WEST LAND USE MASTER PLAN AND DESIGN GUIDELINES

PHASE 1 SUMMARY
WELCOME / AGENDA

- WELCOME
- PROJECT OVERVIEW
- PUBLIC MEETING RESULTS/STAKEHOLDER INPUT
- MARKET STUDY RESULTS
- WHERE WE’RE HEADED – NEXT STEPS
- STEERING COMMITTEE INPUT
PROJECT OVERVIEW

WHERE ARE WE?

WHERE ARE WE GOING?
## PROJECT OVERVIEW

### WEST LAND USE AREA MASTER PLAN AND DESIGN GUIDELINES TIMELINE

<table>
<thead>
<tr>
<th>Phase</th>
<th>Description</th>
<th>Date Range</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Phase 1</strong> I Project Initiation - Data Collection, Site Analysis, Base Mapping and Community Visioning</td>
<td></td>
<td>Nov 2014 - Feb 2015</td>
<td>Public Open House</td>
</tr>
<tr>
<td></td>
<td>Community Stakeholder and Property Owner Engagement and Input</td>
<td></td>
<td>City Review - City Council and Or Planning and Zoning Work Session</td>
</tr>
<tr>
<td><strong>Phase 2</strong> I Master Planning</td>
<td></td>
<td>Mar 2015 - Jun 2015</td>
<td>Community Workshop</td>
</tr>
<tr>
<td></td>
<td>Transportation and Circulation Analysis and Transportation Plan</td>
<td></td>
<td>City Review - City Council and Or Planning and Zoning Work Session</td>
</tr>
<tr>
<td></td>
<td>Community Stakeholder and Property Owner Engagement and Input</td>
<td></td>
<td>City Work Session</td>
</tr>
<tr>
<td><strong>Phase 3</strong> I Design Guidelines and Standards + Zoning Overlay</td>
<td></td>
<td>Jul 2015 - Oct 2015</td>
<td>Community Workshop</td>
</tr>
<tr>
<td></td>
<td>Community Stakeholder and Property Owner Engagement and Input</td>
<td></td>
<td>City Review - City Council and Or Planning and Zoning Work Session</td>
</tr>
<tr>
<td><strong>Phase 4</strong> I Sanitary, Sewer, and Water Infrastructure Analysis, Stormwater Management Concept</td>
<td></td>
<td>Nov 2015 - Dec 2015</td>
<td>City Work Session</td>
</tr>
<tr>
<td></td>
<td>City Review - City Council and Or Planning and Zoning Work Session</td>
<td></td>
<td>City Work Session</td>
</tr>
</tbody>
</table>

**You Are Here:** City Work Session
PROJECT OVERVIEW

COMPLETED TO DATE – PHASE ONE PROJECT INITIATION

• DATA GATHERING
• MARKET STUDY AND PROJECTIONS
• PUBLIC OPEN HOUSE AND INPUT
• STAKEHOLDER INPUT
KEY STAKEHOLDER COMMENTS

BEST USES FOR THE PLANNING AREA

- Owner occupied and single family housing with greenspace and trails.
- Neighborhood commercial/mixed use that supports the neighborhood.
- A well preserved and managed natural area with a conservation/nature center as a regional draw.
KEY STAKEHOLDER COMMENTS

BEST USES FOR THE PLANNING AREA

• Maintain and improve the woodlands, use for parkland and environmental education.
• Senior living/Assisted living/Wellness campus.
• High density multifamily.
• Specialty retail (some demand).
KEY STAKEHOLDER COMMENTS

USES NOT SUITED FOR THE PROPERTY

• Office/research park because of the competition from Oakdale Research Park unless the City provides infrastructure to mitigate risk.

• Retail unless there is sufficient exposure to customer traffic.
KEY STAKEHOLDER COMMENTS

ISSUES OR CONCERNS

• Desire effective stormwater management

• Protection of natural features and fen.

