



**City Council
Development Committee
Meeting Agenda Packet
July 24, 2013
3:00pm**



City of Cedar Rapids
Development Committee Meeting Agenda
City Hall Council Chambers
Wednesday, July 24, 2013
3:00 pm – 5:00 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 – June 26, 2013
- Review of Development Committee Issue Processing Chart
- Informational Items and Updates
 - 1) Convention Center Parking Structure – 1st Floor Retail Update
 - 2) 301 & 305 2nd Avenue SW – Competitive Proposal Process 10 Minutes
- 1. Science Center Progress Update Jim Beardsworth 15 Minutes
Science Center Board President

Norah Hammond
Science Center Executive Director
- 2. PUD Implementation Update Vern Zakostelecky 15 Minutes
Development Services
- 3. North Gateway Sign Jennifer Pratt 10 Minutes
Community Development
- 4. Section 8 Funding Update LaSheila Yates 10 Minutes
Community Development
- 5. Sign Progress Update Seth Gunnerson 15 Minutes
Community Development

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.

6. Design Review Overlay Update
- Kingston
 - Signage

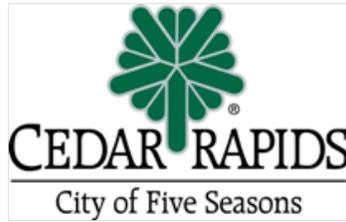
Seth Gunnerson
Community Development

15 Minutes

Future Meetings:

1. Items for **August 28** Agenda –
 - a) Housing Market Analysis Update
 - b) Continuing Foundation
 - c) Convention Center Parking Structure – 1st Floor Retail
 - d) Kingston Village Overlay District Recommendation
 - e) Gyms in Industrial Areas
 - f) City Planning Commission Work Plan
 - g) Historic Preservation Commission Work Plan
 - h) Visual Arts Commission Work Plan
 - i) Alcohol and Tobacco Distance Separation
 - j) Historic Preservation Demolition Ordinance Update
2. Items for **September 25** Agenda –
 - a) Roots Round Four
 - b) HPC Creation of Local Historic District
 - c) HPC Criteria List of Local Historic Buildings and Resources

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.



City of Cedar Rapids
DEVELOPMENT COMMITTEE MINUTES
City Hall Training Room
Wednesday, June 26, 2013
3:00 p.m.

The meeting was brought to order at 3:00 p.m.

Present: Council members Vernon (Chair) and Olson. Staff members present: Joe O'Hern, Community Development Interim Director; Thomas Smith, Community Development Planner; Paula Mitchell, Grant Programs Manager; Seth Gunnerson, Community Development Planner; Steve O'Konek, Police Captain; Ray Nees, Assistant Building Services Manager; 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 City staff, Council members and sometimes citizens.

Council member Vernon called for a motion to approve the minutes from May 22, 2013. Council member Olson made a motion to approve the minutes from May 22, 2013. Council member Vernon seconded the motion. The motion passed unanimously with none opposed.

Informational Items and Updates – Multi-Family New Construction

Paula Mitchell, Grant Programs Manager, stated Cedar Rapids competed in the latest round of disaster recovery funding to replace housing units. Cedar Rapids submitted 10 proposals to IEDA for review and seven were awarded funding. Ms. Mitchell provided details on the awarded projects including location, elevations, number and types of units. Joe O'Hern, Community Development Interim Director, stated there is over \$10,000,000 in assistance. Ms. Mitchell stated City Council will start to see agenda items pertaining to these projects in the near future, in terms of land development as well as development agreements.

1. Prospect Meadows

Jack Roeder, Prospect Meadows Inc., stated this project, when completed, could add approximately \$25,000,000 to the local economy's direct spending each year. Mr. Roeder identified projected annual totals for visitors to the facility and hotel rooms occupied.

