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Previous Planning Efforts and Documents
City of Coralville, Iowa Community Plan – 2014
(Completed by Houseal Lavigne Associates)

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In 2014 the City of Coralville adopted a new Community Plan to provide a framework for growth. One of the most important growth areas identified in that plan is the West Land Use Area located between I-380 and Coral Ridge Avenue/Highway 965, south of Forevergreen Road, and north of I-80. This area serves as a major entryway or “front door” to Coralville and is the last significant growth area for the community.

This area further represents an opportunity for the City to create another valuable destination for the community, providing a mix of housing types and locations for new retail, office, and business park development. The West Land Use Area also contains a significant amount of valuable natural areas including unique and rare wetlands and natural woodlands that can and should be carefully managed and preserved.

To maximize the development potential and value of this important growth area, the City has created a refined Land Use Plan and a conceptual Master Plan for the West Land Use Area. To implement these Plans, the City further created a set of Design Guidelines specific for this area as well as a Zoning Overlay. As part of this process, the City also took the opportunity to review the existing Water, Sanitary Sewer, and Storm Water fee districts and the related infrastructure master plans.

The Vision for the West Land Use Area is a fully integrated development area that contains a mix of residential, retail and office uses. The Goals for this area are encapsulated by the following five (5) pillars:

1. **CONSERVATION** – Preserve, enhance and educate the public, and enjoy the unique wetlands, creeks, rolling topography, wooded areas and wildlife habitat.
2. **WALKABILITY** – Provide an accessible, walkable neighborhood where services, retail, recreation, employment and other amenities are easily available to pedestrians.
3. **SUSTAINABILITY** – Commit to sustainable environmental and economic practices, using design guidelines to direct decisions within the district for the long term health of the community.
4. **OPPORTUNITY** – Make the most of a highly visible, highly accessible, natural resource rich area for the public good and economic prosperity, providing a well-balanced mixture of quality housing, corporate, mixed use and recreation within a walkable, pedestrian oriented district.
5. **RECREATION** – Enhance the district’s natural resources, and strengthen the community’s appeal with educational opportunities, trails and recreation areas.

This document contains the future Land Use Map for the West Land Use Area and shall serve as the basis of zoning. The document further contains a detailed set of Design Guidelines created specifically for the West Land Use Area to further the goals outlined in the adopted Community Plan. The Design Guidelines are intended to be implemented by individual Planned Unit Development (PUD) ordinances for each development project and adopted by reference. The PUD zoning framework is further defined in this document. The basic storm water analysis is found beginning on page 69 of this document and is based on the December 2015 West Land Use Area Stormwater Management Considerations Report prepared by HR Green. Included within the Appendix for reference are portions of the October 2015 Water and Sanitary Sewer Analysis West Land Use Area report prepared by Shive-Hattery for the study area.
Process

The development of the refined Land Use Plan, Conceptual Master Plan, the Design Guidelines, as well as the evaluation and study of the existing fee district began in December of 2014 and was staged into four phases.

Phase One – Project Initiation

In order to provide a well thought out and appropriately designed West Land Use Area Master Plan, it is essential to have a complete understanding of the existing conditions, and other influential factors that will affect the outcome of the project as well as a full understanding of the City’s and public’s goals and vision for its development. This was the focus of phase one and this phase included gathering data, making site visits, providing a market analysis and projections and gathering input from people who work and live in the area as well as feedback from key stakeholders. Significant input was gathered through a public open house, a steering committee meeting and individual meetings with property owner stakeholders.

A small bus tour of several communities within the Minneapolis metropolitan area was held on April 24, 2015, to provide first-hand examples of high-quality, planned developments applicable to the West Land Use Area. The communities visited were Arbor Lakes, Centennial Lakes, Cobblestone Lake, and Spirit of Brandtjen.

Phase Two – Master Planning

Results from the Project Initiation phase provide the basis for phase two – Master Planning. Using the 2014 Community Land Use Plan as a foundation as well as the information gathered, compiled and assimilated during phase one, the design team developed master plan concepts that responded to the community’s desires and goals. This phase sought the refinement of the Land Use Plan, modification of land use districts and definitions, concepts for community site features, plaza spaces, district signage, streetscapes, circulation and storm water management.

