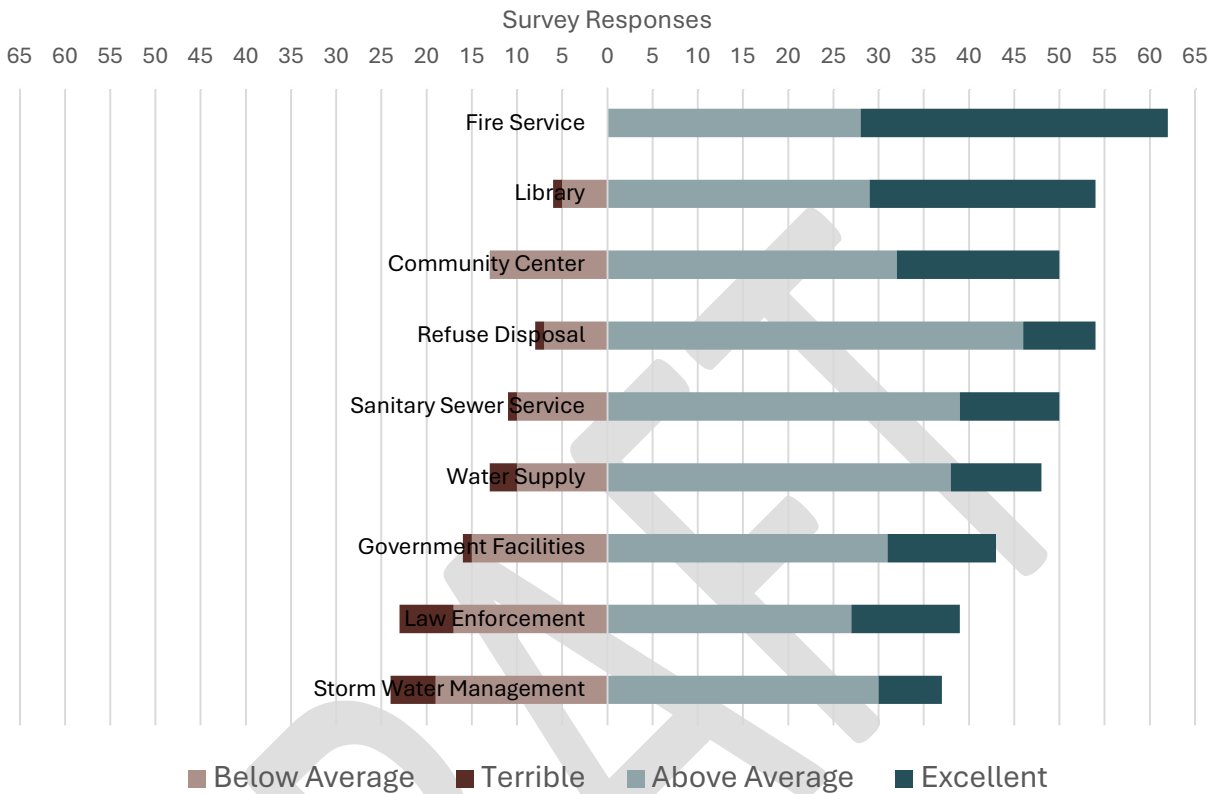
Airport not needed, develop into housing

Prohibit underage driving of side-by-sides on streets - very needed

Restrict street use by side-by-sides (esp by youth) - very needed

Very needed- Redo curbs at intersection of 7th Ave and 2nd st to make handicap/stroller/bike accessible

As a whole, please rate the following public facilities and services in Sully.



