



**AGENDA
CITY OF CEDAR FALLS, IOWA
PLANNING AND ZONING COMMISSION MEETING
WEDNESDAY, MARCH 24, 2021
5:30 PM AT CITY HALL AND VIA VIDEO CONFERENCE**

The meeting will also be accessible via video conference and the public may access/participate in the meeting in the following ways:

- a) By dialing the phone number +1 312 626 6799 or +1 929 205 6099 or +1 301 715 8592 or +1 346 248 7799 or +1 669 900 6833 or +1 253 215 8782 and when prompted, enter the meeting ID (access code) 886 2008 9534.
- b) iPhone one-tap: +13126266799,,88620089534# or +19292056099,,88620089534#
- c) Join via smartphone or computer using this link: <https://us02web.zoom.us/j/88620089534>.
- 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 and Roll Call

Approval of Minutes

- 1. Planning and Zoning Commission Regular Meeting Minutes of March 10, 2021.
- 2. Planning and Zoning Work Session Minutes of March 3 and March 10, 2021.

Public Comments

Old Business

- 3. **Central Business District Overlay Site Plan Review (Case #SP20-012)**
Proposal: New Mixed Use Building
Location: 7th & Main
Applicant: Hi Yield, LLC (Brent Dahlstrom), Rose Schroder, AICP Bolton & Meck, Inc, and Slingshot Architecture
Previous Discussion: February 24, 2021
Recommendation: *Per applicant request, defer to a future meeting to allow time for applicant to address the parking*
P&Z Action: *Consider deferral to a future meeting*

- 4. **Land Use Map Amendment & Rezoning from M-1 to HWY-1 (Case #RZ21-002)**
Proposal: Rezone to allow medical office use of existing building
Location: 7009 Nordic Drive
Applicant: Lydia Brown; Skogman Realty
Previous Discussion: February 24, 2021
Recommendation: *Approval, subject to conditions. Applicant has requested a continuance.*
P&Z Action: *Consider continuing public hearing to the next meeting at applicant's request*

New Business

- 5. Central Business District Overlay Design Review (Case #DR21-002)**
Proposal: Approval of projecting sign and sign not shown on original site plan
Location: 302 Main Street
Applicant: Lincoln Savings Bank; Contractor: Signs and Design
Previous Discussion: None
Recommendation: *Discussion and Vote*
P&Z Action: *Review and make a recommendation to the City Council*
- 6. Rezoning from A-1 Agricultural District and R-1 Residential District to MU Mixed Use Residential District (RZ21-001), and to update the Pinnacle Prairie Master Plan to include this new area.**
Location: 500 feet north of Huntington Road along the west side of Cedar Heights Drive
Applicant: Oster Family Limited Partnership
Previous discussion: Original proposal discussed September 9 and October 14, 2020, with P&Z recommending denial. This is first discussion of a revised proposal.
Recommendation: *Introduce the revised proposal and set date of hearing for April 14.*
P&Z Action: *Discuss, provide direction, and set public hearing date for April 14 meeting.*
- 7. Imagine College Hill! Vision Plan – Public Hearing**
Recommendation: *Approval with recommended changes*
P&Z Action: *Hold public hearing, discuss and consider making a recommendation to the City Council*
- 8. Rezoning and Zoning Code Text Amendments**
Proposal: Rezoning and Adoption of new zoning regulations for the Downtown Character District
Recommendation: *Set date of public hearing for April 14*
P&Z Action: *Discuss and set public hearing date*

Adjournment

Reminders:

- * March 24 and April 14 - Planning & Zoning Commission Meetings
- * April 5 and April 19 - City Council Meetings

**Cedar Falls Planning and Zoning Commission
Regular Meeting
March 10, 2021
Via Videoconference
Cedar Falls, Iowa**

MINUTES

The Cedar Falls Planning and Zoning Commission met in regular session on March 10, 2021 at 5:30 p.m. in person and via videoconference due to precautions necessary to prevent the spread of the COVID-19 virus. The following Commission members were present: Hartley, Larson, Leeper, Lynch, Schrad and Sears. Ms. Saul arrived via zoom later in the meeting. Holst and Prideaux were absent. Karen Howard, Community Services Manager and Chris Sevy, Planner I, were also present.

- 1.) Chair Leeper noted the Minutes from the February 24, 2021 regular meeting and the February 24, 2021 Work Session are presented. Ms. Sears made a motion to approve the Minutes as presented. Ms. Lynch seconded the motion. The motion was approved unanimously with 6 ayes (Hartley, Larson, Leeper, Lynch, Schrad and Sears), and 0 nays.
- 2.) The first item of business was a Central Business District Overlay Site Plan Review at 7th and Main Streets. Mr. Leeper noted that this item was recommended to be deferred to the next meeting.

Ms. Lynch made a motion to defer the item. Ms. Sears seconded the motion. The motion was approved unanimously with 6 ayes (Hartley, Larson, Leeper, Lynch, Schrad and Sears), and 0 nays.

- 3.) The next item for consideration by the Commission was a public hearing regarding a Land Use Map Amendment and Rezoning from M-1 to HWY-1 at 7009 Nordic Drive. Chair Leeper declared the public meeting open and introduced the item. Mr. Sevy explained that this will be a brief review of what was presented at the meeting on February 24. The applicant is requesting to rezone the property in order to accommodate an institution for human care, which is one of the uses that is prohibited in the M-1, Light Industrial district. The property is located in the Industrial Park close to the intersection of Highway 58 and Ridgeway Avenue. He showed a drawing with the area that would be rezoned to HWY-1 and designated as a commercial corridor. Staff recommends approval of the land use map amendment and rezoning subject to the condition that the property be brought into compliance with the HWY-1 landscape and setback standards. He noted that the developer may need more time to “crunch” numbers and work with the potential tenant on the property. At the applicant’s request, staff recommends keeping the public hearing open and continuing to the next meeting.

Lydia Brown, Skogman Commercial Realty, represented the property owner and they are currently looking at the financial impact of making the zoning change and they request to keep the public hearing open until that is finalized.

Mr. Hartley made a motion to continue the public hearing to the next meeting. Ms. Lynch seconded the motion. The motion was approved unanimously with 6 ayes (Hartley, Larson, Leeper, Lynch, Schrad and Sears), and 0 nays.

- 4.) The Commission then considered the Imagine College Hill Vision Plan. Chair Leeper introduced the item and Ms. Howard provided background information. She explained that the item was presented to the Commission on February 10 and it has been available for public

review for the last month. She discussed the different meetings that have taken place since last January. She discussed the project priorities in the executive summary and the framework for the plan. The Big Ideas include:

- stabilizing and enhancing neighborhoods
- concentrating and intensifying student housing near campus
- reconnecting the Upper and Lower Hill
- treating natural areas as amenities
- better parking management
- improving walkability
- making biking easier
- increasing retail and dining diversity

Ms. Howard noted that Mary Madden and Geoff Ferrell from Ferrell Madden, the consultants on the project, were available for questions. Mary noted that the survey posted after the public presentation of the plan in February is still up online and will remain open until the end of the day. Then it will be taken down and the results summarized.

Kathryn Sogard, Executive Director of the College Hill Partnership, spoke about a letter submitted to the Commission on behalf of the Partnership Board. She explained that the Partnership supports the Vision Plan, noting that the organization is encouraged by the proposed plan which will hopefully lead to the code changes that will spur renewed excitement in the district and lead to additional improvements. She discussed the elements of the plan that they believe work well and stated that there are some things that she felt needed more work, including more inclusivity.

Andrea Geary, 1816 Tremont Street, stated that she has lived in the College Hill Neighborhood since 2007 and as a community member would like the Commission to consider the impacts of racism on the planning for the Hill. She brought forward questions about the role of other races in the planning process.

Stephen Jordan, 2510 Cottage Row Road, stated that he has seven properties with eight total units on College Hill. He feels that the current zoning code has some problems that prevent infill development. He feels the best use for the properties he has acquired would be for smaller multi-unit buildings and hopes that the plan will allow for that in the future.

Eashaan Vajpeyi, 3831 Convoir Lane, representing the Concerned Citizens of Cedar Falls, a group of investment property owners, stated that he has reviewed the plan in detail and while he feels like the sketches and the concepts look good, he feels that unless it will be sustained from the income of the college students who live on the hill, people from other areas will need to also come and enjoy this area and the amenities. He believes parking is an issue that needs to be addressed and feels that the vision plan does not cover it appropriately. It will potentially reduce parking requirements for tenants and does not take into consideration the number of vehicles owned by students and residents, which will congest public lots. He noted that he likes the idea of creating walkability and a more diverse area for different commercial uses like Iowa City, however Iowa City also has parking ramps to help with parking issues.

Ms. Howard asked for any direction from the Commission on anything they would like to be brought back for the next meeting. Mr. Leeper asked Mary and Geoff to provide more information on the issue of parking as there has been a lot of feedback on the matter. Mary stated that they did not attempt to re-do the parking study. They reviewed and incorporated it into their study but they can give more specific information on parking and recommendations for the next meeting.

Mr. Hartley asked for more information about the parking requirements in Iowa City and how

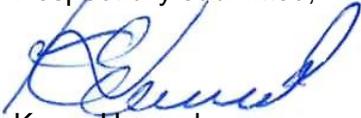
they differ from what is being proposed here.

Ms. Lynch made a motion to set a public hearing for the March 24 meeting. Ms. Sears seconded the motion. The motion was approved unanimously with 6 ayes (Hartley, Larson, Leeper, Lynch, Schrad and Sears), and 0 nays.

- 5.) As there were no further comments, Mr. Hartley made a motion to adjourn to the work session. Ms. Sears seconded the motion. The motion was approved unanimously with 6 ayes (Hartley, Larson, Leeper, Lynch, Schrad and Sears), and 0 nays.

The meeting adjourned at 6:20 p.m.

Respectfully submitted,



Karen Howard
Community Services Manager



Joanne Goodrich
Administrative Assistant

Cedar Falls Planning and Zoning Commission Work Session

March 03, 2021

City Hall with Videoconference Cedar Falls, Iowa

The Cedar Falls Planning and Zoning Commission met in special work session on March 03, 2021 at 5:30 p.m. by videoconference. The following Commission members were present: Holst, Larson, Leeper, Lynch, Saul, Schrad, and Sears. Hartley and Prideaux were absent. Code consultant, Mary Madden, was present. Karen Howard, Planning and Community Services Manager, Michelle Pezley, Planner III, Thom Weintraut, Planner III, Chris Sevy, Planner I, and Jaydevsinh Atodaria (JD), Planner I were also present.

Mr. Leeper opened the work session. Mary Madden, with Ferrell Madden joined the meeting by videoconference. Ms. Howard noted that the Architectural Standards section of the code was the primary topic for this work session, but that the Commission could also ask questions about other sections as well. Mr. Leeper asked if Ferrell Madden can provide a quick background or any potential questions that may have come up during similar code updates in other cities by her firm. Ms. Madden provided brief information about the Architectural Standards and mentioned that the questions are different with different communities. Ms. Madden noted that that the standards in this section do not dictate a particular architectural style and leaves a lot of latitude for architects and developers design within the parameters of the code. The focus is on using functional elements in design and to promote use of high quality building materials. She noted that sign standards are also included in this section. The current CBD Overlay zoning district includes specific sign standards for the downtown. The draft code builds on the standards that are in the code with the focus on signage that is appropriately scaled for a main street environment. One of the biggest differences from the current code is to exclude any new free standing signs.

Mr. Holst, in response stated that he likes the objective part being prioritized. Mr. Holst asked if sign standards vary in other parts of the study area that are not in the immediate downtown. Ms. Madden mentioned that most areas outside the central business district are residential in character, so residential signage standards would apply. However, there is a small commercial area near 18th Street. She stated that if desired they could consider the implications of some differences in sign standards for this area. She also noted that there is a bonus incentive for property owners that take down their freestanding signs. They would get additional sign allowance for other types of signs that meet the standards, such as wall signs. Mr. Larson, asked if there is an example of such scenario? Ms. Madden provided a brief example.

Ms. Howard added that the code provides an additional sign allowance for multi-story buildings along 1st Street, because it is along a highway. It allows a wall sign on the upper floor, instead of just on the storefront level.

Ms. Saul asked if there were any standards regarding color of the facades in the code. Ms. Madden noted that there are not, as these are often a matter of opinion and are hard to enforce.

Mr. Leeper asked if there opportunities to vary from the code. Is there a process for requesting exceptions to the rules? He noted that it is difficult to write standards that ensure good design. He asked if there is confidence that the standards will result in well-designed buildings. Ms. Madden in response stated that the code provides basic rules that focus on durability and functionality, that prioritize pedestrian scale vision of the adopted downtown plan.

Mr. Leeper asked if there will be any authority for this commission to weigh in on cases. Ms. Howard responded that the code standards are intended to be reviewed and approved administratively. The focus was on creating a fairly detailed set of clear and objective standards to replace standards that are currently vague. There is some ability to request minor adjustments to the standards for challenging sites or to address minor construction issues. However, any major variation from the code would require approval of a variance. She noted that during the vision planning effort, there was frustration on all sides regarding the current standards, which are fairly vague. Community members didn't know what to expect and developers did not have a clear set of standards to follow, which resulted in longer review times and negotiation through P&Z and Council process. There are more prescriptive and measurable standards in the proposed code so that projects can be approved administratively, so there is consistency and assurance for high quality buildings in the downtown area.

Mr. Leeper asked if someone could explain how "cottage" is defined in the code? Ms. Madden in response stated that it is a small residential building, one to one and half stories and used in "cottage courts," as defined and illustrated in the code. Based on the study and responses from the community, this may be a very desirable housing type for the city; small cottages clustered around a central green. There may be a market for cottage courts for retiring baby boomers, empty nesters, as well as providing affordable housing opportunities for singles and first time homebuyers.

Ms. Saul asked if aluminum and vinyl siding is allowed on the back side of the building? Ms. Madden confirmed that these siding types are not allowed on any side of the building. She noted that the code specifies a range of acceptable building materials with the higher quality materials concentrated on the street-facing facades and other materials. She noted the 75%-25% standards in the code, with primary façade material to be 75% and secondary façade material to be 25%. We have set the bar high in order to ensure durable high quality buildings in the downtown area. Ms. Saul asked if prohibition of corrugated metal roof is similar. Ms. Madden clarified that using corrugated metal, such as on a barn roof, would not be allowed, but higher quality standing seam metal roofs would be allowed.

Ms. Saul stated that she does agree with Karen, that these guidelines outlined in the code would help developers to streamline the development review process. Mr. Leeper asked if some level of design review through the Commission and Council would be a good idea for major projects. In response, Ms. Madden and Ms. Howard indicated that if a majority of the Commission would like to consider adding some sort of design review for certain projects, we could explore options and provide pros and cons for such a process.

Ms. Saul asked if there were any standards regarding color of the facades in downtown. Ms. Madden mentioned that the code is silent on color, as it is hard to enforce.

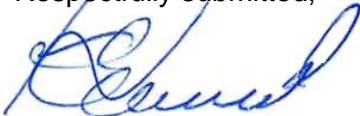
Mr. Leeper indicated his preference for some level of design review, but that he understands that that process just invites all sorts of requests for exceptions to the rules. Ms. Madden in response suggested that there are pros and cons to it. Based on nature of project, design review is certainly doable. Ms. Howard added that we have set up a staff zoning review committee that will work with the applicant and provide guidance through the administrative

review process. This committee will include zoning administrator, building official, some additional planning staff. Ms. Madden added that the idea with this code is to see high quality development in the city. Mr. Leeper stated that his comments are not a critique of the work that everyone has done to achieve this code, as we will be testing this code in near future to see what it lacks or what improvements can be made.

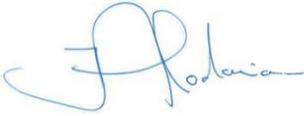
Ms. Howard asked the Commission to contact her if there is anything that they would like to focus on during the work sessions. She noted that the next work session will focus on Parking and Public Realm Standards which will take place after the items on regular agenda are completed next week. Ms. Howard encouraged the Commissioners to reach out in advance with any questions they have.

As there were no further comments, the meeting was adjourned.

Respectfully submitted,



Karen Howard
Planning & Community Services Manager



Jaydevsinh Atodaria
Planner I

**Cedar Falls Planning and Zoning Commission
Special Work Session
March 10, 2021
Via Videoconference
Cedar Falls, Iowa**

MINUTES

The Cedar Falls Planning and Zoning Commission met in special work session on March 10, 2021 at 6:30 p.m. in person and via videoconference due to precautions necessary to prevent the spread of the COVID-19 virus. The following Commission members were present: Hartley, Larson, Leeper, Lynch, Saul, Schrad and Sears. Ms. Saul arrived via zoom later in the meeting. Holst and Prideaux were absent. Karen Howard, Planning and Community Services Manager, Michelle Pezley, Planner III and Chris Sevy, Planner I, were also present.

Chair Leeper called the special meeting to order and opened up the discussion of public realm standards. Ms. Howard clarified the purpose of the meeting, that it is an opportunity for the Commission to request more information or suggest edits to the document. Leeper asked if references to other non-zoning city code standards such as street furniture have been settled. Ms. Howard explained that because a large portion of the public realm, as defined in this code, is the city-owned public right of way, there are other parts of City Code that apply. This code then cross-references or notes that other standards apply. For instance, the downtown has an adopted streetscape plan where any proposed furniture in downtown would have to meet the standards of that adopted plan. Standards for street trees will apply as well.

Chair Leeper asked Ms. Madden and Mr. Ferrell (the consultants) what issues they typically see or what options they think the Commission should be discussing. Mr. Ferrell explained that these standards are dealing with the area between the face of the building and the curb and issues usually come from coordination problems between departments at the city. That isn't the case here as they discussed these standards with the city arborist, with Karen Howard, and the landscape architect who designed the update to the streetscaping along the downtown parkade. Ms. Madden also explained that in an urban setting such as downtown the focus of landscaping standards should be on the public realm where the most public benefit is had from the dollars spent as opposed to focus on planting requirements in the interior of lots. Leeper asked if all planting standards are consistent across all frontage areas within the downtown code. Mr. Ferrell indicated that yes they are but explained that in the neighborhood areas there are front yard areas (dooryards) and tree lawns between the sidewalk and the street curb and typically planted, not hardscaped. Nevertheless the standards for all frontage areas still focus their effect on the street. Ms. Madden referred to page 72 and explained that continuous planted tree lawns are required between the sidewalk and the curb in neighborhood areas as opposed to pavers that we see in the center of town. Mr. Ferrell pointed out that the code offers both of those as options depending on the level of pedestrian activity.

Chair Leeper turned the conversation to parking and requested more feedback from the consultants about the two mindsets of either not having enough or having too much. How do we address both sides? Mr. Ferrell agreed that it is a hard problem that is often political in nature. He explained that at a certain level of intensity parking can get in the way as it keeps destinations further apart. There comes a point when most trips are more convenient on foot than by car, but until you are there it will be a process getting consensus. Ms. Madden

explained that they initially advocated even lower parking requirements but have moved to a middle ground in this draft. As envisioned in the Downtown Plan, the downtown area should be a “park once” environment. Shared parking is the key for an area to function properly. Private sector parking is often the most detrimental as it yields empty lots that are unavailable to others for large portions of the day. Shared parking that all can use is the best route to go. This code proposes to reduce the requirements for reserved on-site parking and introduces the concept of a shared parking requirement for both residential and new office space. She also discussed mismatches where code requires one parking space per bedroom and families that may not have one car per bedroom in their household resulting in unused parking spaces that people are paying for. The market tends to do a good job of correcting when there is not a strict requirement imposed. Ms. Howard explained that the parking study looked at peak times and found that residential parking was oversupplied. The recommendation of the study was to right-size private lot parking requirements but take a balanced shared parking approach for public parking.

Chair Leeper requested that the parking study be sent to the commission members and asked how the new code would impact existing private properties. Ms. Howard confirmed that the new code would allow existing buildings along the Main Street parkade to be re-used without providing additional parking. She also confirmed that properties with excess private, off-street parking may have potential for further development or redevelopment with the new code. Ms. Madden pointed out on page 77 that properties on the parkade are exempt from minimum parking standards. Also, for the Urban General frontage areas, if they have an existing commercial building and are not adding residential they are also exempt. However, if they are adding residential they would need to figure out a reserved parking arrangement. Shared parking requirements are not required to be on-site as per item 5 on page 78, but located within walking distance. If necessary, reserved parking can be on an adjacent lot and shared parking can be a couple blocks away.

Chair Leeper asked if there was any further discussion about previous sections. Ms. Howard also asked if there were any proposed changes or updates that commission members would like to suggest. Mr. Larson expressed that he feels strongly that properties at 3rd and Franklin be incorporated into the General Urban 2 District so as to incorporate the area around Overman Park. Ms. Howard and the consultants will come back with an analysis of that request.

Mr. Larson indicated that he believes it makes sense for the Commission to review some proposals if they are significant. Chair Leeper concurred but asked how we might define a “significant project.” Larson suggested several factors: proximity to the core of downtown, % improvement in dollars spent, size of the building, and size of the site. He then asked if the consultants had any suggestions. Mr. Ferrell cautioned opening up the code for requests for variation to the standards. A decision left to a board or commission gives architects or developers the opportunity to sell the project in order to get leeway with code requirements. The code should be clear what requirements could have leeway in a review and which are strict requirements. Mr. Larson then asked at what point something becomes a variance and what qualifies as leeway. If there is a disagreement, under what circumstance might an applicant take their proposal to the Planning and Zoning Commission and City Council as they do now? Chair Leeper and Mr. Larson clarified that they are looking for some scenarios and advice from the consultants for the best approach based on what they have seen elsewhere. Ms. Madden clarified that variances have well-defined legal standards that need to be followed. The approach of this code should consider how common it is for the Board of Adjustment to hand out variances.

Mr. Larson commented that parking requirements look on the lean side but he thinks the minimum requirements look great and are well thought out. Mr. Hartley commented that he thinks it is too lean and maybe should be a little more aggressive. Mr. Larson then cited College Square Mall and explained that undersupplied is better than oversupplied.

Ms. Howard invited the commission members to reach out to her if they have a question or issue they would like considered. She also expressed appreciation to the Commission for their work in reviewing the proposed code.

Ms. Sears motioned to adjourn, Mr. Larson seconded. Adjourned.

Respectfully submitted,



Karen Howard
Planning & Community Services Manager



Chris Sevy
Planner I

Michelle Pezley

From: Rose Schroder <Rose.Schroder@bolton-menk.com>
Sent: Wednesday, March 17, 2021 11:34 AM
To: Michelle Pezley
Cc: Andrew Stith; Dan Drendel; Brent Dahlstrom; Sam Kessel
Subject: delay

CAUTION: This email originated outside the City of Cedar Falls email system.
Do not click links or open attachments unless you recognize the sender and know the content is safe.

Michelle,
Thank-you for the call yesterday. The project team would like to request a delay to the April 14th meeting.
Respectfully,

We've moved! See below for my change of address information!

Rose E. Schroder, AICP
Senior Urban Planner
Bolton & Menk, Inc.
430 E Grand Avenue, Suite 101
Des Moines, IA 50309
Email: rose.schroder@bolton-menk.com
Phone: (515) 259-9190 ext. 3405
Mobile: (515) 380-4396
Bolton-Menk.com



Chris Sevy

3/18/2021

City of Cedar Falls

Re: Rezoning Application for 7009 Nordic Drive

Chris;

I am writing today regarding the Rezoning request for 7009 Nordic Drive in Cedar Falls. I am respectfully requesting the Public Hearing not be closed but continued to the next Planning and Zoning meeting scheduled for April 14, 2021.

