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Additional technical assistance provided by HDR.

A special thanks to everyone who participated in the Coralville Community Plan process, especially former Mayor Jim Fausett for his contributions and support for the project.

This Plan was made possible by the contributions and insights of the residents, business owners, property owners, and representatives of Coralville.

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In 2012, the City of Coralville initiated the process to develop a comprehensive plan for the City and surrounding area. The comprehensive plan, referred to as the Coralville Community Plan, sets forth long-range recommendations for the maintenance and enhancement of existing neighborhoods and commercial areas and advances strategies for the sustainable development and economic growth of the community.

The City’s residents, business community, elected and appointed officials, and institutions and organizations, all have a strong sense of stewardship for Coralville’s successes, and all share a determination to make the City the very best place it can be. This investment in public-private cooperation and “Coralville Pride” influences all aspects of City life. Calling the comprehensive plan a Community Plan is just one example of the ongoing partnership among Coralville’s many diverse stakeholders.

**Purpose of the Community Plan**

A community plan is a foundation for future decision-making. It represents a city’s vision for its future, imagining the course of the next fifteen to twenty years to describe how a place will look and function. Coralville’s last community plan was adopted in 1992, and although it has served the City well, a lot has changed over the past twenty years and the plan no longer adequately serves as a guide for the City. The new Coralville Community Plan will influence decision making for another twenty years, guiding the City further into the 21st century.

**Planning Process**

The Community Plan is the result of a multifaceted process that includes data collection, community outreach, stakeholder consultation, and professional analysis. The process began by reaching out to Coralville residents, business owners and managers, and property owners. Their comments and concerns, collected through a series of interviews, workshops, surveys, and on-line feedback, set the agenda of issues to be addressed by the Plan.

Alongside initial community outreach activities, in-depth research was conducted to document the current state of the City, including land use, transportation, demographics, the economy, the environment, and more. This outreach and research is the subject of an Existing Conditions Analysis, which summarizes the obstacles and opportunities facing Coralville today. A copy of the Existing Conditions Analysis is on file with the City of Coralville.

Guiding the planning process was the Community Plan Steering Committee. The Committee was made up of a diverse and representative group of community stakeholders who served as a sounding board and partner to make certain the planning process accurately reflected the existing conditions, aspirations, and voices of the Coralville community.
Existing Conditions Analysis
The new Community Plan outlines the existing conditions within the City, including land use and development, zoning, transportation and mobility, community facilities and services, environmental features, and more. It also documents input received from the people who live and work in Coralville, who have expressed their wishes and desires for what they imagine the community could become. This analysis of existing conditions formed the basis for the Plan’s goals and recommendations and ensured that all planning remained feasible, market viable, and supported by the Coralville community.

Foundation for Decision Making
The Community Plan will serve as a foundation for decision making and a reference for City officials as they consider development proposals, capital improvements and infrastructure investments, policy changes, and more. It will inform developers about the City’s intentions and expectations so that they may comply with, and contribute to, the City’s overall goals and objectives. Most importantly, it will represent residents’ voices concerning what they want Coralville’s future to look like.

Iowa Smart Planning Act
The Iowa Smart Planning Act, adopted in 2010, requires local governments and state agencies to consider a set of ten Smart Planning Principles when making planning, zoning, development, and resource management decisions. Those principles are:
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

The Act also suggests possible elements that could be included in a comprehensive plan, such as land use or transportation, and requires that comprehensive plans following Smart Planning Principles also address flood mitigation, response, and recovery. In addition, state regulations have been amended so that zoning codes and regional comprehensive plans also consider Iowa Smart Planning Principles.

Although the City’s past comprehensive plans have also been called Community Plans, maintaining this tradition affirms the City’s long-standing commitment to the principles enumerated by the Iowa Smart Planning Act.

Organization of the Plan
This Community Plan consists of the following 12 chapters, which include all essential elements required by the Iowa Smart Planning Legislation:

1. Introduction, which describes the purpose of the Community Plan and the organization of the planning process; outlines the community context of Coralville; and summarizes demographics and market potentials.
2. Outreach, Issues & Opportunities, catalogs the efforts to gather input and feedback from members of the Coralville community, analyzes the existing conditions, and highlights existing and potential challenges affecting future development.
3. Vision, which is a description of the community that provides a basis for the specific goals and objects needed to lead the City of Coralville in the direction of implementation.
4. Land Use & Development Plan, which identifies the type and location of future land uses within Coralville and its growth areas, and provides more detailed recommendations for three strategic subareas of the City.
5. Housing Plan, which identifies the current housing stock and provides recommendations for a viable range of housing types for current and future residents.
6. Natural Resources Plan, which inventories and provides recommendations for the parks, open space, and natural features that add to the character and health of the community.
7. Community Character Plan, which provides a framework for improving the overall appearance and character of the City and its neighborhoods and commercial areas.
8. Economic Development Plan, which provides a framework to diversify employment, and attract and retain businesses.
9. Transportation & Mobility Plan, which summarizes the transportation systems in the City that provide for vehicles, bicycles, and pedestrians while also giving recommendations for improvement and growth.
10. Infrastructure & Hazards Plan, which identifies all public infrastructure and utilities and prescribes actions for future growth. It also takes into account the 2009 Hazard Mitigation Plan and provides recommendations in order to minimize the potential for catastrophic damages during flood disasters.
11. Community Facilities & Intergovernmental Collaboration Plan, which identifies the future need for community facilities and offers long-range recommendations for future facility improvements to ensure that residents are adequately served by Coralville and its service providers. This section also provides recommendations for partnerships and collaborations between the City, other public agencies, neighborhood organizations, and businesses.
12. Implementation Plan, which presents specific actions that Coralville should pursue as it endeavors to implement the recommendations of the Community Plan.
SECTION 1 | INTRODUCTION

Community Context
A community plan, by nature, is one of the most general and high-level documents adopted by a city. It establishes an overarching framework from which other plans and studies can draw goals and benchmarks. It sets a common agenda and expectations for public agencies, private organizations, developers, businesses, and residents. And, whenever possible, it incorporates the context of past planning efforts into its conclusions and recommendations.

Regional History
Coralville was originally sited in the mid-19th century to take advantage of the Iowa River. A new dam on the river provided power to a fast growing local mill industry. Grist mills, paper mills, woolen mills, planing mills, and saw mills drove a flourishing local economy. After the decline of the milling industry in the early 20th century, Coralville grew in correlation with enrollment at the University of Iowa, the region’s newest socioeconomic driver.

The Coralville Dam, built in the 1950’s, provided flood control for the region as it evolved throughout the 20th and 21st centuries. Today, Coralville is one of the fastest growing cities in Iowa and is home to some of the state’s premier research facilities, shopping destinations, and residential neighborhoods.

Community Setting
Coralville’s regional location is one of its primary assets. With access to I-80 and I-380, Des Moines, Chicago, Minneapolis, Milwaukee, Omaha, Kansas City, St. Louis, and more are all within easy reach. The I-380 corridor, a seven county region anchored around the area between Iowa City and Cedar Rapids, has been branded as Iowa’s Creative Corridor. This effort is grounded by institutions like the University of Iowa and Kirkwood Community College, among others. The University of Iowa Research Park and Health Care center, as well as the Kirkwood Regional Center, have helped make Coralville a major player in innovation and talent generation in the Midwest.
SECTION 1 | INTRODUCTION

Past Plans and Studies
1992 Community Plan

Following previous planning efforts in 1965 and 1985, the 1992 Community Plan outlined the existing conditions, past planning efforts, and recommendations for land use, housing, transportation, community services, economic development, and more.

In 1992, Coralville was one of the fastest growing cities in Iowa. The City had expanded to a population of approximately 10,000 residents across 5,500 acres, a trend that, at the time, was expected to continue. In 1992, over 50 percent of the City’s housing stock was multi-family units, reflecting the influence of the University of Iowa on the community’s development pattern. Housing conditions were generally described as good, and the overall housing stock was relatively new. Commercial uses were increasing, including a burgeoning industrial sector, and public utility expansions were planned to match the pace of growth.

The 1992 Community Plan identified a number of land use “problems” that served as the focal points for planning efforts. These problems included underutilization of commercial areas, land use conflicts in the Town Center and Old Town Coralville, inappropriate application of zoning districts, vacant land within the City, and failure by developers to appropriately plan for through streets.

Although the City’s approach was to let land use decisions be driven by the market, the 1992 plan included a number of findings and recommendations to guide future development and address these problems. Firstly, the City’s zoning ordinance was characterized as outdated and inadequate, and a full revision was recommended. Most residential growth was predicted to be single family homes; annexation for potential new residential areas was recommended to encourage this growth. Maintenance standards for rental residential properties and aesthetic standards for commercial areas were recommended, along with their enforcement. The plan finally recommended establishing a formal town center business district, as well as redeveloping key commercial areas throughout the City.

An amendment in 1995 planned for development and design guidelines of Oakdale Boulevard, intending to minimize the impact on surrounding neighborhoods, provide adequate neighborhood commercial uses, provide appropriate residential density and amenities, and improve neighborhood aesthetics. This amendment also introduced new land use categories and redefine existing ones.

The last major amendment in 1998 outlined a master plan concept for mixed use development in West Coralville. The land use framework utilized conservation design to designate natural features for preservation before defining development areas. A central woodland and other natural features were specified as community open space. Overall land use was mixed at the parcel level and included a wide range of residential, commercial, and civic uses. A multimodal transportation system emphasized connectivity between sites.
**City of Coralville, Iowa Community Plan**

**Town Center District Plan, 1995**

This plan presents a redevelopment scenario for Coralville’s Town Center, roughly bounded by 18th Avenue, 6th Avenue, 5th Street, and Highway 6. The main concept of the plan is to combine civic, commercial, and residential uses into a unified, mixed-use traditional downtown core.

The outcome of the initial phases of this planning process was a list of critical issues which the Town Center District Plan should address. These issues were traffic and transportation, community image and visual appearance, land use intensity, and economic vitality. Based on these issues, the goals of this strategic plan are:

- 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

To achieve the goals of the plan, the Town Center area was subdivided into six character zones with a distinct development focus.

The District Plan includes a number of conceptual development plans for sites, intersections, and streetscaping, as well as a detailed set of design guidelines covering things such as site design, architectural elevations, building materials, signage, and lighting. The plan also includes potential strategies and funding sources for implementation.
As mandated by the Stafford Act and Disaster Mitigation Act of 2000, local governments are required to submit hazard mitigation plans to be eligible for federal grant funding. According to the Coralville Hazard Mitigation Plan, “When implemented appropriately, mitigation projects can save lives, reduce property damage, is cost-effective, and environmentally sound. This, in turn, can reduce the enormous cost of disasters to property owners and all levels of government. In addition, mitigation can protect critical community facilities, reduce exposure to liability, and minimize community disruption.”

