Coralville

Town Center District Plan

Initiated by
THE CORALVILLE CITY COUNCIL

for the residents of
THE CITY OF CORALVILLE, IOWA

Planning facilitated by
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November, 1995
CORALVILLE

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Appendix A: Town Center District Marketability Study Summary Recommendations
Appendix B: Design Review Ordinance, City of Iowa City, Title 14, Chapter 4, Article E,
Code of Ordinances.
INTRODUCTION

In late November of 1994, the City of Coralville commissioned Cross-Gardner Associates, Inc. to conduct a planning study of the Twelfth Avenue Urban Renewal Area for the purpose of formulating a strategic redevelopment plan for the area.

The planning study was conducted through a participatory planning process which involved community residents, business leaders, property owners, public officials, city administrators, and city staff members. A planning charrette was conducted in mid December of 1994 to facilitate discussion of existing conditions and establishment of the primary project goals and objectives. During the charrette, participants helped to identify and articulate the key redevelopment and growth issues for the area. Following the initial charrette, meetings were conducted with individual business owners within the project area to attempt to address specific planning and site development issues. On March 29, 1995, a second charrette was conducted to review the assessment of the existing area conditions and the conceptual framework components of the strategic plan.

At the conclusion of the March 29th planning charrette, participants endorsed the conceptual components of the framework plan and requested the plan be refined and prepared for final consideration.

The following summary report is the strategic plan for the Twelfth Avenue Urban Renewal Area which will be subsequently referred to as "The Coralville Town Center District Plan".
**VISION**

The strategic plan's vision is the ultimate desired outcome of the plan's proposals and recommendations. The vision for this strategic plan evolved through the planning process and became clear as the Twelfth Avenue Urban Renewal Area was evaluated in the context of its location within the community. The vision for the plan was inspired by the needs and the opportunities that exist to create a center of commerce for Coralville.

The strategic plan's vision is:

"New development and enhancement of existing public and private properties within and surrounding the Twelfth Avenue Urban Renewal Area will create a 'town center' for Coralville."

**MISSION**

The strategic plan's mission is to facilitate the realization of the vision of a Coralville "Town Center District". This plan proposes to achieve its mission by accomplishing the following:

1. Developing a planning framework that defines the physical scope and attributes of the "Town Center District".

2. Articulating the implementation strategies for renovation and new development.

3. Providing the impetus for public and private improvement of the properties within and surrounding the Twelfth Avenue Urban Renewal Area.
CRITICAL ISSUES

During review and discussion of existing conditions of the Twelfth Avenue Urban Renewal Area, charrette participants identified the following critical issues which must be addressed by the strategic plan:

TRAFFIC AND TRANSPORTATION:

Congested traffic circulation through the area was seen as one of the area’s primary liabilities. Traffic congestion occurs primarily at the intersections of Tenth Avenue and Highway 6 and Tenth Avenue and Fifth Street. Poor intersection geometry contributes to this problem. Also, traffic generated by the Post Office is a significant contributor to congestion at the intersection of Tenth Avenue and Fifth Street. The congestion at these intersections limits access to the businesses in the vicinity and is viewed by business owners as a problem which needs to be resolved. The traffic along Tenth Avenue is also encumbered by uncontrolled and poorly defined driveway accesses and the use of the street right-of-way as maneuvering space for private parking.

Another contributing factor to the traffic problem is that central Coralville lacks a direct and convenient north-south transportation link. Currently, the bulk of local northbound traffic uses Tenth Avenue from Highway 6 to Eighth Street, jogs over to Twelfth Avenue on Eighth Street and continues north on Twelfth Avenue. To resolve the circuitous nature of this route, Twelfth Avenue is proposed to be extended from Fifth Street to Highway 6 and the intersection of Twelfth Avenue and Eighth Street is proposed to be reconstructed. This new route will establish Twelfth Avenue as the major north-south route in central Coralville.

In addition to the congested vehicular condition, the area is not a pedestrian friendly environment. Tenth Avenue is the worst case scenario where pedestrian zones are not defined and where pedestrian safety is in jeopardy from the Fifth Street intersection to Highway 6.

COMMUNITY IMAGE AND VISUAL APPEARANCE:

Charrette participants generally agreed the area lacks a clear, consistent, and attractive visual identity. The absence of consistent building and parking setbacks, attractive and uniform signage, architectural treatments, and streetscaping results in a cluttered visual and physical development pattern. This lack of unity and harmony creates a less than desirable “sense of place” and community image.
LAND USE INTENSITY:

Many of the issues raised during the planning charrettes were related to land use within the project area. Many of the properties included within the area are perceived to be substantially under-utilized. Another concern expressed by the participants related to permissible land uses. The majority of the project area is zoned C-2, arterial commercial, or C-3, general commercial. The opinion was expressed that the scope of permissible land uses within the project area needs to be more narrowly defined to encourage a higher level of land use compatibility and intensity.

The charrette participants did not view displacement of existing rental housing within the area as a serious erosion of Coralville’s housing base. The consensus was that Coralville provides a sufficient amount of affordable housing and that displacing some of the existing housing in the area would not significantly undermine the availability of affordable housing stock.

Although charrette participants had mixed concerns regarding the extent and types of housing within the area, it was generally agreed that lower density housing was not appropriate and higher density housing might be more appropriate located on the periphery of the redevelopment area than at the core.

Charrette participants advised that, traditionally, new construction and renovation of two-story commercial buildings has been easier to finance if the second level is designed for rental housing units. Although this form of mixed use provides opportunities for both commercial and residential markets, it also creates complicated site development problems related to parking, service, and aesthetics. Continued development of mixed residential/commercial structures should be discouraged in areas intended to provide for higher intensity commercial development. On the periphery of the commercial core, this type of mixed use could be permitted to continue to develop provided the issues related to site functions and site aesthetics can be resolved to the satisfaction of the City and community residents.

The existing businesses located within the area are highly compatible with the vision for redevelopment of the area. Most all charrette participants stressed the desirability of maintaining a post office presence in the area; but, not at the current location. The current post office does not provide the desired level of service and, at its present location, it contributes heavily to the traffic congestion problems of the area.
ECONOMIC VITALITY:

It was the general consensus of the charrette participants that there are several existing and potential markets for development within the urban renewal area. There are existing businesses pursuing expansion and development plans within the area. The perception is there is a strong demand for retail business and professional offices within the area. The charrette participants requested, and the City has undertaken, a marketing study to confirm the health of the market (see Appendix A).

Convenient access and sufficient parking is essential to marketing properties for the scale of development needed in the area. Solving traffic problems, improving vehicular and pedestrian environments, and establishing guidelines for development will stimulate development.

The majority of the existing housing within the area does not represent the “highest and best” use for the real estate. However, charrette participants did agree more dense, well-developed multi-family residential development would be an appropriate and economically viable use within the area.

