



**City Council
Development Committee
Meeting Agenda Packet
April 30, 2013
3:00pm**



City of Cedar Rapids
Development Committee Meeting Agenda
City Hall Training Room
Tuesday, April 30, 2013
3:00 pm – 5:15 pm

Purpose of Development Committee:

To enable the City Council to discuss and evaluate in greater detail these specific issues that directly impact the physical, social, and economic vibrancy of the City of Cedar Rapids.

City Council Committee Members:

Monica Vernon, Chair

Council member Pat Shey

Council member Scott Olson

- Mayor Ron Corbett is an ex-officio member of all Council Committees per City Charter Section 2.06.

Agenda:

- Approval of Minutes – March 27, 2013
- Review of Development Committee Issue Processing Chart
- Informational Items
 - a) How to Make Suburbs Work Like Cities
 - b) How the End of the Traditional Workplace Is Changing Our Cities
 - c) Renting the American Dream
 - d) Comeback City, Divided City
 - e) Oakhill Jackson
 - f) Meeting Building Committee
 - g) Wellington Heights Planning
- Updates
 - a) Development Agreement Matrix
 - b) Section 8 Update

1. Main Street Revitalization Strategy	Jennifer Pruden <i>Main Street</i>	15 Minutes
2. Payday Lending Update	Thomas Smith <i>Community Development</i>	15 Minutes
3. Kingston Village Recommendation	Seth Gunnerson <i>Community Development</i>	15 Minutes

Any discussion, feedback or recommendation by Committee member(s) should not be construed or understood to be an action or decision by or for the Cedar Rapids City Council. Further, any recommendation(s) the Committee may make to the City Council is based on information possessed by the Committee at that point in time.

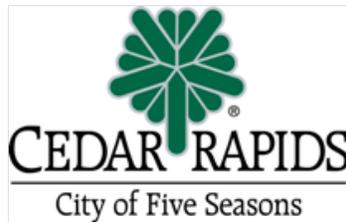
4. Parklet Update	Seth Gunnerson <i>Community Development</i>	10 Minutes
5. Sign Ordinance Update	Rob Davis <i>Public Works</i> Kevin Ciabatti <i>Building Services</i>	15 Minutes
6. Ellis Plan	Seth Gunnerson <i>Community Development</i>	5 Minutes
7. NDC/NFC	Adam Lindenlaub <i>Community Development</i>	5 Minutes
8. NewBo Dispositions – Additional Lots a) Acme Electric b) DeBoom	Pat Shey <i>City Council Member</i>	5 Minutes
9. NewBo Volleyball	Paula Mitchell <i>Community Development</i>	5 Minutes
10. Cedar Rapids Low Income Housing Tax Credit Policy and Process	Monica Vernon <i>City Council Member</i>	15 Minutes
11. CDBG Neighborhood Certification Process	Paula Mitchell <i>Community Development</i>	15 Minutes

Future Meetings:

1. Items for **May 22** Agenda –
 - a) Parklets Update
 - b) NPP Update
 - c) Comprehensive Plan
 - d) Demolition Ordinance Update
 - e) Ellis
 - f) Outreach for Historic Preservation Public Engagement

2. Items for **June 26** Agenda –
 - a) Condo Regime
 - b) Street Typology

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**City of Cedar Rapids
DEVELOPMENT COMMITTEE MINUTES
City Hall Training Room
Wednesday, March 27, 2013
3:00 p.m.**

The meeting was brought to order at 3:05 p.m.

Present: Council members Vernon (Chair), Olson and Shey. Staff members present: Christine Butterfield, Community Development Director; LaSheila Yates, Housing Programs Manager; Seth Gunnerson, Community Development Planner; Rob Davis, Engineering Manager; Alex Sharpe, Community Development Planner; Kevin Ciabatti, Building Services Manager; Thomas Smith, Community Development Planner; Vern Zakostelecky, Development Services Planner; Brad DeBrower, Transit Manager; Doug Wilson, Capital Improvement Project Manager; Jennifer Pratt, Community Development Planner, and Alicia Abernathy, Community Development Administrative Assistant.

Council member Vernon stated the Development Committee of the City of Cedar Rapids meets monthly and the purpose of the committee is to look at development and economic issues that involve the community. Items are brought forward to the agenda from Christine Butterfield, other City staff, Council members and sometimes citizens.

Christine Butterfield, Community Development Director, stated there was an informational item that needed to be discussed and asked if the agenda could be amended to allow the discussion. Council member Shey made a motion to amend the agenda to include an information item. The motion passed unanimously with none opposed.

Council member Vernon called for a motion to approve the minutes from March 27, 2013. Council member Shey made a motion to approve the minutes from March 27, 2013. The motion passed unanimously with none opposed.

Informational Items and Updates

LaSheila Yates, Housing Programs Manager, stated staff has received notification from HUD over the previous week that there will be a funding cut for the Cedar Rapids Section 8 Housing Choice Voucher Program for the 2013 federal fiscal year. To address the current shortfall staff has taken measures to mitigate the economic impact including pulling families from the waiting list and limiting family moves to units that are equal or lesser values. HUD provided preliminary information but did not provide a finalized budget. Staff will continue to explore other options to ensure the quality of the program is maintained during this time.

Council member Olson joined the meeting at 3:09 p.m.

1. Parklets

Rob Davis, Engineering Manager, stated because parklets are a new idea for Cedar Rapids, staff secured the services of HR Green to assist in designing the parklets. In order to gather bids staff would like feedback from the Development Committee on details of the parklets.

Jen Winter, HR Green, stated research was done to look into what other communities across the nation are doing. Ms. Winter presented examples of dining area parklets and bench style parklets. If the City decided to go with the dining area parklets, the table and chairs could be provided by the City or by the renter. If the City decided on the bench style, the benches would come with the system provided by the City. Council member Vernon stated she liked the idea of tables and chairs so there could be service from the restaurants. Council member Olson stated it depends how far down 3rd Street the parklets go because not all the blocks have restaurants. It would be beneficial to have both so benches can be used on blocks where there are no restaurants. Council member Vernon asked if the benches could be removable as this would provide more flexibility. Ms. Winter stated removable benches would be an option.

Ms. Winter also provided examples of planter styles for the parklets system. Council member Olson stated the decision of planters depends on who will maintain them but the taller planters serve as a buffer between the parklets and the traffic. Ms. Winter stated the majority of other communities require the renter maintain the planters. Ms. Butterfield stated interest was shown for high visual impacts with low maintenance. Mr. Davis pointed out some of the options contain segmented pieces so if a piece was damaged the entire parklet would not need to be replaced.

Ms. Winter provided examples of simple and sophisticated styles. Council member Olson stated there needs to be some type of wire barrier on the parklets to prevent people from stepping into the street. Council member Vernon asked if the sophisticated versus simple look was in reference to the railings. Ms. Winter stated it addresses the overall look including the planter style, flooring, railing, etc. Ms. Winter pointed out examples of different types of flooring and asked if the City Council would like to allow the individual renters to decide on their appearance or if the City would decide a consistent appearance. Council member Vernon stated the City would decide on a signature look for all parklets. Council member Vernon suggested using black to get the parklets started as there is a lot of black incorporated into the downtown. The parklets should be simple so a statement can be made from the beginning and uniform parklets sends a message.

Mr. Davis stated because this is a public improvement the State Code will be followed for bidding, therefore, the upcoming weeks will be used to hold group meetings. The bids will be due the first week in May and will be brought forward to a City Council meeting in May. The timeline and price for each bid will be included in the presentation to City Council.

Mr. Davis stated commitments from business owners will be brought to the Development Committee in April. Seth Gunnerson, Community Development Planner, stated a policy is in place for the lease of downtown space for outdoor cafes, which is currently \$10. Staff is working the framework for the policy to create space to enable people to do outdoor cafes. Council member Olson asked if the renters would have the responsibility of purchasing tables, chairs and maintaining the café. Mr. Gunnerson stated this is correct under the City's current policy. Ms. Butterfield stated the policy for parklets is not complete. After further research options will be presented for going with the outdoor café approach or requiring an additional charge. Staff would also like, for the first season of parklets, to have renters provide feedback on the parklet system. Ms. Butterfield stated there is an issue as it relates to alcohol as there is a State

requirement to provide a continuous path from the restaurant to the parklet. Staff is still researching options to address this issue.

Council member Olson stated there is a liability issue that needs to be discussed as someone could crash into one of the parklets. Council member Vernon suggested rope lights are used on the parklets to add to the festivity of the parklets at night and also address safety concerns.

Mr. Gunnerson stated staff will meet with the Economic Alliance and the ACE District and provide an update at the April 30 Development Committee meeting.

Council member Shey stepped out of the meeting at 3:30 p.m.

2. Sign Ordinance Update

Mr. Gunnerson stated the purpose of the update is to inform the Development Committee what staff has been working on, provide feedback from stakeholder meetings and provide a digital sign presentation. The stakeholder meetings consisted of sign company representatives, City Council members, representatives from the Board of Adjustment and representatives from the City Planning Commission.

Mr. Gunnerson went over the following timeline addressing what is complete, in progress and what is anticipated in upcoming months:

Completed:

- The moratorium was enacted February 1, 2013
- Stakeholder Meetings were held March 18 & 25

In progress

- Stakeholder meetings and staff research takes place through April

Anticipated

- April 30 – Staff will present options for final ordinance
- May 16 – Options will be reviewed by the City Planning Commission
- June – City Council Public Hearing will be held
- July 31 – The 180 day moratorium will expire

Mr. Gunnerson provided an update of stakeholder meetings stating the March 18th meeting was an introduction to sign issues. The key outcomes received from the meeting included the desire to see clarity in the code and the desire to see consistency in the outcomes. Another meeting held on March 25th was to discuss billboard options that were presented to the Development Committee in November 2012. Key outcomes received from the meeting included the preference for establishing clear requirements in the zoning code and defining billboards separately from other off-premise signs. Keeping billboards and off-premise signs separate was a concern identified by the development community and sign companies.

Alex Sharpe, Community Development Planner, stated staff collected information from different communities and found there are five basic options. The options include a ban of all digital billboards, an overlay district, having a separation distance, basing on street typology and limiting by the use of the signs. Council member Olson asked if when referring to digital signs it included business signs and billboards. Mr. Sharpe stated it included all digital signs. Mr. Gunnerson stated staff will discuss internally what the best approach is for Cedar Rapids.

Mr. Sharpe provided definitions of digital display signs and luminosity to provide a basic understanding. Mr. Sharpe provided definitions and presented examples of animated, static, flashing and video signs. Mr. Gunnerson stated animated signs have a moving effect while the sign is transitioning. Several communities require the transition of billboards be instantaneous.

Council member Olson stated an appeal of the moratorium was received from a company that is converting their signs to static digital signs and asked what happened with the appeal. Mr. Ciabatti stated the appeal has not gone to the City Council yet. Ms. Butterfield stated staff wanted to ensure assumptions were not made that static signs were in or out of scope.

Mr. Gunnerson stated staff would like feedback on the types of signs and if there are any areas of concern. Ms. Butterfield stated from a scoping perspective the length of time the images are up is a safety concern so staff would recommend there be a longer hold period. Council member Olson stated digital signs are the new technology and the hold time is of concern. Council member Vernon stated digital signs are fine but they should not be flashing.

Kevin Ciabatti, Building Services Manager, stated there have been no appeals yet but some restaurants are moving to digital signs on for menu boards. Ms. Butterfield stated under the current definitions these are digital signs and staff has been trying to separate the signs that are for certain business operations as opposed to advertising. Council member Vernon stated if it is a digital billboard and it does not change frequently it is fine. It needs to be determined how often the billboards are allowed to change and it needs to be an instantaneous change with no animation. Council member Vernon stated she is in favor of capping and eliminating billboards but as long as they are in the City, having fewer transitions is a good idea.

Council member Vernon stated she would be willing to give more incentives to sign companies if they installed monument signs. Ms. Butterfield stated at the April Development Committee meeting the coverage and square footage of signage, separate from digital and billboard signs, can be discussed. Council member Olson stated the City has a flexible signage ordinance that allows a variety of signs. The issue is not only flashing or digital signs but the entire ordinance should be looked at as it allows for multiple signs and various heights. Council member Vernon stated there are safety issues with signs that are above the tree line and it would be nice to move to monument signs throughout the City. The City has been too flexible and it is time to set standards for the community.

Ms. Butterfield stated when dealing with any type of zoning it takes 10 to 20 years to get the look, feel and appearance of the intent of the narrative. One strategy is to modify the code that impacts the number of signs. As a policy making body the City Council has dialed in on master plan development and Community Development will be bringing forward a new approach utilizing urban revitalization tax exemption. This will focus on neighborhoods in tier two and three that have strip centers that are outdated or do not have sustainable building materials, etc. In the discussions staff will be addressing signage.

Council member Vernon stated the sign standards need to be set now and monument signs are more attractive than other signs. Council member Olson stated the major streets have pole signs in most areas and incentives need to be offered to get people to use monument signs.

Mr. Gunnerson stated staff will return to the April Development Committee with a range of options to move forward with an ordinance to specifically address the sign moratorium. There will be a range of options on billboards and digital signs. Council member Olson stated because

this is a controversial and important subject a good portion of one meeting should be dedicated to this. It would be helpful to have an overview of what the current ordinance allows. A special meeting could also be held that deals with signs only.

3. Kingston Village Plan

Mr. Gunnerson stated in the summer of 2012 the Development Committee asked staff to complete research on the area of the near west side of downtown. In fall 2012, JLG Architects engaged to help the City with an area plan for the area between 1st and 8th Avenue and the Cedar River and 6th Street on the west side. In December 2012 a feedback forum was held with stakeholders and three concepts were presented to get an idea of what was appealing for the Kingston Village Plan. Staff has been working with JLG to complete a final plan.

Mr. Gunnerson presented the three concepts that were shared at the stakeholders meeting. Some of the feedback gathered from the stakeholder meeting included the fact there is strong interest in preserving the 3rd Avenue Historic District. The “Village Green” concept was appealing but the stakeholders felt it should be moved so it did not conflict with existing historic buildings. Other recommendations included the area under I-380 and behind buildings be used for parking as buildings should front the street. Redevelopment needs to be consistent with the existing commercial development and a flood wall should be maintained where possible along 1st Street.

Council member Shey rejoined the meeting at 4:10 p.m.

Mr. Gunnerson provided a draft map received from JLG and stated the map outlines the preservation of the 3rd Avenue Historic District. There would be potential for a plaza or Village Green along 2nd Avenue and there are potential areas where more intense development could take place. Wayfinding and entrance to neighborhoods signs would also be included.

Mr. Gunnerson went over the next steps for the Kingston Village Plan stating JLG will provide a draft plan to staff the week of April 1st. The plan will be previewed with stakeholders in early April and any changes will be made before the formal presentation to Development Committee at the April 30 meeting. Based on the Development Committee recommendation the plan would go to City Council in May for approval. If approved, the plan would be incorporated into future planning in the west side area.

Council member Vernon pointed out the City anticipates the blocks between 1st and 3rd Avenues and 1st and 3rd Street will be requested for the Casino. Council member Olson asked the plan be modified to reflect changes made in the past few months. Ms. Butterfield stated the planned document will discuss scale and context with the use of multi-stories, how buildings address the streets, etc. The narrative will be used to help negotiate the Development Agreements as they relate to City-owned properties. The document will be used to create viable commercial corridors that will release deed restrictions to provide for development. Ms. Butterfield pointed out there are three projects in the Multifamily New Construction Round five in the Kingston Village area.

4. Planned Unit Development Overlay

Thomas Smith, Community Development Planner, stated Community Development and Development Services have been working together on the update to the existing PUD regulations. The last time PUD's came before the Development Committee was September 2012.

Vern Zakostecky, Development Services Planner, stated PUD's encourage mixed use development, provide better opportunities, more flexibility and encourage infill development. Feedback received from City Council directed the PUD update to include a clear negotiation process to permit modifications in exchange for increase level of design, to be more flexible, and allow for broader mix of uses. PUD's should also help shape and achieve goals of districts, encourage pedestrian accessibility, encourage more density and open space and protect environmentally sensitive areas.

Council member Olson asked what the smallest PUD would be. Mr. Zakostecky stated a size requirement will not be placed on PUD's. The current PUD's are set up by limiting uses based on zoning and the PUD overlay gives the exceptions the City Council can grant. Staff is looking into creating a PUD-1 district with large master planned sites developed in multiple phases and a PUD-2 district with single or mixed-use development sites in a single phase.

Mr. Zakostecky went over the processes that would be followed for PUD-1 and PUD-2 districts stating the PUD-1 process would be longer than the PUD-2 process. Council member Olson asked what the typical timeframe would be for the processes. Mr. Zakostecky stated it would be approximately 90 days to complete the process.

Mr. Zakostecky stated the requirements for a master plan would include submitting a narrative and exhibit while the Preliminary Site Development Plan requirements include submitting a narrative and site plan. Mr. Zakostecky provided a list of potential enhancements that would be in exchange of modifications or variances.

Mr. Zakostecky went over the next steps for the process stating the draft will be finalized in April and will taken to the City Planning Commission on April 25th. A motion setting a City Council public hearing will take place on May 14th with the public hearing on May 28th. The idea is to have the PUD ready for the 2013 construction season.

Council member Vernon stated buildings need to be built up, not out. Ms. Butterfield stated all recent proposals have required more than two stories. City Council has been diligent about making sure the new developments on City-owned properties fit in with the neighborhood and are not out of scale. Council member Vernon stated all new developments need to fit with neighborhoods not just developments on City-owned property.

Council member Shey made a motion to forward the PUD update to City Council. Council member Olson seconded the motion. The motion passed unanimously with none opposed.

5. Downtown Circulator Bus

Council member Vernon stated there has been talk in the community about doing a circulator bus or trolley that moves people around different parts of the downtown. Council member Olson stated there is another committee that is working on this through the Economic Alliance so the efforts should be coordinated. Sharika Bhakta, Economic Alliance, stated there are several working groups and one is the Transit Committee. The Transit Committee is working to improve transit and downtown circulators have been discussed.

Council member Vernon asked to discuss ways a circulator bus could go from the convention center down 3rd Street to Czech Village and then back to the convention center. Council member

Vernon suggested it be a trolley. Brad DeBrower, Transit Manager, stated the City of Cedar Rapids no longer has trolleys as they were disposed of in 2007.

Council member Vernon stated the circulators would get people to see the rest of downtown after visiting the convention center. The circulators would work best by having a defined route, repeating the route often, having certain stops and allowing people to get on every 5-10 minutes. Council member Olson suggested the route be a loop to include the amphitheatre and eventually the casino. The loop should go on the west side as well as the east side to support all businesses. Council member Vernon stated the circulator system should start on the east side and when the casino is built the circulator can start going to the west side as well. When the circulator goes to both the east and west side people will be able to go straight from the convention center to the casino. The goal would be to have the circulator going from 6:00 a.m. to 6:00 p.m. every day.

Mr. Gunnerson presented a chart outlining the ballpark cost to operate the circulator system. Mr. DeBrower suggested putting wraps on buses for the downtown circulator. The wraps can be personalized to what the City would like to have. Council member Vernon stated several consultants, over the years, have pointed out the downtown area is larger than what most people want to walk. Council member Olson asked for the cost to get the circulators started, what are other cities spending on circulators and how are other cities funding the circulators. Mr. Gunnerson stated staff will research what other cities are doing and return in April or May.

6. 14th Avenue Alignment

Doug Wilson, Capital Improvement Project Manager, provided four different preliminary concepts for the 14th Avenue SE extension. Options for the extension included a smaller roundabout, t-intersections or a larger roundabout. Using any of the concepts would allow for 4th Street to be eliminated and would provide additional areas for development. Council member Shey asked if Bad Boy Holdings, property owners of 4th Street, would be affected by removing 4th Street. Mr. Wilson stated they would be impacted and this is an option for the long run.

Council member Vernon asked if input was received from St. Wenceslaus Church. Ms. Butterfield stated staff has not met with St. Wenceslaus Church and the concepts are to ensure staff interpreted the interest received from Development Committee correctly. Based upon the input from the Development Committee staff will work with the church and others for feedback.

Council member Olson stated concept #3 should not be considered as it is a traditional t-intersection street and it would not be much different than the current street. Council member Vernon stated concept #1 and #4 are appealing because they have roundabouts. There has been interest in having a roundabout with a statue in the middle of it.

