SECTION 6 NATURAL RESOURCES PLAN

Natural resources, agricultural areas, public parks, and open space are all important components that define the character of Coralville and its planning area. Not only are they places for recreation and relaxation, but they provide relief from the built environment and are integral to the overall health and well-being of the community.

This element of the Community Plan includes recommendations that seek to preserve and enhance important and sensitive environmental resources and agricultural land. It also seeks to ensure that parks, open space, recreational facilities, and access to these areas are expanded where appropriate.

Parks and Recreation Department

The Coralville Parks and Recreation Department is responsible for maintaining over 500 acres of public lands within City limits, including all City parks, athletic fields, landscaped areas, community gardens, Brown Deer Golf Club, Oak Hill Cemetery, and the Iowa Firefighters Memorial. Other recreation facilities include the Coralville Recreation Center and Community Aquatic Center. The Department runs youth summer camps for students between 1st and 9th grade, four Before and After School Programs (BASP), and adult and youth sports. Special seasonal events include the 4thFEST 5K Run/Walk, the Farmers’ Market, Music in the Park, and Park It at the Movies.

Community parks include:
- Auburn Hills Park
- Central Park
- Coralville Creekside Bullpark
- Dovetail Recreation Area
- Iowa River Landing Wetlands Park
- Kiddie Korral Park
- M.A. Ewalt Recreation Area
- North Ridge Park
- S.T. Morrison Park
- Coralville Youth Sports Park
Facilities for all Ages

The public outreach activities of the Community Plan revealed a need for expanded facilities that could accommodate a range of age groups. The Department already has plans to improve the facilities at some of its parks including renovating the kitchen at North Ridge Pavilion, adding baseball fields at Youth Sports Park, potentially adding baseball fields and amenities at Coralville Creekside Ballpark, and constructing trails. As the Department proceeds with their improvements, attention should be given to providing equipment and facilities that serve all ages of the community from children to adults to seniors.

Coralville Recreation Center

The Coralville Recreation Center is located in S.T. Morrison Park. The facility includes an exercise room, game room, gym/community room, meeting rooms, and an indoor pool. As the community has grown, so have the needs of the center, which includes serving a growing senior population. The City should explore options for expansion and the potential inclusion of a senior center within the Coralville Recreation Center.

School District Partnership

The Parks Department has also partnered with three elementary schools – Borlaug, Van Allen, and Wickham – on joint recreation facilities in the past. There are tentative plans to collaborate with the school district on another elementary school partnership. Continuation and maintenance of joint-use agreements with the local school districts will assist Coralville’s Parks and Recreation Department in providing sustainable recreational opportunities for City’s youth.

Future Growth & Parkland Needs

The Parks and Recreation Department is faced with challenges that are similar to other City departments. As the City continues to grow, they will face the continued need for more space, balancing revenue against expenses, serving disparate socioeconomic groups, and balancing infrastructure maintenance in older neighborhoods with investment in new development. Development of a Parks and Recreation Master Plan would help guide future growth of park and recreational facilities so that development is coordinated and equitable. A Parks and Recreation Master Plan should address parkland growth, maintenance, staffing needs, and the potential expansion and/or upgrades of existing recreational facilities.

The National Recreation and Parks Association (NRPA) recommends a standard of 10 acres of open space for every 1,000 people. Based on Coralville’s estimated population of nearly 20,000, this would equate to a recommended service level of 200 acres. With more than 500 acres of parkland, the City of Coralville meets basic parkland standards.

Underserved Areas

While the national standard for total acreage is technically met, the distribution of this open space is not equitable. The Natural Resources Plan utilizes a 1-mile service area standard to identify areas of the community that are potentially underserved by the existing network of parks. As shown in the Natural Resources Plan figure, nearly every park within the City’s inventory is located south of I-80 or east of 12th Avenue. With the majority of parkland concentrated in the eastern portion of the community, not every Coralville resident has safe and convenient access to parks and recreation amenities.
Park Opportunities

The areas highlighted in the Natural Resources Plan figure represent the service areas for the City’s existing neighborhood parks. The residents who live in the portions of Coralville that lie outside of these areas are beyond a park’s typical service area. The 12th Avenue corridor and areas west are especially in need of new parks and this need will only grow as the population in these areas expands. In previously built out areas, the City should work to improve access to community assets such as local parks and natural areas through incremental and targeted land acquisition.

The City should identify opportunities to acquire additional open space throughout established residential areas as individual properties become available for purchase. In many instances, areas of open space may already exist and some are under the care of a homeowners association (HOA). The City should identify HOAs in areas of park need and explore potential partnerships to facilitate the provision and maintenance of parkland.

Iowa River

The Iowa River is an important backdrop for the Coralville community, in some places serving as the boundary of the municipal limits. The U.S. Army Corps of Engineers completed the Coralville Dam in 1958, forming Coralville Lake just upstream of the City. Since then, the lake and the Iowa River have been an important mechanism for flood control in the region, effectively preserving the river from more intense industrial and transportation uses.

Understanding that the Iowa River is a great natural asset, the City adopted the Iowa Riverfront Master Plan in 2012. The primary recommendations of the Master Plan are intended to bring people to the riverfront to experience its existing positive attribute and to create new venues for positive recreational, cultural, educational, and commercial experiences. Access to and development along the riverfront helps effectively utilize the River’s value.

Iowa River Landing is one example of the type of cohesive development that could incorporate the commercial, scenic, and recreational value of the river in one project. Continuing this mix of public and private uses along the entire riverfront will be an important component of the City’s continued success.

The Community Plan supports the recommendations of the Iowa Riverfront Master Plan and the City should continue to pursue implementation of its recommendations. The extent of Iowa Riverfront Park System is highlighted in the Natural Resources Plan figure.
Natural Areas

The City of Coralville has several significant environmental features, including the Iowa River and Clear Creek corridors, related floodplains and wetlands, small lakes, and heavily wooded areas that add significantly to the character of the community. These areas comprise pockets of undeveloped land throughout the City and play an important role in the local environmental systems and community character. Significant wooded areas exist behind the Iowa Medical and Classification Center; south of Highway 6; and, along the northeastern border of the City. Other small-scale open space and woodlands occur amongst and around newer residential areas, providing neighborhood character and often local paths and trails.

Existing natural areas are generally highly valued by the community for recreation and preservation and the City should work to preserve these areas and improve them through ongoing maintenance programs. New developments along or within these areas should also incorporate the environmental features into their design whenever feasible. As new developments occur in the potential growth areas, future developments should be designed to incorporate existing environmental features such as wooded areas and greenways into their site design. The clustering of development should also be promoted in areas where it can be used as a method of preserving sensitive environmental features and natural resources.

Local ordinances and regulations should be enforced to preserve and protect trees and other environmental features throughout the City and its neighborhoods. A City ordinance such as a sensitive areas ordinance should be enacted to do so as well if other local provisions are lacking.
Goal & Objectives

**GOAL:** Preserve, enhance, and grow the City’s natural resources, features, parks, and recreational facilities to accommodate all ages and areas of Coralville.

**Objectives**

1. Continue to periodically update the Parks and Recreation Policies plan to identify needs and plan for continued maintenance and future expansion of facilities and programming. This plan should ensure recreational facilities and activities for all areas and ages of the community.

2. Ensure that all residents are no farther than one mile from a park, recreational facility, or natural feature.

3. Facilitate cooperation between the Parks and Recreation Department and the Iowa City Community School District and Clear Creek-Amana School District for long-term joint-use programming including, but not limited to, indoor and outdoor facilities.

4. Continue to implement the Iowa Riverfront Master Plan, creating multiple access points and promoting development that connects residents with rivers and streams.

5. Whenever feasible, acquire and preserve environmentally sensitive areas such as those that consist heavily of, or contain, creeks, floodplain, wetlands, and heavily wooded areas.

6. Continue to preserve and protect the City’s natural environmental features through local ordinances and regulations, while making environmental protection and sustainability a priority for all new development and redevelopment projects.

7. Regularly update the Zoning Ordinance and map to reflect the desired development of the existing agricultural uses, as well as prevent the premature conversion of agricultural land and open space. If agricultural land is developed, key agricultural parcels and buildings should be preserved and adaptively reused.
Coralville’s greatest asset is the quality of life it offers its residents and businesses. This is achieved in part by the City’s “small town character,” which can be enhanced through the creation of a clear identity and the implementation of effective design elements. Placemaking strategies such as streetscape design, architectural standards, and cultural programming all contribute to a Coralville’s community character and sense of place.

This element of the Community Plan provides specific recommendations for defining Coralville’s community character and appearance. While no one action or design component will fully characterize the City, a variety of elements can be used to create Coralville’s preferred brand, which will help it attract new investment, tourism, employers, and residents.

**Streetscape Design**

Streetscape enhancements along key corridors and major roadways can help unify and improve the appearance of neighborhoods throughout the City. Streetscape design elements can include lighting, street furniture, landscaping, signage, pedestrian amenities, and more. Designs should complement and support additional character enhancements such as architectural standards and development guidelines should be implemented in coordination with transportation improvements and other CIP projects.

The scale and intensity of streetscape improvements will vary throughout the City. Implementation priority should be given to commercial areas and municipal facilities such as the 5th Street Corridor and Town Center as it transitions into the “downtown” for Coralville. Additional streetscape improvements such as street furniture, enhanced landscaping, and well-designed transit shelters should take place along Highway 6, and 1st Avenue, in the area defined as the Boulevard District, Iowa River Landing, and the rapidly developing area surrounding the University of Iowa Research Park, dubbed the Grand Rail District.
Street Furniture

Street furniture can play an important role in placemaking and can include such elements as benches, trash receptacles, bollards, bike racks, and more. Public seating provides opportunities for relaxation, people watching, and public gathering. Decorative trash receptacles not only enhance the streetscape but also prevent litter. Bollards serve double duty, defining space as well as limiting access to certain areas. Effective use of street furniture is visible at the intersection of 5th Street and 12th Avenue and should serve as an example for other areas of the City. While such design elements do not need to be repeated throughout the entire City, it is important that Coralville neighborhoods have a cohesive look and feel and that street furniture design, placement, and use is consistent throughout a defined area.

Transit stops that include bus benches and shelters also play a role in streetscape design. For these areas, the Coralville Transit System should install bus benches and shelters that align with the City’s chosen streetscape designs standards and themes.

Lighting

Lighting serves not only as a safety mechanism, but also as a strategic streetscape design element. The City should continue to install decorative street and sidewalk lighting for increased safety as well as aesthetic value. The City should also consider dark skies lighting strategies to help minimize light pollution, which will assist in enhancing its small town character. Lighting along the Clear Creek Bridge on Highway 6, in conjunction with banners that announce events, is an example of effective streetscape lighting and branding. Similar lighting and banner applications should be implemented in other targeted areas of the City. Lighting applications, however, should be implemented on a case-by-case basis, catering to the unique needs of the diverse neighborhoods in Coralville.