The Hazard Mitigation Plan is designed to reduce the risk from a comprehensive list of hazards to which the Coralville community is exposed. Although the document covers a great number of different potential disasters, some are more likely to occur than others. The planning process, therefore, began by identifying and assessing the hazards listed in the state’s mitigation plan, followed by identifying mitigation steps, and suggesting implementation methods. The plan’s recommendations are meant to support four primary goals:

- Protect existing properties within the City of Coralville
- Protect the health and safety of the residents of Coralville
- Improve the quality of life in Coralville
- Ensure that public funds are used in the most efficient manner

Hazards were ranked into three priority groups based on their scores for a number of factors, including historical occurrence, probability, vulnerability, maximum threat, severity of impact, and speed of onset. Although the spillway of the Coralville Dam has been overtopped only twice in the 50 year history of the dam, river flooding, along with flash flooding, are in the highest priority group.

Potential mitigation actions were evaluated using FEMA’s STAPLEE method, ranking the value of their Social, Technical, Administrative, Political, Legal, Economic, and Environmental impacts. Suggested actions to mitigate flooding include:

- Acquire or relocate flood prone structures
- Investigate structural flood mitigation projects or relocation to protect critical facilities, especially the wastewater plants and lift stations
- Improve water and sewer system infrastructure to prevent additional damage
- Elevate or protect roadways and bridges
- Expand and maintain storm drainage systems

Old Town Master Plan, 2009
Old Town Coralville is a 60-acre site at the intersection of 1st Avenue and 5th Street. In developing the master plan for the site, the project team conducted a series of workshops, charrettes, and open houses. Beginning with analysis and visioning, followed by a visual preference survey, design charrette, and concept reviews, a final master plan was created for mixed-use, walkable development. The detailed Master Plan is sensitive to issues concerning the environment, transportation, and sense of place. Key features of the plan include improved access and parking, additional trail connections, enhanced natural areas, public open spaces, and a unified architectural feel.
**Iowa Riverfront Master Plan, 2012**

This plan for the Coralville riverfront of the Iowa River is intended to guide the development of the riverfront south of I-80. The primary recommendations of the Master Plan are intended to bring people to the riverfront to experience its existing positive attributes; to create new venues for positive recreational, educational, and commercial experiences; and to assist the rediscovery of the Coralville riverfront’s value.

Starting from an inventory of the recreational, cultural, and commercial resources already available, the formation of the Master Plan was guided by two main principles: improving the physical connections to the riverfront and consistently applying design elements.

A phased project implementation is suggested to allow for flexibility. Phase One focuses on implementing the public infrastructure needed to increase pedestrian and bicycle connectivity to the Riverfront, access to the edge of the Iowa River, and the basic physical improvements needed to facilitate larger public events.

It should be noted that many of the public spaces depicted in this plan are designed to integrate with and complement the ongoing development of Iowa River Landing (IRL) near the 1st Avenue-I-80 interchange. The importance of IRL to southeast Coralville and the City’s overall economy may influence the implementation and project phasing of some of the Iowa Riverfront Master Plan’s elements.
SECTION 1 | INTRODUCTION

The Metropolitan Planning Organization of Johnson County (MPOJC) completed a long range transportation plan in 2012 and subsequent Transportation Improvement Program to address the transportation needs of the Iowa City Urbanized Area, which includes segments of Coralville, Iowa City, North Liberty, Tiffin, unincorporated Johnson County, and the University of Iowa. This guiding document serves as a holistic, long term transportation vision for the County, as well as a tool to identify potential transportation-related capital projects, coordinate efforts between municipalities, and draft future policies. The plan emphasizes multi-modal transportation, ensuring safety, relieving congestion, maximizing government revenue use, assuring social justice, combating climate change, coordinating transportation decisions between local and national stakeholders, accommodating area growth, and integrating innovation all as part of an open, inclusive public process.

Due to heavy flooding in 2008, the City received an unprecedented amount of funding from the Economic Development Administration, Community Development Block Grant, and two I-JOBS grants for roadway improvements in Coralville. Much of these funds led to the reconstruction of 1st Avenue with bridges and trails, as well as flood mitigation efforts in Clear Creek and Biscuit Creek. Other significant regional projects which have not yet received federal funding include:

- 1st Ave Corridor (6th Street to 9th Street)
- I-80/1st Ave. Interchange

The plan focuses significantly on developing complete streets to provide accessibility to non-motorized roadway users. More than half of the residents surveyed during the planning process desired an increased number of trails. Taking this in combination with the high number of bicycle-related collisions in the area, the plan recommends that the City of Coralville pursue the Bicycle Friendly Community designation by the League of American Bicyclists.

Recommended trail extensions in Coralville are:

- Clear Creek Trail from Coralville to Tiffin to serve as a north/south link across I-80
- 1st Avenue Trail as a north/south link across I-80
- 12th Streets, Holiday Road, and Oakdale Boulevard as additional potential roadways that may lend themselves to shared bike lanes.

Metro Bicycle Master Plan, 2009

In an effort to enhance economic development, improve health and wellness, ensure safety, reduce greenhouse gas emissions, and increase the overall number of bicyclists in the Iowa City Urbanized Area, the MPOJC (formerly known as the Johnson County Council of Governments) adopted an inter-governmental Bicycle Master Plan in 2009. This plan serves to update and unite multiple municipal bike plans in order to make the entire area more bicycle friendly for both recreation and commuting.

According to the plan, although Coralville has an extensive trail system, the City currently has only one 0.4 mile segment of on-street bike lane along 5th Avenue with shared lane extensions extending from that portion. The plan recommends an extension of this lane, as well as widening sidewalks, in order to designate 5th Avenue as a primary bike corridor.

Implementation steps suggested for Coralville include:

- Consider adopting Complete Streets Policy to ensure newly constructed roads accommodate vehicles, bicycles, pedestrians, and transit.
- Offer public bike lockers and covered bike parking.
- Adopt a bicycle parking ordinance requiring bike racks at certain locations.
- Review street sweeping schedules to ensure high priority bike corridors are cleaned often enough.
- Consider locating pedestrian/bicyclist push buttons on sidewalks where cyclists can access them without dismounting.

Metro Bicycle Master Plan, Planned Bike Routes

- 1st Avenue Trail as a north/south link across I-80
- Clear Creek Trail from Coralville to Tiffin to serve as a connection between Tiffin and Kent Park.
Demographics
A firm understanding of the existing and projected demographics is extremely important as a foundation for land use and development decision-making. Changes in population, households, and demographic composition will influence future land use and development as well as other issues within the City. The demographic analysis identifies the issues the community is facing and will likely face and creates a foundation to assist with future land use designation and planning objectives.

This statistical profile includes an analysis of recent trends in population, households, income, age and gender characteristics, racial and ethnic composition, and labor force and employment. At the time of analysis, data from the 2010 U.S. Census represented the most accurate snapshot of Coralville’s current population. For purposes of this analysis, 2010 Census data for the City of Coralville have been contrasted with data from the 2000 Census to document demographic shifts and market trends within the community.

Additional market data regarding household income estimates for 2012 and projections for 2017 were also obtained from the U.S. ESRI Business Analyst, a nationally recognized provider of market and demographic data. Data for the City of Coralville is compared to Johnson County where appropriate.

### Population
Coralville’s population increased by 3,784 (+25%) between 2000 and 2010 and the City is projected to continue to grow, increasing by 1,255 between 2012 and 2017 (+7%); and according to the MPOJC Long Range Transportation Plan, by 44.2% between 2012 and 2030. In addition to a growing population, the total number of households in Coralville increased by 1,296 (+20%) between 2000 and 2010. Projections indicate a household growth rate (+7%) similar to that of the population between 2012 and 2017.

### Household Income
Average household income increased between 2000 and 2010 at a rate that exceeded national inflation. The rise in local household income reflects a decrease among lower income households and a marked increase in the proportion of middle income and upper income households. The number of households earning between $75,000 and $150,000 grew by 62% within Coralville, an increase of 681 households.

NOTE: Household income is calculated as a measure of income, investments, assets and overall net worth. So, while older segments of the population will in fact experience declines in employment income, their net worth and disposable income tends to increase due to a combination of such things as a reduction in expenditures, home equity, retirement funds and other factors.

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<td><strong>Coralville</strong></td>
<td><strong>Estimates</strong></td>
</tr>
<tr>
<td><strong>2000</strong></td>
<td><strong>2010</strong></td>
</tr>
<tr>
<td>Population</td>
<td>15,123</td>
</tr>
<tr>
<td>Households</td>
<td>6,467</td>
</tr>
<tr>
<td>Median Age</td>
<td>29.8</td>
</tr>
<tr>
<td>Median Household Income</td>
<td>$37,922</td>
</tr>
</tbody>
</table>

| **Johnson County** | **Estimates** | **Change** |
| **2000** | **2010** | **2012** | **2017** | **2030** | **2000-2010** | **2012-2017** | **2012-2030** |
| Population | 111,006 | 130,882 | 134,051 | 144,520 | 164,800 | 19,876 (17.9%) | 10,469 (7.8%) |
| Households | 44,080 | 52,715 | 54,121 | 58,576 | - | 8,635 (19.6%) | 11,399 (21.7%) |
| Median Age | 28.5 | 29.4 | 29.5 | 30.2 | - | 0.9 (3.2%) | 0.7 (2.4%) |
| Median Household Income | $40,059 | $49,226 | $52,461 | $63,860 | - | $9,167 (22.9%) | 11,399 (21.7%) |

*2010 median household income for City of Coralville Estimated using 2006-2010 American Community Survey 5-Year Estimates

Sources: ESRI Business Analyst, MPOJC Long Range Transportation Plan 2012-2040, Houseal Lavigne Associates
Age
Between 2000 and 2010 the median age of Coralville increased by 7% to 31.9 years old. This is only slightly older than the 2010 Johnson County median age of 29.4, but well below the State of Iowa’s median age of 38.1. With the exception of those aged 20 to 24, the City of Coralville’s population grew in every age cohort. Projections indicate that growth will continue, particularly among those aged 45 and older. Johnson County experienced a similar pattern of change among the various age cohorts, but growth was less pronounced overall.