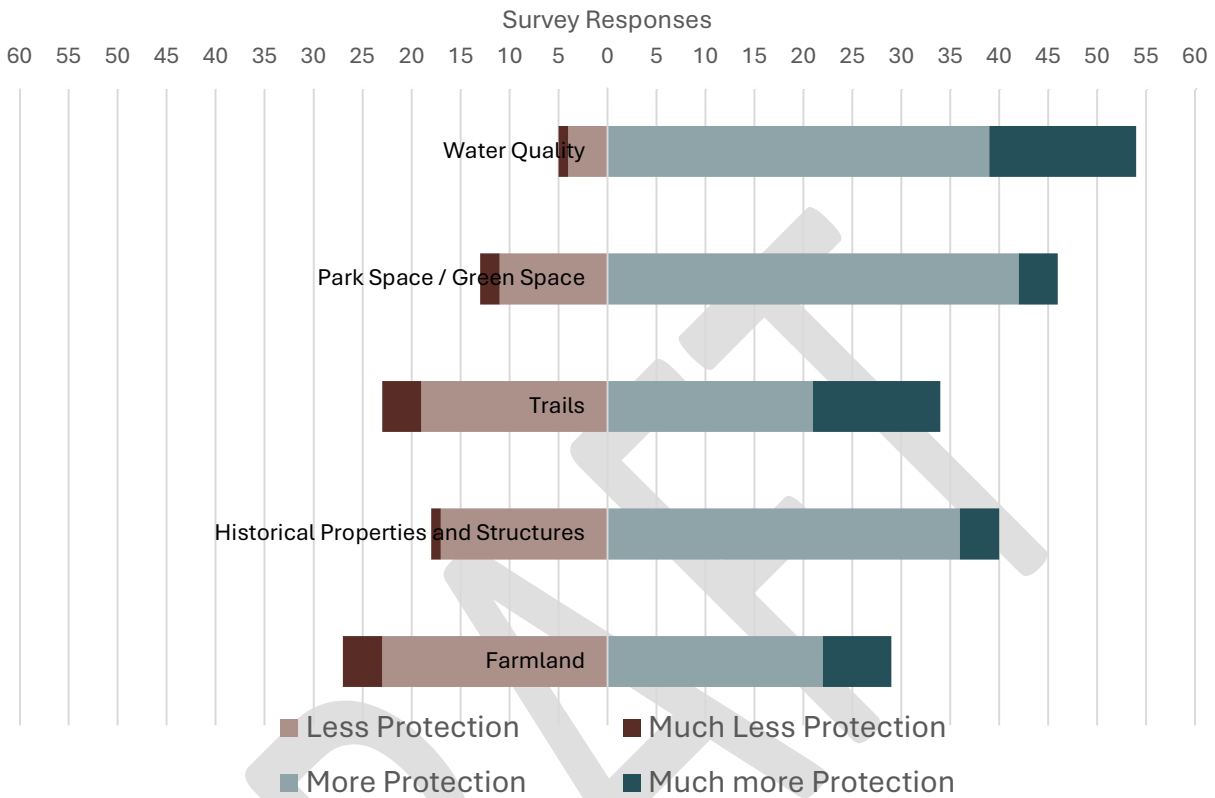
Other Responses

Need "adequate" as a choice because above and below average don't fit!

Both Communications Services and Alley Maintenance - terrible

Animal control - below average

Please rate what level of protection in regards to open space and natural/agricultural resources should Sully provide?



Other Responses

Planning Zoning to manage growth/protect local assets - Much more protection
 Expand types of Small animals on private property - much more protection

What is one aspect of Sully that you believe should remain unchanged as part of this planning process?	
Theme	Response
Businesses	The restaurant, bakery, locker, & winery are good for the community and should be maintained.
	Keep out big box stores
	No big retailers like Dollar General or WalMart, one large gas station like Casey's is enough. Focus on smaller, locally owned stores
Community Character	Smalltown feel
	Small hometown
	Community events/involvement.
	Small town feel, people, schools, and small business are important
	Community unity and pride
	We love the small-town feel. We love Sully as it is, but know continued growth, especially economically is needed to keep Sully prosperous. We need very careful growth to not outpace our ability to sustain. I believe city government should focus on the main responsibilities of infrastructure and safety and not begin giving out money to all sorts of "quality of life" things.
	Small town feeling.
	Small town feel
	The level of cleanliness and personal care of property. It would be great if people could be encouraged to do more to their properties in the name of arts and culture.
	Small town feel
	The tight knit small town vibe
	Retaining the small town community appeal. Not increase of traffic, unless signage is improved for trucks. Trucks often go down streets they are not supposed to.
	Small community with top level education
	Small town feel.
	The small town atmosphere stay how it is! Expanding developments only grows our town! Everyone loves it the way it is! Nothing looks dumpy, dirty, or run down!
	Small town atmosphere
	Sense of community
	The small town feel.
	community culture
	Sully thrives because of its focus on small-town, family-oriented, culture where we support our own. Commercializing it will take away from the charm that draws people here.
	Our Heritage....
	Culture

	We need to continue to be a small town environment where people feel safe and want to raise their children here
Community Services	Fire and Rescue
Infrastructure	The need for more sidewalks. Not many people use the ones we have. Most just walk on the side of the road.
Quality of Life	Quality of life
	Quality of life need to stay as a moral Christian way of life that it tends to currently be.
	Quality of life and safety.
	Enhance quality of life for residents! Continue to make education a priority and to improve Sully's infrastructure and services (e.g. fiber optics, water pipes, fire and ambulance services). However, the city not taking responsibility to maintain alleys is a step backwards.
Schools	Schools and churches
	Quality of public school
	Continue supporting the school - it's the heart of the community
	Support the school through strategic partnerships. Stop acting in a vacuum.
Spaces	take care to keep any historical buildings/historical downtown
	Town square.
	Park square
	city park uptown
	City park up town
	The square
None	N.a.

If you could implement one change to improve Sully as a place to live, what would it be? Consider any specific issue, need, or opportunity that future planning efforts should address.