Sidewalks

All sidewalks should have four distinct zones to allow for a comfortable pedestrian experience. These distinct areas include a frontage zone, pedestrian zone, furniture/utility zone, and curb zone. The frontage zone is a buffer between the building and pedestrian zone wherein stores can display merchandise, restaurants can put out tables for al fresco dining, or businesses can set out planters and other decorative elements. The pedestrian zone is where people travel and should be free of any obstacles. The furniture zone is where seating, planters, trees, and utility boxes should be placed. Finally, the curb zone is the transition zone between the entire sidewalk and road, and should function as a stable surface to allow ingress and egress to parked vehicles. Dense commercial areas should utilize wider sidewalks to allow for larger frontage, pedestrian, and furniture zones. All commercial areas should consider the use of on-street parking to further buffer the sidewalk and create a sense of greater safety for pedestrians. As roads and pedestrian infrastructure are repaired and constructed, the City should implement the four sidewalk zone design.

Branding and Identity

Branding and signage are powerful tools in helping establish a strong identity within the region. Coralville already has a bold logo and award-winning website, but more should be done to transfer the City’s identity to the built environment. The City’s logo should be incorporated into banners, ads, events, signage, advertising, and other marketing efforts, to build an identity that is uniquely Coralville. A branding and marketing plan would provide strategies and guidelines for incorporating the City’s logo in all marketing and outreach materials. Retail districts within Coralville should also develop their own branding and identity strategies, as outlined in the Economic Development Element of the Community Plan, but should do so without overshadowing the general Coralville brand.
Gateways and Wayfinding Signage

Gateways are visual indicators to residents and visitors that they have arrived at a certain location, while wayfinding signs direct them to where they need to go. A wayfinding plan would provide design guidelines and outline strategic locations for sign placement as well as contribute to the overall character of the City.

Coralville has several large arterial roads that serve as the unofficial entrances to the City. These areas can serve as locations for gateway signage, which should incorporate the City’s logo and have similar landscaping and hardscape features. Currently, there are several gateway signs placed throughout the City, however, they should be evaluated to ensure placement at the most strategic locations of the City. In addition to gateways that define City boundaries, neighborhoods and commercial districts can have their own unique gateways.

Wayfinding Signage

Wayfinding signs effectively direct motorists, cyclists, and pedestrians to points of interest throughout a given area. In conjunction with gateways, the City should install wayfinding signage throughout Coralville. These signs should have a uniform design and incorporate the City’s logo. Key locations that should be identified include municipal buildings such as City Hall and the Public Library; cultural destinations such as the Center for the Performing Arts and the Iowa Children’s Museum; shopping and entertainment destinations such as the Town Center and Highway 6 retail corridor. The size and scale of the signs will vary depending on the scale of the environment and speed of travel, with smaller pedestrian-oriented signage in the Town Center and larger auto-oriented signage in busier corridor areas.

Festivals and Events

Festivals and events enliven cities, increasing the quality of life by bringing residents and businesses together. Coralville is home to many events such as the Farmers’ Market, 4thFEST, FRY fest, WinterFest, Aisle of Lights, and periodically hosts the final night of the cross-state bicycle ride and festival, RAGBRAI (Register’s Annual Great Bicycle Ride Across Iowa).

The success of these events as safe, family-friendly experiences add to the community character of Coralville, as well as serve as economic development drivers for local businesses. As such, the City should continue to host, support, and promote community events and festivals within Coralville, while also varying the location of events to reach all major commercial areas of the City. With “the people of Coralville” having been noted as one of the City’s greatest assets, promoting events that bring people together to strengthen the community should be a priority.
Development Image and Appearance

The physical appearance of development has a significant impact on the image of a community within the larger region. The use of various design guidelines and standards, as implemented through zoning and other redevelopment regulations, will be an effective means of improving the physical appearance and related image of Coralville.

Sense of Enclosure

Recent development along the 5th Street corridor includes a mixed-use building with a minimal front setback, forming a street wall along the north side of the street. When buildings form a street wall along both sides of a street, a sense of enclosure is created, which makes an area more inviting to pedestrians and yields a friendlier and more intimate environment, a more pleasant pedestrian experience, and an enhanced sense of place.

While redevelopment along some areas of 5th Street is desirable and could occur over the long term, in the interim, streetscaping elements including street trees could be used to “fill in” the areas that have large front setbacks. Trees can be planted in a manner that mimics a more traditional street wall and provides a sense of enclosure otherwise absent along the street. In the long-term, the City should consider altering its zoning ordinance through setback revisions that create corridor development with a greater sense of enclosure and sense of place.
Parking Lot Improvements

Parking is necessary for both residential and business areas, but it should not be developed in a manner that results in the parking becoming a dominant characteristic of the visual landscape. Large parking areas located in the front of buildings can create visual and physical obstructions. The City should develop new development guidelines and regulations that provide sufficient perimeter and internal parking lot landscaping in an effort to mitigate the impact of large parking areas located along the roadway frontage. The City should work with property owners to screen frontage parking lots with landscaping elements, as well as help owners of large surface parking lots to develop greener, more attractive parking lot designs. Parking lots should also be improved with well delineated walkways and crosswalks, better connecting the City’s public sidewalk system to the entrances of buildings, in a safe and attractive manner.

Architectural and Development Standards

Architectural and development standards serve as guidelines to reflect the City’s preferred elements and design features. The standards are not intended to dictate building design, but rather assist the City in encouraging and guiding high-quality design and construction for all new developments. These design standards can also serve as a guide to improve the appearance of existing buildings and properties. For example, development standards should require property owners to screen dumpsters and rooftop mechanical systems in a way that is architecturally integrated into the design of the building and site, rather than providing substandard screening that appears as a more poorly executed afterthought.

As new developments are presented to the City for review, staff should work with petitioners to ensure that projects include high-quality construction materials and appropriate and attractive landscaping in accordance with adopted architectural and development standards.
Goal & Objectives

**Goal:** Strengthen Coralville’s identity as an attractive community that embodies a small town feel.

**Objectives**

1. Improve the City’s streetscape design through the use of street furniture, lighting, and the four sidewalk zone design. Initial installation should focus on dense commercial areas and areas that contain community facilities.

2. Create a wayfinding plan to define Coralville and its unique neighborhoods, as well as direct residents and visitors to points of interest, through the use of strategically placed gateways and wayfinding signs.

3. Develop a branding strategy for all City outreach activities and integrate the Coralville brand in all marketing efforts.

4. Establish architectural and development standards for commercial and residential areas to guide the scale, appearance, orientation, and overall character of new development and promote desirable, high-quality development.

5. Revise the zoning code to reflect design standards such as setbacks and parking location and parking lot screening, which will aid in the placemaking process.

6. Continue to host a multitude of year-round events in various locations throughout the City. Ensure that events have health and safety staff and facilities to accommodate all attendees.
Over the past several years, Coralville has experienced a rise in residential and commercial growth. In addition to an increase in the number of households, respective incomes and spending power have also increased. Projections indicate that these trends will continue, representing opportunities for additional commercial uses within the City. Coinciding with increases in the residential population is growth in employment. Coralville’s diverse economy employed more than 12,300 people in 2010, and that number is projected to increase by more than 5% over the next ten years. A coordinated economic development plan is needed to attract and retain the people and businesses considering locating to Coralville.

This element of the Community Plan presents an Economic and Business Development Plan with recommendations that will promote a robust and dynamic economy. The Plan provides a market analysis, which forms the basis for the economic and business development recommendations. In addition, there are specific land uses that can be directly correlated with economic development initiatives and policies. Those include commercial, research/corporate parks, industrial and quarrying operations. The following provides an overview and approach to each as it relates to economic development.
Commercial Land Use
While small neighborhood retail nodes exist throughout the City, Commercial uses in Coralville are largely clustered within seven primary districts. While each has a different focus, they collectively provide the City with a comprehensive mix of uses and services. The seven primary districts include:

**Coral District**
Anchored by Coral Ridge Mall, the area draws from the larger Iowa City region. The District includes many big-box retailers and national chains including Costco and Wal-Mart. With Coral Ridge Avenue (965) providing excellent north south access and I-80 bisecting the District east to west, the Coral District is one of the most easily accessible areas in the City. This area has potential to accommodate additional large scale commercial development including retail, restaurant, office, medical, lodging and related uses.

**North Oakdale District**
The North Oakdale District is easily accessible from Interstate 80 and proximate to the Iowa River Landing District. The Brown Deer Golf Club anchors this District which includes two hotels and other commercial uses. This District has potential to be leveraged as an important asset in attracting and retaining businesses and residents to the City.

**Town Center District**
Largely pedestrian oriented with a mix of retail, restaurant, office, civic and cultural uses, the Town Center District essentially functions as a traditional Downtown. The addition of the Coralville Center for the Performing Arts is a significant activity generator and further enhances the area. The Town Center District has the potential to attract additional niche retailers, restaurants, professional office and entertainment related uses. The City should also consider the role of this area in locating future public uses and amenities.

**Iowa River Landing District**
Perhaps the most high profile area in the City, Iowa River Landing is a mixed-use district located just off of Interstate 80 making it easily accessible for people throughout the region. The district features a 286-room Marriott Hotel and Conference Center and over 330,000 square feet of retail, office, residential and entertainment space. The site includes The University of Iowa Health Care’s medical clinic, a Homewood Suites hotel, a Von Maur Department Store, as well as plans for additional entertainment uses. The University of Iowa Health Care serves as a large health care provider and employer, therefore, the City should work closely with The University of Iowa to ensure that they remain in the community, with potential for expansion, to provide high-quality medical services and employment opportunities. Furthermore, as the Iowa River Landing District continues to evolve and build-out takes place, it will present an attractive option for young professionals, empty-nesters and others seeking an active vibrant mixed use environment to reside.

**Grand Rail District**
The Grand Rail District is the northern most of the City’s six primary districts. The District is an emerging area with the potential to complement the Oakdale Research Park immediately to the east. In addition to catering to a growing and active daytime population; a mix of residential housing types and densities will make this a unique alternative for people locating to the City in the future. With the ability to walk or bike to work, combined with the availability of shopping and dining, the Grand Rail District will provide the type of environment identified by employers as being a key to recruiting young professionals to Coralville.

**West Commons District**
This commercial hub will be located within the northwest growth area, west of the Grand Rail District. The West Commons commercial district will provide neighborhood retail and services to accompany future residential growth to this area.
**Boulevard District**

The Boulevard District includes the Highway 6 Corridor and caters primarily to day to day and convenience shopping needs of both Coralville and Iowa City residents and students. The area is immediately proximate and connected to The University of Iowa campus. Given the influence of the campus location, there are many casual dining establishments throughout the District. Unlike the Coral District, which is geared more toward larger national chains and retailers, the Boulevard District will continue to cater to more local and smaller establishments.

In general, the City should promote a mix of commercial uses that are compatible and consistent with the vision for each commercial district. This can be done through multiple methods including zoning revisions, density bonuses, and others. Potential catalyst projects that could stimulate further redevelopment should be given priority. The City should ensure adequate parking is conveniently available to businesses, possibly by facilitating shared parking scenarios. Site access should be improved not only for vehicles by managing traffic using signal coordination, signal timing, and physical roadway alterations, but also for pedestrians by connecting commercial and residential areas with a complete sidewalk network. The City should enforce standards for design, site configuration, landscaping, buffering and screening, and signage for all commercial development.