Like the first phase, community feedback was essential for developing the best product and was solicited through a community workshop and steering committee and stakeholder meetings. In this phase, a conceptual master plan draft was developed and presented to the public for further input.

Phase Three – Design Guidelines

The final two phases ran concurrently. During phase three, the design team worked with City staff, steering committee members and other stakeholders to create design guidelines that encourage development to occur according to the master plan vision. These guidelines will provide direction to inform developers about the City’s expectations and requirements so that they may comply with the City’s overall goals and objectives. These guidelines will cover a variety of elements including site planning, street circulation, street access management and parking, architectural design, landscape and open space design, lighting and signage.

Phase Four – Stormwater, Sanitary Sewer, and Water Infrastructure Analysis

Under phase four, the existing stormwater, sanitary sewer and water main systems were analyzed to verify capacity for the anticipated development based upon the desired Master Plan. A conceptual stormwater master plan was also developed utilizing the refined land use plan and concept master plan to incorporate storm water best management practices and provide a conceptual level storm management plan that will enhance public safety and environmental stewardship. The current storm water, sanitary sewer, and water main fee districts were also reviewed and evaluated.
Land Use Imagery

- Single Family Residential
- Medium Density Residential
- High Density Residential
- Neighborhood Commercial
- Corridor Commercial
- Regional Commercial
- Mixed Use
- Corporate Campus
- Industrial
- Public/Semi-public
- Parks
- Open Space
The following Land Use Districts are consistent with and match Coralville’s existing Land Use Districts as found within the adopted Community Plan.

- **Low Density Residential** - Single family detached homes on individual lots. Density is between 1 to 6 dwelling units per acre.
- **Medium Density Residential** - Multi-family attached homes horizontally attached, typically referred to as townhomes or rowhouses, and dwellings attached both vertically and horizontally, typically referred to as apartments or condominiums. Density is between 6 to 16 dwelling units per acre.
- **High Density Residential** - Multi-family residential structures consisting of dwelling units attached horizontally and vertically typically referred to as apartments or condominiums. Density is 16 or more dwelling units per acre.
- **Neighborhood Commercial** – Smaller retail buildings and retail centers intended to serve the daily shopping needs of the surrounding residential area. Uses within these areas are generally considered to be compatible with nearby residential uses.
- **Corridor Commercial** – Retail areas located on collector and arterial streets and characterized by general commercial service uses. Uses may not generally be compatible with residential uses.
- **Regional Commercial** – Large retail areas intended to serve a larger regional area often containing large, big box retail stores with large parking lot. These areas are more auto oriented and may contain more auto intensive retail uses.
- **Mixed Use** – A denser and more walkable, urban type area with multi-story buildings that house a variety of uses including retail, office, and residential tenants. Mixed Use areas should contain a mix of uses with retail and limited office uses on the first floor to provide street level activity. Parking is generally more limited with the intent to promote pedestrian traffic and reduced number of vehicle trips per use.
- **Corporate Campus and Professional Office** – For the purpose of these Guidelines and the Land Use Map for the West Land Use Area, these definitions have been combined into one general office type use designation. Office use includes corporate campuses and research parks as well as multi-tenant professional office buildings and smaller single tenant office professional buildings.
- **Industrial** – These areas are intended to accommodate light assembly and low intensity manufacturing and storage and distribution. These uses are intended to be clean, producing no odor, dust, or fumes as well as limited noise and vibration.
- **Public/Semi-Public** – Public or privately owned schools, learning institutions, municipal and government buildings and facilities, religious institutions, etc. Many of these types of uses are considered compatible with residential including low density residential.
- **Parks** – Public and private recreational facilities such as parks, pools, aquatic centers, ball fields, and golf courses.
- **Open Space** – Public or privately owned open space that is typically not developed and left in its natural state. This can include floodplains, drainage ways, bluffs, wetlands, woods, and other natural areas. Often these areas are impractical to develop due to flood plain elevation, floodway, wetlands, steep slopes, or contain a natural splendor that is desirable to be preserved.