Please let me know if you have any questions. Thank you.

A handwritten signature in black ink, appearing to read "Lydia Brown", is written over the typed name.

Lydia Brown

Skogman Commercial Realty



DEPARTMENT OF COMMUNITY DEVELOPMENT

City of Cedar Falls
220 Clay Street
Cedar Falls, Iowa 50613
Phone: 319-273-8600
Fax: 319-273-8610
www.cedarfalls.com

MEMORANDUM
Planning & Community Services Division

TO: Planning and Zoning Commission
FROM: Jaydevsinh Atodaria (JD), Planner I
DATE: March 17, 2021
SUBJECT: Design review of property in the Central Business District Overlay

REQUEST: New signage on façade and projecting sign on the building

PETITIONER: Lincoln Savings Bank; Contractor: Signs and Design

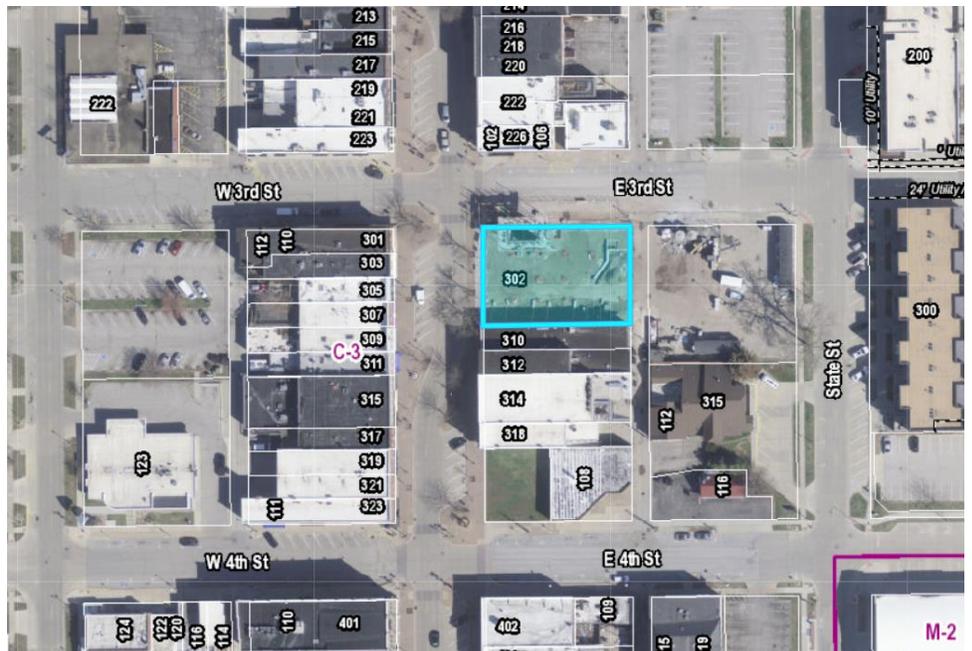
LOCATION: 302 Main Street

PROPOSAL

The contractor Signs and Design on behalf of their client Lincoln Savings Bank, tenant at 302 Main Street, is requesting a design review for a new projecting sign and a wall sign at 302 Main Street building in the Central Business District Overlay Zoning District.

BACKGROUND

The petitioner proposes to install one new projecting sign on the western face and a wall sign on the eastern face of 302 Main Street building for the new business going in for Lincoln Savings Bank. The projecting sign over public sidewalk would mark the presence of the business along the Main Street. The property is located at the corner of W 3rd Street and Main Street with frontage to both streets, see image to the right.



This item requires review by the Planning and Zoning Commission and the City Council due to the fact that this property is located within the Central Business District (Section 26-189). The downtown district requires a building site plan review (i.e. design review) for any “substantial improvement” to an exterior façade, including new signs and awnings. A substantial improvement to properties in the Central Business District Overlay is defined in Section 26-189 (f) and reads as follows:

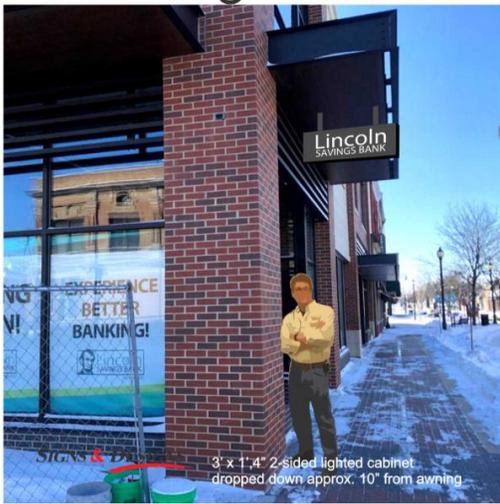
"Substantial improvement" includes any new building construction within the overlay district or any renovation of an existing structure that involves any modification of the exterior appearance of the structure by virtue of adding or removing exterior windows or doors or altering the color or exterior materials of existing walls. All facade improvements, changes, alterations, modifications or replacement of existing facade materials will be considered a substantial improvement. Included in this definition are any new, modified or replacement awning structures or similar material extensions over the public sidewalk area. A substantial improvement also includes any increase or decrease in existing building height and/or alteration of the existing roof pitch or appearance."

Typically signage is not part of the review process unless the review is mandated by the Ordinance. In this case, when a new projecting sign is installed that overhangs the public right-of-way and if additional signage is proposed that was not shown on the original site plan approved by Council, the Planning and Zoning Commission and City Council must review and approve the request. Not all signs are reviewed in this manner. If a projecting sign is simply replaced, review of this level is not triggered and a permit can be issued with only staff level review.

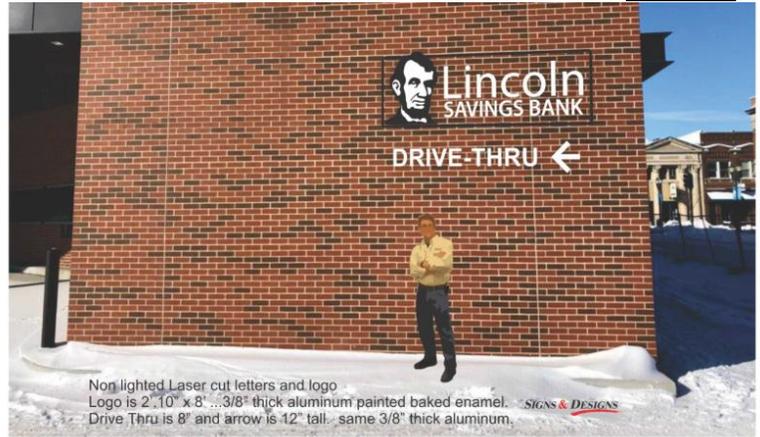
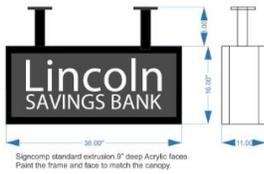
ANALYSIS

The applicant is proposing to install a new projecting sign on the western face of the 302 Main Street building for advertising new tenant Lincoln Savings Bank. The projecting sign will be projecting over the public sidewalk facing north and south side of the Main Street. The sign is a two-face rectangle sign and is approximately 4 square feet per sign face and will be placed below the projecting canopy of the building along the Main Street. The projecting sign is approximately 3 feet wide by 1 foot 4 inches tall. The proposed sign will highlight the letterings only. The proposal for the projecting sign meets the district signage requirements.

All projecting signs within the Central Business District are required to be at least 10 feet above the sidewalk and cannot project further than half the width of the sidewalk or five feet, whichever is less (Section 26-189 (j)(2)). Projecting signs within the Central Business District cannot exceed 40 square feet per sign face and wall signs cannot exceed ten percent of the total storefront area (Section 26-189 (j)(2)).



3' x 1.4' 2-sided lighted cabinet, dropped down approx. 10" from awning



Non lighted Laser cut letters and logo
 Logo is 2' 10" x 8' ... 3/8" thick aluminum painted baked enamel. SIGNS & DESIGNS
 Drive Thru is 8' and arrow is 12" tall - same 3/8" thick aluminum.



The proposed projecting sign projects about 3 feet over public sidewalk and has approximately a 12 feet clearance above the sidewalk. The sidewalk at this location is approximately 16 feet wide. The proposed placement of the sign meets city code.

In addition, the applicant is also proposing to add a wall sign on the eastern face of the 302 Main Street building to direct people to the bank drive-through that is located in the alley. Typically, the wall sign is not part of review but in this case we want the commission to review the wall sign as the sign was not part of approved building site plan for 302 Main Street building. As per code (Section 26-189 (j)(4)), wall signs shall not exceed ten percent of the total wall area and in no case shall exceed ten percent of the area of the storefront. Proposed wall sign is approximately 27 square feet in area and will be placed at least 8 feet above ground. This sign will face the alley, but be visible from 3rd Street. The proposal meets the wall sign configurations in the code for the building.

If approved by the Planning and Zoning Commission, this item will be placed on the next regularly scheduled City Council meeting. If the City Council approves this request, a sign permit will be issued for the new signs.

STAFF RECOMMENDATION

The Community Development Department recommends approval of the submitted design review application for new signage requested by tenant Lincoln Savings Bank at 302 Main Street.

PLANNING & ZONING COMMISSION

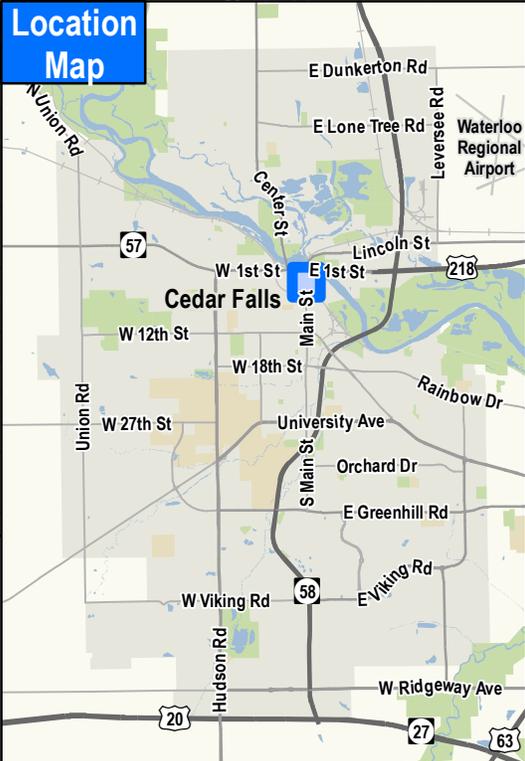
Discussion/Vote
 03/24/2021

Cedar Falls Planning and Zoning Commission March 24, 2021

Item 5.

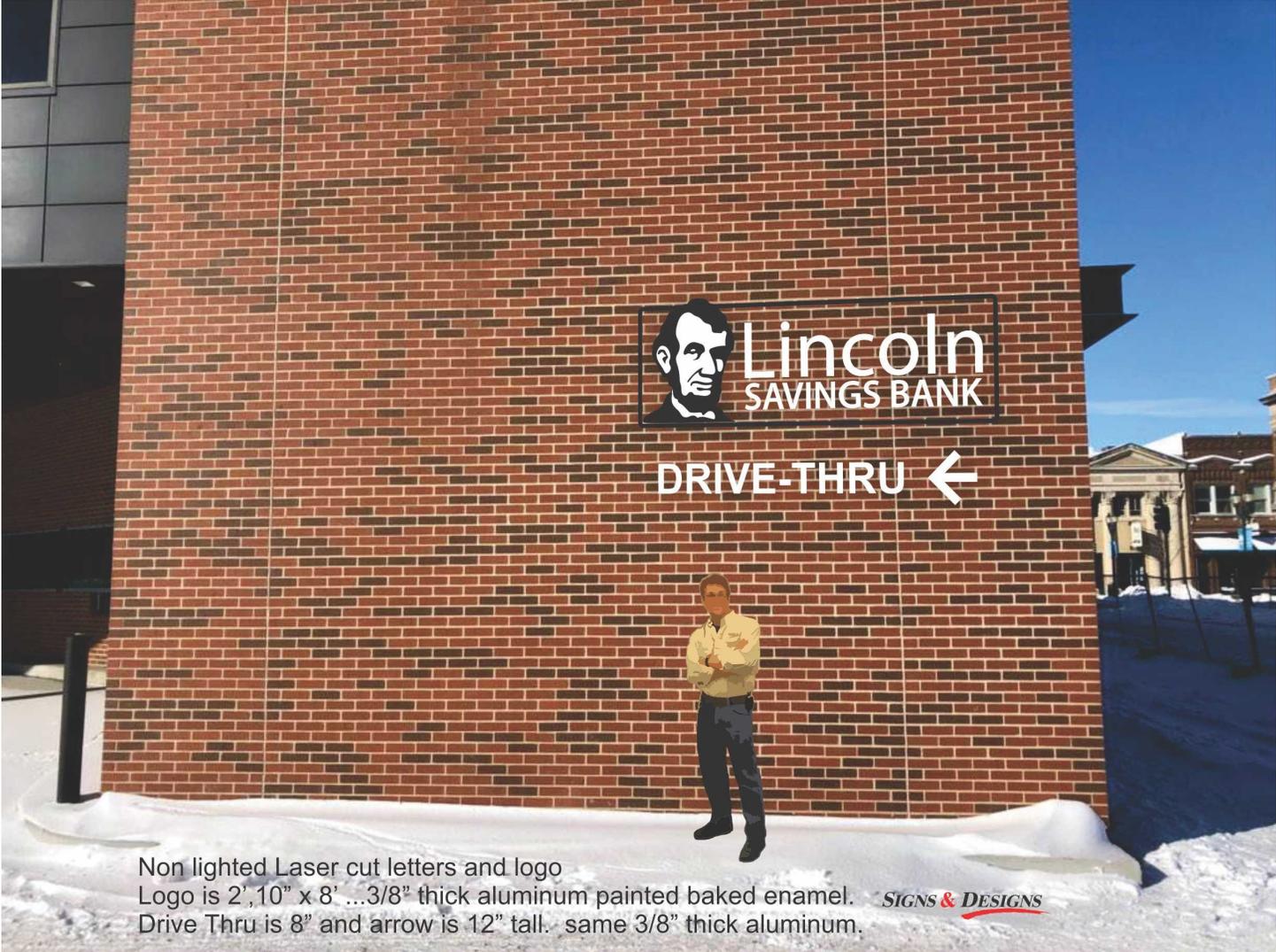


Location Map



Design Review for new Signage 302 Main Street

Sign D



Non lighted Laser cut letters and logo
Logo is 2',10" x 8' ...3/8" thick aluminum painted baked enamel. *SIGNS & DESIGNS*
Drive Thru is 8" and arrow is 12" tall. same 3/8" thick aluminum.

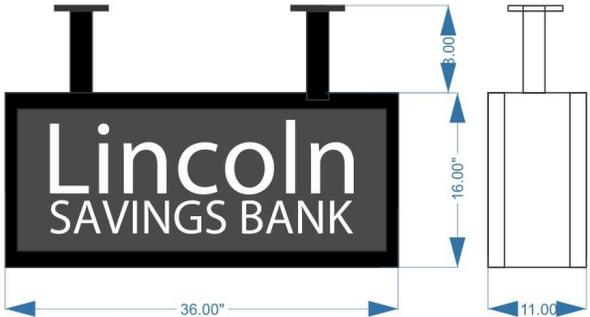
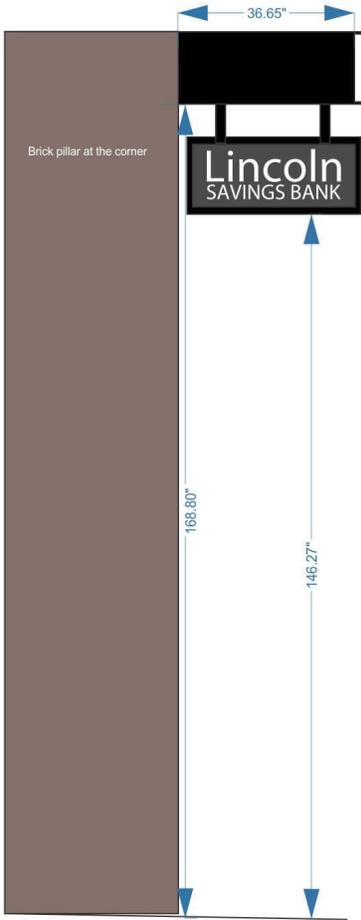


3/8" aluminum plate laser cut and stud mounted.
painted black and white.

Sign C



3' x 1',4" 2-sided lighted cabinet
dropped down approx. 10" from awning



Signcomp standard extrusion.9" deep Acrylic faces
Paint the frame and face to match the canopy.

3/15/2021
302 Main Street
Cedar Falls, Iowa

P&Z Letter of intent:

Location: Address of the Property
302 Main St. Cedar Falls, Iowa

Overview of additional signs for Lincoln Savings Bank:

Sign C: Purpose of this sign is to identify the LSB entrance location to pedestrians. Installation of a 16" x 36" lighted blade sign under the canopy on the West side of the 302 Main St. building. The sign is 12' 2" off the sidewalk. Sign is made with an extruded aluminum cabinet , acrylic faces and Led internal lighting. The background does not light up. Only the lettering lights. See attached drawings.

Sign D: The purpose of this sign is to identify the alley entrance to the LSB Bank drive-thru located in the alley.

Installation of a non-lighted logo and letters on the brick wall on the East side of the building at the entrance to the alley. These are 3/8" thick, flush, stud mounted aluminum letters with a baked enamel finish. Overall size is 7' ,11" x 4'. The bottom of the sign is 8' from the Alley floor. See attached drawing.

Applicant Contact: Lincoln Savings Bank Andrea DeVore andrea.devore@mylsb.com

Contractor: Signs & Designs , David Schachterle, 5600 Nordic Drive, Cedar Falls, Iowa 50613 T: 319-277-8829

David Schachterle
Signs & Designs, Inc,

3/15/2021
302 Main Street
Cedar Falls, Iowa

Approval letter from the owner.

I approve of the addition of these signs described below for our offices at 302 Main Street.

Location:

302 Main St. Cedar Falls, Iowa

Signed: _____



Sign C: Installation of a 16" x 36" lighted blade sign under the canopy on the West side of the 302 Main St. building. The sign is 12' 2" off the sidewalk. Sign is made with an extruded aluminum cabinet , acrylic faces and Led internal lighting. The background does not light up. Only the lettering lights. See attached drawings.

Sign D: Installation of a non-lighted logo and letters on the brick wall on the East side of the building at the entrance to the alley. These are 3/8" thick, flush, stud mounted aluminum letters with a baked enamel finish. Overall size is 7' ,11" x 4'. The sign bottom is 8' from the Alley floor. See attached drawing.

Applicant Contact: Lincoln Savings Bank

Contractor: David Schachterle, 5600 Nordic Drive, Cedar Falls, Iowa 50613 T: 319-277-8829



DEPARTMENT OF COMMUNITY DEVELOPMENT

City of Cedar Falls
220 Clay Street
Cedar Falls, Iowa 50613
Phone: 319-273-8600
Fax: 319-273-8610
www.cedarfalls.com

MEMORANDUM

Planning & Community Services Division

TO: Planning & Zoning Commission
FROM: Karen Howard, AICP, Planning & Community Services Manager
DATE: March 19, 2021
SUBJECT: Rezoning Request 4800 Block Cedar Heights Drive Oster Property (RZ21-001)

REQUEST: Rezone property from A-1, Agricultural District and R-1, Residential Zoning District to MU, Mixed Use Residential Zoning District. Update the Pinnacle Prairie Master Plan accordingly.

PETITIONER: Oster Family Limited Partnership

LOCATION: 500 feet north of Huntington Road, west Side of Cedar Heights Drive

PROPOSAL

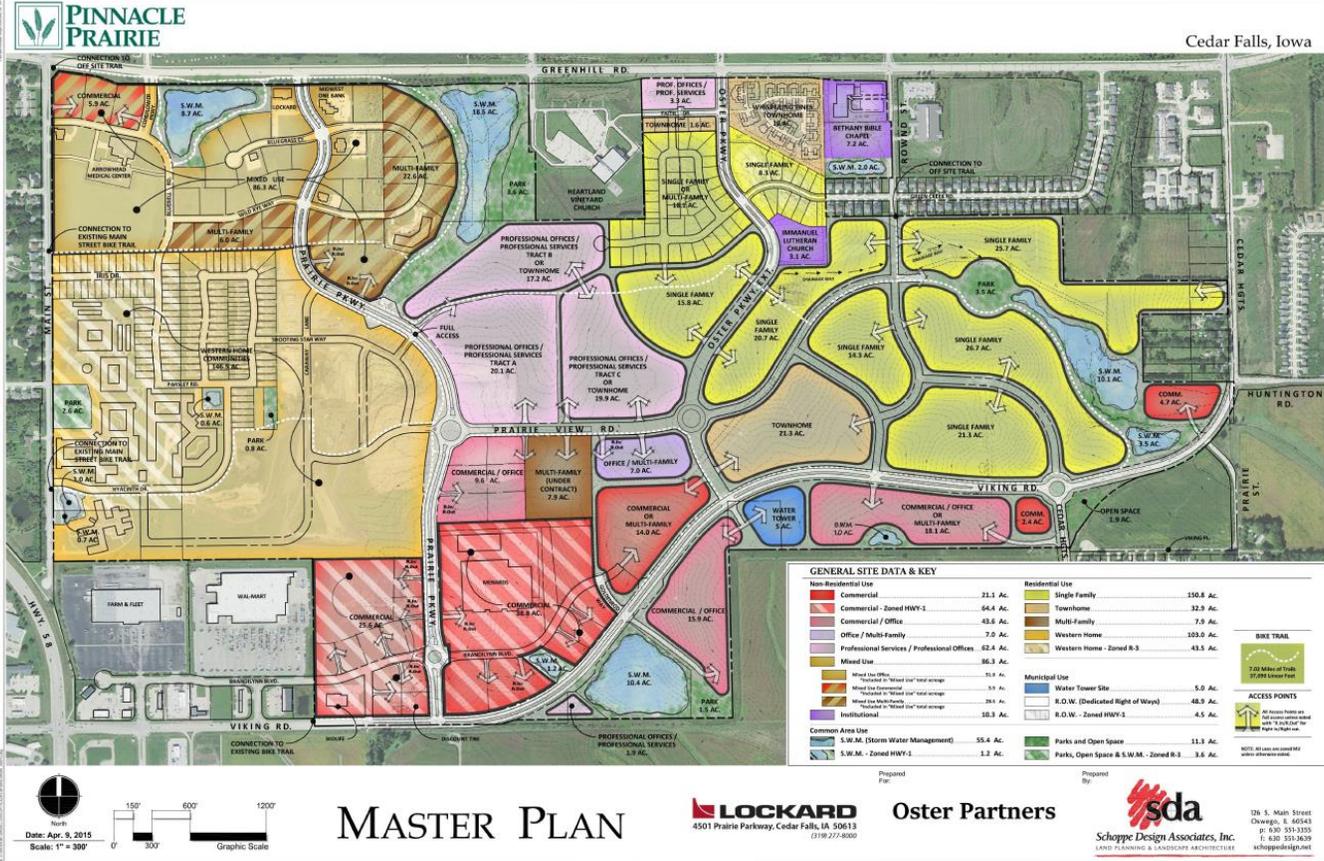
Oster Family Limited Partnership has requested to rezone approximately 15 acres of property from the A-1, Agricultural District (approx. 12 acres) and R-1, Residential Zoning District (approx. 3 acres) to MU, Mixed Use Residential Zoning District. As shown on the attached rezoning plat, this property is located 500 feet north of Huntington Road along the west side of Cedar Heights Drive. The applicant has submitted a concept plan for the area proposed for rezoning that will be intended largely for multi-unit dwellings.