• Current Jones Boulevard – alignment through environmentally sensitive areas.
KEY STAKEHOLDER COMMENTS

ISSUES OR CONCERNS

• Lack of demand for office and mixed use.

• Lack of supporting retail (such as coffee shops and lunch establishments) for office and research park uses.
KEY STAKEHOLDER COMMENTS

OTHER COMMENTS

• Multi-family housing market is still very strong.
• Need/want interesting and unique living quarters.
• Provide greenways with pedestrian and bicycle trails.
PUBLIC MEETING RESULTS / STAKEHOLDER INPUT

PREFERENCING RESULTS - HOUSING

PREFERRED
- Single Family Homes

MIXED RESULTS
- High Density/Mid to High-end Multifamily

NOT PREFERRED
- Entry Level Apartments
PREFERENCING RESULTS – PARKS AND OPEN SPACE

HIGHLY PREFERRED
Woodland or Prairie Trails

PREFERRED
Natural areas with water features or ponds
Manicured parks with urban amenities

MIXED RESULTS
Manicured parks with rustic amenities
PREFERENCE RESULTS – RETAIL

PREFERRED

Unique High Quality
Mixed Use
Farmer’s Market Area

MIXED RESULTS

Quality Strip Retail

NOT PREFERRED

Big Box Retail
PREFERENCING RESULTS – OFFICE/CORPORATE

PREFERRED

High-end Multi-story Corporate
with Modern Architecture or Natural Setting

MIXED RESULTS

High-end Multi-story Corporate
Moderate Residential Style Office – One Story

NOT PREFERRED

Moderate to Low-end Office

High-end One Story Office
PUBLIC MEETING RESULTS / STAKEHOLDER INPUT

PREFERENCING RESULTS – STREETSCAPE

PREFERRED

- Well Landscaped Boulevards
- Pedestrian Plaza
- Roundabouts

MIXED RESULTS

- Downtown with Center Blvd. and Pedestrian Bump-out
- Standard Residential Streets

NOT PREFERRED

- Unique Traffic Calming/Pedestrian Interface
PUBLIC MEETING RESULTS / STAKEHOLDER INPUT

PREFERENCING RESULTS – SIGNAGE AND WAYFINDING

PREFERRED
- Signage + Water Feature
- Coralville Monument and IRL Gateway Signage

MIXED RESULTS
- Downtown Monument Signage and Banners
- Coralville Limestone Wall Signage Near I-80 Ramp

NOT PREFERRED
- Modern Art in Roundabout
PUBLIC MEETING RESULTS / STAKEHOLDER INPUT

OTHER GENERAL COMMENTS

• Provide highly connected pedestrian friendly environment with lots of trails and greenspace.

• Provide quality architecture with character.

• Protect the fen, woodlands, ravine and sensitive natural features.

• Provide stormwater solutions that protect the natural resources.

• Provide single family residential housing/balance housing stock.
Explore local and regional conditions
• Economic, demographic, real estate, lifestyle/psychographic

Inform planning for WLUA that is
• Right-sized
• Market-supported
• Consistent with broader vision/goals
REGIONAL CORALVILLE ASSETS

Growth
Money
Youth
Brains
Population Annual Growth Rate (Major Counties)
Regional Coralville Assets

Growth

Employment Growth Since 2004

- Johnson County
- U.S.
## Regional Coralville Assets

### Money

<table>
<thead>
<tr>
<th></th>
<th>City of Coralville</th>
<th>Johnson County</th>
<th>State of Iowa</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household Income $100,000+</td>
<td>22.8%</td>
<td>24.4%</td>
<td>18.3%</td>
<td>21.8%</td>
</tr>
<tr>
<td>Average Income</td>
<td>$69,437</td>
<td>$72,260</td>
<td>$65,662</td>
<td>$72,809</td>
</tr>
<tr>
<td>Median Income</td>
<td>$54,897</td>
<td>$56,428</td>
<td>$52,406</td>
<td>$52,076</td>
</tr>
<tr>
<td>Ratio of Average to Median Income</td>
<td>1.26</td>
<td>1.28</td>
<td>1.25</td>
<td>1.40</td>
</tr>
</tbody>
</table>
REGIONAL CORALVILLE ASSETS

MONEY

State of Iowa incomes skew strongest towards middle class.

