



City Planning Commission  
101 First Street SE  
Cedar Rapids, IA 52401  
Telephone: (319) 286-5041

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**AGENDA  
SPECIAL  
CITY PLANNING COMMISSION MEETING**  
Thursday, January 5, 2017@ 4:00 PM  
City Hall Council Chambers  
101 First Street SE, Cedar Rapids, IA 52401

**Call Meeting to Order**

**Roll Call**

**A. Approval of the Minutes**

**B. Adoption of the Agenda**

**C. Action Items**

- 1. Consideration of Renewal of the Downtown Cedar Rapids Self-Supporting Municipal Improvement District (SSMID)  
Seth Gunnerson, Community Development Planner**

*Anyone who requires an auxiliary aid or service for effective communication, or a modification of policies or procedures to participate in a City program, service, or activity, should contact Betty Sheets at 319 286-5041 or email [b.sheets@cedar-rapids.org](mailto:b.sheets@cedar-rapids.org) as soon as possible but no later than 48 hours before the event.*



City Planning Commission  
City of Cedar Rapids  
101 First Street SE  
Cedar Rapids, IA 52401  
Telephone: (319) 286-5041

**MINUTES OF  
CITY PLANNING COMMISSION MEETING,  
Thursday, December 8, 2016 @ 3:00 p.m.**

**Cedar Rapids City Hall Council Chambers, 101 First Street SE**

Members Present: Jim Halverson, Chair  
Richard Pankey, Vice Chair  
Virginia Wilts  
Samantha Dahlby  
Dominique Blank  
Anthony Brown  
Lisa Peloquin

Members Absent: Kim King  
Karl Cassell

DSD Staff: Joe Mailander, Manager  
Vern Zakostelecky, Zoning Administrator  
Dave Houg, Plats & Zoning Conditions Coordinator  
Kirsty Sanchez, Development Services Project Planner

CD Staff: Seth Gunnerson, Planner  
William Micheel, Assistant Director  
Caleb Mason, Economic Development Analyst  
Betty Sheets, Administrative Assistant

City Council Liaison: Justin Shields

**Call Meeting to Order**

Commissioner Halverson called the meeting to order at 3:00 p.m.

Opening statements were presented stating the protocol of the meeting and the purpose of the City Planning Commission.

**Roll Call**

Roll call was answered with seven (7) Commissioners present.

## **A. Approval of the Minutes**

Commissioner Halverson called for any additions or corrections to the minutes. Commissioner Halverson stated with no additions or corrections, the November 17, 2016 minutes stand approved.

## **B. Adoption of the Agenda**

Commissioner Halverson called for any additions or corrections to the agenda. Commissioner Halverson stated with no additions or corrections, the agenda stands approved.

## **C. Action Items**

### **1. Case Name: 0 Vacant Land NW and 3010 Johnson Avenue NW (Rezoning with a Preliminary Site Development Plan)**

Consideration of a change of zone with a preliminary site development plan from R-2, Single Family Residence Zone District to PUD-2, Planned Unit Development Two Zone District as requested by Keith Billick (Applicant/Titleholder)

*Case No: RZNE-023969-2016; Case Manager: Kirsty Sanchez*

Ms. Sanchez presented City Planning Commission Criteria for Recommendation and Action for a Rezoning.

Ms. Sanchez reported that this is a request to rezone a 31,363 sq. ft. parcel from R-2, Single Family Residence Zone District to PUD-2, Planned Unit Development Two Zone District with a Preliminary Site Development Plan to allow for the construction of live-work units. The property is identified as “Urban-Medium Intensity” on the City’s Future Land Use Map in EnvisionCR, the City’s Comprehensive Plan. As such, commercial and medium density residential uses are suitable.

Ms. Sanchez presented a Location Map, General Information, View from Johnson Avenue NW, View from 31<sup>st</sup> Street NW, Zoning, Site Plan, 3 Aerial Renderings, Rendering and Proposed PUD Modifications. This rezoning is tentatively scheduled for a public hearing at City Council on February 14, 2017 pending negotiation of a Development Agreement.

Commissioner Halverson asked for a high level overview of a Planned Unit Development. Ms. Sanchez stated that the Planned Unit Development District One District (PUD-1 District) and the Planned Unit Two District (PUD-2 District) are intended to provide flexibility in the design of planned projects; to encourage innovation in project design that incorporates open space and other amenities; and to insure the compatibility of developments with the surrounding urban environment. The Planned Unit Development Districts are intended to promote developments which will be advantageous to the City and its urban form by permitting project design that will surpass the quality of development resulting from a strict application of the regulations of conventional zoning districts. The PUD-2 District is intended to accommodate projects that are intended to be developed in a single phase, particularly for infill development sites where the specific design of an individual building or buildings and elements may be determined.

Mr. Gunnerson further stated it is a customized zone district and gives the applicant an opportunity to request modification to some standards.

Ms. Sanchez further stated that we had received three oppositions to this rezoning along with a petition with 51 signatures.

Mr. Zakostelecky stated that granting a PUD-2 rezoning gives City Planning Commission and City Council the ability to negotiate what types of uses are allowed and what types of uses are not allowed.

Katie Hiatt-Braasch, 2921 B Avenue NW, William Ronnenberg, 412 31<sup>st</sup> Street NW, Barbara Fortune, 324 30<sup>th</sup> Street NW; Jerry Rowray, 2909 B Avenue NW and Della Rank, 336 30<sup>th</sup> Street NW stated the following objections:

1. Concerned about PUD Rezoning
2. Stormwater issues and water run off
3. Traffic
4. Quiet neighborhood

Following discussion, Commissioner Halverson called for a motion. Commissioner Pankey made a motion to approve the change of zone from R-2, Single Family Residence Zone District to PUD-2, Planned Unit Development Two Zone District with a Preliminary Site Plan. Commissioner Brown seconded the motion with proposed amendment contingent upon improving conditional time period of operation for the businesses as well as working with neighbors on establishing adequate screening from the raised parking lot and to ensure that the runoff factor of the current property is better suited for the neighborhood to retain water on site. Commissioner Pankey agreed to the amended conditions.

Mr. Zakostelecky stated that all these conditions can be addressed in the Development Agreement.

Further Discussion was held; Commissioner Halverson called for a vote on the motion.