Tim Strellner, Prospect Meadows Inc., stated they are very interested in appealing to the local leagues as well as out of town leagues from all over the country. There will be a total of 17 baseball diamonds of different sizes to serve all levels of leagues. Mr. Strellner identified the project costs and the commitments of funding already received.

Council member Olson asked what the continued funding would be. Mr. Roeder stated the project will be self-sustaining with approximately a \$3,000,000 budget when the baseball diamonds are fully operational. Council member Olson asked if there will be a request for the City of Cedar Rapids to provide funding. Mr. Roeder stated they would ask for assistance with the capital campaign aspect. Council member Vernon suggested the specific impact on the City of Cedar Rapids be included when presented to City Council.

2. Alcohol and Tobacco Distance Separation

Thomas Smith, Community Development Planner, stated staff recommends discussion of this topic in segments and returning to the Development Committee in August with a final recommendation from staff. Neighborhood leaders have expressed concerns regarding the effects of stand-alone alcohol and tobacco outlets.

Council member Vernon pointed out the Legislature made changes pertaining to alcohol and tobacco which contributed to the proposed changes that staff is presenting.

Mr. Smith identified the current separation distance and types of uses protected through the separation distance for Cedar Rapids and other Iowa cities. Mr. Smith provided options for Development Committee consideration for proposed ordinance changes.

Council member Olson stated he is in favor of the concept of separation distance between similar businesses but 2,700 feet is extensive and should be closer to 600 ft. The conditional use permit provides a way to correct issues with businesses. Many landlords are not allowing these kinds of businesses to go in their buildings. There is a community wide effort to make a change.

Council member Vernon stated she is in favor of the way Davenport and Waterloo handled the topic as missions, public libraries, places where children are and schools should be included as part of the separation distance. Some of these businesses do not keep a tidy appearance and if conditional uses were used it would be a way to ensure the businesses are kept up in appearance.

3. Kingston Design Review Overlay

Seth Gunnerson, Community Development Planner, stated staff is inquiring about interest to establish an overlay district in the Kingston Village area. City Council adopted a plan for the area in May 2013 and one of the goals was to come with criteria for an overlay district. Cedar Rapids currently has two overlay districts including the Czech Bohemia Overlay District and the Ellis Area Overlay District. Overlay Districts set zoning criteria unique to the neighborhood and have Design Review Technical Advisory Committees (DRTAC). DRTAC reviews applications for new construction, building additions and exterior rehabilitation within the overlay district.

Council member Vernon stated overlay districts empower neighborhoods to help set design standards. It is important the people who live and invest in the neighborhood have an input.

Council member Olson asked how many people on the committees were experts versus residents of the area. Mr. Gunnerson stated it is about half and half as far as residents and experts. Council member Olson asked what the reaction has been of developers that have gone before the review committees. Mr. Gunnerson stated there have been productive discussions with helpful dialogue. The recommendations of the committees are advisory in nature and get passed along to the final reviewing body such as City Planning Commission or City Council.

4. Wellington Heights Plan

Ms. Mitchell stated this is the culmination of a planning process that has been underway for the Wellington Heights neighborhood. The funding for the plan was provided through the City's Community Development Block Grant (CDBG) Entitlement funding. SAA Design Group provided the technical services to develop the plan, assisted with stakeholder meetings and put together a framework plan. Ms. Mitchell identified a timeline of key events that contributed to the plan creation. The following topics were also discussed in detail:

- Unique Assets of Wellington Heights
- Plan Elements
- Plan Principles
- Social Capital & Public Safety
- Housing & Historic Character
- Economic Vitality
- Transportation & Connectivity
- Open Space & Recreation
- Aesthetics & Neighborhood Design
- Sustainability

Council member Vernon stated the plan aligns with City Council and staff goals and discussions. The lighting can serve a number of purposes as it makes the neighborhood look charming like the historic district that it is and it also makes for a safer place.