Council member Olson stated an estimate was given in the past of \$2 million to complete this extension and the issue is where the funding would come from. Council member Olson asked if the developer of the upcoming site would be providing funding for this project. Jennifer Pratt, Community Development Planner, stated the typical process includes looking at the City standard policy when in negotiation and it will be on the table as part of the financial incentive. Council member Olson stated if the street extension takes place the assessment needs to be negotiated up front. Ms. Butterfield stated it will be part of the dialogue as there has been a request for Tax Increment Financing (TIF) funding and its purpose is to provide for public improvements. Council member Olson stated he wants to ensure this is covered as it hard for the City to fund a \$2 million dollar street improvement with a tight budget to begin with. The

dialogue needs to be figured out so it is not a surprise to anyone. Ms. Butterfield stated when the development agreement comes to City Council, staff is aware these are the types of questions that will be asked so there will be a strategy on how to deliver the public improvement.

Council member Vernon stated when looking at the difference between concept #1 and #4, concept #4 has City of Cedar Rapids losing an entire parcel that could be sold. Council member Shey stated concepts #1 and #4 are the most appealing and benefit St. Wenceslaus Church.

Council member Vernon asked Dawn Stevens to provide input on the discussion. Dawn Stevens, Oak Hill Jackson Neighborhood Representative, asked the committee to consider the Resource Center as there are several children crossing 12th Avenue to come to the center. It would great if a crosswalk could be put in for the children to safely get to the Resource Center.

7. Discussion of Elements of Strong Neighborhoods

Ms. Butterfield stated this is part of the framework pieces for driving the Comprehensive Plan. A community is defined by the strength of all of its neighborhoods. Staff researched best practices and found the Congress for New Urbanism stated the five basic design conventions were established as having an identifiable center, walkable size, mixed-use, integrated network of walkable streets and sites for event purposes. Ms. Butterfield presented a list of sustainable urbanism indicators pointing out having at least 5 within ½ mile of the neighborhood creates a complete neighborhood.

Council member Olson stated this would be good criteria for larger PUD's to include. Council member Vernon asked if schools were included as they were not identified on the list. Ms. Butterfield stated the "government office that serves the public onsite" would include the schools but it can be identified separately.

Ms. Butterfield presented a Neighborhood Completeness Indicator pointing out what would identify a neighborhood as excellent, satisfactory, minimal and poor. This would be used when people are looking to find out if their neighborhood is complete. The baseline data can help drive public policies and staff will bring forward, to the Finance and Administrative Committee, an idea to use Urban Revitalization Tax Exemption as a mechanism to drive strip center redevelopment upon a certain criteria. Staff has been looking at an approach that would require the property owner to invest at least 50% of the value of the strip center and incorporate sustainable features. Staff would like to see hard surface broken up and the use of more green space. The improvement to the strip center creates a higher and better use and becomes an amenity to the neighborhood.

Council member Vernon asked if a daycare was included in the list of indicators. Mr. Gunnerson stated there was a long list and it was consolidated for the presentation so schools and daycares may be included just not identified in the presentation. Council member Olson stated when considering a neighborhood the indicators should be identified from the center of the neighborhood and go out ½ mile. Ms. Butterfield stated this list of indicators will help access the needs of neighborhoods and can target resources or partnerships.

8. Tree Planting Plan for FY14

Mr. Wilson stated staff is not going to do the regular tree planting in the spring due to the drought. The tree plantings that will take place will be two CIP projects by Lindale Mall on 1st

Avenue and in the 10th Street Medical Corridor. At the last Infrastructure Committee the process for planting trees and options were discussed. The current process is to replace trees as they are damaged or dying in the right of way. The Infrastructure Committee discussed options such as focusing on specific neighborhoods to maximize the impact of the tree plantings as they are currently dispersed and not noticed or having a signature corridor where plantings are focused. It was recommended a higher profile area be chosen to create a higher impact in the community.

Council member Olson stated the Infrastructure Committee set aside money for replacing damaged and dying trees and the rest of the budget would go toward planting trees that make a difference in the community. Council member Vernon stated there needs to be an impact and 1st Avenue, mall to mall, is the main roadway and it needs to be complete. It would also be nice to pick a roadway on the west and east sides to focus on as well and Mt. Vernon Road and Edgewood Road would be signature streets. Council member stated to get a better impact, higher quality trees need to be planted that are taller and planted further apart. Mr. Wilson stated staff will go back to the Infrastructure Committee with proposals.

Council member Vernon called for a motion to adjourn the meeting. Council member Olson made a motion to adjourn the meeting. Council member Shey seconded the motion. The motion passed unanimously with none opposed.

Meeting adjourned at 5:11 p.m.

Respectfully submitted,

Alicia Abernathey, Administrative Assistant II
Community Development

Development Committee Action Items

Original Agenda Date	Agenda Item / Presenter	Action Item	Action Taken	Owner	Date Return to Committee	Recommendation to City Council
3/21/2011	Resubmission Application Request / Sattler Homes	Staff to take to City Attorney and respond to Mr. Ransom (concerning Roberts Rules of Order).	Community Development consulted with the City Attorney's Office and received an opinion. Owner has submitted for successive application approval, which will be on the May 10, 2011 Council agenda.	CD	Done	CPC reviewing on 6.23.11.
3/21/2011	Neighborhood Planning Process Presentation Format	Council members would like to see more information in the PowerPoint presentation and use this as a "traveling roadshow".	New PowerPoint was prepared and taken to the 4/25/2011 Dev Comte meeting. New PowerPoint was taken to the May 23, 2011 meeting.	CD	Done	
4/25/2011	Physician's Clinic of Iowa Parking / Mike Sundall	Meeting w/ St. Luke's and Mercy also. Meetings focused on answering question " What can CR provide to you and what can you provide for us."	Meeting scheduled with St. Luke's on 4/29 and mtg w/ Mercy scheduled for 5/20.	CD	Done	
4/25/2011	Historic Preservation Commission / Maura Pilcher (Chair)	Move forward putting together a list of historic buildings in Cedar Rapids. Start with PCI area and move outward until the City is covered. Possible use of color system. Also Work Plan changes such as moving last item to the first.	Recommended reprioritization	CD	Done	To City Council following HPC revisions. Tentatively 8/23/11.
4/25/2011	Temporary Banners	Committee asked Matt Widner to return to the committee with a proposal for changes. Will be on June 27th Agenda.		Code	Done	Recommendations will go to the City Planning Commission on 7/21/2011 and proceed to City Council.

Original Agenda Date	Agenda Item / Presenter	Action Item	Action Taken	Owner	Date Return to Committee	Recommendation to City Council
5/4/2011	Stutzman Proposal	Staff to bring back to Dev Comte 5/23 with recommendations.	CD staff asked to provide additional information. Council member Vernon requested Council member Shey look at the information. Bring back to Dev Comte on 6/27.	CD	Done	To City Council 7/12/11. On the City Planning Commission agenda for 7/21/2011.
5/4/2011	ITF/GTC	Pat Ball and Brad DeBrower to bring back cost estimates for refurbishing GTC to 5/23 Dev Comte meeting. Moved to 6/20 agenda. At 6/27/2011 mtg. Council member Vernon asked for more research on Option 3. Does not need to come back to Dev Comte.		Utilities	Done	Dev Comte recommends refurbishing the GTC and is looking into the details of Option 3 of 5. To City Council 7/12/11.
5/4/2011	Downtown District - Parking Demands / Doug Neumann	City Manager to bring financials for new parking ramps in downtown. Mr. Neumann to bring short term parking resolutions back to Dev Comte meeting on 5/23.	Council members Vernon and Swore requested the pro formas and presentation go to the Infrastructure and Finance Committees.	Downtown District and Doug Neumann	Done	
5/4/2011	Memorandum of Agreement - Cedar Rapids Residential Demolition / Sushil Nepal A.) MOA	Staff to poll members and respond back. Spoke of changing Work Plan last month when Ms. Pilcher presented.	4.25.11 Committee received for comment	CD	Done	Council Agenda 9/13/2011.
5/23/2011	New Bohemia Neighborhood Volleyball Group	Bringing back to Dev Comte. Requested to have Parks & Recreation involved.			Done	Will be placed on the City Council Agenda for 7/12/2011. City Council approved Development Agreement 9/13/2011.
5/23/2011	Robins Annexation Inconsistent with 28E Agreement			CD	Done	Development Committee recommended to deny the request. Community Development to take to City Council on 6/14
6/27/2011	Development Agreement Default - 624 & 629 12th Avenue / Caleb Mason		Dev Comte recommends extending the deadlines.	CD	Done	Recommendation to City Council on 6/28/2011 that the deadlines are extended.

Original Agenda Date	Agenda Item / Presenter	Action Item	Action Taken	Owner	Date Return to Committee	Recommendation to City Council
6/27/2011	Stoney Point Annexation Request / Vern Zakostelecky		Proceed to City Council on 6/28/2011 with the approval of the Dev Comte.	CD	Done	Proceed to City Council on 6/28/2011 with the approval of the Dev Comte.
6/27/2011	New Bohemia City Market / Brad Larson		Need to add terms to agreement stating that the property will remain a Market or be returned back to the City of Cedar Rapids.	CD	Done	On City Council Agenda for 7/12/2011.
6/27/2011	Urban Revitalization Tax Exemption Request / Jennifer Pratt		Email to be sent to City Council in regards to whether this item should be on the Council agenda.	CD	Done	No action.
7/25/2011	Main Street MOA	Move forward to City Council		CD	Done	Recommended to go to City Council on 8/9/11. City Council approval 9/13/2011.
7/25/2011	MOA with FEMA to Mitigate Loss of Historic Properties	Move forward to City Council		CD	Done	To City Council on 7/26/11. Back to City Council 8/11. City Council approved 9/13/2011.
8/18/2011	Convention & Visitors Bureau	Put expectations in place for the CVB		City	Done	No action.
8/18/2011	VAC Work Plan	To Council on 9/13/2011		CD	Done	City Council Agenda 9/27/2011.
8/18/2011	ROOTS Marketing Plan Update			CD	Done	City Council Agenda 9/27/2011.

Original Agenda Date	Agenda Item / Presenter	Action Item	Action Taken	Owner	Date Return to Committee	Recommendation to City Council
3/21/2011	Matthew 25/Block by Block Master Plan and Urban Agriculture	3.21.11 - Council member Vernon asked that staff research what Code is for the smaller lots that would be built on in this area. Can it be done? 5.23.11 - Comte reviewed staff research and policy questions. Comte asked for clarity on Block by Block Urban Ag plans.	7.25.11 Brought back to Dev Comte. Questions were answered and move forward to City Council.	CD	Done	Move forward to City Council with the following timelines: Disposition of City owned property: August 9 - Motion setting Public Hearing to consider disposition of City-owned properties. August 23 - Public Hearing to consider disposition of City-owned property. August 24 - Tentative date for orientation session for interested developers. September 16 - Deadline for proposals. September 19 - Review of proposals and recommendation by evaluation committee. September 27 - City Council Resolution to negotiate a development agreement with preferred developer. October 25 - City Council consideration and resolution authorizing development agreement with preferred developer. Regulating Urban Agriculture Land Uses: August 18 - City Planning Commission consideration of ordinance amendment. August 23 - Motion setting a public hearing. September 13 - Public Hearing and possible first reading. September 27 - Second and possible third reading. Done Pending Development Agreement.
9/26/2011	Section 8	Dev Comte agrees to close the Section 8 waiting list.		CD	Done	Move onto City Council 10/11/11.
3/21/2011	Smart Growth Score Card Discussion	Council members agreed that elevations need to be added to the Scorecard and submitted with each case. Also in agreement not to implement a minimum score on the scorecard. Needs to go to Council.	Starting May 5th, elevations are required.	CD		On Hold

Original Agenda Date	Agenda Item / Presenter	Action Item	Action Taken	Owner	Date Return to Committee	Recommendation to City Council
6/27/2011	Trees Forever/ Shannon Ramsay & Jim Sattler	Staff to research w/ the assistance of Shannon Ramsay and Jim Sattler. Bring back to comte. 7.25.11 Council requests more detail from Trees Forever on their plans and the resources that they are to use. Bring back to Dev Comte when gather than information.		CD	Done	Meeting set for late August between the City and Trees Forever.
8/18/2011	Lincolnway Village Neighborhood Association	Staff to look at costs, SSMID, Code, Ordinances		CD	Done	Christine and other City staff met with Kirkwood for a possible weekly location. Per meeting with Kirkwood, group can meet in cafeteria. Also, given access to ETC Building for the years 2011-2013.
9/26/2011	CDBG Public Participation	Dev Comte agrees with recommendations. Return to Dev Comte with recommendation for membership		CD	Done	City Council consideration 11/11/2011.
9/26/2011	Zoning Ordinance Cleanup Update	Dev Comte agrees to move forward to City Planning Commission and then notify the development community of changes.		CD	Done	To City Planning Commission on 10/13/11 and then to City Council on 11/11/11.
6/27/2011	Main Street Design Guidelines / Robyn Rieckhoff and Dale Todd	Set a special meeting to discuss in depth. Weigh in from HPC, VAC, CPC and Parks & Rec. Bring back to Dev Comte. 7/25/11 Do a draft recommendation of the overlay district and move to City Council. Updated at 8.22.11 Dev Comte Meeting.		CD	Done	Recommendation of Overlay. Next step is City Council. Goes to City Council on October 11th, 2011 with the Development Committee recommendation. Staff performing additional outreach to commercial developers and residential neighborhoods. Planning Commission Dec. 8, 2011. The CPC recommended that this move forward and a committee be formed. Appointing members Spring 2012.

Original Agenda Date	Agenda Item / Presenter	Action Item	Action Taken	Owner	Date Return to Committee	Recommendation to City Council
7/25/2011	City Planning Commission 2012 Work Plan / Scott Overland	Need to reprioritize the goals of the CPC. Meeting set up between the City Council and the City Planning Commission.		CD	Done	
8/18/2011	MADD Dads	Put in touch with organizations that can help them out.		PD/Utilities	Done	Follow up meeting scheduled 9/23/2011. Done.
10/24/2011	Crossing Court NE Condo Association	Rob Davis, PW, to gather sidewalk requirements and code.		CD	Done	Maps of sidewalk projects given to Mr. Kennedy to give to the condo association to show the new sidewalk areas that are planned for 2012. Rob Davis to provide committee with sidewalk prioritization plan. Provided. February 2012 PW to meet w/ neighborhood.
10/24/2011	ROOTS (Rebuilding Ownership Opportunities Together) Program	Dev Comte to read through documentation do discuss at Nov. 11 Dev Comte meeting. Staff to determine timeline for additional City owned properties to be available for developers.	12/12/11 Development Committee reviewed recommendations. To go to City Council.	CD	Done	To move forward to City Council on January 24th, 2012. Calling for proposals Spring 2012.
10/24/2011	Revisiting Historic Preservation Standards	Take requirements to HPC to look at the guidelines and discuss options.		Historic Preservation Commission	Done	Historic Preservation Commission to review existing standards and modify these where applicable.
11/28/2011	Wilmar Annexation Request	Staff presented annexation request. Development Committee agreed with annexation request.		CD	Done	To City Council 12/20/2011 with recommendation from the Development Committee.
11/28/2011	Regional Economic Development Institute (RED-I) Program Overview	Overview of the RED-I program.		Civil Rights Commission	Done	None; Karl Cassell to inform the City of any support needed to implement the program. Information Only.
1/23/2012	Updated Linn County Trail System / Ron McGraw			PW	Done	None; provided Mr. McGraw with the go to person from Public Works.

Original Agenda Date	Agenda Item / Presenter	Action Item	Action Taken	Owner	Date Return to Committee	Recommendation to City Council
1/23/2012	Eleven (11) Most Endangered List of Historic Places / Sushil Nepal and Maura Pilcher	Bring full list of properties and revised endangered list back to the Development Comte in February. Full list was brought back to Dev Comte 2/23.		CD	Done	Setting date for formal City Council approval.
1/23/2012	Visual Arts Commission - Convention Center Art Location & Artist Scope of Work	Dev Comte recommendation is to price two pieces of artwork rather than one.		CD	Done	
3/26/2012	Downtown Business Recruitement	Presentation only.		CD	Done	
3/26/2012	Metro Youth Football Proposal	Staff to meet with and prepare list of other possible parcels in case this does not work.		CD	Done	To City Council on 4/10/2012.
3/26/2012	VAC - Convention Center Art Location and Artist Scope of Work			CD	Done	To City Council in April
3/26/2012	VAC - Paramount Theatre Art Update			CD	Done	
3/26/2012	Neighborhood Planning Process Implementation	Staff to look into holding a reception/celebration for all involved. Update the City.		CD	Done	Present to City Council
3/26/2012	629 12th Avenue SE			CD	Done	To City Council 4/10/2012
3/26/2012	Approval Process for Preliminary Site Development Plan	To City Council.		CD	Done	To City Council
3/26/2012	Multi Family New Construction UPDATE			CD	Done	To City Council
2/23/2012	Sidewalk Master Plan	Come back to Dev Comte with a new plan.	Presentation 3.26.12.	PW	Done	

Original Agenda Date	Agenda Item / Presenter	Action Item	Action Taken	Owner	Date Return to Committee	Recommendation to City Council
2/23/2012	Section 8 Annual Admin Plan Review	To City Council. Would like staff to research Federal background checks and bring back to Comte.		CD	Done	To City Council 3/27/12.
5/23/2011	Urban Design Principles Work Plan	Presented first 9 items to Dev Comte - these were ok'd and can move on to Council. Phases I - III need to be presented at the Dev Comte on 6/27/11. Back to Dev Comte on 8.22.11. Bring back in Sept with add'l info on Landscape and Commercial Design. Look at signage, lighting, etc. for Commercial Design. Comparisons for Landscape.		CD	Done	Phase I Activity List: Stormwater Management improvements. Incorporate more sustainable uses in the Zoning Ordinance. New Policies. 9/26/11 - to be taken to the City Planning Commission, to the Developers Council, development community and then to City Council on 11/11. Staff performing additional outreach to commercial developers. Developer's Council response due 3.26.12. Review next steps at Developer's Council following stakeholder meetings 4.30.12. Ordinance Hearing 2nd and 3rd reading 7.10.12.
7/25/2011	Infiltration Based Stormwater Management Practices / Stacie Johnson & Dave Scanlan	Move forward towards City Council		PW	Done	Per Committee, will bring back updates on action items, such as completion of the projects that are on the books, public education, project prioritization, and measuring successes. Public Works to research on possible incentives to encourage storm water and recommend to Dev Comte. Need to come back to Dev Comte in April with a proposal. Public safety Committee to consider moving forward 4.30.12. Infrastructure Comte.
10/24/2011	Chapter 32 - Neighborhood Commercial Zoning	Council member Vernon to discuss with CC on 10/25.	City Council requested review commercial zoning 2/28/12.	CD	Done	No action. Slated 4.30.12.