Racial & Ethnic Composition
Coralville’s White Alone population (as classified by the U.S. Census) increased by 14% between 2000 and 2010 from 13,152 to 15,014. Despite this growth, it is estimated that the portion of Coralville’s total population that is White Alone decreased from 87% in 2000 to 79% in 2010. Faster growth among non-White Alone groups has made Coralville more diverse than Johnson County as a whole, which has a non-White Alone proportion of 14%. The Asian Alone and Black Alone populations (as classified by the U.S. Census) are the largest racial minority populations within Coralville, each making up an estimated 8% of the community’s 2010 population respectively. The community’s Hispanic population had an estimated 957 individuals (5% of total population) in 2010 and more than doubled (+108%) between 2000 and 2010. Johnson County’s Hispanic population grew at a similar rate, increasing by 123% between 2000 and 2010 to make up 5% of the population.

Market Implications
Overall, Coralville has experienced moderate decreases among lower income households and growth among both middle and upper income households. While nearly every age cohort has grown, those aged 45 and older have been the most significant source of growth within the community. These age and income shifts have coincided with an increase in median age. Though single family housing will continue to be in high demand, the increasing proportion of older households within Coralville may signal increased demand for single family attached and multi-family housing that allows current single family home owners to downsize and age in place within the community.
Listening to residents, business owners, and stakeholders throughout the community is an important part of the Plan process. In preparing the Coralville Community Plan, public outreach initiatives were established early to ensure that the issues addressed by the Plan reflected the priorities identified by the community. The public participation and engagement components utilized during the development of the Community Plan included ongoing activities throughout the plan making process. A variety of outreach and engagement activities were utilized to help establish an understanding of issues, priorities, and assets.

This section of the Community Plan provides a summary of the public participation process, outcomes, and the resultant issues and opportunities. It summarizes the feedback regarding existing conditions and local issues, needs, and the aspirations of City residents. Outreach exercises were also used to promote a sense of community and foster stewardship for the plan by underscoring that participants’ voices had been heard and that their ideas had influenced the final decisions and plan recommendations. Some of the problems or issues identified represent areas to be addressed by the Community Plan, while others are merely the identification of important influences that may have a bearing on future policy decisions of the City.
Public Participation Activities
Coralville residents and businesses participated in a variety of public outreach and community engagement activities. Components utilized throughout the process include an interactive project website, community workshops (resident, business, steering committee, and D.I.Y.), key person interviews, visioning charrette, on-line questionnaires for residents and businesses, and an on-line map-based outreach tool.

Project Website
A project website was created to provide a single source for all information related to the Community Plan process. The website contained project information and updates, meeting notices and summaries, and downloadable copies of draft documents. In order to provide convenient and comprehensive information, the project website was linked to the City’s website. Visitors also had the option of subscribing to an RSS feed to be notified of updates to the website. The project website remained active during and after the plan making process.

Workshops – Committee, Community, Business, and D.I.Y.
The workshops all followed a similar format, utilizing a four-part questionnaire that focused on issues and concerns facing Coralville along with the City’s key assets and positive attributes. The questionnaire was designed to gather initial input on important issues to be addressed in the Community Plan. Steering Committee members, residents, and business owners were all asked to identify and then prioritize the most important issues facing the City. The Steering Committee and residents were next asked to identify desired actions they would like to see undertaken within the City, while business owners and operators were asked what actions the City could take to improve the business climate in Coralville. Finally, all workshop participants were asked to list the primary strengths and assets of the City. Workshop responses were then categorized and synthesized into major topic areas.

“Do-It-Yourself” (D.I.Y.) Workshop kits were also made available through City Hall for groups interested in conducting their own workshop. In addition to the same questionnaire used in the three public workshops, kits included instructions for a facilitator to run the meeting and all necessary physical materials. Groups returned completed questionnaires to City staff, and the results were summarized using the same methods as the public workshops.

Project Initiation Workshop
Fifteen members of the Community Plan Steering Committee attended a project initiation workshop conducted on Monday, January 7, 2013 at City Hall.

Community Workshop
A community workshop was conducted with 21 Coralville residents on Thursday, March 7, 2013 at City Hall.

Business Workshop
On Tuesday, April 30, 2013 at the Brown Deer Golf Club, a business workshop was conducted with nearly 50 attendees including business owners, business operators, and City staff.

Key Person Interviews
As a part of the public outreach of the planning process, fourteen confidential interviews were conducted with individuals to discuss existing conditions and potentials within the Coralville community. Interviewees that represent the full complexity of life in Coralville were asked to participate. These individuals work at local businesses and non-profits, are elected officials, community leaders, and citizens who have a unique connection to the community and its history. The 30 to 45-minute interviews were conducted on March 6 and 7, 2013 in City Hall.

Resident Survey
Throughout the planning process, City residents were asked to voice their points of view about the past and future of Coralville via an online questionnaire. Forty-three residents completed the 31-question online survey.

sMap On-line Mapping Tool
sMap is an easy to use, interactive tool that allowed participants to create maps of issues within the City of Coralville, highlighting the issues that they felt affected the City and would have an impact on the Community Plan. The user-created maps were reviewed by the planning team and incorporated into the larger planning process. In total, Coralville residents created 19 unique maps containing 91 points.
Public Participation Outcomes
Participants throughout the public participation process had ample opportunity to share their hopes, thoughts, and concerns about Coralville. Whether via community workshops, interviews, or online, great consideration was given to all the results obtained during the Community Planning process. A more detailed summary of the community outreach events is provided in the Existing Conditions Synthesis Report on file with the City.

Steering Committee and Community Workshops
At the Steering Committee, community workshops, and DIY workshops, participants were asked to answer a four-question survey. Feedback covered a range of topics related to community services; land use and development; transportation and infrastructure; and environmental features. The feedback is summarized below.

Prioritized Issues and Concerns
After sharing their individual issues and concerns with the group, participants were asked to prioritize the combined list of issues. While every issue is important, the list below reflects a summary of the highest priorities as identified by the community input process.

- Establish a strong brand and identity to market Coralville
- Development projects in southeastern Coralville
- Improvements to Coral Ridge Avenue and Forevergreen Road
- Prioritize infrastructure maintenance and improvement
- Improve transparency and communication
- Planning for responsible growth and the need to “think big”
- Development and redevelopment of key areas
- Transportation systems and traffic
- Protecting natural areas
- Commercial and residential property taxes
- Issues with the school district such as overcrowding, growth and boundaries, and communication with the School Board
- Municipal debt obligations and financial health
- Income disparity and segregation

Other Issues and Concerns Confronting Coralville
In addition to the higher priority issues identified above, participants mentioned a wide range of issues and concerns, covering an array of subject matters. No strong consensus regarding any one issue was identified. The variety and range of responses were categorized into the following lists below:

Land Use and Development
- Sprawl and overdevelopment of land
- Distribution of growth
- Lack of a true downtown
- Variety of shopping and restaurant
- Aging buildings
- Commercial occupancy
- Creating/encouraging research areas
- Rebranding Coralville Strip/2nd Street/Highway 6
- Marketing of Iowa River Landing
- Riverfront development
- Attracting industry, including high tech
- Housing – affordability, variety, home values
- Availability of senior housing
- Creating walkable, mixed-use development

Transportation and Infrastructure
- Traffic congestion and flow
- Street maintenance (cracked, unsafe roads)
- Highway 965 improvements and expansion to North Liberty
- Optimizing the I-380 corridor

Environmental Features
- Park development
- Environmental consciousness (responsibility, practice, and education)
- Lack of alternative energy
- Pollution and decrease of natural habitats
- Water quality and river sanitation
- Flooding and flood recovery
- Recognition of the river as a key asset and resource
- Community gardens
- Opportunities for active living
- Expanding recreational facilities, especially for seniors

Community Services and Management
- Long range business growth
- Zoning
- TIF districts
- Support for the elderly
- Healthy food access
- Crime and safety
- City Services
- Access to and capacity of recreation facilities

- Improving mass transit (owl service, additional routes, increased headways)
- Poorly lit streets and sidewalks
- Bicycle transportation system
- Sidewalks and trail gaps
- Neighborhood access to Iowa River Landing
Specific Projects or Actions

Participants suggested concrete actions they would like the City to take. Responses to this question were evenly spread among the topic areas, although frequently mentioned topics were:

- Establish a strong brand and identity
- Development projects in southeastern Coralville
- Improvements to Coral Ridge Avenue and Forevergreen Road
- Prioritize infrastructure maintenance and improvement
- Schools and the school districts
- Improve transparency and communication
- Lower property taxes
- Reduce the City’s debt

Coralville’s Primary Strengths & Assets

Residents and businesses listed what they thought are the City’s primary strengths and assets. Often cited positive qualities were:

- Elements of community character
- The performance and ability of City staff and management
- Coralville’s location
- The quality of available amenities while maintaining a “small town” atmosphere
- Local pride

Key Person Interviews and Resident Surveys

Survey and interview respondents included a diverse representation of Coralville residents, ranging in age from 25 to 75 and tenure in the City from one to over 30 years. People who recently moved to Coralville mostly came from Iowa City, North Liberty, or Cedar Rapids and mostly did so for a job opportunity or the school system. More residents who responded to the survey indicated they work in Iowa City/ North Liberty than in Coralville.

When asked how a list of characteristics influence living in Coralville, respondents ranked available shopping, neighborhoods and housing, and location as the City’s biggest assets. Taxes, housing costs, local government, and lack of transit options were among the biggest disadvantages. Educational programs were ranked well across the board, from kindergarten to university levels. Most major community services were also ranked highly, particularly police and fire protection, health care, and the library. Water quality, snow removal, and local street conditions were ranked lowest.

Overall, residents are satisfied with their quality of life, and think it has been improving over the past ten years. Coralville’s housing stock was thought to be in good, stable condition. Respondents thought traffic, property maintenance and vacancy, public safety, and road conditions are the biggest threats to that quality of life. Single family homes and senior housing, as well as entertainment and restaurants were the most desired types of development; apartments and industry were the least desired.

When asked what the City’s biggest strength is, location was the most popular response. When asked the City’s biggest weakness or need for improvement, taxes, debt, and government and services were the most common answers. Residents generally expect Coralville to stay the same or improve during the next five years, but would like to see more defined community character and investment in the Town Center.
Issues and Opportunities

Following the outreach, research, and analysis of existing conditions, a list of issues and opportunities facing the City of Coralville was developed that reflected items considered during the Community Plan’s planning process. While not all of the issues listed can be addressed in the Community Plan, they offer a base for which future goals and policies of the City can be made. It is also important to note that the list of issues identified below does not represent the full range of issues and opportunities considered and incorporated into the development of the Community Plan.