**Research Parks & Corporate Campuses**

Research Parks and Corporate Campuses provide a variety of employment opportunities and are a vital contributor to the local economy. These areas should be provided with sufficient amenities, such as transportation options, parking, nearby retail and dining options, communal park space, etc., to make them attractive for employers and employees alike.

The City has the potential to grow and build off of established developments such as the Oakdale Research Park and Foreverygreen Business Park. With available land and infrastructure in place the City is well positioned to attract new uses and assist with the expansion of existing uses. The City’s location and proximity to the University are not only selling points they also give the City an edge in pursuing grants and resources from the State of Iowa. There are several State programs and resources available centered on job creation and corporate recruitment that may be applicable for these areas.

**Industrial Land Use**

Although they typically require large land areas, convenient transportation system access, and separation from residential areas, industrial uses have been and remain an important aspect of Coralville’s economy. Whether existing or planned, careful consideration should be given to the impact on adjacent uses and should be well buffered from residential neighborhoods.

As a policy, the City should promote and encourage the improvement and rehabilitation of vacant or obsolete industrial buildings. This might involve reclassifying and rezoning respective properties and incentivizing redevelopment.
Coralville has a proven track record of redeveloping old and in some cases contaminated industrial sites. The City’s established Brownfield Program should continue to be utilized to target sites for cleanup and reuse. Best management practices and other green technology should be studied for potentially mitigating environmental impacts. Where applicable the City should seek additional State and Federal Assistance in repositioning properties.

Quarries

Given the location along the Iowa River, the Coralville/ Iowa City area contains several established quarries. While generally not compatible with other uses, quarries have and continue to be an important part of the regional economy. Quarrying operations and related uses provide employment opportunities and support other local businesses. Where quarries exist, careful consideration should be given to the impact on adjacent uses particularly residential neighborhoods. To the extent possible buffering should be enhanced to mitigate conflicts and impacts.

Proposed new developments proximate to an active quarry should be carefully assessed to determine potential impacts. Development should be discouraged if measures cannot be taken to mitigate or buffer impacts.

On a longer-term basis, plans for the reuse of quarries once operations cease, should be considered as sites get closer to closing. Where possible, recreational uses should be prioritized.

State and Federal grants and programs may be available for mitigating impacts as well as addressing reuse alternatives.

Coralville Market Conditions

Labor Force & Employment

Coralville is a growing community with a local economy that has steadily gained jobs over the last decade. Between 2002 and 2010, the City witnessed a 50% increase in employment, gaining more than 4,000 primary jobs. This job growth in combination with an expanding population has resulted in a shift in Coralville’s local economy from what some may have once considered a “bedroom community” to that of a growing employment hub where the outflow of commuters is two-thirds that of incoming workers.

Projections for the region indicate there is potential for the Coralville economy to continue to expand in the coming years. Coralville’s major employers represent a wide range of industries and are a reflection of the community’s diverse economy. In recent years retail trade, accommodations, and food service employment have grown to make up 42% of all jobs in Coralville. Healthcare service and educational service jobs also represent significant employers. Moving forward, the City of Coralville should continue to focus on balanced economic growth and work to attract and retain employers across a range of industries.

While the City is currently in a position to benefit from projected job growth in established industries, there may be opportunities to further diversify the local economy. The region’s most significant and growing industries include Health Care and Social Assistance, Educational Services, and Transportation and Warehousing. The latter two are not currently significant employers within Coralville and may represent opportunities for future growth. The community should continue to support its office and industrial employers and promote the development of areas to accommodate additional non-retail employment.

Spending Power

Data indicate that the spending power of Coralville households increased between 2000 and 2010 as a result of faster-than-inflation increases in household income and growth in households. When the average household income (adjusted for inflation) is multiplied by the number of households, it is estimated that total household income in Coralville increased by $397.9 million between 2000 and 2010, representing an increase of 22.3% over a decade. While a portion of this is due to an increase in the number of total households, an average annual increase of 2.9% in household income also increased per household spending power.

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Source: Iowa Department of Workforce Development, Houseal Lavigne Associates

These positive trends in Coralville-area spending power indicate that there may be opportunities for additional retail and commercial service uses within the City over the near term.
Regional Collaboration

Coralville is one of 11 incorporated cities within Johnson County, along with 10 unincorporated communities and nearly two dozen townships. Regional collaboration is necessary among the various communities to prevent competition and create an inviting regional environment for prospective residents and businesses. Development in one community has spillover effects in another, therefore communities must work together to mitigate any negative externalities or capitalize on their benefits.

Iowa City Area Chamber of Commerce

The Iowa City Area Chamber of Commerce serves the communities of Coralville, Iowa City, North Liberty, and Solon. The Chamber is an advocate for the local business community, writing position statements and lobbying elected officials. Members receive benefits such as monthly social events, luncheon roundtable discussions, a newsletter in the Corridor Business Journal, seminars providing hands-on business tips, a Community Leadership Program, and more.

The Iowa City/Coralville Area Convention and Visitors Bureau

The Iowa City/Coralville Area Convention and Visitors Bureau (CVB) is the Iowa City, Coralville, North Liberty, and Johnson County area’s official marketing organization. The CVB is responsible for attracting new destination events to the community, providing service and support to existing and repeat events, and providing comprehensive information to visitors to the area. The mission of the CVB is to advance the economic vitality and quality of life for residents and visitors. It is guided by a 15-member board representing the CVB membership, city councils, Johnson County, the University of Iowa, and the hospitality industry of Iowa City, Coralville, and North Liberty.

Business Attraction and Retention

Local Government

Strong relationships between Coralville and local businesses are essential to the economic health of the City. Businesses within Coralville cited taxes, fees, and regulations as major concerns, but also felt City staff and officials were approachable and responsive. Clear lines of communication are key to helping the City be proactive when making policy decisions that can affect local businesses. Furthermore, personal relationships between City staff and local businesses and industries help not only to retain existing entities, but also attract new ones. The City should provide an open dialogue by continuing to regularly attend monthly business meetings, such as the roundtables hosted by the Iowa City Area Chamber of Commerce. These forums provide transparency and work to address current challenges and celebrate successes.

Business Incubators

Coralville has the advantage of having a business incubator within City limits. The University of Iowa Research Park is home to the BioVentures Center and Technology Innovation Center. Business incubators are characterized by geographic clustering of similar start-up businesses for easy access to resources and opportunities for collaboration. The UI business incubation program was made possible through partnership with the City of Coralville. The City should continue to work with the University to help small businesses flourish.

Development Incentives

Development incentives are tools for recruiting new businesses and residents to the City and can help to push the scale towards Coralville during a company’s site selection process. Development incentives need not be monetary, but can come in the form of density and height bonuses, expedited permitting processes, and technical assistance. However, the City must be mindful to balance the interests of new and existing businesses. Furthermore, care must be taken to recruit a range of industries to continually diversify the local economy.

Reliable and well-maintained infrastructure also serves as an incentive for development. One of the City’s strengths is its capacity to keep up with infrastructure and maintenance projects. This trend of providing amenities and strategic incentives must continue to create appeal for future development and retain existing businesses and industries.

Branding and Identity

A clear brand for the City and its distinct neighborhoods is a key economic driver. Coralville already has a bold logo and award-winning website, which helps it stand out in the region. As stated in the Community Character Element, the City’s logo should be incorporated into banners, ads, events, signage, advertising, and other marketing efforts, to build an identity that is uniquely Coralville.

Each unique neighborhood should also create a brand and market directly to the types of businesses they would like in their area. Signage, mailers, pamphlets, websites, and social media all serve as potential marketing tools. However, neighborhood branding and marketing should complement, rather than compete with the overall identity of Coralville.

When it comes to neighborhood identity, the focus must be shifted from solely economic development, to its inter-relationship with placemaking. Streetscape improvements and beautification efforts help establish a sense of place and identity. Businesses in close proximity can form a Business Improvement District (BID), to pay for marketing efforts and streetscape improvements within their business district. Creating a defined and attractive neighborhood has the potential to draw more business and increase visitor spending.
Workforce Development and Education

Successful companies hire those with the skills and education needed to excel in their industry. A skilled workforce is crucial for employers, therefore a strong base of residents with skills and education attract more jobs. Coralville has the advantage of its location adjacent to a major educational institution, as well as good local schools. Strategic partnerships between local employers and educational entities such as the University of Iowa and Kirkwood Community College can produce skilled workers who will live and work in Coralville. A partnership with the Iowa City Area Development Group can potentially produce workforce development and local hiring programs in Coralville. Finally, an open dialogue with major employers to inventory workforce gaps can guide educational and training needs. Workforce training and local hiring programs will ensure that the residents of Coralville are placed at good companies throughout the City.

Kirkwood Regional Center

The Kirkwood Regional Center at the University of Iowa, located in the Oakdale Research Campus, is scheduled to be open for instruction in the fall of 2015. The Kirkwood Regional Center is a 100,000-square foot facility designed to advance Iowa’s workforce and economic development by offering college-level courses to area high school students, and by sparking career interests in STEM programs (science, technology, engineering, and math). It is one of six regional STEM hubs established through the governor’s STEM council. The Center is also designed to connect and train educators at the college and K-12 levels for STEM-based research and education.

The Coralville facility involves a partnership between the University of Iowa, Kirkwood Community College, the Iowa City Community School district, additional regional districts, and Grant Wood Area Education Agency. The Center’s location at the University of Iowa Research Park provides partnership opportunities with multiple industries and resources in the Corridor, and the collaboration of Kirkwood Community College, the University of Iowa, and Grant Wood AEA.
Goal & Objectives

**Goal:** Support an environment where residents and businesses thrive with ample commercial business options and job opportunities.

**Objectives**

1. Work collaboratively with adjacent communities, the Iowa City Area Chamber of Commerce, and Iowa City/Coralville Area Convention and Visitors Bureau to promote Coralville to businesses and residents. The City should regularly coordinate among neighboring communities to attract jobs and business to the Iowa City region.

2. Establish a clear vision for Coralville that defines the types of businesses it desires and the types of amenities needed to recruit such industries. Brand and market to the City’s commercial neighborhoods to increase visitor spending and enhance the quality of life.

3. Strengthen the relationship between the City and local businesses to provide transparency and support.

4. Explore the use of development incentives and assistance programs to attract small start-up firms, new businesses, and development.

5. Develop strategic education and workforce development programs with major employers and universities. Work with businesses to understand skill deficits and partner with local schools and universities to provide educational opportunities to meet the needs of employers.
An efficient transportation system is vital to the quality of life in Coralville. The City boasts an intermodal system of roadways and trails that accommodate vehicles, transit, bicycles, and pedestrians. During college football season, the Hawkeye Express takes fans through the City from Highway 6 to Kinnick Stadium. However, increased development and population growth has led to greater demand and use of City roads.