Original Agenda Date	Agenda Item / Presenter	Action Item	Action Taken	Owner	Date Return to Committee	Recommendation to City Council
2/23/2012	Mt. Vernon Road Commercial District Overlay (Setbacks, Shared Parking Ordinance Concept, Streetscape)	More to work on. Back to Dev Comte in April.		CD/PW	Done	
2/23/2012	Tree Preservation Standards	More research and draft an Ordinance to bring back to Dev Comte. Taking Ordinance to Development Community for their approval. If changes will come back to Dev Comte otherwise will move on to City Council.		CD	Done	Consulting with Stakeholders May 2012.
3/26/2012	Commercial Design Guidelines	Staff to look over and have two meetings prior to the next Dev Comte meeting on 4.23.12. Bring back to Dev Comte.		CD	Done	
1/23/2012	Parking Standards / Brad Larson and Seth Gunnerson	Research several options for Contractors Shops and Medical Malls and return to Dev Comte.		CD	Done	Short term modifications approved by CC 3/13/12. Mid term work plan options to Dev Comte in July 2012.
2/23/2012	Ground Transportation Center (GTC) Street Design - UPDATE	Come back to Dev Comte monthly until resolved. Staff to check with Legal Counsel on designated smoking areas on premise. To come back to Dev Comte in April 2012 with budget and streetscape concepts.	Returned to Dev. Comte in July 2012 for a presentation before moving forward to full City Council.	PW	Done	Consider Plans 4.30.12. Back to Comte 7.10.12
3/26/2012	Ellis Boulevard Commercial District Overlay	To staff and update at the next Dev Comte meeting on 4.23.12		CD	Done	Slated July City Council 2012
11/28/2011	Southside Investment Planning Initiative	Overview of the redevelopment plan in New Bo Area		Southside Investment Board	Done	CD staff provided necessary data from previous plan to the group to aid efforts. Presentation scheduled 8.29.12

Original Agenda Date	Agenda Item / Presenter	Action Item	Action Taken	Owner	Date Return to Committee	Recommendation to City Council
10/23/2012	Multi-Family New Construction - Round Five / Paula Mitchell	Provided overview of the program. More information will be presented in the future.		CD	Done	Fall 2012
11/28/2012	C-2, Commercial District Size			CD	Done	Early 2013.
1/23/2013	CPC Work Plan			CD	Done	
1/23/2013	Disposition of E Avenue Fire Station			CD		February 2013.
1/23/2013	Amendment to the New Bohemia Group Agreement			CD		Early 2013.
1/23/2013	VAC Work Plan	Bring deaccession policy to Dev. Comte.		CD	Done	
2/27/2013	Section 8 Admin Plan Changes			CD	Done	March 2013.
11/28/2012	Continous Foundation Requirement in the zoning code	City staff will research other city policies.		CD	Done	City Council reviewed and opposed change.
1/23/2013	Greene Square Park	Return with update after talking with stakeholders and potential funding sources.		Parks	Done	
1/23/2013	HPC Work Plan	Possible funding options, criteria list for historic properties, developing additional historic districts.		CD	Done	
1/23/2013	Core Area Development Patterns	Include Waterloo and Des Moines for comparisons. Determine neighborhood densities and optimal densities.		CD	Done	
1/23/2013	RFP for 707 2nd St and 123 Diagonal Dr SW	Wait for RFP until Kingston Plan is finished.		CD	Done	
7/25/2011	Med District Design Guidelines			CD/Medical Quarter	April 2013	Will revisit April 2013 - Pending

Original Agenda Date	Agenda Item / Presenter	Action Item	Action Taken	Owner	Date Return to Committee	Recommendation to City Council
9/26/2011	Land Development Fees Update	Given to City Council (full) to review for further discussion at November 2011 meeting.		CD		On Hold
1/23/2012	Walkable Community Follow-Up Discussion / Council member Vernon AND Charlotte's Street Elevations / Tom Peterson	Jeff Speck to meet with the City Council and Staff. Bring back to Dev Comte a DRAFT of the Street Elevations for Cedar Rapids in April.	Christine Butterfield to set up meeting with Jeff Speck. Public Works Traffic Engineer and staff to bring back recommendation to Dev Comte in April.	CD / PW	underway	Jeff Speck scheduled to visit Cedar Rapids 4/11 - 4/13. Staff will schedule time with City Council during his visit. Meeting Summary sent to Council 4.27.12. Street Typology underway. Jeff Speck meet with staff in Cedar Rapids on 8.13.12 Back to Comte 12.11.12. Policy presented to City Council by Public Works 6.13
1/23/2012	Additional Rezoning of Flood Impacted Property / Seth Gunnerson	Bring remainder of properties to be rezoned back to Dev Comte in April		CD		Ongoing.
2/23/2012	ACE District / Streetscaping - 3rd Street from 1st to 8th	Send to staff for research on: Can we implement? How? Dollars? Return to Dev Comte in April.		PW	12.11.12	Public Works meeting with stakeholders group. Installation planned by Public Works 6.1.13
2/23/2012	Mound View Coalition for Neighborhood Stabilization	Come back to Dev Comte when Emily Meyer is available.		Mound View Neighborhood		Waiting to hear from neighborhood. On Hold
2/23/2012	Neighborhood Planning Process Implementation	Did not discuss at 2/23 meeting. Bring back at 3/26 meeting.		CD	3/26/2012	Last update to City Council 2.15.13. Next update 3.13
3/26/2012	Chapter 32 Modifications -	Jeff Speck to look at setbacks on Mt. Vernon Road. Shared		CD	5/28/2012, 8/29/2012,	Discussed and reviewed 2006 zoning code. Established build to line. Jeff Speck
9/26/2012	Planned Unit Development Overlay Evaluation	City Staff will work with developers to draft and review an ordinance		CD	Jan 2013	Ongoing.
9/26/2012	Distance Separation from Alcohol, Tobacco and Payday Lenders	City Staff will work to create language for Chapter 32 Zoning Ordinance.	Staff is taking to CPC in December to recommend language.	CD	Summer 2013	Slated City Council 5.13
11/28/2012	Tree Planting Policy	City staff will work to draft a policy on tree planting, placement and maintenance		CD	Jan 2013	Early 2013. April 2013.

Original Agenda Date	Agenda Item / Presenter	Action Item	Action Taken	Owner	Date Return to Committee	Recommendation to City Council
11/28/2012	Signage	Return with best practices on general signage.		CD	April 2013	Underway.
1/23/2013	Commercial Lighting Requirements	Look into Height requirements, equipment to verify lighting meets standards, interior lighting.		CD	April 2013	
2/27/2013	14th Avenue Alignment	Look into tree lined streets, sidewalks, shared-use lanes,		CD	March 2013	Included in Iowa Steel disposition
2/27/2013	Downtown Parklets	Figure out a minimum number of parklets		CD	March 2013	Completion slated 6.13



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Cedar Rapids, IA 52401
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DEVELOPMENT COMMITTEE INFORMATION AND UPDATES

To: City Council Development Committee
From: Christine Butterfield, Community Development Director, and Staff
Subject: Informational Items and Update Memos
Date: April 30, 2013

For the April 30, 2013 Development Committee meeting the following is a list of Informational Items and Updates (Please see attachments):

Informational Items

1. How to Make Suburbs Work Like Cities
2. How the End of the Traditional Workplace Is Changing Our Cities
3. Renting the American Dream
4. Comeback City, Divided City
5. Oakhill Jackson
6. Meeting Building Committee
7. Wellington Heights Planning

Update Memos

1. Development Agreement Matrix
2. Section 8 Update

How to Make Suburbs Work Like Cities

<http://urbanland.uli.org/Articles/2013/Feb/RiggsSuburbs>

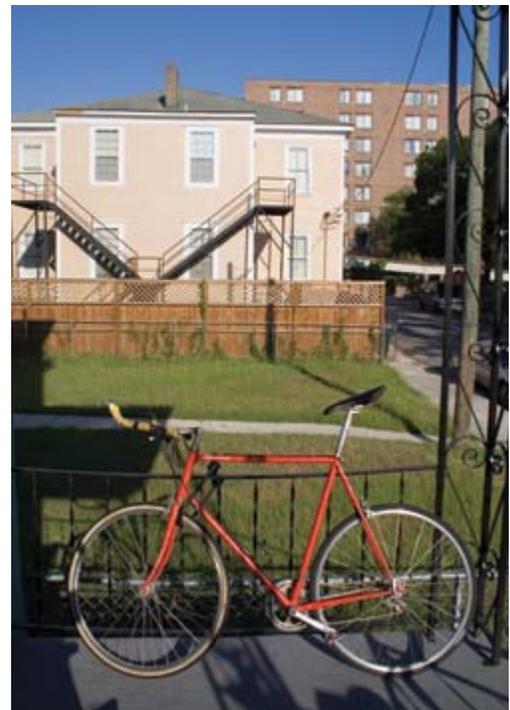
April 1, 2013

Successful strategies for creatively using and adapting infrastructure to support more dense development in America's suburbs are highlighted in *Shifting Suburbs: Reinventing Infrastructure for Compact Development*, a new ULI report. ([Download *Shifting Suburbs* here.](#))

Members of generation Y seek urban amenities, such as access to transit, even when living in the suburbs of metropolitan areas.

The report focuses on the growing trend for suburbs to be redesigned and redeveloped to be more people oriented than automobile dependent, offering more options for walking, cycling, or using public transit to get from one place to another. With the U.S. population anticipated to rise by 95 million over the next 30 years, and with the vast majority of this growth expected to occur in the suburbs of metropolitan areas, the challenge of providing the appropriate infrastructure to encourage compact growth has never been more important, notes *Shifting Suburbs*. Specifically, suburban arterials and first-ring suburbs would benefit from the development of new approaches to solving infrastructure and land use challenges, it says.

The steady movement toward more compact suburban growth is being driven in part by generation Y, an 80 million-member demographic group that is entering the markets for housing and jobs. These young professionals tend to favor the convenience and choices provided by urban-style environments but often live outside city centers for employment or financial reasons. Fitting their



lifestyle preferences into a suburban setting has, in many markets, triggered a movement to rethink traditional infrastructure design, the report says.

"America's suburbs are experiencing a dramatic shift away from the development patterns of previous decades, which were almost entirely car-centric," says Patrick L. Phillips, ULI chief executive officer. "There is an increasing demand, especially among gen Y, for high-density living environments that provide access to more transportation choices. Through *Shifting Suburbs*, ULI is drawing from some of America's most innovative suburban redevelopments to share lessons learned about adapting and reusing infrastructure to fit the changing needs of residents. We're striving to help both private and public sector organizations determine how to plan, fund, and finance the often complicated infrastructure required for successful compact development."

Shifting Suburbs examines in extensive detail eight suburban infrastructure projects: Bridge Street Corridor in Dublin, Ohio; Aurora Corridor in Shoreline, Washington; Belmar in Lakewood, Colorado; State Route 7 in Broward and Miami-Dade counties, Florida; White Flint/Rockville Pike in Montgomery County, Maryland; Richardson, Texas; CityCentre in Houston, Texas; and West End in St. Louis Park, Minnesota. The report evaluates the significant challenges faced by these places in trying to establish themselves as more compact suburban locations, including overcoming community resistance, obtaining the necessary funding, negotiating cross-jurisdictional planning issues, and establishing the required skill sets among the public and private organizations delivering redevelopment projects.

According to the report, the following strategies are key to building more compact and pedestrian-friendly places:

- Build partnerships. Effective partnerships, especially between public and private sector organizations, are essential. The report highlights West End as being a particularly strong example of the long-term value of such collaborations. In addition, it notes that collaboration among private sector companies is also emerging as a powerful organizing force. The report cites the White Flint Partnership's aggregation of the resources of real estate companies as a key factor in addressing infrastructure challenges.
- Take a comprehensive approach. Suburbs must creatively and comprehensively consider the infrastructure and transportation approach that will best withstand

the changing needs of their communities. For example, at Belmar, an urban street grid was the transportation pattern of choice, whereas designers of the West End project carefully orchestrated the reworking of utility infrastructure. In the case of the Aurora Corridor, project leaders sought to maximize bus system improvements with comprehensive upgrades to the corridor and the public realm.

- Use place management. Fostering sustained engagement with customers and residents is essential in creating thriving destinations. The report highlights the festivals, concerts, farmers markets, and other special events that draw visitors to CityCentre. "Soft" infrastructure strategies such as business improvement districts and community improvement districts apply coordination and promotion to suburban places.
- Emphasize public space. The public realm is an essential part of a suburban place's infrastructure, with sidewalks and trails providing connectivity and open space, and plazas providing a community gathering place. The report showcases several successes, including CityCentre's central plaza, which is the site of hundreds of events each year. The upgraded, wide sidewalks and landscaped medians that provide pedestrian access along the Aurora Corridor are also cited.
- Implement proactive planning. Effective planning, through the establishment of market studies, infrastructure strategies, and zoning changes, can help facilitate compact development by minimizing uncertainty and encouraging redevelopment that fits with a larger vision for the community. In particular, Dublin is commended by the report for laying the groundwork for more compact future development.
- Foster stakeholder engagement. Proactive engagement with the community helps reduce opposition and build support for projects. The report cites both Richardson, which fostered extensive public engagement in its transit-oriented development strategy, and the White Flint Partnership, which harnessed the power of social media to build public support for the corridor's transformation.
- Obtain multiple funding sources. To build the transformative infrastructure required by suburban development projects, multiple sources of funding and a variety of financing tools are often necessary. For example, a \$2 million federal

grant, along with assistance from a number of foundations, has helped State Route 7 stakeholders in Florida create a plan for the road. In Belmar, the developer paid the transportation construction costs upfront and is slowly being repaid by the city.

- Ride the demographic wave. Generation Y is the key demographic driving the demand for compact, walkable places. The report points to Dublin's successful efforts to transform itself into an appealing living environment for young, talented workers, and to attract companies seeking to employ these workers.

Findings from this report will be discussed at a session at the ULI Terwilliger Center's Housing Opportunity 2013 conference in Seattle, WA March 20–22. [To learn more about the event and to register click here.](#)



How the End of the Traditional Workplace Is Changing Our Cities

EMILY BADGER 9:03 AM ET 2 COMMENTS



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Technology has blurred the walls of the workplace in at least two dramatic ways. People who once worked inside the clear confines of a cubicle, inside an office, within an office tower in a commercial district, can now work from nearly anywhere. And because the spatial distinction has been disappearing between work and home (and everywhere in between), neat divisions in time are now eroding, too.

Even if you do still have an actual office where you commute every day, you have probably experienced how these lines have softened simultaneously: You've walked out of your building and into the subway, pulled out your phone, and gone right back to triaging email.

These sweeping shifts in where and when work takes place have been brought about by much more than just the Internet. Credit the portable laptop and the smartphone, WiFi and fiber optic infrastructure, computer security from VPNs, high-quality teleconferencing and the cloud. As for your computer itself? "It's just a shell," says Adam Stoltz, a real estate workplace strategist based in Washington. "It's the thing that enables me to get to the data."

These sweeping shifts in where and when work takes place have been brought about by much more

We normally talk about all of this as a revolution in technology, or in the nature of work itself. But something else also happens when technology enables people to change where they work and how they use time: The environment around us needs to respond, too.

For decades, cities have reflected the neat separation of work and home, with residences in one part of town, offices and industry in another, and infrastructure (highways, parking garages, hub-and-spoke transit systems) built to help connect us between the two around what has been for many people a 9-to-5 work day. But what happens when more people start to work outside of offices, or really anywhere – at all times?

Suddenly, we need WiFi in parks, and certainly in underground subway systems. We need more physical spaces that serve this new lifestyle: co-working offices and live/work apartments. People who once drove to work may now find that they want more productive commutes; now it makes more sense to ride a commuter rail car that enables the work day to start an hour earlier. Whole [private networks of transportation](#) have arisen

than just the Internet.

around this idea in San Francisco. Coach buses there now collect workers to take them to Silicon Valley offices, but they're outfitted like mobile offices in the expectation that employees will start working en route.

Some cities like New York have even begun to [change how they think about intersections](#) and roadways in a world where pedestrians are more likely to be looking down at smartphones than up at the environment around them.

Likely other adjustments (large and small) will be needed as well. Our built environment has been designed to accommodate the ways that people worked (and lived) 20 or 50 years ago. So now what happens when our behavior changes, when the ways that people move through and need to use space across cities no longer matches some of the ways we've built them?

Stolz raised the question this week at an [Intelligent Cities unconference](#) in conjunction with the annual American Planning Association meeting in Chicago. As others pointed out, some of these evolving work patterns aren't really new; they're a return to the ways people worked before the Industrial Revolution, when shopkeepers for instance lived in apartments above their stores. We may look back on the 9-to-5 workplace not as the norm, but as a relic of the last century.

As we move away from it, it's interesting to think not just about the implications for how we use our time and how we define the idea of "work," but also for what all of this might mean for cities.

In the future, Stoltz asks, "If you're planning a city, should there actually be places where there is no WiFi?"

Top image: [Anatoly Tipyashin/Shutterstock](#)

Keywords: WiFi, work, laptops, workplace, Transit, Built Environment



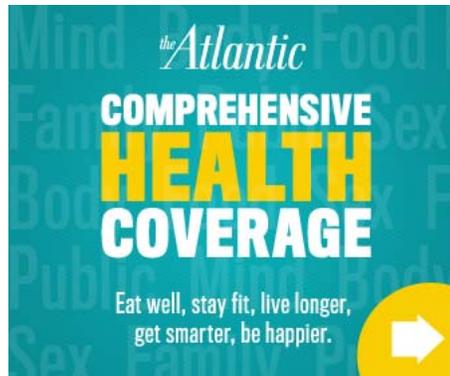
Emily Badger is a staff writer at The Atlantic Cities. Her work has previously appeared in *Pacific Standard*, *GOOD*, *The Christian Science Monitor*, and *The New York Times*. She lives in the Washington, D.C. area. [All posts »](#)

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Renting the American Dream

RICHARD FLORIDA 6:00 AM ET 18 COMMENTS

Home ownership is a well-entrenched component of the American dream. But, that may well be changing, according to a major survey released earlier this month from the [MacArthur Foundation](#).

For a majority of Americans today, renting is a viable path to achieving their version of the American dream, the study finds.

The [report](#) [PDF], entitled *How Housing Matters: Americans' Attitudes Transformed By The Housing Crisis & Changing Lifestyles*, was carried out for the foundation by [Hart Research Associates](#). It is based on telephone interviews with 1,433 adults conducted between February 27 and March 10 of this year as well as focus groups conducted in various cities.

3 in 5 adults believe that "renters can be just as successful as owners at achieving the American Dream."

Overall, a majority of Americans, including seven in 10 renters, say they aspire to own their own home someday. But more than half (57 percent) believe that "buying has become less appealing," while 54 percent believe that "renting has become more appealing."

Almost half of current home owners (45 percent) can see themselves renting at some point in the future. And, the rate increases alongside income and education, with 48 percent of college-educated home owners, 53 percent of home owners with a post-graduate education, and 51 percent of home owners with household incomes greater than \$75,000 saying they would consider renting.

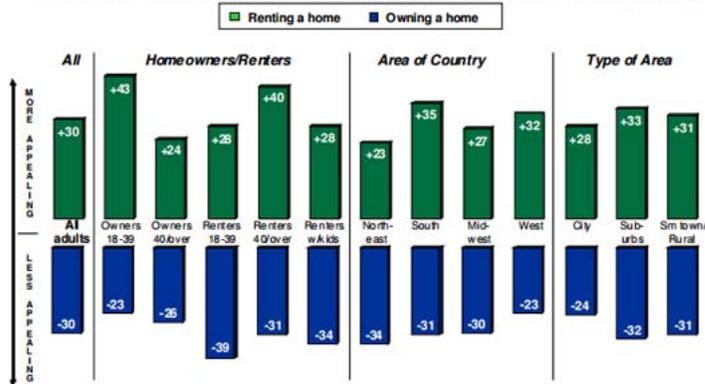
Numerous studies have argued that home ownership stymies the flexibility of the labor market and the economy by tying home owners to their location and making it harder for them to pick and move to jobs and economic opportunity. Three-quarters of survey respondents believe that "moving to a new city or state for a job is more likely now than it was in the past," the report finds.

A majority of Americans also say home ownership has lost its economic allure as an investment for the future. Nearly seven in 10 Americans (69 percent) report that "it is less likely for families to build equity and wealth through homeownership today compared with two or three decades ago." Most of all, three in five adults (61 percent) believe that "renters can be just as successful as homeowners in achieving the American Dream." This sentiment was felt among more than half of home owners (59 percent) and more than two-thirds (67 percent) of renters.

The chart below, from the report, provides an interesting snapshot of American's changing views on renting versus owning.

The appeal of renting versus owning is changing across the country.

Differential: has become more appealing minus has become less appealing



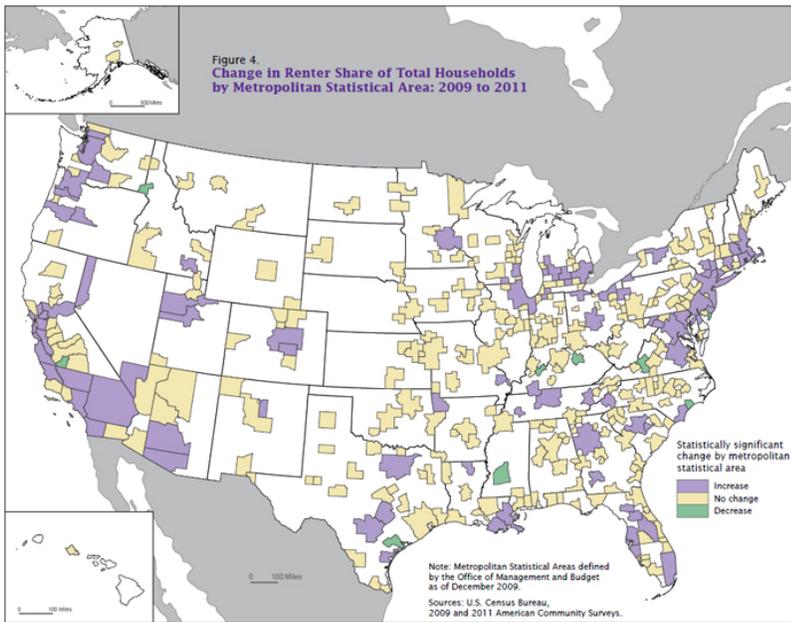
American housing policy has favored home owners for some time (providing tax and other benefits for home ownership). As the report points out: "While roughly 35 percent of Americans rent and the other 65 percent own, the federal government spends approximately three times as much to support homeownership as it does to support renting."

Americans are in favor of a more balanced approach to housing policy, according to the study. "After hearing information about U.S. housing policy and demographic and lifestyle changes, more than three in five self-identified Democrats (69 percent), independents (65 percent), and Republicans (62 percent), believe that the focus of our housing policy should be divided fairly equally between rental housing and housing for people to own," the study finds.