BACKGROUND

A similar rezoning request was considered by the Planning and Zoning Commission in September and October 2020. That petition was denied by the Commission due to the lack of an east-west street connection through the development to Cedar Heights Drive. The applicant had revised their original proposal to modify the street pattern to include a street connection that will align with the Huntington Drive intersection with Cedar Heights Drive. They are now requesting to incorporate this new area of multi-unit dwellings into the Pinnacle Prairie Master Plan, which is zoned MU, Mixed Use Residential Zoning District.

The approximately 624 acres to the west and south were rezoned from RP Planned Residential Zoning District and A-1 Agricultural Zoning District to MU Mixed Use Residential Zoning District in 2004, subject to a developmental procedures agreement and master plan, known as Pinnacle

Prairie. The submitted master plan was revised in 2015, with an associated amendment to their developmental procedures agreement. The approved 2015 Master Plan is shown below for reference and is also included in your packet as an attachment.



The property north of the subject property is currently zoned C-1 Commercial Zoning District, and is developed with multi-unit dwellings. The property across Cedar Heights Drive to the east was zoned MU in 2006, but the area along Cedar Heights Drive intended for commercial uses remains undeveloped.

The intent of this request for rezoning is to incorporate the subject property into the larger Pinnacle Prairie MU District and update the eastern portion of the master plan accordingly. A draft "Pinnacle Prairie East Concept Plan" is attached to this report.

If the rezoning is approved and master plan updated, the next step would be to bring forward a preliminary plat for the larger concept plan area. This will make it possible to final plat the multi-family area, so the owner can market it to potential buyers. A detailed site plan would be submitted when development is proposed, which will need to be in compliance with the adopted master plan and subdivision plat. The developmental procedures agreement will also need to be updated to address the changes in the master plan.

ANALYSIS

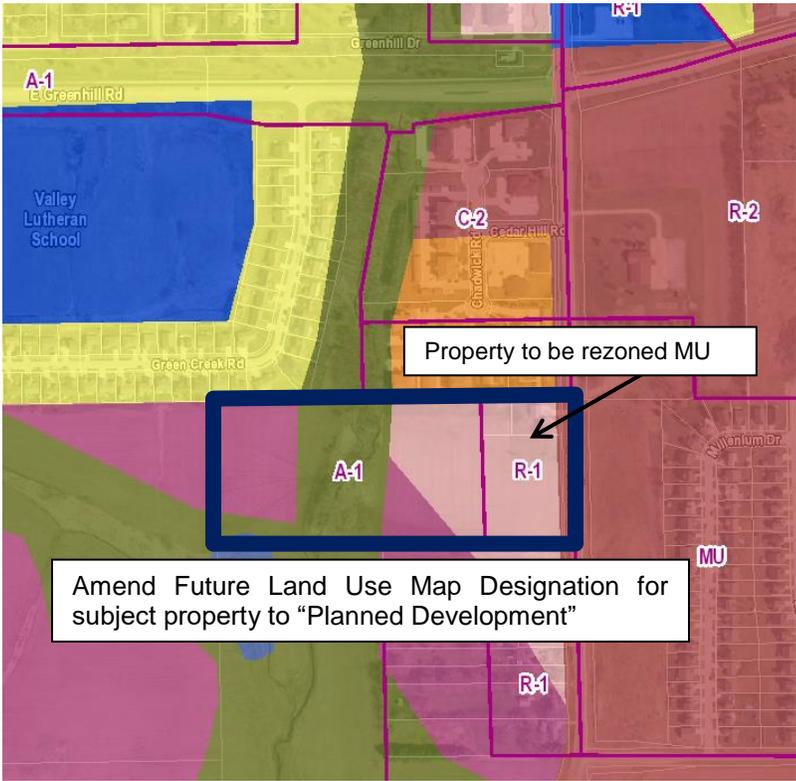
Existing and Proposed Zoning

The purpose of A-1 Agricultural District is to act as a "holding zone" in areas of the city that are undeveloped and not served by essential municipal services (i.e., sanitary sewer, water, roadways) but where future growth and development is anticipated according to the Comprehensive Plan. The purpose of R-1 Residential Zoning District is to provide opportunities for low density, primarily single-dwelling residential development in areas that are served by essential municipal services.

The Mixed Use (MU) Residential Zoning District designation is established for the purpose of accommodating integrated residential and neighborhood commercial land uses on larger parcels of land for the purpose of creating viable, self-supporting neighborhood districts. The MU residential district strives to encourage innovative development that incorporates high-quality building design, careful site planning, and preservation of unique environmental features with an emphasis upon the creation of open spaces and amenities that enhance the quality of life of residents. To that end, a detailed master plan is required at the time of rezoning. As stated previously, an updated master plan for the eastern portion of the Pinnacle Prairie development has been submitted by the applicant. This includes the area proposed for rezoning. The draft "Pinnacle Prairie East Concept Plan" is described in more detail below. However, the first test for a proposed rezoning is whether it complies with the Comprehensive Plan.

Compliance with the Comprehensive Plan and Future Land Use Map

During review of the previous rezoning proposal, the Commission voted to recommend a change to the Future Land Use Map in the in the City's Comprehensive Plan. The Future Land Use Map in the City's Comprehensive Plan designates the area that is the subject of the rezoning request as a combination of "Office and Business Park," "Planned Development," and "Greenways and Floodplain," as shown on the following page. The applicant made a good case that the appropriate designation is "Planned Development" as it will allow this area to be integrated into the master planned development to the west and south. Staff concurred, provided there are adequate street connections provided from the new proposed MU area to the Pinnacle Prairie development to the west. Staff also agreed with their assessment that *"the property located on the east side of Cedar Heights Drive across the street from the subject property is identified on the City's Plan as "Neighborhood Commercial/Mixed Use" and is entitled for a retail commercial center. Additional residential units in this area will increase the viability of the development of the site for neighborhood commercial use and provide retail and service businesses within walking distance of the proposed project."* There is a concern that there may be too much area designated on the future land use map for commercial use to be supported by the market, which may explain why the land on the east side of Cedar Heights Drive remains undeveloped. Additional residential development in the area may provide additional market demand for neighborhood commercial development. **The Commission's recommendation to amend the Future Land Use Map to designate the area as appropriate for "Planned Development," will be forwarded to City Council concurrent with the proposed rezoning request.**



Future Land use Map (Legend)

Planned Development-
 Office and Business Park -
 Greenways and Floodplain-



Amendment to the Pinnacle Prairie Master Plan

As stated in the zoning ordinance, “the owner of a property may seek approval of a mixed use residential zoning designation with the simultaneous submittal of a comprehensive development site plan. Zoning approval cannot be given without an approved development site plan.”

Fortunately, in this case a significant amount of work and thought has already been done on the Pinnacle Prairie MU District master plan, so it is a matter of amending the current (2015) master plan to incorporate the area proposed for rezoning into this larger plan for development of the mixed use neighborhood. There are a number of elements listed in the zoning code that are required to be addressed in the master plan, as listed below:

- (1) Building locations.
- (2) Streets, drives, accessways.
- (3) Parking lots.
- (4) Landscape plan, open space areas.
- (5) Pedestrian traffic plan, including sidewalks, bicycle paths.
- (6) Architectural renderings of all sides of each building, including accessory structures.
- (7) Signage plan.
- (8) List of expected uses within the development.

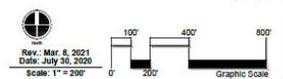
- (9) Stormwater detention and erosion control plans.
- (10) Topographic features of the site including land and soils capability analysis.
- (11) Residential densities.
- (12) Natural drainageways, floodplain areas.
- (13) Municipal utility locations.
- (14) Residential recreation or park areas.

In a larger MU District, such as Pinnacle Prairie, which encompasses more than 600 acres, build out takes years and portions of the master planned area may be sold to other developers, who will prepare detailed site plans for their portion of the development. Therefore, in practice, our expectation is that the master plan would address each of these elements generally, with the specific requirements met during subdivision review and site plan review for specific building sites once development is imminent.

There does, however, need to be a level of detail necessary to evaluate the rezoning request and to establish how the area will function as a cohesive and well-planned neighborhood at full build-out, including the street network, plan for the extension of utilities, sanitary sewer, and stormwater management, proposed distribution of various land uses and housing types, and plan for parks, trails, and open space amenities, and any neighborhood-serving commercial areas. Each of these aspects of the proposed updated master plan is discussed in more detail below.



Cedar Falls, Iowa



PINNACLE PRAIRIE EAST CONCEPT PLAN



The revised Pinnacle Prairie East Concept Plan is shown above and is included as an attachment in your packet for more careful review. Note that there are a number of notable areas on the concept plan:

- There are two north-south street connections through the concept plan area: Oster Parkway and Rownd Street/Street E to the roundabout that links Cedar Heights Drive to Viking Road.
- With this proposal, Prairie View Road is extended in a curvilinear, yet easterly direction to connect with Cedar Heights Drive at the intersection of Huntington Road. This will provide an important means of access and circulation for area residents.
- The townhome area illustrates that a majority of the units would have vehicular access from rear alleys. Additional information about the townhome area is described in the next section of the report;
- A note has been added to the concept plan that street and lot layouts may need to be adjusted to ensure that new homes are not located in the floodplain. New lots cannot be platted with more than 25% of their lot area within a flood hazard area.
- It should also be noted that the small commercial area in the southeast corner of the development that includes the extended Prairie View Road and Huntington Road intersection will be almost entirely within a flood hazard area, if the new preliminary FEMA Flood Insurance Rate Maps are adopted in 2022. This area will need to be platted, including the street connection across the Green Creek, prior to the adoption of the new maps to avoid violation of the subdivision platting rules as noted above.
- The applicant has indicated that if for whatever reason the commercial area becomes unviable due to floodplain issues, that adequate area will be reserved for a potential east-west street connection along the southern edge of the multi-family area to Cedar Heights Drive. This commitment will need to be included in the development agreement required with the change to the master plan. Currently the concept plan illustrates a drive flanked by parking spaces and garages. If the multi-family area is proposed for final plat and site plan review prior to the commercial area, the proposed layout of the multi-unit dwellings, drives, parking, and garages will need to be adjusted to reserve the area as an outlot unencumbered with garages and parking to ensure a street can be appropriately designed and constructed through this area. In addition, the centrally located access may need to be shifted to the north to ensure adequate spacing with this potential future street. All these adjustments can be avoided if the commercial area is platted and street constructed prior to the multi-family area.

Land Uses

In the case of Pinnacle Prairie, since specific building designs were not known at the time of rezoning and the owner desired to establish a certain design aesthetic and ensure a high quality living and business environment, a set of design guidelines (*The Pinnacle Prairie General Design Guidelines*, dated 2-23-16) and a private design review process was set up to ensure a consistent quality of construction and design throughout the neighborhood.

The Pinnacle Prairie MU district is divided into distinctive areas, each with its own set of allowed uses and design guidelines. The area generally east of Oster Parkway is entitled, *The Villages*, which is in large part residential in character, with a mix of single family, townhouses, and with the addition of this newly proposed area along Cedar Heights Drive, it will contain approximately 12 additional acres intended for multi-family dwellings and an additional 3 acres for single family

development. This area also includes the small neighborhood commercial area at the intersection of Cedar Heights Drive and Huntington Road. The applicant proposes to use the same set of design guidelines for the areas requested for rezoning.

There are separate design standards for each residential building type. The pages of the design guidelines related to each of these dwelling types are attached for your reference. These standards will ensure that the area proposed for rezoning will be developed with the same level of design as the rest of the Pinnacle Prairie development, including landscaping, signage, and the general Prairie-style aesthetic envisioned by the owner.

Staff notes that when individual site plans are submitted for review, the placement of the buildings, parking, and open space amenities should be carefully reviewed through the Planning and Zoning Commission and City Council to ensure a high quality living environment for future residents. Multi-family buildings should be oriented toward the street with parking located behind, under, or to the side of buildings and screened with landscaping. Each building should have usable yard/courtyard areas as well as good access to neighborhood open space amenities and trails.

For townhomes, staff recommends a focus on alley-loaded models as shown in the design guidelines as there is a general lack of this housing type in the community and it will reduce the need for extensive driveway curb cuts along neighborhood streets and ensure that these higher density dwellings will fit more seamlessly into the single family residential character of the neighborhood. The applicant has refined the townhome area in the concept plan to show a concept of rear-loaded units that front on the street with garages located at the rear of the units with access from an alley. Some additional minor adjustments to the street pattern when the area is platted may yield a more efficient layout and break up the longer blocks, but staff finds that the concept captures the intent to provide an alley-loaded product. If driveways are moved to the alley rather than the street, it will:

- reduce traffic congestion and vehicular conflict points on fronting streets;
- achieve streets with sidewalks uninterrupted by front driveways;
- provide more room for street trees and front yard landscaping; and
- reserve the street space for on-street parking for visitors.

Staff also notes that if alley-loaded townhome designs are used there may be more opportunities to integrate townhomes strategically throughout the neighborhood rather than concentrating them in just one large area.

With regard to the small commercial area, buildings would also have to meet the Pinnacle Prairie design guidelines and will be reviewed in detail at the time the area is proposed for development. As noted below, the street access and trail access should be carefully designed to ensure that neighborhood residents have easy access to what is intended to be a neighborhood-serving commercial area.

Street network and traffic circulation

The 2015 master plan illustrates the roadway alignments, access locations and proposed intersection designs and locations for the major streets within the development (Prairie Parkway, Oster Parkway, Viking Road, and a portion of Prairie View Road. Other potential streets connections are also illustrated, but additional local streets are just conceptually shown with

arrows. Lots and blocks are not illustrated so it is difficult to understand how the neighborhood would be laid out with a local street pattern, and how the trails, parks, and stormwater management areas would be located in relation to the streets. Staff requested that the applicant submit a more defined concept plan showing a concept for streets, blocks and lots, so one can clearly see how the neighborhood could function as a whole. This preliminary work will be a precursor for the subdivision platting, which will be required prior to sale of any portion of the development, including the multi-family area proposed for rezoning.

The submitted concept plan for the transportation network has a number of positive aspects:

- There is good public access to the trail network and to the 3.5 park, which fronts on both Prairie View Road and Street B;
- Streets are laid out in an attractive curvilinear and generally connected pattern. Some of the block lengths exceed the recommended block length of 600 feet, but with a few adjustments at the time of platting this can be addressed, such as extending Street G to connect with Street C.
- Open space appears to be well distributed throughout the neighborhood with a trail system to linking them to provide walking and biking routes.
- Prairie View Road, a major collector, will extend across the area to provide circulation within and through the neighborhood with connection points with major north-south routes at Oster Parkway, Rownd, and Cedar Heights Drive.

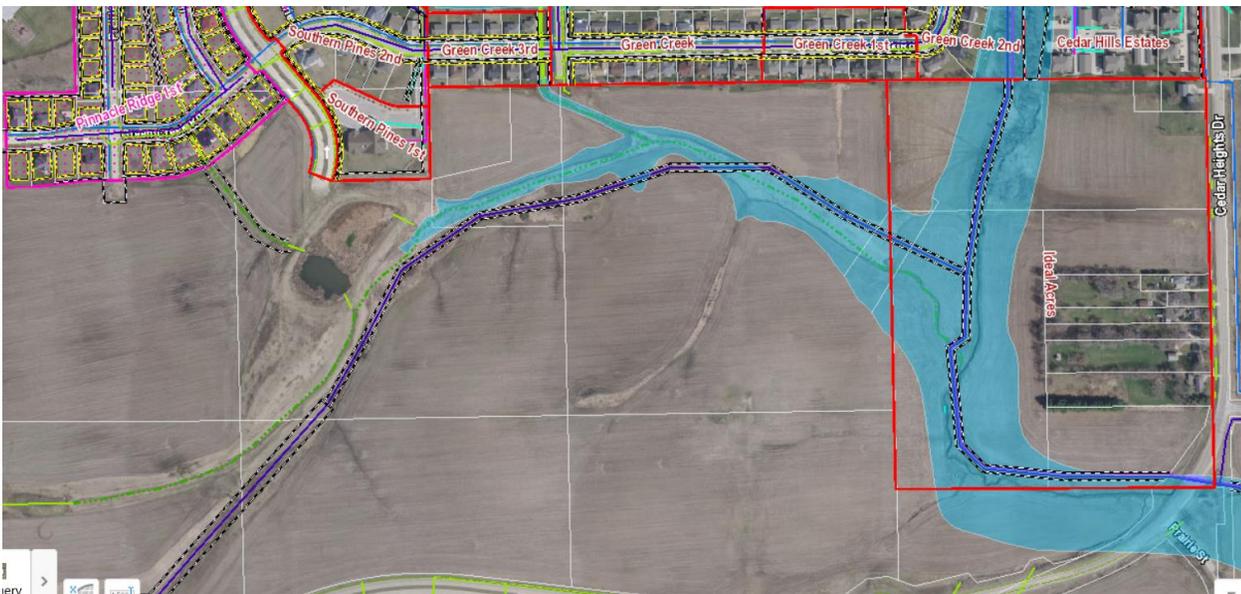
The City will soon be making improvements to Cedar Heights Drive and associated infrastructure. With that project, adjustments in the right-of-way will be made at the intersection of Huntington Road to allow for a future roundabout, which would allow the street to be extended to the west to serve the commercial area and any additional development proposed in the future to the existing lots that were created behind the homes in the Ideal Acres subdivision along Cedar Heights Drive. While currently these lots are owned and used as extended yard areas for these homes, there would be the potential for additional homes to be developed if a means of access is provided. There are a number of possible scenarios for providing access. Extending a street north from an extended Huntington Road is one possibility. When this area is platted, this issue will need to be studied more fully to determine how best to provide access to this undeveloped land whether it is from an extended Huntington Road or from the east-west street connection in the multi-family area to the north or from both.

Access to Public Services and Stormwater Management

Water, electric, gas, and communications utility services are available to the proposed future developments in accordance with the service policies of Cedar Falls Utilities (CFU). During preliminary plats, final plats and site plan reviews, more detail on the sizing of lines, location, and other aspects will be reviewed.

As shown below, sanitary sewer lines extend east-west across the area coinciding with the natural drainage pattern of the area, so are readily available for extension to serve the neighborhood. There is also a north-south sanitary line that runs along Green Creek that serves the eastern portion of the development. On the master plan you will note that these sanitary lines are located along the proposed alignment of Prairie View Road until it reaches the larger neighborhood open space area, which coincides with the natural drainage pattern and the Green Creek riparian corridor.

A regional stormwater management system is proposed that follows the drainage pattern one can see on the aerial photograph below. Note also that the floodplain for Green Creek is extensive. While the floodplain is generally shown as green space on the proposed concept plan, there are lots along the south side of Street A and along the north side of a portion of Prairie View Road that are partially or wholly within the floodplain. The City's floodplain regulations and subdivision rules will not allow development in these areas, except that up to 25% of a residential lot may be located in the floodplain as long as the buildable area on the lot is not within the floodplain. While the applicant has not amended the concept plan to address this issue, they have included a note on the concept plan that adjustments to the block and lot layout may be necessary to ensure that new homes are not located within the floodplain. While it would be best to consider this issue early in the planning stage, the issue will have to be resolved prior to platting. With regard to the multi-family area east of Green Creek, the plan does a better job of respecting the floodplain boundary with no building encroachment into these areas.



Open Space, Parks, and Trails

The MU District requires 10% of the land area to remain as open space. The concept presented includes a refined representation of the open space that coincides with the floodplain for Green Creek and the proposed regional stormwater management area. Trails extend along Street J from the Pinnacle Prairie area to the west and follow Prairie Parkway into the greenway connecting the 3.5 acre park to the larger area to the west and across the creek to the east. The concept plan shows a well-connected trail network.

It should also be noted that the April, 2015 staff report to City Council states:

Per the original concept plan site data, 2% must remain specifically as park space. Based on the Commission's favorable discussion March 3rd (2015), 2.6 acres of trail are part of that park amount. The Developmental Procedures Agreement addresses that. Note: Any trails along the road within that area calculation are counted at half the area, since a 5' sidewalk is required. There could be changes in the future that would require adjustment to the Master Plan in order to meet the 2% requirement.

Any revised developmental procedures agreement should continue to include an updated parks and trails calculation based on the larger area included with this rezoning.

Technical Comments:

1. A preliminary and final plat will be required prior to any land sales within the master planned area. Platting is helpful in determining the lots and development areas that will benefit from the streets, regional stormwater management system, open space amenities, park areas, and trails, so that that cost of constructing and maintaining these facilities can be addressed through the sale of the lots and establishment of homeowner's associations with appropriate fee structures. It is not in the best interest of either the owner or the City to plat this area in a piecemeal fashion since so much of the infrastructure is shared. The platting process will help the owner determine how these benefits and costs should be shared, so they can be assured that their investment will be appropriately recaptured as lots are sold. The sale of land to Immanuel Lutheran Church prior to platting is a case in point. The church had difficulty developing the land they acquired from Oster through a plat of survey and experienced considerable delay in preparing plat documents and obtaining off-site easements to address stormwater management since the larger area has not been platted and the regional stormwater system has not been established.
2. A new or amended developmental procedures agreement will need to be drafted and signed prior to setting a public hearing at City Council for the rezoning.

PUBLIC NOTICE

Once the Commission sets the date of hearing, notice of the public hearing will be mailed to the adjoining property owners and published in the Waterloo-Cedar Falls Courier.

STAFF RECOMMENDATION

The Community Development Department recommends that the Commission introduce the item for discussion, provide direction, and set a public hearing date for the April 14, 2021 meeting.