Charrette participants requested that City staff assist individual businesses and property owners in thinking through development planning and relocation considerations.
TOWN CENTER DISTRICT PLAN
CORALVILLE, IOWA

PREPARED BY: CROSE-GARDNER ASSOCIATES, INC.
LANDSCAPE ARCHITECTS & PLANNERS
414 61ST ST., DES MOINES, IA 50312 (515) 274-4925

AUGUST 25, 1995

ZONING DISTRICTS

- R-1 SINGLE FAMILY RESIDENTIAL
- R-3 MIXED HOUSING RESIDENTIAL
- R-4 MULTI FAMILY RESIDENTIAL
- C-2 ARTERIAL COMMERCIAL
- C-3 GENERAL COMMERCIAL
- P PARKS
- I-1 RESEARCH/OFFICE INDUSTRIAL
- I-2 LIGHT INDUSTRIAL
- I-3 GENERAL INDUSTRIAL

EXISTING ZONING
GOALS

The goals of the strategic plan are focused on addressing the critical issues identified during the planning process. The charrette participants assisted in identifying and articulating five primary strategic plan goals:

- ESTABLISH COMMUNITY IDENTITY AND "SENSE OF PLACE"
- MAXIMIZE REDEVELOPMENT AND RENOVATION OPPORTUNITIES
- INCREASE LAND USE INTENSITY
- ESTABLISH SAFE ZONES FOR PEDESTRIAN CIRCULATION AND ACTIVITY
- IMPROVE VEHICULAR ACCESS, CIRCULATION, AND TRAFFIC SAFETY

OBJECTIVES

With a concerted effort on the part of a public/private community partnership, the goals of this plan can be substantially realized within the near future (five to ten years). To facilitate this reality, the work required to achieve the following objectives should be complete or in-progress by the end of 1995.

- Amend the Twelfth Avenue Urban Renewal Plan to establish "The Town Center District Plan".
- Designate the "Town Center District" as a planned community redevelopment area and special use district.
- Define the "Town Center District" by expanding the Twelfth Avenue Urban Renewal Area to incorporate the primary civic functions within the immediate area and the majority of the mixed use development within two thousand feet of the intersection of Twelfth Avenue and Fifth Street.
- Establish a presence for the new district along Highway 6 by including the site on the south side of Highway 6 between Twelfth Avenue and Tenth Avenue within the new district boundary.
- Develop and adopt "Town Center District" design guidelines for site development, architecture, signage, streetscape development and landscaping.
- Implement a plan for providing planning and funding assistance to businesses planning to expand and renovate existing facilities within the "Town Center District".
- Designate marginal and distressed properties within the "Town Center District" and begin property acquisition for redevelopment.
- Establish a format and approach to offering public property for redevelopment in compliance with competitive criteria and design guidelines consistent with the requirements of the "Town Center District Plan".
- Plan, design, and implement streetscape and public amenity improvements to establish community identity, character, and "sense-of-place".
- Plan, design, and implement public right-of-way improvements to facilitate safe pedestrian and vehicular circulation.
COMMUNITY CONTEXT

The Twelfth Avenue Urban Renewal Area is the nucleus of a mixed use area that lies geographically at the "center" of Coralville. This area includes a variety of commercial and residential uses co-mingled in close proximity to the City's administrative and civic headquarters and the City's recreation center and primary community park.

With the future extension of Twelfth Avenue from Fifth Street to Highway 6, the area will be at the north-south - east/west crossroads of local community traffic. The area is centered within the current commercial district along Highway 6 which stretches from Highway 965, on the west, to Hawkins Drive, on the east.

The idea for a "Town Center District" is a logical evolution of the physical, cultural, and economic characteristics of the area.

To provide for ample opportunity for growth, development, and expression of a "town center", it is recommended that the boundaries of the Twelfth Avenue Urban Renewal Area be expanded to encompass the majority of the mixed land use and civic land uses positioned within approximately 2000 feet of the intersection of Twelfth Avenue and Fifth Street.

The center of the "district" will be within a ten (10) minute walking distance from any site within the "district". For the most part, the boundary of this new "district" follows the public rights-of-ways within the prescribed distance. The new intersection of Highway 6 and Twelfth Avenue becomes a new entrance to the Community and a gateway to the "Town Center District".

The intersection of Twelfth Avenue and Fifth Street is the confluence of commercial and civic community activity and a focal public space for the "District".
EXISTING GENERALIZED LAND USE

COMMUNITY ENTRANCE

HAWKINS DRIVE

COMMUNITY ENTRANCE

TOWN CENTER DISTRICT PLAN
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AUGUST 25, 1993

NOT TO SCALE

COMMUNITY ENTRANCE

ENTRANCE TO TOWN CENTER DISTRICT

HISTORIC TOWN FOCAL POINT
The historic mills along the Iowa River formed the economic center around which Coralville developed.

CORALVILLE TOWN CENTER DISTRICT
FOCAL POINT OF TOWN CENTER DISTRICT
MORMON HANDCART SITE

COMMUNITY CONTEXT
The "Town Center District" is a specialized area that is focused on commercial redevelopment. "The District's" strategic focus is promotion of economic development and community betterment. The "Town Center District Plan" is a framework plan and, as such, it establishes the geographical and development parameters for the "District".

The geographical boundary for the "District" defines the area of public and private property where renovation and redevelopment must occur to effect maximum economic prosperity and a renewed sense of community identity. The size of the area is based upon the extent of mixed use land use within a reasonable walking distance (10 minutes) of the intersection of Twelfth Avenue and Fifth Street intersection. The area is defined by public right-of-way boundaries that encompass this mixed use area and by the closest private property boundaries, beyond the prescribed 2000 foot walking distance, that include parcels of property important to the overall redevelopment of the "District".

The development of public streetscapes and public spaces within the "District" is vital to the identity and success of the "District". Public rights-of-ways within the "District" are described as streetscape zones and are to be developed in conjunction with public right-of-way improvement projects. Streetscape development will unify the area and create a "sense-of-place".

The street intersections are important visual and activity nodes within the "District". Intersection corners should be articulated with lighting, signage, special pavements, architectural features, and landscaping. These treatments will enhance opportunities for public interaction and will communicate the image and quality of the "District".
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CORALVILLE, IOWA

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TOWN CENTER DISTRICT BOUNDARY
- Encompasses all commercial, mixed use, and civic zones within 2,000 feet of the district focal point (based on a 10 minute walking distance).
- The boundary occurs along established public Rights-of-Way.

TOWN CENTER DISTRICT DEFINITION
The Town Center District is a specialized area, the primary focus of which is commerce. The main goal of the Town Center District is to encourage economic vitality through appropriate infill and redevelopment. It differs from other commercial zones in that a variety of secondary uses are encouraged which support the vitality of the primary commercial orientation. The district should have a distinct “traditional character” and be oriented primarily to the pedestrian. The presence of major civic buildings and civic open space is an essential component of the district.

DISTRICT FOCAL POINT
The Town Center District Focal Point occurs at the intersection of 5th St. and 12th Ave. for the following reasons:
- The intersection is the crossroads of Coralville’s local commercial corridors and transportation network.
- In this location there is an important confluence of commercial, residential, civic, and public open space uses.

STREETSCAPE ZONES
- URBAN SECTION
- URBAN/RESIDENTIAL TRANSITION SECTION
- HIGHWAY SECTION

TOWN CENTER DISTRICT

2,000 ft.
As has been described, the "Town Center District" is a mixed land use zone which has evolved as a result of the development of multi-family residential structures in what was, or has become, a primarily commercially zoned district. Although the general conditions that prevail in the area are in some cases less than desirable, the dynamic aspects of mixed use provide an essential ingredient of excitement and vitality to the area. It is the potential for increased vitality, with added emphasis on continuity and harmony, that makes the "Town Center District" concept very applicable to this described area of Coralville.

The breakdown of the district into defined land use zones prioritizes how the district develops. Each zone has a development focus and, therefore, a role to play in the success of the district. The zones do not align with current zoning districts; therefore, development proposals will have to be considered on a performance basis. The success of development proposals will depend upon the extent to which they comply with the Town Center District Design Guidelines and the intent of development as described for the zone.

Because the zones do not align strictly with the intent and requirements of existing zoning districts, we recommend all proposals for renovation, redevelopment, and new development be submitted for consideration under the requirements for the PUD Planned Unit Development District.