Peter Hart of Hart Research Associates [summarizes](#) the central findings of the study in a press release this way:

While the desire to own a home remains a bedrock principle in American life, this survey demonstrates that the American public's views about housing are changing, in part due to the hangover from the housing crisis, but importantly, also because of changes in our lifestyles. The dynamic is no longer simply 'renting versus owning' – perspectives are more complex, and people are viewing housing in a more holistic way. ...Many of the positive attributes that have long been associated with homeownership are fading, and on the flip side of the coin, it is remarkable that nearly half of all homeowners can picture themselves one day becoming a renter.

America's home ownership rate has declined from a peak of nearly 70 percent before the crash to roughly 65 percent today, according to the [U.S. Census](#). The share of renters has jumped slightly from 34.1 in 2009 to 35.4 percent in 2011, according to [Census figures](#). Gallup [surveys](#) suggest an even greater increase in renting, with the share of renter households increasing from 22 percent to 34 percent between 2006 and today. And the rate of home ownership among younger Americans has declined at substantially faster clip, dropping from around 43 percent before the crash to roughly 37 percent today, a trend [The Atlantic's](#) Derek Thompson [has also pointed out](#). [Projections](#) by the [Urban Land Institute](#) suggest the home ownership rate may fall back to as low as 60 percent over the course of the coming next decade.



The map above from a recent U.S. Census Bureau [report](#) [PDF] charts the change in the share of households that rent across all 366 U.S. metros between 2009 and 2011. The share of households that rent increased in a quarter of metros (88), and remained unchanged in three-quarters, while declining in just nine metros, or 2.5 percent.

The shift toward renting was substantially more pronounced in the nation's 50 largest metros (those with more than one million people). The share of households that rent increased in 70 percent of these metros (rising in 35 and remaining unchanged in 15 of them; none of these metros saw a decline in the share of households that rent). The metros with the highest share of households that rent in 2011 were Los Angeles (50.1 percent), New York (48.9 percent), San Diego (46.7 percent), Las Vegas (46.4 percent), San Francisco (46.3 percent), Austin (43.3 percent), and San Jose and the Silicon Valley (43.1 percent), according to the Census figures.

This shift in the American Dream away from home ownership to renting may portend good things for the economy broadly. While a high rate of home ownership may have spurred the old industrial economy, my analysis (published [here on Cities](#) about a year ago) finds little connection between the rate of home ownership and the innovativeness, productivity, or economic growth of metros today. In fact, metros with rates of home ownership in excess of 70 percent had relatively low levels of innovation, wages, incomes, and economic activity, while those with home ownership rates of 55 to 60 percent had healthier economies, higher rates of innovation, and higher incomes. The higher level of rental housing in these metros contributes to their flexibility and economic dynamism.

Let me be clear on where I stand: I am not arguing that America will or should shift from a nation of owners to a nation of renters. My main point is that tilting the home ownership rate back from its high of 70 percent to say 55 or 60 percent — not too far from where the U.S. is at today — would seem to be line in with greater labor market flexibility and economic dynamism.

As I've [argued](#):

A 'home of one's own' has been the emblem of prosperity and stability for a very long time. The idea is rich with psychological and cultural significance, but we have come to an economic juncture where we must re-examine even our most cherished beliefs. We can begin by updating our definition of the American Dream.

On the evidence of this survey, we appear to be doing just that.

I am not arguing that America will or should shift from a nation of owners to a nation of renters.

Keywords: Maps, Metro Areas, Renting, Home Ownership



Richard Florida is Co-Founder and Editor at Large at The Atlantic Cities. He's also a Senior Editor at *The Atlantic*, Director of the Martin Prosperity Institute at the University of Toronto's Rotman School of Management, and Global Research Professor at New York University. He is a frequent speaker to communities, business and professional organizations, and founder of the Creative Class Group, whose current client list can be found [here](#). [All posts »](#)

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OPINION URBAN REBOUNDS

RICHARD FLORIDA

Comeback City, Divided City

WHEN I WAS AN undergraduate urban planning major at Rutgers University in the late 1970s and later a graduate student at Columbia in the early 1980s, my professors told me that America's cities were obsolete. I saw no reason not to believe them because, child of Newark that I was, I had seen its neighborhoods, jobs, and businesses collapse and die—the factory where my father worked for decades shuttered, the stores we shopped in long gone.

In their landmark 1959 study of the New York metropolitan area, *Anatomy of a Metropolis*, economists Edgar M. Hoover and Raymond

Vernon documented the suburbanization of jobs and people as growing affluence enabled higher-income households to purchase lower-density housing further out from the urban core. All the way back in 1939, in a detailed study for the Federal Housing Administration of the growth and development of residential neighborhoods in 64 metropolitan areas, urban economist Homer Hoyt found that the most desirable and hence the highest-priced housing tended to be located in the areas with the least density, along the outer rings. Extrapolating outward in space and time, the study accurately foresaw

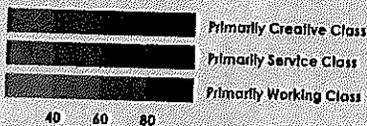
the farther and farther-flung clusters of detached houses that would be built along “arterial superhighways radiating from cities in axial fashion.”

Housing expert George Sternlieb's scathing 1971 article in the *Public Interest*, “The City as Sandbox,” argued that just as adults often park children in sandboxes, central cities had become dependent on a “growing bureaucracy which is sustained by the plight of the poor, the threat of the poor, the misery of the poor,” but produced little real economic prosperity.

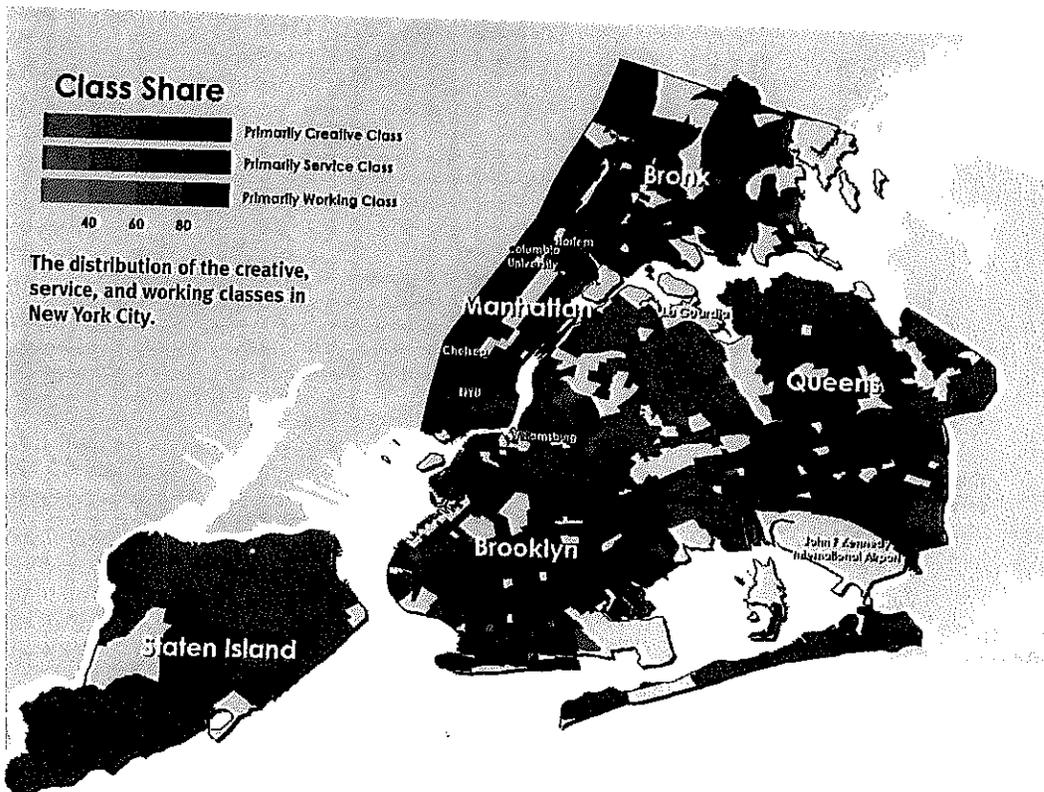
The comeback of the urban core is a striking reversal of long-term trends. Brookings Institution

Downtown is back, but urban divides remain.

Class Share



The distribution of the creative, service, and working classes in New York City.



RICHARD FLORIDA, ULI senior visiting fellow, is director of the Martin Prosperity Institute at the University of Toronto, a global research professor at New York University, and a senior editor at the *Atlantic* magazine.

demographer William Frey summarized this reversal in dramatic terms: "Last year, for the first time in more than nine decades, the major cities of the nation's largest metropolitan areas grew faster than their combined suburbs," he wrote in the summer of 2012, adding that "this puts the brakes on a longstanding staple of American life, the pervasive suburbanization of its population—which began with widespread automobile use in the 1920s to the present day when more than half the U.S. population lives in the suburbs."

Frey's detailed research comparing the record of center city growth with suburban growth found that the core "primary cities" of the nation's 51 metropolitan areas with populations exceeding 1 million grew faster than the suburbs of those areas between July 2010 and July 2011. The population of cities grew by 1.1 percent while the population of suburbs grew by 0.9 percent. This contrasts with suburban-dominated growth in the 2000s, extending the pattern of previous decades, Frey said. In addition, he found that "[a]mong the 51 largest metro areas, primary city growth exceeded suburban growth in 27 over the last year, compared with just five in the 2000s decade." Moreover, compared with annual average rates in the 2000–2010 decade, 43 metropolitan areas showed faster primary city growth in 2010–2011 while 43 registered slower growth in their suburbs. City growth outpaced suburban growth in New York, Washington, Boston, and Philadelphia in the Boston/Washington corridor; in Seattle and Portland on the West Coast; in Pittsburgh, Milwaukee, Columbus (Ohio), Rochester (New York), and Minneapolis/St. Paul in the industrial heartland; and in Atlanta, Denver, Raleigh (North Carolina), Charlotte, Miami, Orlando, Tampa (Florida), and Phoenix in the Sunbelt, according to the Brookings analysis.

Simply put, urban centers are no longer the poster children for decay and despair; they have, in fact, become the country's eco-

nomic engines. Affluent people and emerging businesses are now paying a premium to locate in the same crowded big-city neighborhoods that they could not get away from fast enough two generations ago.

When people think of today's urban rebound, they typically think of cities like New York, Boston, Chicago, or San Francisco. But this phenomenon is happening everywhere from the Sunbelt to the Rustbelt's economically hard-hit industrial cities. According to a recent detailed report by the Hudson-Webber Foundation, Detroit's greater downtown—which includes the central business district, Corktown, Mies van der Rohe's Lafayette Park, Wayne State University, and the Cass Corridor, with its cluster of arts and cultural institutions—is more affluent, more diverse, and more educated than the city as a whole. Within the district's 7.2 square miles (18.6

sq km) live 36,550 people, resulting in a density exceeding 5,000 per square mile (1,955 per sq m). College-educated residents age 25 to 34 make up 8 percent of the population of greater downtown compared with just 1 percent for the city as a whole, 3 percent for the state of Michigan, and 4 percent for the nation. More than 42 percent of young adults in greater downtown are college educated, compared with 11 percent for the city, 29 percent for the state, and 31 percent for the nation.

Quicken founder Dan Gilbert has moved his company downtown, purchasing more than two dozen buildings with 2.6 million square feet (241,548 sq m) of commercial space. "Bike lanes and racks at bus stops; community gardens on main thoroughfares; and pedestrians walking, running, skateboarding, or pushing baby strollers well after dusk are becoming common sights,"

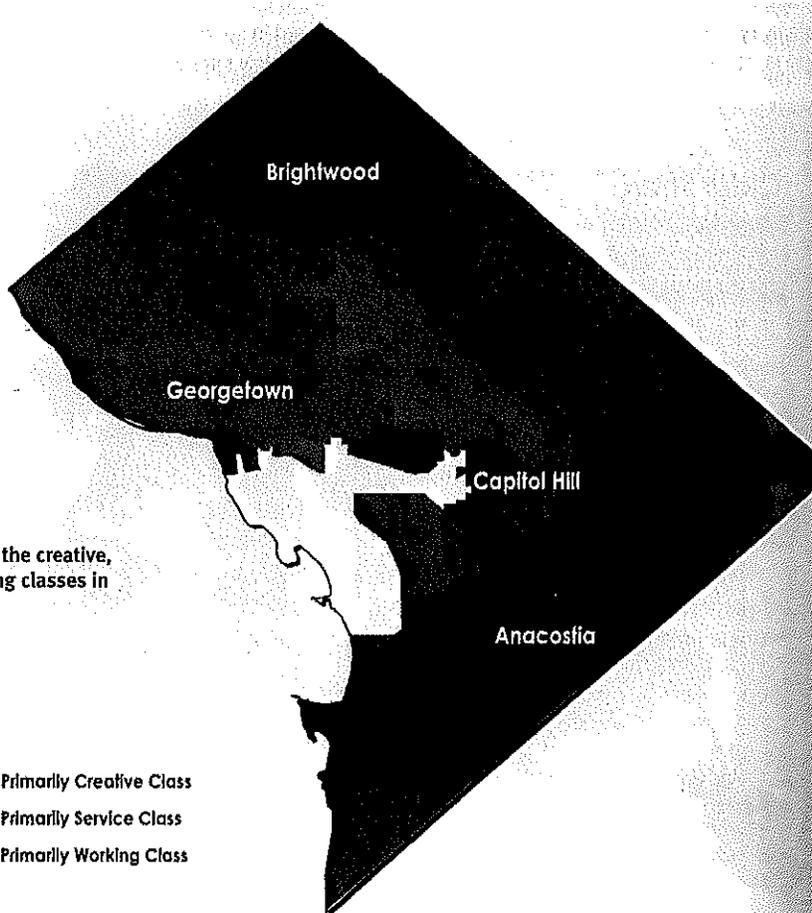
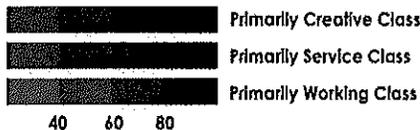
Karen Dumas, former press secretary for Mayor Dave Bing, wrote in the *Detroit News* last summer. The transformation of the area was so significant that she asked whether once-gritty Detroit—of all places—might be turning into a suburb, a theme I explored in the January/February issue of *Urban Land*.

Ebb and Flow of Downtown Retail

The signs of this reversal are also clearly visible in the comeback of downtown retail. When I was a boy we used to do our family shopping in downtown Newark's great department stores—Bamberger's, Kresge' and Hahne & Company—even after my family moved to North Arlington, a close-in ethnic working-class New Jersey suburb. Then all of a sudden malls opened in places like Woodbridge, Paramus, and Menlo Park, and one by one Newark's great department stores were shuttered.

The distribution of the creative, service, and working classes in Washington, D.C.

Class Share



But today, high-end shopping is coming back downtown—and not just in the classic urban shopping districts like Manhattan's Fifth Avenue, Chicago's Magnificent Mile, Boston's Newbury Street, San Francisco's Union Square, and Beverly Hills' Rodeo Drive. Retail in those places never went away. But Miami's once-gritty Design District now houses Louis Vuitton, Hermès, Cartier, and Christian Dior stores, which relocated there from an upscale suburban mall, the Shops at Bal Harbour. That strikes me as something of a bellwether. Today we may be at an inflection point similar to the one we experienced in the 1970s, when retail abruptly decamped to the suburbs. Only this time, the impetus is directed the other way as high-end retail comes back to the core.

If cities like Cleveland, Detroit, and Newark do not have Miami's glitz and glamour to bank on, they are—like Miami—surrounded by wealthy suburbs. Suburbanites already go downtown to attend sporting events at the new Tiger Stadium in downtown Detroit and Progressive Field (formerly known as Jacobs Field) in Cleveland. They dine in the downtown destination eateries, like Slow's Bar B Q in Detroit's Corktown neighborhood. It might be hard to imagine soccer moms and patio men giving up their houses in the New Jersey suburbs of Montclair and Summit to return to Newark, but one can easily imagine them driving into the city for the day to go shopping if there were places like the Design District for them to visit.

After "Nerdistan"

Another indicator of the urban comeback is happening in the high-tech industry. Since the rise of Silicon Valley in the 1950s, the presiding model for the technology sector has been the "nerdistan"—a sprawling suburban campus surrounded by a vast parking lot.

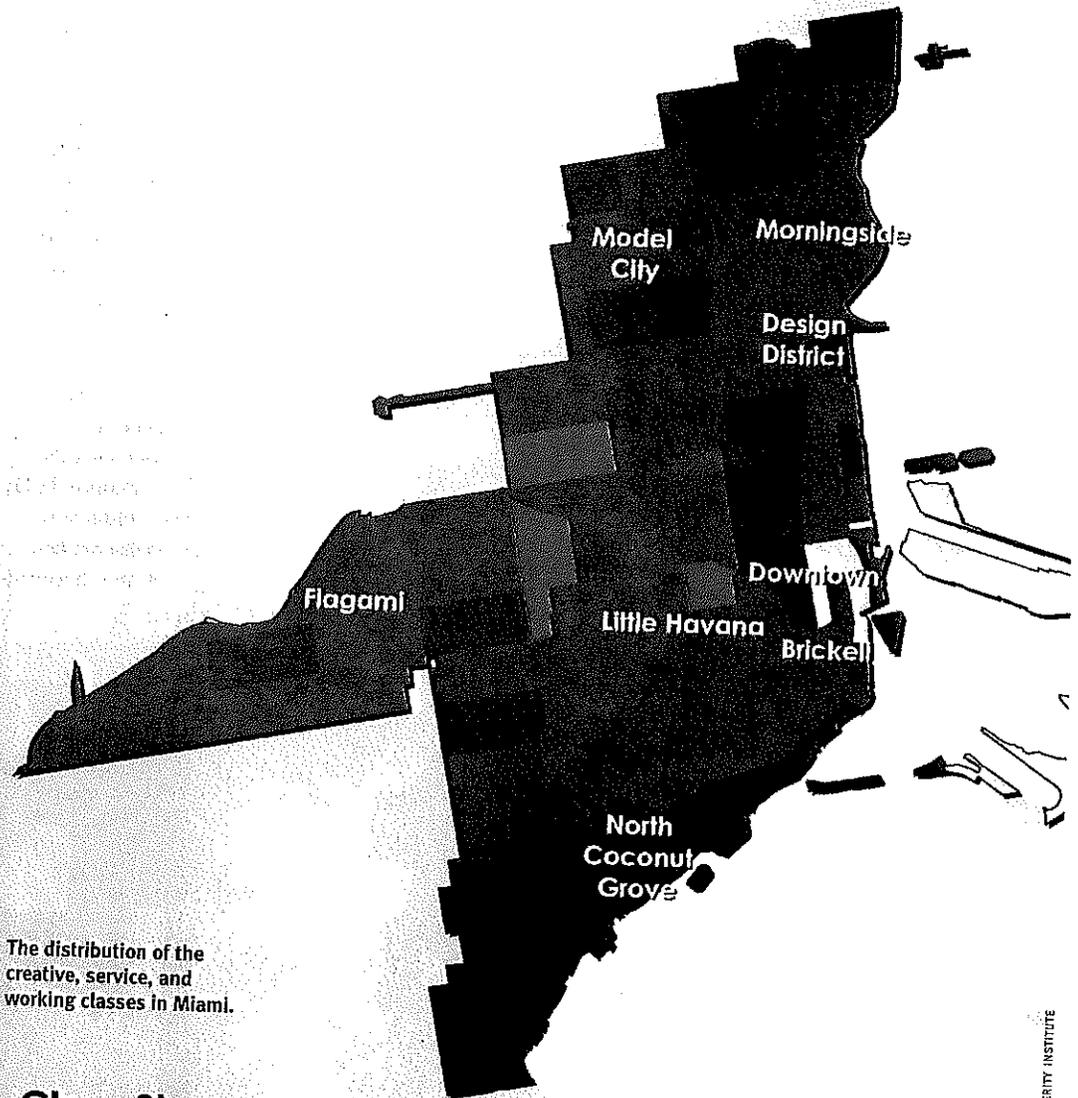
But in the last ten years, about half to two-thirds of high-tech venture capital has been invested in urban

downtowns. Pinterest and Twitter both moved from Silicon Valley to downtown San Francisco; Google has opened offices in New York, Chicago, Boston, Detroit, and Pittsburgh. Seattle's South Lake Union District development has become a major technology center, with Amazon's new headquarters in an old hospital at the district's hub. Zappos CEO Tony Hsieh is investing hundreds of millions of dollars in the run-down

area surrounding his new corporate headquarters in downtown Las Vegas in an effort to transform it into both a technology hub and an amenity-rich residential neighborhood. Cambridge and Boston are attracting as much tech investment as the suburbs along Route 128 are. And New York City is second only to Silicon Valley in venture capital investment.