Planning for Annexation

Areas to the northeast and southwest of Coralville are likely to be annexed into the City at some point in the future. Any annexation will mean an expansion of City’s service area, including the service area for a number of its departments and community facility providers, including water and wastewater, roads and streets, police and fire, public schools, the public library, and more. To help anticipate and plan for future growth and development, strategies and policies are needed for the land use, transportation, services and infrastructure, and other features of these areas. This is especially relevant to the southwest planning area which is comprised mostly of undeveloped agricultural uses.

The Iowa Medical and Classification Center

The Iowa Medical and Classification Center occupies a prominent location on Coral Ridge Avenue directly across from the University of Iowa Research Park. Although not long ago the Center was on the outskirts of town, today it is in the midst of an important growth area of the City. Many residents feel that this may not be the best use of the land, especially as planned modifications to the roadway take place. The Community Plan considers scenarios in which the facility, and other similar sites throughout the City, can be relocated, redeveloped, or buffered in a way that has cascading positive effects on the surrounding areas.

Iowa River Landing Project

The Iowa River Landing (IRL) project is one of the most high profile redevelopment projects in the City. The success of this project has the potential to be a major catalyst for 1st Avenue, southeastern Coralville, and the community at large. The Community Plan should leverage IRL’s commercial uses, public uses, parks and open spaces, University of Iowa Health Care, and more in the plans and recommendations for nearby areas and the rest of Coralville’s riverfront. As IRL is further developed, care should also be taken to provide robust pedestrian and transit access to surrounding neighborhoods.

Highway 8

Commercial development along Highway 6, while successful and important to Coralville’s economy, lacks a unified appearance and coordination typical of contemporary development. While recent projects have improved the appearance of the corridor, potential remains to improve its aesthetics and navigability. With development activity and pressure increasing on the south side of the road, the Community Plan considers development regulations, design guidelines, or other controls that would improve the overall appearance and functionality of the corridor.

Expanding the Tax Base

While the issue of taxation was brought up at several community workshops, this can be translated into an opportunity to boost economic development and increase the overall tax base of the City. This absence of a local option sales tax represents a potentially large revenue stream that the City could utilize to fund capital improvements. Since establishing a sales tax requires a voter referendum with regional agreement, its viability as a revenue source is uncertain; therefore, the City must look to provide innovative incentives to promote growth and development within Coralville.

Coral Ridge Avenue/Highway 965

The City has had long-standing improvements planned for Coral Ridge Avenue/Highway 965, including its widening north of Holiday Road. As the primary north-south corridor in the City, the improvements are intended to improve traffic flow and alleviate congestion, as well as provide greater access to current and future businesses along the road. The Community Plan’s recommendations are consistent with the implementation of this project, incorporating the anticipated traffic patterns into any assumptions and working to support the goals of the improvements.

Connectivity

Major thoroughfares such as Coral Ridge Avenue, Highway 6, 12th Avenue, 1st Avenue, Oakdale Boulevard, and Holiday Road provide a high level of mobility throughout the City. At the local level, however, there are barriers and fragmentation that affect the roadway network. I-80, the rail corridor south of Highway 6, and contemporary neighborhoods with numerous cul-de-sacs create barriers and reduce access points to the major street network. The transportation recommendations of the Community Plan focus on providing a cohesive transportation network and increasing the level of mobility and access available to pedestrians, bicycles, emergency vehicles, and private cars across the City.
Transit Access
The Coralville Transit System provides public transportation within the City, and to North Liberty and Iowa City. A proposed intermodal facility planned at Iowa River Landing would add functionality to the public transit system, including bus transfer points, park-and-ride commuting, and bicycle parking. During the public outreach process, some stakeholders also expressed a desire for improved public transit to other communities in Iowa, possibly through the construction of a light rail system. The Plan suggests projects and policies that improve the availability and quality of public transit, both within Coralville and to other destinations.

Effects of Expansion
Coralville has been growing in recent years and will likely continue to grow, especially as annexation takes place. The capacity of public infrastructure, as well as the agencies that maintain it and provide other community services, will need to keep up with any future population growth. The Community Plan includes strategies for land use, transportation, and other community facilities that will invest in Coralville’s infrastructure strategically and ensure that City services do not become overburdened.

Partnership with University of Iowa
The University of Iowa has been an important partner for the City of Coralville. The Research Park, UI Health Care facility at Iowa River Landing, and the students, faculty, and staff create a number of real and significant benefits for the City. The Community Plan acts to foster this partnership and support the University as it provides benefits to Coralville’s residents and businesses.

School District
Coralville is primarily under the jurisdiction of the Iowa City Community School District, with portions also within the Clear Creek-Amana District. Many residents feel that City High and West High, Iowa Community School District’s two high schools, do not receive the same level of resources. This was a controversial topic discussed during the outreach process. Creating an additional high school, redrawing the district boundaries, and adding a new school district were mentioned as possible solutions. Although the City has no direct control over the ICCSD, the Community Plan includes strategies for cooperating with the District to ensure a high quality education for all Coralville students.

Flooding
Coralville area has experienced several significant flooding events over the past few decades including some in recent years that have heightened local awareness. For the most part, Coralville Lake and Coralville Dam mitigate much of the potential flooding hazards, however during the 2008 floods, Coralville Lake overflowed its emergency spillway, causing the Iowa River downstream to crest at over 31 feet. This damaged large areas of Coralville, Iowa City, and the University of Iowa. As required by the Iowa Smart Planning Act, and to protect the Coralville community from similar events in the future, flood mitigation techniques influence the recommendations of the final Community Plan.
The Vision on the following pages provides a foundation for the goals, objectives, policies, and recommendations contained in the new Community Plan. It is written as a retrospective in the year 2029 which paints the picture of what changes and improvements have happened in the 15 years since the adoption of the Community Plan.

In the year 2029....

Coralville has continued to blossom and has solidified itself as one of the top cities in the State of Iowa. Due in large part to the foresight and commitment of local leaders, Coralville has world-class education and healthcare, abundant employment, vibrant commercial areas, ample parks, and quality housing. Residents enjoy a high quality of life, exciting destinations attract visitors, and a business friendly environment creates jobs and investment. Coralville’s reputation as a great place to live, work, and shop has been firmly cemented in the 15 years since the Community Plan was adopted in 2014. Coralville’s single-family neighborhoods, long the stabilizing element of the City, have been preserved, enhanced and expanded. Through forward thinking City policies, including the use of design guidelines, growth and development have not compromised the City’s charm and character.

High-quality, attractive neighborhoods remain the foundation for the community, which is supplemented by a variety of multi-family housing types that provide housing options for anyone wanting to call Coralville home. People and families of all incomes and in all stages of life can find a home or a neighborhood in Coralville. Students, young professionals, first-time home buyers, move-up buyers, empty nesters, and seniors can all be found in this community. The City continues to be known for its quality housing including single family homes of new and vintage construction, apartments, condominiums, town homes and senior housing. With the rebound of the residential market, Coralville has attracted new families and residents and the number of long-time residents has grown.

New subdivisions and older neighborhoods have all seen continued investment over the past 15 years. The same can be said for the City’s apartment complexes and multi-family buildings. The City has actively enforced its codes, maintaining high standards for new development and community appearance. In addition to providing attractive and high-quality development, this has served to foster pride in ownership for existing residents, landlords, property owners, and developers have continually made Coralville a desirable place to live.

Key to the attraction and retention of the City’s residents over the last 15 years is the maintenance and enhancement of the City’s high-quality schools, parks, open spaces and recreation facilities. This has been achieved through a cooperative effort of the City and its departments, along with Iowa City Community School District and the Clear Creek-Amana School District, along with the other City partners and agencies that provide critical services to the community. Throughout all of Coralville’s neighborhoods, residents have access to first-rate services. Police and fire protection make the residents feel safe, and the public and private schools provide quality education to all schoolchildren. A newer, larger food pantry has resulted from all of Coralville’s residents making sure that help is available to those who need it most. These valued service providers have managed to keep up with growth, expanding when necessary to ensure the quality of services remains high.
Improvement and maintenance to the City’s infrastructure and vital systems over the past 15 years, while sometimes unnoticed, have made big differences in residents’ daily quality of life. An upgraded recycling center has kept pace with demand as the City has expanded and has helped the Coralville community stay green. Enhancements to the stormwater and sewer systems are not only sustainable, but have saved residents money.

The Coralville Public Library has also remained a dynamic community anchor and center of activity, partnering with other service providers and offering classes, meeting space, and after school activities. The Center for the Performing Arts regularly hosts world-class performances and exhibits. The Recreation Center has been expanded and renovated, and now houses new gymnasiums, activity and meeting spaces, and special services and events for seniors.

The economic slowdown in 2008 all but halted redevelopment in Coralville’s Town Center. Development and redevelopment efforts have since been reinvigorated by recommendations of the Community Plan and an improved economic climate, and implementation is well underway. New stores, restaurants, and cafes are continuing to open, and the area is vibrant, active, and thriving. Through heightened scrutiny of building design and placement, the City has established a unique mixed-use district with a strong pedestrian orientation reminiscent of America’s traditional “Main Streets.” Anchored by key civic and cultural uses like the Center for the Performing Arts, the Public Library, and S.T. Morrison Park, the Town Center is the “heart” of Coralville, and a source of community pride.

Prior to undertaking the update to the Community Plan, the City of Coralville implemented a streetscaping project to improve the appearance of “the Strip” and 1st Avenue, two important gateway corridors. The improvements along Highway 6 and 1st Avenue were well received and demonstrated a commitment by the City to invest in its established commercial districts. Not to be outdone, businesses and property owners along the corridor were motivated to reinvest in their properties. Parcel by parcel, and business by business, landscaping has been installed, cluttering signs have been removed, and underutilized sites have been redeveloped.

By the year 2029, Community leaders have also managed to establish a new, vibrant, mixed-use area – Iowa River Landing (IRL). IRL has emerged as a major hub of activity for the region and an attractive gateway to the Coralville community. Heralded nationally as a brownfield success story, planning and development for the 180-acre development began in the 1980s. Five years after its conception, and only months before the Community Plan’s adoption, the Von Maur department store joined a University of Iowa Health Care medical building, a local brewery, two hotels, several restaurants, and a mixed use building in Iowa River Landing. Although planning and development for this special area of the community continues, it has become a bustling mixed use district with shops, restaurants, and riverside parks serving the entire community, along with the residents that call IRL home.