Voting: Adopted, 7 Ayes, Commissioners Wilts, Dahlby, Peloquin, Halverson, Pankey, Blank and Brown; 0 Nays

**2. Case Name: 2937 Johnson Avenue NW (Rezoning with a Preliminary Site Development Plan)**

Consideration of a change of zone with a preliminary site development plan from R-2, Single Family Residence Zone District to PUD-2, Planned Unit Development Two Zone District as requested by Keith Billick (Applicant/Titleholder)

***Case No: RZNE-023968-2016; Case Manager: Kirsty Sanchez***

Ms. Sanchez presented City Planning Commission Criteria for Recommendation and Action for a Rezoning.

Ms. Sanchez stated that this is a request to rezone 112,844.5 sq. ft. (2.6 acres) parcel from R-2, Single-Family Residence Zone District to PUD-2, Planned Unit Development Two Zone District with a Preliminary Site Development Plan to allow for the construction of a mix of live/work condominiums, townhomes, and single-family homes. The property is identified as “Urban-Low Intensity” on the City’s Future Land Use Map in EnvisionCR, the City’s Comprehensive Plan. As such, low density residential and neighborhood commercial uses are suitable for this area.

Ms. Sanchez presented a Location Map, General Information, Aerial, View from Johnson Avenue NW, Zoning, Site Plan, 3 Aerial Renderings, Rendering and Proposed PUD Modifications. This rezoning is tentatively scheduled for a public hearing at City Council on February 14, 2017 pending negotiation of a Development Agreement.

John Huiskamp, 144 Jacob Circle, NW, Lee Sutter, 217 31<sup>st</sup> Street NW and Della Rank, 336 30<sup>th</sup> Street NW stated the following objections:

1. Characteristic of the Neighborhood
2. Congestion on Johnson Avenue
3. Set back issue
4. Not a good fit

Following discussion, Commissioner Halverson called for a motion. Commissioner Peloquin made a motion to approve the change of zone from R-2, Single Family Residence Zone District to PUD-2, Planned Unit Development Two Zone District with a Preliminary Site Plan with Commissioner Brown seconded the motion with proposed amendment contingent upon improving conditional time period of operation for the businesses as well as working with neighbors on establishing adequate screening from the raised parking lot and to ensure that the runoff factor of the current property is better suited for the neighborhood to retain water on site. Commissioner Peloquin agreed to the amended conditions.

No further discussion was held; Commissioner Halverson called for a vote on the motion.

Voting: Adopted, 7 Ayes, Commissioners Wilts, Dahlby, Peloquin, Halverson, Pankey, Blank and Brown; 0 Nays

### **3. Case Name: 1247 4<sup>th</sup> Avenue SE (Rezoning with a Preliminary Site Development Plan)**

Consideration of a change of zone with a preliminary site development plan from O-S, Office/Service Zone District to RMF-2, Multiple Family Residence Zone District as requested by Willis Dady Emergency Shelter Inc. (Applicant/Titleholder)  
**Case No: RZNE-024069-2016; Case Manager: Kirsty Sanchez**

Ms. Sanchez presented City Planning Commission Criteria for Recommendation and Action for a Rezoning.

Commissioner Dahlby left the meeting at 4:45 pm

Ms. Sanchez stated that this is a request to rezone a 31,363 sq. ft. parcel from O-S, Office/Service Zone District to RMF-2, Multiple Family Residence Zone District with a Preliminary Site Development Plan to allow for the construction of a two-story addition to the existing emergency shelter. The property is identified as “Urban-Medium Intensity” on the City’s Future Land Use Map in EnvisionCR, the City’s Comprehensive Plan. As such, medium density residential uses are suitable.

Ms. Sanchez presented a Location Map, General Information, Aerial, View from 4<sup>th</sup> Avenue SE, Zoning, Site Plan, Front Elevation and Rear Elevation. Ms. Sanchez further stated that the City Council will hold a public hearing on January 10, 2017.

Several attendees spoke in favor on the project including Phoebe Trepp, 1247 4<sup>th</sup> Avenue SE, Justin Watson, 1500 3<sup>rd</sup> Avenue SE and Carletta Knox-Seymour, 1902 J Street SW.

Following discussion, Commissioner Halverson called for a motion. Commissioner Brown made a motion to approve the change of zone from O-S Zone District to RMF-2, Multiple Family Residence Zone District with a Preliminary Site Plan. Commissioner Blank seconded the motion.

Further Discussion was held; Commissioner Halverson called for a vote on the motion.

Voting: Adopted, 6 Ayes, Commissioners Wilts, Peloquin, Halverson, Pankey, Blank and Brown; 0 Nays

#### **4. Case Name: 617 Ellis Boulevard NW (Conditional Use)**

Consideration of a Conditional Use for Outdoor Service Area in C-3, Regional Commercial Zone District as requested by Blue 42, LLC (Applicant/Titleholder)

***Case No: COND-024048-2016; Case Manager: Dave Houg***

Mr. Houg presented City Planning Commission Criteria for Recommendation and Action for a Conditional Use.

Mr. Houg stated that this is to certify that the Development Services staff has examined the petition of Blue 42, LLC submitted by Jake Roetman requesting Conditional Use approval for an Outdoor Service Area for property at 617 Ellis Boulevard NW and zoned C-3, Regional Commercial Zone District.

Mr. Houg presented a Location Map, General Information, Zoning Map, Street View, Site Plan, Fencing and stated that the Board of Adjustments will consider this project at their meeting on December 12, 2016.

The applicant confirmed that the correct address is 629 Ellis Boulevard NW

Following discussion, Commissioner Halverson called for a motion. Commissioner Brown made a motion to approve the Conditional Use request in a C-3 District. Commissioner Wilts seconded the motion.

No further discussion was held; Commissioner Halverson called for a vote on the motion.

Voting: Adopted, 6 Ayes, Commissioners Wilts, Peloquin, Halverson, Pankey, Blank and Brown; 0 Nays

#### **5. Case Name: 1305 3<sup>rd</sup> Street SE (Preliminary Site Development Plan)**

Consideration of a Preliminary Site Development Plan in a C-3, Regional Commercial Zone District as requested by Little Woods NewBo LLC (Applicant) and the City of Cedar Rapids (Titleholder)

***Case No: PSDP-024104-2016; Case Manager: David Houg***

Mr. Houg presented City Planning Commission Criteria for Recommendation and Action for a Preliminary Site Development Plan.