Coralville incomes peak again at the $100-150K income level.

Coralville is under-represented in the $25-35K income range.
Coralville skews strongly towards the 25 - 35 age bracket.
REGIONAL CORALVILLE ASSETS

Percent With Bachelor's Degree (Major Counties)

Johnston | Story | Dallas | Polk | Scott | Linn | United States | Warren | Dubuque | Black Hawk | State of Iowa | Cerro Gordo | Woodbury | Muscatine | Marshall | Des Moines | Pottawattamie | Clinton

CONFLUENCE
REGIONAL CORALVILLE ASSETS

TAPESTRY SEGMENTATION MAP

Where it all comes together
REGIONAL CORALVILLE ASSETS

BRIGHT YOUNG PROFESSIONALS

OUR NEIGHBORHOOD

• Approximately 56% of the households rent; 44% own their homes.
• Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent (Index 125) and single-person (Index 115) households.
• Multiunit buildings or row housing make up 55% of the housing stock (row housing (Index 182), buildings with 5–19 units (Index 277)); 44% built 1980–99.
• Average rent is slightly higher than the US (Index 102).
• Lower vacancy rate is at 8.9%.

SOCIOECONOMIC TRAITS

• Education completed: 36% with some college or an associate’s degree, 30% with a bachelor’s degree or higher. Education in progress is 10% (Index 127).
• Unemployment rate is lower at 7.1%, and labor force participation rate of 73% is higher than the US rate.
• These consumers are up on the latest technology.
• They get most of their information from the Internet.
• Concern about the environment impacts their purchasing decisions.

WHO ARE WE?

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.

MARKET PROFILE

(Consumer preferences are estimated from data by GfK MRI)

• Own US savings bonds.
• Own newer computers (desktop, laptop, or both), iPods, and 2+ TVs.
• Go online to do banking, access YouTube or Facebook, visit blogs, and play games.
• Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.
• Find leisure going to bars/clubs, attending concerts, going to the zoo, and renting DVDs from Redbox or Netflix.
• Read sports magazines and participate in a variety of sports, including backpacking, basketball, football, bowling, Pilates, weight lifting, and yoga.
• Eat out often at fast-food and family restaurants.
REGIONAL CORALVILLE ASSETS

DESPITE ASSETS, IRRATIONAL EXUBERANCE IN CHECK

Housing Price Index, Iowa vs. U.S.
• Coralville residents are white collar/professionals (72%)
• But Coralville firms still skewed towards service/retail
**OPPORTUNITIES/ISSUES**

**NOT EVERYTHING IS PERFECT OF COURSE**

- Youth & Brains are filling up apartments, but single-family residential is under-represented

<table>
<thead>
<tr>
<th></th>
<th>City of Coralville</th>
<th>Johnson County</th>
<th>State of Iowa</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner Occupied</td>
<td>54%</td>
<td>58%</td>
<td>71%</td>
<td>63%</td>
</tr>
<tr>
<td>Renter Occupied</td>
<td>46%</td>
<td>42%</td>
<td>29%</td>
<td>37%</td>
</tr>
</tbody>
</table>
NOT EVERYTHING IS PERFECT OF COURSE

- Heavy retail growth not likely sustainable
- Only one major mall-like retail cluster allowed in a market this size
- Coralville needs to shoulder more burden of providing rooftops for retail
• Mismatch between growing professional employers and retail/dining to serve them
• Pedestrian amenities virtually absent outside of city center
Overall Coralville unit construction driven largely by cyclical spikes in multifamily
Coralville’s growth spurt preceded (and actually avoided) the national housing boom in 2005.
RESIDENTIAL DEMAND