PLANNING & ZONING COMMISSION

Discussion
3/24/2021

Attachments: Rezoning Plat
2015 Pinnacle Prairie Master Plan
Proposed updated master plan and concept plan for "Pinnacle Prairie East"
Updated Design Guidelines for Pinnacle Prairie
Applicant's letter requesting rezoning

Rezoning Plat
Owners within 300 Feet
Part of Ideal Acres
Cedar Falls, Iowa

1. Wayne P & Janet M O Neil
4803 Cedar Heights Drive
Cedar Falls, IA 50613
2. PLACE LLC
c/o R Scheer & T Greenwood
1102 Lake Ridge Drive
Cedar Falls, IA 50613
3. Austin Rindels
4701 Chadwick Road #3
Cedar Falls, IA 50613
4. Nermina Sabanagic
4701 Chadwick Road #4
Cedar Falls, IA 50613
5. Jeffrey S & Ada O Bendorf
825 Sonya Drive
Waterloo, IA 50702
6. IA Home Rentals LLC
PO Box 1231
Cedar Falls, IA 50613
7. Nichole L Koelling
4701 Chadwick Road #8
Cedar Falls, IA 50613
8. Ada Oyaide
7077 Meadow Lane
Platteville, WI 53818
9. Steven R Harbaugh
1433 South Hill Drive
Waterloo, IA 50701
10. Nafka Dautovic
4705 Chadwick Road #1
Cedar Falls, IA 50613
11. Thomas K Rohrssen
4705 Chadwick Road #2
Cedar Falls, IA 50613
12. Willard F & Verla M Wedemeier
4705 Chadwick Road #3
Cedar Falls, IA 50613
13. Daniel L Weber, Jr
4705 Chadwick Road #6
Cedar Falls, IA 50613
14. Justin J Holthaus
524 Boulder Drive
Center Point, IA 52213
15. Caralee K Doak
4705 Chadwick Road #11
Cedar Falls, IA 50613
16. Shashidhar & Rakhee Kaparthi
432 Primrose Drive
Hudson, IA 50643

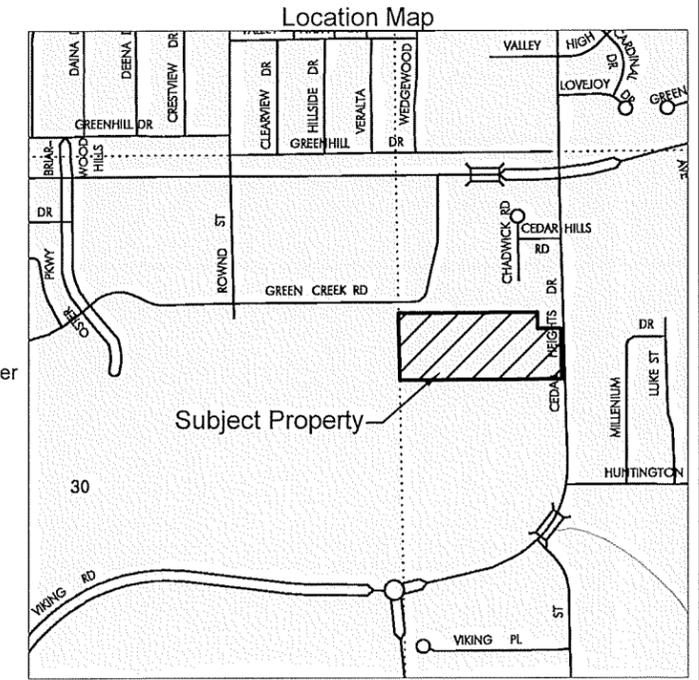
17. Kay Kiene
4702 Chadwick Road #1
Cedar Falls, IA 50613
18. Carol L & Jeffry S Dick
4614 Donald Drive
Cedar Falls, IA 50613
19. Nancy L Thorne
4702 Chadwick Road #3
Cedar Falls, IA 50613
20. Megan A Wellik
4702 Chadwick Road #5
Cedar Falls, IA 50613
21. Joshua Budden
4702 Chadwick Road #6
Cedar Falls, IA 50613
22. Tamara Hastings
4702 Chadwick Road #7
Cedar Falls, IA 50613
23. Darren Haley
4702 Chadwick Road #8
Cedar Falls, IA 50613
24. Beverly A Weiss
4702 Chadwick Road #9
Cedar Falls, IA 50613
25. Susan M Moore
4702 Chadwick Road #10
Cedar Falls, IA 50613
26. Brett T Borcharding
4702 Chadwick Road #11
Cedar Falls, IA 50613
27. Stephen Lee & Courtney A Styron
104 Garner Drive
Waverly, IA 50677
28. Deborah A Fedge
Jonathan K Schoer
4305 Callum Ct
Cedar Falls, IA 50613
29. Richard A Riker
4706 Chadwick Road #2
Cedar Falls, IA 50613
30. Stephen Jordan
4706 Chadwick Road #3
Cedar Falls, IA 50613
31. Brian D Francois
1022 210th Street
Masonville, IA 50654
32. Brittney McNamara
4706 Chadwick Road #6
Cedar Falls, IA 50613

33. James A Janka
Kathleen A Janka
4706 Chadwick Road #7
Cedar Falls, IA 50613
34. Samuel J Hartmann
4706 Chadwick Road #8
Cedar Falls, IA 50613
35. Megan M Schriver
4706 Chadwick Road #9
Cedar Falls, IA 50613
36. Lauryn B & Michelle B Tweed
4706 Chadwick Road #10
Cedar Falls, IA 50613
37. Natalie Teslow
4706 Chadwick Road #11
Cedar Falls, IA 50613
38. Timothy J Jensen
4706 Chadwick Road #12
Cedar Falls, IA 50613
39. Rickard & Kristen M Sevy
4710 Chadwick Road #1
Cedar Falls, IA 50613
40. Gary W & Brenda L Geuther
4710 Chadwick Road #2
Cedar Falls, IA 50613
41. Jean M Draude
4710 Chadwick Road #3
Cedar Falls, IA 50613
42. Jay Meier
4710 Chadwick Road #4
Cedar Falls, IA 50613
43. Margaret A Miller
4710 Chadwick Road #5
Cedar Falls, IA 50613
44. Walter L Sykes
4710 Chadwick Road #6
Cedar Falls, IA 50613
45. Samantha M Frost
4710 Chadwick Road #7
Cedar Falls, IA 50613
46. Anna L Staudinger
4710 Chadwick Road #9
Cedar Falls, IA 50613
47. Svetozar Bijelic
Ela Cepalovic
4710 Chadwick Road #10
Cedar Falls, IA 50613
48. Madeline A Chilton
Kellee A Chilton
4710 Chadwick Road #11
Cedar Falls, IA 50613

49. Martha Rose Claassen
4710 Chadwick Road #12
Cedar Falls, IA 50613
50. Rachael Soll
4708 Chadwick Road #1
Cedar Falls, IA 50613
51. Kathryn J Balvanz
Lisa A Balvanz
4708 Chadwick Road #2
Cedar Falls, IA 50613
52. Megan A Potratz
4708 Chadwick Road #3
Cedar Falls, IA 50613
53. Ronald J & Pamela J Sevey
4708 Chadwick Road #4
Cedar Falls, IA 50613
54. Kevin J Huegel
4708 Chadwick Road #5
Cedar Falls, IA 50613
55. Darlene Hansen Trust
c/o Rose M Anderson
4801 Briarwood Drive
Cedar Falls, IA 50613
56. Keith J Bader
5500 S Main Street Rd #76
Cedar Falls, IA 50613
57. Tara Thesing
4708 Chadwick Road #8
Cedar Falls, IA 50613
58. Bradley D Dedic
4708 Chadwick Road #9
Cedar Falls, IA 50613
59. Stacey A Hurt
4708 Chadwick Road #10
Cedar Falls, IA 50613
60. Adrianna N Murphy
4708 Chadwick Road #11
Cedar Falls, IA 50613
61. Tyler B McDowell
4708 Chadwick Road #12
Cedar Falls, IA 50613
62. Christine Dawn Werling
4712 Chadwick Road #1
Cedar Falls, IA 50613
63. Nancy L Duffy
4712 Chadwick Road #3
Cedar Falls, IA 50613
64. William J Adam Rev Trust
Cheryl L Adam Rev Trust
1028 W Main Street
Waukon, IA 52172

65. Bonnie L Popenhagen
4712 Chadwick Road #5
Cedar Falls, IA 50613
66. Ambri J Refer
4712 Chadwick Road #6
Cedar Falls, IA 50613
67. Joshua P Miller
4712 Chadwick Road #7
Cedar Falls, IA 50613
68. Mary Losch
Bruce Alexander
4712 Chadwick Road #8
Cedar Falls, IA 50613
69. Sarah Frederick
4712 Chadwick Road #9
Cedar Falls, IA 50613
70. Kerri Menninga
4712 Chadwick Road #10
Cedar Falls, IA 50613
71. Brian W Jansen
4712 Chadwick Road #11
Cedar Falls, IA 50613
72. David & Julie Bonde
21643 115th Street
Iowa Falls, IA 50126-0000
73. City of Cedar Falls
220 Clay Street
Cedar Falls, IA 50613
74. George & Elizabeth Drelich
2525 Green Creek Road
Cedar Falls, IA 50613
75. Cody M & Stacy M Cline
2529 Green Creek Road
Cedar Falls, IA 50613
76. Mae & James Lillibridge, Jr
2601 Green Creek Road
Cedar Falls, IA 50613
77. Kevin J & Jessica M Vogel
2607 Green Creek Road
Cedar Falls, IA 50613
78. Roy A & Janice M Dawson
2602 Green Creek Road
Cedar Falls, IA 50613
79. Levi R & Leslie R Frost
2510 Green Creek Road
Cedar Falls, IA 50613
80. Vickie Turner
2504 Green Creek Road
Cedar Falls, IA 50613

81. Eastern Iowa Lutheran HS Association
4520 Rownd Street
Cedar Falls, IA 50613
82. Thomas E & Jennifer L Michler
2426 Green Creek Road
Cedar Falls, IA 50613
83. Scott N & Angela L Millman
2420 Green Creek Road
Cedar Falls, IA 50613
84. William K & Audrey C Rule
2416 Green Creek Road
Cedar Falls, IA 50613
85. Michael G & Cindy M Koehn
2408 Green Creek Road
Cedar Falls, IA 50613
86. Evan M & Raven L Deuth
2401 Green Creek Road
Cedar Falls, IA 50613
87. Mason A & Lori L Kuhn
2407 Green Creek Road
Cedar Falls, IA 50613
88. Anita Wiebke
2415 Green Creek Road
Cedar Falls, IA 50613
89. Adam M & Tami J Halvorson
2419 Green Creek Road
Cedar Falls, IA 50613
90. Zachary M & Kristen K Lyons
2425 Green Creek Road
Cedar Falls, IA 50613
91. Francisca Figueroa Lucero
Juan F Arreola Arras
2503 Green Creek Road
Cedar Falls, IA 50613
92. Kyle R & Katie E Corson
2507 Green Creek Road
Cedar Falls, IA 50613
93. Daniel D Fencil Trust
422 Main Street
Cedar Falls, IA 50613
94. Oster Family Limited Partnership
Attn: Jessica Sul
3957 75th Street
Aurora, IL 60504-7914



95. Lyle L Bergman
1624 Maplewood Drive
Cedar Falls, IA 50613-000
96. Kenneth R & Alice Lynn White
5011 Cedar Heights Drive
Cedar Falls, IA 50613
97. R and N Investments
PO Box 728
Cedar Falls, IA 50613
98. Ronald J Abraham
401 N Highland Drive
Cedar Falls, IA 50613
99. Michael A Yaddof
4706 Chadwick Road #5
Cedar Falls, IA 50613
100. Anthony C Meade, Jr
9218 Greenbelt Dr
Urbandale, IA 50322

Item 6.	REVISIONS
page #	2/2
scale	1"=200'
drawn by	SJL
date	2/23/21
VJ Engineering 1501 Technology Parkway Cedar Falls, Iowa - 319-266-5829	
Rezoning Plat Part of Ideal Acres Cedar Falls, Iowa	
2080	33



Schoppe Design Associates, Inc.
LAND PLANNING & LANDSCAPE ARCHITECTURE

March 8, 2021

Department of Community Development
City of Cedar Falls
220 Clay Street
Cedar Falls, Iowa 50613

Re: Cedar Heights Drive Property Rezoning Request (2)

CEDAR HEIGHTS DRIVE PROPERTY
Explanation of Request

The initial MU rezoning justification submitted for the subject petition was included with the original application packet on June 12, 2020. The reasons noted in the Cedar Heights Drive Property – Explanation of Request letter dated June 12, 2020 remain valid and as such are again submitted and attached to this updated rezoning justification for reference. A number of events and changes to the petition have transpired since the original request was filed and are explained below.

The Planning and Zoning Commission first heard the land use map amendment and rezoning request on September 9, 2020. While the proposed land uses were generally well received by both staff and Commissioners, there was significant discussion regarding the lack of an east-west connection to Cedar Heights Drive. It was the petitioner's position that the proposed access points were adequate to facilitate effective traffic operations, and further that vehicular crossings of the floodplain and open space corridors should be limited due to environmental impacts. A number of residents also spoke at the meeting, and it was ultimately decided to continue the case to the Commission's next meeting to explore solutions to noted comments and so that the petitioner could meet with the adjacent residents to further discuss the project and answer any questions.

The resident meeting was held via Zoom on October 1, 2020 and nine residents participated. The proposal was clarified and numerous questions were answered. The meeting went very well and the resident response to the project was generally positive.

In response to the comments made by staff and Commissioners at the September 9, 2020 meeting, several revisions were made to the request and resubmitted for consideration at the October 14, 2020 Planning and Zoning Commission meeting:

- Pinnacle Prairie East Concept Plan:
 - Nose-in parking was removed in the revised townhome pod.
 - The trail was relocated immediately adjacent to the proposed commercial pod at Huntington and Cedar Heights.
 - A note was added to the plan regarding potential floodplain adjustments.

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- Pinnacle Prairie Master Plan:
 - The updated Pinnacle Prairie East Concept Plan was dropped into the overall Master Plan.
 - Site data was updated to reflect new land use acreages.

Both staff and the Commission concurred that the map amendment for the 15-acre parcel be changed to Planned Development to allow for the combination of multi-family and single-family uses as part of the overall Pinnacle Prairie development, and the Commission voted 8-0 in favor of this portion of the request.

The revised plans did not, however, include an east-west roadway connection to Cedar Heights Drive. There was discussion amongst the Commissioners that the crossing might make sense at Huntington given the proposed roundabout improvement and proximity to the commercial pod. However, without a commitment from the petitioner to provide this connection, the rezoning request ultimately failed by a vote of 4-4.

Rather than proceed to the City Council with a negative recommendation from the Planning and Zoning Commission, the petitioner continued negotiations with staff to come to resolution on the outstanding roadway connection issue. A number of options were explored, ultimately culminating in the now revised and proposed plan that incorporates an east-west roadway crossing of the creek at Huntington. The addition of this crossing resulted in a slight redesign of the single-family pod to the west. Additionally, given the unknown impact of the floodplain on the viability of the proposed commercial pod at this location, a note has been added to the plan that if in the future it is determined that the commercial pod is undevelopable, the east-west connection road would be relocated to the southern edge of the multi-family pod to the north.

In addition to the plan changes, the petitioner's obligations for the improvements at Goldenrod and the Prairie Parkway roundabout previously noted in staff's report have been satisfactorily addressed.

It is the petitioner's position that we have successfully resolved the outstanding issues and concerns noted to date and respectfully request approval of the petition for rezoning to MU.

Thank you for your consideration.

Sincerely,

Carrie L. Hansen
Director of Planning and Government Services

CLH:



Schoppe Design Associates, Inc.
LAND PLANNING & LANDSCAPE ARCHITECTURE

June 12, 2020

Department of Community Development
City of Cedar Falls
220 Clay Street
Cedar Falls, Iowa 50613

Re: Cedar Heights Drive Property Rezoning Request

To Whom It May Concern:

Per the City's rezoning application requirements, below please find a brief explanation of the proposal.

Cedar Heights Drive Property
Explanation of Request

The petitioner is requesting a rezoning of the subject property to MU, Mixed Use Residential for future development of both multi-family and single-family residential uses. The two residential use areas would be separated by an existing wide drainage corridor with proposed multi-family units to the east and single-family lots to the west. While there are no specific development plans at this time, the rezoning is being requested to assist with marketing to interested buyers/builders who would still be required to come back to the City for formal plan approval for ultimate product and design.

It is the petitioner's intent to add the 15-acre property to the Pinnacle Prairie project, immediately adjacent to the west and south. Doing so will result in the application of and adherence to the same high-quality development design standards of the Pinnacle Prairie development and add an additional mix of residential uses to the overall project. The City's MU District "strives to encourage innovative development that incorporates high-quality building design, careful site planning, preservation of unique environmental features with an emphasis upon the creation of open spaces and amenities that enhance the quality of life of residents." The accompanying Rezoning Concept Plan focuses on this goal and represents an idea of how the newly added MU property could be integrated into the Pinnacle Prairie project.

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The proposed multi-family use on the eastern portion of the property is a compatible extension of the existing medium density residential land use immediately adjacent to the property on the north. The physical barrier of the drainage corridor to the west orients the subject property more to the east, and as such the design contemplates a grand entry from Cedar Heights Drive. The conceptual design depicts 180 total units in 6, 24-unit and 2, 18-unit three story buildings. The design incorporates an open space theme immediately upon entering the development and continues with both a visual and physical extension of this amenity throughout the site. There is a main open space corridor in the middle of the project that serves not only as a gathering space for the residents but also visually connects the project entrance to the open space and drainage corridor to the west. The space can include a variety of complementary elements such as trails, benches, and a gazebo. In addition to the more centralized open space, each individual building has access to its own open space/courtyard area on a more intimate scale. There is an interconnected system of walking paths which all lead either to the central open space corridor within the project or to a future more regional trail within the adjacent open space and drainage corridor, connecting to the Pinnacle Prairie project and trail system. The site plan also includes a dog park, a desired amenity for multi-family projects of this type.

The proposed single-family use is located west of the drainage area and as such orients westward in terms of compatible land use. This use is accordingly derived from the designated future single-family land use of the Pinnacle Prairie project adjacent to the west, and additionally from the existing single-family residences of the Green Creek Subdivision adjacent on the north. The Concept Plan illustrates how approximately 6 single-family lots could be created utilizing a cul-de-sac design.

The City's Comprehensive Plan designates the area contained in the MU rezoning request for a combination of Planned Development and Office/Business Park. The delineation between these two uses is in an unusual diagonal manner and leaves an oddly shaped triangle that would appear extremely challenging to develop. The limited and awkward size of the office/business park designated parcel and its lack of access to an arterial road do not seem conducive to development of the property for office/business park use. Given that the remainder of the property is designated as Planned Development and the proposal is to add the subject property to the Pinnacle Prairie project, also designated as Planned Development on the City's Comprehensive Plan, the requested rezoning to MU appears to be compatible with the goals of the Plan for this area. Additionally, the property located on the east side of Cedar Heights Drive across the street from the subject property is identified on the City's Plan as "Neighborhood Commercial/Mixed Use" and is entitled for a retail commercial center. Additional residential units in this area will increase the viability of the development of the site for neighborhood commercial use and provide retail and service businesses within walking distance of the proposed project.



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Thank you for your consideration, and we respectfully request a favorable review of the request.

Sincerely,

Carrie L. Hansen
Director of Planning and Government Services

CLH:



FEMA 100 YEAR FLOODPLAIN (PRELIMINARY)
 FEMA 500 YEAR FLOODPLAIN (PRELIMINARY)
 FEMA 100 YEAR FLOODPLAIN (EFFECTIVE)

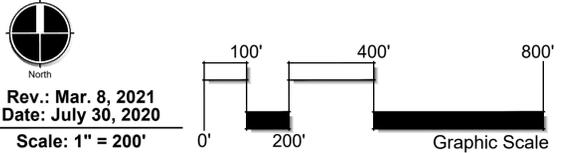
MULTI FAMILY NEIGHBORHOOD

PROPOSED CEDAR HEIGHTS RD. BIKE TRAIL

PROPOSED RE-ALIGNMENT OF HUNTINGTON RD.

COMMERCIAL

NOTE:
 STREETS AND LOT LAYOUTS MAY NEED TO BE ADJUSTED TO ENSURE THAT NEW HOMES ARE NOT LOCATED IN THE FLOODPLAIN



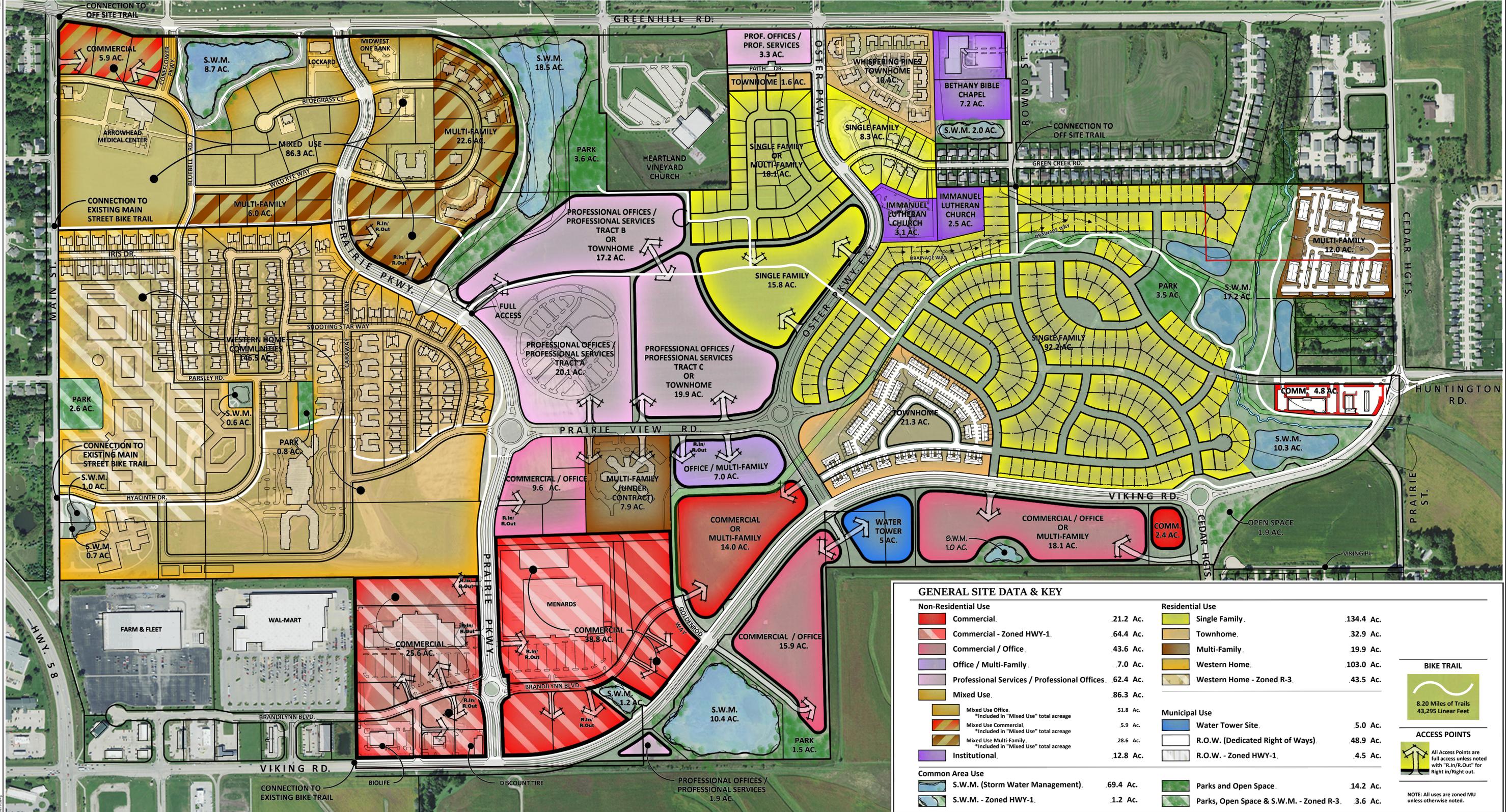
PINNACLE PRAIRIE EAST CONCEPT PLAN

LOCKARD
 4501 Prairie Parkway, Cedar Falls, IA 50613
 (319) 277-8000

Prepared For:
Oster Partners

Prepared By:
sda
 Schoppe Design Associates, Inc.
 LAND PLANNING & LANDSCAPE ARCHITECTURE

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 Oswego, IL 60543
 p: 630 551-3355
 f: 630 551-3639
 schoppedesign.net



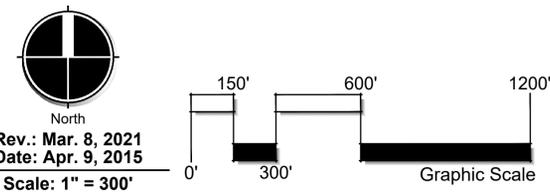
GENERAL SITE DATA & KEY

Non-Residential Use		Residential Use	
	Commercial		Single Family
	Commercial - Zoned HWY-1		Townhome
	Commercial / Office		Multi-Family
	Office / Multi-Family		Western Home
	Professional Services / Professional Offices		Western Home - Zoned R-3
	Mixed Use		
	Mixed Use Office		Municipal Use
	Mixed Use Commercial		Water Tower Site
	Mixed Use Multi-Family		R.O.W. (Dedicated Right of Ways)
	Institutional		R.O.W. - Zoned HWY-1
	Common Area Use		Parks and Open Space
	S.W.M. (Storm Water Management)		Parks, Open Space & S.W.M. - Zoned R-3
	S.W.M. - Zoned HWY-1		

BIKE TRAIL	
	8.20 Miles of Trails 43,295 Linear Feet

ACCESS POINTS	
	All Access Points are full access unless noted with "R.In/R.Out" for Right In/Right out.