The University of Iowa Hospital and Clinics facility provides unparalleled medical care to the community, but this facility represents only a small part of the University of Iowa’s stake in Coralville. The University of Iowa Research Park, centered around Oakdale Boulevard and Highway 965/Coral Ridge Avenue, has also blossomed. By the year 2029, Coralville is a center of research and innovation in Iowa’s Creative Corridor. Attracted by an educated population, access to a labor pool, quality housing options, and a high quality of life, the world’s most innovative businesses have located to Coralville, and many of their employees have also chosen to make Coralville their home.
Through an explicit dedication to improving the City’s transportation network, Coralville has greatly increased access and mobility within the community and throughout the region. A coordinated approach with Iowa DOT has resulted in changes both big and small, from new traffic management techniques to major modifications of the street grid.

Shortly after the Community Plan was adopted in 2014, Coral Ridge Avenue was widened. This strategic improvement greatly reduced congestion on one of the City’s busiest thoroughfares, and since then the City has managed to proactively widen streets and intersections and stay ahead of congestion. Key street extensions have also been helpful to this effort. Extensions of Oakdale Boulevard, Jones Boulevard, and Forevergreen Road now provide linkages and routes through the City, distributing traffic and making it easier to move throughout the City.

Partnering with North Liberty and Iowa DOT, Coralville now has a new interchange at Forevergreen Road and I-380. A key recommendation of the Community Plan, this new interchange has connected the City’s residential areas. Residents and visitors can take Coralville Transit buses throughout the City, accessing local jobs, shopping, and more, while routes and connections outside the City provide access to the University of Iowa, and other nearby destinations.

Even with all of the growth and development that has occurred in the last 15 years, the City of Coralville has made protecting its natural surroundings a priority. Forward thinking initiatives and development policies that were established or strengthened by the Community Plan have preserved the area’s sensitive and irreplaceable natural resources. As new development has occurred, parkland and open spaces have preserved large woodlands and sensitive wetlands, while at the same time providing recreation areas for Coralville’s residents.

Prior to the adoption of the Community Plan, Coralville residents benefited from a robust network of trails and paths, provided primarily by developers as subdivisions were built throughout the last 15 years. The City has continued to require local developers to provide this infrastructure, expanding the system and making it possible to almost walk or bike anywhere in the City. Embracing the notion of “complete streets” has also eased travel throughout the City as each and every new street in the City has accommodated pedestrians, bicyclists, and transit alongside automobiles.

Coralville’s transit system has kept up with growth, and has expanded its service and continuously improves its routes to ensure all major destinations and employment centers are connected to the City’s residential areas. Residents and visitors can take Coralville Transit buses throughout the City, accessing local jobs, shopping, and more, while routes and connections outside the City provide access to the University of Iowa, and other nearby destinations.

Despite the growth and the changes that have occurred, the things that have always made Coralville a special place to live have not disappeared. The “small town feel, big city resources” dynamic is alive and well thanks to a focus on preserving the form and history of Coralville. Together, all of these improvements have enhanced the City of Coralville substantially since 2014. The tangible victories of careful planning are evident and the City’s plans and policies will create many more exciting opportunities and successes to come.
Land use and development patterns have broad implications for the character, form, and function of the Coralville community. While agricultural areas in the City’s periphery create a setting for the community, and represent future opportunities for growth and development, the existing land uses in the developed areas of the community define the City where people live, work, and shop. One of Coralville’s assets is its small town atmosphere amidst growth. Future land use and development, when implemented correctly, can maintain this defining character.

As part of the Community Plan process, an inventory of existing land uses was conducted in order to gain insight into how the City has grown and developed over time; to identify potential land use conflicts; and to provide a base of understanding for potential changes in the future.

This element of the Community Plan is intended to be a general guide to growth and development within Coralville. A goal of the Land Use Plan is to assist staff, residents, businesses, and elected and appointed officials in making future land use and development related policy decisions.

The thirteen land use designations include:

- Low Density Residential (0-6 DU/ac)
- Medium Density Residential (6-16 DU/ac)
- High Density Residential (16+ DU/ac)
- Neighborhood Commercial
- Corridor Commercial
- Regional Commercial
- Mixed Use
- Research Park
- Corporate Campus
- Industrial
- Public/Semi-Public
- Parks
- Open Space
Residential

Three types of residential land uses are classified in the Land Use Plan: Low-Density Residential, Medium-Density Residential, and High-Density Residential. Each use is described in more detail below, and the Housing Element of the Community Plan provides additional policies and recommendations pertaining to the City’s residential land uses.

Low-Density Residential

Low-density residential areas should consist primarily of single-family detached homes on lots subdivided and platted in an organized and planned manner. Low-density residential areas should have a density between 0-6 dwelling units per acre. In the older part of the City, single-family residential areas consist primarily of older buildings, many rehabilitated, with small yards and minimal garage space.

Medium Density Residential

The medium-density residential designation includes single-family attached structures. These are homes that are connected horizontally, typically two stories high, but individual units do not stack vertically. Medium-density residential areas should have a density of 6-16 dwelling units per acre. In Coralville, attached single-family houses often act as a transitional use between single-family and multi-family residential, or are found on busier streets in single-family neighborhoods. Single-family attached homes can serve as transitional areas between single-family homes and commercial or multi-family development, and also act as an intermediate step for residents between apartment/condo living and home ownership. These types of units are also popular for empty nesters and others looking to downsize to a smaller home.

High-Density Residential

High-density residential areas consist of multi-family residential structures. These buildings contain multiple housing units, are usually stacked vertically and attached horizontally, and typically have common hallways and other amenities. High-density residential areas should have a density of 16 or more dwelling units per acre. Examples of multi-family residential developments include apartments, condominiums, and senior housing. Most multi-family developments should be located in or near areas of intense commercial development with access to goods, services, and the transportation network. The design and condition of multi-family homes vary greatly across the City. Newer neighborhoods, such as on Coral Court south of Oakdale Boulevard, have uniform building and site designs. Older neighborhoods, such as on Boston Way near Coral Ridge Mall, can differ significantly from building to building. The majority of multi-family homes are located south of I-80. In addition to areas designated High-Density Residential, the land use plan also provides for multi-family units within the Mixed Use land use designation.
Commercial
Successful commercial and retail areas are important to the City. In addition to diversifying the City’s tax base, they generate property tax and provide shopping, dining, services, recreation, and employment opportunities for Coralville residents and the planning area. The Land Use Plan designates three types of commercial land uses: Neighborhood Commercial, Corridor Commercial, and Regional Commercial. Each of these commercial uses is described in more detail below.

Neighborhood Commercial
Areas designated as neighborhood commercial are intended toward smaller-scale retail and service commercial. These areas are geared toward providing for the daily shopping, service, and convenience needs of surrounding neighborhoods. Uses in the neighborhood commercial areas should be of a scale and intensity to be considered generally compatible with adjacent and nearby residential uses.

Corridor Commercial
Areas designated as corridor commercial are characterized by general commercial service uses that may not be compatible with neighborhood or downtown commercial areas. Uses should, however, be compatible with adjacent and nearby retail and commercial shopping areas and be located along collector and arterial streets.

Regional Commercial
Regional commercial areas are intended to accommodate larger shopping centers and developments that serve a more regional function, drawing on a customer base that extends beyond the City limits. These areas often have a mix of “big box” stores, national retailers, and a “critical mass” of multiple stores and large shared parking areas. Areas designated for regional commercial are located primarily in larger consolidated areas along the City’s heavily traveled corridors and intersections.

Mixed Use
Mixed use areas should be characterized by uses and development patterns that provide a vibrant, safe, attractive, and “walkable” pedestrian environment. Mixed use areas should have strong pedestrian orientation and seek to create a more interesting and engaging pedestrian experience, accommodating pedestrian traffic generating uses on the ground floor, and other uses above. Mixed use areas should provide a balance of uses unique to each site based on its location. Retail, entertainment, and dining uses are ideally suited for the ground floor with residential, educational, medical and/or office uses located on the upper floors. The primary objective is to provide an appropriate and compact mix of uses to foster an active and interesting district. Parking in the mixed use areas should be provided on-street, or in subtly located parking garages or parking lots.

Research Park
Research Park land use designations are intended for research and “tech” industry applications. Research Park areas should accommodate educational and business institutions that form a tech cluster, which facilitates collaboration and partnership opportunities.

Corporate Campus
Corporate Campus areas are intended to provide for business park/office park uses, which include office building complexes or several buildings incorporated into a “campus-like” setting. This designation incorporates commercial uses throughout, to provide much needed retail amenities to the businesses within the corporate campuses.
**Industrial**
Areas designated for industrial are intended to accommodate a variety of uses ranging from light assembly, storage and distribution, low intensity fabrication operations, intense commercial service uses, and more.

Most of the industrial uses in Coralville are warehouse-style buildings along Highway 6. The Magellan Pipeline Company has a large facility on the southwest corner of the 1st Avenue/I-80 interchange. Many of the light industrial uses located in Iowa River Landing may be displaced over time as redevelopment of that project continues. As a distinct land use, these areas can provide significant employment opportunities, tax revenue generation, and, if developed correctly, can help establish a positive community image.

While these uses create significant jobs and tax revenue, care must be taken to ensure they don’t become a source of blight for surrounding uses. At times, their externalities are unpopular with community members, but industrial uses are generally treated as assets as long as care is taken to eliminate their negative effects.

Quarry uses are included in the Industrial land use designation. These are areas where rock or minerals are extracted in open-pit mining operations. There are two major quarries outside of but adjacent to Coralville’s city limits. They are not highly visible from major roads, but may affect surrounding neighborhoods through noise, dust, vehicle traffic, and other factors.

**Public/Semi-Public**
This land use designation includes a variety of uses that are typically classified as public or semi-public and include municipal facilities, other government facilities, schools, religious institutions, and more. These uses provide essential facilities and services to the community and are scattered throughout the City. Many public and semi-public uses are compatible with residential areas, but some are more intense (like public works yards) and may require location within or adjacent to commercial or industrial areas.
Parks

The Parks category include neighborhood parks and golf courses. These parks may include recreational facilities as well as wooded areas, and other public and private natural areas and open spaces. The Brown Deer Golf Club is also included in this category. Parks can range from large scale facilities such as the Youth Sports Complex to small scale neighborhood parks.

The intent of the City’s Parks and Recreational Policies of 2009 is to create unique parks throughout Coralville, with personality and individual identity. Three to four neighborhood parks are estimated to meet the needs of the community. These parks should be no less than 10-15 acres, with the optimal size ranging between 20-50 acres.

Open Space

Open space can occur amongst other development in buffers, small treestands, or in large continuous, undeveloped areas. The Iowa River and Clear Creek are included in this category. These areas, combined with environmental features including watersheds, wetlands, streams, and water features, make up the City’s green infrastructure network. These land use areas and features will require coordinated planning and cooperation with the Coralville Parks and Recreation Department.
The Land Use Plan provides a guide for the predominant land uses in each area. The Land Use Matrix supplements the map, indicating more specific uses that may or may not be appropriate in each land use category. The uses listed are not inclusive, rather, they provide the framework for decision making.