Council member Olson stated the direction of the plan is strong and there was good participation in the meetings but the key is the implementation. The elements of the plan that the City can afford to fund and will have the greatest impact on the neighborhood need to be identified first.

Council member Vernon requested staff provide the priorities that the City can put money toward that would leverage the most private investments.

5. Nuisance Abatement Update

Steve O'Konek, Police Captain, stated the official name of the program is now the SAFE CR Program or Secure and Friendly Environment Cedar Rapids. Over the last few months staff has worked on hiring new team members for the program and have also reached out to organizations to develop a SAFE Advisory Team. The SAFE Advisory Team is made up of social service agencies, non-profit organizations, realtors, landlords, Affordable Housing Network, etc. Mr. O'Konek identified completed steps and upcoming steps for the SAFE CR program.

Ray Nees, Assistant Building Services Manager, stated training will be provided to approximately 2,300 landlords before they are allowed to register their units. Kirkwood Community College will be providing the meeting room and will complete the registration. Up to 600 landlords can be trained at one time and the first class is scheduled for September 9th. The Police Department has received training for the program. Mr. Nees pointed out abuse of the system and use of the City resources will be charged back to the property owner.

Council member Olson stated nuisances are currently being handled by Building Services and asked if duties will be relieved due to the new department. Mr. O'Konek stated the current staff completing this work will continue to do so.

6. Sign Ordinance Update

Mr. Gunnerson stated City Council held a Public Hearing on June 25th regarding the Digital Sign Ordinance and directed staff to make modifications to the ordinance. On July 9th the Public Hearing will be continued with a potential First Reading of the ordinance. Staff has identified some issues and the update is to ensure nothing is missing. Mr. Gunnerson presented options for Development Committee consideration pertaining to the sign moratorium.

Council member Olson stated it would be beneficial to have the moratorium complete after the First Reading of the ordinance but still have a Second and Third Reading at a later date to ensure people can be heard if there are any objections.

Mr. Gunnerson identified aspects of the revised ordinance including on premise digital signs and digital billboard signs. Mr. Gunnerson discussed outstanding issues including the possibility of requiring permits or conditional uses for the use of videos on digital billboards.

Council member Olson stated a dialogue has been created with the signage companies and suggested credit unions and billboard companies are involved in stakeholder meetings.

Meeting adjourned at 4:47 p.m.

Respectfully submitted,

Alicia Abernathey, Administrative Assistant II
Community Development

Original Agenda Date	Agenda Item / Presenter	Action Item	Action Taken	Owner	Date Return to Committee	Recommendation to City Council
4/30/2013	NewBo Dispositions - Additional Lots			CD	Done	5.13
4/30/2013	Kingston Village Recommendation			CD	Done	6.13
4/30/2013	Low Income Housing Tax Credit Policy and Process			CD	Done	
4/30/2013	CDBG Neighborhood Certification Process			CD	Done	5.13
5/22/2013	Wayfinding Signage			CD	Done	6.13
5/22/2013	Restrictive Covenants - City			CD	Done	6.13
6/26/2013	Wellington Heights Plan			CD	Done	7.13
7/25/2011	Med District Design Guidelines			CD/Medical Quarter	April 2013	Will revisit April 2013 - Pending
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

Original Agenda Date	Agenda Item / Presenter	Action Item	Action Taken	Owner	Date Return to Committee	Recommendation to City Council
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 9.13
3/26/2012	Chapter 32 Modifications - Setbacks and Shared Parking	Jeff Speck to look at setbacks on Mt. Vernon Road. Shared parking will come back in May as part of the Maximum vs.		CD	5/28/2012, 8/29/2012, 11/28/12, 1/23/13,	Discussed and reviewed 2006 zoning code. Established build to line. Jeff Speck to report on typology in August.
9/26/2012	Planned Unit Development Overlay Evaluation	City Staff will work with developers to draft and review an ordinance		CD	Jan 2013	Ongoing. 7.13
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	Payday Lending Slated City Council 5.13. Alcohol & Tobacco to Dev. Ongoing.
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.
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. Installation complete. Evaluation 11.13
4/30/2013	NewBo Volleyball			CD		
4/30/2013	Ellis Plan			CD		Ongoing.
5/22/2013	Comprehensive Plan			CD		Ongoing. Fall 2013.