Mr. Houg stated that the applicant is requesting Preliminary Site Development Plan approval for the property located at 1305 3rd Street SE. This site has been vacant since 2011. The proposal is to relocate another historic commercial building commonly referred to as the “White Elephant” to this site. A 241 sq. ft. single-story addition is planned for the rear of the structure. The first floor is proposed as commercial use and a single-family living unit is proposed for the 2<sup>nd</sup> floor. The property is currently zoned C-3, Regional Commercial Zone District.

Mr. Houg further stated the proposed use and development plan are consistent with the intent and purposes of EnvisionCR, the Comprehensive Plan. The proposed development area is shown as “Urban – High Intensity” on the Future Land Use Map in the Comprehensive Plan.

Mr. Houg presented a Location Map, General Information, Site Development Plan, and 3 Elevations. The NewBo Design Review Committee has recommended approved of this project.

Following discussion, Commissioner Halverson called for a motion. Commissioner Brown made a motion to approve the Preliminary Site Development Plan in a C-3, Regional Commercial Zone District. Commissioner Wilts seconded the motion.

No further discussion was held; Commissioner Halverson called for a vote on the motion.

Voting: Adopted, 6 Ayes, Commissioners Wilts, Peloquin, Halverson, Pankey, Blank and Brown; 0 Nays

**6. Case Name: 1871 and 1895 Ellis Boulevard NW (Rezoning with a Preliminary Site Development Plan)**

Consideration of a change of zone with a preliminary site development plan from C-3, Regional Commercial Zone District and R-2, Single Family Residence Zone District to PUD-2, Planned Unit Development Two Zone District as requested by Happel Enterprises LLC (Applicant) and City of Cedar Rapids (Titleholder)  
*Case No: RZNE-024044-2016; Case Manager: Vern Zakostelecky*

Commissioner Halverson recused himself from this project and asked Commissioner Pankey to preside over the case.

Mr. Zakostelecky stated that the property is located in the Ellis Area Overlay District and the proposed development is a 4-story residential housing structure. The project was reviewed by the Ellis Area Overlay District Design Review Technical Advisory Committee on November 28, 2016. The only suggested change was to try and add some stone element on the lower level of the building.

Mr. Zakostelecky further stated the ground level will be parking and the other 3-levels will include 27 residential dwelling units and 54 parking spaces will be provided. Since the project is adjacent to the Cedar River a floodwall will be incorporated. The property is shown in the “Flood Control Study Area” on the Future Land Use Map in the Comprehensive Plan. This Land Use Typology Area states that “Development or establishment of new uses should not be

permitted unless it is determined that they will have no impact on the Future Flood Control System.” Conversely, this project will contribute to construction of a portion of the flood control system, so the proposed use is in accord with the goals and objectives of Envision CR, the City’s Comprehensive Plan. The Preliminary Site Development Plan as submitted includes the following improvements: missing

Mr. Zakostelecky presented a Location Map, General Information, Requested Modifications, Aerial Photo, View from Ellis Boulevard, Zoning Map, Site Plan, Ground Floor Parking Plan, Front Elevation and Side and Rear Elevations. Mr. Zakostelecky further states that the City Council will consider the Public Hearing on December 20, 2016.

Following discussion, Commissioner Pankey called for a motion. Commissioner Blank made a motion to approve the change of zone from C-3, Regional Commercial Zone District and R-2, Single Family Residence Zone District to PUD-2, Planned Unit Development Two Zone District with a Preliminary Site Plan. Commissioner Wilts seconded the motion.

No further discussion was held; Commissioner Pankey called for a vote on the motion.

Voting: Adopted, 5 Ayes, Commissioners Wilts, Peloquin, Pankey, Blank and Brown; 0 Nays

Commissioner Halverson returned to the dais.

#### **7. City Planning Commission Work Plan – Seth Gunnerson**

Commissioner Halverson stated that the 2017 City Planning Commission Work Plan required approval and called for a motion. Commissioner Pankey made a motion to approve the 2017 Work Plan. Commissioner Blank seconded the motion.

No further discussion was held; Commissioner Halverson called for a vote on the motion.

Voting: Adopted, 6 Ayes, Commissioners Wilts, Peloquin, Halverson, Pankey, Blank and Brown; 0 Nays

The meeting was adjourned at 5:13 PM

Respectfully Submitted,

Betty Sheets, Administrative Assistant  
Community Development and Planning Department



Community Development and Planning Department  
City Hall  
101 First Street SE  
Cedar Rapids, IA 52401  
Telephone: (319) 286-5041

**To:** City Planning Commission  
**From:** Seth Gunnerson, Planner, Community Development and Planning  
**Subject:** Renewal of the Downtown Cedar Rapids Self-Supported Municipal Improvement District  
**Date:** January 5, 2017

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**BACKGROUND INFORMATION:**

On December 28, 2016 the City of Cedar Rapids received a petition from property owners within the existing Downtown Cedar Rapids Self-Supporting Municipal Improvement District (Downtown SSMID) requesting renewal of the District for an additional 10 years commencing with the Fiscal Year beginning July 1, 2017.

The petition comes from 84 property owners (45% of the 186 owners within the district) who combined represent 62% of the \$225.3 million in assessed value within the Downtown SSMID. State law requires that a petition to establish (or renew) a SSMID represent at least 25% of property owners and property value to be considered by a City. The Downtown District reports that additional petitions have been received since December 28 and anticipates receipt of several more petitions in the coming weeks. In order to adopt an Ordinance allowing the renewal of the Downtown SSMID in time to collect taxes for the Fiscal Year beginning July 1, 2017, it is necessary for the City Planning Commission to review and make a recommendation on the district at this time. The Downtown District will be on hand for the January 5<sup>th</sup> Meeting and will provide an update on any additional petitions received prior to that date.

The Downtown SSMID was established in 1986 in order to provide streetscape and beautification improvements, encourage development, and promote the district. In 2007 the District was renewed for 10 additional years, continuing until 2017. Property within the District will continue to be taxed at the same rate as the existing SSMID, which is currently capped at \$2.75 per thousand dollars of assessed value. The petition states that money generated from the assessment will be used for:

- Downtown Economic Development Programs
- Communications and Advocacy
- Capital Improvements downtown
- Enhanced Maintenance
- Parking Management

Attached to this memo is the following:

- A copy of the petition received on December 28, 2016 and a list of signatories.
- A letter from Casey Prince, the Downtown Executive Director, explaining the need for City Planning Commission consideration
- A report created by the Downtown District explaining the activities and accomplishments of the Downtown District in the past 10 years.