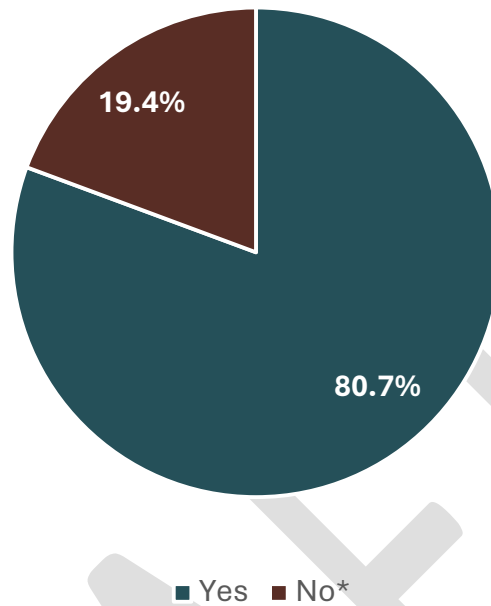
Theme	Response
Businesses / Economic Development	Immediate resources (groceries/restaurants)
	More Retail
	encourage more businesses in Sully to offer work in town. definitely encourage grocery for more convenient shopping experience and lessen the need to travel 20+ miles for basic necessities
	Grocery option, trails, housing options, community social options
	Bar/ family restaurant evening/weekend
	affordable grocery store
	Add a small grocery store and another restaurant.
	Bring more business to town.
	More childcare
City Communications	Do as they say
	Better communication between city and residents. Website and FB is not adequate and poorly maintained.
	Communicate relentlessly! Go to extraordinary lengths to engage Sully citizens and businesses. The more engaged they become, the more likely it is that Sully will meet its Comprehensive Planning goals. Be honest and transparent. Seek feedback on everything. Let them know when and how they are being impacted.
	Continually connect back to the why behind what you're doing and how it affects them. Once citizens and businesses are galvanized, they will turn out, take action, make their voices heard, and applaud leaders for making the community better.
Community Facilities and Services	Remodel or build new community center for town and personal use (perhaps including party rooms, indoor rec area/free fitness center, etc
	Bigger library. City should be more financially involved in the ballpark project
Housing	Clean up some housing and get more business stuff available.
	I wish those that own rentals would not be able to snatch up all the lower-priced "starter" houses before they hit the market and then charge a regular mortgage rate for rent. They at least need to be kept up so they look nice and draw quality people to the area.
	Make rental owners keep their properties neat and clean. We should not be able to tell the difference between a rental property and private property.
	More available family housing and a Sully Christian High School.

	There should be a limit on the number of rentals that are owned by one individual, LLCs, etc. Usually people take pride when they own a residential property which will maintain the town versus someone that owns numerous properties trying to maximize profit.
	We need more affordable housing for working-class families to maintain the health of the school system. Part of the school's budget is based on the number of students we have living in the district that are school-aged. We also need to develop more high-quality senior living spaces so our older residents don't have to move to Pella, Grinnell, or DSM to have a comfortable place to live with the support they need.
	Larger housing development area with more lot options
	More housing options at various levels. Also grocery/variety store to meet need for purchasing everyday household items.
	Housing
	more housing
	Culture single family housing and bring in Dollar General
Housing - Senior Housing	Assisted living facility
	Indepentant living for seniors and assisted living.
	Senior housing
	More senior housing.
	The need for appropriate senior housing is becoming a major issue as the age of our residents grows....senior housing would open up affordable homes for young families.
Parks & Recreation	More community events. Things for kids to do. Or a place to hang out. Would put a few more jobs in the area. Keep the kids busy. A safe place to hang out for kids.
	Updated parks (I know it's being worked on!)
	A place for kids to play inside and finally get the splashpad done!
	Sully is a good community but outside of school activities very little to do for families. A good addition would be a swimming pool for young families and teens and assisted living facilities so seniors could remain in community near family!
	Major improvement for family recreation (parks, trails, playgrounds, recreation centers, etc.). We have a large population of young families, meeting their needs is important.
	Improvements to the ballpark with adding a splash pad for water activity
Transportation	Speed bumps on 9th ave
	Sidewalks all around town
	Better sidewalks

	More sidewalks
	Signage on 5th Avenue to discourage large trucks and equipment. The No Trucks sign at Highway F52 is not visible to traffic traveling East or West. More advance notice of trucks leaving lumberyard on which way to exit, as once they are driving North on 5th Avenue they cannot turn around.
	Fix road
	Sidewalks, bike opportunities, trails
	Extend the road along the airport to connect with the gravel road to the southwest of town. This would help keep agricultural traffic off residential streets.
Other	Bike trails between Sully and Lynnville
	Ice cream shop
	Night dining
	1. Stop burning leaves and garbage in city limits. 2. City services to include alley maintenance.
	Strategic partnerships with the school. Many models in Iowa of this being successful
	Not hiring inept local companies to do a job that they are under qualified to do just because they are local
	Dedicated dog park.
	Fix up boarded up buildings in square to have new businesses.
	Need leadership that knows and cares about our citizens, not their own personal ego and agenda !

