

AGENDA CITY OF CEDAR FALLS, IOWA COMMITTEE OF THE WHOLE MEETING MONDAY, DECEMBER 07, 2020 5:20 PM AT CITY HALL VIA VIDEO CONFERENCE

To protect against the spread of the COVID-19, the meeting will be held via video conference. The public may access/participate in the meeting in the following ways:

- a) By dialing the phone number +13126266799 or +19292056099 or +12532158782 or +13017158592 or
- +13462487799 or +16699006833 and when prompted, enter the meeting ID (access code) 962 7287 1738.
- b) iPhone one-tap: +13126266799,,96272871738# or +19292056099,,96272871738#
- c) Join via smartphone or computer using this link: https://zoom.us/i/96272871738.
- d) View the live stream on Channel 15 YouTube using this link: https://www.youtube.com/channel/UCCzeig5nIS-dIEYisqah1uQ (view only).
- e) Watch on Cedar Falls Cable Channel 15 (view only).

To request to speak when allowed on the agenda, participants must click "Raise Hand" if connected by smartphone or computer, or press *9 if connected by telephone. All participants will be muted by the presiding officer when not actually speaking.

Call to Order by the Mayor

- Grow Cedar Valley Update.
 (20 Minutes)
- 2. Annual Report of Cedar Falls Public Library. (30 Minutes)
- 3. Subdivision Code Amendment: Final Plat Phasing. (20 Minutes)
- Zoning Code Amendment: Adaptive Re-Use of Institutional Buildings in Residential Zones.
 (20 Minutes)



Cedar Falls City Council Work Session – December 7, 2020

Cary Darrah CEO

Lisa Skubal Vice President, Economic Development

Aaron Jarnagin
Director of Marketing

Chris Fereday Grow Cedar Valley, Board Chair

Agenda

Opening Remarks
 External Marketing & Business Growth
 Live the Valley
 Closing Remarks
 Darrah

Cedar Falls City Council Update

JUNE 2020 - OCTOBER 2020



Grow Cedar Valley 360 Westfield Ave., Ste 200 Waterloo, IA 50701 319/232.1156 www.growcedarvalley.com

www.growcedarvalley.com
Cary Darrah, President & CEO
cary@growcedarvalley.com



Cedar Falls Economic Development Results

A fundamental part of economic development work is to attract new businesses and support existing business to diversify the economy and reduce the region's vulnerability. Grow Cedar Valley works very closely with the City's economic development staff and many other public and private partners with these collaborative efforts.

Marketing

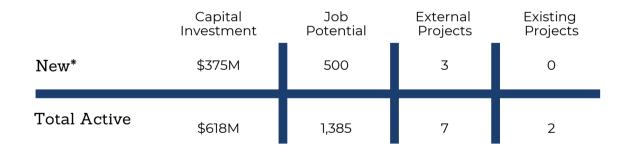
Site Selection E-Newsletter

Emailed development updates on the Cedar Falls and the Cedar Valley economy to 169 site selection consultants. Grow Cedar Valley and the Cedar Valley Regional Partnership have ongoing relationships with these consultants or they have submitted project proposals in the past.

Other Economic Development Services

- Pushed out PC Magazine's ranking of Cedar Falls Utilities high speed internet through Grow Cedar Valley's national media platforms.
 - The article was read hundreds of times from users in 31 states across the country.
- Prepared and provided a list of agriculture and related businesses to the Consulate of Kosovo to support the City of Cedar Falls' sister city program.

Opportunities/Projects



*Includes new projects occurring between the months of May 15 through October 31, 2020; some projects occurring during this timeline include those that may have eliminated Waterloo during that same period.

Note: Job Potential and Capital Investment won't correlate; some projects don't provide both or either figure. Information available depends on the project's stage; some projects are more advanced than others.

3 New Projects









Cedar Falls Economic Development Results Cont.

Existing Business Services to Cedar Falls Companies



Requests include workforce, incentives, land, city services, project assistance and referral assistance.



These visits include discussion on expansion/retention and/or barriers such as workforce.

Black Hawk County

Airport Advocacy

Grow Cedar Valley Air Service Working Group's goal is to assist the Waterloo Airport Board to maximize the economic benefit of the Regional Airport for the Cedar Valley. The working group's primary goal is to facilitate improvements in commercial air service at the Airport. Group members include private and public partners from across the Cedar Valley who have a strong interest in further growing and developing the Regional Airport.

The Air Service working group supported the Director's retention of an air service consultant including a visit with American Airlines to strengthen the relationship. The workgroup created a funding stream for raising money through CFNEIA to sustain the airline consultant's contract.

In collaboration with the Airport Director and his Board, the Grow Cedar Valley Air Service Working group is working on helping the airport with marketing initiatives.

- Volaire Aviation continues to be retained for on-going support of air service retention and development efforts using privately raised funds.
- An ALO marketing committee was formed and is currently working on the following items:
 - Outbound passenger survey
 - Website and branding redevelopment
 - Marketing plan for next six to nine months and relationship with Advance
 Aviation, a full service marketing company for small and medium sized airports
 - Loyalty program



Talent Attraction

Problem Meets Opportunity

In this time of continued uncertainty, there is one thing that remains certain. It is that the competition for high quality talent remains highly competitive, but the landscape continues to shift in our favor; people and families leaving "superstar cities" for "secondary cities".

Is COVID-19 the tipping point in the livability crisis?

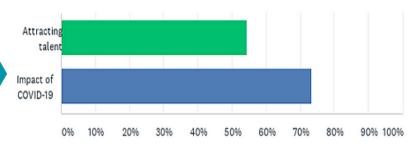
Laura Rowley Special to the Register

Published 6:00 a.m. CT Jun. 28, 2020

From this Des Moines Register article, "As millennials move into their child-raising years, they face a staggering surge in real estate prices, health care premiums and deductibles, child care costs, and student loan debt. At the same time, they have lower earnings, fewer assets and less wealth than earlier generations at the same age, according to a Federal Reserve study."

In a legislative survey completed by the Grow Cedar Valley legislative affairs team, talent attraction remains a priority for the majority of the 67 companies who completed the survey.

Continued Need



Results taken from Grow Cedar Valley's 2020 Legislative Survey.

Partnerships

This Is Iowa

This year, Live the Valley partnered with the Iowa Economic Development Authority (IEDA) on This Is Iowa, Iowa's talent attraction campaign. A video was produced highlighting the Cedar Valley, its amenities, Iow cost of living, and beautiful communities.

The video was promoted in the This Is Iowa campaign and was shared by KCCI. It was viewed by over 62,000 people!

Use your phone camera to scan the QR code to the right to watch the full video.





Talent Attraction Cont.

Partnerships Cont.

Live the Valley Magazine

Grow Cedar Valley partnered with The Courier on the brand new 2020 Live the Valley publication. This publication serves as an outreach tool for the Cedar Valley. It will be delivered to hotels, restaurants, and other cultural centers. It also is used by businesses when sending recruitment information to job candidates.

The first edition was released in 2018 with 3,000 printed copies and in a digital format. We ran out of copies mid-2019 and moved our schedule up to publish a second edition.

The second edition was recently published and is available digitally and will have 5,000 printed copies.

Use your phone camera to scan the QR code on the right to view the digital version of the publication.

Impact of Live the Valley

Cedar Valley Brand Awareness

Since launch in Summer of 2018, Live the Valley has reached over 2.5M people* and the website has been viewed over 131K times.

For the period of July 1, 2020 to current we reached over 409K and brought over 16.7K to our website. These numbers are lower as we pulled back a lot of the advertising as COVID-19 was becoming more prevalent. We are now back into the rhythm of creating content and ensuring that the Cedar Valley message is shared throughout the country.

*Reach is a measure of total unique impressions of paid, earned, and/or organic advertising of content promoted and/or displayed on the internet.

Results By the Numbers



2.5M+ People Reached



131K+ Website Views



1.1K+ Talent Leads





Talent Attraction Cont.

Impact of Live the Valley Cont.