The Transportation and Mobility Element provides an inventory and recommendations for the existing transportation network that serves the City of Coralville and its planning area. It lays out the steps of the planning process, which will establish the basis for a long-range system of roadways that efficiently supports existing and anticipated development.

### Roadways Functional Classification

The City of Coralville is served by a system of roadways under the jurisdiction of the State of Iowa (Iowa DOT), Johnson County (Johnson County Secondary Roads Department), and the City of Coralville. Classifying the various roadways according to their function is an important element in the planning process. Not all roadways within Coralville's Planning Area are intended to serve the same purpose and, therefore, should not have the same design characteristics.

The two major considerations in functionally classifying roadways are: a) the level of access, and b) the mobility which they provide. There is an inherent conflict in addressing the need for a roadway to provide mobility, while allowing for adequate access to abutting properties.

Regulating the number of driveways and side streets is necessary on arterials to enhance their primary function of mobility. Conversely, the primary function of local roadways is to provide access, the implementation of which causes a limitation on mobility. Therefore, the extent and degree of access control is a significant factor in defining the functional category of a roadway. Four functional classifications have been identified within Coralville’s public streets, as discussed below.

- **Interstates** - accommodate large volumes of traffic at high speeds with access points limited to interchanges at intersections with major roadways. Interstate 80 (I-80) and Interstate 380 (I-380) pass through the City of Coralville and its planning area. The Coralville area has access to these interstates with two interchanges at Coral Ridge Avenue/Highway 965 and 1st Avenue.

- **Arterials** - quickly move a high volume of traffic and provide minimal or moderate land access. These roads, classified as minor and major, typically cross a community and often span a region, interconnecting several communities and the interstate system. Often, there is limited land access that may be controlled by traffic signals. The arterials within the City and its planning area include Highway 6, Coral Ridge Avenue, 12th Avenue, and 1st Avenue.

- **Collectors** - have an even distribution of mobility and access, with residential properties sometimes having direct access. They typically connect local streets.

- **Local Streets** - all roadways that are not otherwise classified. Traffic speed and volume is low, and direct land access is frequent. They typically are not continuous through a community and typically do not connect to arterials.
Roadway Jurisdiction

With the exceptions of the two interstates, every road within the Coralville city limits is either private or fully or partially under the City’s jurisdiction; Iowa DOT owns Highway 6 but shares jurisdiction with the City. Outside of the City, Forevergreen Road west of Coral Ridge Avenue is controlled by North Liberty, and parts of Deer Creek Road are controlled by Johnson County. Roads to the northeast of the City, an area which may be annexed in the future, are currently controlled by Johnson County.

Highway 6 is a crucial commercial corridor, Forevergreen Road is scheduled for major improvements projects, and parts of Johnson County may be annexed in the future. Therefore, continuing coordination with these other agencies is important for the City. The transportation agencies need to work cooperatively regarding the planning and maintenance of shared roads.

Planned Improvements

City of Coralville

The City’s Engineering Department keeps a list of near and long-term improvement projects. Near term projects include a new roundabout at the Commerce Drive/Commercial Park intersection, Phase 6 of the Clear Creek Trail system, and miscellaneous reconstruction and paving projects. Long term projects include an I-380/Forevergreen Road interchange, extension of Forevergreen Road, reconstruction and widening of 1st Avenue (between 6th Street and 9th Street), Coral Ridge Avenue, and Phase 7 of the Clear Creek Trail system. A multi-year infrastructure and budget plan should be implemented to anticipate future infrastructure and maintenance needs.

MPOJC

The Metropolitan Planning Organization of Johnson County (MPOJC) assists with planning and funding for street, trail, and transit infrastructure in Coralville. Their short-term capital priorities are the Coral Ridge Avenue and 1st Avenue reconstructions, and the Clear Creek Trail project.

The City should work closely with MPOJC to implement current projects as well as planned projects outlined in the MPOJC Transportation Plan.

Iowa DOT

The Iowa DOT has completed an expansion of I-80 to six lanes through the Coralville and Iowa City area. For long range projects, Coralville is sharing the costs of a preliminary design study with Iowa DOT to reconstruct the I-80/1st Avenue interchange. It is hoped that this project will be included in the DOT’s Five Year Road Plan in 2014. The DOT has also completed early studies for reconstruction of the I-80/I-380 interchange. This would be a $300 million project expected to take nine years to complete, with construction improvements scheduled to begin in 2018. As large construction projects get underway, the City should work closely with Iowa DOT to ensure that highway expansion and interchange projects do not adversely affect existing residents.

Complete Streets

According to the National Complete Streets Coalition, complete streets are streets that are designed and operated where “people of all ages and abilities are able to safely move along and across streets in a community, regardless of how they are traveling.” These streets ensure that transit vehicles, single-occupancy vehicles, bicycles, and pedestrians all have a place on the roadway. While complete streets are not suitable for all roadway conditions, they can have a positive effect on communities. Not all streets are the same and varying design elements can be used to safely accommodate all users. Coralville should adopt a complete streets policy so that residents and visitors can be accommodated safely on City roads regardless of age, ability, or mode of transportation.
Connectivity

Coral Ridge Avenue, 12th Avenue, and 1st Avenue provide a high level of north-south mobility within Coralville and to the surrounding communities. Highway 6, Oakdale Boulevard, and Holiday Road do the same for east-west mobility. At the local level, however, there are barriers and fragmentation that affect the roadway network. I-80, although a major asset for Coralville and the region, divides the community in half with only a limited number of cross-access points. As I-80 and I-380 are expanded, the City should work with IDOT to create cross access and maintain an intact street grid.

The older neighborhoods near Town Center have regular grids that allow high connectivity to local amenities, but contemporary neighborhoods often include more organic layouts with more cul-de-sacs and fewer access points to the major street network. As the City expands, especially into the Northwest Growth Area, the City should discourage or prohibit residential developments with cul-de-sac subdivision designs and limited connectivity.

The rail corridor south of Highway 6 has not historically had major impacts on vehicle movement, but as more land on the southern side of the tracks is developed, the issue of access could become amplified. The City performed a feasibility study to determine whether to construct grade-separated access across rail lines, and found this option to not be technically possible. As the City expands, it should continue to monitor traffic conditions near rail crossings and adjust signal timing to increase safety and reduce delays.

Proposed Roadway Network Improvements

Throughout Coralville, there are existing areas of development where modifications to the roadway network would enhance mobility, or areas of potential future growth where roadways would support investment in new development. These improvements, shown on the Transportation Plan, include segments already planned by the City, approved as a part of an entitled development, or proposed as a component of this Community Plan. Collectively, these improvements provide a vision for the future roadway network in the Coralville planning area:

- **Northern Growth Area.** Improvements in this area include the installation of a system of arterials north of Foreverygreen Road on either side of North Liberty Road. These segments would provide access to a new growth area, and provide the framework for local streets and connections to surrounding communities and subdivisions.

- **Northwest Growth Area.** Improvements in this area include local connections east of Coral Ridge Avenue that would enhance mobility from University Parkway and Oakdale Boulevard. They also include installation of a more robust network of streets west of Coral Ridge Avenue and north of Highway 6. This grid would support new development and provide a high level of access to surrounding arterials, including Coral Ridge Avenue, Foreverygreen Road, Kansas Avenue, and Jasper Avenue.

- **Southwest Growth Area.** Improvements in this area would support new development south of I-80 and provide additional crossing over Highway 218. Extensions of Coral Ridge Avenue, Jasper Avenue, and 340th Street would establish the framework of the grid in this area, while upgrades to Kansas Avenue, 355th Street, and 360th Street would support the development of a local grid of streets.

Roadway Technologies

Given the expected growth in the Coralville area, the City should be proactive in addressing traffic efficiency on its roadway network. Intelligent Transportation Systems (ITS) offer a toolbox of technologies that can enhance the operations and safety of the roadway network. The City should work closely with the Iowa DOT to implement a systemwide ITS program that could include:

- Active highway signage that provides real-time alerts to motorists regarding traffic congestion and alternative routes
- Synchronized signals that vary phasing based on the time, direction, and volume of anticipated peak traffic flow
- Transit Signal Priority (TSP) for transit vehicles that offer slight modifications to signal phasing to either extend a green light or shorten a red light in order to facilitate efficient transit operations on key routes
- Pedestrian crossing signals, such as HAWK signals or flashing crosswalks, that enhance pedestrian safety and foster mobility along heavily traveled corridors
Public Transit
Public transit within the City, to North Liberty, and to Iowa City is provided by the Coralville Transit System. In addition to five bus routes, Coralville Transit operates an ADA Paratransit service for people with disabilities unable to use the fixed route service. Free bus transfers are available for Coralville transit riders. An intermodal transit facility, including bus transfer points, park-and-ride commuting, and bicycle parking, is planned at Iowa River Landing, which should enhance the effectiveness of the public transit system. The use of public transit and support of the intermodal facility should be highly encouraged by the City to reduce traffic congestion and environmental impacts.

In the 2012 fiscal year, over 600,000 riders used Coralville’s fixed bus routes. However, many areas of Coralville, particularly neighborhoods north of Holiday Road and west of Coral Ridge Avenue, are not served by fixed route bus lines.

Planned Improvements
The largest transportation improvement planned by the City is the construction of the Coralville Transit Intermodal Facility at Iowa River Landing. The proposed project includes 700 parking spaces, child care, and retail space. In the short term, Phase 1 of the project would include a restructuring of the fixed bus routes, a parking structure providing 425 parking stalls, transit offices, bus terminal, and accommodations for the Iowa Bicycle Coalition. Phase 2 involves structured parking only. Other short term improvements include new parking equipment in the North Ramp and South Lot and implementing License Plate Recognition for parking enforcement.

In addition to these planned improvements, transit service routes and headways should be continuously evaluated as the city expands to ensure residents and visitors have efficient and economical access to key destinations throughout the City. This includes continuing the partnership with the University of Iowa to provide service and discounts to University students and employees. Further planned improvements should include the installation of bus shelters and benches, prioritizing routes with high ridership volumes.

While the location and operational characteristics of transit service is a key in determining the effectiveness of the system, other factors impact residents’ ability to utilize local bus routes. The City should conduct a review of its development regulations to determine requirements that create barriers to or do not adequately support transit ridership. These include land use intensity, on-site parking requirements, block size and connectivity, building location and access points, on-site and public pedestrian networks, and signage, among others.
Trails and Bike Paths
Coralville has over 20 miles of recreational trails, providing extensive non-motorized access across the City. Five major trailheads provide parking, restrooms, shelter, and other amenities to trail users. 12th Avenue south of the rail crossing, 10th Avenue, and portions of 5th Street have on-street shared bicycle lanes. The network of current and proposed trails, on-street lanes, and widened sidewalks provides bicycle coverage to most of the City.