### **CITY PLANNING COMMISSION ROLE AND RECOMMENDATION**

Chapter 386 of the Code of Iowa states that it is the duty of the City Planning Commission to make recommendations to the City Council in regard to any proposed Self-Supporting Municipal Improvement District.

Upon receipt of the City Planning Commission's recommendations, the City Council will proceed with the process to renew the district which is described in the net section of this memo.

The Downtown SSMID is a self-created taxing entity. The petition to create a SSMID is not initiated by the City but by the property owners within the proposed District. The City of Cedar Rapids may, upon review of the petition, adopt an ordinance that establishes the District. The District is governed by a SSMID Commission which is comprised of stakeholders within the District and appointed by the City Council to oversee the operations of the District.

When considering the petition the City Planning Commission is asked to provide recommendations as follows:

1. Whether the Petition meets the requirements set forth by the Code of Iowa for the City Council to consider adoption.
2. Whether the establishment of the District serves the interests of the property owners within the boundaries. This includes showing that the property within the District is related in a manner to justify the boundaries of the proposed district, and that the activities proposed to be funded by the taxes levied are appropriate for the District.
3. Whether the establishment of the District serves the interests of the City as a whole and is in line with the City's Comprehensive Plan.

Based on the petition received, and the operations of the Downtown SSMID since its inception in 1986, ***staff recommends that the City Planning Commission recommend to City Council approval of the Petition to Renew the Downtown Cedar Rapids SSMID*** with the following findings:

1. That the Petition contains the signatures of a sufficient number of property owners representing a sufficient proportion of the assessed value within the district for City Council to consider renewal of the District.
2. Furthermore, that the number of property owners who have signed the petition demonstrates broad and diverse support for the continued operation of the Downtown SSMID.
3. That the boundaries of the Downtown SSMID are appropriate and represent property which is related in a manner that all property within the district will benefit from the continued operation of the district. The boundaries of the District represent the downtown core and extend to the edge of two adjoining established Self-Supporting Municipal Improvement Districts: the Med-Quarter SSMID to the east and the Czech Village-New Bohemia SSMID to the south.

4. That the proposed activities within the district, set out in the Petition for Renewal, represent the interests of the district as a whole and are appropriate for the continued operation of the district.
5. That the Downtown SSMID has demonstrated that since its inception it has operated to advance the interests of the property owners within its boundaries, and of the City of Cedar Rapids as a whole.
6. That the benefits provided by the establishment of the Downtown SSMID are in line with the goals of EnvisionCR, the City's Comprehensive Plan, including but not limited to Goal 3 in InvestCR: Reinvest in the city's business corridors and districts.

**RENEWAL PROCESS:**

Anticipating receipt of the City Planning Commission's recommendation the City Council will consider a motion on January 10, 2017 to set a public hearing on January 24, 2017.

State law requires that a Certified Mailing be sent to all property owners within the Downtown SSMID prior to the Public Hearing. After the public hearing Council must wait 30 days before taking any action on the proposed Ordinance, allowing for any further public comment or petitions. The Ordinance must be adopted by a 3/4<sup>ths</sup> of the City Council.

An overview of the renewal timeline is provided below:

<b>Date</b>	<b>Action</b>
December 28, 2016	Petition to Renew the Downtown SSMID received by the City of Cedar Rapids
<b>January 5, 2017</b>	<b>City Planning Commission review of petition and recommendation to City Council</b>
by January 9, 2017	Certified Mailing sent to all property owners within the proposed district
January 10, 2017	Motion setting a public hearing
<b>January 24, 2017</b>	<b>Public Hearing on proposed Downtown SSMID Renewal</b>
January 24-February 26	Required 30 day waiting period before any Council Consideration of the Ordinance
<b>March 14, 2017</b>	<b>1<sup>st</sup> reading and requested 2<sup>nd</sup> and 3<sup>rd</sup> Readings of the proposed Ordinance</b>

December 28, 2016



Office of the City Clerk  
City Hall  
101 1st St SE  
Cedar Rapids, IA 52401

Dear City Clerk,

As Chairman of the Downtown Cedar Rapids Self-Supporting Municipal Improvement District (SSMID) Commission, it is my honor to submit to you today a petition to renew our SSMID for 10 years (attached).

In this petition submittal you will find 58 signed petitions (sorted alphabetically) representing 84 owners (45 percent of the 186 owners) within the boundaries of the proposed renewed district, which represents \$140,676,700 of the value of all assessed property (62 percent of the \$225,297,000 of assessed value) within the district. Both percentage thresholds in the state code require only 25 percent, illustrating just how supportive Downtown owners are of this petition. Moreover, we only allowed two weeks' time to sign and return petitions and fully believe support will grow to a super majority in the weeks ahead. This is a testament to the successes of the Downtown Cedar Rapids SSMID.

Enclosed you will also find a map to confirm the district boundary description and a reference spreadsheet (sorted by Parcel ID) for your use in reviewing owner-signed petitions (both are attached). The petition details planned usage of funds in the areas of economic development, communications & advocacy, capital improvements, enhanced maintenance, and parking management. This petition also clarifies our district's intent to work with the City of Cedar Rapids to establish roles pursuant to a Memorandum of Agreement (MOA) to outline current and future responsibilities.

We look forward to working with the City and are excited about the partnership we have created to strengthen our Downtown.

Sincerely,

Fred Timko, Chairman  
Downtown Cedar Rapids Self-Supporting Municipal Improvement District

**ATTACHMENTS:**

Downtown Cedar Rapids SSMID Petition; District Boundary Map; Reference Spreadsheet

**ENCLOSED:**

Signed Petitions from Downtown Property Owners

**PETITION TO RENEW THE DOWNTOWN CEDAR RAPIDS  
SELF-SUPPORTED MUNICIPAL IMPROVEMENT DISTRICT  
PURSUANT TO CHAPTER 386, CODE OF IOWA (the “Act”)**

We, the undersigned, being at least 25 percent of all owners of property within the proposed renewed Downtown Cedar Rapids Self-Supported Municipal Improvement District (hereinafter referred to as “District” or “SSMID”), and being owners of property within the proposed District having an assessed value of at least 25 percent of the assessed value of all the property in the proposed District, hereby petition the City Council of Cedar Rapids, Iowa, pursuant to the provisions of Chapter 386 of the Code of Iowa (the “Act”), as follows:

1. To continue the self-supported municipal improvement district in the City of Cedar Rapids, Linn County, Iowa, as follows:

(a) The name of the proposed district shall continue to be the “Downtown Cedar Rapids Self-Supported Municipal Improvement District”

(b) The purposes of the District shall be the undertaking of actions and the design and construction of any and all improvements authorized by the Act and the performance of administration, redevelopment, and revitalization of the District, as authorized by the Act, any and all of which actions and improvements are intended to benefit the property within the District,

(c) A description of the District boundary is as follows:

Downtown Cedar Rapids Self-Supported Municipal Improvement District within the City of Cedar Rapids, County of Linn, State of Iowa, and beginning at the point of intersection of the easterly right-of-way line of Third Street SE and the southerly right-of-way line of Eighth Avenue SE; Thence, westerly along the southerly right-of-way line of Eighth Avenue SE to the point of the intersection with the southerly right-of-way line of Diagonal Drive SW; Thence, westerly along the southerly right-of-way line of Diagonal Drive SW to the point of intersection with the westerly right-of-way line of First Street SW; Thence, northerly along the westerly right-of-way line of First Street SW to the point of intersection with the southerly right-of-way line of Fourth Avenue SW; Thence, westerly along the southerly right-of-way line of Fourth Avenue SW to the point of intersection with the westerly right-of-way line of Third Street SW; Thence, northerly along the westerly right-of-way line of Third Street SW to the point of the intersection with the southerly right-of-way line of Interstate I-380; Thence, easterly along the southerly right-of-way line of Interstate I-380 to the point of intersection with the westerly right-of-way line of First Street NE; Thence, northerly along the westerly right-of-way line of First Street NE to the point of intersection with the northerly right-of-way line of B Avenue NE; Thence, easterly along the northerly right-of-way line of B Avenue NE extended to the point of intersection with the easterly right-of-way line of Fourth Street NE; Thence, southerly along the

easterly right-of-way line of Fourth Street NE to the point of intersection with the southerly right-of-way line of Interstate I-380; Thence, easterly along the southerly right-of-way line of Interstate I-380 to the point of intersection with the easterly right-of-way line of Fifth Street NE; Thence, southerly along the easterly right-of-way line of Fifth Street NE to the point of intersection with the northerly right-of-way line of A Avenue NE; Thence, easterly along the northerly right-of-way line of A Avenue NE to the point of intersection with the easterly right-of-way line of Sixth Street NE; Thence, southerly along the easterly right-of-way line of Sixth Street NE to the alley between First Avenue SE and Second Avenue SE; Thence, easterly along the alley between First Avenue SE and Second Avenue SE to the point of intersection with the easterly right-of-way line of Eighth Street SE; Thence, southerly along the easterly right-of-way line of Eighth Street SE to the alley between Third Avenue SE and Fourth Avenue SE; Thence, westerly along the alley between Third Avenue SE and Fourth Avenue SE to the point of intersection with the easterly right-of-way line of Sixth Street SE; Thence, southerly along the easterly right-of-way line of Sixth Street SE to the point of intersection with the southerly right-of-way line of Seventh Avenue SE; Thence, westerly approximately 260 feet along the southerly right-of-way line of Seventh Avenue SE to the lot line between CARPENTER'S First LOTS 1 & STR/LB 2 FR6 (also known as 501 Seventh Avenue SE) and CARPENTER'S First LOTS 3, 4 & STR/LB 5 FR6 (also known as 515 Seventh Avenue SE); Thence, southerly 140 feet to the alley between Seventh Avenue SE and Eighth Avenue SE; Thence, westerly along the alley between Seventh Avenue SE and Eighth Avenue SE to the easterly right-of-way line of Fifth Street SE; Thence, southerly along the easterly right-of-way line of Fifth Street SE to the southerly right-of-way line of Eighth Avenue SE; Thence, westerly along the southerly right-of-way line of Eighth Avenue SE to the point of beginning.

***A map of the district is attached to this Petition for reference.***

2. To maintain a fund to be known as the “Downtown Cedar Rapids Self-Supported Municipal Improvement District Fund” (hereinafter referred to as “Fund”) for the purposes of: (a) paying the administrative expenses of the District, as defined and authorized in the Act, or (b) paying part or all of the District services as defined and outlined in the Act, for a period of 10 years, commencing with the levy of taxes for collection in the fiscal year beginning July 1, 2017, and continuing for 9 additional years; with the first year’s rate of assessment to be \$2.75 per thousand dollars of taxable valuation (not to exceed \$2.75 per thousand dollars of taxable valuation during the lifetime of the District).

3. To disburse annually revenues collected in the Fund for one or more of the following purposes, and consistent with the annual budget submitted by the SSMID Commission (hereinafter referred to as “Board of Directors”) on or before December 1st of each fiscal year and approved by the Cedar Rapids City Council:

a. Downtown Economic Development Programs including:

- Retain, attract and incubate businesses
- Support existing businesses to help them grow
- Attract new investment and appropriate development
- Create investor marketing information specific to Downtown including real estate database
- Consumer marketing, promotions and special events
- Market research

b. Communications and Advocacy including:

- Distribute Downtown communications to stakeholders, which may include a map and directory
- Manage media relations to project a positive image
- Maintain Downtown Cedar Rapids webpage(s)
- Promote a positive image with public relations initiatives
- Advocate to advance policies and attract additional resources to improve Downtown

c. Capital Improvements including:

- Cosmetic improvements such as seasonal banners and decorations
- Gateways, signage and public art
- Special projects to improve and beautify public spaces
- Street beautification

d. Enhanced Maintenance including:

- Ongoing maintenance of SSMID-financed improvements that are deemed to be beyond the City’s base level of services
- Enhanced services that would not be expected from the City

e. Parking Management including:

- Work with City to manage existing parking resources more effectively
- Encourage investment to update parking infrastructure and technology
- Investigate options for improving mobility for all modes of transportation, including bicycles and transit
- Investigate ways to support economic development efforts with the creative use of parking resources

4. The SSMID shall be guided by a Board of Directors composed of Downtown property owners and/or executive officers of companies/organizations that own Downtown property, with consideration for diversity among business size, east and west side property, and types of businesses.

