

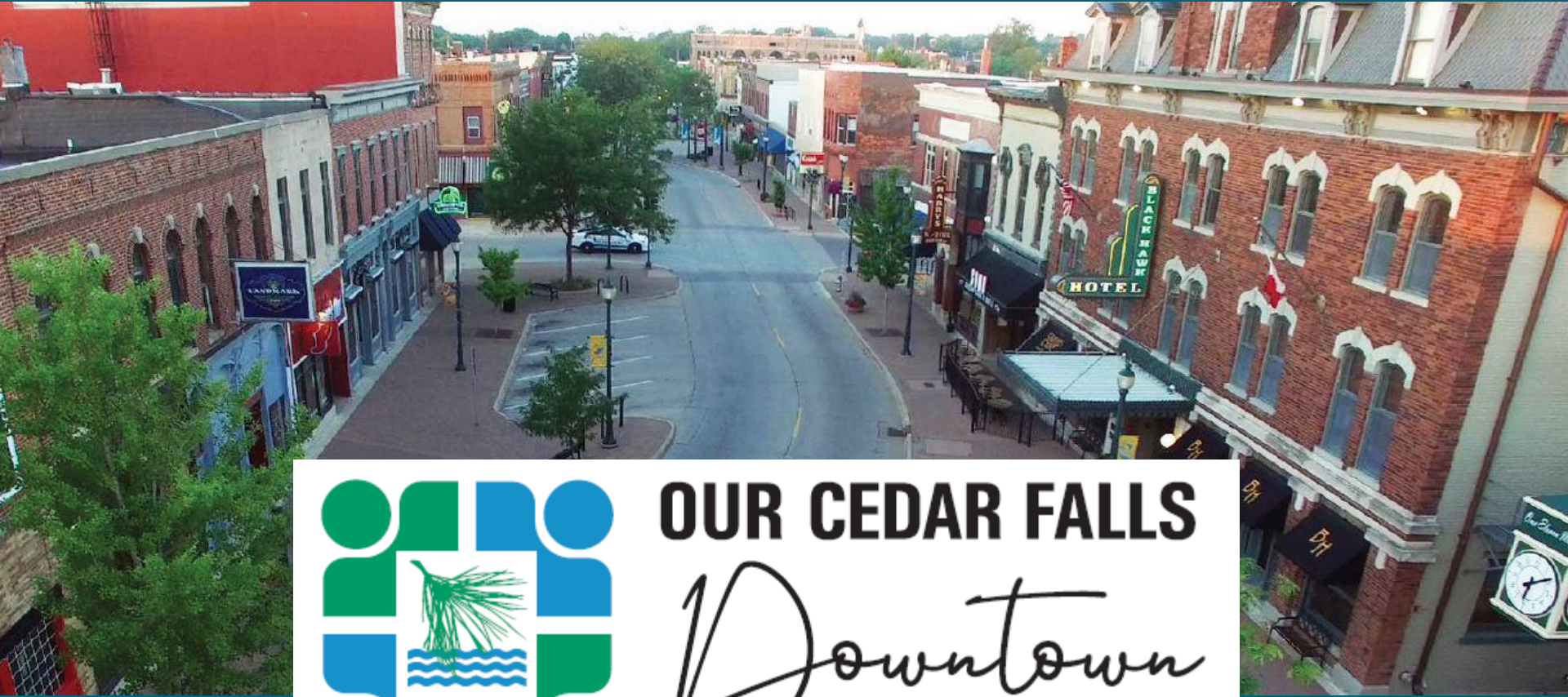


**AGENDA**  
**CITY OF CEDAR FALLS, IOWA**  
**CITY COUNCIL WORK SESSION**  
**MONDAY, APRIL 01, 2019**  
**5:00 PM AT CITY HALL-DUKE YOUNG ROOM**

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1. Call to Order by the Mayor.
- [2.](#) Downtown Visioning Project Priority Setting.
3. Adjournment.