The City has identified 40 additional miles of potential trails to accommodate growth and provide connectivity. Following recommendations in the 2009 JCCOG Metro Bicycle Master Plan, the City should implement a two-pronged approach to enhancing bicycle mobility. The first goal is to enhance bicycle infrastructure through the construction of new dedicated trails, on-street paths, and shared multi-use corridors. The second goal is to provide education and awareness regarding safe cycling, as well as safe driving and walking within the context of other modes of transportation. One way to ensure that local infrastructure investment and awareness is mitigating the actual risk in Coralville is to regularly analyze available crash data. This will highlight specific locations for trail and/or roadway redesign, and will help shape policies and educational programs aimed at preventing accidents through appropriate behavior. It may also assist in determining where wayfinding and warning signs are necessary throughout the trail network.

Pedestrian Network
Generally, Coralville’s neighborhoods include comprehensive pedestrian networks that provide a high level of safe pedestrian mobility through sidewalks in older neighborhoods, and sidewalks and trails in newer neighborhoods. The most significant challenges to pedestrian mobility are the crossings at major streets and connections to major commercial nodes.

Pedestrian Connectivity
Pedestrian connectivity is a critical component to a robust transportation system. It enhances access to local land uses and supports healthy alternative transportation choices.

The City is making strides to create a complete pedestrian network. The development west of Coral Ridge Avenue and south of Oakdale Boulevard, for example, has a complete internal sidewalk network, which was later connected to the wider network. Coral Ridge Mall connects to abutting residential neighborhoods to the south and east via the North Ridge Trail.

Coralville’s trails help connect neighborhoods and community amenities, nevertheless, the City should conduct a comprehensive inventory of all sidewalks in the City to identify any gaps, missing segments, or major connection deficits. The completed inventory should then be used to prioritize projects, such as those near schools and community facilities, to create a complete, connected, and safe pedestrian network.

These projects should be integrated with the proposed Trails and Shared Use Paths Plan (see map opposite page).

Curb Cuts
Curb cuts are used to access services and amenities, but as they cut across the pedestrian right-of-way, they create dangerous conflict points with pedestrians. Coralville has already consolidated several curb cuts along Highway 6, however, existing developments throughout the City presents opportunities for further consolidation efforts. The City should continue to work with business owners to consolidate curb cuts along arterial roads and enhance on-site circulation between adjacent commercial destinations. This will reduce the number of conflict points with pedestrians and increase the amount of continuous sidewalk.

Crosswalks
Crossing major streets in Coralville poses a safety issue for pedestrians. Midblock crossings should be considered along collectors and some arterial roads that stretch for half-mile or more without a crosswalk. All pedestrian crossings should be designed to be safe and highly visible to motor vehicle traffic through the use of design elements such as raised crosswalks, pedestrian refuge islands, flashing beacons, and pedestrian activated signals.

Parking
Parking is a necessary amenity for residents and businesses. Minimum on-site parking requirements are typically calculated based on the use and size of a building. In some areas, this has led to an overabundance of commercial parking.

The result is vast fields of underutilized development lots. In other areas, businesses may not have enough parking, causing employees and patrons to park on nearby neighborhood streets.

A comprehensive evaluation of current parking policy is needed to produce a more efficient parking system. Parking maximum requirements, rather than minimums, can help “right-size” parking lots, which prevents an overabundance of unused parking stalls and increases landscaping opportunities. Shared parking can reduce the overall parking footprint while accommodating the needs of businesses that typically do not utilize parking during the same time of the day or week. This is similar to the current shared parking structure used by the Coralville Public Library and Center for the Performing Arts. Consideration should also be given to reductions in the amount of required parking for developments that include residential units or provide bicycle parking, based on the notion that these characteristics foster trips by foot or bike rather than by automobile. In areas where commercial parking overflows into neighborhoods, the City should assess the need to establish municipal parking lots that meet unsatisfied demand and remove the stress from nearby neighborhoods.
Goal & Objectives

GOAL: Provide a transportation system that delivers mobility and access to all areas of the City, accommodates all modes of transportation, and supports areas envisioned for new development.

Objectives

1. Design and maintain a connected roadway system of arterial and collector streets with consideration of Complete Streets policies.
2. Work with Iowa DOT, railroad companies, and developers to provide access across highways and rail lines and between development areas.
3. Invest in new roadways that enhance connections throughout Coralville and to other communities, and provide the framework for the development of new industry, commercial areas, and neighborhoods.
4. Install roadway technologies that foster the efficient and safe movement of motorists, transit riders, bicyclists, and pedestrians.
5. Regularly evaluate transit service routes and headways to ensure they are meeting the needs of residents and visitors in terms of destinations, facilities, and reliability.
6. Expand the bicycle and trail network by implementing the Metropolitan Bicycle Master Plan and continuously improving locations where trail users and cyclists are most vulnerable. The network should be well-maintained, provide access to multiple destinations, and be easy to navigate through wayfinding signage.
7. Conduct a comprehensive inventory of all sidewalks in the City to identify any gaps or missing segments to create a safe and connected pedestrian network.
8. Encourage curb cut consolidation and on-site circulation to minimize vehicle/pedestrian conflict points and enhance the sidewalk network.
9. Improve crosswalks through the installation of highly visible striping, pedestrian signals, and vehicle warning systems.
10. Evaluate off-street parking requirements to ensure parking requirements that effectively reflect the user, institute maximum parking requirements, and consolidate parking for commercial nodes and corridors.
11. Assess the need for the City to invest in parking facilities in order to serve “underparked” areas and relieve the impacts placed on residential areas.
The Infrastructure and Hazard Plan element addresses two important local issues: the mitigation of damage caused by potential flooding and strategic infrastructure investment that maintains existing systems and accommodates new growth. The recommendations of this chapter that focus on flood impact mitigation are founded upon the City’s current Hazard Mitigation Plan, adopted in 2009. The intent of the Infrastructure and Hazards Plan is not to supersede the Hazard Mitigation Plan, but rather to complement it with policies that aim to accomplish community infrastructure goals.

**Flood Hazard Mitigation**

Like many parts of Iowa, the Iowa City/Coralville area has experienced several significant flooding events over the past few decades. Flood risks have implications for City-wide land use, development, and services. According to the Coralville Hazard Mitigation Plan, approximately 1,600 people and $300,000,000 worth of property are in 100 year floodplains within the City. That plan suggests potential strategies to mitigate flooding risk, including acquiring or relocating flood prone structures; investigating mitigation or relocation of critical facilities, especially wastewater plants and lift stations; improving water and sewer systems; elevating or protecting roadways and bridges; and expanding and maintaining storm drainage systems.

**River Floods**

River floods are defined by the Hazard Mitigation Plan as “a rising or overflowing of a tributary or body of water that covers normally dry land because the volume of water in a stream exceeds the channel’s capacity.” The Iowa River serves as one of the many assets of Coralville’s natural system; however, it also poses the largest threat to persons and property. The U.S. Army Corps of Engineers completed the Coralville Dam in 1958, forming Coralville Lake just upstream of the City. Since then, the lake and the Iowa River have been an important mechanism for flood control in the region.

For the most part, Coralville Lake and Coralville Dam mitigate much of the potential flooding hazards. During the 2008 floods, however, Coralville Lake overflowed its emergency spillway. The maximum release rate of the Coralville Reservoir in 2008 was approximately 32,000 cubic feet per second, which caused Iowa River elevations to reach the 500-year flood elevation in Coralville. Floods damaged large areas of Coralville, Iowa City, and the University of Iowa. Iowa DOT was forced to close Highway 6 in Downtown Coralville in response.

**Flash Floods**

Flash floods can occur after intense rainfall over short period of time. The Hazard Mitigation Plan defines flash floods as “a flood event occurring with little or no warning where water levels rise at an extremely fast rate, often characterized by high flow velocities.” Contributing factors of flash floods include rapid snowmelt, saturated soil, or impermeable surfaces such as roads, parking lots, and buildings. Clear Creek and other area creeks have the greatest risk for flash floods, as their flow is not regulated by the Coralville Dam.

Flash floods can be mitigated through stormwater best management practices (BMPs) to decrease the amount of rainwater runoff during a storm. Education and outreach can assist residents and business owners on steps they can take to reduce the amount of runoff from their property. Street design elements that include the use of permeable roadway materials, bioswales, and flow-through planters can also decrease stormwater runoff.
Mitigation Strategies

The Hazard Mitigation Plan provides prioritized mitigation action steps. To achieve these steps, the City should continue to work closely with the Army Corps of Engineers, Johnson County, Iowa City, the IDNR, and other partners, to mitigate flood risks along the Iowa River, Clear Creek, and other waterways through physical interventions, coordinated land use planning, and development incentives. The following list outlines the mitigation steps in order of priority:

1. Acquire flood prone structures
2. Elevate flood prone structures
3. Evaluate and maintain older/existing structural flood mitigation
4. Floodplain management
5. Flood-proofing Infrastructure
6. Relocation of flood-prone structures
7. Storm drain systems
8. Stormwater management ordinances and amendments
9. Structural flood mitigation projects
10. Updated floodplain mapping

The City has begun to incorporate the recommendations from the Flood Mitigation Studies adopted in 2009. Mitigation strategies have incorporated a number of techniques to prevent a recurrence of the devastation experienced during the flood of 2008. Completed elements include pump stations 1, 2, 3, 4, 5, 6, 9, and 10. Also completed are much of the flood berm, flood wall, and back flow prevention. Elements that are still necessary to complete include the Clear Creek South Floodwall and the reconstruction of 5th Street. The Clear Creek South Floodwall Phase 1 project is underway and will be completed in the spring of 2014, while Phase 2 has secured funding and will be completed no later than 2017.

In addition to the mitigation steps above, the City can proactively reach out to residents and businesses about flood protection and safety, with special regard for those at most risk for flash and river floods.
Infrastructure

This section describes ways in which the City of Coralville can use strategic investment in infrastructure to support existing development, foster development in new parts of the community, and implement actions related to hazard mitigation and sustainability. The Engineering Department conducts local design and planning studies, and also manages the City’s Sidewalk Repair Program. The Streets Department is responsible for the roads, garbage and recycling collection; municipal wastewater is handled by a superintendent and wastewater plant staff; water treatment is the responsibility of the City of Coralville Municipal Water. These departments effectively maintain a two-year Capital Improvement Plan that includes funded and unfunded projects, which allows the City to program for key investments to accomplish community goals.

In 2013, two new wells were drilled, adding 1,000 GPM to the City’s raw water supply. A new well will be dug in 2017, and miscellaneous water system improvements will occur alongside street improvements. Water treatment staff also report that growth in the northeast development area may require additional facilities, such as a booster station and water tower.

The recycling center is planned to be moved from its current location on 7th Avenue to share the Camp Cardinal Boulevard location of the street shop and wastewater treatment plant. According to staff, the wastewater treatment plant itself, sized for the City’s 1993 population of about 12,000, is hydraulically and organically reaching its design capacity. It is scheduled to be upgraded within the next two years. Improvements to the wastewater collection system will also be required, especially in the City’s growth areas.

Existing Policies and Programs

The City of Coralville has been proactive with regards to maintaining existing infrastructure systems, anticipating development, and investing in appropriate infrastructure to meet future demands. On-going infrastructure development is guided by several policies or programs.