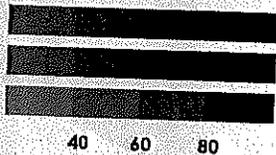
Driving the comeback of the core are the needs and demands

of talent. The postindustrial creative economy requires talent—and nothing attracts talented people like other smart people. Talent concentrates in urban centers, and the concentration of talent amplifies innovation, entrepreneurship, and economic growth. As the great urbanist Jane Jacobs long ago told us and the Nobel Prize-winning economist Robert Lucas later formalized into a



The distribution of the creative, service, and working classes in Miami.

Class Share



MAP BY ZARA MATHESON, MARTIN PROSPERITY INSTITUTE

OPINION URBAN REBOUNDS

general model of economic growth, the multiplier effect of this talent clustering is the basic motor—not just for city growth, but for all economic growth. Or as Harvard economist Edward Glaeser wrote in the *New York Times* Economix blog, “Globalization and new technologies have increased the returns to being smart,” adding, “we get smart by being around other smart people in cities.”

A 2007 study titled *The Young and Restless in a Knowledge Economy*, prepared by the consulting group CEOs for Cities, documented the trend of young college graduates moving back to the core in the decade spanning 1990 to 2000. Over this period, the study found that “the likelihood that young adults would

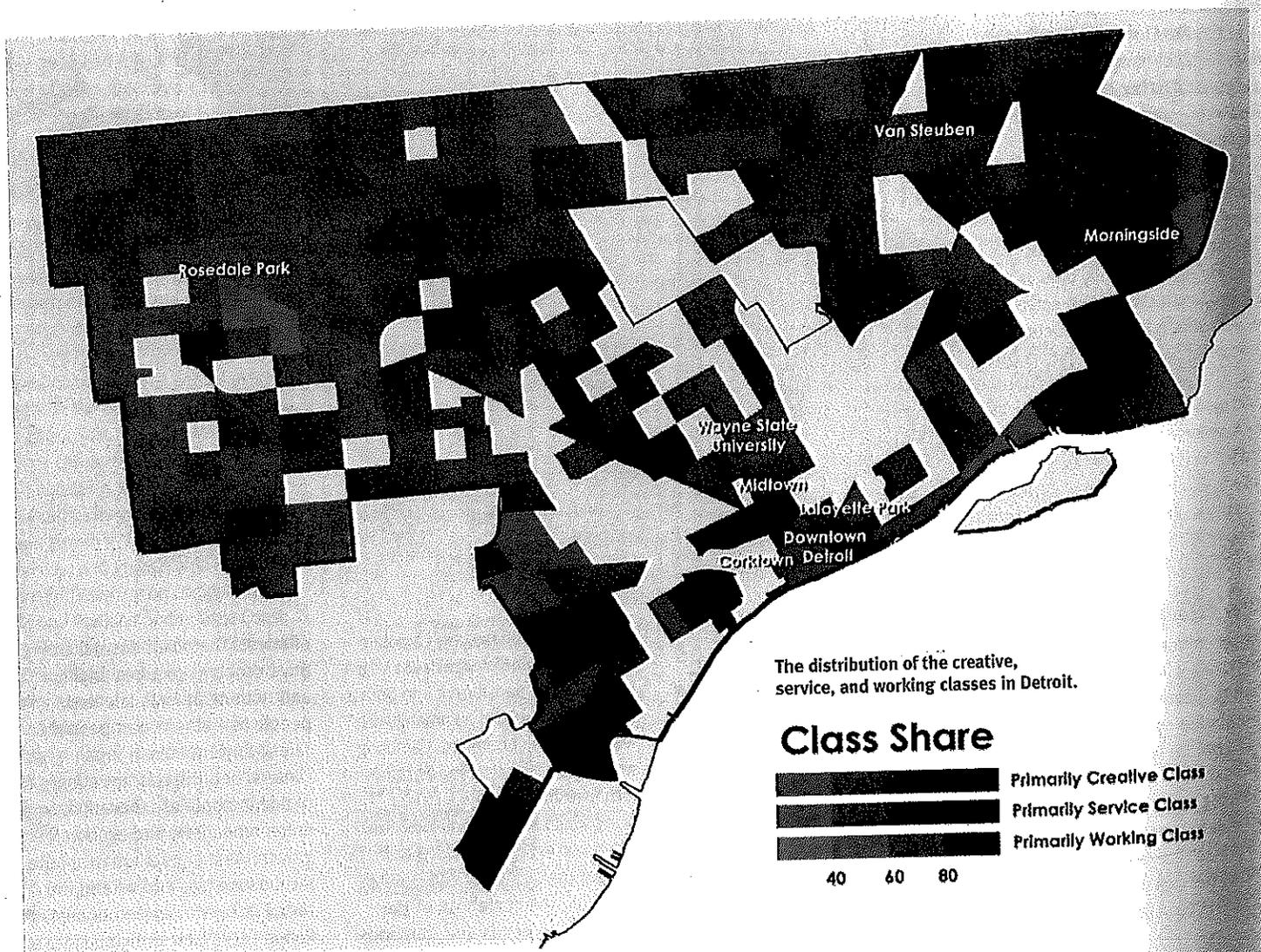
choose to live in a close-in neighborhood increased in every one of the nation’s 50 largest metropolitan areas.” The 2011 update to the study saw those trends accelerate. Between 2000 and 2009, the number of college-educated 25- to 34-year-olds grew “twice as fast in the close-in neighborhoods of the nation’s large cities as in the remainder of these metropolitan areas,” the study found. “Most large metropolitan areas now have higher levels of education attainment among young adults living in the urban core than among young adults living in the rest of the metropolitan area.” According to the study, 34 of America’s 51 large metropolitan areas had higher concentrations of college-

educated young people in the urban core compared with the rest of the metro area, and the core experienced faster growth of this group in 36 of the 51 metro areas. Overall, the share of young adults with college degrees living in the core increased from 43 percent to 52 percent over the decade. In five metro areas—Boston, Chicago, New York, San Francisco, and Washington, D.C.—at least two-thirds of the young adults living in the urban core were college grads.

My own study of the distribution of college graduates in the cities and suburbs of America’s metropolitan areas, conducted with my Martin Prosperity Institute colleagues Charlotta Mellander and Kevin Stolarick, finds the concentra-

tion of college grads in the urban core to be especially advanced in America’s largest metro areas. Metro areas with more than 3 million people have nearly twice the density of college grads in their center cities than those with populations of 1 million to 3 million. As metro areas grow larger and more congested, more highly educated and affluent people seek more-central locations. When the alternative is hours of commuting on crowded highways and gridlocked streets, more people are willing to trade their lawns, soaring cathedral ceilings, and multiple bathrooms for a more efficient, less car-dependent way of life.

In today’s economy, the critical resource is talent—and it gravitates



to dense, safe, and exciting urban areas. Skeptics like to cite the proverbial chicken-or-the-egg dilemma, saying talent follows jobs, but the reality is a two-way street. Good jobs attract talent and great talent also lures investment and jobs. Quality of place, as I wrote here previously, is the key factor that connects the two. New York Mayor Michael Bloomberg framed it this way recently in the *Financial Times*:

I have long believed that talent attracts capital far more effectively and consistently than capital attracts talent. The most creative individuals want to live in places that protect personal freedoms, prize diversity, and offer an abundance of cultural opportunities. A city that wants to attract creators must offer a fertile breeding ground for new ideas and innovations. . . . Recent college graduates are flocking to Brooklyn not merely because of employment opportunities, but because it is where some of the most exciting things in the world are happening—in music, art, design, food, shops, technology, and green industry. Economists may not say it this way, but the truth of the matter is: being cool counts. When people find inspiration in a community that also offers great parks, safe streets, and extensive mass transit, they vote with their feet.

Class Divisions

If pictures are worth a thousand words, a great map is worth much more. The maps on these pages illustrate the extent of the urban comeback across several very different cities. Developed by my research team at the Martin Prosperity Institute at the University of Toronto, they chart the residential locations of the three main socioeconomic classes that populate the United States: the income-dominant but now shrinking blue-collar working class (about 20 percent of the nation's workforce); the rising highly skilled, highly paid creative class of science, technology, arts, culture, and media



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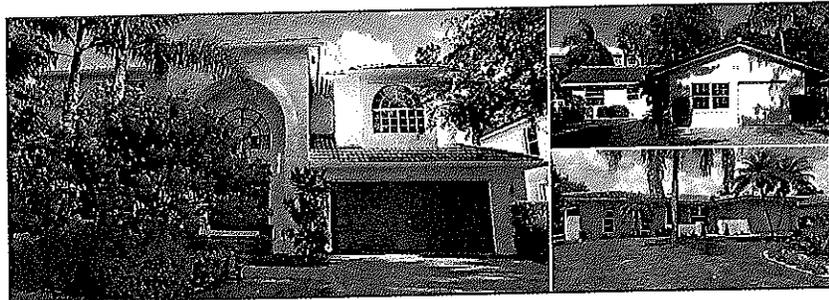
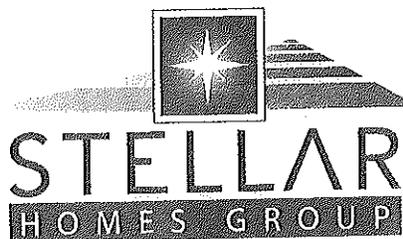
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workers (about 35 percent); and t even larger and faster-growing se vice class (about 45 percent), wh toil in lower-skill, lower-wage jobs in food preparation, retail sales, personal services, and clerical an administrative work.

In each city, from über-gentri New York and Washington, D.C. Miami and even Detroit, we find a substantial concentration of t creative class in and around the city's core.

In some cities, like D.C., the creative class occupies an entire quadrant radiating outward from downtown. Atlanta exhibits the same kind of pattern, with the creative class clustered from do town and midtown up through t upscale Buckhead neighborhoo

In New York City, the creative class dominates most of Manha and such close-in Brooklyn nei borhoods as Williamsburg, Dum (an acronym for Down Under the Manhattan Bridge Overpass), Fo Greene, Boerum Hill, Park Slope Brooklyn Heights, Cobble Hill, ar Red Hook. Chicago has a similar pattern, with the creative class c centrated in and to the north of Loop, along the lakefront.

In Miami, the creative-class c ter extends across the waterfro from Coconut Grove through Br ell and downtown.

Substantial creative-class clu exist even in Detroit's core—onc the poster child for urban decay downtown, Lafayette Park, midt around Wayne State University the cultural institutions, funky C town (a magnet for young creat types), and across the riverfront from historic Indian Village tow Grosse Pointe. Much larger crea class concentrations live in and around the mixed-use, reasona dense downtowns of Detroit's c suburbs along Woodward Aven from Ferndale and Royal Oak to mingham, which developed as alternative to the traditional cor the 1980s and 1990s.

But these maps also illustrat something else—the striking cl

divides in our cities. The purple creative-class clusters are surrounded by veritable seas of service-class red. And these maps contain very few working-class areas (blue specks)—the neighborhoods that once provided good, family-supporting jobs—even in traditionally working-class cities like Detroit. Even as the urban core has ebbed and regenerated, large swaths of poverty, concentrated disadvantage, and urban distress continue to exist in a hidden, almost parallel dimension that is ignored or invisible to many politicians, developers, and new urbanites.

Restoring Tensions

The urban rebound is real. America's urban cores and downtowns have become centers of innovation, growth, and consumption. The comeback of the core is a good thing—a very good thing—in

that it provides the resources and capital that are required to create jobs, generate a viable tax base, improve living standards, and create deeper, more longer-lasting urban growth and prosperity.

But America's ongoing urban comeback is far from complete. Isolated islands of prosperity remain surrounded by seas of distress and disadvantage. If the United States has thus far avoided the riots that plagued London before the 2012 Summer Olympics, those same tensions fester beneath the surface of America's renewing urban centers. In an article published in the *Detroit News*, Karen Dumas captured this growing divide in her city: "On one hand, you see a 'new' Detroit. Young, white, educated, and employed are the characteristics of those who are taking a chance on the city. They stand in stark con-

trast to native Detroiters—most of whom are African Americans and many who are undereducated and unemployed—who have stayed and stuck it out over the years, through challenge and controversy. The native Detroiters, tired of the struggle and lack of change, see problems, while the new Detroiters—armed with energy and excitement—see possibilities."

The next and perhaps greater urban challenge is to extend the benefits of rejuvenating cores to a far broader swath of people and neighborhoods. We need to put equal if not greater effort into ensuring that the people and communities that are falling behind—still a clear majority in most cities—can participate in and benefit from this ongoing urban transformation.

What is needed is a new urban social compact that harnesses the

full creative capabilities of every worker, resident, and neighborhood. That requires a concerted effort by municipal leaders and urban employers to turn service jobs into higher-wage, family-supporting service jobs, by involving workers in continuous productivity improvement. It also means providing the same kinds of management, business, and technical support to small shops, mom-and-pop stores, and service businesses that we do for high-tech startups, and more.

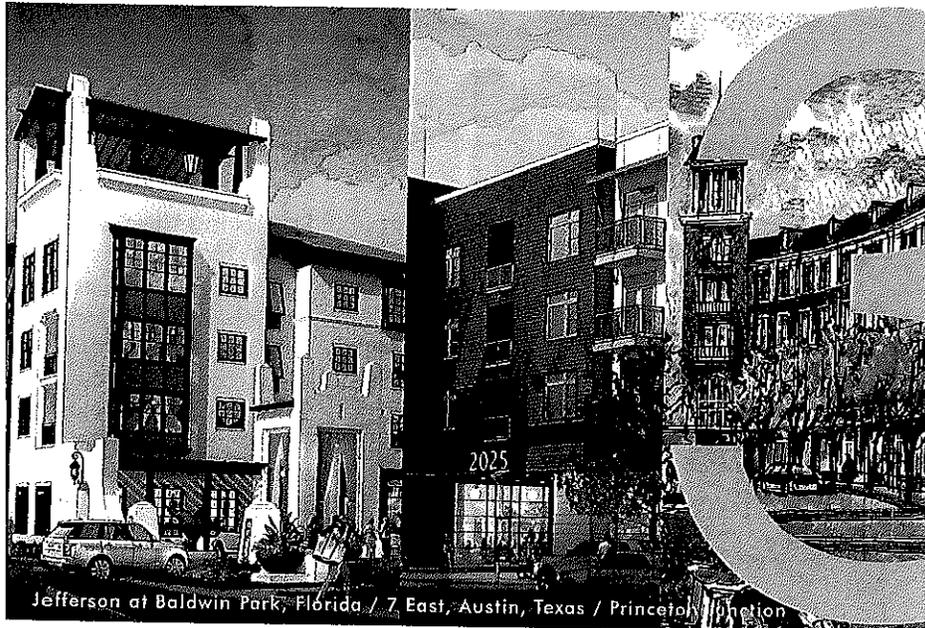
America's urban comeback will not be complete until we build from and extend the ongoing resurgence of the urban core to all of our city neighborhoods, enabling a broader, shared prosperity for all. **UL**

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**Community Development Department
Redevelopment Projects Matrix
Updated 4/23/13**

Property	Staff Lead	Project Status			Council Action			Developer Information	
		Current Status	Next Steps	Date for next City or Developer milestone	Council Committee Date	Public Hearing Date	Development Agreement Date	Developer	Developer Contact
1118 2nd St SE Frank Kapoun House	Caleb Mason	Property is currently under construction	Construction work on vacant shell to be complete within 180 days (July 2013)	7/1/13	1/27/12	3/17/12	9/25/12	Jelinek Companies, LLC	Jon Jelinek
1120 2nd St SE Kapoun Meat Market Building	Caleb Mason	Property is currently under construction	Construction work on vacant shell to be complete within 180 days (July 2013)	7/1/13	1/27/12	3/17/12	9/25/12	Jelinek Companies, LLC	Jon Jelinek
208 12th Ave SE Carriage Works Building	Caleb Mason	City transferred property. Jelinek is working on properties.	Construction work on vacant shell to be complete within 180 days (July 2013)	7/1/13	1/27/12	3/17/12	9/25/12	Jelinek Companies, LLC	Jon Jelinek
4 Properties in Kingston (Timko Parking)	Caleb Mason	City received approval for Amended Deed Restriction on 4/22/13 to be recorded with the Deed	City Council to consider executing deed on May 14. Staff to schedule closing with Developer.	5/14/13	N/A	11/13/12	2/26/13	GRR-DTE, LLC	Fred Timko
1126 & 1132 Ellis Blvd NW Former A&W Restaurant	Caleb Mason	Terminated Development Agreement with Stark Real Estate Holdings as of 4/22/13	Re-issue a request for redevelopment proposals, orientation meeting, and press release	4/22/13	N/A	9/27/11	1/24/12	Stark Real Estate Holdings	Baron Stark
1501/1507 C St SW Kosek Building	Caleb Mason	Closed on property 4/2/13 and received demolition escrow.	Development Agreement outlines the vacant shell improvements are to be complete within 180 days	9/1/13	N/A	7/26/11	10/25/11	Stark Real Estate Holdings	Baron Stark
1424 B Ave NE B Ave NE Fire Station	Jennifer Pratt	Met with Fire Department on 4/17/13 to discuss terms of the Development Agreement	Meet with Coe College to discuss the terms of the DRAFT Development Agreement.	TBD	10/24/12	11/27/12		Coe College	Rod Prichard
10 Vacant Lots near Cargill	Adam Lindenlaub	Drafting terms of a Lease to Purchase Agreement	Preview terms of the Lease Agreement Cargill.	TBD	11/28/12	1/22/13		Cargill	Darren Ferry
1018 2nd St SE	Paula Mitchell	DRAFT Development Agreement sent to Developer on 4/18/13.	Staff to initiate disposition process for adjacent City lots based on request of Developer. Development Committee to review on 4/30/13.	4/30/13	11/28/12	1/22/13		Acme Electric Company	Don Barringer
213 13th Ave SE	Paula Mitchell	DRAFT Development Agreement sent to Developer on 4/17/13.	Developer proposing Brownfield tax credits, which will push construction start to August.	TBD	11/28/12	1/22/13		New Leaf Historic Properties	Emily Meyer
1301 3rd St SE	Paula Mitchell	DRAFT Development Agreement sent to Developer on 4/17/13.	Initiate disposition process for vacant properties adjacent - Development Committee action on April 30	4/30/13	11/28/12	1/22/13		Tom & Beth DeBoom	Beth DeBoom
415 12th Ave SE Iowa Steel Site	Jennifer Pratt	Review Geonetric's redlined version of City's DRAFT Development Agreement	City Council to consider the execution of the Development Agreement on 5/14/13	5/14/13	11/28/13	1/22/13		Geonetric	Eric Engelman
1020 & 1028 3rd St SE Former Brosh Chapel Site	Jennifer Pratt	Staff to Develop term sheet to discuss with Developer	Meeting with Developer on 4/24/13 to discuss term sheet and request for City participation	TBD	10/24/12	11/27/12		New Bohemia Station LLC	Allen Lerch
102 3rd Ave SW Gatto Building	Caleb Mason	Drafting Development Agreement. Working with City Attorney's Office to draft terms on occupancy restrictions	Disposition process for 100 3rd Ave SW - motion on 4/23/13 and public hearing 5/14/13.	5/14/13	10/24/12	11/27/13		KHB Redevelopment Group LLC	Dave Kapler
120 3rd Ave SW Rowell Hardware	Caleb Mason	Drafting Development Agreement. Working with City Attorney's Office to draft terms on occupancy restrictions	Schedule a meeting with Developer week of 4/29/13 to discuss draft terms	TBD	10/24/12	11/27/13		Rowell Hardware Development LLC	Lance LeTellier
207 3rd Ave SW Formerly Acme Graphics	Caleb Mason	Drafting Development Agreement. Working with City Attorney's Office to draft terms on occupancy restrictions	Schedule a meeting with Developer week of 4/29/13 to discuss draft terms	TBD	10/24/12	11/27/13		Matthew 25 Ministry Hub	Clint Twedt-Ball

**Community Development Department
Redevelopment Projects Matrix
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Property	Staff Lead	Project Status			Council Action			Developer Information	
		Current Status	Next Steps	Date for next City or Developer milestone	Council Committee Date	Public Hearing Date	Development Agreement Date	Developer	Developer Contact
222 3rd Ave SW Baron Motors Building	Caleb Mason	Drafting Development Agreement. Working with City Attorney's Office to draft terms on occupancy restrictions	Schedule a meeting with Developer week of 4/29/13 to discuss draft terms	TBD	10/24/12	11/27/13		Allan Development Company	Paul Brundell
423 5th St NW Former E Ave NW Fire Station	Caleb Mason	Redevelopment proposals are due by 11 a.m. on 5/9/13	Proposal review week of 5/13/13 and Council consideration of proposals 5/28/13	5/9/13	1/23/13	2/26/13			
312 1st ST SE/109 3rd Ave SE Paramount Parking	Casey Drew Caleb Mason	8 Step process currently underway to amend current deed restrictions, expeted completion week of 5/13/13	Submit request for Amended Deed Restrictions week of 5/13/13. Council consideration of Agreement for temporary parking on 5/14/13.	5/14/13	N/A				
1st Street SW/NW, Interstate 380, 3rd Street SW, and 2nd Avenue SW	Joe O'Hern Jennifer Pratt	Motion setting a public hearing on disposition April 23, public hearing regarding disposition on May 14	Proposals due 6/17/13 and Council consideration of proposals on 6/25/13.	5/23/13					
Westdale Redevelopment	Joe O'Hern Jennifer Pratt Casey Drew	Finalizing the terms of the Development Agreement and land development deliverables	Council to contemplate execution of a the Development Agreement on 5/14/13.	5/14/13				Frew Development Group	John Frew
1st St SE Parkade	Jennifer Pratt	Motion setting a public hearing on disposition April 23, public hearing on May 14	Proposals due 6/17/13 and Council consideration of proposals on 6/25/13.	5/23/13					



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

To: City Council Development Committee
From: LaSheila Yates through Christine Butterfield, Community Development Director
Subject: Cedar Rapids Section 8 Housing Choice Voucher (HCV) program Update
Date: April 30, 2013

The purpose of this memo is to update the Development Committee on the preliminary impact of federal sequestration on the Cedar Rapids Section 8 Housing Choice Voucher (HCV) program.