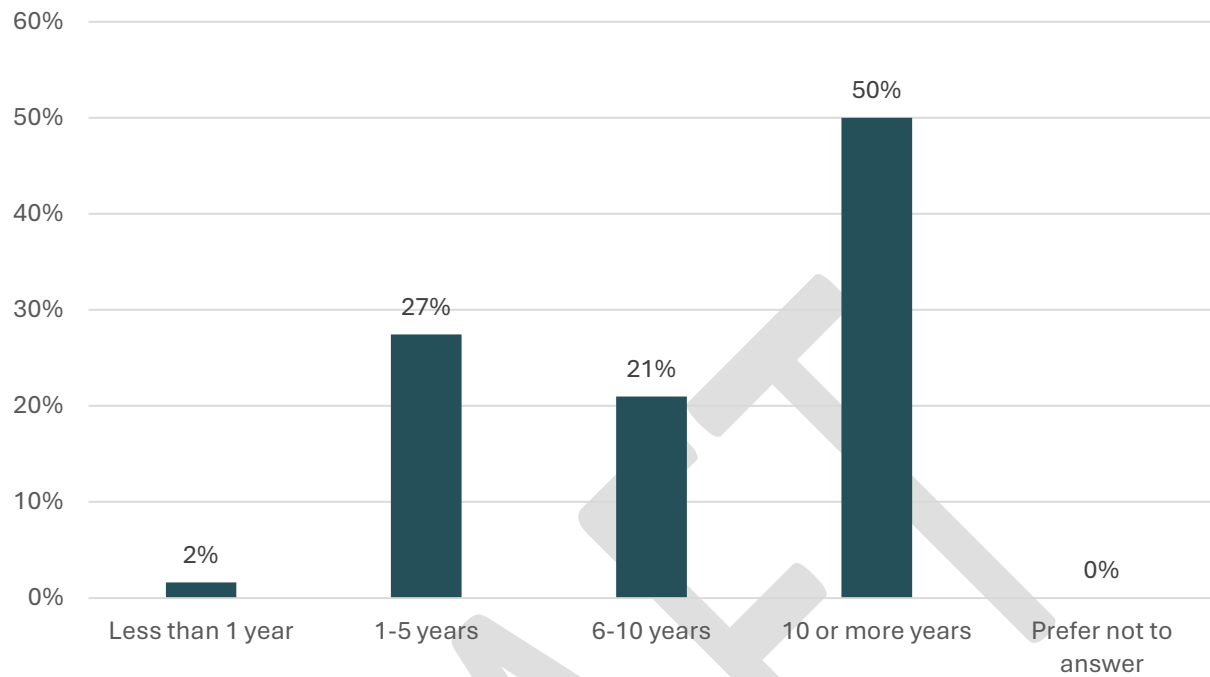
Please share any additional comments.	
Theme	Response
Business and Economic Development	Local businesses are the lifeblood of our communities. Build a thriving business ecosystem in Sully to make it a place where local businesses and their owners can thrive. For examples, (1) include them. What happened to the old city website that included businesses? (2) create connections. If a business owner wants to sell their business, what support is available to help champion them to find potential new business owners? (3) champion support. What is being done to encourage locals to work at local businesses?
Community Character	I think Sully can still very easily maintain the small town culture and feel with some expansion. Repair roads/sidewalks, allow growth for small stores or restaurants.
	offer more community-building events, chances for our town and surrounding areas to come together
	Need a program to welcome and assimilate new residents into the community
Transportation	Get rid of the airport. It is a tax burden and liability to the city. Either develop it into housing or give it back to the original party that donated it. Make that party maintain it. Cut that worthless expense.
	Curbs at 7th Ave and 2nd st, I believe are the only ones in town without handicap/stroller slopes, and would be relatively easy change to improve quality of life for the many people who use those sidewalks
Other	Thanks for coming and helping us look toward what we can do to make Sully better for everyone. I think people need to know that some of the improvements are going to need to be done by private individuals/businesses and not just the city government. I think a lot of us are conservative in nature, who would like to keep government small and out of the way, allowing citizens to thrive.
	Compared to other small towns Sully's doing very well
	It is critical that property owners should not be prevented from having gardens, chickens, and a few small animals like goats to feed their families and keep them healthy.
	Thank you for your consideration and helping our lovely city ❤️
	Please consider a strategic partnership with the school
	Please hire qualified companies for any upgrades or fixes within city limits (aka water, roads) local companies are NOT always best
	Senior living, public transportation for those seniors

Do you live in Sully?