Municipal Infrastructure Plan

As described above, the City maintains an Capital Improvement Plan that anticipates key capital improvements that ensure the long-term effectiveness of its existing infrastructure as well as anticipated improvements to meet new demand.

Hazard Mitigation Plan

The Hazard Mitigation Plan is described in more detail in the first section of this chapter. The Plan identifies several areas of investment that would enhance the City’s ability to manage the impacts of significant flood events. Several of these, including upgrades to flood-prone infrastructure and storm drainage systems, have direct implications on infrastructure investment.

Flood Mitigation Plan

The City approved two separate flood mitigation plans in the fall of 2008 that provided proposed improvements and cost estimates. The improvements provided that the City could withstand floods of the 2008 magnitude plus one foot.

Sidewalk Repair Program

The City’s Sidewalk Repair Program provides a structured approach to maintaining the community’s pedestrian network. Each year, the City inspects the sidewalks in one of five zones, meaning that each zone is inventoried every five years. Property owners have the opportunity to pay for improvements, as dictated by the State Code of Iowa and City of Coralville ordinances, prior to being assessed a fee through their property taxes.
Future Water, Wastewater and Stormwater Infrastructure Considerations

As staff continues to implement the plans and programs described above, the City should consider the following as guiding principles that should be integrated into infrastructure development.

Maintaining Existing Systems and Capacity

As the City continues to grow, elected leaders and staff will be required to balance the demands of new development with those of current residents, businesses, and industry. The City’s infrastructure plan should continue to program for the maintenance of existing systems in order to minimize the risk of costly emergency repairs. The City should also create appropriate redundancy and capacity in its water services to ensure that contamination or increased demand does not take portions of the community off-line.

Coordination with Future Land Use and Projected Growth

Coralville is a community with the capacity to grow. Available land, a desirable quality of life, a high level of transportation access, and other assets result in anticipated growth on population and employment over the next decade. The City should utilize investment in infrastructure to guide development in a responsible way. While the Infrastructure Plan should envision a final urban footprint and consider capacity and services accordingly, the City should implement an incremental approach that avoids leap-frog growth that may require significant investment in treatment facilities, and connections to allow development to cross the Highway 218 corridor. It is anticipated that development in this area would be contingent upon the developer extending sanitary and water service. Two new wells were drilled in 2013, each providing a capacity of around one thousand gallons per minute to serve the anticipated development throughout the City. Coralville should continue to plan for the expansion of water service and wastewater treatment capacity to services this anticipated growth.

Green Infrastructure

The principles of green infrastructure will have a high level of applicability in Coralville as the community aims to mitigate the impacts of future flooding. Traditional infrastructure tends to focus on the movement of water and other intrusions through engineered pipelines to treatment facilities. However, during significant rain events, this places a large amount of stress on the system, resulting in back-ups and flooding. It also prevents percolation of water into the soil and the replenishment of natural underground aquifers. The “green infrastructure” approach includes the integration of natural elements that minimize demand on stormwater sewers, cleanse water as it enters the ground, and restores groundwater resources. This approach can be implemented on a private development sites through rain gardens, rain barrels, permeable surfaces, green roofs, and other on-site techniques. It can also be implemented through public infrastructure elements that include community detention areas, bioswales, and preserved floodways.

Funding for green infrastructure can be obtained through the Iowa Department of Natural Resources Sponsored Project Program. The City also provides a cost share program to amend its development regulations to allow for or encourage the use of grey water for certain external applications, including the watering of landscaping, site washing and maintenance, vehicle washing, etc. In addition to reducing the amount of stormwater entering the collection system. The capture and reuse of grey water is another effective technique in accomplishing this goal. The City should review and amend its development regulations to allow for or encourage the use of grey water for certain external applications, including the watering of landscaping, site washing and maintenance, vehicle washing, etc. In addition to reducing the demand placed on stormwater collection systems, this also decreases the required capacity of potable water production that is used for applications that do not require the high level of refinement.

Infrastructure and Environmental Corridors

City staff should work collaboratively to determine opportunities where green infrastructure can be integrated with open space and environmental features. The City has accomplished such projects in the past and should continue to find opportunities such as siting and designing community parks and open spaces to serve as temporary stormwater retention areas during significant rain events. Trail corridors or natural corridors could be used to collect and channel rainwater to designated detention areas. These corridors could also serve as migration corridors for local wildlife. This type of approach requires coordination between future land use policies, development regulations, environmental elements, and infrastructure programs.

Grey Water Capture and Reuse

Many of the recommendations related to flood mitigation and stormwater management relate to techniques for reducing the amount of stormwater entering the collection system. The capture and reuse of grey water is another effective technique in accomplishing this goal. The City should review and amend its development regulations to allow for or encourage the use of grey water for certain external applications, including the watering of landscaping, site washing and maintenance, vehicle washing, etc. In addition to reducing the demand placed on stormwater collection systems, this also decreases the required capacity of potable water production that is used for applications that do not require the high level of refinement.
Future Transportation Infrastructure Considerations

Section 9: Transportation and Mobility Plan of this Community Plan highlights several specific proposed improvements to the transportation system. Within the context of that chapter, this section includes recommendations to ensure that improvements to the transportation system are appropriately coordinated with other infrastructure investment.

Roadways
Given its potential for growth, the City will continue to face challenges related to maintaining its existing roadway network and installing new segments that support future development. To do so, the City should continue to allocate adequate funding in the City’s Infrastructure Plan and Capital Improvement Plan for the maintenance of existing roads. The City should also utilize land acquisition and/or easements to preserve critical rights-of-way for future roadway corridors. Finally, the City should closely coordinate roadway infrastructure improvements with other potential improvements, including Complete Streets, underground infrastructure upgrades, the burying of overhead utilities, and the installation of green infrastructure.

Transit
Transit infrastructure is an important consideration in providing effective and attractive service. The City should coordinate infrastructure investments with planned service improvements, taking into account the specific needs of transit operations, including transit signal priority, dedicated bus lanes, bus stop turnout, queue jumpers, and other techniques.

Bicycle and Pedestrian Infrastructure
The City’s on-going Sidewalk Repair Program is an important step in monitoring and maintaining its pedestrian network. In addition to this program, the City is building trails on separate alignments and requiring overly wide sidewalks in new developments according to the Coralville Trails & Overwidth Sidewalks Plan. This will improve bicycle and pedestrian safety and provide additional access to more areas of the community and region.

The City should continue to identify opportunities to expand biking and walking opportunities throughout the community. These may include easements provided as a part of subdivision and development approval in new growth areas and coordination with local utility providers to use utility rights-of-way for trails. Various departments within the City should also coordinate to identify opportunities where bike and pedestrian trails can serve as green infrastructure and wildlife migration corridors.

Utility Considerations
In addition to the municipal utilities described earlier in this chapter, the City provides information regarding several local private utility providers. These include services related to electricity, gas, telephone and high-speed data, and cable. The City should continue to coordinate with private utility during infrastructure improvements to reduce the risk of damages or disruptions in service. This could also provide the opportunity to implement multiple improvements as part of one project and reduce the overall cost of the improvements for residents and service customers. The City should also explore opportunities to use utility easements or rights-of-way for recreational trails, facilities, or open spaces.
Goal & Objectives

GOAL: Ensure that the City is well-equipped through infrastructure investment and planning to withstand the impacts of significant flooding, maintain existing services to residents and businesses, and accommodate future growth that strengthens the community as a whole.

Objectives

1. Continue to be guided by Coralville Hazard Mitigation Plan, focusing on implementing the November 2008 Storm Sewer System Mitigation Study, including the Clear Creek South Floodwall and reconstruction of 5th Street.
2. Provide hazard education and safety resources for home and business owners.
3. Eliminate or retrofit development in flood-prone areas to reduce the personal or property loss inflicted by flooding.
4. Implement Best Management Practices to manage stormwater on-site and reduce the demand on municipal collection and treatment infrastructure.
5. Utilize municipal codes and ordinances to enhance on-site stormwater management and reduce the demand on infrastructure and the Iowa River to manage runoff.
6. Continue to utilize the Capital Improvement Plan to attain short- and long-term visions.
7. Ensure that the City’s Capital Improvement Plan has adequate funding to maintain existing infrastructure systems.
8. Coordinate new infrastructure development with anticipated growth to maximize the likelihood that new tax revenues offset municipal investment.
9. Identify and develop redundant infrastructure systems that minimize the likelihood of service disruptions.
10. Implement green infrastructure techniques for public infrastructure systems.
11. Amend development regulations to allow and/or encourage on-site Best Management Practices for stormwater management.
12. Coordinate infrastructure systems to maximize benefits related to biking, flood management, and wildlife ecosystems.
13. Permit and/or encourage the reuse of captured rainwater in order to reduce the demand on the stormwater collection system.
14. Coordinate infrastructure projects with transportation or utility improvement projects.
Community facilities provide important services and necessary utilities to the residents and businesses of Coralville and contribute significantly to the overall quality of life of the community. These facilities create social gathering points for events and organizations, and serve as resources for support services and public information. Community facilities include schools, fire and police protection, libraries, utility providers, administrative facilities and meeting spaces, religious facilities, and other public and semi-public uses.

This section of the Community Plan includes an inventory of Coralville’s community facilities and provides recommendations for existing and future facilities that serve the City of Coralville, its residents, and its planning area. With a 2012 population of 19,136 that is expected to grow by more than 44% through the year 2030, the strategies outlined are designed to ensure that residents continue to be well served by the City as demand for public services grow and evolve.

This section also includes an Intergovernmental Collaboration Element. This element identifies strategies for partnership, cooperation, and strategies to implement the Community Facilities plan, as well as other recommendations provided in the Community Plan.

The Community Facilities Plan will assist the City in ensuring that high-quality community facilities are available to local residents and businesses in the future and that appropriate sites are reserved as growth and development occurs. It will also provide a guide for intergovernmental cooperation through partnership with neighboring communities, public agencies, neighborhood organizations, and local businesses. The recommendations presented are not intended to supersede the goals and policies of other agencies or substitute more detailed planning that should be undertaken by the City and other service agencies and organizations. Instead, the Community Facilities Plan presents general policies and guidelines for community facilities.
Emergency Services

Fire

The Coralville Fire Department is staffed mostly by volunteers; only four of the Department’s 59 staff members are paid. An ISO (Insurance Services Office) rating indicates how well a community is protected in the event of a fire on a scale of 1-10. The Department maintains an ISO rating of 2, which at the top 1% of all Class II fire departments in the country, is better than, or equal to, surrounding communities’ ISO ratings. The Department operates two stations, one south of I-80 and one north, as well as a training facility. A 4,300 square foot addition to Station 1 has recently been completed and the Department now has plans to remodel the existing portion of Station 1 and add classrooms to the training facility. The need for a third station is dependent upon future population growth, however, it is estimated that a new station may be needed within the next 10 years. While the Department improves its facilities, it should continuously work with residents and business to provide fire protection and safety education, as well as maintain its mutual aid programs with neighboring communities.