Talent Leads



The dip is a result of pausing the newsletter in April, 2020.

One of the main key performance indicators that Live the Valley monitors is job leads.

This indicator comes from a job notification newsletter that is sent to individuals who sign up through the Live the Valley website.

This newsletter was launched in January of 2019. Since then over 1,130 people have signed up to receive job information for the Cedar Valley with 52% of those from outside of the Cedar Valley. Our goal is to maximize the exposure of open positions to audiences within the Cedar Valley and externally.



Workforce Growth & Development

Workfroce Development, COVID-19 & Beyond

COVID-19

Due to the continued and devastating effects of the COVID-19 global pandemic, Grow Cedar Valley has implemented and deployed a robust and constantly updated resource page designed to provide critical workforce resources as well as community news and updates. View this page at www.GrowCedarValley.com/COVID-19.

The process uses best practices while leveraging our resources to uplift businesses in Cedar Falls. Grow Cedar Valley also participates in multiple initiatives aimed at empowering our most marginalized communities hit the hardest by this pandemic.

This includes our partnership with the 24/7 Black Leadership Advancement Consortium and the Minority Businesses and Entrepreneur Accelerator Program and Venture School. This first cohort has enrolled 14 minority owned businesses. This partnership includes UNI's John Pappajohn Center, Waterloo Community School District, Red Cedar, among others.



Business Support

Community Tours

As a service, Grow Cedar Valley helps Cedar Falls area businesses by providing custom tours of the city to help new comers and/or prospects and their families become acclimated to the area. These are usually high earning positions. We provided these services to two new medical professionals since June.

Technical Assistance

Grow Cedar Valley meets with and provides specific technical assistance to our area businesses. This includes helping business attract new talent and develop their current workforce. We also help companies and organizations develop and implement diversity, equity and inclusion plans to create a more inclusive workforce environment.

Community Engagement

Grow Cedar Valley actively seeks speaking opportunities to engage and inform the community on current and future workforce efforts. We presented to the Waverly Exchange Club, providing an update on region wide equity initiatives as well as best practices for inclusion. We also presented at Congresswoman Abby Finkenauer's Cedar Valley Community Resource Call where we spoke about the future of workforce trends in the Cedar Valley including the future of industry 4.0 in the Cedar Falls area.

Quality Pre-Apprenticeship Program

This new and highly innovative program will set the Cedar Valley apart as a leader in early workforce development. This initiative is currently being built around assembly training and is a major collaboration amongst John Deere, the Waterloo Community School District, Hawkeye Community College and area manufacturing companies. There will be 8-12 students participating in this pilot but will eventually be scaled to 30 students per semester.

9



Workplace Equity

Black Hawk County Equity Initiative

Grow Cedar Valley participates as a partner in this community wide initiative focusing on the health of Black Hawk County led by the Black Hawk County Health Department. Since this project started in 2019, there have been twelve community stakeholder meetings. These meetings were facilitated by Engaging Inquiry, a highly regarded national consulting firm on this subject. This initiative has allowed the stakeholders to gain clarity and find leverage so that we can act strategically regarding disparity in the community and how workforce equity relates to that disparity.

Cedar Valley Non-Profit Anti-Racism Initiative

Grow Cedar Valley partners in this initiative which is addressing the function of non-profits in addressing racism in the community. This includes how and where resources are spent and how other non-profits meet to collaborate.

Economic Inclusion

Economic Inclusion Network

Grow Cedar Valley's Economic Inclusion Network meets monthly to convene business leaders and other stakeholders to develop Economic Inclusion employment strategies and featuring work being done by other partners.



This network serves as a catalyst, partner, and, resource for inclusion in the workplace. The network averages 20-30 participants monthly with a feature partner presenting at each meeting.

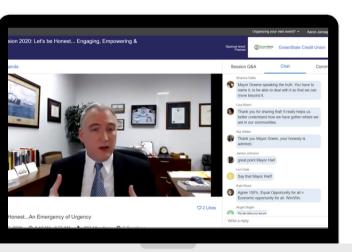


Economic Inclusion Cont.

Economic Inclusion Conference

The Economic Inclusion Conference is Iowa's premier conference on Diversity, Equity and, Inclusion. This joint conference is between the University of Northern Iowa and Grow Cedar Valley and is made possible with tremendous collaboration of other area stakeholders and organizations.

This year, as part of our COVID-19 response, we modified the program to accommodate safe practices. We used a virtual platform and hosted the event over two days in place of the one day originally planned. We are happy to say that we experienced the highest turnout to date. Over 380 participants registered representing employers, employees, educators and other community leaders.



In the preview on the left. Mayor Green presented an abstract of title for Cedar Falls from 1946. There are a number of lots in the abstract that are near Waterloo Rd.

Item 8 of the abstract states that, "No part of the premises herein platted shall be sold, leased to, owned or occupied by any person or persons other than persons of the Caucasian race..."

Innovation

Launch Camp

LaunchCamp 2020 was an all-day virtual event packed with conversations and fireside chats from some of the most recognized entrepreneurs around lowa.

This event was hosted in partnership with Grow Cedar Valley, Hawkeye Community College, the University of Northern Iowa, Pixel Labs, and Red Cedar.



Speakers like Marc Reifenrath of Spinutech shared how they identified problems and created solutions. Over 150 people attended virtually.

Watch the recording at www.launchcamp.io/



Keeping Up With COVID-19

Webinars

Grow Cedar Valley continues to host informative webinars through COVID-19.

These webinars have been viewed over 13,600+ times and touch on topics, such as, Digital Marketing, Tax Information, Childcare, and much more.



Town Hall Meetings

Grow Cedar Valley also continues to host virtual town hall meetings. The meeting invitations are sent to leaders in community and business all across the Cedar Valley. Attendance consistenly reaches above 60 and attendees have the opportunity to ask questions.

Here is a list of the town hall meeting that have been hosted this year:

6/30/2020 - Post Legislative Town Hall Meeting 7/9/2020 - Black Hawk County Health Department 7/23/2020 - Returning to School 8/11/2020 - Higher Education 10/27/2020 - Cedar Falls Police Chief 10/30/2020 - Black Hawk County Health Department

Added Benefits

Other Services to the City of Cedar Falls



Jobs posted by the City of Cedar Falls on the Grow Cedar Valley job board over last 12 months with 2,179 direct views



Ribbon Cuttings for Cedar Falls Businesses



times the City's directory listing was accessed on the Grow Cedar Valley website (over the last 12 months)



2020 Annual Awards

Grow Cedar Valley's Annual Award Recognition was September 22 hosted by KWWL on Channel CW7 and followed on Mediacom channel 819, Direct TV channel 8, Dish Network channel 20, CFU channel 403, and Waverly Utilities channel 3.



Economic Inclusion Award Friendship Village

Cedar Valley Partner Award Allen College/UnityPoint Health

Cedar Valley Innovation Award
POS Professional Office Services

John Deere Treating Capital Well Award Holiday Inn Suites/Bien Venu Event Center/Open Door Hospitality

Cedar Valley Business of the Year (1-50 FTE's) ISG

Cedar Valley Business of the Year (51+ FTE's) Crystal Distribution Services

Cedar Valley Business Leader Award Milt Dakovich, Aspro, Inc.

Legacy Award Tim Hurley

Government Affairs & Advocacy

Grow Cedar Valley staff attends Cedar Falls Council Meetings on a regular basis.

When warranted, Grow Cedar Valley representatives have spoken in support of various economic and community development projects that are beneficial to the economic growth and the business community in Cedar Falls.