Figure 5: Land Use Plan
Through thoughtful planning, the West Land Use Area master plan provides a modified grid of arterial and collector streets. These streets provide a much needed transportation network to facilitate movement through the district which faces circulation barriers created by Interstates 80 and 380 on the south and west. This circulation system also includes a comprehensive network of shared use paths, walks and trails designed to create a walkable pedestrian friendly environment. These pedestrian paths along with a solid mix of land uses including corporate office, mixed use and residential, provide an optimal work, live, play environment. Natural woodlands, wetlands and rolling hillsides add character and interest to this region and provide a plethora of opportunities for those who wish to take advantage of the many natural features. A greenspace corridor also runs from the north end of the site to the south along a tributary to Clear Creek with paths that connect to the larger 186 acre green space anchoring the central portion of the district.
Master Plan Enlargements

Kansas Avenue and Oakdale Boulevard Intersection

This mixed use area located near the intersection of Kansas and Avenue and Oakdale Boulevard is planned to be a vibrant space at the heart of the West Land Use Area. A public plaza is located at the key intersection of two boulevards within the mixed use district. The plaza could incorporate an amphitheater and outdoor stage providing a scenic public area overlooking open space, pond and trails. Medium density residential and townhome development will take place east of the mixed use district and will be strategically located to take advantage of the services and amenities nearby as well as adjacency to a possible site for a future elementary school.

Open Space between University Parkway and Oakdale Boulevard

The largest natural asset of the West Land Use Area is a large tract of woodlands, creeks, hills, sensitive ravines and a rare wetland which lies between University Parkway and Oakdale Boulevard. This area, largely untouched, contains an unusual and diverse wetland which should be preserved, protected and celebrated. To enhance the educational value of these assets, a nature discovery center could be located at the northeast corner of the open space tract. This can serve as an educational center, trail head and administrative center to ensure the protection and management of natural resources of the district. Extraordinary care will need to be taken as the surrounding area is developed to ensure that this region is unharmed by detrimental forces often associated with development. In particular, care will need to be taken with design and construction of the streets and major arterials surrounding the open space to prohibit stormwater from direct access to the creeks and streams. Design should incorporate stringent best management practices to clean, infiltrate and manage the temperature of any stormwater entering this environmentally sensitive area. Visibility to the open space along several major corridors encourages public use and stewardship. Trails within the open space and pedestrian connections to the area should be strategically placed to allow public enjoyment, with minimal disruption to the environment.
I-380 Intersection at Forevergreen Road

Access to Forevergreen Road from Interstate 380 is planned for the near future and will provide a major north West Land Use Area entry via Kansas Avenue to regional commercial, corporate office and medium density residential housing. Commercial uses in this portion of the district will have a more regional, auto oriented focus.

Northeast Commercial Area

At the far northeast corner of the West Land Use Area a highly visible and accessible commercial district will be located along Coral Ridge Avenue between University Parkway and Saint Clair Boulevard. Design of the commercial district should be sensitive to the needs of the single family residential neighborhood that is planned to the west. This neighborhood will abut the North Liberty residential neighborhood to the north and have easy access to the trails, open space and dog park just south of University Parkway.
Area South of Oakdale Boulevard/Jones Boulevard Intersection

The Jones Boulevard and Oakdale Boulevard intersection area will provide additional corridor commercial, mixed use development and corporate office space to enhance and support the nearby Oakdale Research Park and currently existing area retail. Following west along Oakdale Boulevard, corporate office uses will transition to single family residential neighborhoods nestled adjacent to the greenway corridor. An iconic bridge on Oakdale Boulevard can further create sense of identity and character for the district.

Southeast West Land Use Area

Medium density housing will predominantly fill the remaining undeveloped portions of the southeast West Land Use Area. A mixture of multifamily residential and townhome style developments will be designed to minimize the impact of parking through strategic surface parking placement and under building parking. Layout of residential developments should focus on providing usable public outdoor space and amenities, as well as connected paths and trails to create a sense of community and a walkable environment.