Growth Plan & Staffing

Although the Fire Department currently provides excellent service to the Coralville community, as a mostly volunteer agency there are concerns that as the City expands, the Department may not be able to keep up with the increasing service demands. As the City grows, it needs to work with the Fire Department to coordinate long-term growth plans. This includes budgeting in order to hire additional full-time staff as needed, and maintaining the current recruitment program that supplies the City’s well-regarded volunteer fire fighters.

Grant Funding from the United States Fire Administration

The United States Fire Administration (USFA) is a strong resource for reducing arson rates. Established by the Federal Emergency Management Agency (FEMA) in 1984, the mission of the USFA is to provide national leadership to foster a solid foundation for our fire and emergency services stakeholders in prevention, preparedness, and response. The USFA offers grants for a range of fire department activities that the City could pursue to offset costs of equipment, staffing, and fire prevention measures.

The core grant programs of the USFA include:

- Assistance to Firefighters Grant. Funding from the Assistance to Firefighters Grant (AFG) can be utilized to purchase vital equipment, protective gear, emergency vehicles, training, and other important resources needed to protect the community from fire hazards. The grant is made available to fire departments and nonaffiliated emergency medical service organizations.
- Fire Prevention & Safety Grants. The Fire Prevention & Safety Grants (FP&S) assist with funding for projects that take preventative measures against fire and related hazards. Populations with a high-risk of injury or death by fire-related hazards are the primary target of the program.
- Other Funding. There are many other funding alternatives and grant programs available through the USFA. Additionally, USFA provides thorough informational resources and guidelines about alternative funding mechanisms, including local revenue, State and Federal funding programs, and private-sector sources, as well as how to access those financial resources.

Police

The Coralville Police Department has 33 full-time officers, one full-time community service/animal control officer, and four civilian staff. In 2009, officers were involved in more than 30,000 calls for service. In addition to headquarters at City Hall, the Police Department shares the Fire Department’s Station #2. In general, the Coralville Police have a good relationship with the other law enforcement agencies in the county. The Department has no plans for expansion or renovation, but should regularly evaluate its needs as the City expands.

Growth Plan

As the population of Coralville increases, it is expected that demand for police services will also increase. While the Department aids in providing the high quality of life in Coralville, population growth, unexpected emergencies, and economic limitations, however, may result in an inability to always meet those expectations. The Department should create a long-term growth plan to anticipate future budget and Department needs as well as provide strategies for citizen training, community watches, childhood education, and business outreach.
City Services
City services are performed by several different departments under the umbrella of Public Works. The Streets Department is responsible for the roads, garbage and recycling collection; municipal wastewater is handled by a superintendent and a five-person wastewater plant staff; water treatment is the responsibility of the City of Coralville Municipal Water. Since the departments expect the City’s population to increase, they are already planning to expand services to the City’s future growth and annexation areas in addition to maintaining existing infrastructure. A detailed inventory with recommendations can be found in Section 10: Infrastructure and Hazards Plan.

Library
The Coralville Public Library moved to its current location on 5th Street in 1987. Since then, the Library has grown to over 17,000 cardholders, including Johnson County residents, a collection of approximately 100,000 items, and over 250,000 visits annually. The Library hosts programming and events for children, teens, and adults; community meeting rooms for local organizations and non-profits; computers and technology; and a café. To keep up with demand without requiring large budget or staff increases, the Library partners with the schools and other agencies to provide shared services.

Planned Improvements
Residents from across the City use the Library, which requires ample parking and transit access to accommodate visitors. The Library is an important destination and contributor to the quality of life in Coralville, so close attention is paid to the condition of the facility and grounds. The Library is replacing its integrated library system, which includes large in-house technology upgrades with software and hardware improvements. Within five years they will conduct a study to determine the efficiency and effectiveness of the facility’s current configuration, and determine if any reorganization or improvement projects are necessary.

Education
Schools are among Coralville’s many assets, but the City’s growth also makes them a high priority concern for residents. Coralville is served by two school districts that provide K-12 education, in addition to private schools within and beyond the City of Coralville. The University of Iowa is located in nearby Iowa City and Kirkwood Community College is in Cedar Rapids, however, both have facilities within Coralville.

During community meetings, residents expressed concerns regarding overcrowding of schools as well as competition among schools resulting from school enrollment boundaries. The City should facilitate strengthening the relationship between the school districts and residents to help better communicate issues regarding overcrowding, growth, and boundaries. Additionally, as the population of the City continues to expand, City should work closely with the school districts to ensure all children receive a quality education.

Iowa City Community School District
The Iowa City Community School District serves residents of Coralville, Iowa City, Hills, North Liberty, University Heights, and the surrounding rural areas. During the 2012 academic year, 12,774 students were enrolled throughout the system, making ICCSD the 5th largest district in the state of Iowa. Students from Coralville attend:

- Borlaug Elementary
- Central Elementary
- Kirkwood Elementary
- Lincoln Elementary
- Van Allen Elementary
- Wickham Elementary
- Northwest Junior High
- North Central Junior High
- Iowa City High School
- West High School

Administrators predict the number of enrolled students will continue to increase, straining facilities that are already at capacity. To this end, the ICCSD Board of Education approved a Facility Master Plan in the summer of 2013. The $208,500,000 plan provides a 10-year vision for the district, including a construction schedule for the expansion of current facilities as well as the addition of new elementary and high schools. Two of the proposed schools are located in the northeast of the City’s planning jurisdiction, and Borlaug Elementary School was recently constructed in a newly annexed area of the City.
The Northwest Growth Area of Interstate 380. The City should maintain a positive relationship with the CCA district, which has places for three new schools west of Coralville. Coralville’s Northwest Growth Area is located within the city limits of Coralville and North Liberty.

The district currently serves about 1,920 pre-K-12 students. District enrollment has increased by over 500 students between 2000 and 2010. The district operates:

- Clear Creek Elementary, Oxford
- North Bend Elementary, North Liberty
- Amana Elementary, Middle Amana
- Clear Creek-Amana Middle School, Tiffin
- Clear Creek-Amana High School, Tiffin

The District recently opened the North Bend Elementary building in 2008 and the high school in 2009. A state of the art athletic complex opened in the fall of 2009 and the Clear Creek Performing Arts Center opened in the fall of 2010. Coralville’s Northwest Growth Area is located within the CCA district, which has places for three new schools west of Interstate 380. The City should maintain a positive relationship with the CCA district to plan for future growth in the Northwest Growth Area.

Private Schools
In addition to the public schools, there are two private schools located within Coralville. The Hillside Christian School educates 30 students in grades K-8 and structures its curriculum according to Biblical principles. The Montessori School of Iowa City serves 140 students in grades preK-5 and follows the Montessori educational principles of providing child-directed, individualized, hands-on learning. Regina Catholic Education Center in Iowa City offers grade K-6 education, K-8 religious education, and a junior/senior high school for 7-12 grades. Coralville students also attend several other private schools throughout the area.

Coordination and Cooperation
As the local school districts expand existing facilities and build new schools, there will be an increasing need for improved communication between the school districts and the City. Schools represent a relatively intense land use that generates high levels of traffic and consumes utilities at rates similar to commercial development. School facilities also represent a community asset that can benefit the City. The City and school districts should pursue a more collaborative approach to planning that seeks to minimize the negative impacts of school facilities on surrounding neighborhoods and maximize the utility of school facility locations and the corresponding benefits to the local community. For example, the City could work with the school districts, residents, and the appropriate transportation agencies to develop access and circulation improvements in school zones that reduce congestion associated with school functions and activities.

University of Iowa
Although located in neighboring Iowa City, the University of Iowa, with a $3 billion annual budget, is a major influence in Coralville and the rest of the region. Coralville’s history is closely tied to the University’s, and the everyday operation of the City’s residential, commercial, and natural areas are affected by the University’s success and by the decisions its administrators make.

Nearly 32,000 students were enrolled during the 2012-2013 academic year, up from 27,000 in 2000. Many of the University’s students, faculty, and staff live, work, and shop in Coralville. In addition, the University has several major facilities based in Coralville that have a direct influence on Coralville residents’ daily life. Continued partnership with the University to identify potential land use sites will further capitalize on its presence.

University of Iowa Research Park
The University’s Research Park, located at Coral Ridge Avenue and Oakdale Boulevard, leases building sites and space to growing technology companies that require sustained research relationships with the University. The Research Park includes the Oakdale Research Campus and Oakdale Research Park. A business incubation program includes services and facilities that support new business ventures that use advanced technology. The University’s 2006 Campus Master Plan expanded the Park to nearly 300 acres and included architectural design concepts, an expanded trails network, improved way-finding and signage, and street improvements and beautification. The continued success, growth, and occupancy of Research Park facilities are important goals to both the University and Coralville. The City should work with the University to create a unified plan for the Research Park, which includes finding synergies between education, job training, and workforce needs within the City.

Kirkwood Community College
Located in Cedar Rapids, Kirkwood Community College enrolls 25,000 students in college credit classes and 41,000 people in continuing education and training programs. The College partnered with the University of Iowa and local school districts to create the Kirkwood Regional Center, located in Coralville. This Center, scheduled to open for instruction in the fall of 2015, will offer STEM curriculum for high school students and adults. Additional information about the Kirkwood Regional Center can be found in Section 7: Economic Development Plan.
Cultural Institutions

Coralville is home to three museums as well as the Coralville Center for the Performing Arts that provide cultural and educational events and exhibits. These community facilities contribute to the emerging arts culture of the City.

Iowa Children’s Museum

Located in the Coralville Mall, the Iowa Children’s Museum provides educational, interactive, and hands-on programming within 28,000 square feet of space. The Museum is aimed at providing engaging exhibits for children from birth to 12-years-old.

Coralville Center for the Performing Arts

The Coralville Center for the Performing Arts is a brand new 472-seat auditorium that opened in the summer of 2011. It is designed to offer affordable, accessible rental space for performing arts groups, businesses, and residents of the greater Johnson County area. Construction of the Center was the result of a public-private partnership; attached to the Center is a six-story residential and commercial building that shares a lobby and elevator with the Center. The Center also shares a nearby parking deck with the Coralville Public Library.

The Coralville Center for the Performing Arts is the home of the City Circle Acting Company of Coralville. Other events hosted by the Center include musicals and plays; orchestra concerts, chamber ensembles, and recitals; professional and local dance performances; lectures, presentations, and panel discussions; meetings and receptions; and public and private events. As Coralville establishes a branding and marketing strategy, it should consider securely establishing itself as a cultural destination. This would benefit the Center as well as other cultural facilities throughout the City.

Johnson County Historical Society Museum

The Johnson County Historical Society Museum is run by the Johnson County Historical Society, which was first established in 1967. It features rotating and permanent exhibits including a viewing window where visitors can watch staff preserve historic artifacts. Located at Iowa River Landing, the Museum plays an important role, informing visitors about Coralville and the Johnson County’s important past.