A solid circle (●) indicates a primary use within a given land use category, while a hollow circle (○) indicates a land use that is secondary or provisional to the overall function of the land use category.

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This section provides specific plans and recommendations for three key subareas of the City. Because the subarea plans focus on specific sites throughout the City, they provide more detailed policy and design recommendations.

Several factors determined the boundaries of the subareas. The key factor, however, is that they are all areas that have the potential for economic growth. They include important destinations, are located along major corridors, and have the capacity for future development. These areas are highly visible to passing motorists, which contributes greatly to the perception of Coralville by residents and visitors. Finally, each area presents challenges which, if addressed, could significantly improve their function and aesthetics.

Organization of the Subarea Plans Section
Each of the three subareas, discussed in detail on the following pages, include:

• Identification of planning influences and existing conditions;
• Key concepts and recommendations for improvement and redevelopment; and;
• Identification of catalyst redevelopment sites.
Catalyst Sites: Evaluation Criteria

Catalyst sites are those parcels where redevelopment would have a positive catalytic impact on the surrounding area. In the identification of catalyst sites, certain criteria are considered. Catalyst sites are determined based on the sites exhibiting some or all of the following characteristics:

- Underutilized buildings or land
- Vacant buildings or land
- Structural soundness of buildings
- Size of property
- Ownership (e.g., unified private ownership or City-owned)
- Visibility and access
- Current zoning and adjacent zoning
- Surrounding land uses

The Subarea Plans

Northwest Growth Area, which comprises the northwest portion of the City, includes the University of Iowa Research Park, the potential Forevergreen Road/I-380 Interchange, and the Western Hills Mobile Estates. The Northwest Growth Area is mostly undeveloped and has significant potential for residential expansion.

5th Street Corridor, which includes the areas along 5th Street between 1st Avenue and 20th Avenue, is a key corridor through the City. The 5th Street Corridor links the Town Center to 1st Avenue and contains municipal buildings, the Coralville Center for the Performing Arts, and retail destinations.

Southeast Commercial District, is a densely developed commercial node at the intersection of 1st Avenue and Highway 6. Existing development consists of auto-oriented commercial uses, including several restaurants and light industrial uses, that generally lack connections to the University of Iowa campus located adjacent to the subarea.
Northwest Growth Area

The Northwest Growth Area is generally bounded by Forevergreen Road to the north, I-380 to the west; Highway 6 and Heartland Drive to the south; and, Crosspark Road to the east.

The Northwest Growth Area is predominantly undeveloped land experiencing growth pressure and has tremendous potential to rapidly urbanize. The University of Iowa Research Park is quickly growing and the Kirkwood Regional Center, a 100,000-square-foot STEM education center, has recently started construction. These developments, along with office uses within the Grand Rail District and other portions of this subarea have established a research and tech cluster in northwest Coralville, along Iowa’s “Creative Corridor.”

Adjacent to these blossoming areas are large parcels of undeveloped land. However the City has laid plans for extended roadway infrastructure in anticipation of future development, including a potential interchange at Forevergreen Road and Interstate 380.

Key Concepts

As the City expands, it anticipates that much of the undeveloped agricultural parcels within the Northwest Growth Area will eventually be developed for other uses. Integrating these areas into the City through a coordinated plan will create a more cohesive development pattern, and provide opportunities for continued economic development. The University of Iowa Research Park will continue to grow, along with the research and tech-based firms and businesses that complement it. These uses have, and will continue to generate employment opportunities for many young, educated professionals.

While the setting provides an attractive campus and room for expansion, businesses in the area have requested an environment that is more walkable and compact; a more urban form with convenient access to goods, services, housing, restaurants, trails, recreation, and entertainment. The Northwest Growth Subarea Plan provides recommendations and guidance to maintain the momentum of the area, capitalize on the future interchange, and provide a desirable atmosphere for businesses, employees, residents, and visitors.

- **Strengthen the Brand.** The research park’s brand is strongly associated with the University of Iowa and should continue to do so. However the opportunity could exist to strengthen its ties to the City of Coralville and the region. The City should explore the possibility of modifying and strengthening the brand.
- **Provide Wayfinding.** As the University of Iowa Research Park continues to grow, develop, expand and evolve, its location within the City should be more prominent. Wayfinding signage throughout the City should direct motorists to the research park, and signage within the research park should assist in navigating the area once a visitor has arrived.
- **Gateway Signage.** Building on the “brand,” attractive gateways should announce entry into the Research Park. Gateway signage can help strengthen the campus’s identity and sense of place, and help delineate it from the adjacent residential and commercial areas.
- **Streetscaping.** The Grand Rail District and the University of Iowa Research Park are unique areas within the City. The identity of these two districts could be strengthened by streetscape improvements, including banners, light standards, crosswalks, intersection improvements, pedestrian amenities and signage.
- **Pedestrian Infrastructure.** Existing development within the subarea has strong automobile orientation, and pedestrian infrastructure such as sidewalks is incomplete or altogether absent. Sidewalks and trail connections should be a requirement of all new development and the City should explore installing sidewalks in already developed areas.
- **Trail Network/Connections.** The North Ridge Trail runs along the east side of the subarea, and is a backbone to the larger trail network, providing connections throughout Johnson County and beyond. As development occurs within the Northwest Growth Area the City should work with developers to expand the trail system and provide connections to the regional network.
- **Street Network.** It is critical that the Northwest Growth Area be served by a well-connected street system. While collectors and local streets will be constructed at the time of development, arterials may need to be constructed to help spur investment. As future development occurs, collector roads and local streets should complete a connected street grid following Complete Street design strategies.
- **Mix Uses.** Integrating other uses into established and planned employment areas would provide employees with convenient places to dine, shop and live. Convenient commercial uses catering to the daily needs of employees should be integrated into established employment areas, and newly developing areas should provide a mix of uses to complement existing uses.
- **Grand Rail District.** The Grand Rail District is an emerging mixed-use area on the west side of Coral Ridge Avenue. The district provides an opportunity to complement the uses in the Research Park to the east, including providing opportunities for living within the area.

City of Coralville, Iowa Community Plan

SECTION 4 | LAND USE PLAN

31
Catalytic Sites & Projects

A. Forevergreen Road Interchange. There is strong potential for an I-380 interchange at Forevergreen Road for the mutual benefit of Coralville and North Liberty. The City should continue to work cooperatively with the Iowa DOT and North Liberty to construct the interchange to improve interstate access to the City’s west side.

B. Coral Ridge Avenue/Highway 965 Widening. Throughout the community outreach conducted as part of the Community Plan’s process, participants frequently cited the 965 bottleneck as an issue affecting the City. As development occurs within the Northwest Growth Area, traffic problems will be exacerbated. The City should work with the Iowa DOT to widen the road as necessary to accommodate both existing and anticipated growth.

C. Western Hills Mobile Estates. A quiet and well maintained mobile home park exists along Highway 6, in the south end of the Northwest Growth Area. As development occurs within the subarea, land values can be expected to rise, placing development pressure on the park. If this site were to ever redevelop, uses complementary to nearby retail and business uses would be appropriate.

D. Iowa Medical & Classification Center. A State correctional facility occupies a highly visible site within the Northwest Growth Area. Likely developed long before Coralville emerged as a thriving city, the facility now stands in sharp contrast to its surrounding land uses and the development potential of the area. It is recommended that the City work cooperatively with the State of Iowa and the Department of Corrections to soften its prominence and underscore its detrimental impact on the value and appeal of adjacent parcels and the overall vision for this important area of the City.

E. University of Iowa Research Park. Development of the University of Iowa’s research park is well underway, but 13 sites are still available for development totaling more than 70 acres of land. The City should continue to work cooperatively with the Research Park, and others to promote these development opportunities.

F. Hy-Vee. A Hy-Vee is planned for the intersection of Forevergreen Road and Coralridge Avenue. Development of the grocery store is anticipated to begin once an upgrade to an existing store in the City is completed.

G. West Commons District. The West Commons District is a planned land use area with mixed-use development. It will cater to employees in the nearby research parks and corporate campuses, providing housing and neighborhood retail services.

Source: Scott Larson
**Key Concepts**

- **Strengthen the Brand.** The UI Research Park should be well-branded and distinguishable.

- **Pedestrian Infrastructure.** Constructing complete sidewalk networks should be a development requirement.

- **Mix Uses.** The West Commons and Grand Rail District should be developed into mixed-use neighborhoods.

- **Streetscaping.** Lighting, furniture, banners, and crosswalk improvements would create unique neighborhood identities throughout the Northwest Growth Area.
Southeast Commercial District Subarea

This subarea includes parcels to the north and south of Highway 6 / 2nd Street, from Clear Creek to Rocky Shore Drive. The subarea extends south to include parcels along 1st Street and also crosses the Iowa Interstate Railroad to include the University of Iowa Hawkeye Court Apartments.

The Southeast Commercial District Subarea serves as the premier gateway into Coralville from the University of Iowa. The subarea consists of “The Strip,” which is a well-known district that sits along Highway 6. The subarea is primarily commercial, but also contains industrial and residential uses. Dated strip malls and deep setbacks with an overabundance of curb cuts and parking create opportunities for more efficient and safe design. Redevelopment opportunities and complete street design will create positive change that can stir economic development to this iconic area of the City and strengthen physical linkages between the University of Iowa and the City of Coralville.

Key Concepts

The Southeast Commercial District should be a distinct commercial node within the City’s rebranded “Boulevard District.” The buildings along Highway 6 should be attractive and inviting, with safe access from select driveways. The overabundance of single-access curb cuts and parking should be consolidated to provide greater efficiency of land and Highway 6. Pedestrian and bicycle infrastructure should be integrated throughout the subarea to allow access to multiple businesses from Coralville’s trail system.

- **Strengthen Connections to the University of Iowa.** The University is a driver of economic development, therefore, land use policies, streetscape design, and physical connections would help strengthen ties to the University.

- **Signage and Branding.** As part of the City’s rebranding effort of “the Strip,” decorative branding and wayfinding signage should be used to define subarea as a distinct neighborhood within the new Boulevard District. A community and district gateway at 2nd Street and Rocky Shore Drive would not only indicate entrance into Coralville, but also into its Boulevard District.

- **Pedestrian and Bicycle Connectivity.** Because of its location next to University of Iowa athletic and housing facilities, increased pedestrian and bicycle connections are needed throughout the subarea. Highly visible crossings and additional trails and shared use paths that cross rail lines would make the commercial corridor more safe and accessible.