A description of the intended uses for each "Town Center District" zone and the relationship of each zone to a current Coralville zoning classification is presented in the following paragraphs.
Zone 1: District Commercial Center. This zone is intended to provide for development of the primary permitted commercial retail and office uses described for the C-3 General Commercial District. An emphasis should be placed on the development of "high-contact" specialty retail shops and personal service retail uses. Professional offices are recommended as supporting uses in this zone. Consideration of provisional uses should focus on complimentary uses that do not conflict with high intensity utilization of the land area of this zone.

Zone 2: Civic Campus. This zone is intended to accommodate the future expansion of civic facilities and public open space. The existing residential properties along Fifth Street, within the zone, should be acquired for the public domain. The corner of Twelfth Avenue and Fifth Street is a potential site for a new neighborhood post office or other civic building(s). The 12th Avenue and 5th Street intersection corner of the site should be developed as a public plaza space.

Zone 3: Mixed Use Commercial/Residential. Zone 3 is intended to support a continued mix of commercial and residential uses. Future development accessed from Fifth Street should be restricted to the primary permitted uses described for the C-1, C-3, R-3, and R-4 zoning districts. Future development accessible from Highway 6 should be restricted to the permitted uses of the C-2 district. This zone should be evaluated in more detail to determine the condition of existing properties and the potential for acquisition and redevelopment. The City should require that adaptive reuse of residential structures for commercial use must meet the "Town Center District" Design Guidelines.

Zone 4: Mixed Use Commercial/Residential. The same considerations made for Zone 3 are applicable to Zone 4. Within Zone 4, an emphasis should be placed on development of a higher intensity of medium density residential housing for the core of the zone.

Zone 5: Mixed Use Commercial/Residential. Zone 5 is a transition zone between Zone 1 and the single-family residential district to the north and east of the zone. Development of permitted uses of the R-3 and R-4 districts or low density professional office developments would be appropriate buffers and transition from a more intensive core of development along Fifth Street. The development along Fifth Street and Twelfth Avenue should consist primarily of the C-3 district uses developed in Zone 1. The development along Fifth Street in both Zone 1 and 5 is intended to form a "main street" culture for the "Town Center District".

Zone 6: Service Commercial. Although Zone 6 consists of Highway 6 accessed and fronted property, it is an important area of redevelopment for the "Town Center District". Highway 6 remains the primary conduit that will convey out-of-town traffic to and through the "Town Center District". Therefore, the development adjacent to this section of Highway 6 will be the "front yard" of the "District". Primary uses permitted in the I-2 zoning district and limited primary uses permitted in the C-2 zoning district are the intended uses of this zone. Moreover, development in this zone must put it's "best face" forward to the highway. Architectural and landscape development considerations must comply with the "District" Design Guidelines. This property should be packaged and offered for competitive proposals to develop an office industrial or arterial commercial planned unit development. The principal criteria for the proposal should focus on a unified site development and architectural theme that presents the character and image of the "District" to the highway view.
CONCEPTUAL DEVELOPMENT PLANS

During the course of the planning study, several conceptual development plans were explored to illustrate to existing business interests how existing and proposed developments could be integrated within the "Town Center District" concept.

The two plans included in this section illustrate the range of public and private development that will be necessary to effect a successful and meaningful level of development within the "District".

One plan illustrates a conceptual development for the intersection of Twelfth Avenue and Fifth Streets. The intent of the plan is to illustrate the importance of the intersection public space within the "District". Intersection corners are the zones of confluence of all forms of activity within the "District". The public streetscape development at the intersections should celebrate the exchange that occurs. Pedestrian and vehicular safety is a key design consideration.

The second plan illustrates a conceptual redevelopment plan for Zone 1 of the "Town Center District". The intent of this plan is to illustrate how development intensity can be maximized through the application of the "shared or flexible" parking concept. This concept is predicated on using the same parking spaces for multiple land uses which have off-setting peak demands. This concept can result in development cost savings and greater land use efficiency.

These two development plans represent concepts and development details that must be studied in more depth as the planning and development of the "Town Center District" continues.
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AUGUST 25, 1995

NOT TO SCALE

CIVIC CAMPUS

PUBLIC PLAZA EACH CORNER OF INTERSECTION

12TH AVE.

5TH ST.

ON-STREET PARKING

PERSPECTIVE VIEW

DISTRICT COMMERCIAL CENTER

CITY OF CORALVILLE LOGO PAVEMENT INLAY

INTERSECTION OF 12TH AVE. AND 5TH ST.: PLAN VIEW
TOWN CENTER DISTRICT STREETSCAPE AMENITIES

The identity and ambiance of any community area, whether industrial, commercial, or residential, is initially conveyed to the general public by the character, scale, and appropriateness of the spaces which are developed along the public rights-of-ways. This is why the type, character, and quality of streetscape development is so important to creating the community image and "sense-of-place" for Coralville's "Town Center District".

The conceptual ideas illustrated by the exhibits in this section depict a range of streetscape furnishings, lighting, landscaping, and signage which contributes to the aesthetic appeal and identity of the "Town Center District".
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DISTRICT STREETSCAPE AMENITIES
INTERSECTION OF 12TH AVE. AND 5TH ST.: VIEW INTO CIVIC PLAZA
POTENTIAL FUNDING STRATEGIES

- Expand the Tax Increment Financing (TIF) District to incorporate all properties within the boundary of the "Town Center District".
- Prioritize the expenditure of TIF District funds to facilitate immediate transportation improvements and acquisition of marginal and distressed properties.
- Through the provisions for making loans or grants under Chapter 15A of the Iowa Code, assist existing, qualified industries and businesses in securing funding for renovation and upgrading of existing properties to conform to the "Town Center District" design guidelines.
- Create a special assessment within the "Town Center District" to raise additional funds for public amenities development.
- Develop a capital improvements plan to direct finance public infrastructure and amenities improvements.
- Where applicable pursue state and federal grants and loans for infrastructure and amenities development using, where permitted, TIF funds to meet local matching share requirements.
PLANNING AND DEVELOPMENT STRATEGIES

- Initiate a comprehensive study of area utilities to determine locational conflicts, system inadequacies, and the scope and costs of improvements required to facilitate redevelopment within the "Town Center District".

- Initiate a preliminary right-of-way design study for Fifth Street from Eighteenth Avenue to Sixth Avenue; for Tenth Avenue from Sixth Street to Highway 6; and for Sixth Avenue from Fifth Street to Highway 6.

- Conduct a more detailed study of the "shared" parking concept for zone 1 of the "District".

- Coordinate with the Post Office to maintain a business service center in the area. Consider incorporating a neighborhood substation in newly developed commercial space or explore relocating the post office as a stand alone neighborhood facility in the Civic Campus Zone of the "Town Center District".

- Request the Post Office, Oakdale Research Park, and The Oakdale Campus assist the City in exploring opportunities for developing a community-wide service center in closer proximity to Interstate 80.

- Conduct an inventory of distressed and under-utilized properties within the "District" boundaries and develop an acquisition plan for public/private partnering to acquire and redevelop these properties.
ACQUISITION AND DEVELOPMENT PRIORITIES

- Extend Twelfth Avenue, from Fifth Street to Highway 6. Include streetscape, open space, and amenities development as a part of the street project to establish the design standards and streetscape materials vocabulary for Zone 1 of the "Town Center District".

- Acquire the land on the south side of Fifth Street, from Twelfth Avenue, east, to the real estate office, by the Spring of 1996, and request competitive proposals from the private sector for development of a planned commercial mixed use project consistent with the intended uses for Zone 1 of the "Town Center District".