For the Complete Issue Processing Chart, please contact Community Development at (319) 286-5041.



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

To: City Council Development Committee
From: Cedar Rapids Science Center
Subject: Science Center Progress Update
Date: July 24, 2013

Background:

The Cedar Rapids Science Center will present to the development committee a progress update. This update includes next steps for the center including a long term permanent location, refreshed facilities and new programs which will include an adult engagement piece that is unique, exciting, and relevant.

Recommendations:

The Center will be looking for overall recommendations about its plan and next steps as well as some insights into how to garner financial support from the city for this endeavor. The Center is looking to this group for support and guidance before presenting to the entire City Council.

Timeline and Next Steps:

The Center is in process of a feasibility study and procurement of a new location. The Center is in process of efforts and hope to have fundraising complete in the next 15 months.

Norah Hammond
Executive Director



Lindale Mall Suite 410B || 4444 1st Ave NE || Cedar Rapids, IA 52402
(319) 363-STEM (7836) - Phone || (319) 366-4590 - Fax
norah@crsciencecenter.org || www.crsciencecenter.org



Development Services Department
Public Works Building
1211 Sixth Street SW
Cedar Rapids, IA 52404
Telephone: (319) 286-5043

To: City Council Development Committee
From: Vern Zakostelecky through Joe Mailander, Development Services Manager
Subject: Planned Unit Development Projects Update
Date: July 24, 2013

Background:

This memo is to provide an update on land development applications utilizing the City’s new Planned Unit Development (PUD) regulations. City staff will be looking for feedback and direction from the Committee regarding these specific land development applications.

Summary of PUD Applications to Date:

Based on feedback from the Development Committee and City Council, City staff is providing a summary on the applications received under the new PUD Regulations adopted by City Council on May 28, 2013. The following matrix provides a list of applications received and a summary of each:

Project	Summary
Hunter Companies, % Hunter Parks for property at 1201 & 1103 Blairs Ferry Road NE	<ul style="list-style-type: none"> • Rezoning to PUD-1 Zone District for redevelopment of former Nash Finch, Northwestern States & Chicago Central & Pacific railroad property • Approximately 31.4 acres • Request for City financial participation • Processing Timeline: <ul style="list-style-type: none"> - 08/08/13---CPC review - 08/13/13---Motion setting public hearing - 08/27/13---PH & 1st Reading & Eco. Development Agreement - 09/10/13---2nd & 3rd Reading of Ordinance - 09/14/13---Publish in Gazette
Ahmann Investments, LLC for properties at 1320 thru 1338 Ellis Boulevard NW	<ul style="list-style-type: none"> • Rezoning to PUD-2 Zone District for 4-unit & 5-unit residential townhomes • City owned lots • In Ellis Overlay District • IEDA MFNC-5 funding for 4-units • ROOT’s funding for 5-units • Processing Timeline: <ul style="list-style-type: none"> - 08/13/13---Motion setting public hearing - 08/15/13---CPC review - 08/27/13---PH & 1st Reading of Ordinance

	<ul style="list-style-type: none"> - 09/10/13---2nd & 3rd Reading of Ordinance - 09/14/13---Publish in Gazette - 10/01/13---State deadline to start construction
<p>Sharp Investments, LLC for property at 6677 16th Avenue SW</p>	<ul style="list-style-type: none"> • Rezoning to PUD-1 Zone District for redevelopment of the Meadowridge privately owned golf course • Mixed use development including commercial, office, multi-family & single family residential • Approximately 35 acres • To date no request for City incentives outside PUD modifications. • Processing Timeline: <ul style="list-style-type: none"> - 08/29/13---CPC review - 09/10/13---Motion setting public hearing - 09/24/13---PH & 1st Reading of Ordinance - 10/08/13---2nd & 3rd Reading of Ordinance - 10/12/13---Publish in Gazette

Next Steps:

Continue to monitor process and solicit input from development community and general public on what’s working and not working and tweak process where needed.