- **Access Management.** Highway 6 is a major arterial road, therefore in order to reduce traffic conflicts, curb cuts should be consolidated throughout the subarea. The City has consolidated several thus far however, additional consolidation plus cross access between commercial buildings would aid in increased safety and reduced conflicts.

- **Network Enhancements.** Expanding and connecting the street grid, such as adding a north-south street at the western terminus of 1st Street to connect to Highway 6, would also improve access and connectivity. Access from the University of Iowa housing complex south of the railroad tracks to commercial areas to the north would also enhance the transportation network.

- **Aesthetic Improvements.** Streetscape improvements throughout the subarea will enhance its commercial appeal. Increased landscaping, the use of street furniture, and screens for dumpsters and rooftop mechanical equipment are effective methods to improve the aesthetics of the subarea.

Catalyst Sites for Redevelopment

**A** Old Car Wash. This vacant site at the northeast corner of 1st Street and 2nd Avenue was never rebuilt after the 2008 flood. The entire block, with the exception of the Walgreens and MidwestOne Bank, should be considered for redevelopment for commercial uses that could complement the two remaining uses.

**B** Restaurant Plaza. The current El Dorado Restaurant and restaurants on parcels in front that abut Highway 6 present an opportunity for redevelopment, with a greater presence on Highway 6. The current buildings are set back far from road, and contribute to a desolate and auto-centric atmosphere. Redevelopment should bring uses closer to the street and consider a new north-south street to the west of the site to better the connect redevelopment to rest of the block.

**C** South Side of 1st Street. The current Iowa Lodge is an appropriate use (lodging) for the location, but the building is outdated and could be improved to better reflect the City’s desired vision for the corridor. By placing parking in the rear and away from Clear Creek, redevelopment of the site could be consolidated with the parcels to its east to provide a desirable redevelopment site. The existing trees at the rear of the parcel should be kept as a buffer, if the industrial scrap yard to the south should remain. Redevelopment should also consider moving/rebuilding the floodwall to allow better access to the Clear Creek Trail.

**D** 309 2nd Street. Located along Highway 6, this large parcel is oversized for the current use and is not being fully utilized. The parking lot size is very large, and the site could be redeveloped or reconfigured, adding an additional building to a reconfigured parking lot.

**E** Clear Creek Strip Mall. A strip mall, located south of Clear Creek and west of 1st Avenue, has strong redevelopment potential. The existing strip mall itself is not visible from the street and the remaining buildings have limited visibility. Given the prominence of this intersection, its development should be of high quality and reflective of the values and vision for the Coralville community.

**F** Northeast Corner of Highway 6 and 1st Avenue. The intersection of Highway 6 and 1st Avenue is on the busiest intersection in the City, with the potential to be the defining corner of the Boulevard District. Parcels that include the Peking Buffet Chinese restaurant as well as strip mall provide an excellent redevelopment opportunity for a high profile, highly visible development.

**G** South Side of 1st Street. A collection of small industrial and commercial service uses are situated on the south side of 1st Street, between Clear Creek and 1st Avenue. Comprehensive redevelopment of these parcels provides an opportunity to strengthen connections to the University of Iowa housing located south of the railroad through a new tunnel or the existing Clear Creek Trail. Mixed use development, consisting of commercial uses on the ground floor, with multi-family above, or simply multi-family uses, would provide a nice complement to the potential redevelopment within the subarea.
Strengthen Connections to UI. Land use policies and physical connections should be used to strengthen ties to the University of Iowa.

Aesthetic Improvements. Streetscape enhancements increase the aesthetic value of busy corridors such as Highway 6.

Signage and Branding. Gateways and signage aid in creating a distinct commercial district.

Pedestrian and Bicycle Connectivity. Additional trails and shared use paths would make the commercial corridor more safe and accessible.
5th Street Corridor Subarea

The 5th Street Corridor Subarea stretches along 5th Street between 1st Avenue on the east, and 20th Avenue on the west, and extends south to Highway 62nd Street. It includes the area known as “Old Town,” along with areas consisting of City Hall, the Coralville Library, and the Coralville Center for the Performing Arts.

The 5th Street Corridor Subarea serves as a link between 1st Avenue, a busy eastern gateway, to the Highway 6 corridor on the west side of the Town Center. Working with the City of Coralville, the Iowa City Area Chamber of Commerce worked with the City to market the expanse of 5th Street from 10th Avenue to 18th Avenue as the Town Center. This branding designation and recent construction of municipal buildings and community facilities has generated the momentum to create a true city center on 5th Street.

Key Concepts

The 5th Street Corridor Subarea defines the main street or the spine of Coralville. The subarea establishes the “downtown” of Coralville, integrating municipal facilities with compact, walkable development that serve a variety of commercial and residential needs.

- **Strengthen the Brand.** Use the “Town Center” and “Old Town” designations to create two unique branding identities for the two distinct areas within the 5th Street Corridor Subarea. Install decorative gateways at the east and west ends of both districts to help define their limits, and use wayfinding signage and a unique streetscape to strengthen the connection between the two areas and to 1st Avenue and Highway 6.

- **Pedestrian and Bicycle Connectivity.** It is important that residents and visitors are able to access the subarea via non-motorized transportation. Trails should safely connect to 5th Street and be well marked. Pedestrian crossings on 5th Street would enhance safety and connectivity, as would additional pedestrian infrastructure throughout the adjacent residential neighborhoods.

- **Transportation Access.** As arterial streets, traffic should flow freely along 5th Street and Highway 6. Curb cut consolidation should coincide with cross access creation between adjacent commercial properties. The addition of a north-south street to connect 5th Street to Highway 6, would also improve traffic patterns and connectivity as no public north-south connections exist between 20th Avenue and 12th Avenue.

- **Complete Streets.** As commercial corridors that connect with residential neighborhoods, 5th Street and 6th Street should safely and comfortably accommodate multiple modes of transportation. The right-of-way on 5th Street could expand in conjunction with future redevelopment, to provide additional space for wider sidewalks, on-street parking, and/or bike lanes.

- **Multi-family Housing.** The siting and construction of some multi-family housing structures in this subarea is inconsistent with the desired community character of Coralville. The south side of 5th Street, between 4th Avenue and 18th Avenue is home to several multi-family housing developments with varying types, heights, density, lot size, and building orientation. Future developments should require buildings to be oriented towards the street, with parking areas screened from public rights of way. Multi-family dwellings along this stretch of 5th Street should also consider commercial uses on the ground floor, to be consistent with the Town Center District Plan.

- **Model Development Sites.** Depending on where development and redevelopment occurs within the subarea, there are excellent examples of existing development that can be referenced to illustrate the City’s desired standard. The Coralville Center for the Performing Arts is a model development within the Town Center, while parcels redeveloping along Highway 6 should look to Clock Tower Plaza or the small retail strip center with Verizon and Starbucks as models.

- **Old Town Plan and Town Center Plan.** In 2009 the City adopted a plan for “Old Town”, which included a larger area of land on the east end of the 5th Street Subarea. Implementation of the Old Town Plan is underway and a floodwall system is being constructed along the banks of Clear Creek and Biscuit Creek. It is recommended that the City continue its implementation and use the recommendations of the Community Plan and Subarea Plan to provide additional policies and direction on any issues left unaddressed by the Old Town Plan. Similarly, the City’s 1995 Town Center Plan should be used for direction within the Town Center. Although the document is almost 20 years old, many of the recommendations, while still consistent with the community’s aspirations, have not been implemented. Development should still be guided by the six character zones outlined in the plan. These zones are:
  1. District Commercial Center – primary permitted commercial retail and office uses
  2. Civic Campus – future expansion of civic facilities and public open space
  3. Mixed Use Commercial/Residential – a continued mix of commercial and residential uses
  4. Mixed Use Commercial/Residential – similar to Zone 3, with an emphasis on medium density residential
  5. Mixed Use Commercial/Residential – a transitional zone between the commercial center and single family residential districts
  6. Service Commercial – commercial uses with a focus on site design and architectural elements

**Catalyst Sites for Redevelopment**

A Northeast Corridor of 5th Street and 10th Avenue. This busy and highly visible intersection serves as the main gateway into the Town Center. Despite its prominence, both southern corners of the intersection fail to contribute energy to the desired vibrant Town Center. Redevelopment of these sites should “take” the corridor, located at the property lines of 5th Street and 10th Avenue, with streetscape improvements along the street-facing edges and parking located in the rear of the building.

B 1st Avenue and 5th Street. As the intersection of two key corridors, this corner should be a prominent feature that helps brand the City. As the main arterial access point from 1st Avenue into the Town Center and through the Boulard District, the City should encourage the implementation of the Old Town Master Plan, including the development of high-quality units at the northwest corner of 5th Street and 1st Avenue. A pair of gateway pillars already defines the corners, but their designs should also integrate the Coralville logo.
5th Street Corridor Subarea Parking

Parking provides access to businesses and residences throughout the City. As Coralville grows and the Town Center and Old Town areas develop, parking policies will help shape the access and aesthetics of the 5th Street Corridor Subarea.

Provide Adequate Parking

Although there are currently no significant parking issues for residents, businesses, shoppers, or employees, the Town Center and Old Town Subarea Plans recommend that the City continue to monitor parking availability. The City should also ensure new developments meet parking requirements and that parking remains adequate and available.

- **On-Street Parking.** On-street parking is provided or permitted along several of the streets within Town Center and Old Town. On-street parking is unique to these areas and contributes to the desired character of this part of Coralville. In addition, on-street parking can strengthen the pedestrian orientation, providing a buffer between the sidewalk and moving traffic. It is recommended that the City continue to provide and permit on-street parking in Town Center and Old Town, and where possible, incorporate on-street parking as a component of new development.

- **Parking Requirements for New Developments.** As new development occurs in Town Center and Old Town, the City should continue to work with property owners and developers to ensure that parking requirements are being met. While current parking requirements are appropriate, it is recommended that the City consider cash-in-lieu of parking spaces within this subarea. Cash-in-lieu of parking would allow new development to “buy” parking spaces in municipal lots and structures and maximize their FAR (floor-area ratio). Parking would be provided offsite, fostering the desired traditional downtown development pattern of a strong streetwall of storefronts and businesses.

- **Phased Development of Parking Areas.** The City should consistently monitor parking conditions within Town Center and Old Town and evaluate the need for additional parking as new development occurs. The City should identify areas for future surface parking and multi-level parking structures. Cash-in-lieu of parking, a self-supporting municipal improvement district (SSMID), and public/private partnerships could assist the City in constructing, maintaining, and operating parking facilities. To avoid unnecessary and premature expenditures, surface parking lots should be constructed first, as they can be constructed cheaply. As cash-in-lieu of parking payments are made and parking demand rises, the City should convert surface lots to parking structures.