NOTE: All uses are zoned MU unless otherwise noted.



MASTER PLAN

LOCKARD
4501 Prairie Parkway, Cedar Falls, IA 50613
(319) 277-8000

Oster Partners

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Schoppe Design Associates, Inc.
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Item 6 309.001_MP



PINNACLE PRAIRIE

Cedar Falls, Iowa

General Design Guidelines

Date:
March 8, 2021





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THE VISION FOR PINNACLE PRAIRIE BEGAN AS THE DREAM of Merrill J. Oster, whose global financial information and agribusiness companies were launched from Main Street, Cedar Falls, Iowa, a street he frequented as a farm boy. A fifth-generation Oster, Merrill saw the opportunity to create a new type of community, one that drew on his heritage and love for Cedar Falls. He wanted to create a unified community that will be developed in harmony with the land and wildlife; to work with the landform, which contains the highest point in Blackhawk County; to create a unique community in which to live, work, shop, play and raise a family.

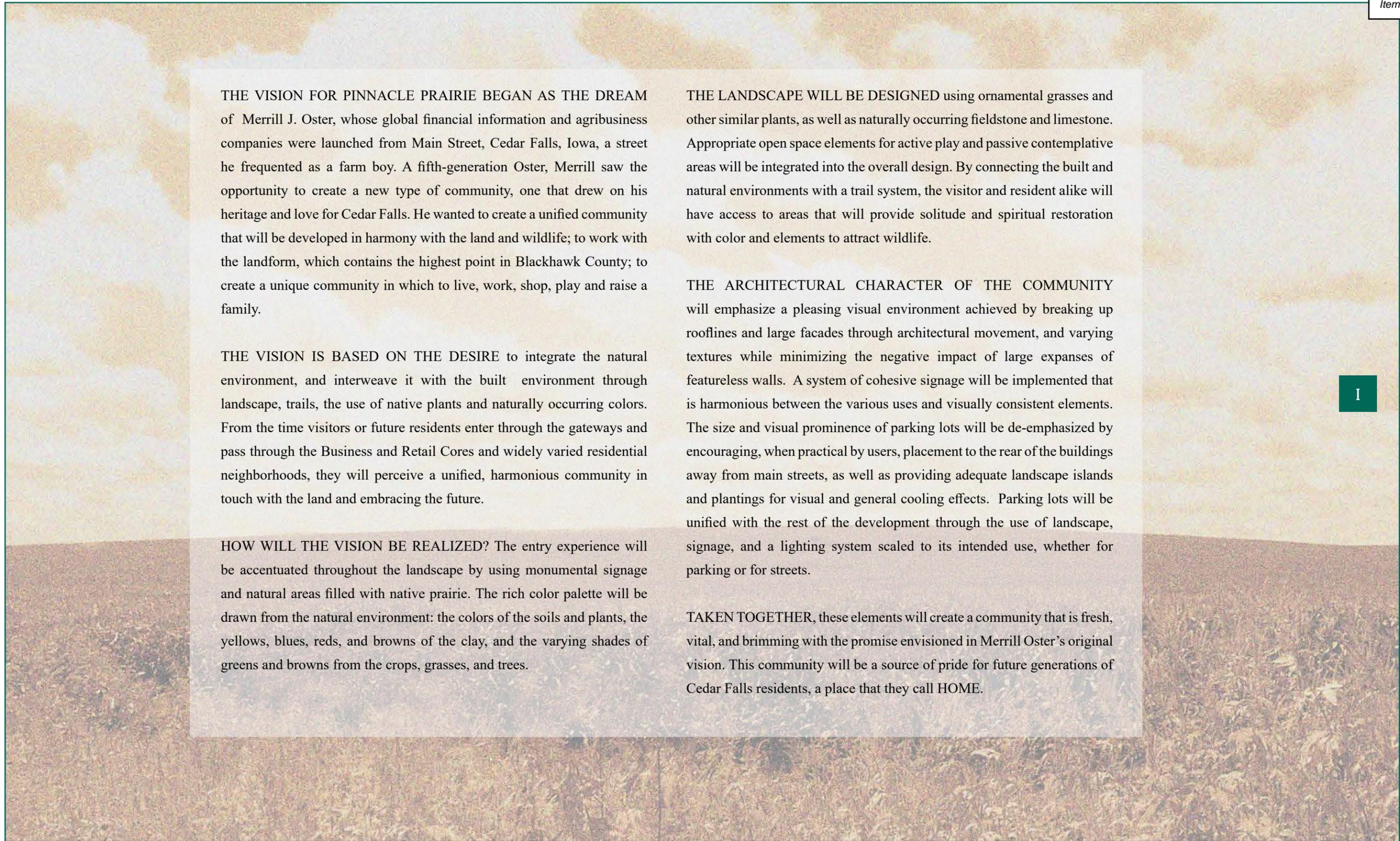
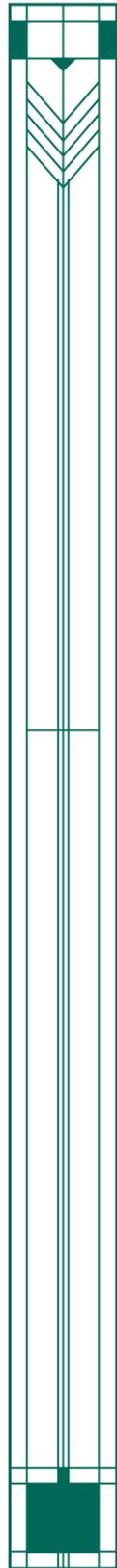
THE VISION IS BASED ON THE DESIRE to integrate the natural environment, and interweave it with the built environment through landscape, trails, the use of native plants and naturally occurring colors. From the time visitors or future residents enter through the gateways and pass through the Business and Retail Cores and widely varied residential neighborhoods, they will perceive a unified, harmonious community in touch with the land and embracing the future.

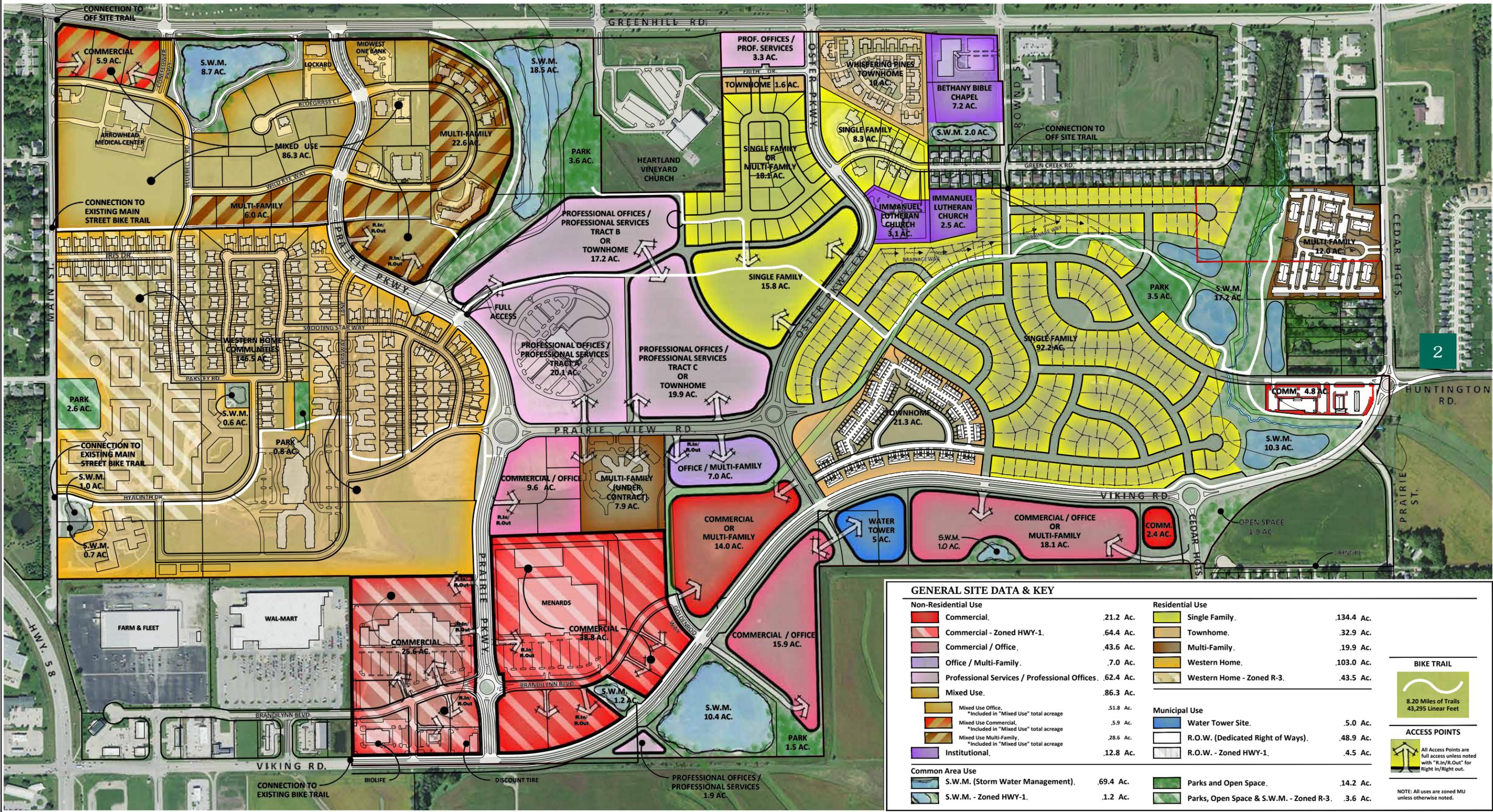
HOW WILL THE VISION BE REALIZED? The entry experience will be accentuated throughout the landscape by using monumental signage and natural areas filled with native prairie. The rich color palette will be drawn from the natural environment: the colors of the soils and plants, the yellows, blues, reds, and browns of the clay, and the varying shades of greens and browns from the crops, grasses, and trees.

THE LANDSCAPE WILL BE DESIGNED using ornamental grasses and other similar plants, as well as naturally occurring fieldstone and limestone. Appropriate open space elements for active play and passive contemplative areas will be integrated into the overall design. By connecting the built and natural environments with a trail system, the visitor and resident alike will have access to areas that will provide solitude and spiritual restoration with color and elements to attract wildlife.

THE ARCHITECTURAL CHARACTER OF THE COMMUNITY will emphasize a pleasing visual environment achieved by breaking up rooflines and large facades through architectural movement, and varying textures while minimizing the negative impact of large expanses of featureless walls. A system of cohesive signage will be implemented that is harmonious between the various uses and visually consistent elements. The size and visual prominence of parking lots will be de-emphasized by encouraging, when practical by users, placement to the rear of the buildings away from main streets, as well as providing adequate landscape islands and plantings for visual and general cooling effects. Parking lots will be unified with the rest of the development through the use of landscape, signage, and a lighting system scaled to its intended use, whether for parking or for streets.

TAKEN TOGETHER, these elements will create a community that is fresh, vital, and brimming with the promise envisioned in Merrill Oster's original vision. This community will be a source of pride for future generations of Cedar Falls residents, a place that they call HOME.





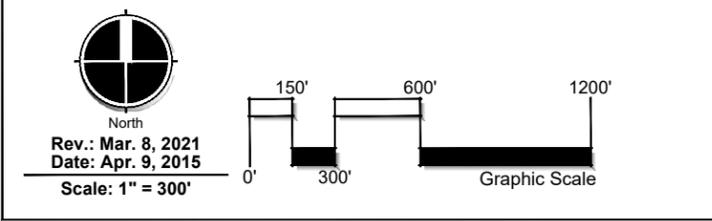
GENERAL SITE DATA & KEY

Non-Residential Use		Residential Use	
Commercial	.21.2 Ac.	Single Family	.134.4 Ac.
Commercial - Zoned HWY-1	.64.4 Ac.	Townhome	.32.9 Ac.
Commercial / Office	.43.6 Ac.	Multi-Family	.19.9 Ac.
Office / Multi-Family	.7.0 Ac.	Western Home	.103.0 Ac.
Professional Services / Professional Offices	.62.4 Ac.	Western Home - Zoned R-3	.43.5 Ac.
Mixed Use	.86.3 Ac.		
Mixed Use Office	.51.8 Ac.	Municipal Use	
Mixed Use Commercial	.5.9 Ac.	Water Tower Site	.5.0 Ac.
Mixed Use Multi-Family	.28.6 Ac.	R.O.W. (Dedicated Right of Ways)	.48.9 Ac.
Institutional	.12.8 Ac.	R.O.W. - Zoned HWY-1	.4.5 Ac.
Common Area Use			
S.W.M. (Storm Water Management)	.69.4 Ac.	Parks and Open Space	.14.2 Ac.
S.W.M. - Zoned HWY-1	.1.2 Ac.	Parks, Open Space & S.W.M. - Zoned R-3	.3.6 Ac.

BIKE TRAIL
8.20 Miles of Trails
43,295 Linear Feet

ACCESS POINTS
All Access Points are full access unless noted with "R.In/R.Out" for Right In/Right Out.

NOTE: All uses are zoned MU unless otherwise noted.



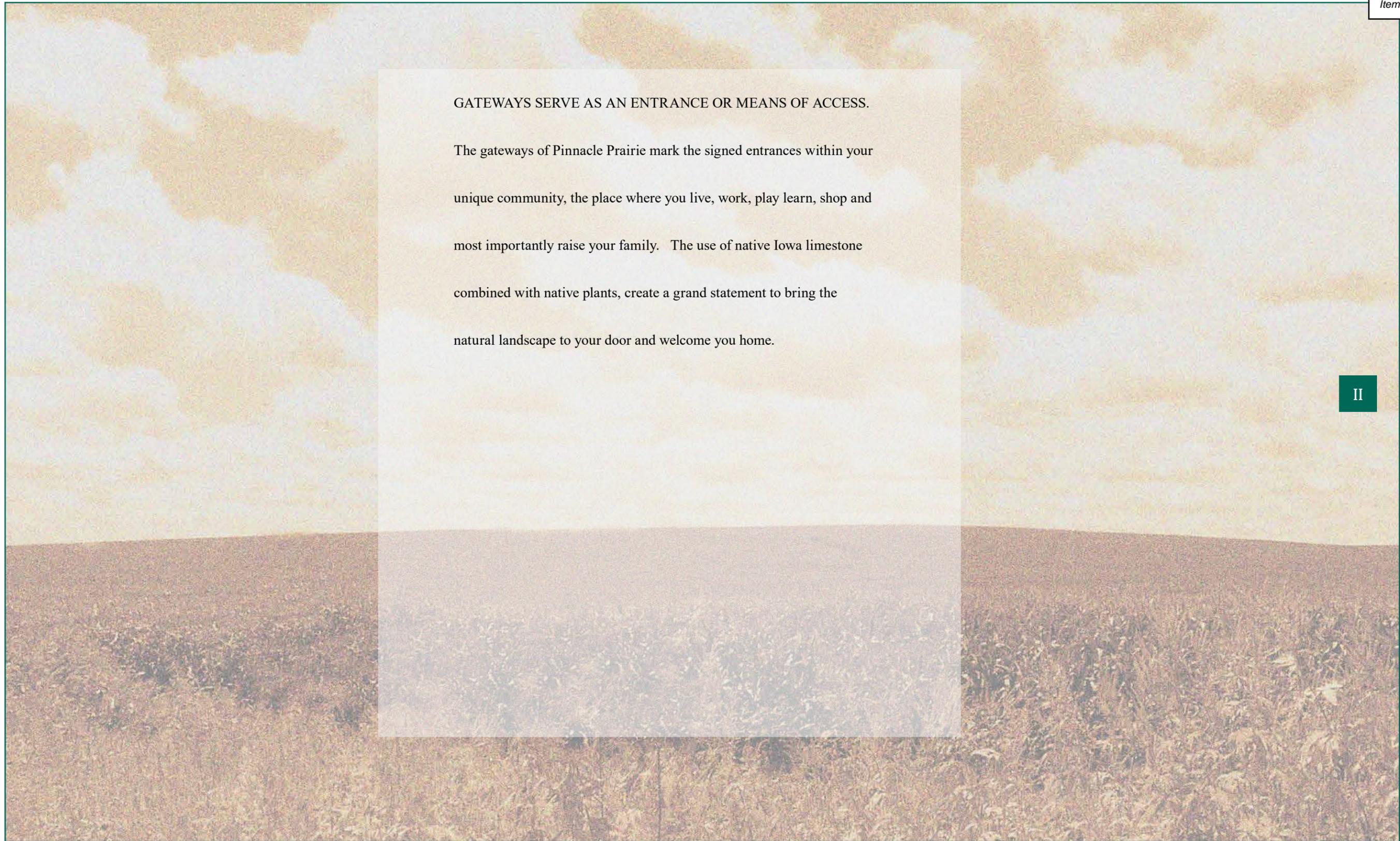
MASTER PLAN

LOCKARD
4501 Prairie Parkway, Cedar Falls, IA 50613
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Oster Partners

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schoppedesign.i



GATEWAYS SERVE AS AN ENTRANCE OR MEANS OF ACCESS.

The gateways of Pinnacle Prairie mark the signed entrances within your unique community, the place where you live, work, play learn, shop and most importantly raise your family. The use of native Iowa limestone combined with native plants, create a grand statement to bring the natural landscape to your door and welcome you home.

II



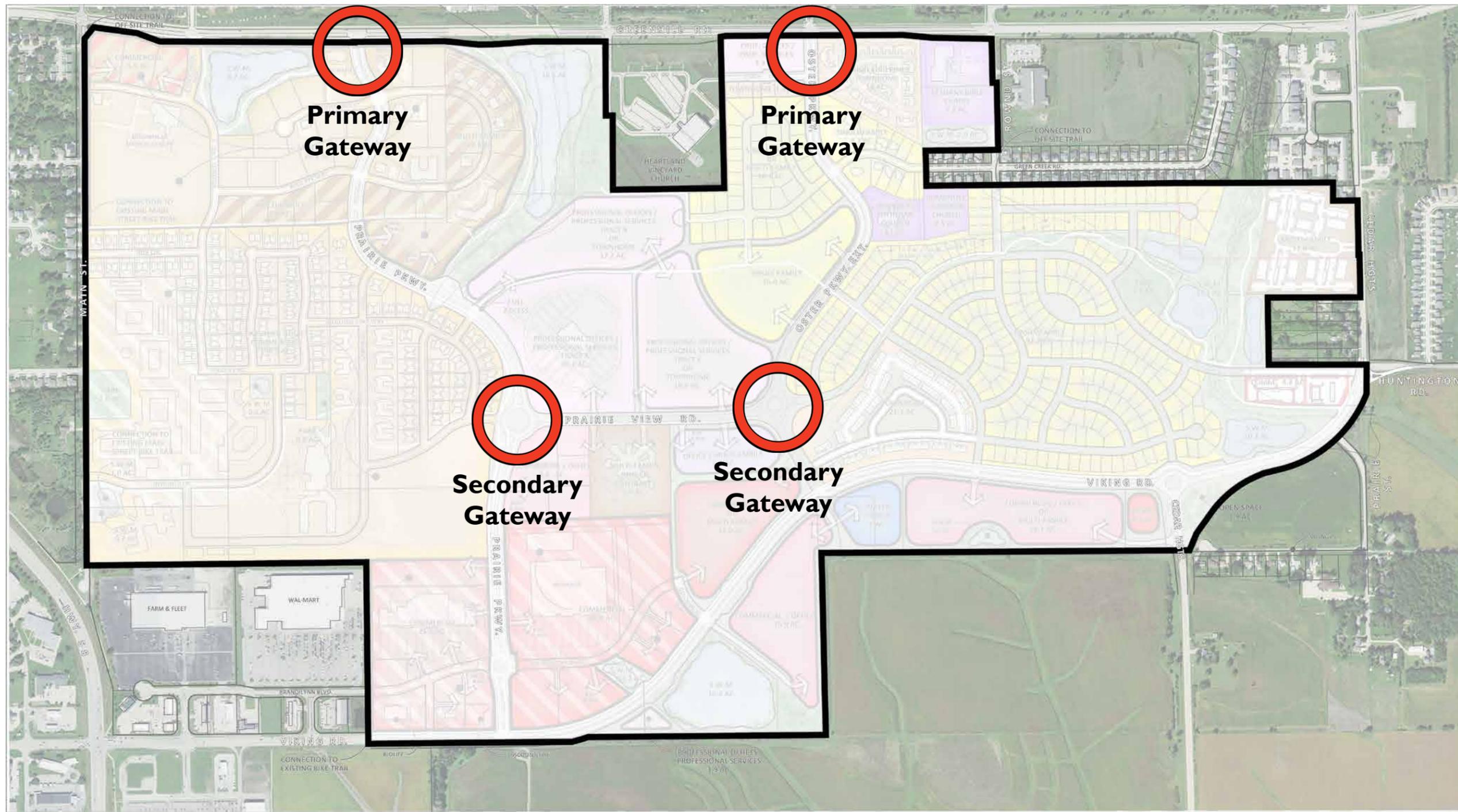
PINNACLE PRAIRIE

Cedar Falls, Iowa

The Community Gateway

Date:
March 8, 2021





**PINNACLE
PRAIRIE**

Cedar Falls, Iowa

The Community Gateway - Key Map

Date:
March 8, 2021

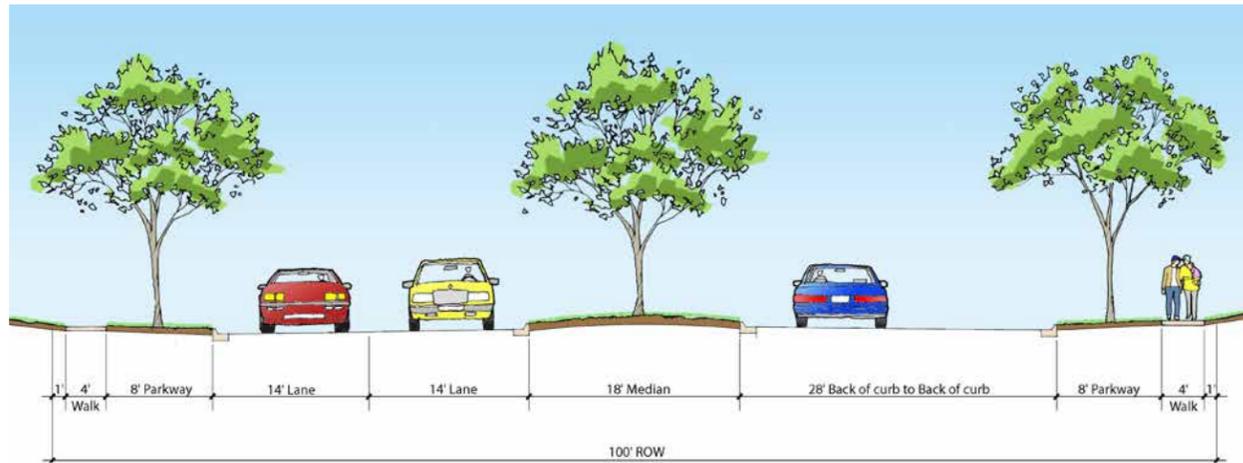




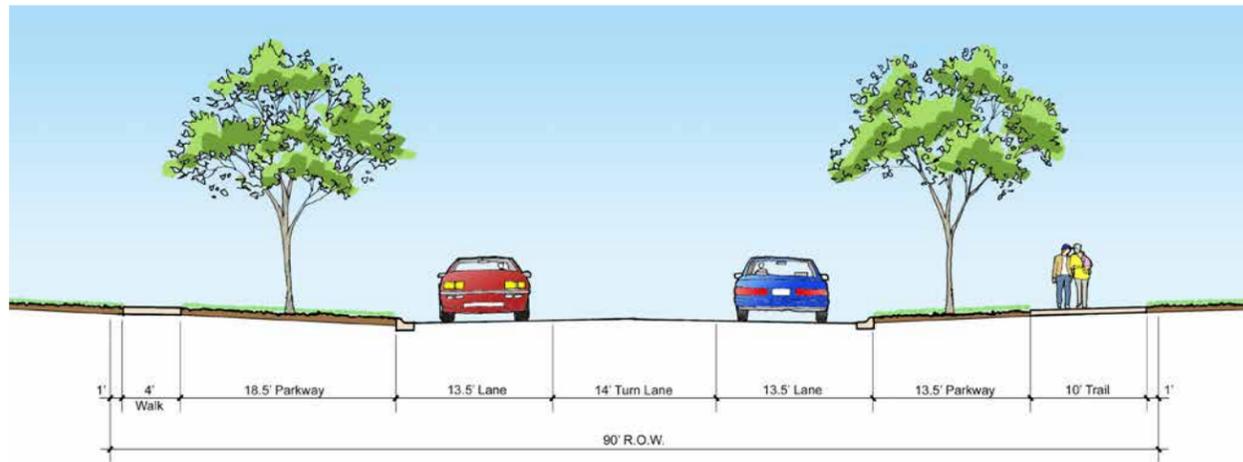
- 1. Prairie Parkway entry sign
- 2. Typical Oster Parkway section
- 3. Typical Prairie View Rd. section



1



2



3

GATEWAYS:

The gateways are designed using naturally occurring Iowa limestone in large slabs. These will be used to create a limestone outcrop onto which the graphics will be placed.