Recent events included:

6/30/2020 - Post Legislative Session Town Hall (43 attended)

10/2/2020 - Election Preview (72 attended)

11/13/2020 - Recap of the 2020 Election (43 attended)



DECEMBER 2020

FY20 Annual Report of the Cedar Falls Public Library



524 Main Street Cedar Falls, Iowa https://cedarfallslibrary.org/

Kelly Stern, Library Director

Board of Trustees

Gretchen Behm

Charlie Blair-Broeker James Kenyon

Katelyn Browne

Seth Chadwick

Molly Cormaney

Reg Green

Cynthia Snell, Secretary

Michael Sulentic, President

Statistics at a Glance: FY20

TOTAL USE OF COLLECTION:

387,166

Circulation of physical & downloadable items + successful retrieval of electronic information; down 26%

TOTAL CIRCULATION OF PHYSICAL & DOWNLOADABLE MATERIALS: 374,418

97% of total collection use

TOTAL PHYSICAL VOLUMES HELD, END OF YEAR: **121,756**

TURNOVER RATE: 2.8

Annual number of circulations per item

TOTAL PHYSICAL CIRCULATION: 320,875

TOTAL CIRCULATION OF E-BOOKS: **35,288**

Statistics at a Glance: FY20

65% OF TOTAL CIRCULATION OF BOOKS IS YOUTH AND YOUNG ADULT

TOTAL NUMBER OF REGISTERED USERS: 39,176

5% increase

NUMBER OF CHILDREN
REGISTERED FOR SUMMER
LIBRARY PROGRAM: 454
NUMBER OF TEENS: 66
NUMBER OF ADULTS: 212

TOTAL DOOR COUNT: **156,545**

TOTAL MEETING ROOM USES: 441

86 VOLUNTEERS WORKING **2684** HOURS

Statistics at a Glance: FY20

REFERENCE TRANSACTIONS: 14,286

PUBLIC INTERNET COMPUTER USES: 16,378

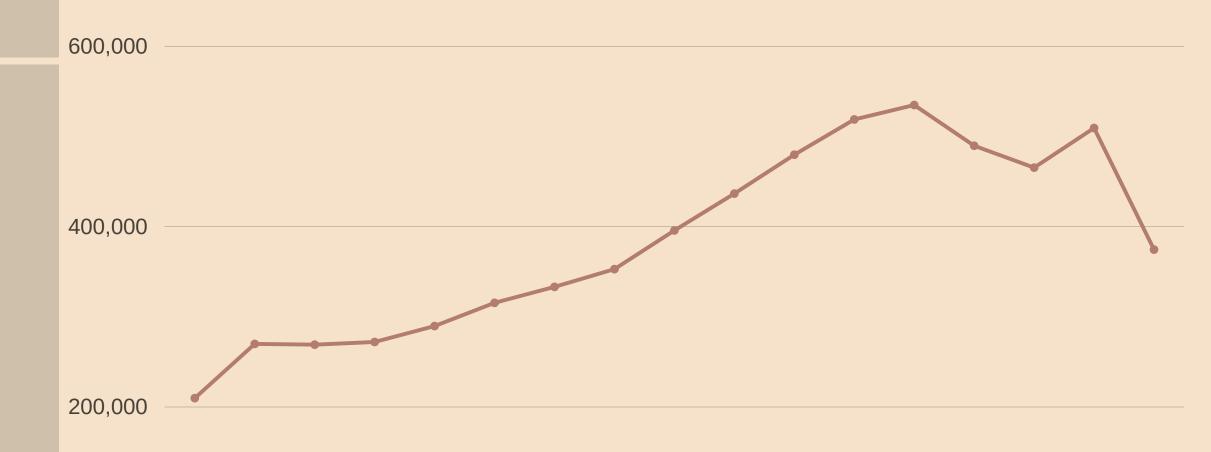
NUMBER OF WI-FI SESSIONS: 1,285,868*

*Method of reporting changed in FY20

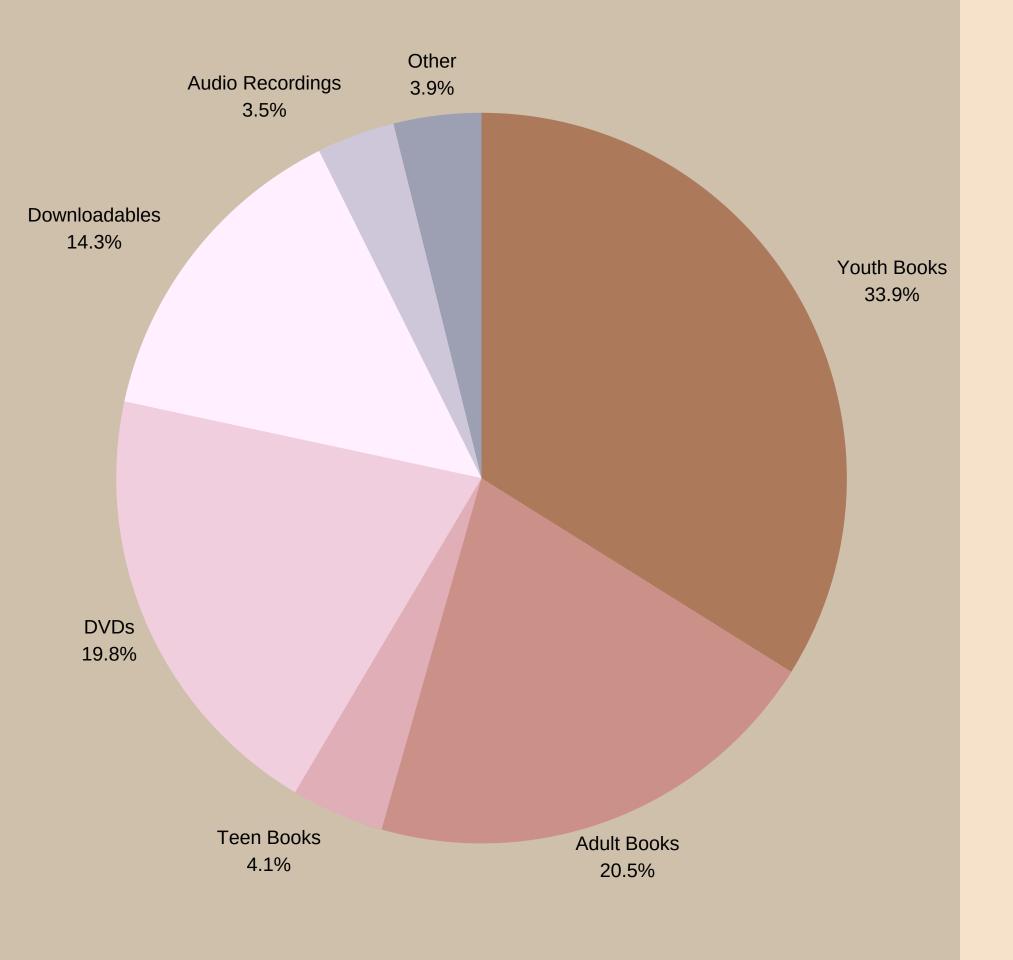
Circulation Comparisons

FY20: 374,418

FY04	209,608		
FY05	269,786		
FY06	268,963		
FY07	271,929		
FY08	289,606		
FY09	315,371		
FY10	333,068		
FY11	352,758		
FY12	395,690		
FY13	436,570		
FY14	479,721		
FY15	518,845		
FY16	534,856		
FY17	489,691		
FY18	465,381		
FY19	509,378		



FY04 FY05 FY06 FY07 FY08 FY09 FY10 FY11 FY12 FY13 FY14 FY15 FY16 FY17 FY18 FY19 FY20



Circulation by Format

Circulation Trends FY20

DVD and audio circulation declining, presumably the result of increased use of streaming services

"Other" category increasing in breadth, size of collections, and use











"Other" category

Library of Things
Seed library and garden tools
Board games



Fiscal Year	Number of Sessions	Per Capita
FY20	*1,302,246 (98.7% wi-fi)	33.16
FY19	39,405 (35% wi-fi)	1.00
FY18	47,951 (35% wi-fi)	1.22
FY17	56,973 (46%wi-fi)	1.45
FY16	60,153 (40% wi-fi)	1.53
FY15	52,911 (34% wi-fi)	1.35
FY14	52,044 (24% wi-fi)	1.32
FY13	51,595	1.31
FY12	53,434	1.36
FY11	53,336	1.35