Community Development Department
City Hall
101 First Street SE
Cedar Rapids, IA 52401-1256
Telephone: (319) 286-5041

To: City Council Development Committee
From: Jennifer Pratt and Thomas Smith through Joe O’Hern, Executive Administrator of Development Services
Subject: North City Gateway Sign
Date: July 24, 2013

Background:

A City task force, the Gateways Advisory Committee, was approved by City Council and assembled in 2011 to assist staff in designing welcome signs for Cedar Rapids. The group worked with data from a survey of over 500 citizens’ design preferences and ultimately approved a concept which was constructed on City-owned property adjacent to I-380 and bordering Lincolnway Park. The sign was installed in spring 2013. Reception to the sign by citizens has been positive, and work continues at the site to improve visibility by:

- Performing additional grading,
- Changing the fencing type, and
- Installing slow-growth, low-maintenance plantings in the area around the sign.

Work will be ongoing over the summer and early fall months to complete the south gateway site.

To continue the momentum of beautification and design projects along the City’s major corridors, staff is in the process of planning a north gateway sign, which would be located just within the City’s borders south of Blairs Ferry Road and north of Highway 100. The sign will greet visitors traveling on southbound 380 into Cedar Rapids. To maintain continuity and further establish an identity for the City, the design that was used for the south gateway sign will be used again. However, the sign will be raised considerably above the fence line and the city skyline silhouette used on the south sign may be changed to reflect a different facet of the city, such as strength in industry or beautiful neighborhoods.

The budget for the gateways project is \$100,000, which was allocated in the FY14 general budget for city beautification.

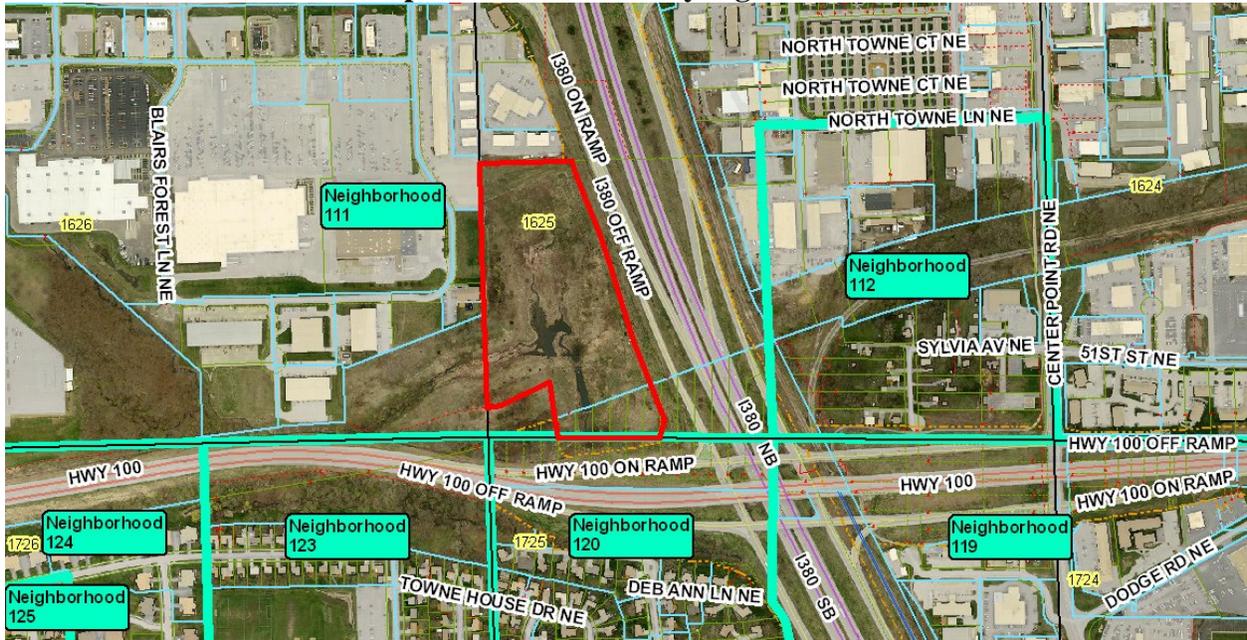
Proposed Next Steps:

Based on feedback from the Development Committee, staff will present a recommendation to City Council asking for approval of (1) the site, (2) the concept, and (3) the proposed timeline for final design and installation of the sign.

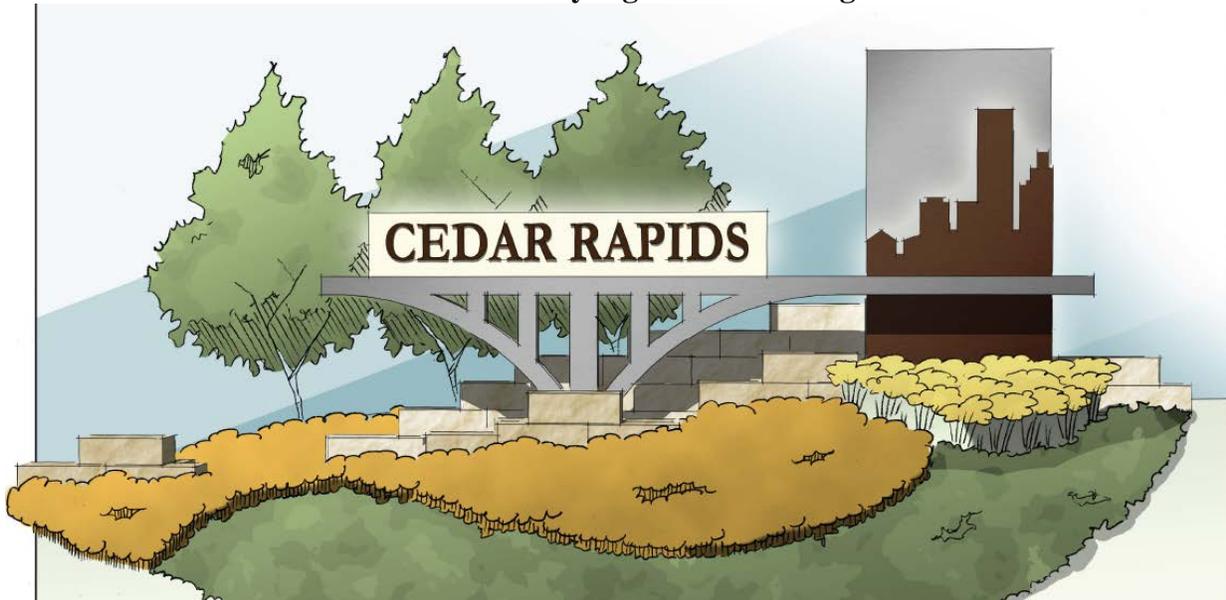
The following is a tentative timeline of next steps:

- | | |
|--------------------|---|
| July 24, 2013 | Discussion and feedback from Development Committee |
| August 13, 2013 | City Council approval of the site, concept and timeline |
| September 2, 2013 | Request for installation bids |
| September 16, 2013 | Review bids; make final selection of contractor |

Proposed North Gateway Sign Location



North Gateway Sign General Design





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 Joe O'Hern, Executive Director of Development Services
Subject: Cedar Rapids Section 8 Housing Choice Voucher (HCV) Program Finance Update
Date: July 24, 2013

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

Background

At the March and April Development Committee meetings, staff shared information about the projected funding cuts to the local Section 8 HCV Program. In response, staff has taken several actions to mitigate an anticipated \$498,786 budgetary shortfall, resulting in terminations of approximately 211 families.