# City Council – Project Priorities



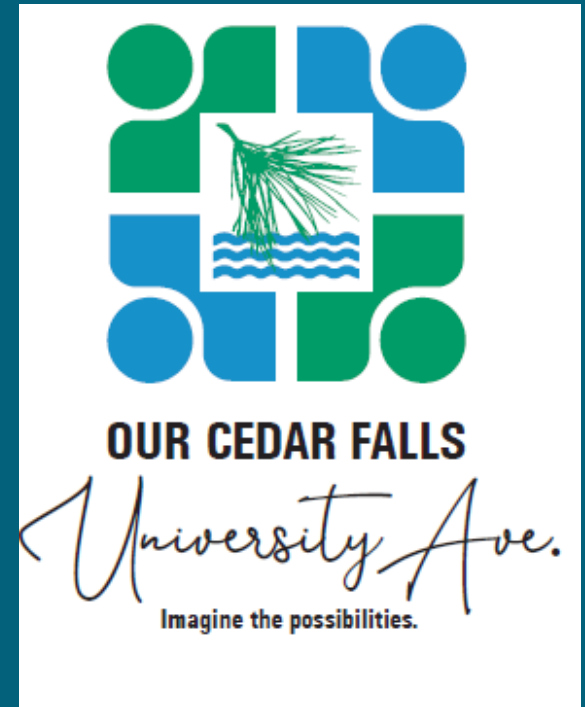
**OUR CEDAR FALLS**  
*Downtown*  
Imagine the possibilities!

# Introducing the Consultant Team

- Ferrell Madden
  - Mary Madden
  - Geoffrey Ferrell
- Community ReCode
  - Elizabeth Garvin
- Common Ground
  - Keith Covington