*Method of reporting changed in FY20

Public Access Computers

Fiscal Year	Number of Visitors	Per Capita
FY20	156,545	3.98
FY19	216,191	5.51
FY18	225,083	5.73
FY17	241,482	6.15
FY16	247,406	6.30
FY15	243,635	6.20
FY14	245,949	6.26
FY13	241,641	6.15
FY12	243,779	6.20
FY11	266,944	6.79

Number of Visitors





Phased reopening plan

No-contact curbside service

Library materials
quarantined before
reshelving

Increased cleaning, hand sanitizer and disinfectant wipes available throughout the building









Virtual library programs

Book clubs for youth, teens, and adults, storytime, author talks, virtual art programs, writing programs, trivia, history lectures, cultural literacy programs

Outdoor programs during the summer with partner organizations

FUNDING FOR PROGRAMS PROVIDED BY
FRIENDS OF THE CEDAR FALLS PUBLIC
LIBRARY; CEDAR FALLS COMMUNITY
FOUNDATION, ROBERT AND SHIRLEY
BERG FUND AND KATHRYN RAY FUND
FOR USE BY THE LIBRARY

Thank you so much for providing the toddler crafts. We love doing them together. Thank you for all you do for our community. We are so thankful for our library!



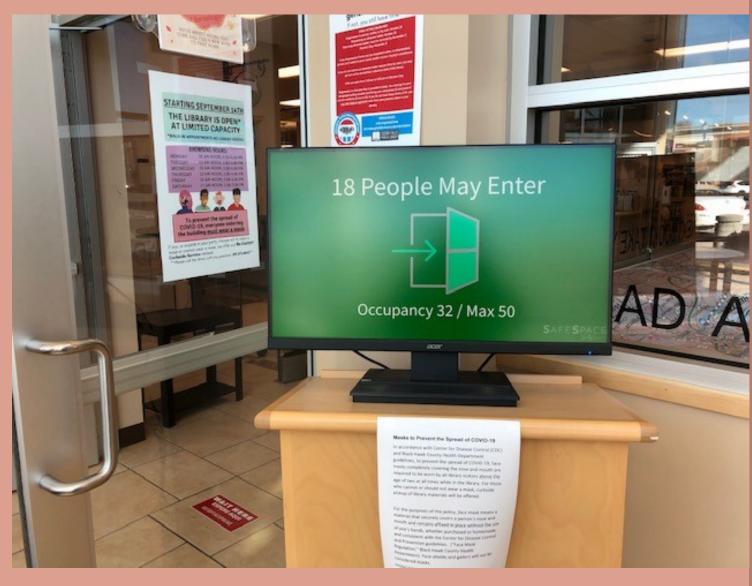






Take-and-make kits for all ages





Browsing hours with limited capacity





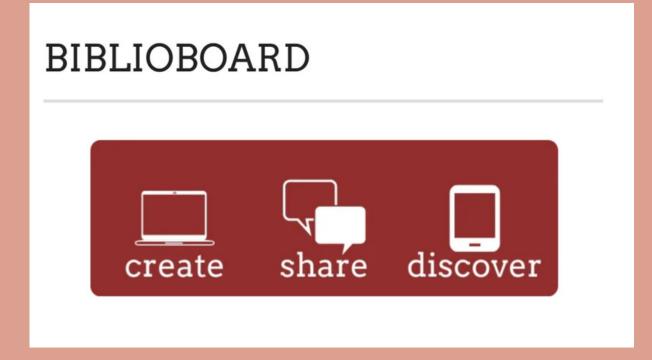


Masks required in the building

Book Nook open during browsing hours







Expanding e-materials collections

Expanding virtual services

Other Key Highlights of FY20

- FINE FREE
- TIER 3 RE-ACCREDITATION
- LIBRARY STRATEGIC PLAN

Waterloo, Cedar Falls libraries scrap fines on overdue materials

COURIER STAFF Dec 25, 2019 Updated Jan 28, 2020 🔩 0



The newly renamed Friends Used Book Shop has opened at the Waterloo Public Library in Waterloo, lowa. Tuesday, Nov. 25. 2014. The store, which raises funds for the library, is staffed entirely by volunteers and stocked completely with donations or withdrawn library materials.

BRANDON POLLOCK / Courier Staff Photographer



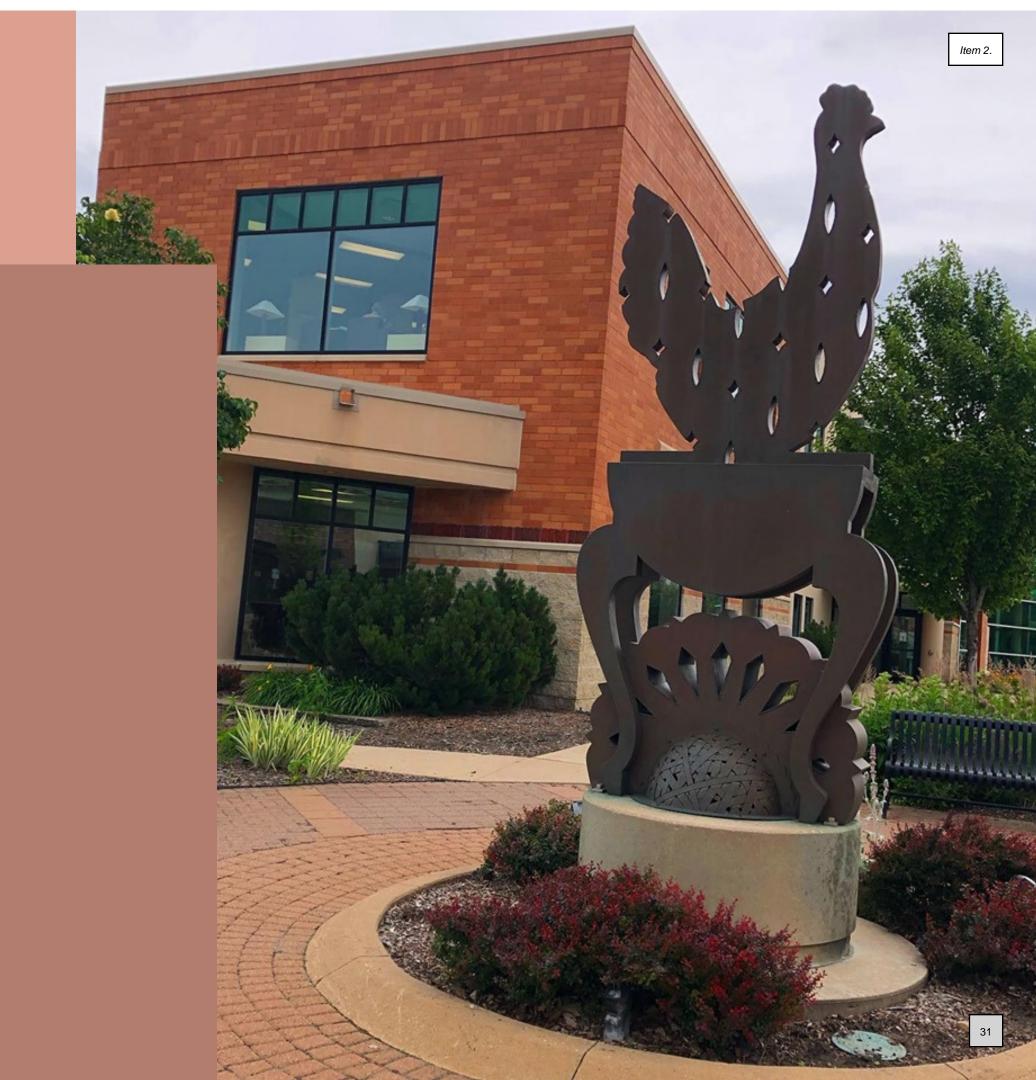
What's Next @ CFPL?

