Old Town Coralville is a collaborative effort with the City of Coralville, Coralville residents, the business community, developers, land owners and other community stakeholders to develop a new vision for the approximately 60 acre Lower Clear Creek/Biscuit Creek floodway at the confluence of the Iowa River.
### DESIGN TEAM
- Brian Clark - ASLA - Senior Principal and President, Confluence
- Steve Ford - ASLA - Principal, Confluence - Iowa City Office
- Chris Cline - ASLA - Principal, Confluence - Kansas City Office

### TASK FORCE COMMITTEE
- Carol Bolding - Stakeholder
- Andrew Benjamin - Resident
- Arianna Coe - Resident
- Senator Bob Dvorsky - State Senator
- Sue Dvorsky - Resident
- Ellen Habel - City of Coralville - Assistant City Administrator
- Laurie Haman - City of Coralville
- Kelly Hayworth - City of Coralville - City Administrator
- Dan Holderness - City of Coralville - Engineer
- George Hollins - University of Iowa
- Dan Hug - Resident
- Richard Jensen - Resident
- Keith Jones - Stakeholder
- Shaner Magalhaes - Johnson County Historical Society
- Carl Merry - University of Iowa
- Kevin Olson - City of Coralville - Attorney
- Steve Pajunen - Stakeholder
- David Petsel - Stakeholder
- Danise Petsel - Stakeholder
- Sherri Proud - City of Coralville - Parks and Recreation Director
- Sara Snyder - City of Coralville - Brownfields Coordinator
- Lee Staak - Stakeholder
- Melissa Stahl - Stakeholder
- Deanna Trumbull - Stakeholder
- Neil Trott - University of Iowa
- Randy Ward - Stakeholder

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I. INTRODUCTION

In order for a plan to ultimately be successful, it must represent the desires of key stakeholders, citizens, business leaders, and City officials. This project has evolved and developed based upon the input of these groups. The direction of the master plan, the focus of the analysis, and the final recommendations have been established as a direct result of the stated needs and desires of the City and the community as well as a careful analysis of existing conditions and issues.

Input from the Community has provided a direction and focus for our design team. Based upon these responses, this project seeks to provide the following features:

- Combined retail and living units to create a mixed-use atmosphere
- An entry feature at the intersection of 5th Street and 1st Avenue (both sides of 5th Street to create gateway for the retail/residential center)
- Limited vehicular access to accommodate walkable spaces
- Screen MidAmerican Energy from public spaces such as amphitheaters, pavilions, boardwalks and trails
- Protect or “enhance” existing private property (residential lots, Riverview Square, Iowa River Power Restaurant, etc.)
- Trail connections throughout the entire site
- Preserve the 1st Avenue corridor geometry
- A light rail depot and parking lot for public transportation to downtown Iowa City situated at northern area of the site
- Connections to the rest of site by Riverview trail (includes designated overlook points)
- Soften, yet accommodate, engineered floodwalls and levee berms
- A common greenway to attach the project area with other parts of Coralville to the West of the site
- Levee berms are immediately adjacent to plaza hardscape and trails
II. PROJECT KICK-OFF MEETING (JUNE 17TH, 2009)

The project kick-off meeting was the initial meeting of the design team and project task force. It was held on June 17th at the Iowa River Power Co Restaurant, located in the heart of the project area. The meeting was the first opportunity for community involvement in the project.

The design team presented an explanation of the project limits, its scope, and how the project came about. A number of activities were then used to gather valuable input, including SWOT analysis, “Headline News”, and a take-home questionnaire.

SWOT ANALYSIS
Task force members were asked to identify the strengths (S), weaknesses (W), opportunities (O), and threats (T) of the project area in order to generate a dialogue about the existing conditions of the site.

“HEADLINE NEWS”
Committee members were asked to take on the role of a newspaper editor and come up with a title for a story about this project. This gave the group an idea of what people wanted from this project, and how they wanted it to be perceived by the public.