- By the Spring of 1996, request competitive proposals from the private sector for development of a planned commercial use at the northwest corner of Highway 6 and 12th Avenue.

TOWN CENTER DISTRICT DESIGN GUIDELINES

These design guidelines outline the physical and aesthetic design principals and parameters for renovation and new development within Coralville’s Town Center District. The design guidelines are intended to promote a diverse range of compatible mixed use development and to strengthen the aesthetic and functional relationships between private and public community facilities and spaces. The appearance and design of buildings, sites, and associated amenities, such as lighting, signage and landscaping, are all important features of the Town Center District which are referred to in these design guidelines. As the Town Center District develops, these guidelines will help focus creative attention on the design of a unique community environment which is intended to become a center for economic and social community activity.

The design guidelines are presented as a draft "design review" or "appearance code" ordinance. Two publications were used as references and guides for preparing this draft; they are:

1. Appearance Codes for Small Communities by Peggy Glassford (APA Publication Advisory Service Report No. 379). References included in this report are:
   - Definitions: Libertyville, Illinois
   - Criteria for Appearance Codes: Highland Park, Illinois
   - Submittal Requirements: Libertyville, Illinois

2. Design Review Ordinance, (Title 14, Chapter 4, Article E, Code of Ordinances) Iowa City, Iowa.

Sections, in whole or in part, from these two references have been inserted verbatim or in amended form to formulate the following draft ordinance.
APPEARANCE CODE AND DESIGN REVIEW ORDINANCE
CORALVILLE, IOWA

CONTENT:

Article 1.0 Purpose and Intent.
Article 2.0 Design Review Committee.
Article 3.0 Applicability.
Article 4.0 Procedures.
Article 5.0 Submittal Requirements.
Article 6.0 Design Guidelines.
Article 7.0 Violations.
Article 8.0 Reference Drawings (plates).

ARTICLE 1.0 PURPOSE AND INTENT:

1.1 Promote community health, safety and welfare.
1.2 Promote orderly and planned community growth.
1.3 Conserve and enhance property values.
1.4 Encourage creative and innovative design.
1.5 Enhance the opportunities for social, cultural, economic, environmental, and aesthetic growth and development of the community.
1.6 Recognize and encourage environmental and aesthetic design as an integral part of the community planning process.
1.7 Recognize that land use regulations aimed at these objectives are appropriate, proper, and necessary concerns of the local government of the City of Coralville.
ARTICLE 2.0 DESIGN REVIEW COMMITTEE:

2.1 The City Council will appoint three City Council Members to serve as the Design Review Committee.

2.2 The Committee will review proposed projects for conformance with the design guidelines, for designated areas, as described in Section 6.0 Design Guidelines of this Ordinance.

2.3 The Design Review Committee will be assisted by the City Building Official and other City staff as the Committee may require.

2.4 The Design Review Committee may retain a professional design consultant(s) to assist in interpreting the Design Guidelines and in reviewing the design aspects of proposed projects.

ARTICLE 3.0 APPLICABILITY:

3.1 The City Council shall designate all community areas subject to appearance code and design review.

3.2 In applicable designated areas, projects which include any exterior alterations, new construction and/or improvements within the public rights-of-way shall be subject to the design review.

3.3 Designated areas include:

A. The Town Center District as defined by the City of Coralville Code of Ordinances.

B. Other community districts or areas as defined by the City Council and included by resolution as amendments to this Ordinance.

3.4 Ordinary maintenance or repair that does not alter the design of the architecture or site improvements or change the arrangement, texture, materials, or color of the architecture and site improvements is exempted.

2.5 The City Council may seek advice from the Design Review Committee regarding projects outside of designated areas.
ARTICLE 4.0 PROCEDURES:

4.1 In designated areas, where design review is required, project review by the Design Review Committee and approval by the City Council is required.

4.2 Section 6.0 Design Guidelines shall apply to the review of all design for proposed projects in designated areas.

4.3 Design Review Process:

A. Design review will be conducted as a part of site plan review in conformance with the site plan review requirements, as described in subparagraphs 8A, 8B, and 8C of paragraph 165.31, PUD Planned Unit Development District and paragraph 165.51, Site Plan Review of Chapter 165, Zoning Regulations, City of Coralville Code of Ordinances.

B. Committee Review:

1. The Design Review Committee shall issue, by way of a formal motion and majority vote, a recommendation to approve, approve with conditions, or disapprove project design.

2. The recommendation of the Committee shall be forwarded to the City Council.

C. City Council Review:

1. The City Council shall act upon the recommendation of the Design Review Committee.

2. Action by the City Council requires a majority vote of a quorum.

D. Post Review and Approval Revisions:

1. The City's Building Official shall review final site and architectural plans for conformance with the approved design.

2. Substantial changes in the final design plans, as represented in the approved design, will require resubmittal of an amended site plan for design review.
ARTICLE 5.0 SUBMITTAL REQUIREMENTS:

5.1 Design Review Submittals Requirements: Submittals should be consistent with the intent to generally review the scope and intent of the proposed project.

5.2 Submittals shall comply with the site plan submittal requirements described in subparagraphs 8A, 8B, and 8C of paragraph 165.31, PUD Planned Unit Development District and paragraph 165.51 Site Plan Review of Chapter 165 Zoning Regulations. City of Coralville Code of Ordinances. Site plan submittals for design review shall also include the following:

A. Architectural Elevations:
   1. Show all building elevations visible from public rights-of-way, public parking areas, or sidewalks.
   2. Note all finish materials on drawings and provide color samples.
   3. Dimension building heights from finish grade.
   4. Dimensions of all exterior walls and fences, including heights.
   5. Show building sign locations, types, and size of signs.
   6. Show location of mechanical equipment, roof equipment, electrical transformers, and solar panels, including means of screening roof equipment.

B. Site Sections and Profiles: Submit two(2) site sections to illustrate the following information:
   1. Scale of building(s) and site.
   2. Building(s) location and relationship to other on and off-site elements.
C. Signage Plans:

1. Freestanding ground signs: Submit design drawings (plans, elevations, and section) illustrating the following information:
   a. Location.
   b. Size and shape.
   c. Materials and colors.
   d. Sign copy to include size of letters and type style.

2. Building wall mounted signs: Submit architectural elevations illustrating the following information:
   a. Location on building.
   b. Size and shape.
   c. Materials and colors.
   d. Sign copy to include size of letters and type style.

D. Lighting Plans: Submit a profile of all proposed building mounted lights and site lights to include the following information:

1. Fixture locations.
2. Type and size of fixture.
3. Mounting heights and ground mounting details.
4. Fixture specifications as to lamp type, wattage, photometrics, etc.
5. Pole and fixture materials and colors.

E. Site Amenities Information: Site amenities include site furniture and other site features not specifically a part or direct extension of the building architecture. Elements such as benches, litter receptacles, plant containers, flagpoles, drinking and decorative fountains, seat walls, retaining walls, architectural screen walls, and site art such as sculpture are examples of site amenities. Submit design drawings, manufacturer's literature, photographs of other information sufficient in detail to provide the following information:

1. Site location of features.
2. Type, size, style, or appearance of each element.

3. Material types, colors, and finishes.

F. Additional Information:

1. Additional information, drawings, or other materials necessary to describe the project may be requested by the Design Review Committee.

2. The applicant may include additional information or materials such as sketches, videos, models, or photos, if they help explain the proposal.

3. The Design Review Committee may waive all or part of the submittal requirements if the nature of the project warrants.