Since April, staff has taken the following preliminary cost saving measures:

- Limited family moves to units and jurisdictions that have equal or lower costs.
- Started processing income increase to reduce the PHA rent share.
- Ceased pulling families from the Section 8 HCV waiting list through the remainder of 2013 or until funding becomes available.
- Terminated families that are no longer eligible for assistance.
- Ceased absorbing and started billing other PHAs for families that come on the program from other communities.
- Reviewed HUD Enterprise Income Verification (EIV) system to address income discrepancies.

On May 24th, staff submitted set-aside applications to the U.S. Department of Housing and Urban Development (HUD) headquarters under the Portability and Shortfall categories to cover the shortfall. Due to high demands for set-aside funding from Section 8 HCV Programs across the nation, staff does not anticipate that any funding provided will fully cover the projected deficit.

Therefore, staff is recommending a resolution go to the August 13th City Council meeting, requesting City Council approve a waiver to HUD for an immediate across the board payment standard reduction from 95% to 90%. This waiver will impact all families on the program by increasing rent by approximately \$20 per family, depending on unit size and other factors. Staff will also recommend a waiver that allows the program to use appropriate utility allowances for families as determined under the PHA subsidy standards, impacting about 200 families.

In addition, staff will also submit a notice of public hearing for October 8th, to consider changes to the Section 8 HCV Program Administrative Plan related to termination for insufficient funding.

Next Steps

Staff will continue to explore options for resolving any budgetary shortfalls to avoid terminating families from the program and mitigate the budgetary shortfall.

Timeline

Action

August 13th

Resolution to City Council

- Submit a waiver to HUD for an immediate across the board payment standard reduction from 95% to 90% - Impacting about 1,200 families (all families) with an average increase of approximately \$20 per family, depending on unit size and other factors.
- To use the appropriate utility allowance for the size of dwelling wavier to family unit size as determined under the PHA subsidy standards – impacting about 200 families.
- Notice of public hearing for October 8th, to consider changes to the Section 8 HCV Program Administrative Plan related to termination for insufficient funding.

September 17th

Send out letters to Tenants about changes.

October 8th

Public Hearing to consider Administrative Plan Changes for terminations.

November 1st

Rent payments will increase by 5% become effective.

Staff will continue to communicate the impact of the shortfall on program administration to families, landlords, and social service agencies.



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 Joe O'Hern, Executive Director of Development Services
Subject: Sign Ordinance Update
Date: July 24, 2013

On July 24th, City Staff will update the Development Committee on the status of the proposed Digital Sign Ordinance and provide a timeline for continued modifications to the Sign Code.

On July 23rd, City Council is anticipated to hold the 2nd and 3rd Readings of the Digital Sign Ordinance.

At the June Development Committee meeting, staff received feedback from the committee on outstanding sign issues. Staff is conducting research on these issues and plans to meet with stakeholders in late July and August.

Staff is proposing the following timeline to return to the Development Committee with options:

Phase I – Staff will discuss these issues with stakeholders in July and August and return with recommendations at the August Development Committee Meeting.

- Sign development standards – options to improve quality of signage in Cedar Rapids.
- Overlay District Review – Review of new signage by DRTAC's
- Permit or Conditional Use process to allow signs which display video

Phase II – Staff will preview these issues with stakeholders in July and August, and continue to conduct research. Staff will provide an update in August and will return with an ordinance in September or October, depending on feedback.

- Size/Height requirements for all signs based on street typology and speed limit
- Improve code to allow more flexibility for directional signage on parcels

Other Issues – Staff will monitor outstanding issues and provide updates to Development Committee as needed.