Antique Car Museum of Iowa

Iowa River Landing is also home to the Antique Car Museum of Iowa. The nonprofit organization boasts more than 90 cars, some dating back to the 19th Century. Established in 2006, the museum has a 28,000-square foot show room that encourages a hands-on learning experience for visitors of all ages.
Intergovernmental Coordination

The City of Coralville should assume the leadership role in implementing the new Community Plan. In addition to carrying out the administrative actions and many of the public improvement projects called for in the Plan, the City may choose to administer a variety of programs available to local residents, businesses and property owners.

For the Community Plan to be successful, however, it must be based on a strong partnership between the City, other public agencies, various neighborhood groups and organizations, the local business community, and the private sector.

The City should be the leader in promoting the cooperation and collaboration needed to implement the new Community Plan. The City’s partners should include:

- Other governmental and service districts, such as the Iowa City Community School District, the Clear Creek-Amana School District, the University of Iowa, the fire protection district, Johnson County, private utility companies, the Iowa Department of Transportation (Iowa DOT), the Iowa City Area Chamber of Commerce, Iowa City/Coralville Area Convention and Visitors Bureau etc;
- Builders and developers, who should be encouraged to undertake improvements and new construction that conform to the Plan and enhance the overall quality and character of the community; and,
- The Coralville community, since all residents and neighborhood groups should be encouraged to participate in the on-going planning process, and all should be given the opportunity to voice their opinions on improvement and development decisions within the community.
- Fire departments and districts, including the Tiffin Fire Department, North Liberty Fire Department and Iowa City Fire Department, whose fire protection mutual aid agreements should be maintained to provide continued safety for Coralville and surrounding communities.

Metropolitan Planning Organization of Johnson County

The Metropolitan Planning Organization of Johnson County (MPOJC) is the county-wide planning organization for Johnson County. Assistance is provided to MPOJC member agencies through three divisions: Administration, Transportation Planning, and Human Services. As the county’s regional planning agency, the MPOJC is responsible for fulfilling the federal requirements of the Transportation Planning process required to maintain eligibility for federal transportation planning programs.

The MPOJC also serves as a forum for discussion of any county-wide planning issue. The organization’s advisory boards and committees include the Urbanized Area Policy Board, Rural Policy Board, Transportation Technical Advisory Committee, and Regional Trails and Bicycling Committee.

Because the MPOJC has a regional planning perspective, potential issues facing Coralville in the future that concern the organization include infrastructure planning to meet and accommodate growth, infrastructure funding, balancing preservation and growth, and balancing the provision of services and the ability to fund services.

Growth Area Planning and Annexation

The continued growth of Coralville and its neighboring municipalities presents a unique set of challenges to overcome, and ongoing communication regarding those challenges and deliberate planning is mutually beneficial. The City should continue to maintain open dialogue with its neighbors and the MPOJC with regard to future growth and development.

City of Iowa City

The City of Coralville should make efforts to maintain a positive relationship with Iowa City. While the two communities may not agree on desired development, their relationship is vital to the health of the region. The City should continue to maintain Iowa River as the east-west border between Coralville and Iowa City.

City of North Liberty

The City’s recent establishment of a boundary agreement with North Liberty is a positive step in ensuring expectations relating to future development and planning for both communities. The agreement in place will allow both Coralville and North Liberty to benefit from the proposed future interchange at Forevergreen Road and I-380/US 218. It also clearly defines what portions of Coralville’s northeast growth area, along the 1st Avenue/North Liberty Road corridor, are to be served by the City in the future.

City of Tiffin

Growth to the southwest, along the US 218 corridor, should be pursued in coordination with the City of Tiffin which shares Coralville’s western border. Iowa City has a presence along the southern portion of the US 218 corridor and should also be involved in any discussions regarding future annexation in the area. It is important that all three communities develop an understanding of each community’s vision for the US 218 corridor.
Goal & Objectives

**Goal:** Ensure reliable health, safety, and educational services for all residents and businesses within Coralville as well as the governmental leadership necessary to enhance and strengthen these services through collaborative efforts.

**Objectives**

1. Create a long-term growth plan for the Police Department to anticipate future budget and Department needs as well as provide strategies for citizen training, community watches, childhood education, and business outreach.

2. Periodically evaluate the service needs of the Coralville Public Library and identify areas where the expansion, upgrade, or addition of facilities may be warranted.

3. Strengthen the relationship between the school districts and residents to help better communicate issues regarding overcrowding, growth, and boundaries.

4. Assist ICCSD with the implementation of their Facilities Master Plan, and CCASD to expand existing facilities or construct new facilities as enrollment exceeds capacity.

5. Work closely with the MPOJC to provide input on policies and plans that affect Coralville and ensure that the City receives the necessary financial and technical assistance for an expanding City.

6. Continue to work with the University of Iowa and Kirkwood Community College, including the new STEM school within the Kirkwood Regional Center, to identify land use sites, create a growth plan for the Research Park, and maintain and expand medical services within the City.

7. Recognize the catalytic role of new University of Iowa facilities, campuses, and buildings of higher education, support, and encourage there appropriate locations within the City.

8. Support the operation and promotion of the City’s cultural destinations, including Coralville Center for the Performing Arts, Iowa Children’s Museum, the Johnson County Historical Society Museum, and the Antique Car Museum of Iowa.
SECTION 12 IMPLEMENTATION PLAN

The Community Plan establishes a “road map” for growth and development within the City of Coralville over the next 15 to 20 years. The plan is the culmination of the collective efforts of City staff and officials, the Community Plan Steering Committee, the Planning and Zoning Commission, the City of Council, and the Coralville community. While adoption of the Community Plan represents the end of an initial 12-month planning process, it also represents the first step in the much longer journey of guiding change within the community and implementing the recommendations of the plan.

This section briefly highlights the next steps that should be undertaken to begin the process of plan implementation. These include the:

- Use of the Community Plan on a day-to-day basis to guide City policies and decision-making.
- Review and update of the Zoning Ordinance and other development controls to reflect policies presented in the Community Plan.
- Expansion of the Capital Improvement Program (CIP) to plan for recommended improvements.
- Updating of the Community Plan at regular intervals.
- Enhancement of public communication regarding plans and decision-making.
- Preparation of an Implementation Action Agenda.
- Exploration of possible funding sources and implementation techniques.
Use Plan on a Day-to-Day Basis

The Community Plan should become the City’s official policy guide for land use, development, and community improvement. It is essential that the Plan be adopted and then used on a regular basis by City staff, boards, and commissions to review and evaluate all proposals for improvement and development in the years ahead. Building Department staff should meet with Department heads to explain the purpose and benefits of the Community Plan.

To further educate the community about the Plan, the City should:
- Make copies of the Plan available online for free, provide hard copies at City Hall for purchase, and have a copy on file at the public library for reference;
- Provide assistance to the public in explaining the Plan and its relationship to private and public development projects and other proposals, as appropriate;
- Assist the City Council and City Planning Commission in the day-to-day administration, interpretation, and application of the Plan;
- Maintain a list of current possible amendments, issues, or needs which may be a subject of change, addition, or deletion from the Community Plan.

Review Development Controls

Zoning is an important regulatory tool for implementing planning policy. It establishes the types of uses to be allowed on specific properties and prescribes the overall character and intensity of permitted development. It is important that the City’s various development controls including zoning, subdivision regulations, property maintenance, and other related codes and ordinances, are reviewed to ensure that all are consistent with and complementary to the Community Plan.

The Community Plan sets forth policies regarding the use of land within the City and establishes guidelines for the quality, character and intensity of new development to be promoted in the years ahead. The Plan’s policies and guidelines should greatly assist the City in formulating new zoning and development code regulations that can better reflect the unique needs and aspirations of the Coralville community.

Capital Improvement Program (CIP)

As a critical tool for Community Plan implementation, the City should review and update its Capital Improvement Program (CIP) as needed to reflect Plan recommendations. A CIP is a complete schedule of prioritized public improvement projects, typically extending over a five-year period. These projects might include the restoration and upgrading of existing utilities and infrastructure, and the renovation, expansion, or relocation of City facilities.

In reviewing the Capital Improvement Program, the City should first prepare a list of all public improvements within the next five years that are recommended in the Community Plan. All projects should then be reviewed and prioritized and cost estimates prepared along with potential funding sources. The CIP may need to be expanded, condensed, or completely reworked based on the goals set by the Community Plan.

Financial resources within the City of Coralville, as in all municipalities, will always be limited and public dollars must be spent wisely. A thorough Capital Improvement Program will allow the City to prioritize the most desirable or beneficial public improvements while remaining within budget constraints.

Coordination

Residents and businesses in the City of Coralville and surrounding areas receive their services from a variety of providers including the City, public utilities, and private companies. Service providers, whether public- or private sector, frequently use a Capital Improvement Program to map out growth and investment in facilities and infrastructure. As the City updates and monitors its own CIP, City staff should coordinate with other community facilities providers including the Iowa DOT and Johnson County, to ensure that investment is occurring in a logical manner and synergies can be created between public, quasi-public, and private improvements.

Annual Review

A CIP is essential to the coordinated and efficient implementation of the Community Plan and should be reviewed annually. The costs and benefits of proposed improvements should always be examined in comparison with Community Plan priorities. The annual review of the CIP should seek and examine both near term projects and long term needs and opportunities.
Enhance Public Communication

The process undertaken to create the Community Plan was, in and of itself, an important step in educating the community about the relevance of planning and the City’s role in defining its future. Through the Community Plan Steering Committee, a community vision workshop, resident questionnaire, and interactive web-based engagement, much positive momentum has been forged. In order to build on this foundation, the City should ensure that the Plan’s major recommendations and “vision” for the future are conveyed to the entire community.

The City should also consider additional techniques for responding quickly to public questions and concerns regarding planning and development. For example, the City might prepare a new informational brochure and online information on how to apply for zoning, building, subdivision, and other development related permits and approvals. It might also consider special newsletter and/or webpage features that focus on frequently raised questions and concerns regarding planning and development.

Update the Plan on a Regular Basis

It is important to emphasize that the Community Plan is not a static document. If community attitudes change or new issues arise which are beyond the scope of the current Plan, the Plan should be revised and updated accordingly.

Although a proposal to amend the Plan can be brought forth by petition at any time, the City should regularly undertake a systematic review of the Plan. Although an annual review is desirable, the City should initiate review of the Plan at least every two to three years. Ideally, this review should coincide with the preparation of the annual budget and Capital Improvement Plan update. In this manner, recommendations or changes relating to capital improvements or other programs can be considered as part of the upcoming commitments for the fiscal year. In turn, development regulations may need to be amended to most accurately reflect the intent of any modifications to the Community Plan. Routine examination of the Plan will help ensure that the planning program remains relevant to community needs and aspirations.

Prepare an Implementation Action Agenda

The City should prepare an implementation “action agenda” which highlights the improvement and development projects and activities to be undertaken during the next few years. For example, the “action agenda” might consist of:

- A detailed description of the projects and activities to be undertaken;
- The priority of each project or activity;
- An indication of the public and private sector responsibilities for initiating and participating in each activity; and,
- A suggestion of the funding sources and assistance programs that might potentially be available for implementing each project or activity.

To remain current, the “action agenda” should be updated annually in conjunction with development of the City’s Capital Improvement Program.