ARTICLE 6.0 GUIDELINES:

6.1 Evaluation Factors: The following primary factors and characteristics will guide the Design Review Committee’s evaluation of each application. As defined and conditioned herein, these factors and characteristics augment the Zoning Regulations, Chapter 165, City of Coralville Code of Ordinances.

6.2 Definitions of Terms:

A. Appearance: The outward aspect visible to the public.

B. Appropriate: Sympathetic, or fitting, to the context of the site and the whole community.

C. Appurtenances: The visible, functional objects accessory to and part of buildings.

D. Architectural concept: The basic aesthetic idea of a building, or group of buildings or structures, including the site and landscape development, that produces the architectural character.

E. Architectural style: The characteristic form and detail, as of buildings of a particular historic period.
F. *Attractive:* Having qualities that arouse interest and pleasure in the observer.

G. *Berm:* A raised form of earth to provide screening or to improve the aesthetic character.

H. *Cohesiveness:* Unity of composition between design elements of a building or a group of buildings and the landscape development.

I. *Compatibility:* Harmony in the appearance of two (2) or more buildings, structures, and landscape developments along the same streetscape.

J. *Conservation:* The protection and care that prevent destruction or deterioration of historical or otherwise significant structures, buildings, or natural resources.

K. *Graphic element:* A letter, illustration, symbol, figure, insignia, or other devise employed to express an illustrate a message or part thereof.

L. *Harmony:* An aesthetically pleasing image resulting from an arrangement of various architectural and landscape elements.

M. *Landscape:* Elements of nature, topography, buildings, and other man-made objects viewed in relation to one another.

N. *Mechanical equipment:* Equipment, devices, and accessories, the use of which relates to water supply, drainage, heating, ventilating, air conditioning, and similar purposes.

O. *Miscellaneous structures:* Structures, other than buildings, visible from public ways. Examples are: memorials, antennas, sheds, shelters, fences and walls, transformers, drive-up facilities.

P. *Plant materials:* Trees, shrubs, vines, ground covers, grass, perennials, annuals, and bulbs.

Q. *Proportion:* Balanced relationship of parts of a building, landscape, structures, or buildings to each other and to the whole.

R. *Scale:* The relationship of the size of elements to one another and to the human figure.

S. *Screening:* Structures and/or plantings which conceal an area from view from a public way.
T. **Street furniture**: Man-made objects other than buildings which are part of the streetscape. Examples are: benches, litter containers, planting containers, sculptures, vending machines and newspaper dispensers.

U. **Streetscape**: The scene of a public street or way composed of natural and man-made elements, including buildings, paving, plantings, street furniture, and miscellaneous structures.

6.3 Relationship of Site Development to Streetscape:

A. Sites shall be planned to accomplish desirable transitions with the streetscape and to provide for adequate planting, safe pedestrian movement, and parking areas.

   1. **Town Center District**: The desirable relationship of site development to streetscape is illustrated in Plate No. 6.3-1 through Plate No. 6.3-6.

   2. **Other Districts**: None designated.

B. Building and parking setbacks and yard requirements shall comply with the zoning restrictions of the applicable district except where variations are encouraged to provide more interesting and appropriate relationships between buildings, and buildings and streetscape.

   1. **Town Center District**: The desirable building and parking setbacks are illustrated in Plate No. 6.3-1 through Plate No. 6.3-6.

   2. **Other Districts**: None designated.

C. Parking areas shall be treated with decorative elements, building wall extensions, plantings, berms, or other innovative means so as to screen parking areas from view from public rights-of-way.

D. Without restricting the permissible limits of applicable zoning district, the height and scale of each building shall be compatible with its site and existing adjoining buildings.

   1. **Town Center District**: One, two, and three story, residential scale architecture is desirable.

   2. **Other Districts**: None designated.
E. New utility services, and service revisions required by renovation or remodeling, shall be underground.

6.4 Relationship of Building and Site to Adjoining Site:

A. Adjacent buildings of different architectural styles shall be made compatible by such means as screens and changes in architectural style and construction materials.

1. Town Center District: Renovation of existing buildings within the District shall follow the guidelines established for new construction.

2. Other Districts: none designated.

B. Provide attractive landscape transitions to adjoining properties.

C. Avoid monotonous design and achieve harmony in texture, lines, and masses.

6.5 Building Design:

A. Architectural style is not restricted. Evaluation of the appearance of a project shall be based on the quality of its design and relationship to its surroundings.

1. Town Center District: Residential style architecture with appropriate detailing of architectural features such as window and doorways is desirable for all new construction and renovation or remodeling of existing buildings for expansion or adaptive reuse.

2. Other Districts: none defined.

B. Buildings shall have good scale and be in harmonious conformance with permanent neighboring development.

1. Town Center District: Residential scale architecture with moderate (4:12) to steep (5:12) pitched, gable roofs and human scaled features such as windows and doorways is desirable for all new construction and renovation or remodeling of existing buildings for expansion or adaptive reuse.

2. Other Districts: none designated.
C. Building materials shall be selected for suitability to the building type and design. Buildings shall have the same materials, or those that are architecturally harmonious, used for all building walls and other exterior building components wholly or partly visible from public ways. Materials shall be of durable quality.

1. Town Center District: Brick and stone masonry are the dominant, desirable building materials for use in the District. Standing seam metal or architectural, asphalt shingles are recommended roof materials. Limited use of synthetic materials such as plaster, vinyl or metal siding, etc. may be considered.

2. Other Districts: none designated.

D. Building components, such as windows, doors, eaves, and parapets, shall have good proportions and relationships to one another.

E. Colors shall be harmonious and color accents shall be compatible with the primary color.

F. Mechanical equipment or other utility hardware on roof, ground, or buildings shall be screened from public view with materials harmonious with the building, or they shall be so located as not to be visible from any public ways.

G. Exterior lighting shall be part of the architectural concept. Fixtures, standards, and all exposed accessories shall be harmonious with building design.

H. Refuse and waste removal areas, service yards, storage yards, and exterior work areas shall be screened from view from public ways.

I. Monotony of design in single or multiple building projects shall be avoided. Variation of detail, form, and siting shall be used to provide visual interest. In multiple building projects, variable sting or individual buildings may be used to prevent a monotonous appearance.

6.6 Site Design:

A. Conserve and develop natural or existing topographic patterns which contribute to the beauty and utility of the development.
B. Slope walks, parking spaces, terraces, and other paved areas to provide an inviting and stable walking surface.

C. Provide landscape treatment to enhance architectural features and to create environmental interest and diversity.

D. Select plant material for interest in structure, texture, and color and for ultimate growth effect.

E. Enhance parking areas and traffic ways with landscaped spaces containing trees or tree groupings.

F. Provide for seasonal screening of service yards and other places that tend to be unsightly by use of walls, fencing, planting, or combinations of these.

G. Use exterior lighting to enhance the building design and the adjoining landscape. Lighting standards and building fixtures shall be of a design and size compatible with the building and adjacent areas. Lighting shall be restrained in design and excessive brightness avoided.

6.7 Streetscape and Site Amenities:

A. Include miscellaneous structures and street furniture as a part of the site and architectural design concept. Materials, scale, proportions, and colors shall be compatible with the architecture and streetscape.

1. Town Center District: Streetscape furniture located within the public rights-of-ways shall conform to the standard units selected by the City for public streetscapes in the District. It is desirable that other streetscape furniture in areas adjoining the public ways be compatible with the City standards. (See 12th Avenue streetscape.)

2. Other Districts: none designated.

B. Lighting in connection with miscellaneous structures and street furniture shall meet the criteria applicable to site, landscape, buildings, and signs.