Landscape materials will primarily be ornamental and native grasses to enhance the feeling that Pinnacle Prairie once was part of the multi-state tallgrass prairie that covered the entire state of Iowa. Plants like Big Bluestem (also called Turkey's foot), Little Bluestem, Cordgrass, Coneflower and Cardinal Flower that once dominated the landscape will dominate the "Gateway."



PINNACLE PRAIRIE

Cedar Falls, Iowa

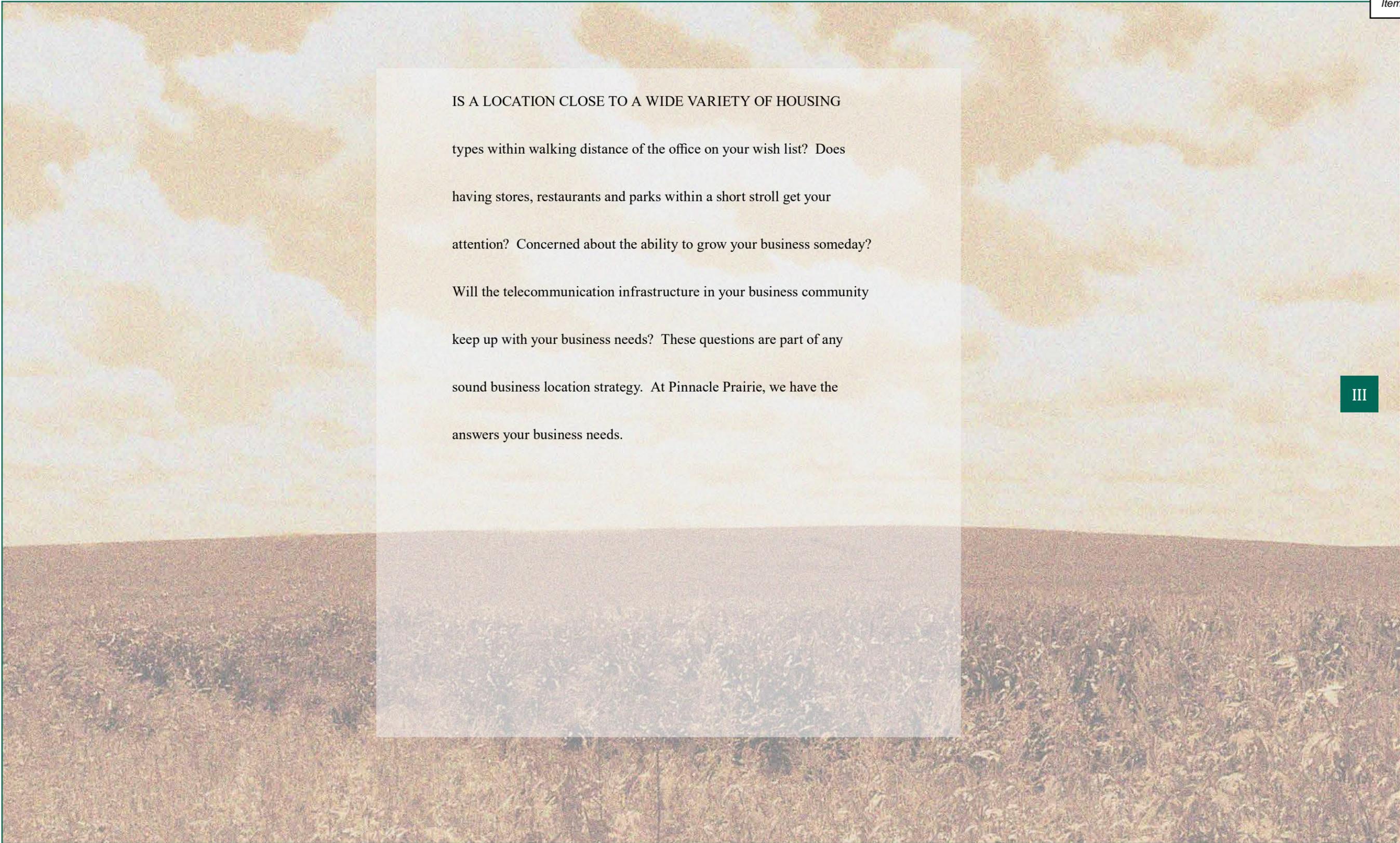
The Community Gateway

Date:
March 8, 2021



IS A LOCATION CLOSE TO A WIDE VARIETY OF HOUSING types within walking distance of the office on your wish list? Does having stores, restaurants and parks within a short stroll get your attention? Concerned about the ability to grow your business someday? Will the telecommunication infrastructure in your business community keep up with your business needs? These questions are part of any sound business location strategy. At Pinnacle Prairie, we have the answers your business needs.

III



**PINNACLE
PRAIRIE**

Cedar Falls, Iowa

The Prairie Business Park

Date:
March 8, 2021



1-5. Typical Architecture



1



2



3



4



5

PRAIRIE BUSINESS PARK USES

1. General Office
Corporate
Multi-story Rental / Condo
Individual users-Architects, Attorneys, etc.
2. Office / Research
3. Corporate Campus
4. Neighborhood Commercial
Grocery Store
Cleaner
Bakery
Card Shop
5. Convenience Store
6. Gas Station
7. Medical / Dental
8. Financial
9. Ancillary Uses
Drugstore
Medical Supplies
10. Restaurant at appropriate locations
11. Multi-Family Residential
(For Multi-Family design standards, see page 13, The Villages - Multi-Family)
12. Townhomes
(For Townhome design standards, see page 12, The Villages - Attached Single-Family)

BUILDINGS

Buildings will be of brick or naturally occurring stone to accentuate the prairie character of the Park.

The architectural design of the buildings located in the 3.3 acre Professional Offices / Professional Services area at the southwest corner of Greenhill Rd. and Oster Parkway will use the existing nearby residential styles as the basis for their design on all side of the buildings

1. Brick will be as manufactured by: Glen-Gery Brick or equal.
2. Stone for bases and plinths shall be Anamosa limestone or equal.
3. Windows shall be Bronze or Champagne to blend with the color choice of the brick.

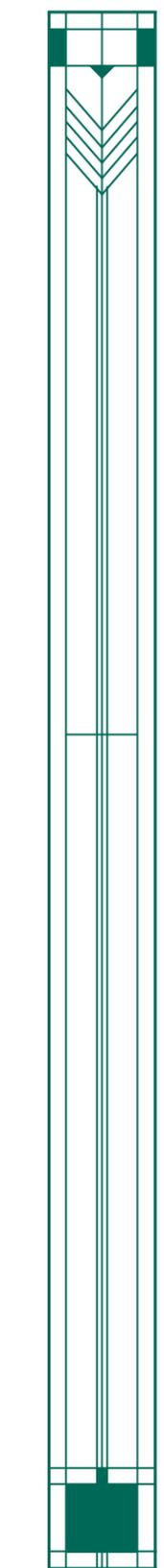
BUILDING SITING

1. Buildings will be sited on the lot so that the primary building elevation is oriented to the street, with primary parking facilities encouraged in the rear and softened by landscaping or berming. This is intended to present the natural landscape to the visitor rather than a parking lot.
2. Buildings are to take advantage of the terrain rather than creating a flat plane. This may mean that a building may appear as a one-story structure along the street, but may be two stories in the rear, with the main parking lot entry at the lower level.
3. Buildings on corner lots will be

placed at corner setbacks with parking encouraged to the rear.

PRIMARY PARKING LOTS

1. Primary parking lot placement will be encouraged to the rear of the building and will contain landscape islands for the placement of shade trees and lighting. If primary parking lots are located in the front, enhanced landscaping will be required around the perimeter. Parking lot islands shall be a minimum of 10' from back of curb to back of curb.
2. Number of parking spaces will be per Cedar Falls ordinance for the appropriate use.
3. Landscape plantings shall provide for shade and ornamental trees, deciduous and evergreen shrubs and evergreen trees along the periphery.
4. Where parking lots for the Business Center about residential uses, a minimum 48" screen planting is required at installation. Plantings shall reach a maximum of 6' at maturity, and can be deciduous, evergreen or a mix and shall be upright in growth habit so as to minimize maintenance.



PINNACLE PRAIRIE

Cedar Falls, Iowa

The Prairie Business Park

Date:
March 8, 2021





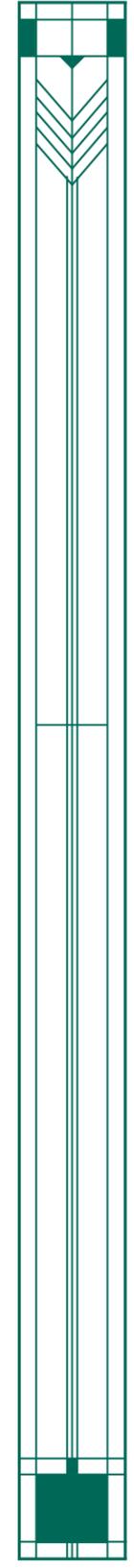
Green Lantern Hanging Lantern



Green Lantern Box Downlight



PRAIRIE BUSINESS PARK (West of Prairie Parkway)



Bronze/Brown or Green Box Downlight



Bronze/Brown or Green Box Downlight LED



Bronze/Brown or Green Lantern pole mounted



PRAIRIE BUSINESS PARK (East of Prairie Parkway) and PRAIRIE COMMERCIAL DISTRICT

6

Notes:

- The lighting fixtures illustrated are to be used in the undeveloped non-residential areas as depicted.
- All light poles shall be the same or shorter than the height of the building to which they are accessory.



PINNACLE PRAIRIE

Cedar Falls, Iowa

The Prairie Business Park - Lighting

Date:
March 8, 2021





- 1. Typical site and landscape plan
- 2. Typical identity monument
- 3. Character of parking area landscape screening



1



2



3

LANDSCAPE

The intent of the landscape is to set Pinnacle Prairie apart from other developments and to bring the built environment into harmony with the natural environment. Therefore, materials to be used will include:

- 1. Hardscape
 - Retaining or decorative walls will be constructed of naturally occurring fieldstone or quarried limestone in color and texture to blend with the building.
 - Decorative paving will be clay brick also in colors to blend the structure into the landscape.
- 2. Irrigation required in all front yards to ensure that plant material thrives along all major streets.
- 3. **Plant Types** - Shade trees, ornamental trees, evergreen trees, deciduous and evergreen shrubs, perennials and grasses shall be ornamental and native species capable of thriving in USDA Plant Hardiness Zones 4a and 5b.

- **Street trees:** all streets will have parkway trees at 50' on center spacing and minimum 2.5" caliper size at installation.
- **Shade trees:** shall be 2.5"-4" caliper with no more than 50% of the trees in any one caliper size.
- **Ornamental trees:** Ornamental trees shall vary in height from 6'-10' and generally shall be used in multi-stem form.

- **Evergreen trees/shrubs:** Evergreens shall be a mix of 6'-10' in height at time of installation with no more than 50% of any one size. Shrubs shall be a minimum of 30" in height or spread depending on species.
- **Deciduous shrubs:** shrubs shall be a minimum 24" in height at time of planting.
- **Perennials / grasses:** these are the preferred plant for the landscape, as they require little maintenance or irrigation. Plantings shall be minimum of 1/2 gallon containers at time of installation and spaced 18" on center.
- 4. **Planting Quantities** – In keeping with the vision to distinguish Pinnacle Prairie from other developments, planting quantities shall generally be 10-15% greater than that required by City ordinances.

SIGNAGE

Monument signs shall be of the size detailed herein and shall be made of native limestone or equal. Corporate logos may be incorporated into the sign face and lettering shall be no more than 24" in height unless the building size exceeds 10,000 square feet. In this case the lettering size will be determined by the Cedar Falls ordinance.

Secondary signage will be allowed at the main entry of the building.

Graphics will match monument sign and be no more than 18" in height.

COMMON AREA ASSOCIATION

Each site owner will be a member of the Business Center Association as well and the overall Master Pinnacle Prairie Association for the maintenance of common areas, stormwater management basins, gateways and common open space.



PINNACLE PRAIRIE

Cedar Falls, Iowa

The Prairie Business Park

Date:
March 8, 2021



CONVENIENT, ACCESSIBLE AND DIVERSE. The Pinnacle Prairie Commercial District will provide for regional retail shopping areas. Residents of Pinnacle Prairie will benefit from the nearby opportunity to buy groceries, clothes, home improvement, and recreational goods.

IV



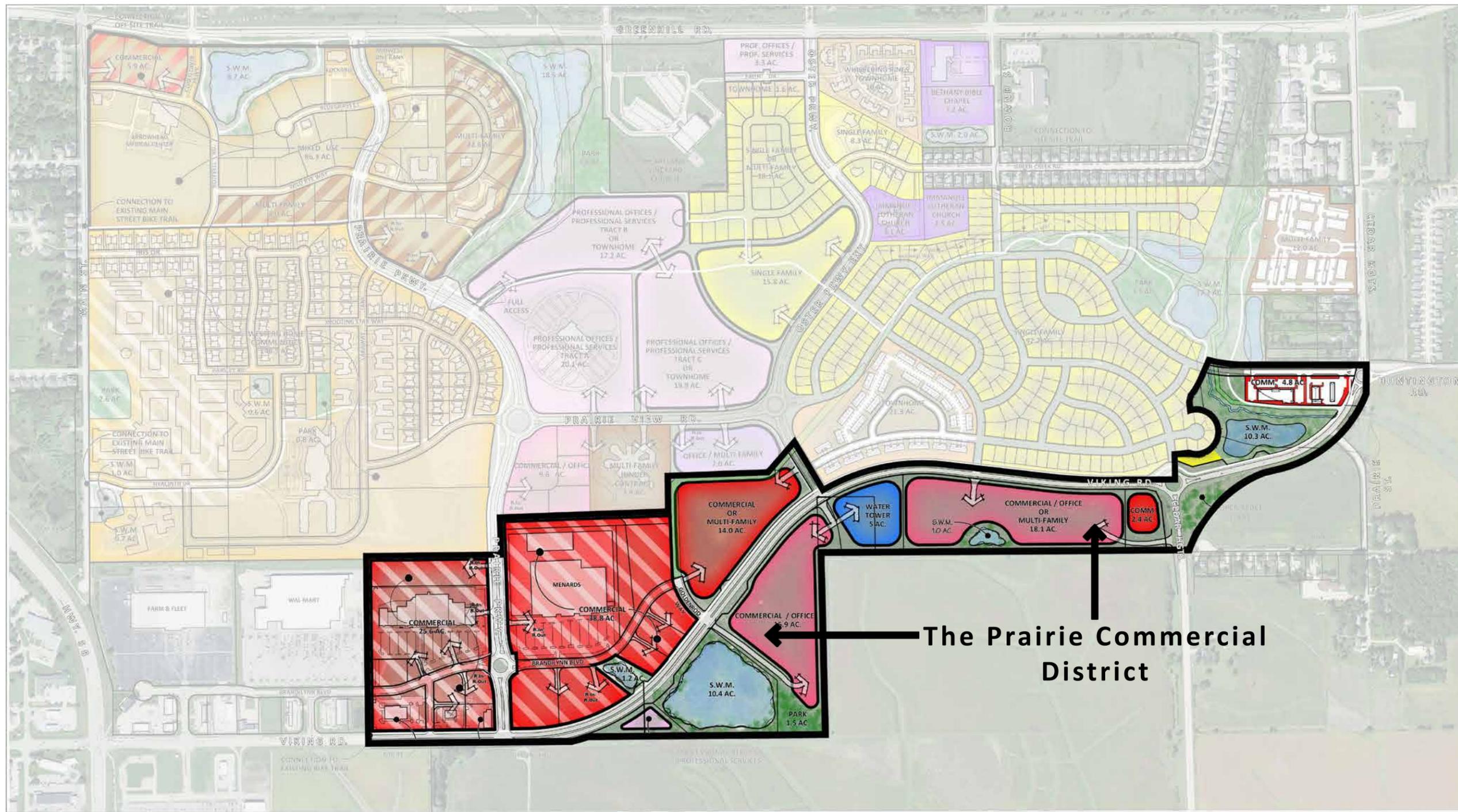
**PINNACLE
PRAIRIE**

Cedar Falls, Iowa

The Prairie Commercial District

Date:
March 8, 2021





The Prairie Commercial District

I-4. Typical Architectural style



1



2



3



4

PRAIRIE COMMERCIAL DISTRICT USES

- 1. Regional Commercial
 - Shopping Centers
 - Hotels / Motels
 - Restaurants
 - Service Stations
 - Retail Uses
 - Office / Research
 - Corporate Campus
- 2. Neighborhood Commercial
 - Grocery Store
 - Cleaner
 - Bakery
 - Card Shop
 - Convenience Store
 - Gas Station
 - Multi-family Residential (For Multi-Family design standards, see page 13, The Villages - Multi-Family)

BUILDINGS

Buildings and structures should be built primarily of brick, naturally occurring fieldstone or quarried limestone with colors, designs and patterns that highlight the natural color palette and textures of rural Iowa and the prairie character of the District while still allowing for corporate branding and theming to come through in the overall design.

- 1. Brick will be as manufactured by: Glen-Gery Brick or equal.
- 2. Stone for bases and plinths shall be Anamosa limestone or equal.
- 3. Cultured Stone or approved equal shall be allowed in lieu of natural stone & full brick.
- 4. Windows shall be Bronze or Champagne to blend with the color choice of the brick.

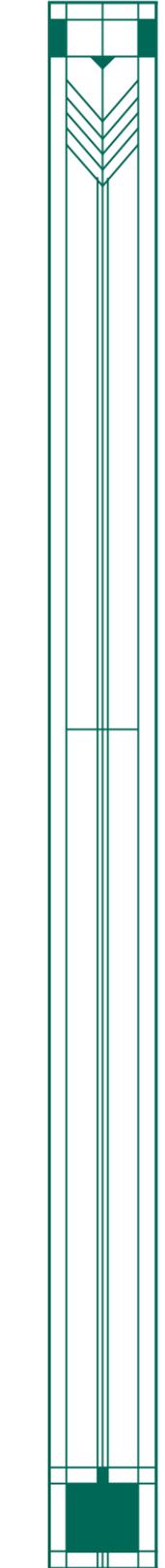
BUILDING SITING

- 1. Buildings within the Commercial Zoned HWY-1 areas will be sited to accentuate their prominence along Viking Road while taking advantage of the natural terrain and vistas when possible. Landscaping of these uses should emphasize natural and flowing movements and are not intended to block the view from Viking Road.
- 2. Buildings within the Commercial, Professional Services and Office areas will be sited on the lot so that the primary building elevation is oriented to the street, with primary parking facilities encouraged in the rear and softened by landscaping or berming. This is intended to present the natural landscape to the visitor rather than a parking lot.
- 3. The siting of buildings within the Professional Services and Office should take advantage of the terrain rather than creating a flat plane. As an example, a building may appear as a one-story structure along the street, but may be two stories in the rear, with the main parking lot entry at the lower level or vice versa.

PARKING LOTS

- 1. Parking lot placement within the Commercial Zoned HWY-1 areas will be allowed in the front of the building and will contain landscape islands for the placement of shade trees

- and lighting, in accordance with City of Cedar Falls requirements.
- 2. Parking lot placement within the Commercial, Professional Services and Office will be encouraged to the rear of the building and will contain landscape islands for the placement of shade trees and lighting.
- 3. If primary parking lots are located in the front, enhanced landscaping will be required around the perimeter. Parking lot islands shall be a minimum width of 10' from back of curb to back of curb.
- 4. Number of parking spaces will be per Cedar Falls ordinance for the appropriate use.
- 5. Landscape plantings shall include shade and ornamental trees, deciduous and evergreen shrubs and evergreen trees along the periphery.
- 6. Where parking lots for the Prairie Commercial District abut residential uses, a minimum 48" high screen planting is required at installation. Plantings shall reach a maximum of 6' at maturity, and can be deciduous, evergreen or a mix and shall be upright in growth habit so as to minimize maintenance.