- **Parking Structures.** Any parking structure that is constructed within Town Center and Old Town should be designed to fit into the desired character of the area, and could be lined with retail or residential uses. Parking structures should be centrally located to serve both shoppers and employees, and can be situated on top of stormwater detention vaults to maximize the use of land.
Coralville’s neighborhoods are one of the most significant contributors to the community’s unique character and identity. The City’s housing stock is diverse in terms of age, design, and amenities, providing for a broad supply that appeals to several residential markets. Throughout the public outreach associated with the Community Plan process, residents expressed their vision and concerns for the City’s residential areas. Building on this input and the Land Use Plan, the Housing Element provides policies and recommendations aimed at stabilizing neighborhoods perceived as at risk, and ensuring that other existing and future neighborhoods remain a strong asset for decades to come.

Chapter 4 of this Plan, the Land Use Element, establishes a series of future residential land use categories, including:

- Low-density Residential
- Medium-density Residential
- High-density Residential

The Housing Plan aims to apply more specific strategies to different neighborhoods based not on their future land use designation, but rather the specific challenges and opportunities faced in various portions of the community. Collectively, these strategies aim to:

- Maintain Coralville’s character and identity
- Ensure quality housing stock remains the cornerstone of the community
- Maintain the balance of housing types within the community
- Ensure compatibility between the City’s commercial areas and its residential neighborhoods
- Ensure compatibility between existing and new residential development
- Encourage a diversity of housing types that appeal to a broad market cross-section
Neighborhood Stabilization Areas

There are several neighborhoods in Coralville that are perceived as being at risk of deterioration. Whether or not this is actually the case, the City should be proactive about stabilizing these areas and ensuring they continue to meet contemporary housing market demands. Generally located between I-80 and Highway 6, the neighborhood Stabilization Areas include the older portion of Coralville. These areas include two general types of housing, each with unique characteristics. The first type is the traditional single-family portion of Coralville. Here, modest housing prices offer entry into the local housing market. However, the size of the lots limit the ability to retrofit existing structures to include modern amenities offered in more contemporary housing. Over time, several of these houses have become renter-occupied, amplifying the perception that the condition of the neighborhood is in decline. The second type of housing is multi-family apartments located west of Northwest Junior High School. This area includes several apartment buildings and duplexes arranged on meandering streets. These units are almost entirely renter-occupied, and represent the vast majority of multi-family housing in Coralville.

Neighborhood Stabilization Recommendations

In both the traditional single-family area and multi-family areas, housing maintenance and code enforcement are perceived of as major issues. This can result in a poor image, unsafe living conditions, lower property values, decreased neighborhood and community pride, and inability in attracting new investment. To address these issues, the City should implement the following policies and strategies.

Development and Design Guidelines

Zoning standards, development regulations, and design guidelines should be established to prescribe a specific built form and quality design for new residential development on infill sites in the community. New residential homes should be “context sensitive,” designed to “blend in” with adjacent homes and the surrounding neighborhood. Improved zoning and development regulations should be created to encourage high-quality design and construction for all residential developments throughout the City.
SECTION 5 | HOUSING PLAN

Code Enforcement and Property Maintenance

Although the City’s staff and enforcement officers continue to enforce city codes, there remains a sharp contrast between the City’s older neighborhoods and its more recently developed areas. This has resulted in the perception that older residential structures and properties may not be up to minimum standards. Understanding that issuing fines to residents, especially in low income areas, is a sensitive issue, allowing a home in neglect to impact others is simply not fair to the community as a whole. The City should continue to undertake consistent and effective code enforcement throughout the community. Decreases in code violations will help lead to an increase in the value of neighborhood properties.

Senior Housing Opportunities

Nationally, an increasing number of seniors are looking to remain in their community. However, they are often unable to maintain the home they occupy and have no local alternative that accommodates their physical needs and desire to be close to basic goods and services. Given the proximity of Coralville’s older neighborhoods to the Town Center, the City should assess opportunities to develop quality senior housing in this area. This will help stabilize portions of the older neighborhoods and provide seniors with close access to transit, shopping, health care, and other day to day needs.

Mobile Home Areas

Western Hills Mobile Estates is a mobile home area sited at the western edge of the community near I-380. The Estate has a platted plan for expansion; however, the City should work with homeowners to find an alternative location as the site may be better suited for alternative land uses, especially as the area changes and grows.

Neighborhood Infrastructure

Western Hills provides a higher level of neighborhood infrastructure than is typically seen in mobile home developments. The City should work with the developer to ensure that street lighting, sidewalks, drainage, and other infrastructure systems remain operable and well maintained.

Neighborhood Maintenance

The City should ensure that housing structures are properly maintained, and that they are built on adequate foundations. The City should also ensure that common areas, such as community buildings, recreation facilities, and streets, remain in good condition and actively used.

Parking

The City should ensure that development regulations prescribe the appropriate amount and location of on-site parking for residential and community uses.

Utilities and Services

The City should utilize regulations and enforcement to ensure that trash storage, satellite dishes, air conditioning uses, and other service and utility elements do not adversely impact the character of mobile home communities.

Relationship to Surrounding Development

As new development occurs around the Western Hills Mobile Estates community, the City should ensure that residents have appropriate multi-modal access to commercial services and community facilities. New development should include bike trails and sidewalks that connect to the mobile home community, and where appropriate, streets should be extended to create a consistent and connected grid.
Neighborhood Preservation Areas

Much of the community’s more recent residential growth has occurred north of I-80. These areas are generally in good condition and meet the demands of current housing market trends. There is little reason to believe that they will need significant investment beyond basic maintenance. In order to preserve these areas, the City should consider the following strategies.

Buffers from Surrounding Non-residential Development

Several neighborhoods lie adjacent to open land that could host new development as the community grows. The City should amend its development regulations to ensure that, as new non-residential development occurs near existing neighborhoods, appropriate buffers are provided that mitigate the impacts of noise and light.

Character Preservation

The City should work with developers and homeowners associations to ensure that infill housing development and renovations to existing structures is appropriate to the context of surrounding development. This could include the adoption of residential design guidelines or the modification of zoning ordinances to require context-sensitive design. The City should also monitor the condition of the public realm, including roadways, lighting, sidewalks and street trees. These elements all impact the perceived character of a neighborhood, and will continue to evolve as neighborhoods mature.

New Growth Areas

Coralville’s development footprint is expected to expand in order to accommodate increasing residential and employment populations. As new portions of the community are subdivided for residential development, the City should consider the following strategies to ensure they are reflective of the quality and character of the community.

Connectivity to Adjacent Areas

New residential neighborhoods serve as logical extensions of the existing community. This approach will maximize connectivity to local goods and services, schools, open spaces, and other amenities. It will also maximize the return on municipal and private infrastructure investment. To accomplish this, the City should require new neighborhoods to connect to adjacent development through the extension of existing streets, multiple links to the surrounding system of collectors and arterials, and the integration of internal bike trails and link to the regional trail system.

Parks and Open Space

The City should continue to monitor the amount and location of local open spaces and appropriate open space as a part of new residential development. This will ensure that adequate open space is provided throughout the community, with local access provided to all residents.

Neighborhood Character

The City should ensure that new residential development reflects the intended character of the Coralville community. By regulating lot sizes, block configurations, building envelopes, and site design, residents can be assured that new development will strengthen the perception of Coralville as an attractive place to live.

Preservation of Environmental Areas

New development is likely to encroach on environmentally sensitive areas. The City should use subdivision regulations and design review to provide developers with the flexibility to cluster residential development in certain portions of a site, thereby leaving larger contiguous areas of stream buffers, wetlands, tree stands, and other assets undisturbed. Natural resources are discussed in further detail in Section 6 - Natural Resources.

Integrated Housing

New housing development should include a variety of housing types that anticipate future market demands and allows seniors to age in place. These units should not be isolated, but rather integrated into the fabric of the neighborhood. This will provide the greatest level of access to local goods and services, as well as the social benefit of a higher quality of life for senior residents.

Similarly, affordable housing should be preserved throughout Coralville’s existing neighborhoods. As the community develops and grows, the City should analyze the most appropriate location for new affordable housing, which will complement the existing residential fabric. The City, along with the City’s community partners and private developers, should remain aware of the City’s objective to provide a sufficient amount of affordable housing to meet the needs of the community.
Goal & Objectives

**GOAL:** Create a community with diverse neighborhoods that are well maintained, responsive to the needs of a variety of residents, reflective of the character of Coralville, and well integrated with services, commerce, and recreation.

**Objectives**

1. Align subdivision and zoning regulations with the Community Plan to ensure that housing densities and patterns, surrounding land uses, and access to local amenities within neighborhoods evolve in order to achieve a predictable result.

2. Use a combination of regulatory tools and state or federal programs to ensure that the City does not experience over-development on multi-family housing, and that the current stock of multi-family housing is properly maintained.

3. Utilize regulations to stabilize at-risk neighborhoods and ensure that they are responsive to contemporary housing markets.

4. Ensure that an adequate amount of quality senior housing is provided based on demographic trends and the desire for seniors to age in place.

5. Ensure that an adequate amount of affordable housing is both maintained and provided based on demographic trends and community needs.

6. Adopt and enforce property maintenance standards that preserve the visual and structural integrity of housing of all types, including single-family, multifamily, rental, and owned.

7. Adopt and enforce contextual standards that ensure infill housing is compatible with surrounding development in terms of scale, setback, massing, and basic architectural components.

8. Consistently administer and enforce residential development regulations, including compliance with setbacks, maximum height, tree preservation, stormwater, bulk, density, and other development regulations.

9. Maintain the public streets on neighborhoods to ensure that trees, street lights, sidewalks, and other infrastructure elements continue to be an asset to the community.

10. Ensure that zoning regulations adequately address buffering and screening between residential areas and incompatible non-residential uses.

11. Maintain close and open communication with residents, block groups, and home owners associations regarding capital improvements, neighborhood maintenance issues, and the upkeep of vacant properties and structures.

12. Support the long-term stability and maintenance of multi-family development in the City so that it is an asset that provides quality housing choice for a variety of household types.

13. Continue to enforce minimum multi-family property maintenance standards that raise the quality and long-term viability of multi-family housing in developments such as Boston Way, Park Place, and others.

14. Encourage landlords to consolidate maintenance efforts in order to benefit from economies of scale so that they can provide maintenance services and amenities that they might not otherwise offer.

15. Encourage multi-family unit types that offer amenities that make them competitive with single-family housing and attract professionals and families.