Coralville West Land Use Area Planning - Transportation Plan
# West Land Use Area Master Plan and Design Guidelines Timeline

<table>
<thead>
<tr>
<th>Phase</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Phase 1</strong></td>
<td>Project Initiation - Data Collection, Site and Market Analysis, and Community Visioning</td>
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<tr>
<td><strong>Phase 2</strong></td>
<td>Master Planning</td>
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<td><strong>Phase 3</strong></td>
<td>Design Guidelines and Standards + Zoning Overlay</td>
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<tr>
<td><strong>Phase 4</strong></td>
<td>Sanitary Sewer, Stormwater, and Water Infrastructure Analysis</td>
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</tbody>
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### Timeline

- **November 2014**
- **December 2014**
- **January 2015**
- **February 2015**
- **March 2015**
- **April 2015**
- **May 2015**
- **June 2015**
- **July 2015**
- **August 2015**
- **September 2015**

**Events**

- **Public Open House**
- **Community Workshop**
- **City Work Session**

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Coralville West Land Use Area Planning - Timeline
**Bright Young Professionals**

*Bright Young Professionals* is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. One out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

**Enterprising Professionals**

*Enterprising Professionals* residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, town homes, or apartments; many still rent their homes. The market is fast-growing, located in lower density neighborhoods of large metro areas. *Enterprising Professionals* residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the US median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.
Emerald City’s denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the “foodie” culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both personally and for business.

Young and Restless

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost 1 in 5 residents move each year. Close to half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US. Smartphones are a way of life, and they use the Internet extensively. Young and Restless consumers are diverse, favoring densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.
It's nice to be Coralville, a fast-growing city.
Coralville's retail market is (almost) all about "pull". How to maintain that advantage while preserving resident quality of life?

Population Annual Growth Rate (Major Counties)

- Dallas: 4.0%
- Johnson: 2.0%
- Polk: 1.5%
- Story: 1.0%
- Scott: 0.5%
- Warren: 0.0%
- Linn: -0.5%
- Dubuque: -1.0%
- State of Iowa: -1.5%
- Black Hawk: -2.0%
- Marshall: -2.5%
- Des Moines: -3.0%
- Muscatine: -3.5%
- Woodbury: -4.0%
- Pottawattamie: -4.5%
- Cerro Gordo: -5.0%
- Clinton: -5.5%
CURRENT PROGRESS – MARKET ANALYSIS

Retail Sales Per Capita 2013

Lots of Retail Pull

CONFLUENCE
CURRENT PROGRESS – MARKET ANALYSIS

NICE TO BE CORALVILLE
Very Highly Educated

Percent With Bachelor's Degree (Major Counties)
CURRENT PROGRESS – MARKET ANALYSIS

NICE TO BE CORALVILLE
Valuable Homes

Median Home Values (Major Counties)
RETAIL LEAKAGE & PULL

Coralville’s retail market is (almost) all about “pull”
How to maintain that advantage while enhancing resident quality of life?

leakage (resident demand exceeds city supply) | pull (city supply exceeds resident demand)
## Market Area Growth Potential – 10 Years

<table>
<thead>
<tr>
<th></th>
<th>City of Coralville</th>
<th>Northwest Coralville Study Area</th>
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<tbody>
<tr>
<td>Residential – Rental</td>
<td>700-900 units</td>
<td>200-500 units</td>
</tr>
<tr>
<td>Residential – Ownership</td>
<td>900-1,100 units</td>
<td>200-500 units</td>
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<tr>
<td>Retail &amp; Dining</td>
<td>450-600 K s.f.</td>
<td>200-400 K s.f.</td>
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<tr>
<td>Office/Employment</td>
<td>100-300 K s.f.</td>
<td>50-200 K s.f.</td>
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NW Area capture could vary widely – based as much on policy/vision as market

Excludes other potential land use categories (e.g. lodging, civic, medical, educational)
### MARKET ANALYSIS PROCESS

**So, where are we now?**

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<thead>
<tr>
<th>Dec</th>
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<th>Jan</th>
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<tbody>
<tr>
<td>Internal kick-off(s)</td>
<td>X-mas</td>
<td>LCG to Coralville (including site reconnaissance &amp; interviews)</td>
<td>Draft of development program rec’s</td>
<td>Draft market strategy write-up to Confluence</td>
<td>LCG to Coralville (2/17)</td>
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<tr>
<td>Review of existing plans; data acquisition; preliminary market analysis</td>
<td>Refine analytic objectives, trade area &amp; subarea definitions, communication goals; complete market analysis</td>
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<td>Present market strategy revise as necessary for incorporation in Master Plan</td>
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