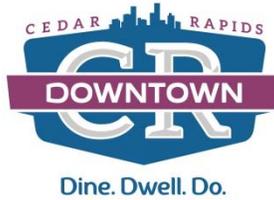
5. To require the SSMID Board of Directors to submit to the Cedar Rapids City Council by December 1st each year, a budget showing, in general terms, proposed expenditures of SSMID funds for the fiscal year beginning on the next July 1st. Once the budget has been approved by City Council and the assessment has been collected, the City will transfer the SSMID allotment to the SSMID Board of Directors, or a private nonprofit third party that the SSMID Board of Directors designates, who will oversee administration and allocation of those funds.

6. It is the intent of this Petition that the City of Cedar Rapids and the District will continue to work together to establish the roles of both organizations pursuant to a Memorandum of Agreement (MOA) which outlines current and future responsibilities of both organizations with regard to the District services, maintenance and operations described in this Petition.

ATTACHMENT: map of the district boundary



**DOWNTOWN CEDAR RAPIDS SELF-SUPPORTED MUNICIPAL  
IMPROVEMENT DISTRICT**



December 28, 2016

City of Cedar Rapids  
City Planning Commission  
101 1st St SE  
Cedar Rapids, IA 52401

Re: Downtown Cedar Rapids SSMID Petition

Dear Commissioners,

On behalf of the Downtown Cedar Rapids Self-Supporting Municipal Improvement District (SSMID), it was my honor to submit the petition this week for renewal of the SSMID for another 10 years. The Downtown SSMID is nearing its 30th anniversary and continues to be overwhelmingly supported by property owners. The current SSMID ordinance was for 10 years, from 2007-2017. This has been a decade of resilience and prosperity, in spite of the years tarnished by natural disaster and economic recession. It's the commitment and leadership of the City of Cedar Rapids in partnership with the Economic Alliance and Downtown property owners, businesses and residents who choose to invest in this district that makes all the difference.

In order to best accommodate the City's budgeting process, I am requesting that the City Planning Commission call a special meeting the first week of January to consider this petition. I and Downtown property owners would be more than willing to attend and answer questions.

To give you some background on the Downtown SSMID and the current Ordinance, I have enclosed a 10-Year Report for the district. I hope you will thoroughly review this report and then share the story of Downtown's successes far and wide. The City of Cedar Rapids should be so proud and your Commission's role in these successes should not be overlooked as it was your predecessors' vision and support of Downtown property owners' wishes that paved the way for the Ordinance. We have accomplished so much and the future looks even brighter!

I look forward to serving the district in the decade ahead. Please consider my request for a special session of the Commission next week and join me in sharing the Downtown SSMID success story with all those who will listen. Thank you for your support and assistance.

Sincerely,

Casey Prince  
Downtown Executive Director

**ATTACHMENT:**

10-Year Report for Downtown Cedar Rapids Self-Supporting Municipal Improvement District



— CEDAR RAPIDS —

# SSMID

*Self-Supported Municipal Improvement District*

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*A Decade of Resilience & Prosperity*

2007–2017 COMMISSION REPORT

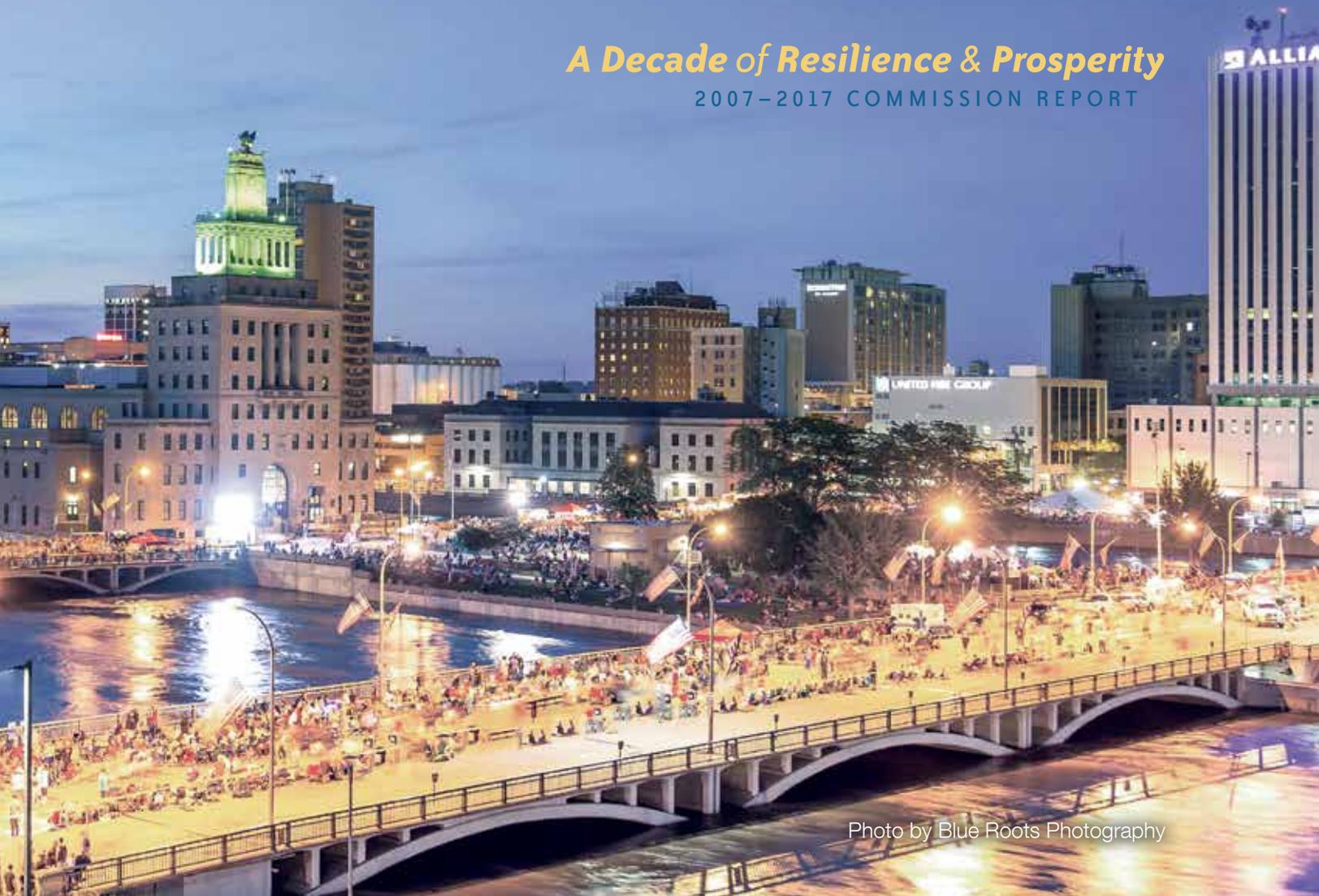


Photo by Blue Roots Photography

## LETTERS FROM LEADERSHIP



It is my distinct honor to serve as Downtown Executive Director. I am indebted to and grateful for the staff and leadership who have come before me; those who have worked tirelessly since the SSMID's formation in 1986 to elevate downtown Cedar Rapids

and drive forward a shared vision for decades to come. Service of SSMID Commissioners past and present has played a critical role during pivotal years in our district's history and I am so grateful for their leadership.