1. Town Center District: Streetscape lighting, including street lighting, located in the public rights-of-ways shall conform to the lighting styles and standards selected by the City for public streetscapes in the District. It is desirable that other site lighting in areas adjoining the public ways be compatible with the City standards. (See 12th Avenue streetscape.)
2. Other Districts: none designated.

6.8 Signage:

A. Every sign shall have good scale and proportion in its design and in its visual relationship to buildings and surroundings.

1. Town Center District: Signs shall conform to paragraph 165.34, Sign Standards of Chapter 165 Zoning Regulations, City of Coralville Code of Ordinances. The principal business identification signs in the District shall be building signs, ground signs, and development signs. In the case of ground signs and development signs, monument style bases, in lieu of pole supports, are recommended.

2. Other Districts: none designated.

B. Every sign shall be designed as an integral architectural element of the building and site to which it principally relates.

C. The colors, materials, and lighting of every sign shall be restrained and harmonious with the building and site to which it principally relates.

D. The number of graphic elements on a sign shall be held to the minimum needed to convey the sign’s major message and shall be composed in proportion to the area of the sign face.

E. Each sign shall be compatible with signs on adjoining premises and shall not compete for attention.

F. Identification signs of a prototype design and corporation logos shall conform to the criteria for all other signs.

6.9 Maintenance Considerations:

A. Continued good appearance depends upon the extent and quality of maintenance. Ease of maintenance and upkeep should be considered in selecting building materials and material finishes.
B. Material finishes should be selected for their durability and wear as well as for their beauty.

C. Building and site design should include provisions for maintenance and cleaning of the building, other site structures, and site areas.

D. Maintenance of landscape plantings is required to insure continuity and longevity of the original landscape design intent.

ARTICLE 7.0 VIOLATIONS:

Any violation of this ordinance shall be considered a simple misdemeanor or Municipal infraction, as provided for in the Code and Ordinances of the City of Coralville.

ARTICLE 8.0 REFERENCE DRAWINGS:

Drawing Plates 6.3-1 through 6.3-6.
TYPICAL "URBAN" SECTION WITHOUT ON-STREET PARKING (5TH STREET & 10TH AVENUE)
TYPICAL "URBAN / RESIDENTIAL TRANSITION" SECTION WITH ON-STREET PARKING
SUMMARY RECOMMENDATIONS

Implementation of the "Town Center District Plan" will require formal acceptance of the plan and adoption of several components of the plan. We recommend the City Council take the following action:

1. Adopt the "Town Center District Plan".

2. Amend the Twelfth Avenue Urban Renewal Area to incorporate the "Town Center District Plan".

3. Inact a resolution to create a Design Review Board to review applications for new development and renovation in the "Town Center District".

4. Appoint members to the Design Review Board and appoint the City Building Official to serve as staff for the Board.

5. Adopt the recommended Appearance Code and Design Review Ordinance.

6. Initiate the preparation of a public offering for competitive proposals for redevelopment of the City owned parcel of land at the northwest corner of Twelfth Avenue and Highway 6.
MARKETABILITY STUDY
for the
TOWN CENTER DISTRICT
CORALVILLE, IOWA

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July, 1995

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SUMMARY OF CONCLUSIONS AND RECOMMENDATIONS

Conclusions
The subject site is considered to be physically, legally, and locationally suitable for retail and office development. The site is located in the Urban Renewal District of the Town Center District which is intended to be the focal point of the community. Twelfth Avenue is to be extended to Highway #6 along the western boundary of the site, and this roadway is expected to divert a large volume of traffic from 10th Avenue. Fifth Street is also a heavily-traveled roadway and the traffic volume is suitable for retail development.

We have spoken with business owners and executives, developers, real estate agents, economic development officials, and assessment officials regarding the Iowa City and Coralville real estate market and the perception of the Town Center District. With the exception of one or two individuals, nearly everyone interviewed was very optimistic about the project and believes that development in that area would be successful. They believe that the Town Center District is something that Coralville needs in order to develop a central district for the town and create an identity for the city. Of the people interviewed for this analysis, there is a general consensus that Iowa City and Coralville have a shortage of retail space. Also, the majority of the people that we surveyed stated there is adequate demand for additional office space in Coralville.

Some of the people interviewed expressed interest in locating businesses in the Town Center District, for developing retail or office space in this area. Therefore, it appears that the Urban Renewal District and the Town Center District have strong support from local business leaders and real estate developers and brokers. This support will contribute to the success of the project.

Coralville has experienced continual construction of commercial facilities during the last several years. The new construction has had fairly rapid absorption rates and vacancy rates have remained low.

The largest proposed development in Iowa City and Coralville is the super regional shopping center proposed by General Growth Companies. This center is expected to have a large impact on the real estate market in the area. We believe that the center will cause a shuffling of retail tenants who desire to be centralized in the mall. It will also create a tremendous need for complimentary uses in the areas surrounding the mall and along arteries leading to the center.

The intent of the development of the subject site is for specialty retail use and office use which will not be highly competitive with the national brand stores likely to locate in the mall. The majority of the existing retail and office facilities in the area have low vacancy rates and the anticipated increases in demand for this type of space will warrant new
development. As a focal point for the city, the Town Center District will be one of the primary areas for specialty retail and office space. The site will be highly competitive with existing and proposed retail and office developments in Coralville and Iowa City, and will be able to maintain adequate market share.

Based upon the information contained in this report, we believe that 40,000 to 60,000 square feet of specialty retail and office space at the southeast corner of 5th Street and 12th Avenue would be absorbed within a 24 month period from the time of completion. We believe that the market rent for the new retail and office space will be between $10.00 and $12.50 per square foot annually based upon an analysis of rental rates in comparable buildings and on discussions with local real estate brokers and agents. This rate assumes that the landlord would pay the base year tax expense.

If the super regional shopping center is not constructed by General Growth Companies, we still believe that retail and office space in the Urban Renewal District would be absorbed rapidly. There is strong demand for new retail and office space in the area, and the lack of available space in the anticipated shopping center would greatly increase the demand for these uses in the Town Center District.

Recommendations
Based on the data contained in this report, we believe that retail and office development in the Urban Renewal District will be absorbed fairly rapidly. We have not been provided with specific building plans and, therefore, base our estimates on assumptions about the building design. We recommend that any retail and office development at the southeast corner of 5th Street and 12th Avenue be designed in a way to maximize visibility of the majority of the tenant bays from both of these roadways, especially 12th Avenue. We believe that a two-story structure with office space on the 2nd floor would require passenger elevator service in order to compete with other office properties. We also recommend that the developer attempt to construct the 40,000 to 60,000 square feet of space in multiple phases. This would allow the developer to assess the type of space most desired in the area and to analyze the actual impact of the shopping center construction.

We recommend that the Urban Renewal District proceed as rapidly as possible so that the City can provide the land at the southeast corner of 5th Street and 12th Avenue to a potential developer within 6-12 months. The proposed shopping center is not scheduled to be complete until September, 1997, and it would be beneficial to have the proposed subject development completed prior to that date. Also, we recommend development of the site prior to additional development of retail and office space at the northeast corner of 5th Street and 12th Avenue and the southeast corner of 5th Street and 10th Avenue. Although development at the subject property may be of equal or superior quality and location than these developments, pent-up demand for commercial space in this district will likely cause the absorption rate to be highest for the first facility completed.
REPORT OVERVIEW

General Project Description
The subject of this analysis is the proposed Town Center District "TCD" in Coralville, Iowa. The intent of the Town Center District plan is to provide for a centralized retail and office district for the city. The district extends from approximately Sixth Avenue on the east to 18th Avenue on the west, Highway #6 on the south, and 5th Street to 7th Street on the north. Additional land on the south side of Highway #6, west of the intersection of 10th Avenue, is also included in the Town Center District area.