TAKE-HOME QUESTIONNAIRE
Meeting attendants were given a questionnaire to fill out and return in order to receive additional comments. The questions included on the survey allowed for varying lengths of responses.
III. MEETING 2 (JULY 1ST, 2009)

The second meeting of the design team and Task Force was held on July 1st at the Iowa River Power Co Restaurant.

The design team went over some highlighted responses from the take-home questionnaire and the results of the activities from the Kick-Off Meeting. Then they led the group in a few activities to determine an aesthetic direction for the project and to begin some initial site design. These methods included visual preference testing and a small group design charrette.

VISUAL PREFERENCE TESTING
A wide variety of images of various outdoor spaces were pinned up around the room. The Task Force was asked to place color-coded stickers on images they found particularly pleasing and particularly displeasing. The results gave the design team an idea of what kind of aesthetics the community responds to.

SMALL GROUP DESIGN CHARETTE
The Task Force was divided into 4 groups and given a base map and drawing supplies. Each group was asked to record their ideas through drawing and writing and present their findings to the large group.
Meeting 3 was a public open house hosted by the design team on August 10th in the City of Coralville Council Chambers.

In this open-house style gathering, attendants moved freely around the room, asking questions and discussing with the designers. Two concepts were on display, as well as boards showcasing findings from previous meetings as well as some additional survey information.

This meeting generated ample amounts of discussion and provided valuable feedback for which the design team built upon in later stages.

CONCEPT A
1. The main cultural, residential, and commercial space is defined by an axis from a proposed amphitheater to the intersection of 1st Avenue and 5th Street. Multilevel plaza surfaces create vertical interest and allow for views of the amphitheater and levee berm.
2. An open pavilion at the confluence of the Iowa River and Clear Creek provides views across the river and creates space for a farmer’s market, art shows, celebrations, etc.
3. A permanent floodwall and riverside trail run along the East side of the existing MidAmerican Energy substation.

CONCEPT B
1. A central plaza space is surrounded by mixed use buildings containing first floor retail and apartments above. An outdoor performance area is located to the South.
2. Multilevel condos overlook Biscuit Creek and become an integral part of the levee berm. Vehicular access is provided beneath the condos.
3. An amphitheater and water feature are located at the confluence of the Iowa River and Clear Creek.
4. A permanent floodwall is positioned to the East of the MidAmerican Energy substation.
5. Limited parking is provided on the perimeter of the pedestrian plaza.
At meetings 4 & 5 the team presented a revised concept, refined by feedback and additional design work. The plan went into greater detail than previous concepts and included parking quantities, housing calculations, and architecture typology.

Highlights of the new plan included:
- Improved access and parking for Iowa River Pavilion.
- Additional parking and trail connections from the south side of Clear Creek to the core area.
- Architecturally sensitive parking ramp structure to accommodate parking needs. 500+ cars. Signature retail building at 1st Ave. street level. Skywalk connecting to parking structure.
- Signature building provides an opportunity for retail/restaurant & hotel or condominiums.
- Enhanced natural area through Biscuit Creek and Clear Creek Corridor. Both sides of the creek are improved. Possibility of replacing rip rap edge with soft creek bank anchor.
- Kayak take-out and trail head.
- Relocate Old Town Hall up 5th St., closer to the Heritage Museum.
- Mixed use buildings with an interior courtyard, retail on street level and residential above.
- Retain two residences on 5th St.
- Town home neighborhood with soft architectural feel. Street lights, tree plantings on boulevard, front yards, and service drive in rear. Parking in buildings.
- Two large open public spaces with water feature, band shell, planters, and terraced plaza space. Outdoor seating and architecture lighting.
- Trail system throughout natural area and reconstructed Biscuit Creek pond feature.
VI. FINAL MASTER PLAN

A final master plan was generated to incorporate an elaboration of designed spaces as well as minor graphic changes to the plan. A digital model enhances the investigation of the site, allowing for a three dimensional experience throughout the core of the project area.
VI. FINAL MASTER PLAN

[Map and diagrams of Old Town Coralville]