- County-wide unit demand likely to top 8,600 per decade
- Range of WLUA Capture
  - 280 to 420 single family detached homes
  - 210 to 320 attached ownership homes (townhomes, condos, rowhomes, etc.)
  - 300 to 450 rental apartments
- Total of up to 1,200 units per decade in WLUA
Heavy multifamily pipeline not overly concerning given low vacancies

May consider beefing up single-family land use allocation (trading off value-maximization for community balance)

Reconsider location of single family to be more connected with open space systems

Consider denser, more low maintenance single-family hybrids (cottage clusters, bungalow courts)

Spread out single-family into “pocket neighborhoods” throughout developments

Senior residential (including Retirement/age-restricted, Assisted Living) a good fit for area –as evidence by developer interest
Did we mention that Coralville has more than its share of retail?
Zooming out to a much larger trade area, we see less dramatic imbalance in terms of pull vs. leakage.
The retail trade area should generate close to 650,000 s.f. of retail demand per decade...

Of which the WLUA could capture up to 250,000 s.f. (incl. 20-30K s.f. of space generated by office employees and lodgers)

<table>
<thead>
<tr>
<th>Retail Category</th>
<th>10-yr New Demand from Household Growth (s.f.)</th>
<th>Plus Recapture-able Existing Leakage (s.f.)</th>
<th>Plus Est. Obsolete s.f. Replaced (1% in 10 yr)</th>
<th>Total New 10-yr Demand (s.f.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Furniture and Home Furnishings</td>
<td>12,783</td>
<td>0</td>
<td>1,201</td>
<td>13,984</td>
</tr>
<tr>
<td>Electronics and Appliance</td>
<td>15,591</td>
<td>0</td>
<td>1,235</td>
<td>16,826</td>
</tr>
<tr>
<td>Building Material, Garden Equip</td>
<td>18,786</td>
<td>0</td>
<td>1,241</td>
<td>20,027</td>
</tr>
<tr>
<td>Food and Beverage (grocery)</td>
<td>76,561</td>
<td>52,102</td>
<td>3,965</td>
<td>132,628</td>
</tr>
<tr>
<td>Health and Personal Care</td>
<td>35,309</td>
<td>20,561</td>
<td>1,798</td>
<td>57,668</td>
</tr>
<tr>
<td>Clothing and Accessories</td>
<td>32,202</td>
<td>0</td>
<td>5,883</td>
<td>38,085</td>
</tr>
<tr>
<td>Sporting Gds, Hobby, Book, Music</td>
<td>14,454</td>
<td>0</td>
<td>1,894</td>
<td>16,348</td>
</tr>
<tr>
<td>General Merchandise</td>
<td>113,648</td>
<td>0</td>
<td>7,625</td>
<td>121,273</td>
</tr>
<tr>
<td>Misc. Store Retailers</td>
<td>24,497</td>
<td>22,125</td>
<td>1,126</td>
<td>47,748</td>
</tr>
<tr>
<td>Foodservice and Drinking Places</td>
<td>54,927</td>
<td>0</td>
<td>4,482</td>
<td>59,409</td>
</tr>
<tr>
<td>Excluded Categories (including cinema, prof./med. office, consumer banks, etc.) @ 20% of included</td>
<td>101,836</td>
<td>0</td>
<td>7,629</td>
<td>109,465</td>
</tr>
<tr>
<td>Total</td>
<td>500,595</td>
<td>94,788</td>
<td>38,078</td>
<td>633,461</td>
</tr>
</tbody>
</table>
SUPPLY AND DEMAND

RETAIL STRATEGIC NOTES

- Cater first to underserved employment clusters
- Don’t expect too much additional regional growth in near-term
- Hy-Vee already going in at Forevergreen Rd/Coral Ridge Ave intersection
- Smaller natural or specialty grocer would be good recruitment target to help anchor a town center-type development
- Prepare for competition on North Liberty side over time
• The Johnson County trade area supply of ~2,400 rooms could grow by 350-400 rooms per decade
• Of which the WLUA could capture a substantial share (100+ rooms)
The Johnson County office market could add approx. 725,000 s.f. over 10 years.