The TCD is divided into six zones defined by the types of uses in the specific areas. These zones include a district commercial center, a civic campus, mixed use commercial/residential, and service commercial areas. The location of the various zones are shown on the Town Center District plan included on the following page.

The focal point of the Town Center District is located at the intersection of 5th Street and 12th Avenue. As part of the proposed development, 12th Avenue is to be extended from its intersection with 5th Street in a southerly direction to an intersection with Highway #6/2nd Street. The area immediately surrounding the focal point is the Urban Renewal District portion of the TCD. This area is outlined on the map shown on the following page. The Urban Renewal District includes portions of five different zones providing for civic, commercial, residential, and district commercial uses.

The proposed development includes the removal of several existing older properties in the urban renewal area to allow for redevelopment with new retail and office uses. The city is in the process of negotiations to acquire the land for the proposed development. The city anticipates that they will be ready to receive development proposals by March, 1996.

Purpose of the Study
The purpose of this study is to help determine the marketability of new retail and office space in the Urban Renewal portion of the Town Center District. The City of Coralville is proposing development of 40,000 to 60,000 square feet of retail and office space in this area. This development will occur in Zone 1 at the southeast corner of the intersection of 5th Street and 12th Avenue which is the District Commercial Center. This center is the heart of the Town Center District, and the intended land use is general retail business with service business and professional office as appropriate secondary uses.

This study is to determine if the proposed retail and office space could be absorbed within a two-year period. This will be accomplished by analyzing the location of the proposed development, defining the trade area, forecasting demand for new retail and office space, analyzing existing competitive properties and considering new and proposed properties, comparing the proposed development to the existing and proposed properties, analyzing
market equilibrium/disequilibrium, and forecasting the subject absorption. We will also analyze the lease rates and terms in the market area for retail and office space in order to determine the likely range of rents for the proposed development in the Urban Renewal District.
DESIGN REVIEW ORDINANCE

Title 14, Chapter 4, Article E
Code of Ordinances

IOWA CITY, IA

CITY OF IOWA CITY
CHAPTER 4
LAND CONTROL AND DEVELOPMENT

ARTICLE E. DESIGN REVIEW

SECTION:
14-4E-1: Purpose and Intent
14-4E-2: Applicability
14-4E-3: Procedures
14-4E-4: Submittal Requirements
14-4E-5: Guidelines
14-4E-6: Violations

14-4E-1: PURPOSE AND INTENT: The purpose of this Article is to:

A. Promote the public health, safety and general welfare of the citizens of the City.

B. Promote orderly community growth, protect and enhance property values, and encourage both harmonious and innovative design.

C. Protect and enhance the social, cultural, economic, environmental and aesthetic development of the community.

D. Recognize environmental and aesthetic design as an integral part of the planning process.

E. Recognize that land use regulations aimed at these objectives provide not only for the health, safety and general welfare of the citizens, but also for their comfort and prosperity, and for the beauty and balance of the community. These objectives are, therefore, the proper and necessary concerns of local government. (Ord. 94-3939, 9-13-94)

14-4E-2: APPLICABILITY:

A. The City Council shall designate, by ordinance, areas of the City as areas subject to design review. Projects located in the following areas and which include any exterior alterations or new construction visible from a public right of way shall be subject to the design review process:

1. Urban Renewal Project, Iowa R-14: Exterior alterations or new construction occurring on all parcels that were acquired and/or disposed of by the City as part of the urban renewal project known as Iowa R-14. Also, public right-of-way improvements occurring within and adjacent to the urban renewal area designated as Urban Renewal Project, Iowa R-14.

2. City Plazas: Projects designated as requiring design review by Title 10, Chapter 5, City Plaza Ordinance as amended, Iowa City Code of Ordinances as amended and public improvements to City Plaza.

Ordinary maintenance or repair that does not involve changes in architecture and general design, arrange-
ments, texture, material or color are exempted.

B. The City Council may request advice and recommendations from the Design Review Committee on projects located outside of designated areas.

C. Property owners in the CB-10, CB-5 and CB-2 Zones may request advice from the Design Review Committee, but such advice shall be purely advisory. (Ord. 94-3938, 9-13-94)

14-4E-3: PROCEDURES:

A. Initiating Review: Prior to issuance of a sign permit for an exterior sign or of a building permit to alter the exterior of an existing structure subject to the design review process or to construct a new building that is subject to the design review process, the project shall require the review of the Design Review Committee and the approval of the City Council.

B. Design Guidelines for Review of Applications: Design guidelines adopted by the Design Review Committee and the City Council, and found in Section 14-4E-5 of this Article shall apply.

C. Review Process:

1. Preliminary Review: Prior to application for a permit, the applicant may request preliminary review by the Design Review Committee to discuss basic intentions and plans before investing time in detailed designs. This step is optional but recommended for large or complex projects. The applicant is encouraged, but not required, to submit the application mate-

rials listed in Section 14-4E-4 of this Article.

2. Final Application and Review:

a. Application Submission:

(1) Prior to or upon submission of an application for a sign permit for an exterior sign or for a building permit to alter the exterior of an existing structure or to construct a new building, any of which require design review approval as designated in Section 14-4E-2 of this Article, a design review application shall be submitted to the Department of Housing and Inspection Services for design review approval. The Department will forward the application to the Design Review Committee staff person within two (2) working days after the Department receives the completed application.

(2) Within thirty (30) days of submission of the application materials, the Design Review Committee shall make a recommendation to the City Council, or the application shall be deemed as receiving a recommendation of approval from the Design Review Committee; provided, however, that the applicant may agree to an extension of time.

b. Committee Review: The Committee's findings on each application shall be set forth in a formal motion either recommending approval, recommending approval with conditions, or recommending disapproval. A majority of votes cast at any meeting at which
a quorum is present shall be decisive of any recommendation. The Committee shall then forward its recommendation to the City Council.

c. City Council Review: The City Council shall, after receipt of the recommendation of the Committee, or after the time of any extension thereof has passed for the Committee to file their recommendation, make approval or rejection of the application. City Council approval of the plans shall require a majority of votes cast at any meeting at which a quorum is present. The City Council's findings on each application shall be set forth in a written resolution, to be filed in the office of the City Clerk as public record.

3. Revisions to Approved Design Plans: If the building application deviates from approved design plans, the Department of Housing and Inspection Services shall inform the Design Review Committee staff person who shall then determine if the proposed changes are substantive. Substantive changes to approved design plans require submittal of those changes to the Design Review Committee and the steps of this Section followed. (Ord. 94-3638, 9-13-94)

14-4E-4: SUBMITTAL REQUIREMENTS:

A. Preliminary Review Submittal Requirements: Preliminary submittals may contain any elements called for in the final application submittal section, at the option of the applicant.

B. Final Application and Review Submittal Requirements: The following are submittal requirements for all projects subject to design review. Ten (10) copies of all drawings and written materials must be submitted along with the design review application. These drawings may be design drawings, though construction (working) drawings may be substituted for design drawings. All submittal documents should follow accepted conventions of drawing. Namely, all drawings should be clearly labeled, scales shown, north arrow on plans, clear and readable linework, and should be as clear as possible. In addition to the following submittal requirements, each application shall contain the name and address of the applicant, address of the project, name and address of the property owner, a project description and a project time schedule. Proposals shall not be presented open-ended, and neither staff nor Design Review Committee shall design the project.