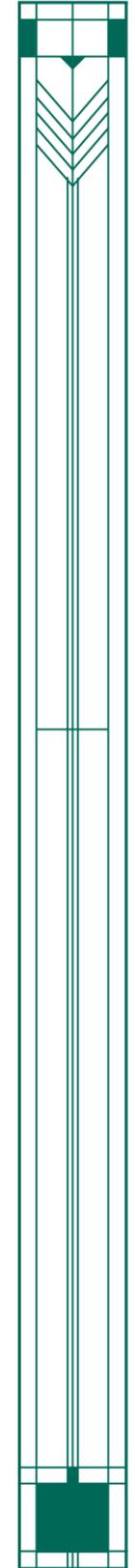
Green Lantern Hanging Lantern



Green Lantern Box Downlight



PRAIRIE BUSINESS PARK (West of Prairie Parkway)



Bronze/Brown or Green Box Downlight



Bronze/Brown or Green Box Downlight LED



Bronze/Brown or Green Lantern pole mounted



PRAIRIE BUSINESS PARK (East of Prairie Parkway) and PRAIRIE COMMERCIAL DISTRICT

Notes:

- The lighting fixtures illustrated are to be used in the undeveloped non-residential areas as depicted.
- All light poles shall be the same or shorter than the height of the building to which they are accessory.



I-4. Site & Parking Lot Landscaping



1



2



3



4

LANDSCAPE

The intent of the landscape is to set Pinnacle Prairie apart from other developments and to bring the built environment into harmony with the natural environment. Therefore, materials to be used will include:

1. Hardscape
 - Retaining or decorative walls will be constructed of naturally occurring fieldstone or quarried limestone in color and texture to blend with the building.
 - Decorative paving will be clay brick also in colors to blend the structure into the landscape.
2. Irrigation required in all front yards to ensure that plant material thrives along all major streets.
3. Plant Types - Shade trees, ornamental trees, evergreen trees, deciduous and evergreen shrubs, perennials and grasses shall be ornamental and native species capable of thriving in USDA Plant Hardiness Zones 4a and 5b.

- **Street trees:** all streets will have parkway trees planted at the rate of 1 tree per 80' of street frontage and minimum 2.5" caliper size at installation.
- **Shade trees:** shall be 2.5"-4" caliper with no more than 50% of the trees in any one caliper size.
- **Ornamental trees:** Ornamental trees shall vary in height from 6'-10' and generally shall be used in

multi-stem form.

- **Evergreen trees/shrubs:** Evergreens shall be a mix of 6'-10' in height at time of installation with no more than 50% of any one size. Shrubs shall be a minimum of 30" in height or spread depending on species.
- **Deciduous shrubs:** shrubs shall be a minimum 24" in height at time of planting.
- **Perennials / grasses:** these are the preferred plant for the landscape, as they require little maintenance or irrigation. Plantings shall be minimum of 1/2 gallon containers at time of installation and spaced 18" on center. Planting Quantities – In keeping with the vision to distinguish Pinnacle Prairie from other developments, planting quantities shall generally be 10-15% greater than that required by City ordinances.

SIGNAGE

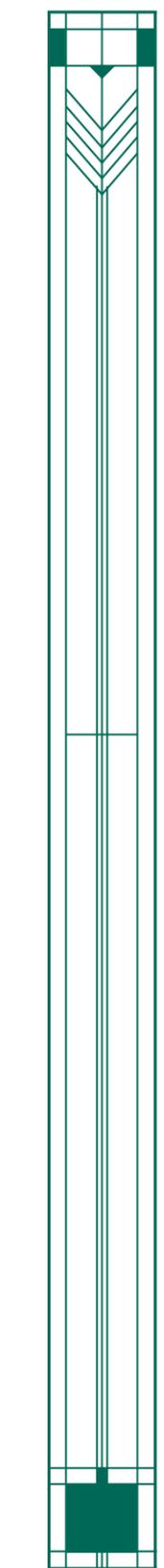
Monument signs shall be of the size detailed herein and shall be made of brick, naturally occurring fieldstone or quarried limestone designs and patterns that highlight the natural color palette and textures of rural Iowa the signs should reflect the prairie character of the District while still allowing for corporate branding and theming to come through in the overall design and to blend with the building. Corporate logos may be incorporated into the sign face, and lettering shall be no more than

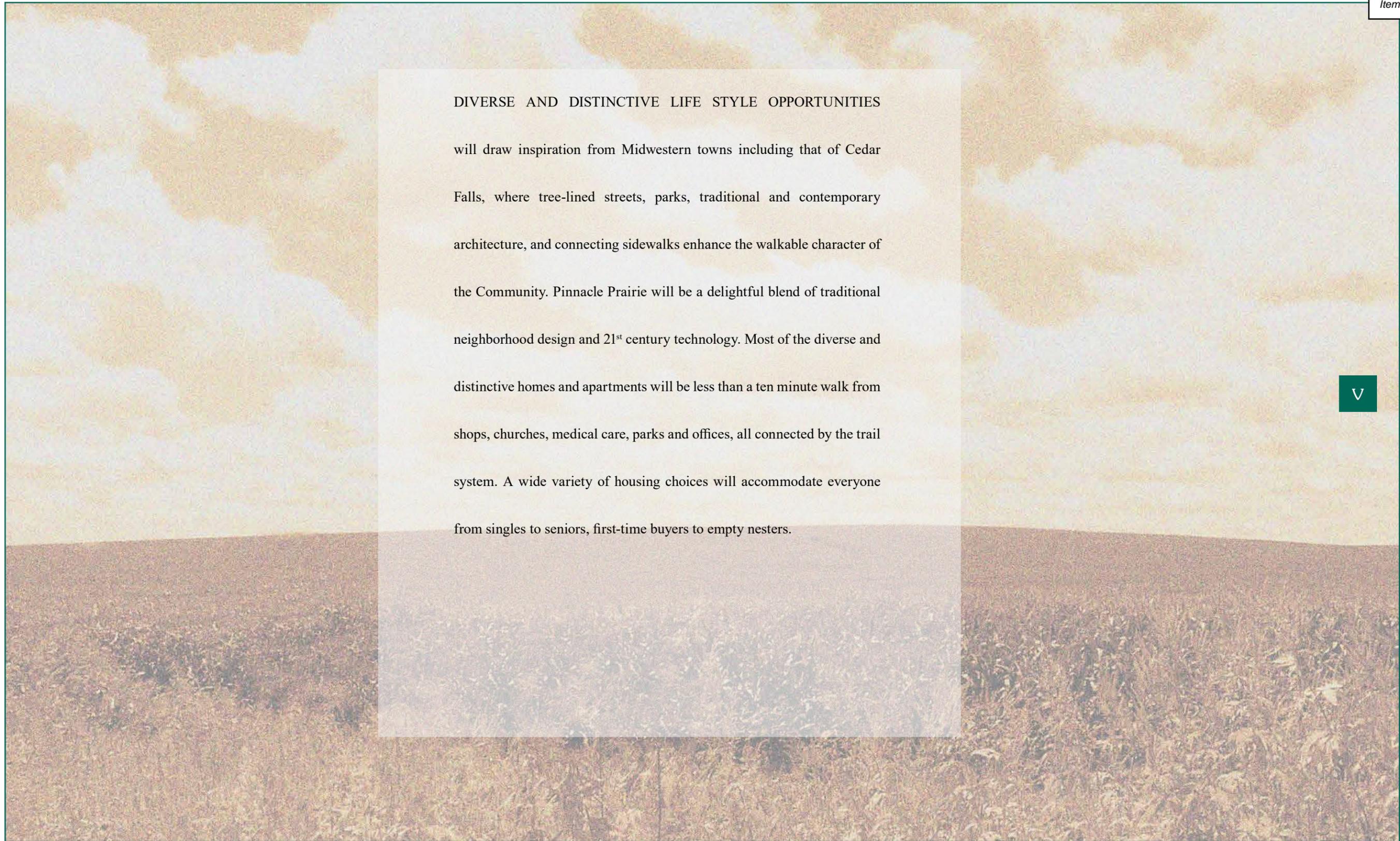
24" in height unless the building size exceeds 10,000 square feet. In this case the lettering size will be determined by the Cedar Falls ordinance.

Secondary signage will be allowed at the main entry of the building. Graphics will match the monument sign and be no more than 18" in height.

COMMON AREA ASSOCIATION

Each site owner will be a member of the Business Center Association as well and the overall Master Pinnacle Prairie Association for the maintenance of common areas, stormwater management basins, gateways and common open space.





DIVERSE AND DISTINCTIVE LIFE STYLE OPPORTUNITIES

will draw inspiration from Midwestern towns including that of Cedar Falls, where tree-lined streets, parks, traditional and contemporary architecture, and connecting sidewalks enhance the walkable character of the Community. Pinnacle Prairie will be a delightful blend of traditional neighborhood design and 21st century technology. Most of the diverse and distinctive homes and apartments will be less than a ten minute walk from shops, churches, medical care, parks and offices, all connected by the trail system. A wide variety of housing choices will accommodate everyone from singles to seniors, first-time buyers to empty nesters.



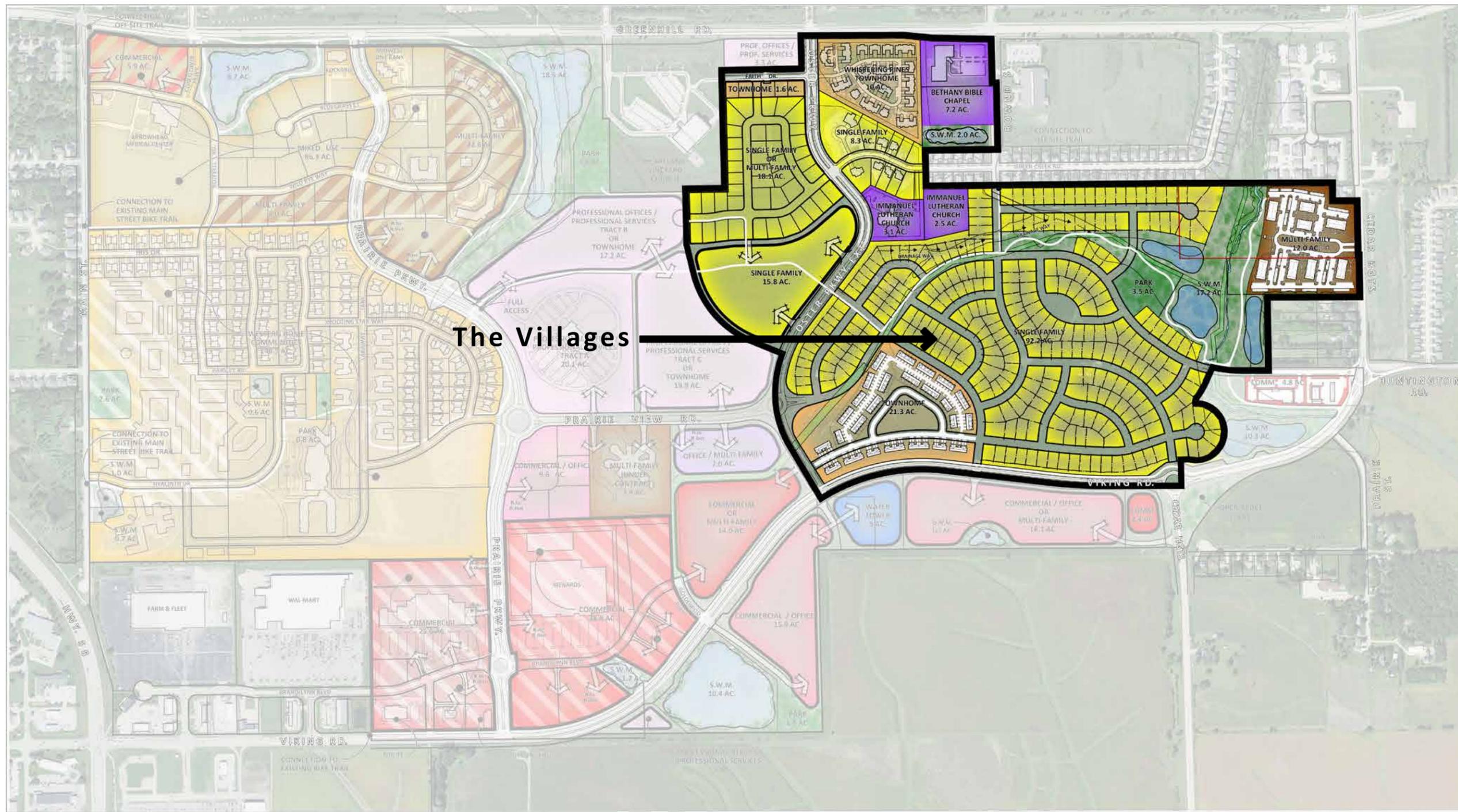
**PINNACLE
PRAIRIE**

Cedar Falls, Iowa

The Villages

Date:
March 8, 2021





**PINNACLE
PRAIRIE**

Cedar Falls, Iowa

The Villages - Key Map

Date:
March 8, 2021





- 1. Entry Level Single Family
- 2. Entry Level Single Family
- 3. Move - Up Single Family
- 4. Move - Up Single Family
- 5. Upper / Custom Single Family
- 6. Upper / Custom Single Family



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4



5



6

SINGLE FAMILY

The single-family neighborhoods will be a blend of traditional homes and contemporary design. Each neighborhood will have a mix of lot sizes and architectural styles.

1. Minimum single story home shall be 1,200SF.
2. Minimum two story home shall be 1,600SF with a minimum first floor of 800SF.
3. Sideyard setback shall be 5'. All other setback requirements shall be per Cedar Falls ordinance
4. Fencing shall be per Cedar Falls ordinance. If chain link is used, it shall be black vinyl clad.
5. Garages that are separate from the main structure or attached by means of a garden room may have a second floor "granny flat" or work room with separate access.
6. Building Materials:
 - Exterior walls:
 - Siding; wood or vinyl clapboard
 - Brick; color range from red to brown and sand
 - Wood shingle
 - Native limestone
 - Hardi Plank
 - Cultured Stone
 - Roofing:
 - Composite shingles 30 year minimum
 - Wood shingles / shakes
 - Slate
 - Synthetic shake shingles
 - Metal roofing is not allowed

7. Landscape

- Hardscape patios shall be brick or concrete
- Wood decks shall be a natural color.
- Planting: Each single-family home shall have a minimum \$2,500 landscape package. The package shall consist of one 2.5" caliper shade tree in the rear yard; one 7'H. ornamental or evergreen tree in the front yard and a mix of shrubs, perennials and grasses.
- Street trees: Street trees shall be a minimum of 2.5" caliper and shall be planted in the parkway at the rate of one (1) tree per lot. On corner lots, two (2) street trees per lot shall be required.
- Perimeter: Where single-family lots abut a community road, a minimum 10' wide buffer planting will be provided. Buffer area shall include berming and planting. Berms shall be meandering and range in height from 2'-4'. Plantings shall be a mix of shade trees, ornamental and evergreen trees and shrubs and perennials. At time of planting, plants shall provide a minimum of 25% visual screen to the homes.

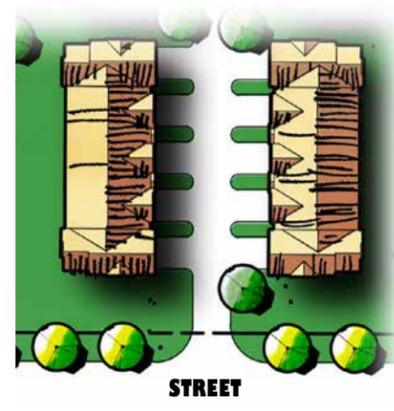




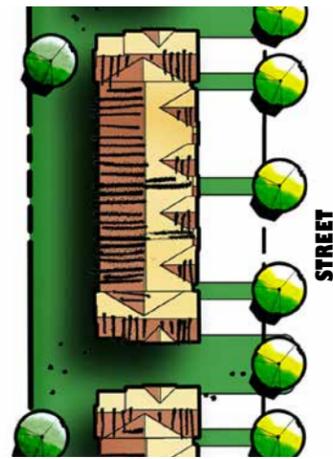
1. Alley loaded townhome style unit
2. Typical plan view showing alley loaded townhome style unit
3. Typical plan view showing traditional townhome style unit
4. Traditional townhome style unit



1



2



3



4

ATTACHED SINGLE-FAMILY

The attached single-family neighborhoods will be a blend of traditional town homes and alley loaded court homes. Each neighborhood can have a mix of unit types and may have a mix of traditional and alley loaded homes.

1. Minimum single story home shall be 1,050SF.
2. Minimum two story home shall be 1,250SF.
3. Setback requirements shall be per Cedar Falls ordinance
4. Building Materials:

Exterior walls:

- Siding; wood or vinyl clapboard
- Brick; color range from red to brown and sand
- Wood shingle
- Native limestone
- Hardi Plank
- Cultured Stone

Roofing:

- Composite shingles 30 year minimum
- Wood shingles / shakes
- Slate
- Synthetic shake shingles
- Metal roofing is not allowed

5. Landscape

- Hardscape patios shall be brick or concrete
- Wood decks shall be a natural color.
- Planting: Each unit shall have a minimum \$1,500 landscape package. Plants are encouraged to be native species or hybrids of native species.
- Street trees: Street trees shall

be a minimum of 2.5" caliper and shall be planted in the parkway at the rate outlined in Cedar Falls ordinances.





1. Typical 3-story multi-family units with underground parking
2. Typical 4-story multi-family units with underground parking
3. Typical 3-story multi-family units with at grade garage parking
4. Typical 3-story multi-family units with underground parking
5. Typical 3-story multi-family units with at grade garage parking



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4



5

MULTI-FAMILY

The multi-family neighborhoods may be a blend of rental and condominium units. Each neighborhood is intended to provide housing opportunities for those who do not wish to own a traditional home or town home or do not wish to purchase at their particular time in life.

1. Minimum unit size shall be 850SF.
2. Setback requirements shall be per Cedar Falls ordinances
3. Garages will be provided for minimum of 50% of all units. Garages may be internal to the main structure or in a separate location near the building.
4. Building Materials:
 - Exterior walls:
 - Siding; wood or vinyl clapboard
 - Brick; color range from red to brown and sand
 - Stucco / plaster
 - Wood shingle
 - Native limestone
 - Cultured Stone or approved equal shall be allowed in lieu of natural stone & full brick.
 - Roofing:
 - Composite shingles 30-year minimum
 - Wood shingles / shakes
 - Slate
 - Synthetic shake shingles
 - Metal roofing is not allowed.
6. Landscape
 - Hardscape patios shall be brick or concrete
 - Decks shall be cedar or redwood

- Planting: Each unit shall have a minimum \$1,000 landscape package exclusive of sod or seed cost. Plants are encouraged to be native species of hybrids of native species.
- Street Trees: Street trees shall be a minimum of 2.5" caliper and shall be planted in the parkway at the rate of one (1) tree per 50' of frontage.
- Perimeter: Where multi-family lots abut a community road, a minimum 10' buffer planting area will be provided. Buffer will include berming and planting. Berms shall be meandering and range in height from 4'-8'. Plantings shall be a mix of shade trees, ornamental and evergreen trees, shrubs and perennials. At time of planting, plants shall provide a min. of 20% visual screen to the homes.

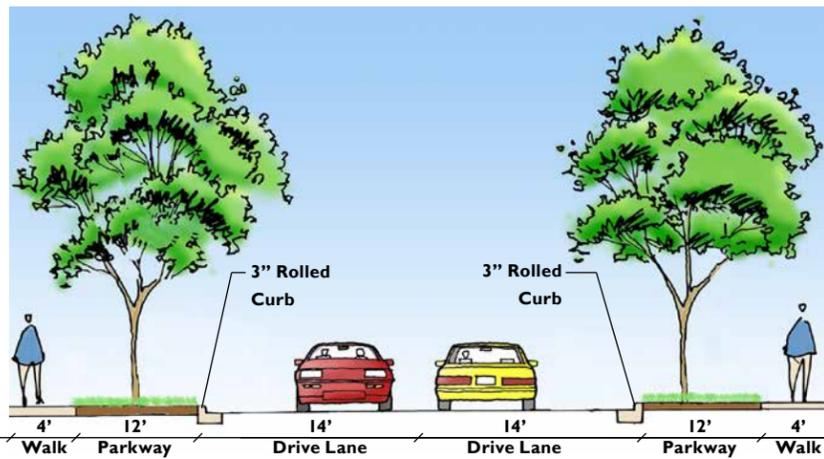




- 1. Typical residential neighborhood sign
- 2. Typical street section
- 3. Typical neighborhood park showing trail connection



1



2



3

SIGNAGE

Signage will be allowed for each neighborhood and may be located at each entry from a community road.

Graphics may contain a logo and text may be no more than 24" in height.

- Placement will be as shown herein.
- Graphic fonts will be at purchaser's discretion.
- Advertising or other miscellaneous signage, except directional signs will not be allowed.

Signs will be constructed in accordance with the accompanying design. Materials will be native Anamosa limestone to match the "Community Gateway" shown elsewhere in this document.

PARKS AND PATHWAYS

Pinnacle Prairie will be served by two parks. Each park will be developed with a tot lot, a sitting area with a 10'-12' shelter, and benches. A 6 foot pathway system will be developed throughout Pinnacle Prairie to provide bicycle and pedestrian connectivity between the various commercial and business uses, the open space amenities, and the neighborhoods of the project.