CIP CARPET PROJECT

LIBRARY BRANDING

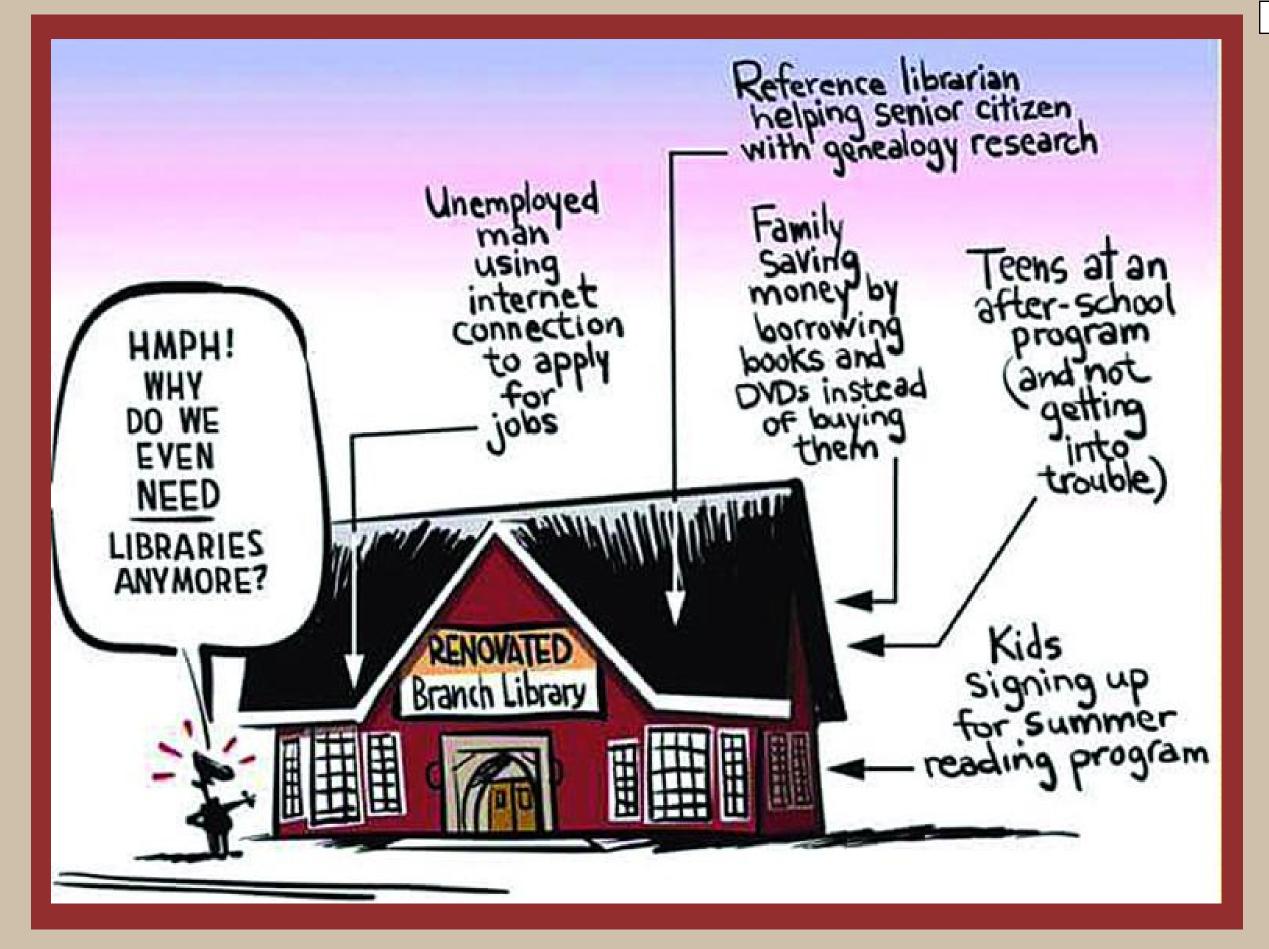
CONTINUED PURPOSEFUL,
MULTIGENERATIONAL PROGRAMMING

CONTINUED INCREASE IN COMMUNITY CONNECTIONS AND COLLABORATIONS



Thank you!

QUESTIONS?



By Chris Obrion for the Roanoke Times, https://www.roanoke.com/opinion/commentary/ramsey-libraries-are-a-symbol-of-the-common-good/article_ca283049-ea6e-5b60-bae5-073e9a60af3d.html



DEPARTMENT OF COMMUNITY DEVELOPMENT

City of Cedar Falls 220 Clay Street Cedar Falls, Iowa 50613 Phone: 319-273-8606 Fax: 319-273-8610

www.cedarfalls.com

MEMORANDUM Planning & Community Services Division

TO: Honorable Mayor Robert M. Green and City Council

FROM: Karen Howard, AICP, Planning & Community Services Manager

DATE: December 3, 2020

SUBJECT: Subdivision Code Text Amendment – Final plat phasing (TA20-001)

BACKGROUND

When a property owner desires to divide their land into two or more developable parcels a platting process is required. The preliminary plat is intended to show the layout of streets, blocks and lots and indicate how public improvements will be extended to serve the new lots created with the subdivision. It also identifies any sensitive environmental features that should be preserved and how the new development will be integrated into the larger community of neighborhoods according to the City's Comprehensive Plan. To provide a good understanding how the new development will connect with surrounding neighborhoods and be designed in a manner that will protect the interests of all current and future property owners, the City's subdivision code requires that the preliminary plat include the total contiguous land holdings of the owner (Sec.20-58).

Per both lowa Code and our local subdivision ordinance, it is the obligation of the owner/developer to design and construct all the public improvements necessary to support the development of homes or other types of buildings on the newly created lots, including all streets, stormwater management facilities, sanitary sewer and water distribution systems, sidewalks and trails, and to provide for the extension of other utilities and communications systems. The cost of these improvements is then incorporated into the price of the lots made available for sale with the final platting of the property. Based on the anticipated pace of development in the community, the developer may want to develop the subdivision in phases, particularly if the preliminary platted area contains more lots than can be absorbed (sold) within the developer's anticipated timeline.

STATEMENT OF THE PROBLEM

The subdivision code does not currently include a requirement for submittal of a subdivision phasing plan or specific rules regarding final plat phasing. While City staff request a development phasing plan with the preliminary plat, it has been largely up to the developer to determine how the subdivision develops over time. This practice has resulted in some critical street connections remaining unfinished in certain areas of the community. One recent example is in the Prairie Winds and Prairie West subdivisions where the final critical segments of both Ashworth Drive and Ironwood Drive have not been constructed, even though the majority of these subdivisions have been built out with new homes. This incomplete street network has

forced a significant amount of traffic to Aldrich Elementary School onto Erik Road. In addition, without a direct connection to Greenhill Road via Ironwood, all commuter traffic to and from these neighborhoods have to use either Erik Road or the one block segment of Harriet Lane, which was never intended to carry a significant traffic load.

Poorly planned subdivision phasing, particularly when combined with excessively long block lengths and few connections between subdivisions create a very inefficient street network. Poorly planned subdivision phasing and lack of street connectivity within and between subdivisions have both short term and long term costs to the community in the form of increased commute times, increased traffic speeds, increased traffic congestion, safety concerns for children along walking routes to school, increased emergency response times, and inefficient routes for utilities, refuse pick-up and snowplowing.

DISCUSSION OF SOLUTIONS

At their August 12th, August 26th, and October 28th meetings, the Planning and Zoning Commission discussed staff's recommended subdivision code text amendments to establish a formal requirement for submittal of a subdivision phasing plan at the preliminary plat stage and to establish a standard for final plat phasing that ensures that critical infrastructure connections occur in a timely manner and prior to less critical areas of a subdivision. The proposed standard will give flexibility to the developer to propose phasing that meets the pace of market demand, but give discretion to the City to determine if the final plat phase proposed can function as an independent development with all the necessary public improvements and infrastructure extensions; and most importantly will ensure that no essential infrastructure improvements are being circumvented or delayed.