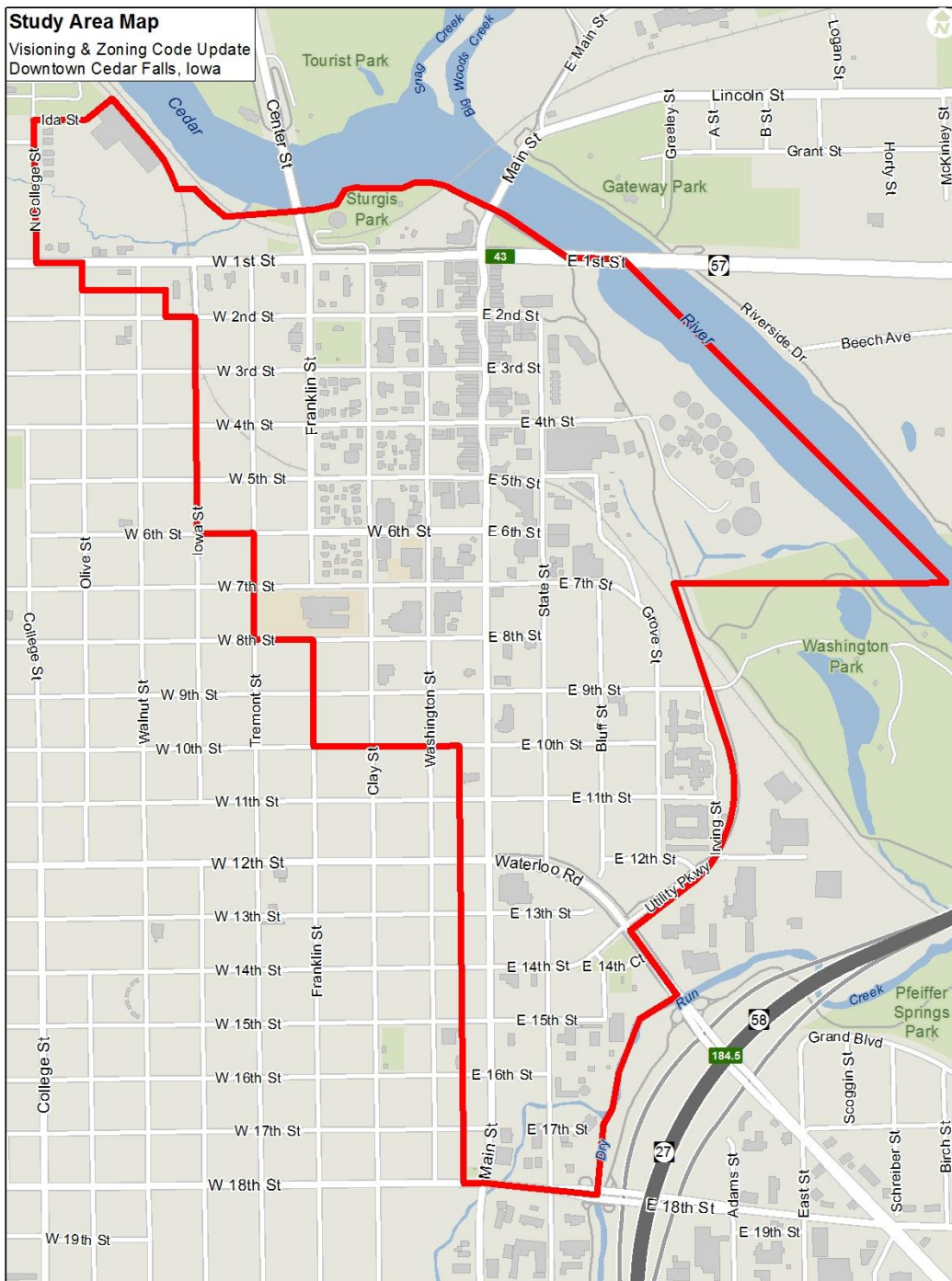


# “Our Cedar Falls – Imagine the Possibilities”



## Study Area Map

Visioning & Zoning Code Update  
Downtown Cedar Falls, Iowa



# Study Area

- Cedar Falls Downtown District
- Surrounding neighborhoods to the west and south
- All areas immediately surrounding downtown that are zoned Commercial or High Density Residential
- Study area includes areas where existing zoning allows development that is very different than what exists today.
- What is the community's vision for these areas? How does the zoning need to change to realize that vision? How to transition from CBD to residential neighborhoods?

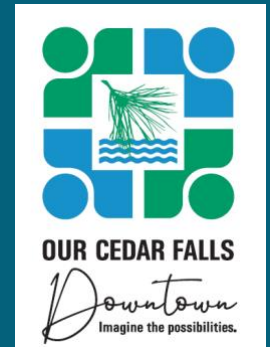


## Project Steps

1. City Council Priority-setting
  1. Public Kick-Off Workshop
    - April 2 – 6-8 PM
    - Cedar Falls Community Center
    - Stakeholder Meetings
  2. Downtown Design Charrette
    - May 31-June 6
  3. Public Review of Draft Vision Plan
    - Planning & Zoning Commission
    - City Council
  4. Adoption of Vision Plan
  5. Drafting Zoning Code to Implement the Vision
  6. Public Review of Draft Code
  7. Adoption of New Zoning

Interactive Website: [OurCedarFalls.com](http://OurCedarFalls.com)

# Purpose of Priority-Setting



- Establish over-arching priorities to guide the project.
- These priorities will create a touchstone when there are requests to shift direction or focus.
- The priorities established today are not intended to pre-determine the vision.
- The priorities established today are not intended to pre-empt or substitute for community input.

# Acknowledgements



- There may not be total agreement on all the priorities we discuss this evening.
- There is nothing wrong with a difference of opinion.
- Discuss each priority individually with a motion on each one.



# Recommended priorities



1. Create a thoughtful vision plan to manage change in the community over time
  - Reflect on the past, consider the present, look to the future
  - Respect the rich history and culture of Downtown Cedar Falls

# Recommended priorities



2. Vision will be based on broad community input, gathered through a robust community outreach process
  - Re-affirm ongoing community efforts and explore new ideas.

# Recommended priorities



3. Create a safe and welcoming process to explore new ideas.

# Recommended priorities



4. Take into account market realities and changing demographics for all types of development.
  - Future Technology needs
  - Future Transportation needs
  - Future Housing needs

# Recommended priorities



5. Build on our success! Maintain/foster a unique sense of place.
  - Historic mainstreet character
  - Pedestrian-oriented Design
  - Explore the desired character of other streets (State Street, Washington Street, Clay Street, etc.)

# Recommended priorities



6. Encourage economic development based on the adopted vision
  - Maintain/enhance existing properties
  - Encourage new development
  - Invest in public infrastructure to support the vision
  - Tailor financial incentives and economic development grants to support projects that further public goals, provide elements of community benefit, or demonstrate exceptional design

# Recommended priorities



7. Establish clear and objective zoning standards to achieve the adopted community vision.