Of which the WLUA could capture 20-30%, or up to 220,000 s.f. per decade.

R&D demand could add 450,000 s.f. countywide (up to 180K s.f. in the WLUA).

<table>
<thead>
<tr>
<th>Industry</th>
<th>Est. Office Space 2014</th>
<th>Est. Annual Growth Rate</th>
<th>Est. Office Space 2024</th>
<th>Est. New Office Space Demand (s.f.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural Resources and Mining</td>
<td>845</td>
<td>0.0%</td>
<td>845</td>
<td>0</td>
</tr>
<tr>
<td>Trade, Transportation, Utilities</td>
<td>434,460</td>
<td>1.3%</td>
<td>492,899</td>
<td>58,439</td>
</tr>
<tr>
<td>Construction</td>
<td>46,979</td>
<td>1.7%</td>
<td>55,605</td>
<td>8,626</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>87,848</td>
<td>1.0%</td>
<td>97,038</td>
<td>9,191</td>
</tr>
<tr>
<td>Information</td>
<td>419,153</td>
<td>0.5%</td>
<td>440,588</td>
<td>21,436</td>
</tr>
<tr>
<td>Financial Activities</td>
<td>452,205</td>
<td>1.4%</td>
<td>519,655</td>
<td>67,450</td>
</tr>
<tr>
<td>Prof. and Business Services</td>
<td>1,935,960</td>
<td>1.7%</td>
<td>2,291,426</td>
<td>355,466</td>
</tr>
<tr>
<td>Educational Services</td>
<td>180,570</td>
<td>1.2%</td>
<td>203,447</td>
<td>22,877</td>
</tr>
<tr>
<td>Health Care Svcs.</td>
<td>698,490</td>
<td>1.4%</td>
<td>802,675</td>
<td>104,185</td>
</tr>
<tr>
<td>Leisure &amp; Hospitality</td>
<td>98,865</td>
<td>1.3%</td>
<td>112,163</td>
<td>13,298</td>
</tr>
<tr>
<td>Other Services</td>
<td>153,758</td>
<td>1.3%</td>
<td>174,439</td>
<td>20,682</td>
</tr>
<tr>
<td>Government</td>
<td>381,810</td>
<td>1.1%</td>
<td>425,950</td>
<td>44,140</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>4,890,941</strong></td>
<td><strong>1.30%</strong></td>
<td><strong>5,616,731</strong></td>
<td><strong>725,789</strong></td>
</tr>
</tbody>
</table>
Most municipalities will “over-zone” for office and retail (preserving flexibility for high value land uses)

- That said, WLUP is probably over-zoned for office (and retail), and could stand to swap for more residential or civic elements

Especially difficult to forecast long term office, employment growth

- If trends and tipping points line up in Coralville’s favor, could see a doubling of these projections (or more protracted absorption)
• Not to be too dramatic, but the West Land Use Area is your last big chance to shape the community to suit your aspirations and vision

• Will evolve and mature over time (including through redevelopment) but the framework put in place now will strongly bias how that plays out
KEY TAKEAWAYS

• Protect and preserve natural areas.

• Improve visibility and access to green spaces.

• Employ a balanced approach to land uses.

• Capitalize on Single Family Residential and Senior Housing.

• Promote walkable, connected neighborhoods.

• Identify limited neighborhood retail nodes.
KEY TAKEAWAYS

• Refine major road alignments to support the land uses.
• Optimize office and retail potential along the interstate frontage.
• Establish a transition/buffer from the prison.
Precedent Communities Map

Maple Grove, Edina and Apple Valley, MN 5 hours

Madison, WI 3 hours

Naperville and Downer’s Grove, IL 3 hours

Kansas City, MO 4.5 hours