Update

At the March Development Committee meeting, staff shared information about the projected funding cuts to the local Section 8 HCV program. At this time, staff has not received the finalized annual program funding levels. However, the U.S. Department of Housing and Urban Development (HUD) maintains that the program will incur a reduction in funding during the 2013 federal fiscal year.

Based on information provided from HUD, staff has initiated preliminary cost savings measures. To mitigate the economic impact, the program is limiting family moves to units and jurisdictions that have equal or lower costs. The program has also ceased pulling families from the Section 8 HCV waiting list through the remainder of 2013 or until funding becomes available. Staff has sent letters to all Section 8 HCV program participants, informing them of forthcoming program changes. Staff also shared information about the projected budgetary shortfall at the April 11th Landlords of Linn County Meeting.

Next Steps

Based on information which was made available from HUD as of April 22, 2013, staff will continue to explore options for resolving any budgetary shortfalls to avoid terminating families from the program.

Staff will continue to communicate the impact of the shortfall on program administration to families, landlords, and social service agencies. For more information, please contact LaSheila Yates at (319) 286-5192 or l.yates@cedar-rapids.org.

CZECH VILLAGE/NEW BOHEMIA MAIN STREET DISTRICT REVITALIZATION STRATEGY

Progress Presentation to Cedar Rapids City Development Committee

April 30, 2013 – Cedar Rapids City Hall

PARTICIPANTS

Czech Village/New Bohemia Main Street District

National Czech & Slovak Museum & Library

OPN Architects

PRESENTATION AGENDA

The Intent

The Process

- Surveys
- Public Input
- Public Workshops

Best Practices

- Human Comfort
- Urban Experience
- History & Today
- Community Ownership
- Gateways & Connections
- Design Guidelines
- Anchor Projects
- Catalyst Projects

Community Branding

- Signage
 - Parking Signage (excerpt)

District Analysis

- District Analysis
 - Parking
 - Infill Opportunities
 - Gateways, Intersections & Thresholds
 - Streetscape Graphics

Additional Information to be included in Revitalization Strategy

To: City Council Development Committee
From: Thomas Smith through Christine Butterfield, Community Development Director
Subject: Update on Proposed Distance Separation Regulations for Payday Lenders
Date: April 30, 2013

Background

At its October 24, 2012 meeting, the Development Committee recommended that a distance separation requirement for payday lending institutions, also known as delayed deposit service uses, proceed to a full City Council review. On November 20, 2012 City staff met a final time to discuss the proposed ordinance with Scott Crosby of the First Avenue Uptown College District and finalized the proposed draft language.

Staff took the draft ordinance to the City Planning Commission (CPC) on January 31, 2013. The Commission asked staff to reconsider the distance separation requirement and the types of uses to be separated and return with alternate options. On March 12, staff met with Citizens for Community Improvement (CCI), who lobby in support of payday lending ordinances throughout Iowa. Staff advised that CCI members contact the CPC to demonstrate support for the ordinance. On March 14, staff hosted a call with Scott Overland, CPC chair; Allen Thoms, CPC member; and Scott Crosby to discuss the ordinance again. The CPC members on the call detailed the following concerns:

- The CPC typically deals with rezonings, site plans and other land development issues. The CPC members expressed discomfort about making social policy decisions, which they view as the role of City Council.
- The CPC members realized the negative impacts of payday lending businesses that target low-income individuals and areas to make a profit, but were hesitant to place special restrictions on what they view as a legally-permissible business.
- The CPC members asked staff to return to the full CPC with three options: 1.) no change from existing ordinances, 2.) 1,000 ft distance separation between any two payday lenders, 3.) the original ordinance presented to the CPC on January 31.

On April 25, staff returned to the CPC with the three options requested. The CPC voted unanimously to recommend no change to the existing City ordinances.

There are currently no restrictions on payday lending institutions in any City ordinances. However, several Iowa communities have enacted stricter regulations around delayed deposit service uses, more commonly known as payday lending institutions, in the past couple of years. Although the State of Iowa licenses and regulates the types of loans these stores market, the annual percentage rate of interest on a typical advance can be over 400%. Cash-strapped consumers may become locked into repetitive borrowing cycles with these stores, pushing individuals and families even further into financial trouble. In Cedar Rapids, neighborhood leaders have expressed concerns to staff about payday lending institutions and the effects that they may have on community strength and stability.

Staff Recommendation

Staff has recommended allowing a delayed deposit service use only as a conditional use in a single zoning district, the C-2, Community Commercial Zone District. Additionally, a distance separation requirement of 1,000 feet should be required between two delayed deposit service uses, as well as sensitive land uses such as childcare centers, schools, and churches. The proposed regulations are very similar to the ordinances enacted by Clive, Ames, Iowa City and other Iowa communities. Local representatives from Citizens for Community Improvement indicated strong support for this proposed ordinance.

The following language to City Code Chapter 32, the Zoning Ordinance, is being suggested to implement the staff recommendation:

32.09.020 - DEFINITIONS

5I. Delayed Deposit Service Use: A Delayed Deposit Service Use is defined as an individual, group of individuals, partnership, association, corporation, or any other business unit or legal entity, who for a fee accepts a check dated subsequent to the date it was written or to a check dated on the date it was written and holds said check for a period of time prior to deposit or presentment pursuant to an agreement with, or any representation made to, the maker of the check, whether express or implied. For the purposes of this title, “check” means a check, draft, share draft, or other instrument for the payment of money.

Table 32.04-1 – PERMITTED USES

Add “Delayed Deposit Service Uses” under the “Use” Column and indicate that this use is a conditional use in the C-2, Community Commercial Zone District by adding the abbreviation “C” under the “C-2” heading.

32.04.030. – USE SPECIFIC STANDARDS

11. Delayed Deposit Service Uses in the C-2 Zone

- a. The use is licensed by the State of Iowa; and
- b. The use will be located at least 1,000 feet from any property containing any existing licensed daycare center use, educational facility use, parks and open space use, or religious use, as measured along a straight line between the nearest points of each structure; and
- c. The proposed use will be located at least 1,000 feet from any other delayed deposit service use.

Next Steps

Staff will proceed with the following timeline, unless directed otherwise by Development Committee:

- April 30 – Update to Development Committee
- May 14 – Motion setting a City Council public hearing
- May 28 – City Council public hearing and first reading
- June 11 – Second and third readings



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Telephone: (319) 286-5041

To: City Council Development Committee
From: Seth Gunnerson through Christine Butterfield, Community Development Director
Subject: Kingston Village Plan
Date: April 30, 2013

At the April 30th Development Committee Meeting staff will give a presentation on the Kingston Village Plan. Staff has worked with JLG Architects to develop a plan for the area of west downtown adjacent to the Cedar River in order to guide future development.

- July, 2012 – Staff presents information to Development Committee on the near west side of downtown, which has come to be referred to as Kingston Village. Development Committee recommends staff proceed with a planning process to guide future development.
- Fall, 2012 – Staff works with JLG Architects on concepts for future development and survey of area.
- December 14, 2012 – Stakeholder forum held at the Cedar Rapids Police Department to review three possible outcomes for future development in Kingston Village. Feedback from this forum was incorporated into the final plan.
- April 30, 2013 – Staff presents plan recommendations to Development Committee for review
- May 28, 2013 – City Council presentation and adoption of plan.

Staff hosted a forum with stakeholders in the area on April 26th at City Hall to preview the plan. Approximately 30 representatives from neighborhood groups, the development community and the City were on hand to preview the plan and provide feedback. Staff will present that feedback at the Development Committee meeting. The presentation given to the group is attached.

Based on recommendation from the Development Committee on April 30th, staff will present the plan before City Council in May for adoption. Once adopted, the plan will be used by staff to help guide future development by

- Establishing viable commercial corridors on the west side to allow for property disposition and redevelopment.
- Developing an overlay district similar to the Czech Bohemia Overlay District to provide standards for future development
- Identifying public and private investment needs, such as district branding, signage, and streetscaping.
- Providing a guide for future land development cases for review by City Council and appointed boards and commissions.



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Kingston Village Plan Presentation

April 23, 2013
City Hall Training Room
1:30 pm



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Agenda

- Introduction
- Background
- Plan Elements
- Next Steps
- Discussion



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Background

- Summer, 2012 – City Council Expresses Interest in potential for redevelopment
- Fall, 2012
- December, 2012
- Winter, 2013



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Town of Kingston





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West Downtown



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Downtown Vision Plan 2007



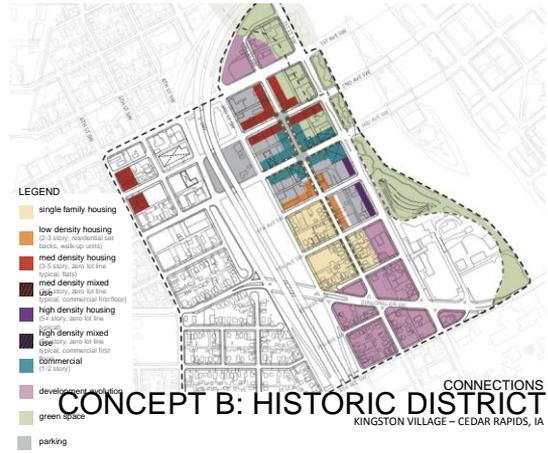
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Post-Flood Planning



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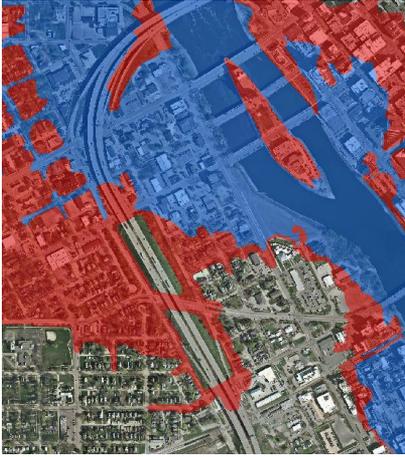
December Forum



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“What is Unique about Kingston Village?”

- **Historic Commercial District**
- **Mixed Use** – including commercial, residential, and public amenity space
- **Location** – near Downtown, New Bohemia, Czech Village, Ellis Boulevard



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Challenges



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Current Development



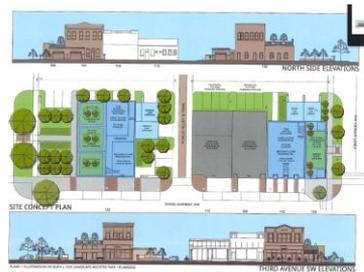
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Current Development



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Current Development





Kingston Village Plan Elements

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- Placemaking
- Connections
- Land-use
- Flood Protection



Placemaking



Placemaking

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- Historic Village
- Village Green/Urban Plaza
- Cedar River
- Amphitheater
- Landmarks and Signage



Historic Village

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- Preserve existing structures along 3rd Avenue
- Infill with structures of similar scale
- Consider opportunity to brand district



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Village Green/ Urban Plaza

- Visual connection between two blocks
- Gathering space
- Intersection and road improvements to slow traffic and make more pedestrian friendly



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Cedar River

- Important north/south community connector and recreational amenity
- Trails/bike path system provides connection and activity along river



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Amphitheater

- Opening fall 2013
- Will encourage commercial redevelopment
- Key gathering space core of the community
- Emphasize connections to historic district and village green



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Landmarks and Signage

- Intersection of 1st Street/Diagonal Drive/8th Avenue
- Signage connecting downtown and three cultural/historic districts
- Signage or other landmark features throughout Kingston Village





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Land-Use

- Design
- Density
- Mixed-Use Neighborhood
- Parking



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Design

- Build to sidewalk (in mixed use areas)
- Permeable building front (windows, entrances)
- Contextual design
 - Similar materials
 - Continuity along street
 - Similar scale of development



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Density

- Single Family 8-12 units/acre
- Multi-family 15-25 units/acre
- Mixed use 30-50 units/acre





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Mixed-Use Neighborhood

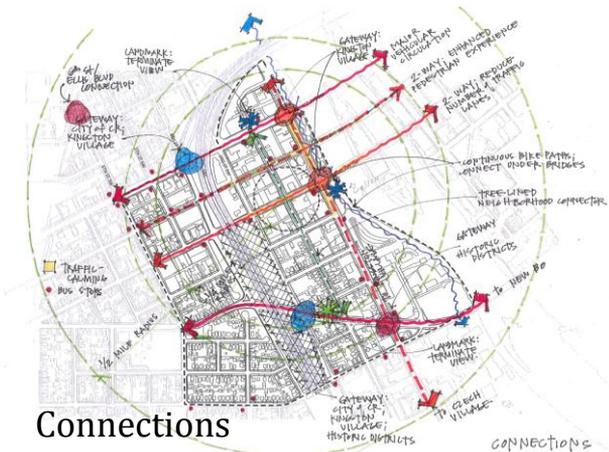
- Mixed Use Development
- Multi-Family Transition
- Single Family Homes
- Green Space
- Organic Development



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Parking

- Maintain on-street
- Public and event parking under I-380
- No parking in front of buildings
- Parking to rear of blocks
- Flexible and reduced parking requirements to encourage development
- Consider master parking plan



Connections



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Connections

- Improve Connections
- Link across bridges
- Barriers
- Pedestrian Improvements
- Identify and Brand gateways





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Improve Connections

North/South Connections

- Greenway** – Pedestrian connection and amenity
- 1st Street SW** – East/West thoroughfare, connection to Czech Village and NewBo (via 8th Ave)
- 2nd Street SW** – Neighborhood connector
- Ellis Boulevard/6th Street** – Improved North/South connection through core of city



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Link across bridges

East/West Connections

- 1st Avenue** – Major east/west vehicular corridor
- 2nd Avenue** – Convert to 2-way traffic, focus on enhanced pedestrian experience
- 3rd Avenue** – Convert to 2-way traffic
- Diagonal Drive/8th Avenue** – Focus on developing gateway



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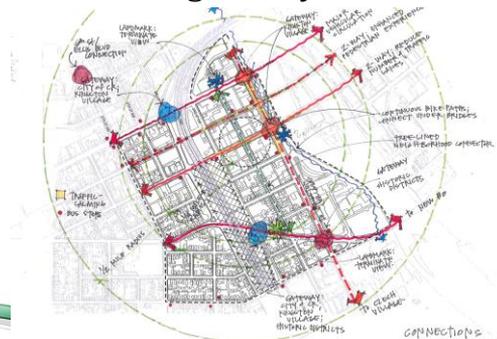
Pedestrian Improvements

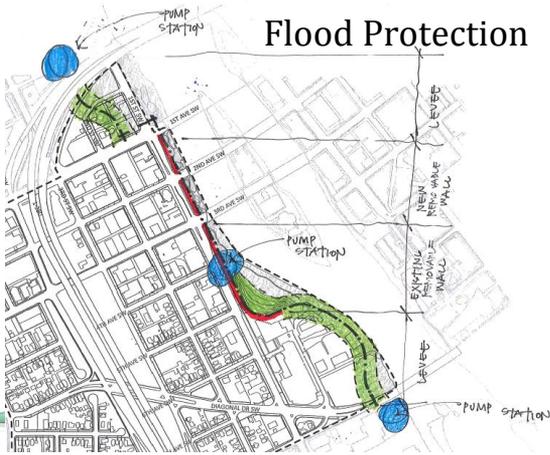
- **I-380** – Include pedestrian buffers with appropriate landscape under I-380 along 2nd/3rd Avenue
- **1st Street NW** – Improve pedestrian and vehicular connections at I-380/E & F Ave intersection.



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Identify and brand gateways





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Flood Protection

- Maintain floodwall east of 1st Street SW south of 1st Avenue
- North of 1st Avenue levy or incorporated into future redevelopment



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Next Steps

- April 30th – Development Committee
- May – City Council Approval



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Discussion

- What excites you about this plan?





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Discussion

- What is missing?



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Discussion

- What is your #1 priority going forward?





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

To: City Council Development Committee
From: Seth Gunnerson through Christine Butterfield, Community Development Director
Subject: Downtown Parklets
Date: April 30, 2013

Overview:

At the April Development Committee Meeting staff will provide an update on the Downtown Parklet project. The timeline for project implementation is:

Date	Milestone
April 30 th	Development Committee review of project policies and recommendation on fees for first year
May 7 th	Bids due for parklets
May 14 th	City Council approval of purchase and resolution adopting policy
June	Anticipated delivery of parklets, priority will be given to vendor which can deliver parklets by June 14, 2013. Installation will occur once parklets are delivered
October, 2013	Parklets removed and stored by the City
November, 2013	Staff returns to Development Committee to review Parklet Program and make recommendations for future years.

Project Roles:

Staff has been working with the Metro Economic Alliance to identify potential locations and has met with several downtown businesses to gauge interest in hosting parklets for 2013.

City of Cedar Rapids	Metro Economic Alliance	Partner Businesses
<ul style="list-style-type: none"> • Purchase and install parklets • Provide winter storage • Lease sidewalk space and planter to partner businesses • Track program costs and report to City Council 	<ul style="list-style-type: none"> • Provide plant material for integrated planters • Water and maintain planters on parklets • Assist in identifying target businesses 	<ul style="list-style-type: none"> • Lease sidewalk space and planter from City • Provide non-fixed furnishings such as chairs and tables • Maintain insurance for leased property • Promptly notify City of any damage or concerns • Maintain property and remove or secure furniture every evening

Parklet Program

Staff is proposing that the parklets be considered extension of the public sidewalk. The City has an existing sidewalk cafe policy that sets certain requirements for businesses, including:

- Hours of operation limited to 6:00am to midnight
- Food and beverage must be available to patrons during all hours of operation
- The café, as part of a restaurant, must be licensed by the department of public health
- Amplified sound equipment shall not be permitted in Sidewalk Café areas.
- Sidewalk Café areas shall be subject to inspection by the City of Cedar Rapids Fire Department at least annually or at any other time at the discretion of the City.
- The sidewalk café shall be responsible for trash removal and must maintain the area in a clean and litter-free manner during all hours of operation.
- A sidewalk café which serves alcoholic beverages must have at least one employee monitoring the sidewalk café area at all times when customers are being served in the café area.
- The operation of any side walk café shall be in conformity with all other applicable federal, state, and local laws and regulations, including State liquor licensing requirements, if alcoholic beverages are served.
- Non-fixed furniture, such as tables and chairs must be or removed from the café at the close of business.

The City Council has set the lease rate for downtown Sidewalk Café's at a flat \$10 per year per establishment, plus a \$50 application fee. Businesses are also required to provide proof of insurance and list the City as an additional insured on their policy.

Because of the unique nature of the parklets, staff is recommending additional criteria for downtown parklet leases:

- Parklets may be used as additional pedestrian space not tied to the operation of a restaurant.
- Applicant must immediately notify the City of any damage or maintenance issue.
- City reserves the right to remove the platform at its sole discretion.
- The City cannot guarantee the replacement of damaged parklets.
- Restaurants serving alcohol shall lease the sidewalk between the business and the parklet in order to maintain a contiguous service area with the restaurant. Restaurants shall keep the area clear as a public sidewalk at all times and post signs restricting alcohol consumption to the parklet area.
- Parklets will be made available to businesses this summer as soon as they are available. Platforms will be removed by the city in the final week of by the end of October, weather permitting.
- Businesses who participate in the program in 2013 will have first right of refusal for parklets in 2014, should the City Council elect to continue the program.