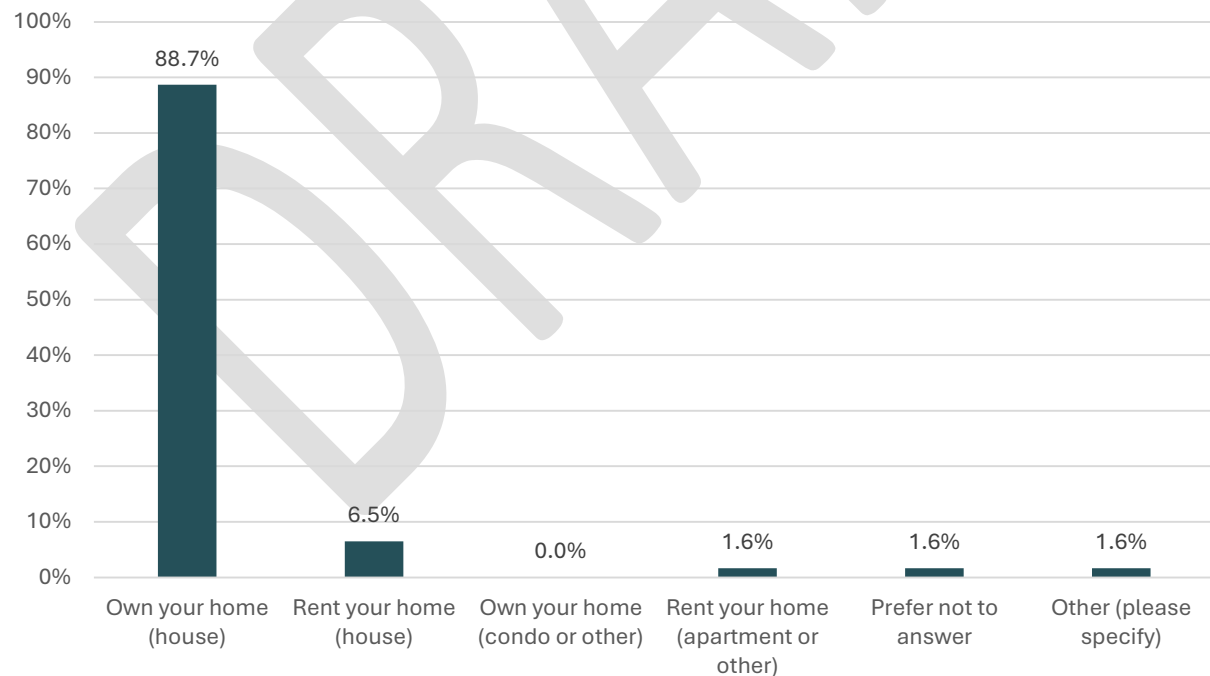


*If no, where do you live?
Apartment
Country - outside of city limits
I live 5 miles south of town
In the country near Sully
In the country outside of Newton - technically a Newton address
Lynnville
Lynnville
Mahaska County about 7 miles south of town.
Part time in Sully
rural
Rural Sully
South East Rural Newton

How long have you lived in your current place of residence?

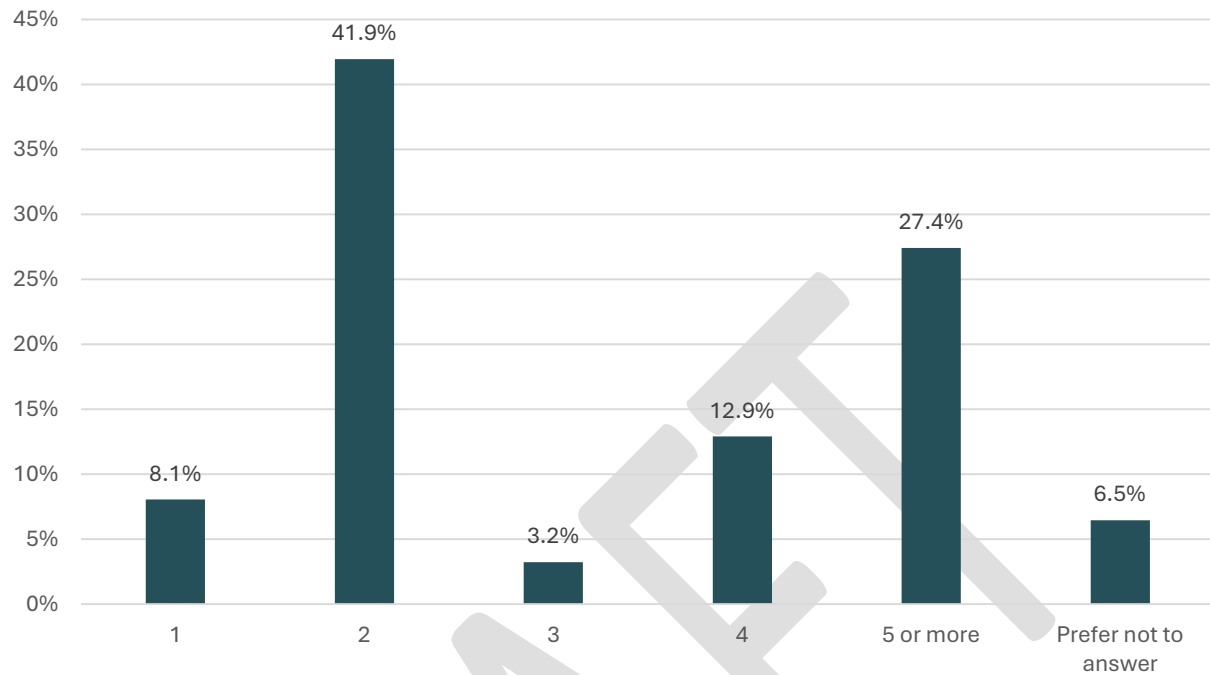


Do you own or rent your current place of residence?