In spite of recession and natural disaster, the Cedar Rapids Downtown Self-Supported Municipal Improvement District made tremendous strides and played an important role in shaping the physical and economic landscape of our downtown through the gift of time, talent and treasure. On behalf of all those who made this possible, I am proud to share with you this 10-year district report, which documents our accomplishments and struggles as we set a shared vision for the next decade.

I am incredibly excited to lead a new chapter in downtown's history. Together, we will work every day to ensure a better tomorrow for downtown Cedar Rapids.

**Casey Prince**  
Downtown Executive Director



Dine. Dwell. Do.



To chair the SSMID Commission has been a great privilege as we conclude this 10-year funding cycle and garner renewed support for the next decade of improvements. I'm grateful for the City of Cedar Rapids, the downtown property owners and the district

staff that have made the Cedar Rapids Downtown Self-Supported Municipal Improvement District such a success.

This report aims to highlight those key stakeholders and illustrate the incredible work that has been done in the past decade. It is important that we celebrate our many accomplishments and report to the district the progress toward and achievement of the priorities as outlined in the 2007 renewal plan. As property owners, we have played and will continue to play a pivotal role in positioning downtown Cedar Rapids as a regional economic engine and leader. This is a world class place to locate a business, to live and to enjoy arts and culture. We all have a stake in the success of downtown. The ongoing support of property owners is critical.

As we set the course ahead for the next decade and beyond, I hope you'll join me in playing an active role within the district. Thank you for your commitment to Cedar Rapids. I hope you take as much pride in the successes outlined in this report as I do.

**Fred Timko**  
2016-2017 SSMID Commission Chair

**2016 – 2017  
DOWNTOWN SSMID COMMISSION**

Fred Timko (Chair)  
*Down to Earth Development, LLC*

Linda Mattes (Vice-Chair)  
*Alliant Energy*

Steve Dummermuth Jr.  
*IGD Industries*

Jon Dusek  
*Armstrong Development Co.*

Trish Ellison  
*Cedar Rapids Bank & Trust*

Marty Hoeger  
*Neighborhood Development Corp.*

Dawn Jaffray  
*UFG Insurance*

Nancy Kasparek  
*US Bank*

Chris Lindell  
*Guaranty Bank & Trust Co.*

Ann Lipsky  
*Cedar River Finance*

Andrew Morf  
*Acumen*

Randy Rings  
*TrueNorth Companies*

Joe Terfler  
*GreatAmerica Financial Services*

Ron Corbett  
*City of Cedar Rapids Mayor*

Jeff Pomeranz  
*Cedar Rapids City Manager*

**KEY PARTNERS**



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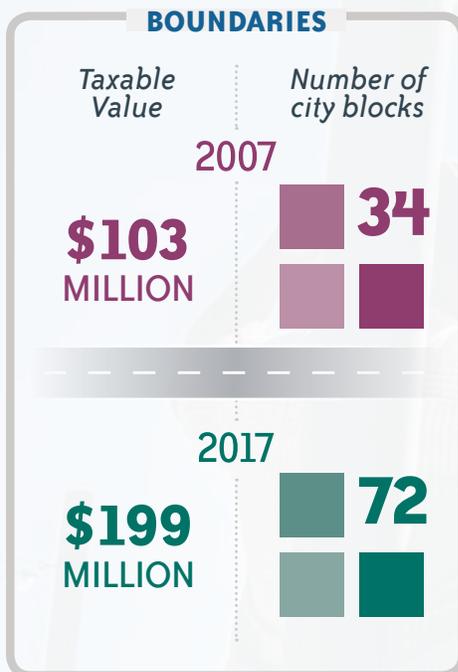
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**2007 – 2017**

# History & Vision

In 2007, the SSMID Commission went through an extensive, stakeholder-led process to renew the district. The result, which included feedback from 850 residents and 75 downtown business and property owners, was a set of objectives that the Commission used to guide investment of property tax dollars and support of key downtown initiatives.

During the 2007 renewal, SSMID boundaries were increased to include portions of downtown west of the Cedar River, a pivotal move which played an important role in the area now known as Kingston Village.



## 2007–2017 SSMID OBJECTIVES

**CREATE** an environment that *attracts and supports new investment*.

**STABILIZE** and *increase occupancies in downtown buildings*, including office, retail, entertainment, residential and other uses.

**ENCOURAGE** *new residential development* in downtown.

**ENSURE** that downtown remains *safe and clean*.

**WELCOME** the pedestrian and *make the street level experience stimulating*.

**ASSIST** in efforts to *make parking plentiful, easier to access* and less costly.

**ATTRACT** *new small businesses*, restaurants and entertainment concepts that make downtown fun and interesting.

**ESTABLISH** and *nurture working partnerships* with the City, Economic Alliance and other agencies to leverage SSMID funds and keep downtown a top civic priority.

**MANAGE** *programs that add value for and are accountable* to ratepayers.



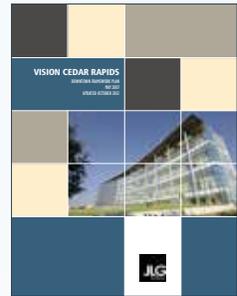
# Downtown Cedar Rapids will offer a unique, vibrant urban experience – A regional business center that also serves as an inviting gathering place for the community that is attractive, fun and livable.