Program Costs:

The City has issued an RFP to procure parklets through a vender. Priority will be given to vendors who are able to deliver by June 14, 2013. City hopes to purchase 3-5 platforms this summer to make available to businesses along 3rd Street SE.

The estimated cost for each platform is \$15,000. Actual cost will be known when bids are opened on May 7. The City is using money budgeted for downtown improvements in order to pay for the parklets. The number of parklets purchased will be based on bids.

Costs for City labor to deliver, install, disassemble, and remove the platforms will not be known until after the first year of operation, but staff is estimating \$600 per platform based on 8 hours labor plus equipment costs.

Item	Description	Cost
Consultant Cost	The City has retained HR Green to research other communities and develop an RFP for the parklets.	\$10,000 (one time)
Parklet Cost	Cost for single Parklet to cover one parallel parking space	\$15,000 (estimated)
Installation Costs	City cost to install and remove individual platforms. Based on roughly 8 hours labor plus equipment costs.	\$600 (annual) (estimated, actual cost to be determined)

Assuming the City is able to purchase 4 parklets this year, and that the estimated lifespan for a parklet is 8 years (based on estimated 5-10 year lifespan per platform)

Item	Total Cost – 8 years	Annual Per Parklet
Consultant Cost	\$10,000	\$312.50
Parklet Cost	\$60,000	\$1,875.00
Installation Costs	\$19,200	\$600.00
Total	\$89,200	\$2,787.50

ISSUE	Parklet Pilot Program Fee Structure	
TIMING	Staff is seeking a recommendation on April 30 th in order to begin securing leases with prospective businesses in May.	
BACKGROUND	<p>City staff has been working to implement a program to install removable platforms, or “parklets” in the downtown this summer to create space for additional street cafes.</p> <p>Bids are expected May 7. Based on bid price and ability to deliver by June 14, 2013, the City hopes to purchase 3-5 parklets for use by downtown businesses in 2013. Staff is seeking a recommendation from the Development Committee on program requirements and fee for participating businesses.</p>	
Options	<ul style="list-style-type: none"> • Option 1: Current Sidewalk Café Fee (estimated cost - \$60/year) • Option 2: Fee based on program costs (estimated cost - \$2,787.50/year) • Option 3: Fee based on program costs with 50% City Participation (estimated cost - \$1,393.75/year) 	
	PROS	CONS
OPTION 1: Charge current sidewalk fee	<ul style="list-style-type: none"> • Encourages business involvement in first year 	<ul style="list-style-type: none"> • City responsible for all material and labor costs first year.
OPTION 2: Charge fee based on program costs	<ul style="list-style-type: none"> • Program costs assigned to businesses who utilize the program 	<ul style="list-style-type: none"> • Additional costs for businesses to operate such as staffing and street furniture responsibility of business • Costs are only estimates at this time
OPTION 3: Charge fee based on program costs with 50% City Participation	<ul style="list-style-type: none"> • City and businesses share program costs 	<ul style="list-style-type: none"> • Additional costs for businesses to operate such • Costs are only estimates at this time
Recommendation	<p>Staff recommends Option 1, charging the current sidewalk fee of \$10 plus \$50 application processing fee.</p> <p>Due to the limited dates of operation in the first year, and in order to generate interest from downtown businesses that would need to purchase furnishings for the parklets, staff is recommending that the City provide the parklets on a trial basis for 2013. Because exact costs are not known at this time, staff will monitor the program during 2013 and return to Development Committee in the Fall with a complete breakdown of program costs and recommendations for future years.</p>	
STAFF SOURCE	<p>Seth Gunnerson Community Development (319) 286-5129 s.gunnerson@cedar-rapids.org</p>	



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To: City Council Development Committee
From: Seth Gunnerson through Christine Butterfield, Community Development Director
Subject: Sign Moratorium Options - Billboards
Date: April 30, 2013

Background:

The purpose of this memo is to provide options to the City Council Development Committee for consideration to move forward with an ordinance to address Council concerns over billboards in the community. For each option presented, Staff is looking for a recommendation from the Committee to:

1. Proceed with an ordinance on part or all of the options provided
2. Whether adoption of the recommended ordinance can modify or remove the moratorium.
3. If necessary, provide additional information at the May Development Committee meeting

Timeline:

If a recommendation to proceed with an ordinance is made by the Development Committee, the ordinance will proceed under the timeline below:

Date	Milestone
April 30	Development Committee Meeting to review recommendations
May 14	Motion setting a public hearing for May 28
May 16	City Planning Commission Review of proposed ordinance
May 28	Public hearing and first reading of ordinance
June 11	Second and possible 3 rd Reading of Ordinance

Staff has conducted four meetings with stakeholders representing the development community and sign companies to obtain feedback on potential new ordinances. The notes from the meetings in which billboard signs were discussed are attached to this memo. Sign companies expressed an interest in developing clear criteria for sign regulations, and a preference to avoid increased review by appointed boards and commissions.

On April 30, staff will present options for modifying Section 32.06.040, regarding Off-Premise Signs in the following areas:

- **Separation of Billboard Signs and Directional Signs**
- **Options for New Billboards**
- **Height and Size standards for billboards**

Separation of Billboard Signs and Directional Signs:

Currently City Code considers any sign advertising a business, event, organization or product not located on the property to be an off-premise sign. This definition encompasses both large outdoor advertising signs (commonly called billboards) and smaller directional signs placed near businesses.

Ambiguity over the standards has also been used as the basis for variance requests to the Board of Adjustment. The development community has indicated a desire to see greater flexibility for master planned developments with respect to signage.

Staff is proposing to add a definition to the City Code for an “Off Premise-Directional Sign” as described below:

Proposed Off-Premise Directional Sign Definition:

- Up to 200 sq ft
- Located within 300 feet of the property line of the business or organization that it advertises the location of
- Content limited to business name, logo, and directional information
- Allowed within Commercial, Industrial, Public, and Office/Service Zone Districts

Options for Development Committee consideration are:

- Maintain existing off-premise sign definition
- Allow off-premise directional signage as part of the allowable on-premise sign area
- Allow for Signage Master Plan as part of a Planned Unit Development (PUD) where the developer has flexibility to define allowable signage on the property, subject to Council review.

Options for New Billboards

City Council has expressed concern over the number of billboard signs in the community, and has expressed a desire to limit the number of new signs.

Splitting the definition of off-premise signs could result in more available locations for billboard signs in the community. Staff has developed options for limiting or capping new billboard placement within the community, shown in Table #1 below:

Table #1 – New Billboard Sign Options

	Separation Requirement	Cap Option #1	Cap Option #2
Overview:	Increased Separation Requirement between signs	Limit signs to number existing at time of ordinance	Limit signs to number existing at time of ordinance, add replacement criteria
Separation:	Static – 1,500 ft Digital – 2,000 ft	Same	Same

	Separation Requirement	Cap Option #1	Cap Option #2
Replacement	None	1-1 with existing signs. Total SF cannot exceed existing sign.	See Tables 2 and 3 below
Annexation	Handled by City Council as part of annexation requests.		

Table #2 - New Sign Requirement Table

Under Cap Option #2, a new billboard sign may be constructed at a location that conforms to existing zoning requirements subject to the applicant obtaining the following credits for a new or upgraded sign:

	Static Display Sign	Digital Display Sign
Upgrade of Static Sign to Digital Display Sign	XX	1 credit
Construction of new Sign	1 credit	2 credits

Table #3 – Credit Table

Credits for construction of a new off-premise billboard sign may be obtained by removal of existing billboard signs. Credits shall be awarded in accordance with the Credit Table below:

	Removal of Conforming Sign	Removal of Non-Conforming Sign
Removal of static display sign	1 credit	½ credit
Removal of digital display sign	2 credits	1 credit

Height and Size Standards for Billboards

Development Committee also requested that staff review options for the size and height of new billboard signs in the community. Currently City Code defines the allowable height and size based on the zoning district the sign is located in. Table #4 below shows the current standards.

Table #4 – Current Location and Height Standards for Billboard Signs

Billboard Location	I-1 and I-2 Districts	C-3 and C-4 Districts	A and C-2 Districts
Size	672 sq ft	672 sq ft	300 sq ft
Height	60 feet	50 feet	35 feet

Staff is proposing to regulate sign size based on street typology. The largest signs, 672 sq ft, would be permitted along major highways with a speed limit of 55 MPH (outside of the core of the community). Signs up to 300 sq ft would be allowed on major arterial roads in the community, and smaller signs of up to 288 sq ft would be allowed on any other road if a sign is permitted on that location. The proposed maximum height for signs along major arterial roads is proposed to be set at 45’, which is consistent with the maximum height for on-premise pole signs currently allowed in commercial districts. Table #5 below shows the proposed standards.

Table #5 – Proposed Location and Height Standards for Billboard Signs

Billboard Location	Highway (over 55mph)	Major Arterial Road	Other Roads
Size	672 sq ft	300 sq ft	288 sq ft
Height	60 feet	45 feet	35 feet

Issue 1 – Separation of Billboard Signs and Directional Signs

ISSUE	Separation of Billboard Signs and Directional Signs within the Off-Premise Sign Regulations in the Code.	
TIMING	<p>If a recommendation to proceed is made at the April Development Committee Meeting, adoption of an ordinance can be made on June 11. This would meet the Council’s goal of adopting an ordinance change well in advance of the 180 day moratorium expiring on July 31.</p> <p>If the Development Committee requests additional information, staff will return to the May Development Committee meeting</p>	
Options	<p>Staff has outlined three options for billboard placement in Cedar Rapids:</p> <ul style="list-style-type: none"> • <i>Option 1: Maintain Existing Definition</i> • <i>Option 2: Allow Off-Premise Directional Signs as part of On-Premise Signage</i> • <i>Option 3: Allow Sign Master Plan with PUD’s.</i> <p>Research has shown that generally Cedar Rapids has similar or larger separation requirements (distance between signs) than other communities, but does not restrict signs from as many districts as other cities do. Cedar Rapids generally allows larger and taller billboard signs than the communities surveyed.</p>	
OPTION 1: Maintain existing definition	PROS	CONS
	<ul style="list-style-type: none"> • Limits billboard location 	<ul style="list-style-type: none"> • Does not provide flexibility for directional signage with businesses in the community
OPTION 2: Allow Off-Premise Directional Signs as part of On-Premise Signage	<ul style="list-style-type: none"> • Easier for staff to track, sign permits handled as part of allowable signage on property 	<ul style="list-style-type: none"> • Limits options if allowable signage is used up on a parcel.
OPTION 3: Allow Sign Master Plan with PUD’s	<ul style="list-style-type: none"> • Greatest flexibility for signage on a development, subject to council approval 	<ul style="list-style-type: none"> • Requires rezoning of property
Recommendation	<p>Staff recommends both Options 2 and 3.</p> <p>Staff will consider additional methods to allow for flexible signage plans for multi-parcel developments as part of continued research into the sign code.</p>	

Issue 2 – Billboard Sign Options

ISSUE	Billboard Sign Options	
TIMING	<p>If a recommendation to proceed is made at the April Development Committee Meeting, adoption of an ordinance can be made on June 11. This would meet the Council’s goal of adopting an ordinance change well in advance of the 180 day moratorium expiring on July 31.</p> <p>If the Development Committee requests additional information, staff will return to the May Development Committee meeting</p>	
Options	<p>Staff has outlined three options for billboard placement in Cedar Rapids:</p> <ul style="list-style-type: none"> • Option 1: Increased Separation <ul style="list-style-type: none"> - Separation requirements for Off-Premise Billboard Signs increased from 1,000 feet to 1,500 feet - Separation for Digital Signs established at 2,000 feet • Option 2: Cap Option A: <ul style="list-style-type: none"> - Limit billboards to number existing in community at time ordinance is adopted. - Permit for new sign requires removal of one or more signs of equal or greater size than the proposed new sign - Separation for Digital Signs established at 2,000 feet • Option 3: Cap Option B <ul style="list-style-type: none"> - Limit billboards to number existing in community at time ordinance is adopted. - Permit for new sign requires acquiring credits by removing existing signs - Credit system would require additional credits in order to construct a digital billboard sign and would require multiple non-conforming signs be removed to construct a new conforming sign. 	
OPTION 1: Increased Separation	<p style="text-align: center;">PROS</p> <ul style="list-style-type: none"> • Sets clear standards for sign location • Would greatly limit opportunities for new billboard signs 	<p style="text-align: center;">CONS</p> <ul style="list-style-type: none"> • Would not guarantee that no additional billboards could be built in the community • Would make most signs developed under current ordinance non-conforming
OPTION 2: Cap Option A	<ul style="list-style-type: none"> • Would set a hard limit on the number of billboards in the community 	<ul style="list-style-type: none"> • Would not guarantee reduction in billboard signs
OPTION 3: Cap Option B	<ul style="list-style-type: none"> • Credit system would encourage removal of non-conforming signs for new locations • Would reduce total number of signs if upgrade to digital is desired by sign companies 	<ul style="list-style-type: none"> • Credit system would require additional review to administer • Would likely result in reduction of billboard signs if new signs are constructed.

Recommendation	If the desire of the Development Committee is to ensure that no additional billboard signs are erected in the community, staff recommends proceeding with either Cap Option A or B. If the desire of the Development Committee is to see a reduction in the number of billboards, the staff recommends Option 3.
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Issue 3 – Billboard Height and Size Standard Options

ISSUE	Billboard Sign Options														
TIMING	<p>If a recommendation to proceed is made at the April Development Committee Meeting, adoption of an ordinance can be made on June 11. This would meet the Council’s goal of adopting an ordinance change well in advance of the 180 day moratorium expiring on July 31.</p> <p>If the Development Committee requests additional information, staff will return to the May Development Committee meeting</p>														
Options	<p>Staff has outlined two options for billboard height and size standards</p> <ul style="list-style-type: none"> <i>Option 1: No Change to Current Size/Height Standards</i> <i>Option 2: Adopt New Standards based on Street Type</i> <table border="1"> <thead> <tr> <th>Billboard Location</th> <th>Highway (over 55mph)</th> <th>Major Arterial Road</th> <th>Other Roads</th> </tr> </thead> <tbody> <tr> <td>Size</td> <td>672 sq ft</td> <td>300 sq ft</td> <td>288 sq ft</td> </tr> <tr> <td>Height</td> <td>60 feet</td> <td>45 feet</td> <td>35 feet</td> </tr> </tbody> </table>			Billboard Location	Highway (over 55mph)	Major Arterial Road	Other Roads	Size	672 sq ft	300 sq ft	288 sq ft	Height	60 feet	45 feet	35 feet
Billboard Location	Highway (over 55mph)	Major Arterial Road	Other Roads												
Size	672 sq ft	300 sq ft	288 sq ft												
Height	60 feet	45 feet	35 feet												
OPTION 1: No change to current height/size standards	PROS		CONS												
	<ul style="list-style-type: none"> Keeps existing regulations 		<ul style="list-style-type: none"> Would allow for varying sign heights along corridors based on parcel-level zoning 												
OPTION 2: Adopt New Standards based on Street Type	<ul style="list-style-type: none"> Size/scale based on street type Step towards form and street-typology based zoning 		<ul style="list-style-type: none"> Could make existing signs non-conforming 												
Recommendation	Staff recommends Option #2 to bring new signs more in scale with surrounding development.														
STAFF SOURCE	<p>Seth Gunnerson Community Development (319) 286-5129 s.gunnerson@cedar-rapids.org</p>														



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

To: City Council Development Committee
From: Seth Gunnerson through Christine Butterfield, Community Development Director
Subject: Sign Moratorium – Digital Menuboard and Gas Price Signs
Date: April 30, 2013

Issue:

On February 1, 2013 City Council Adopted a Moratorium on all off-premise and digital signs in the community for 180 days, set to expire July 31, 2013.

Staff has received appeals to the moratorium for fuel price signs at gas stations, along with small digital display board which display orders for customers at drive-through establishments. Staff has conducted meetings with the development community and sign companies and they have expressed an interest in seeing these signs exempt from the moratorium.

Based on feedback received from the Development Committee to date, staff is asking if these types of signs are likely to not be affected by a final code update, and if they can be exempted from the moratorium as a first step towards developing standards for the location of digital signage and display criteria for digital signs in Cedar Rapids.

Policy Question:

Should the moratorium on off-premise and digital display signs amended to exempt the following?

- Signs designed to only display the price of product(s) sold on the premises, such as gas price signs, with the display changing less than once per hour.
- Digital displays which display orders at a drive-throughs, such as digital menuboard displays, where the display is intended to not be viewed from the public right of way.

Next Steps:

If Development Committee recommends amending the moratorium to exempt certain types of digital signs, staff will draft a resolution for consideration by the full Council on May 14.

Staff will continue working on options for setting criteria for digital signage in the community, and will return to the Development Committee on May 22nd with options and recommendations.



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Sign Code Update – Meeting #1

Attendees:

- Seth Gunnerson
- Christine Butterfield
- Ray Nees
- Alex Sharpe
- Aaron Dodds
- Dick Ransom
- Mark Wold
- Tom Weber
- Bill Lehman
- Dave Lodge
- Pat McAllister
- Pat Shey
- Scott Overland
- Monica Vernon
- Justin Shields
- Jeff Harding
- Aaron Vosmek

Facilitated Discussion Notes

1. What do you expect from signage as you navigate the community? What information?

- Event Advertisement
- Directional advertisement
- Branding
- Multiple Tenant Signage
- Increase revenue for clients
- Attractiveness, builds an attractive community
- Architectural Compliment
- Safety
- In scale with site location
- Code is easier to understand
- Box signs are more affordable
- Don't limit technology
- Better definitions
- Standards for Hold Times (DOT, Universities)
- Freedom of Speech (color, message, presentation)

2. What are examples of communities or places within communities that do this well?

- Williamsburg, IA (lower regulation)
- Williamsburg, VA (more)
- West Des Moines
- Clive

- There can be trouble fitting monument signs on certain lots
- Coralville (more restrictive)
- North Liberty (more open)
- Cedar Rapids, needs better definitions though
- Coralville is bad (no digital or billboards, no improvements)\
- Sioux Falls (green, progressive)
- Des Moines
- Clinton, IA (good wayfinding system)

3. What is working now? What is not working?

- Code Not working
- Confusing
- Ordinance is difficult for staff to interpret
- Definitions are out of date
- Traffic is involved in too many sign applications
- Issues with billboards vs. off-premise
- Too many variance requests, site's designed for a variance.
- Directional signage not adequately addressed.
- Need for campus signage (Medical District)
- Sign Companies have to conduct site inventory and research.
- Multiple story buildings are not addressed
- Issues with calculating occupancy frontage and how much total area a site can have (for multiple tenant buildings)
- 1st Avenue Billboard
- Consistency in outcomes
- + Sign code is easier to understand than some other communities (companies are familiar with current requirements)
- + Cedar Rapids is generally pro-business.
- + Permit Application
- + Staff
- + Sign Matrix

4. What outcomes do you want from the process?

- What is and is not allowable
- Clarity
- Workable for businesses
- Define off-premise directional signs vs. billboard
- Separation between off premise and billboards
- Menu boards, why regulated?
- Better clarity, delegate authority
- Consistency



Community Development Department
City of Cedar Rapids
101 First Street SE
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Sign Code Update – Meeting #2

Attendees:

- Seth Gunnerson
- Christine Butterfield
- Dave Lodge
- Tom Weber
- Jeff Harding
- Bill Lehman
- Scott Overland
- Dick Ransom
- Phil Garland
- Monica Vernon
- Pat Shey
- Aaron Dodds
- Ray Nees
- Kevin Ciabatti
- Alex Sharpe

Facilitated Discussion Notes

1. **Which option (or combination of options) meets Council expectations?**
 - Cap system favors larger companies
 - Board of Adjustment should not see each case
 - Inverse condemnation possibility with overlay
 - Zoning districts could have a cap rather than an overall cap
 - Street typology could prohibit signs in areas that they are actually desired
 - New Bo District
 - Zoning option is preferable
 - Not many areas are currently available for new billboards with the 1000 ft setback
2. **What are your initial thoughts on the options?**
 - Cap system could be difficult to administer
 - Trade in system would further complicate this
 - Zoning provides easiest administration
 - Trade in system with cap system would be too cumbersome
 - BOA and CPC want to see zoning rather than conditional use for consistency
 - Desire for clear rules on the re-facing and repair of legal non-conforming signs
 - Concern with conversion from static to digital signs
3. **Which option (or combination of options) offers the most clarity?**

- Zoning offer the most clarity
- Define billboards clearly
 - Billboards are signs where the Advertisement will change/ on-premise will remain as long as the business is present
- Off-premise distance increase may result in the last business unable to place their sign
 - Concern over decrease of signs as a goal