1. Site Analysis and Site Plan: The following information must be presented on one or more drawings, accompanied by photographs or written description as may be needed.

a. Existing Site Condition Information: Site boundaries with dimensions, building setback lines and easements, existing streets, sidewalks and public right of way, existing structures and other significant built improvements.

b. Site and Neighboring Environment: Provide photographs of the existing site and site conditions on adjacent properties within one hundred feet (100') of proposed changes. Include photos of views to and outlooks from the site. Clearly label each photograph.
c. Proposed Boundaries and Public Improvements: Show site boundaries, building setback lines, public streets and sidewalks, other proposed public improvements (curbs, gutters, curb cuts), including dimensions.

d. Proposed Streets, Driveways, Sidewalks and Parking Areas Within the Site:

(1) Include dimensions of parking areas and width of streets, driveways, and sidewalks. Show location and label materials of areas for special paving such as walkways, courtyards, patios, and arcades.

(2) For parking areas show layout of spaces, areas of landscaping, dimensions of spaces and aisles, arrows indicating direction of flow and numbers for parking spaces.

e. Proposed Structures: Show location and dimensions with respect to lot lines, including fences, walls and accessory buildings proposed and also including heights of fences and walls.

f. Dumpsters: Show location of dumpsters and loading areas.

2. Landscaping Plan: Show at same scale as site plan. This may be combined with the site plan in subsection B1 above, as long as all site plan elements and landscaping elements are easily discernible.

a. Existing trees five inches (5") or more in diameter with their proposed disposition, i.e., to be retained or removed. Give species and trunk diameter of each.

b. Location, species names, including common and Latin names and size of all new plant materials at planting gallon or box size. Use symbols and a legend as necessary. Ground cover may be indicated en masse.

3. Building Elevations:

a. Show all project elevations visible from public right of way or sidewalks.

b. Note all finish materials on drawings and provide color samples.

c. Dimensions of building heights from finish grade.

d. Dimensions of all exterior walls and fences, including heights.

e. Location, type and size of signs.

f. Location of mechanical equipment, roof equipment, electrical transformers and solar panels, including means of screening roof equipment.

4. Sections: Provide at least one sectional drawing at a suitable scale to show relationship of buildings to the site, public street and parking area.

5. Signs: Provide a scaled drawing of each proposed sign with exterior dimensions and mounting height. Give total area of each sign.

a. Draw or provide sample of letters and logos, and the full message to appear on the sign.
b. Describe materials and colors of background and letters.

c. Give means and magnitude of illumination.

6. Lighting Plan: Provide a site lighting plan, which can be combined with other required documents, indicating location, type, fixture height, power rating and shielding methods. Show elevation drawing or manufacturer's photo of each fixture, including its material and color.

7. Additional information:

a. Additional information, drawings or other materials necessary to describe the project may be requested by the Design Review Committee staff person or Design Review Committee depending on the nature of the project or site. The applicant may include additional information or materials such as sketches, videos, models or photos if they help explain the proposal.

b. The Design Review Committee staff person may, at the staff's discretion, waive any of the submittal requirements if the nature of the project warrants. (Ord. 94-3638, 9-13-94)

14-4E-5: GUIDELINES: When reviewing a project subject to design review, the Design Review Committee and City Council shall adhere to the following guidelines. In no case may these guidelines be used to attempt to replace or override the requirements of the Iowa City Zoning Ordinance.

A. Definitions of Terms:

COMPATIBILITY: Harmony in the appearance of two (2) or more buildings, structures and landscape developments along the same streetscape.

HARMONY: An aesthetically pleasing image resulting from an arrangement of various architectural and landscape elements.

LANDSCAPE: Elements of nature, topography, buildings and other man-made objects viewed in relation to one another.

MISCELLANEOUS STRUCTURES: Structures, other than buildings, visible from public ways. Examples are: memorials, antennas, sheds, shelters, fences and walls, transformers, drive-up facilities.

SCALE: The relationship of the size of elements to one another and to the human figure.

SCREENING: Structures and/or plantings which conceal an area from view from a public way.

STREET FURNITURE: Man-made objects other than buildings which are part of the streetscape. Examples are: benches, litter containers, planting containers, sculptures, vending machines and newspaper dispensers.

STREETSCAPE: The scene of a public street or way composed of natural and man-made elements, including buildings, paving, plantings, street furniture and miscellaneous structures.

1. See Title 14, Chapter 6 of the City Code for Zoning.
B. Building Design:

1. The project evaluation will be based on the architectural concepts of the design and the project's relationship to and compatibility with surrounding buildings and site features.

2. Renovated buildings should retain the original architectural style and the essential and prominent features and materials of the original facade.

3. Alignment of the horizontal and vertical architectural features on building fronts is desirable so as to enhance the visual continuity of the streetscape.
4. The development of the first floor level should provide visual interest to and interaction with pedestrians through the use of such features as windows, doors and lighting. Blank stretches of walls will be discouraged.

5. Exterior lighting and fixtures should blend with the architectural design. They should provide adequate illumination for safety purposes without excess glare.

6. Colors should be an integral part of the architectural style.

7. Rooftop equipment should blend with building design or be screened.
C. Relationship of Building to Site:

1. The project should integrate with adjoining properties, provide a transition between the project and pedestrian uses, and provide appropriate landscaping.

2. Parking and service areas should blend with the street frontage or be screened from public view.

3. The height and scale of each building should be compatible along a street frontage to preserve the character of the street. Rhythm and proportion of buildings, doors, windows and other projections should be considered.

4. Building materials, colors, textures, lines and masses should harmonize with adjoining buildings and sites.
5. Site grading work should blend with surrounding site grades.

D. Landscaping:

Example of a Landscape Plan

Iowa City
1. Landscaping should enhance and complement architectural features and improve the visual and aesthetic quality of the streetscape.

2. In locations where plants may be susceptible to injury by pedestrian or motor traffic, they should be protected by appropriate curbs, raised planting surfaces, tree guards or other devices.

3. Paved areas, such as sidewalks and parking spaces, should be designed to facilitate the safe and efficient circulation of pedestrians and vehicles.

4. Service yards, trash receptacles and storage areas should be screened by buildings, fencing, plantings, walls or an appropriate combination of these.

5. Existing natural features should be maintained and incorporated into site design if possible.

6. Street furniture and miscellaneous structures should be integrated with the architectural concept. Their design should be compatible with surrounding buildings and streetscape in scale, materials and color scheme.

E. Signs:
1. All signs and graphic symbols should relate to the building's design, character, color scheme, materials and purpose and should be compatible with signs on adjoining buildings.

2. The number and size of signs should minimized in order to avoid visual clutter and to preserve the character of the street facade.

3. Multiple occupancy buildings, such as shopping centers and office complexes, should develop "signage programs" that promote integrated design and equitable space and size distribution.

4. External or flood lighting should complement the project design.

5. Signs producing excessive glare should be avoided.

6. Lettering and graphic styles should be in keeping with the project's design and character.

F. Canopies and Awnings:
1. Canopies and awnings must respect the style and character of the structure on which they are located, particularly in the material and color.

2. The highest point of a canopy/awning or its superstructure shall not be higher than the midpoint of the space between the second story window sills and the top of the first floor storefront window, awning, canopy or transom.

(Ord. 94-3638, 9-13-94)

14-4E-6: VIOLATIONS: Any violation of this Chapter shall be considered a simple misdemeanor or Municipal infraction or environmental infraction as provided for in Title 1, Chapter 4 of the City Code. (Ord. 94-3638, 9-13-94)