CONCLUSION

In conclusion, staff notes the following for consideration:

- The proposed amendments are drafted so that each subdivision will be reviewed on its
 own merits. All unique circumstances or characteristics can be considered. This is exactly
 the opposite of a blanket approach. In a sense it is a quality control check for the
 developer, staff, the Planning and Zoning Commission, and the City Council to review the
 plat with an eye toward ensuring that critical connections get prioritized in the phasing of
 a plat.
- Providing clear direction in the code will ensure that the rules are applied consistently and fairly over time.
- Requiring one development phase to occur prior to a less critical phase does not
 necessarily mean additional cost to the developer. The cost of extending the
 infrastructure is recaptured with the sale of the lots. The cost of installing a 300-foot
 segment of street is recaptured with the sale of lots on either side of that street segment.
 Requiring a different, but more critical 300 foot segment of street to be constructed first
 would not result in additional cost to the developer, but may result in reduced costs and
 benefits to the community as a whole as a more efficient travel route is established.
- Finally, the provisions will help ensure that a subdivision is not platted in a manner that leaves out one small segment of critical infrastructure that is then unlikely to ever be completed except by the City at taxpayer expense.

RECOMMENDATION

Staff recommends amending the subdivision code to add a requirement for a subdivision phasing plan at the time of preliminary plat and a standard for final plat phasing that ensures that critical infrastructure connections occur in a timely manner and prior to less critical areas of a subdivision. Staff finds that this will establish a better balance of interests between private property owners and the community's interest in timely extension of public improvements to serve a neighborhood. The Planning and Zoning Commission discussed the proposed amendments at their August 12th and August 26th meeting and after further discussion at their October 28th meeting, the Planning and Zoning Commission recommended approval.

Staff will provide a brief presentation of the proposed ordinance amendments at the Committee of the Whole meeting on December 7th.

At Council's formal meeting, staff requests the City Council to set a public hearing date for December 21st to consider the proposed amendments. The full staff report, ordinance, and summary of Planning and Zoning Commission's discussion will be provided to City Council prior to the public hearing.

Council Committee of the Whole December 7, 2020

Subdivision Code Text Amendments
Case #TA20-001



Subdivision Code Text Amendment Introduction

Purpose of the Subdivision Code:

- Establishes "minimum standards for the design, development and improvement of subdivisions so that existing land uses will be protected and so that adequate provisions are made for public facilities and services, and so that growth occurs in an orderly manner, consistent with the Comprehensive Plan, and to promote the public health, safety and general welfare of the citizens of the city."
- This is similar to the purpose language in Iowa Code.

Subdivision Code Text Amendment Introduction

Preliminary Plat:

- Shows the layout of streets, blocks and lots;
- Indicates how public improvements will be extended to serve the new lots created;
- Identifies sensitive environmental features and how those will be protected or their loss mitigated;
- Shows how the new development will fit into the larger community of neighborhoods;
- Ensure that it will be designed to protect the interests of current and future property owners;
- To ensure those goals are met, the Code requires owners to include the entirety of their contiguous holdings on the preliminary plat.

Subdivision Code Text Amendment Introduction

Final Plat:

- It is the obligation of the owner/developer to design and construct all the public improvements necessary to support the proposed development;
- The cost of these improvements is incorporated into the price of the lots made available for sale with final plat approval;
- With larger developments, the land is often final platted in phases based on the pace of development, because the construction of the improvements is an upfront cost that is captured upon sale of the lots.

Subdivision Code Text Amendment

Statement of the Problem

Statement of the Problem:

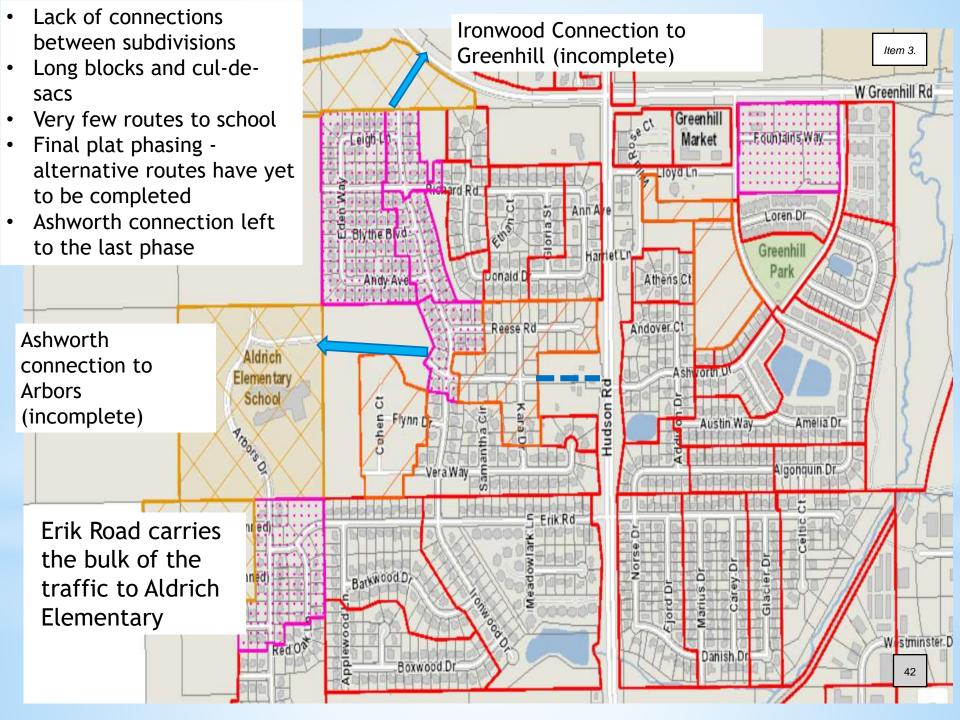
- The subdivision code does not currently include specific rules regarding final plat phasing
- While a phasing plan is requested, it has been left largely up to the developer to determine the order of development
- In some cases, this practice has resulted in critical street connections remaining unfinished
- An incomplete or inefficient street pattern has both short term and long term costs to the community

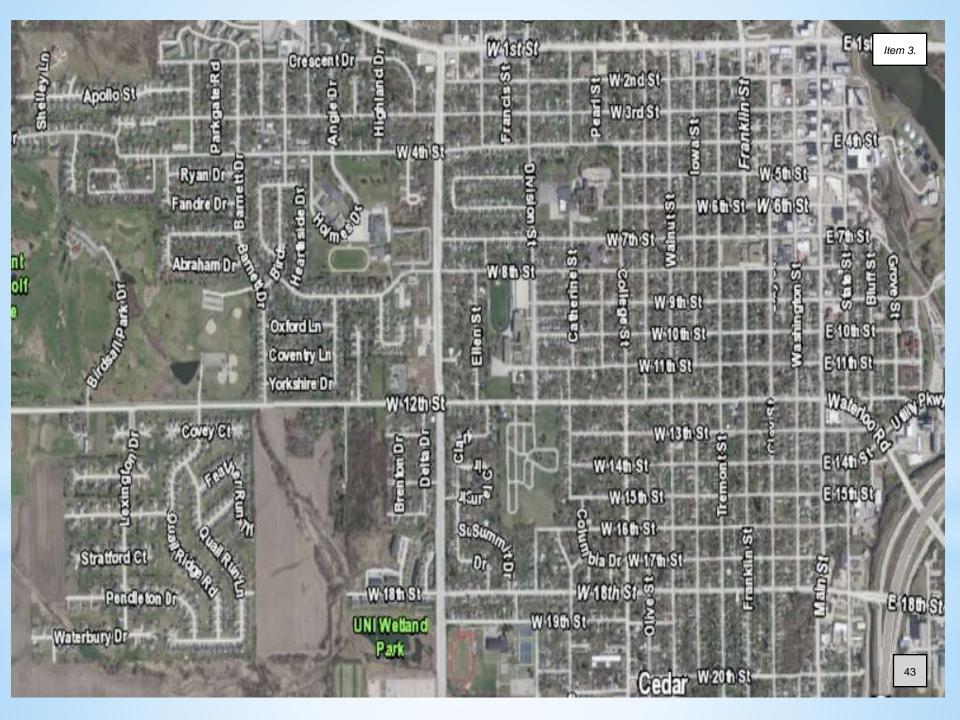
Subdivision Code Text Amendment

Statement of the Problem

Poorly planned subdivision phasing, particularly when combined with a poorly connected street network result in:

- Increased commute times;
- Overburdening certain streets with excess traffic, impacting homeowners along those routes;
- Safety concerns for pedestrians along congested routes, particularly children;
- Increased driver frustration and speeding;
- Increased emergency response times; and
- Inefficient routing for utilities and services such as refuse pick-up and snow plowing





Subdivision Code Text Amendment

Discussion of Solutions

- Require a phasing plan at the time of preliminary plat
- Establish a standard for final plat phasing to ensure that critical infrastructure connections occur prior to less critical areas of a subdivision;
- Give flexibility to the developer to propose phasing that meets the pace of market demand, <u>but</u>
- Give discretion to the City to determine if the final plat phase can function as an independent development; and
- Ensure that no essential infrastructure improvements are being circumvented or delayed.