4. **Is there anything missing from the material presented?**

- Suggestion to change reduction of signs to improvement of signs
- Creation of a master sign plan for the city
 - Should be site based
 - Adaptable for smaller sites and larger sites

Questions/Concerns Raised

- Could a baseline study be conducted on how many signs are present, and locations.
 - How many signs are non-conforming currently
- Could the citizen concerns be shared with this group
- Non-conforming signs should not be placed at a disadvantage



Community Development Department
City of Cedar Rapids
101 First Street SE
Cedar Rapids, IA 52401
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Sign Code Update – Meeting #3

April 1, 2013 – 2:00 PM (Mt. Vernon Conference Room)

Attendees:

- | | |
|------------------|------------------|
| • Bill Lehman | • Seth Gunnerson |
| • Mark Wold | • Aaron Dodds |
| • Tom Weber | • Alex Sharpe |
| • Dick Ransom | • Kevin Ciabatti |
| • Dave Lodge | • Ray Nees |
| • Scott Overland | |

Facilitated Discussion Notes

1. What comments do you have to Council feedback?

- Nesper Signs wishes to embrace technology, including digital signs and is glad to be within a progressive business community
- Hold times could be problematic for smaller signs, City may want to consider different hold times based on size of sign. (smaller signs have shorter hold times)
- Companies that wished to use smaller signs would create larger signs to combat long hold times
- Electronic billboards 8 second hold time is acceptable and is a standard already
- Animations are currently not on electronic billboards
- Billboard companies wish to embrace digital technology as well
- Stakeholders expressed concern at the factual findings of safety studies, and the safety aspect of signs as addressed by council
- Off-premise requires a way to direct customers to their location
 - Digital signs could reduce sign clutter
- Gas station signs need to be taken out of the moratorium
- Signs such as those found on the Paramount, or Theater CR are digital and hold times will affect them

2. If the City were to limit animation and establish a hold-time on digital signs, what concerns do you have?

- Sign size will increase if hold times do

- Should not regulate if no data to support
 - Signs can add aesthetically pleasing aspects
 - Want more direction from council on issues and concerns
 - Billboards would not use animation
 - Separation Distance Increase for Digital to 1,500 or 2,000 acceptable
 - Some current signs not allowed
 - Use Frames per Second for hold time
 - Unenforceable?
- 3. Do you have any concerns about requiring dimmers or other technology to reduce brightness in the evening?**
- Dimmer's standard on most new signs
 - Concern over applying a set standard, difficult to measure or enforce
- 4. If standards were applied to existing signs, what issues or concerns do you foresee?**
- Legal?
 - May not be able to adjust with existing signs
 - Zone base standards
 - (request for development committee minutes to be sent to stakeholder group)
 - Review Massachusetts DOT Safety Study



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Sign Code Update – Meeting #4

Attendees:

- Aaron Vosmek
- Jeff Harding
- Tom Weber
- Pat McAllister
- Phil Garland
- Seth Gunnerson
- Alex Sharpe
- Kevin Ciabatti
- Ray Nees

Facilitated Discussion Notes

Feedback given by stakeholders

- Allow off-premise directional signs in industrial districts
- Define language concerning the percent of repair required for re-filing a permit
 - Would changing from a wooden backboard to a metal backboard constitute a large enough replacement to re-file a permit
 - Maintenance concerns, what is the percentage of repair based upon (original value, current value, etc.)
- Option for the City to pay for the removal of undesirable signs
- Incentivize signs going to digital would be preferred
 - The signs could/would be smaller than the existing sign as they are able to display

Digital on premise signs

- Recommend removing gas station price signs and digital menu-boards from the moratorium
 - Suggest removing all on-premise signs
 - Text of gas price signs would need to be less than 2 inches with 12 sq. ft. of gas price signs. This does not work for most gas stations as they base their sign size based on their location
- Suggest not regulating all signs under 150 sq. ft.
- Signs within a campus should not be regulated if they are not intended to be viewed outside the site

- Do not regulate the size of digital signs, they self-regulate
 - Do not regulate the technology, it is only based upon the fear of new technology not science



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To: City Council Development Committee
From: Adam Lindenlaub through Christine Butterfield, Community Development Director
Subject: Ellis Plan
Date: April 30, 2013

Background:

As a result of City Council interest in establishing a Viable Business Corridor along Ellis Boulevard NW and promoting orderly redevelopment, Community Development Staff has asked the Cedar Rapids Metro Economic Alliance to continue its collaboration with the City by extending JLG's contract to perform an area plan for Ellis Boulevard. The following goals of the plan would be similar to the Kingston Village Plan:

- Provide a framework for future development consistent with stakeholder goals
- Establish a Viable Business Corridor to allow for redevelopment within the 100 year floodplain
- Plan for integration of future flood protection (Time Check Greenway)
- Use feedback to establish an overlay district with recommendations on land use and design guidelines

Like the Kingston Village Plan, the following would be the plan elements:

- Placemaking
- Connections
- Land use
- Flood protection

Requests for establishing a Viable Business Corridor are due to the Iowa Economic Development Authority (IEDA) by December 2013 and the intent is to have City Council adopt the plan in October to allow time for staff to prepare the request.

The estimated cost of developing the plan is no more than \$24,900, which would come out of the previously approved Comprehensive Plan Update budget.

Recommendations:

Proceed with development of plan to aid in creation of a Viable Business Corridor along Ellis Boulevard NW.

Timeline and Next Steps:

- May, 2013 – JLG kick-off meeting.
- May - August 2013 – Plan development.
- September 2013 – Development Committee recommendation.
- October 2013 – City Council adoption.
- October/November 2013 – Submit Viable Business Corridor request to IEDA.



**The NDC/NFC will be
discussed at the April 30, 2013
Development Committee
Meeting.**



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To: City Council Development Committee
From: Paula Mitchell through Christine Butterfield, Community Development Director
Subject: Request for City-owned parcels in the New Bohemia District
Date: April 30, 2013

Background:

On March 26, 2013, the City Council authorized negotiation of Development Agreements with Acme Electric Company, Inc., for redevelopment of City-owned property at 1018 2nd Street SE, and with Tom and Beth DeBoom for City-owned property at 1301 3rd Street SE. Both proposals contemplated redevelopment of adjacent parcels, and it was forecasted that staff would bring those requests back to the City Council Development Committee for consideration.

Acme Electric has made a request for parcels at 1024 2nd Street SE and 208 11th Avenue SE, which would be combined into a single parcel. The historic home at 1018 2nd Street SE, for which a development agreement is currently under negotiation, would then be relocated to this parcel for rehabilitation and commercial use. The developer has also requested lots at 1008 and 1012 2nd Street SE, and proposes to construct new row houses on those lots and on the newly vacated lot at 1018 2nd Street SE. A site map is provided as an attachment to this memo.

Tom and Beth DeBoom have made a request for the parcel located at 1305 3rd Street SE. The proposal includes using the lot temporarily as an urban garden before eventual redevelopment of the site into a compatible commercial use. A site map is provided as an attachment to this memo.

All of the requested parcels are located in the 100-year flood plain, and within the Expanded Bohemian Commercial Historic District. Due to their location within the historic district, they may be made available for redevelopment.

Recommendations:

Staff recommends calling for proposals from qualified developers to redevelop these parcels, using the City's standard proposal evaluation criteria, including:

- Capacity and experience of developer;
- Financial feasibility;
- Market feasibility;
- Design compatible with neighborhood;
- Community support;
- Flood proofing plan, especially where residential uses are contemplated;
- Long term projected use consistent with Neighborhood Planning Process.

Timeline and Next Steps:

- May 14, 2013 – City Council motion setting Public Hearing.
- May 18, 2013 – Public Notice published in the Gazette.
- May 28, 2013 – Public Hearing.
- May/Early June – Informational meeting held for interested parties.
- June 28, 2013 – Proposals due from developers.
- July 9, 2013 – City Council consideration of proposals and authorization of negotiation of a development agreement.

New Bohemia District Requests for Parcels



- | | | | |
|--|---|---|---------------------------------|
|  | Development Agreement Under Negotiation, Acme Electric |  | Bohemian Comm Historic District |
|  | Requested for Relocation of Structure at 1018 2nd Street SE |  | Construction Study Area |
|  | Requested for New Construction of Row House Condominiums |  | 100 -Year Floodplain |
|  | Development Agreement Under Negotiation, DeBoom | | |
|  | Requested for Temporary Urban Garden/Future Commercial | | |

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**NewBo Volleyball will be
discussed at the April 30, 2013
Development Committee
Meeting.**



Community Development Department
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To: City Council Development Committee
From: Paula Mitchell through Christine Butterfield, Community Development Director
Subject: City Participation in Low Income Housing Tax Credit Projects
Date: April 30, 2013

Background:

The Low Income Housing Tax Credit (LIHTC) Program, administered by the Iowa Finance Authority (IFA), provides a mechanism for developers to attract equity investment through the sale of tax credits in order to finance development of affordable multi-family housing. Each year, the Iowa Finance Authority issues a Qualified Allocation Plan (QAP) that becomes the guide for how tax credits will be awarded to projects. In recent years, the QAP has awarded up to 50 points to projects that have local community financial participation. In order to be competitive, projects must score well in this category. As a result, the City has received, and expects to continue to receive requests for financial assistance from developers who are applying for tax credits.

In 2012, the City was contacted by four developers who were contemplating LIHTC projects, all in varying stages of readiness to proceed. One developer contacted the City more than 60 days before the application was due to IFA, allowing for full vetting of the project, discussion at the Development Committee, and a City Council resolution of support. As a result, this applicant scored the maximum numbers of points for local participation, though the project did not ultimately receive tax credits. Others gave the City less time to perform due diligence and to explore possible financing mechanisms. Ultimately, three of the four developers decided not to proceed in 2012 after some amount of staff analysis had already taken place.

LIHTC project applications are due to IFA once per year, and requests for City financial assistance up to this point have placed the City in a reactive position as multiple requests have been made for limited City resources. Sometimes very little time is given for staff analysis of the financials, market feasibility, management plan, and track record of the developer. This creates some risk to the City, as the City must balance the desire not to be a barrier to projects with the need to make sound decisions about which projects are viable and best meet the City's long term needs. It also creates uncomfortable ambiguity for developers, who understand they are competing for City resources, but do not necessarily know how their proposal will be evaluated.

Recommendations:

In order to create a more managed and consistent process, staff recommends establishing a policy on City participation in LIHTC projects, with clear criteria and a submittal deadline 60 days prior to IFA's deadline. This will provide incentive for developers to contact the City early in their process, so that proposals can be properly vetted and the City Council has an opportunity to consider requests for financial participation and select those that best meet the City's long term redevelopment needs. The timeline will include presentation to the Development Committee and approval of any financial assistance by the full City Council.

Staff has reviewed best practices from other Cities, as well as IFA's last QAP criteria, and developed a draft policy that is provided as an attachment to this memo. Elements that will be evaluated under the proposed policy include:

- Project financial feasibility;
- Market feasibility;
- Capacity and experience of the developer;
- Project design and compatibility with neighborhood;
- Management track record and ongoing management plan;
- Neighborhood/community support.

Timeline and Next Steps:

- May 14, 2013 – City Council adoption of LIHTC participation policy.
- Summer 2013 – Outreach to interested parties and stakeholders.
- Late summer/Early fall 2013 – Release of IFA 2014 QAP.
- Fall 2013 – Deadline for requests for City support.
- October 2013 – Tentative consideration of requests by Development Committee.
- November 2013 – Tentative consideration of requests by full City Council.

Policy Question:

Does the City Council wish to apply additional criteria, including:

- a. Geographic target area (Tiers 1, 2, 3)
- b. Design guidelines similar to Multi-family New Construction
- c. Anything that is missing?



LOW INCOME HOUSING TAX CREDIT (LIHTC) CITY PARTICIPATION PROCESS AND CRITERIA

The City of Cedar Rapids values high-quality development that provides investment in the community and a public benefit. The City recognizes that workforce housing is key to meeting the needs of current and future residents. The City works closely with developers and the Iowa Finance Authority (IFA) to provide exhibits that are necessary for the applications to the Low Income Housing Tax Credit (LIHTC) Program. Cedar Rapids does require that the City Council act to support or not support a LIHTC project before releasing any IFA-required exhibits. This must occur at a formal meeting of the Cedar Rapids City Council after proposals are reviewed by the Development Committee. In order to prepare for the meetings, staff must receive the submittals on the checklist below **at least 60 days prior** to the deadline established by IFA for submittal of LIHTC projects.

If City financial participation is needed, there may be a longer timeline in order to satisfy State or Federal requirements of the funding source. Therefore, developers considering a LIHTC project are encouraged to contact the City as early as possible, at the conceptual stage, to provide the greatest lead time for success.

SUBMITTAL REQUIREMENTS

- Pre-application meeting scheduled.
- Detailed description of the project, including address and legal description.
- Type of project as defined by IFA, including any set-aside category or targeted population.
- Number of units in the project and number of affordable units.
- Income groups served, proposed rent structure, and bedroom sizes of units to be developed.
- Length of time project will be committed to affordable housing.
- Site plan, building elevations, floor plans, and description of exterior materials.
- Detailed construction budget showing all sources and uses.
- Minimum 15-year operating pro forma using accepted industry standards and good faith estimates of income and expenses. The City will evaluate financials, so financial assumptions should be fact-based and conform to the underwriting criteria in IFA's annual Qualified Allocation Plan (QAP).
- Firm financial commitment letters (on agency letterhead) from all other funding sources, including construction financing and permanent financing, outlining the terms.
- Description of any City financial assistance needed to make the project financially feasible (must pass "but for" test).
- Information regarding reserve funds and annual dollar commitment to maintenance.
- Identification of the members of the development team, including listing of past projects, experience with projects of similar size and scope, and references.
- Identification of Management Company, including ownership and management of other projects.
- Detailed management plan, including tenant selection criteria, policy for addressing nuisance complaints, and identification of any special services to be provided to tenants.
- Construction schedule.

- Information regarding any LEED, HERS, Iowa GreenStreets, or other green building/energy efficiency techniques that will be used in the Building/Site.
- Letter from Neighborhood Association (if applicable) impacted by proposed project. The City's policy requires that the developer meet with the Neighborhood Association if the project is within the boundaries of a recognized neighborhood. The City also strongly encourages the developer to meet with adjacent property owners. The developer should request a letter of support for the project. The neighborhood support letter can be received after all other information is received to meet the City submittal deadline, but should be received prior to the City Council meeting. City staff will provide neighborhood leadership contact information upon request.

TYPES OF CITY PARTICIPATION AVAILABLE

- Excess City-owned property.
- City HOME funds (conditional commitment only).
- Enterprise Zone credits.
- Below-market interest rate loans.

The type of assistance available is dependent upon the project location. Early communication with City staff will facilitate the greatest opportunity for successful outcomes.

UNDERWRITING STANDARDS FOR CITY PARTICIPATION

The City of Cedar Rapids adopts financial underwriting standards to ensure that public participation in a project meets a reasonableness, or "but for" test; in other words, the City's financial participation is limited to the amount necessary to make a project feasible. Developers are asked to demonstrate that they have made reasonable and good faith efforts to leverage other sources of funding. The City of Cedar Rapids will apply the following underwriting standards and financial assumptions, with the caveat that if the City's standards are in conflict with the standards IFA has outlined in the QAP, the City will defer to IFA's standards for LIHTC projects.

- Projects must reflect a debt coverage ratio of between 1.20 and 1.50 throughout the first 15 years.
- Projects will be underwritten with income escalating at a minimum of two percent (2%) and a maximum of three percent (3%), with a minimum spread of one percent (1%) required between the income and expense escalators.
- Projects shall assume a vacancy rate of no less than five percent (5%) and no more than ten percent (10%).
- Projects shall reflect operating reserves equal to: 1) \$1,500 per unit or, 2) six months of debt service, operating expenses, and real estate taxes, whichever is greater.
- Project pro forma shall reflect reserves for replacement of no less than \$300 and no more than \$400 per unit per year.
- Developer fees shall not exceed the amount established by IFA for the type of project in the annual QAP. A portion of the developer's fee may be deferred to fund construction funding gaps.
- Builder and general contractor fees shall not exceed twelve percent (12%).
- Construction contingency funding shall not exceed five percent (5%) of hard costs of construction for new construction projects, no more than twelve percent (12%) for rehabilitation projects, and no more than fourteen percent (14%) for adaptive reuse and historic preservation projects.
- The City will request a copy of IFA's subsidy layering analysis for review as applicable prior to releasing funds.



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To: City Council Development Committee
From: Thomas Smith and Paula Mitchell through Christine Butterfield, Community Development Director
Subject: CDBG Neighborhood Recognition Process
Date: April 30, 2013

Background:

Since October 2011, the City of Cedar Rapids has used the Neighborhood Service Delivery Initiative to improve communication between the City and existing neighborhood associations. Each neighborhood has been assigned a support team consisting of a City department director and staff from the various departments to help keep citizens informed and quickly respond to neighborhood issues.

As a continued step in improving communications and accountability between the City and neighborhood associations, staff is proposing a Neighborhood Recognition Process to enhance existing relationships, build capacity in the neighborhoods' leadership, and eventually target the City's limited CDBG funding toward improvement projects that will have a more pronounced impact on the City's neighborhoods.

Best Practices:

A formalized neighborhood recognition process is common in communities throughout the United States. Staff found that neighborhood recognition programs in Des Moines; Madison, Wisconsin; Columbus, Ohio; Renton, Washington; and Seattle, Washington were all very similar in the following ways:

- All communities require neighborhoods to complete an application for registration, including contact information for neighborhood leadership, neighborhood boundaries, organization bylaws, and a meeting schedule.
- All communities require a work plan or specific neighborhood plan to be developed for and by each participating neighborhood.
- All communities require annual updates to the application and progress reports.
- Most communities open up a competitive funding process for recognized neighborhoods to perform neighborhood projects or communication and outreach events.

Recommendations:

In order to create more transparency between the City and neighborhood associations, improve communication, and ensure the most effective use of Federal dollars in the City's neighborhoods, staff recommends establishing a neighborhood recognition process as shown in the attached flow chart document.

This process will link into the City's existing Neighborhood Service Delivery Initiative and will eventually connect with the City's annual CDBG funding allocation to help fund projects from

the neighborhoods' work plans. Staff recommends allowing a period of three months for neighborhoods to be informed about the new neighborhood recognition process and complete the application process to receive formal recognition. Additional steps in the process are provided in the timeline below.

Timeline and Next Steps:

- May 2013 – Outreach to the neighborhood associations
- June 11, 2013 – Council approval of the neighborhood recognition process policy
- Summer/Fall 2013 – Neighborhoods to complete registration process and receive formal recognition through Council resolutions
- Fall 2013 – Development of neighborhood work plans begins
- October 2014 – Annual CDBG funding allocation opens new competitive grant process tied to neighborhood work plan items

Neighborhood Recognition Process Integration with Existing City Programs

Program	Information	Timing
<p style="text-align: center;">Neighborhood Service Delivery Initiative</p>	<ul style="list-style-type: none"> • City staff serve as liaisons between City and neighborhood associations • Each neighborhood is assigned a support team of staff from various departments to address and respond to neighborhood issues 	<p style="text-align: center;">Ongoing (In place since October 2011)</p>
		
<p style="text-align: center;">Neighborhood Recognition Process: Step 1</p>	<p style="text-align: center;"><u>Application and Formal Recognition</u></p> <ol style="list-style-type: none"> 1. Neighborhood submits formal application for recognition to City 2. Development Committee reviews application and recommends to City Council 3. Council approves formal recognition 	<p style="text-align: center;">One-Time</p>
<p style="text-align: center;">Neighborhood Recognition Process: Step 2</p>	<p style="text-align: center;"><u>Demonstration of Continuing Capacity</u></p> <ol style="list-style-type: none"> 1. Leadership attends City-designated training sessions 2. Neighborhood performs outreach twice a year 3. Holds minimum 4 meetings per year 4. Creates and submits annual work plan document with assistance from neighborhood liaison and City staff 5. Submits quarterly work plan progress reports to Development Committee 	<p style="text-align: center;">Annual: Ongoing (Begins 2013)</p>
		
<p style="text-align: center;">CDBG Funding Allocation</p>	<p style="text-align: center;"><u>Application for Annual CDBG Funding</u></p> <ol style="list-style-type: none"> 1. Neighborhoods with a year of demonstrated capacity may apply annually for grants up to \$10,000 (25% match required) 2. Application for funding must be tied to work plan objective(s) 3. Development Committee reviews application and recommends to City Council 	<p style="text-align: center;">Annual:</p> <ul style="list-style-type: none"> • Oct - Outreach and info • Dec - Apps due • July - Approval