- Digital signs in residential districts – Other communities regulate separation distance from homes or limit animation at night.
- Off-Premise Directional Signs – Staff will monitor permit requests and provide an update to the Development Committee this winter.



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 Joe O'Hern, Executive Director of Development Services
Subject: Overlay District Options
Date: June 26, 2013

On July 24th City Staff will discuss two issues related to overlay districts:

- Interest by Design Review Technical Advisory Committee (DRTAC) to review sign permits
- Update on the Kingston Village Overlay District

Review of Sign Permits by Overlay Districts:

The members of the Czech-Bohemia Design Review Technical Advisory Committee (DRTAC) have expressed an interest in modifying the existing overlay district regulations to allow for greater review of new signage in the district.

The existing overlay district regulations set the following standards for signage:

- New signage shall respect the size, scale and design of the building to which it is attached, and the buildings of the surrounding District.
- New signage shall not obscure significant architectural details of a historic structure.
- Acceptable forms of signage include signs integrated into or affixed flat against a building facade, wall signs, projecting signs and monument signs. Other types of signage may be considered if compatible with the unique character of the District.

Signage can be reviewed by DRTAC when a building permit or site plan is reviewed. A new sign being constructed would currently not be reviewed by the committee if it wasn't part of a new or expanded building project. The committee is asking that they be allowed to review and provide comment on proposed signage within the district.

Options for Development Committee include:

1. Require DRTAC review and comment for new or expanded signs.
2. Require DRTAC review and comment for all sign permits, including refacing of existing signs.
3. Make no changes at this time.

Recommendation and Next Steps

Staff recommends Option 1, to allow DRTAC to review and comment on all new or expanded signage in the overlay districts.

DRTAC is purely a commenting and recommending body. Review of new signs by DRTAC would provide the opportunity for the neighborhood to make suggestions to an applicant. Ultimately, any sign that meets City Code will be approved by Staff, whether the applicant chooses to incorporate those recommendations into the design or not. Signs not allowed in the district would require a variance, which includes DRTAC review.

The table below provides an overview of the options.

Permit Type	Option 1	Option 2	Option 3
Refacing of existing sign of any type	No Review	DRTAC reviews and provides recommendations Adds up to 5 business days to permit – staff approves all signs which meet Code	No Review
Construction or expansion of sign permitted by Code	DRTAC reviews and provides recommendations Adds up to 5 business days to permit – staff approves all signs which meet Code	DRTAC reviews and provides recommendations Adds up to 5 business days to permit – staff approves all signs which meet Code	No Review
Construction of a sign requiring a variance	No change from current practice. Variance process is 30-60 days. DRTAC reviews variance request and provides recommendation to Board of Adjustment		

Staff will incorporate the recommendation of the Development Committee into the ordinance establishing an overlay district in Kingston Village. In August staff will preview the sign review recommendation with stakeholders from sign companies as part of Sign Code update meetings.

Kingston Overlay District Update:

The City will hold a meeting on July 29th at 3:00 p.m. in the Police Department Briefing Room to discuss the formation of an overlay district for Kingston Village. Feedback from this meeting will be used to draft recommendations for the Kingston Village Overlay District.

Staff has met with the Czech Bohemia Overlay District DRTAC to discuss the establishment of an additional overlay district and impacts on staffing and resources. The Ellis Boulevard Overlay District has yet to meet, but will likely review cases related to Multi-Family New Construction Grants in the coming weeks.

Based on feedback from the Czech Bohemia DRTAC, staff is recommending the following for continued expansion of overlay districts:

- Maintain a standard meeting time for all overlay districts (currently 4:00 pm on Monday)
- When cases from multiple overlay districts occur, meetings will be held jointly, with cases taken in order received and reviewed by the appropriate committee.
- Technical expert members may sit on multiple committees.
- Staff will monitor the case load and return to the Development Committee in the future should issues arise.

Staff will return on August 28th with recommendations for the Kingston Village Overlay District.