Subdivision Code Text Amendment

Conclusion

- Staff is bringing the proposed amendments forward to address a problem we are experiencing in Cedar Falls.
 - The City has received numerous complaints from residents;
 - Concerns have also been expressed by the City Council about traffic congestion and safety concerns caused by delays in extending critical street segments.
 - The proposed amendments will focus attention on this aspect of land development to prevent these situations in the future.
- The proposed language is drafted to ensure that each subdivision will be reviewed on its own merits. All unique circumstances or characteristics can be considered.
- It will serve as a quality control reminder for the developer, staff, the Planning and Zoning Commission, and the City Council to review the plat with an eye toward ensuring that critical connections get prioritized in the phasing of a plat.

Subdivision Code Text Amendment Division 3. Final Plat – Code Section 20-100 Conclusion

- Providing clear direction in the code will ensure that the rules are applied <u>consistently</u> and <u>fairly</u> over time.
- Requiring one development phase to occur prior to a less critical phase does not necessarily mean additional cost to the developer. The cost of extending the infrastructure is recaptured with the sale of the lots. For example:
 - The cost of installing a 300-foot segment of street is recaptured with the sale of lots on either side of that street segment.
 - Requiring a different, but more critical 300 foot segment of street to be constructed first would not result in additional cost to the developer, but may result in reduced costs and benefits to the community as a whole as a more efficient travel route is established.
- Finally, the provision will ensure that a subdivision is not platted in a manner that leaves out one small segment of critical infrastructure that is then unlikely to ever be completed except by the City at taxpayer expense.

Subdivision Code Text Amendment

Recommendation

Amend Division 2. Preliminary Plat, Section 20-58, to add the following submittal requirement when the preliminary plat is submitted for review:

(21) If the proposed preliminary plat area will be developed in phases, a subdivision phasing plan shall be submitted for review, with an emphasis on ensuring the timely connection of streets and other infrastructure within the development, to ensure multiple, shorter and more direct routes between neighborhood destinations, and to ensure that critical street routes are completed first to reduce traffic congestion, encourage safe walking and biking, improve emergency access and response times, and allow for more efficient provision of public utilities and services.

Subdivision Code Text Amendment

Recommendation

Amend Subdivision Code (Section 20-100), adding paragraph 2, below:

(2) In response to the pace of market demand, the subdivider may final plat only a portion of the development illustrated on the preliminary plat, if said final plat phase can function as a separate development, including street access, storm water management, and utilities, and if no essential public infrastructure extensions are delayed. In general phasing shall follow the phasing plan submitted and approved with the preliminary plat. However, since conditions may change during build out of a phased subdivision, alternate phasing of a subdivision may be required by the City to ensure timely connection of essential infrastructure. Whether or not said infrastructure is essential in nature shall be determined by the City.

Subdivision Code Text Amendment

Recommendation

- Staff recommends amending the subdivision code to add a the proposed amendments.
- The Planning and Zoning Commission discussed the proposed amendments at their August 12th and August 26th meeting and after further discussion at their October 28th meeting, the Planning and Zoning Commission recommended approval.
- At Council's formal meeting, staff requests that the City Council set a public hearing date for December 21st to consider the proposed amendments.



DEPARTMENT OF COMMUNITY DEVELOPMENT

City of Cedar Falls 220 Clay Street Cedar Falls, Iowa 50613 Phone: 319-273-8606 Fax: 319-273-8610 www.cedarfalls.com

MEMORANDUM

Planning & Community Services Division

TO: Honorable Mayor Robert M. Green and City Council

FROM: Chris Sevy, Planner I

DATE: December 7, 2020

SUBJECT: Zoning Code Text Amendment – Adaptive re-use of institutional buildings (TA20-

002)

SUMMARY OF THE PROPOSAL

The owner of a vacant church building in an R-1 residential district has inquired about alternative uses and wants to operate an event space there for wedding receptions. The activity associated with that use may not be too different from that of a church and could be compatible with the neighborhood. However, in the R-1 and R-2 districts, principal uses are limited generally to residential dwellings and uses of a religious or civic nature. And while the R-3 and R-4 zoning districts do allow a wider variety of uses, in some instances in order to preserve a large institutional building some flexibility in the standards may be needed.

When the decision is made that the use of a church or other civic building is no longer viable or desirable, the common consideration to close or tear down these buildings is often a tough reality for the owner and the patrons of those institutions. They are often buildings of historical or cultural significance worthy of preservation but also pose unique challenges because they are large buildings that sit on large parcels. They have plenty of potential but their location within a residential zone is usually the biggest hurdle keeping them from converting into another practical use. As such, providing flexibility within the zoning ordinance for economically viable alternatives to religious or civic uses may be appropriate to provide a path to repurpose these institutional facilities.

RECOMMENDATION

To provide more flexibility to re-purpose defunct institutional uses within residential neighborhoods, staff recommends adding a conditional use process to the zoning ordinance whereby each case can be considered on its own merits and any neighborhood concerns addressed. At their August 26th meeting the Planning and Zoning Commission discussed the proposed zoning code text amendments. After further discussion at their October 28th meeting, the Planning and Zoning Commission recommended approval.

Staff will provide a brief presentation of the proposed ordinance amendments at the Committee of the Whole meeting on December 7th.

At Council's formal meeting, staff requests the City Council to set a public hearing date for December 21st to consider the proposed amendments. The full staff report, ordinance, and summary of Planning and Zoning Commission's discussion will be provided to City Council prior to the public hearing.

RECOMMENDATION

To provide more flexibility to re-purpose defunct institutional uses within residential neighborhoods, staff recommends adding a conditional use process to the zoning ordinance whereby each case can be considered by the Board of Adjustment on its own merits and any neighborhood concerns addressed. At their August 26th meeting the Planning and Zoning Commission discussed the proposed zoning code text amendments. After further discussion at their October 28th meeting, the Planning and Zoning Commission recommended approval.