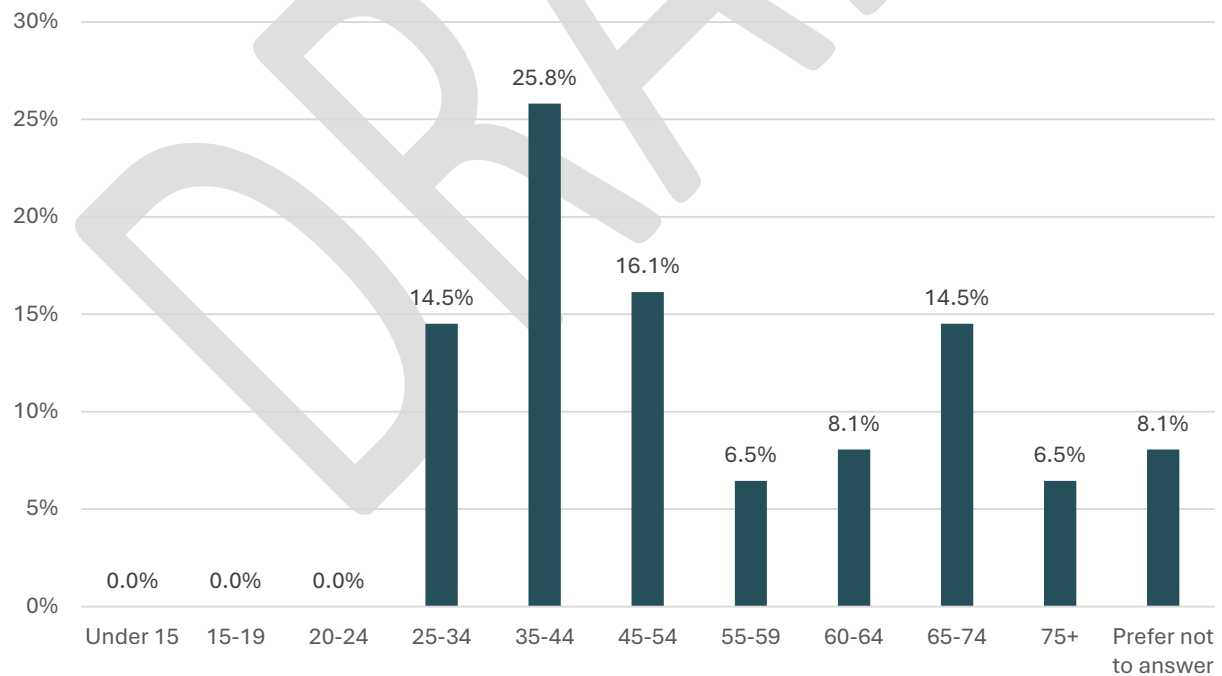


Other (please specify) Live on the family farm

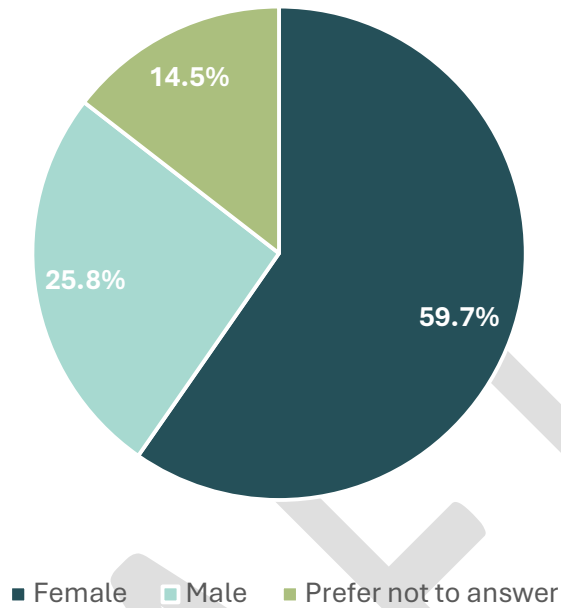
How many people, including yourself, are in your household?