**1986** SSMID created by vote of downtown property owners

**1996** The Renaissance Group, a 501(c)6, formed to provide staff and programming support: later rebranded to Cedar Rapids Downtown District

**2007** SSMID renewed for an additional ten years with approval from 77% of property value; expanded to include blocks west of the Cedar River

**2007** Vision Cedar Rapids Downtown Framework Plan (JLG Plan) developed to guide downtown development



**2008** Historic flood impacted 10.2 square miles of downtown causing an estimated \$2.4 billion in damage



**2010** Grand opening of the Roosevelt Lofts launches a renewed focus on downtown housing, followed by the opening of Coventry Lofts and Kingston Village



**2012** Organizational merger combined three separate entities – Cedar Rapids Area Chamber of Commerce, Cedar Rapids Downtown District and Priority One – into one new economic development entity, the Cedar Rapids Metro Economic Alliance; Downtown Framework Plan updated



**2011** SSMID played a key role in the creation of Park Cedar Rapids; a public-private partnership that revitalized the downtown parking system

**2013** Downtown SSMID boundary is expanded to include eight additional properties

**2015** New Downtown CR brand launched



**2016** The entire community rallies to protect Downtown from the **second highest flood crest in Cedar Rapids' history**

# Downtown CR - By the Numbers

## 2007 to 2017



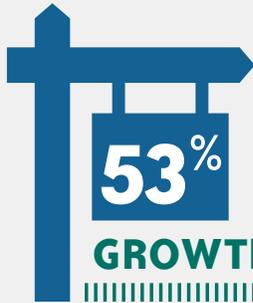
**62%**

**INCREASE  
TOTAL  
RESIDENTIAL  
UNITS**

**471** THEN ▶ **674** NOW

**↑ 25%**  
**TOTAL  
NUMBER OF  
BUSINESSES**

**168** THEN ▶ **206** NOW



**53%**

**GROWTH IN PROPERTY VALUE** **140M** THEN ▶ **215M** NOW

**NEW  
INVESTMENT**  
*Since 2007*

**\$202M**  
**PRIVATE**

**\$439M**  
**PUBLIC**

## CLEAN & SAFE



**116**  
**HOURS**

+



**22**  
**VOLUNTEERS**

Total hours and volunteers for  
**2016 Day of Caring**



**over 250**  
**PLANTERS FILLED WITH FLOWERS**

**OVER  
150**

benches painted & stained annually



*Manage the non-profit downtown banner program. Dozens hung monthly year-long!*

**40 street lamps**  
WRAPPED WITH GARLAND

**& 40 trees** DECORATED  
WITH LED HOLIDAY LIGHTS



**OVER fifty**

Number of trash  
receptacles emptied  
2-3 times per week



**10 FREE**  
**PUBLIC pianos**  
PLACED & MAINTAINED

# Building Value

**T**oday, the Downtown SSMID Commission is composed of property owners or representatives appointed by the Mayor to continue these initiatives, and remain visionaries in our plans for the vitality of downtown Cedar Rapids.

Over the past decade, the Downtown SSMID Commission has worked closely with the Cedar Rapids Metro Economic Alliance (formerly the Cedar Rapids Downtown District) to help carry out the commission's commitment to ratepayers to fund **economic development, communications and advocacy programs, capital improvements, enhanced maintenance, and parking management initiatives.**

While the Downtown SSMID has funded and supported numerous projects, select highlights from the last ten years are included below.

Photo: GO Cedar Rapids/@Williampbuckets

## LEGEND

-  DIRECT SUPPORT  
- Financial -
-  INDIRECT SUPPORT  
- Staff -
-  FINANCIAL & STAFF SUPPORT

### ECONOMIC DEVELOPMENT

- Siegel Property acquisition and demolition
- MedQuarter Regional Medical District formation
- Downtown Farmers' Market
- Free Downtown Wifi
- McGrath Amphitheater

**834 NEW downtown residents**

- Downtown Housing
  - Village Lofts
  - Roosevelt
  - Coventry Lofts
  - Clock House
  - Cedar River Tower
  - River View Condos
  - Cornerstone Place
  - Smulekoff's
  - The Metropolitan
  - Kingston Lofts
  - Mott Lofts
  - Kingston Pointe
  - Kingston Village
  - Kingston Landing
  - 6th Street Commons
  - Kingston Commons

### COMMUNICATIONS AND ADVOCACY

- Federal Courthouse
- Hotel and Convention Center
- NewBo City Market
- Cedar Rapids Public Library
- ▲ Greene Square
- Paramount Theatre
- Kingston Village

### ENHANCED MAINTENANCE

- ▲ Major equipment purchases
  - Bobcat
  - Street sweeper
- Monthly street-sweeping
- Snow removal assistance
- Parking Ramp power washing during spring and fall seasons

**200 TREES & 60 GRATES replaced**

- Downtown seasonal flower and tree planting and maintenance
- Banner program management on the east and west side

**In 2016, there was a \$23.4M increase in taxable valuation.**

### CAPITAL IMPROVEMENTS

- Façade Improvement Program
- Sidewalk Repair Program
- One-way to two-way conversions
- Skywalk system repairs
- LED lighting upgrade in all parking ramps

### PARKING INITIATIVES

- Privatization of parking system
- Parking system rebranding – Park Cedar Rapids

**36% INCREASE in parking spaces**

- Installation of new parking meter technology
- Implementation of pay by phone
- New Convention Center Parking Ramp
- New South Side Parking Ramp
- Parking Shuttle
- Event Trolley

# Shared Vision for a New Chapter

## 2017–2027 SSMID OBJECTIVES

**W**hen the Downtown SSMID was renewed in 2007, no one could have anticipated what the next decade would bring. From epic natural disasters to a lengthy economic downturn, Downtown Cedar Rapids has been a case study of how a community can come together to weather any storm, natural or man-made.

Through strategic financial investment in planning and infrastructure, and guided by the unwavering resolve of Commission leadership, Downtown Cedar Rapids has experienced double-digit growth in its property value, housing stock, number of businesses and hundreds of millions of dollars in public and private sector investment since the SSMID's renewal in 2007.

As Commission members and Downtown Cedar Rapids staff work with property owners toward SSMID renewal in 2017, the time for a **shared vision for a new chapter** is now.

The following priorities for the 2017 SSMID renewal were identified through interviews with current and former Commission and Cedar Rapids Downtown District board members:

- Attract new businesses
- Increase occupancy of downtown buildings
- Continued focus on downtown housing
- Strategic focus on projects that contribute to the 3rd Street and 3rd Avenue arts, culture and entertainment corridors
- Continued support of events and programming that create life in downtown
- Enhance downtown's "sense of place" through investment in streetscape amenities, lighting, parking and access, cleanliness and safety
- Cultivate and promote a distinct identity for downtown

## Dine. Dwell. Do.