The following specific language is proposed to be added to the Zoning Code:

- 1. Paragraph (1), Principal Permitted Uses, of Section 26-164, R-1 Residence District, of Division 2, Specific Districts, of Article III, Districts and District Regulations, of Chapter 26, Zoning, is hereby amended to add a subparagraph g., as follows:
 - g. Conditional uses as provided for in Section 26-140
- 2. Division 1, Generally, of Article III, Districts and District Regulations, of Chapter 26, Zoning, is hereby amended to add a Section 26-140 (previously reserved), as follows:

Sec. 26-140. Conditional Uses

- (a) Generally. The Board of Adjustment is empowered to hear and decide applications for conditional uses in certain circumstances specifically enumerated within this Section. To ensure that the spirit of the ordinance is observed, no conditional use shall be granted by the Board unless the applicant demonstrates that all of the approval criteria are met for the conditional use requested.
- (b) *Burden of Proof.* The applicant bears the burden of proof and must support each of the approval criteria by a preponderance of the evidence.
- (c) *Precedents*. The granting of a special exception is not grounds for granting other special exceptions for the same or differing properties.
- (d) Other applicable regulations. In addition to the approval criteria listed in this Section, all conditional uses are required to meet the regulations of the base zone and any overlay district in which they are located and all other applicable regulations of this Chapter, except as may be specifically modified by the Board for the specific conditional use requested. If a property is located in a floodway or floodplain overlay district, the floodplain regulations apply in all cases. Approval of a conditional use permit is not intended to substitute for other permits required under local, state, or federal regulations.
- (e) Specific Conditional Uses Enumerated. The following conditional uses are permitted only after approval from the Board of Adjustment, subject to the restrictions and the approval criteria listed for each specific use listed below and any conditions imposed by the Board of Adjustment after consideration at a public hearing as set forth in the Board's rules of procedure and according to Iowa Code.
 - (1) Adaptive re-use of defunct institutional buildings or buildings or properties of significant historical or cultural value. According to the provisions set forth in this subsection, the Board of Adjustment may grant a conditional use permit to allow the adaptive re-use of a building or property of historic or cultural value or a defunct institutional facility, such as a church or civic building, when such building or

property is located in a district where such adaptive use would not otherwise be permitted. The Board of Adjustment may deny the use or aspects of the use that are deemed out of scale, incompatible, or out of character with the surrounding neighborhood, or may require additional measures to mitigate these differences. Additional conditions may include, but are not limited to, additional screening, landscaping, parking, pedestrian facilities, setbacks, limitations on hours or days of operation, occupancy limits, limitations on outdoor or accessory uses, and restrictions on use of amplified sound, exterior lighting, or signage. The following provisions, regulations, and restrictions shall apply:

- a. Qualifying uses. Only the following uses qualify for consideration under this subsection:
 - 1. Hospitality-oriented uses such as: retreat facilities, convention centers, guesthouses, meeting halls, and event facilities;
 - 2. Conversion to a multi-unit dwelling in a zone where such use is not otherwise allowed or where the proposed number of units exceeds the number otherwise allowed in the zone:
 - Community service uses such as: libraries, museums, senior centers, community centers, neighborhood centers, day care facilities, youth club facilities, social service facilities, and vocational training facilities for the physically or mentally disabled;
 - 4. Specialized educational facilities such as: music schools, dramatic schools, dance studios, martial arts studios, language schools, and short-term examination preparatory schools;
 - 5. Professional office uses such as: accountants, lawyers, architects, or similar.
- b. *Criteria for approval*. In order to grant a conditional use, the Board of Adjustment must find that the proposal meets the following approval criteria or will meet the criteria if certain conditions are applied:
 - The anticipated characteristics of the proposed use, including but not limited to hours of operation, noise levels, lighting, traffic generation, signage, number of patrons/visitors/residents, and frequency, level, and type of activity will be compatible with the neighborhood context;
 - 2. The proposed use will not be detrimental to or endanger the public health, safety, comfort or general welfare;
 - 3. The proposed use will not be injurious to the use and enjoyment of other property in the immediate vicinity;
 - 4. Establishment of the proposed use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district in which such property is located;
 - 5. Adequate utilities, access roads, parking, drainage and/or other necessary facilities are or will be provided;
 - 6. Adequate measures have been or will be taken to provide ingress or egress designed to minimize traffic congestion on public streets;
 - 7. In the case of a building or property of historic or cultural significance, the proposal will preserve the significant historic, aesthetic, and/or cultural attributes of the property.
 - 8. The specific proposed use, in all other respects, conforms to the applicable regulations of the zone in which it is to be located.

- c. Required submittals. The applicant must demonstrate how the proposal meets the criteria for approval. The following is the minimum necessary documentation that the applicant must furnish:
 - A description of the previous use to the extent known, including but not limited to: site layout, number of existing parking spaces, traffic generation, hours/days of operation, number of patrons, visitors, and/or residents (as applicable), and frequency and level of both indoor and outdoor activity;
 - 2. A detailed description of the proposed use including, but not limited to: any proposed changes to the site layout, anticipated traffic generation, proposed hours of operation, projected number of patrons or visitors(as applicable), frequency and type of activity (both indoor and outdoor), any new outdoor lighting proposed, proposed signage, residential density (if applicable), number of off-street parking spaces, anticipated parking demand, anticipated outdoor activities, and any proposed use of amplified sound.
 - 3. Site plan showing all proposed changes including site removals and improvements to accommodate the proposed use.
 - 4. A list of owners of record of all parcels located within 300 feet of the parcel and their addresses.
 - 5. Any further information or materials that will help demonstrate compliance with the criteria for approval listed above.

Zoning Code Text Amendment Adaptive Re-use of Vacant Institutional Facilities Case #TA20-002



Zoning Code Text Amendment Adaptive Re-use of Vacant Institutional Facilities Introduction

Current options for vacant church buildings:

- Sit Vacant
- Sell to another church
- Convert the use to a public or parochial school
- Tear down and subdivide into residential lots

Many alternative uses which may be appropriate are currently prohibited by code.

Zoning Code Text Amendment Adaptive Re-use of Vacant Institutional Facilities Introduction

Research undertaken:

- Discussed the issue with other planners across lowa
- Reviewed the codes considered and adopted by other cities
- Considered different approaches and settled on an approach that fits into the context of our municipal code

Conclusion: Conditional use permitting process



Zoning Code Text Amendment Adaptive Re-use of Vacant Institutional Facilities Critical Issues / Solution

Critical issues to consider:

- Not all uses are compatible with residential neighborhoods.
- Nuisance issues such as noise and traffic will be important to evaluate when considering alternative uses.
- Allowing an opportunity for neighborhood input will be important in the review process.
- Depending on the proposed use and the characteristics of the site, additional conditions may need to be imposed.

Zoning Code Text Amendment Adaptive Re-use of Vacant Institutional Facilities Discussion of Solution

Appropriate alternative uses to qualify for consideration:

- Hospitality-oriented uses
- Conversion to a multi-unit dwelling
- Community services
- Specialized educational facilities
- Professional offices





Zoning Code Text Amendment Adaptive Re-use of Vacant Institutional Facilities Discussion of Solution

Factors to consider in the neighborhood context:

- Hours of operation
- Noise and traffic
- Number of patrons
- Frequency of activity
- Required site updates for compatibility or compliance
- Historical or cultural value of site
- Allowed signage
- Neighborhood concerns

Zoning Code Text Amendment Adaptive Re-use of Vacant Institutional Facilities Recommendation

Sec. 26-140. Conditional Uses

- (a) Generally. The Board of Adjustment is empowered to hear and decide applications for conditional uses in certain circumstances specifically enumerated within this Section. To ensure that the spirit of the ordinance is observed, no conditional use shall be granted by the Board unless the applicant demonstrates that all of the approval criteria are met for the conditional use requested.
- (b) Burden of Proof. The applicant bears the burden of proof and must support each of the approval criteria by a preponderance of the evidence.
- (c) Precedents. The granting of a special exception is not grounds for granting other special exceptions for the same or differing properties.
- (d) Other applicable regulations. In addition to the approval criteria listed in this Section, all conditional uses are required to meet the regulations of the base zone and any overlay district in which they are located and all other applicable regulations of this Chapter, except as may be specifically modified by the Board for the specific conditional use requested. If a property is located in a floodway or floodplain overlay district, the floodplain regulations apply in all cases. Approval of a conditional use permit is not intended to substitute for other permits required under local, state, or federal regulations.

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 - 5. Any further information or materials that will help demonstrate compliance with the criteria for approval listed above.

Zoning Code Text Amendment Adaptive Re-use of Vacant Institutional Facilities Recommendation

The Planning and Zoning Commission discussed the proposed Zoning Code Text amendments at their August 26th meeting and after further discussion at their October 28th meeting, recommended approval.

At your formal meeting, the Community Development Department recommends setting a date of public for December 21st.

Committee of the Whole

December 07, 2020