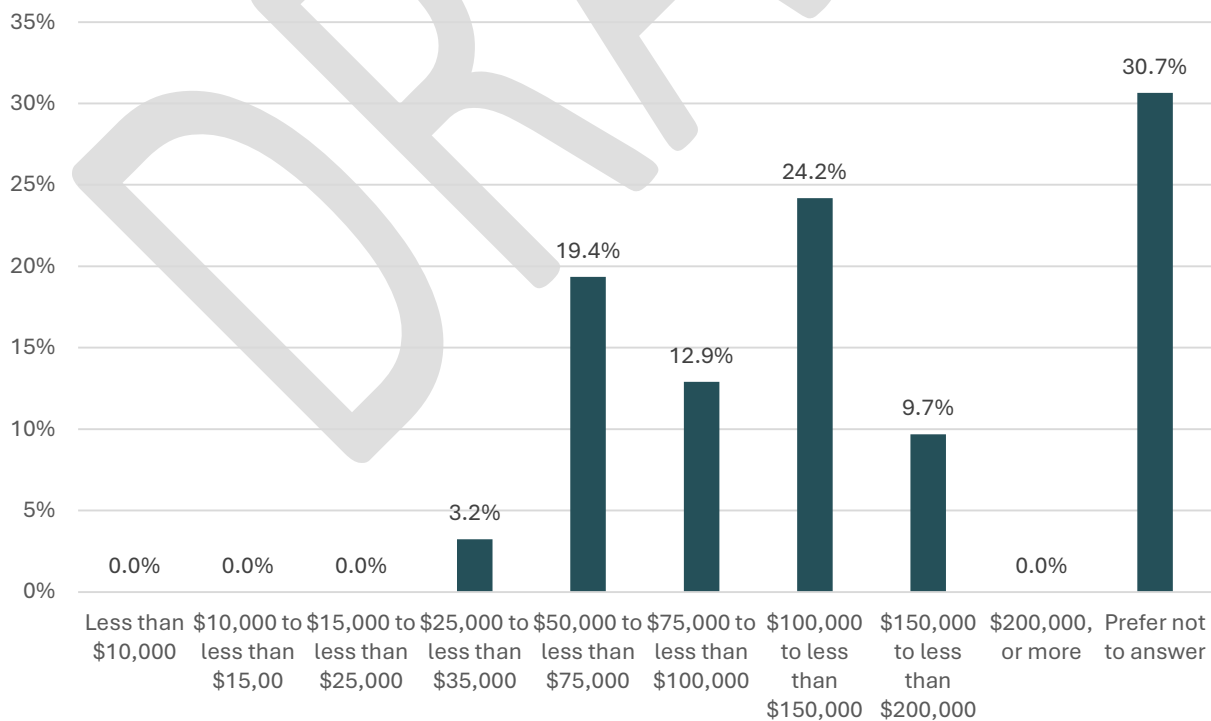
What is your age?



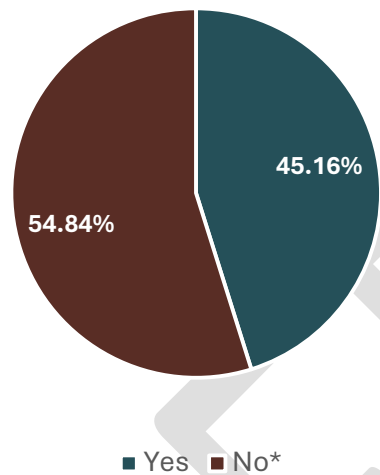
What is your gender?



Which of the following best describes your total annual household income before taxes?

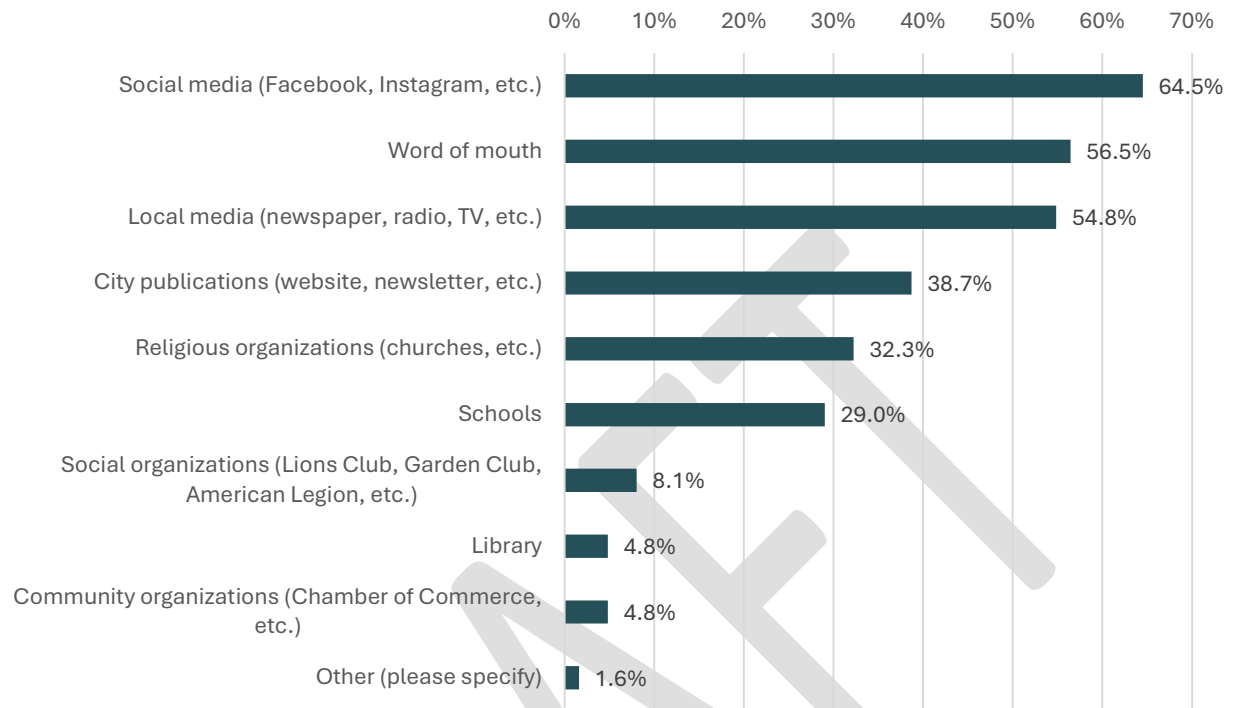


Do you work in Sully (Is your place of employment in Sully)?



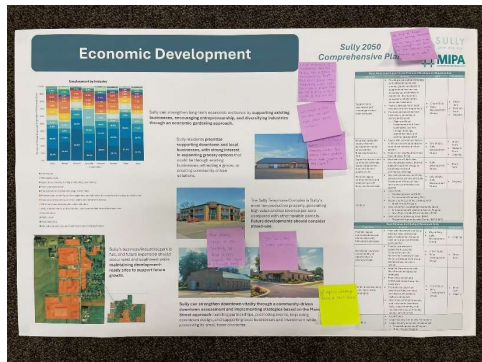
*If no, what city do you work in?
Des Moines
Des Moines
Grinnell
Grinnell and Pella
Grinnell, Pella
NA
Newton
newton
Newton
Omaha
Out of town
Pella
Pella
Pella
Pella
Pella
Pella
Pella
Pella
Pella
Pella
Retired
Retired
Retired
Retired - worked in Sully
Surrounding

Where do you currently receive news about Sully's activities, events, projects, and resources? Select all that apply to you.

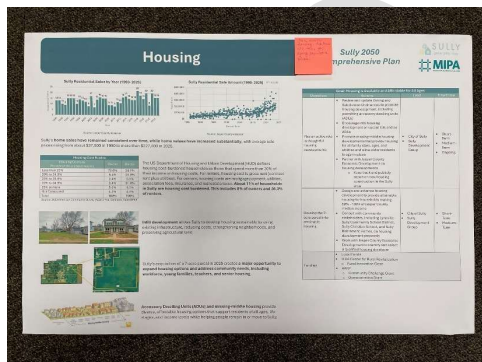


Other (please specify) Mail, email

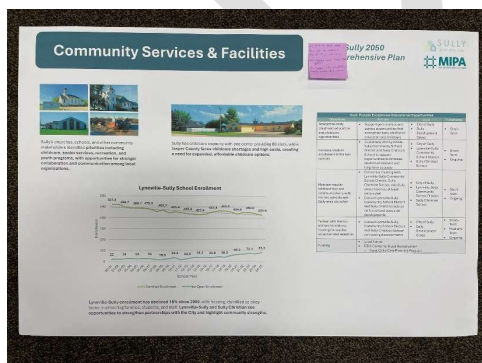
Sully Comprehensive Plan Open House Summary



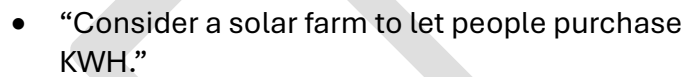
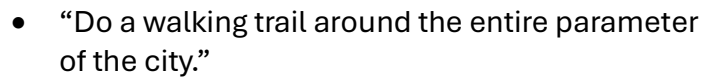
- “We need to better support existing businesses. In the time it took to do this survey/plan we lost our local hardware store. Anybody guess why?”
- “Local market is wonderful and certainly has a place in our community. BUT, they don’t carry items needed for older citizens which means them having to drive or find a ride to shop out of town.”
- “We have a local market, we don’t need chain grocers in town.”
- “We had a grocery store. It died due to lack of support. Community Lockers have groceries + fresh produce. How much support do they get?”
- “The library needs a new building so that it can expand to meet growing need.”
- “‘Yes’ to Library needs more space.”
- “I agree – library needs a new home!”



- “More senior housing, duplexes with HOAs for aging population please.”



- “We need to think about how we can maintain 4th of July activities...What happens when Lions Club quits? What happens when the Arkema family retires from 5K run?”



- “The Sully Library is a vital part of this community and was completely left out! Your goal to strengthen early childhood education should include the library. Support our efforts.”
- “...Recreation, and youth programs...’ – library”
- “Please don’t forget the Library! In a growing community, a library also needs to expand and grow. We are currently landlocked, and one of the smallest in square footage for a size B library.”

Housing-Ready Checklist

	Steps to Implement	Intended Results
☐ Allow single-family home conversion to duplex or triplex, by right.	• Amend the Zoning Code • Adjust permitting procedures • Communicate the change	• Private, peaceful homes that boost neighborhood property values
☐ Permit backyard cottages/ADUs in all residential zones.	• Amend the Zoning Code • Establish clear guidelines • Simplify the permitting process • Educate homeowners	• Independence and support for young people and seniors
☐ Legalize starter homes in all residential zones.	• Amend the zoning code • Establish clear guidelines • Simplify the permitting process • Educate homeowners and builders	• Homeownership within the reach of young families
☐ Eliminate minimum lot size requirements in existing neighborhoods.	• Amend the zoning code • Simplify the subdivision process • Educate the public	• More flexibility in housing development
☐ Repeal parking mandates for housing.	• Amend the zoning code • Consider adding clarification • Communicate the change	• Less unused pavement; more homes
☐ Streamline the approval process.	• Submit a test application • Identify friction points • Evaluate necessity and impact • Coordinate post-approval processes • Revise and refine the process • Educate stakeholders	• Rapid, incremental housing development

Source: “The Housing-Ready City: A Toolkit for Local Code Reform” from Strong Towns.