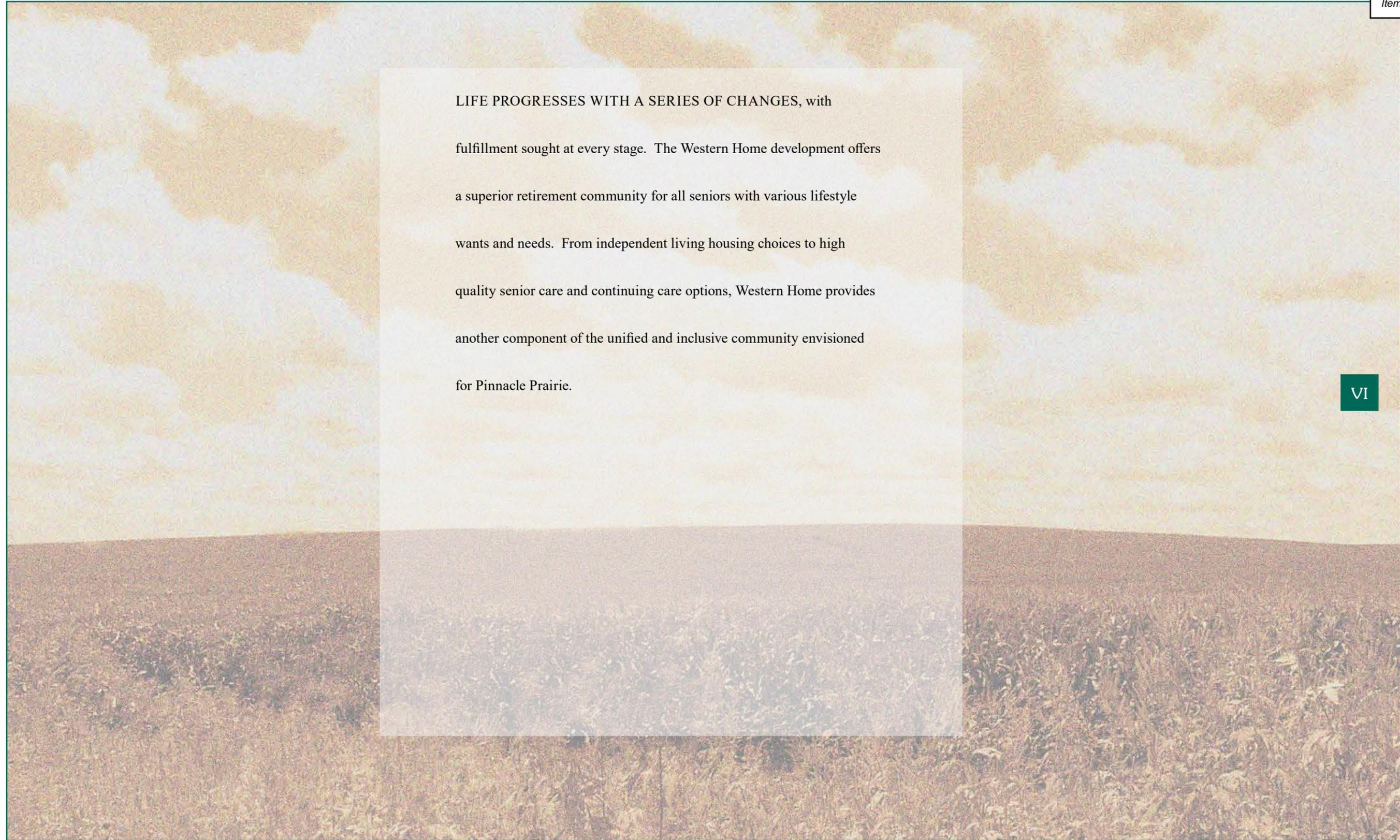
COMMON AREA ASSOCIATION

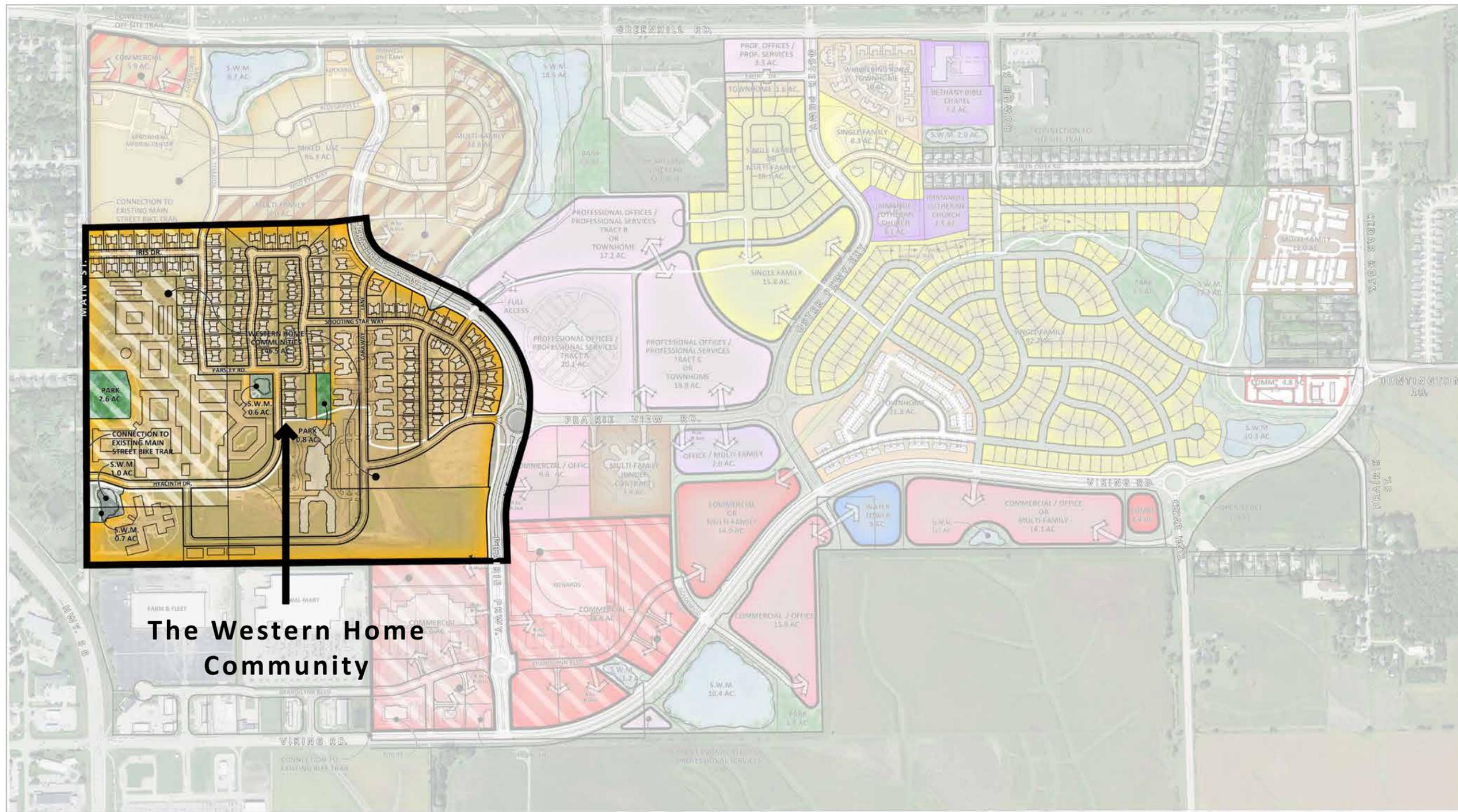
Each single family, attached single family and multi-family neighborhood will have a homeowners association for the maintenance of common areas, monument signage and buffers. Each residential area will also be part of the overall Master Pinnacle Prairie Association for the maintenance of the gateways, medians in major streets, stormwater management basins and parks.



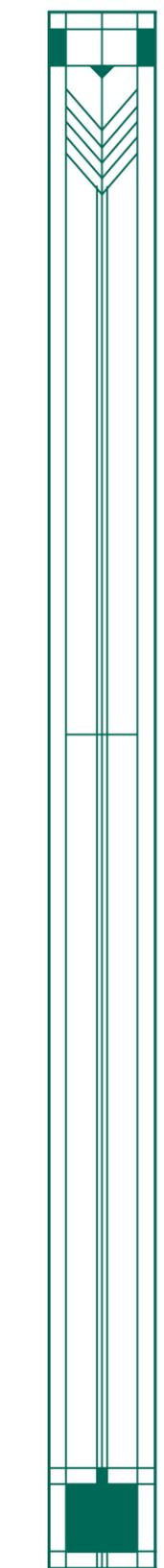
LIFE PROGRESSES WITH A SERIES OF CHANGES, with fulfillment sought at every stage. The Western Home development offers a superior retirement community for all seniors with various lifestyle wants and needs. From independent living housing choices to high quality senior care and continuing care options, Western Home provides another component of the unified and inclusive community envisioned for Pinnacle Prairie.

VI





The Western Home Community



**PINNACLE
PRAIRIE**

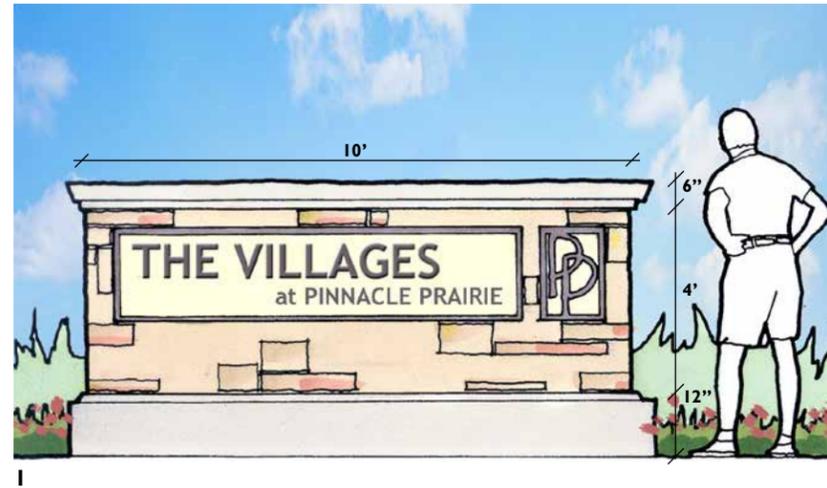
Cedar Falls, Iowa

Western Home - Key Map

Date:
March 8, 2021



- 1. Typical residential neighborhood sign
- 2. Western Home Master Plan



APPLICABILITY

The guidelines and standards within Western Home section of the General Design Guidelines shall be applicable to any land that is within 100' if Prairie Parkway.

BUILDINGS

Due to the importance of the Pinnacle Prairie frontage, all buildings will incorporate four sided architecture where the side and rear elevations of the homes or buildings will be of same quality of design and materials that are used on the front elevation.

LANDSCAPE

- Hardscape patios shall be brick or concrete
- Wood decks shall be a natural color.
- **Planting:** Each single-family home shall have a minimum \$2,000 landscape package. The package shall consist of one 2.5" caliper shade tree in the rear yard; one 7'H. ornamental or evergreen tree in the front yard and a mix of shrubs, perennials and grasses. Plants are encouraged to be native species or hybrids of native species.
- **Street trees:** Street trees shall be a minimum of 2.5" caliper and shall be planted in the parkway at the rate of one (1) tree per lot. On corner lots, two (2) street trees per lot shall be required.
- **Perimeter:** Where residential units abut Prairie Parkway, a minimum 10' wide buffer planting will be provided. Buffer area shall include berming and planting. Berms shall be meandering and range in height from 2'-4'. Plantings shall be a mix of shade trees, ornamental and evergreen trees and shrubs and perennials. At time of planting, plants shall provide a minimum of 25% visual screen to the homes.

SIGNAGE

Signage will be allowed for each neighborhood and may be located at each entry from a community road.

Graphics may contain a logo and text may be no more than 24" in height.

- Placement will be as shown herein.
- Graphic fonts will be at purchaser's discretion
- Advertising or other miscellaneous signage, except directional signs will not be allowed.

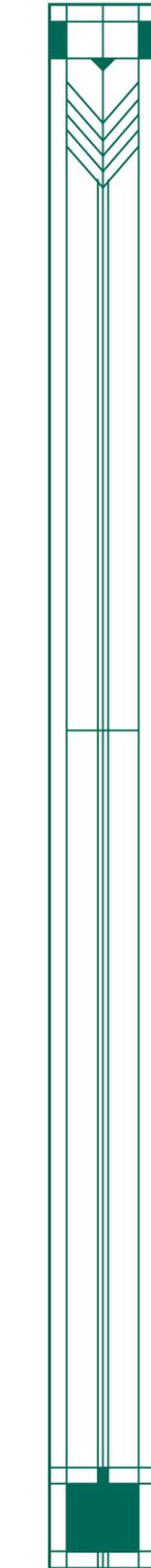
Signs will be constructed in accordance with the accompanying design. Materials will be native Anamosa limestone to match the "Community Gateway" shown elsewhere in this document.

PATHWAYS

A bike path will be developed through Western Home along Western Boulevard that will connect to the bike path along South Main Street and Prairie Parkway. This bike path will provide bicycle and pedestrian connectivity between commercial uses, open space amenities and the neighborhoods of the project.

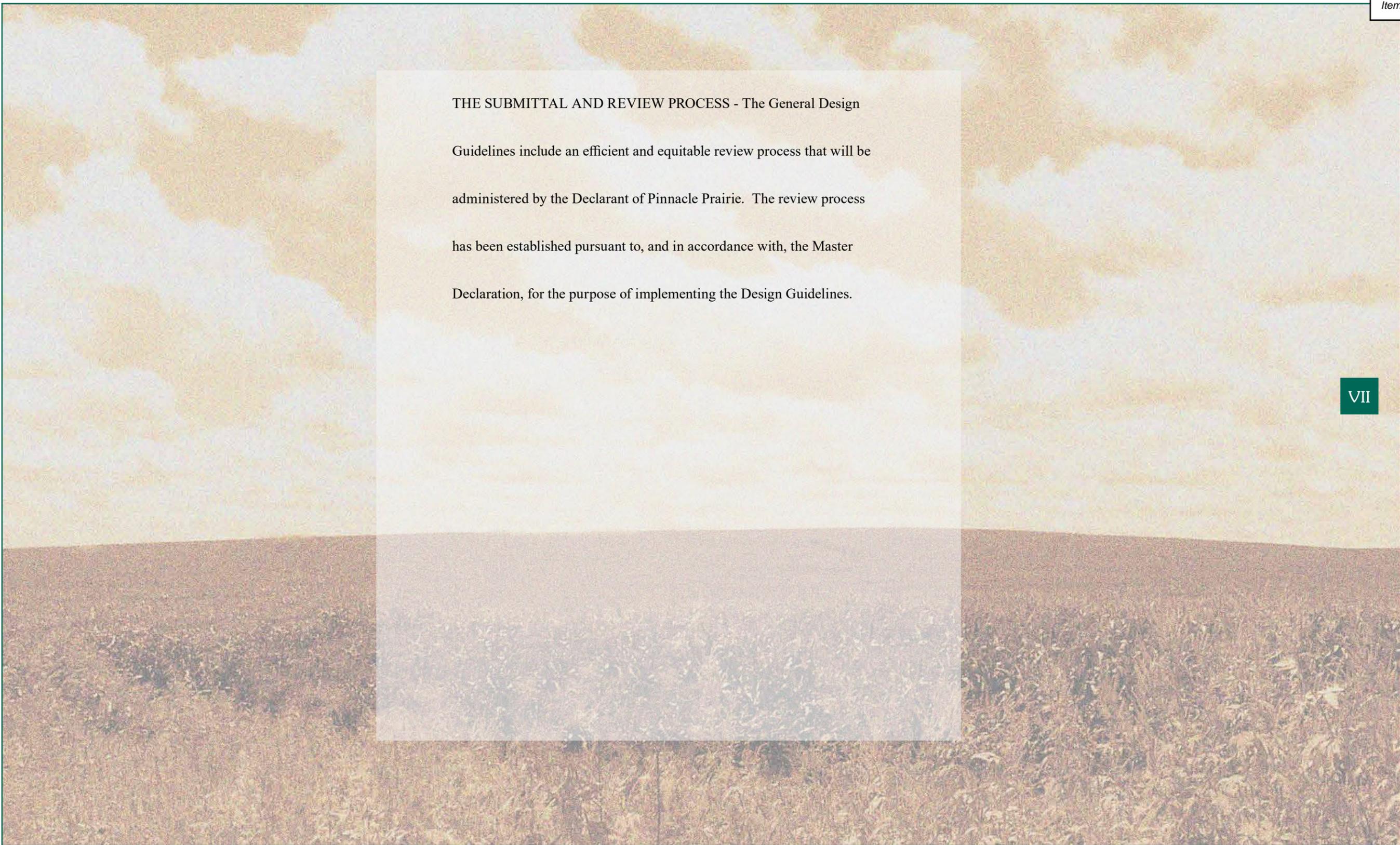
COMMON AREA ASSOCIATION

Western Home will be a member of the overall Master Pinnacle Prairie Association for the maintenance of common areas, stormwater management basins, gateways, common open space and parks.



THE SUBMITTAL AND REVIEW PROCESS - The General Design Guidelines include an efficient and equitable review process that will be administered by the Declarant of Pinnacle Prairie. The review process has been established pursuant to, and in accordance with, the Master Declaration, for the purpose of implementing the Design Guidelines.

VII



**PINNACLE
PRAIRIE**

Cedar Falls, Iowa

The Submittal and Review Process

Date:
March 8, 2021





I. Example Application

DEVELOPMENT APPROVAL APPLICATION

Applicant shall submit plans for review as outlined in the Pinnacle Prairie Review and Submittal Process, as outlined on Page 18.

List the specific documents being submitted:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____

Builder/Developer: _____ Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____

E-Mail Address: _____

Date Submitted: _____

Approval Status:

- Approved as submitted, no resubmittal required
- Approved as noted, no resubmittal required
- Approved as noted, resubmittal required
- Rejected, resubmittal required

Reviewed by: _____

Date Reviewed: _____

Comments: _____

THE REVIEW AND SUBMITTAL PROCESS

All proposed building and development within of Pinnacle Prairie must be reviewed and approved by the Declarant prior to seeking development approval from the City of Cedar Falls. The Declarant will review each builder's development package for conformance to the Design Guidelines, and will review individual homeowner's submittals using the same standards.

All reviews, substitutions and approvals by the Declarant will be considered binding and final.

The Declarant will have authority over both new construction and exterior remodels, additions and other improvements.

I. PRE-SUBMITTAL MEETING

Prior to submitting plans for approval, the Applicant is encouraged to meet with the Declarant to informally discuss Applicant's plans. The Declarant will be available to help interpret the standards and offer suggestions about the applicant's design concepts. The Applicant is urged to meet with the Declarant as early as possible to assist in the Applicant's decision to build in Pinnacle Prairie.

II. SUBMITTAL

Applicant shall submit a master set of development plans to the Declarant of Pinnacle Prairie. The submittal for development within the Prairie Business Park and Prairie Commercial District shall

include one full size set of plans and one electronic copy of the following documents:

1. Architectural Elements:
 - a. Design drawings of front, side and rear elevations of buildings
 - b. Description/Illustrations of representative exterior building materials/manufacturers
 - c. Product brochures/collateral of front, side and rear elevations' materials
2. Site Plan including:
 - a. Building and parking area locations
 - b. Walks
 - c. Setbacks
 - d. Type and location of light poles
 - e. Dumpster locations and screening
3. Landscape Plan including:
 - a. Location of buildings, parking areas, walks and any other paved surfaces
 - b. Quantity and location of required trees, shrubs, perennials, groundcovers and turf
 - c. Ground contours
 - d. Point tabulation based on City of Cedar Falls point system

The submittal for development within The Villages or Western Home shall consist of one full size set of plans and one electronic copy of the following documents:

1. Preliminary Plat including:
 - a. Street layout

- b. Lots
- c. Setbacks
- d. Common areas
- e. Walks and bike paths

2. Landscape Plan including:
 - a. Location of buildings or lots, parking areas, walks and other paved surfaces
 - b. Quantity and locations of proposed trees, shrubs, perennials, groundcovers, and turf
 - c. Ground contours

3. Copy of proposed Covenants, Conditions and Restrictions

Note: Architectural construction documents are not required for pre-permit design approval.

III. REVIEW AND EVALUATION

Within 14 calendar days of receipt, the Declarant shall evaluate the applicant's plans for conformance to the Pinnacle Prairie Design Guidelines and return one original package with an approval status together with any deficiencies so noted on the documents. The approval status may be any one of the following:

- Approved as submitted, no resubmittal required.
- Approved as noted, no resubmittal required. (In this case, specific elements that are deemed deficient will be identified. Provided the noted deficiencies are addressed in the permit submittal, the plans will be approved for permit.)
- Approved as noted, resubmittal is required. (In

this case, specific elements that are deemed deficient will be identified so that they may be addressed and verified in the subsequent resubmittal.)

- Rejected, resubmittal is required. (In this case, specific elements that are deemed deficient will be identified so that they may be addressed and verified in the subsequent resubmittal.)

Notwithstanding the forgoing, the Declarant shall have final discretion to deviate from these guidelines to take into account the use, building lines, topography of the lot, access points, etc.

IV. CITY APPROVAL

Once the Applicant's plans have been approved by the Declarant, no further design approval from the Declarant shall be required. The Applicant may proceed through the typical City of Cedar Falls development approval process. The City of Cedar Falls will review the submitted plans for conformance to the City's codes and ordinances. The City will be responsible to enforce zoning standards, setbacks, building construction and codes, and minimum landscape standards. All architectural, landscaping and site plans shall be at the discretion of the Declarant.



1. *Quercus macrocarpa* - Bur Oak
2. *Acer saccharum* - Sugar Maple
3. *Tilia cordata* - Littleleaf Linden
4. *Ulmus x sp.* - Disease-Resistant Elm
5. *Quercus alba* - White Oak
6. *Gleditsia triacanthos* - Honeylocust
7. *Carya ovata* - Shagbark Hickory
8. *Pseudotsuga menziesii* - Douglas Fir
9. *Pinus strobus* - Eastern White Pine



1



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DECIDUOUS TREES

Street trees: all streets will have parkway trees at 40' on center and minimum 2.5" caliper size.

Shade trees: shall be 2.5"- 4" cal. with no more than 50% of the trees in any one caliper size.

Plant Palette:

- Acer x fremanii* - Freeman Maple cultivars
- Acer saccharum* - Sugar Maple
- Carya ovata* - Shagbark Hickory
- Celtis occidentalis* - Common Hackberry
- Gleditsia triacanthos* - Honeylocust
- Gymnocladus dioicus* - Kentucky Coffeetree
- Juglans nigra* - Black Walnut
- Quercus alba* - White Oak
- Quercus bicolor* - Swamp White Oak
- Quercus macrocarpa* - Bur Oak
- Quercus rubra* - Red Oak
- Platanus x acerifolia* - London Planetree
- Populus tremuloides* - Quaking Aspen
- Tilia americana* - American Linden
- Tilia cordata* - Littleleaf Linden
- Ulmus x sp.* - Disease-resistant Elm

EVERGREEN TREES / SHRUBS

Evergreen trees/shrubs:

Evergreen trees shall be a mix of 6'-10' in height at time of installation with more than 50% of any one size. Shrubs shall be a minimum of 30" in height or spread depending on species.

Plant Palette:

- Juniperus communis sp.* - Common Juniper cultivars
- Juniperus virginiana* - Eastern Red Cedar
- Juniperus chinensis sp.* - Chinese Juniper
- Picea glauca* - Black Hills Spruce
- Picea pungens* - Colorado Spruce
- Pinus strobus* - White Pine
- Pinus nigra* - Austrian Pine
- Pseudotsuga menziesii* - Douglas Fir
- Thuja occidentalis* - Eastern Arborvitae





1. *Aronia arbutifolia* - Red Chokeberry
2. *Viburnum trilobum* - American Cranberry Viburnum
3. *Cornus racemosa* - Gray Dogwood
4. *Hamamelis virginiana* - Common Witchhazel
5. *Amelanchier canadensis* - Shadblow Serviceberry
6. *Cercis canadensis* - Eastern Redbud
7. *Euonymus alatus* - Burning Bush
8. *Rhus aromatica* - Gro-Low Sumac
9. *Syringa meyeri 'Palibin'* - Dwarf Korean Lilac



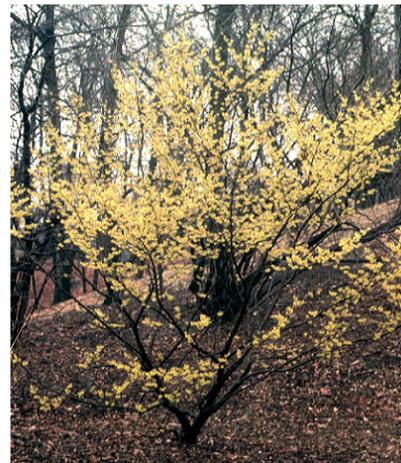
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ORNAMENTAL TREES

Ornamental trees shall vary in height from 6'-10' and generally be used in multi-stem form.

Plant Palette:

- Acer ginnala* - Amur Maple
- Alnus glutinosa* - Black Alder
- Amelanchier canadensis* - Shadblow Serviceberry
- Betula Nigra* - River Birch
- Betula papyrifera* - Paper Birch
- Carpinus caroliniana* - American Hornbeam
- Cercis canadensis* - Eastern Redbud
- Crataegus crus-gali var. inermis* - Thornless Cockspur Hawthorn
- Hamamelis virginiana* - Common Witchhazel
- Malus sp.* - Flowering Crabapple cultivars
- Ostrya virginiana* - American Hophornbeam
- Prunus americana* - American Plum
- Prunus serotina* - Black Cherry
- Viburnum prunifolium* - Blackhaw Viburnum

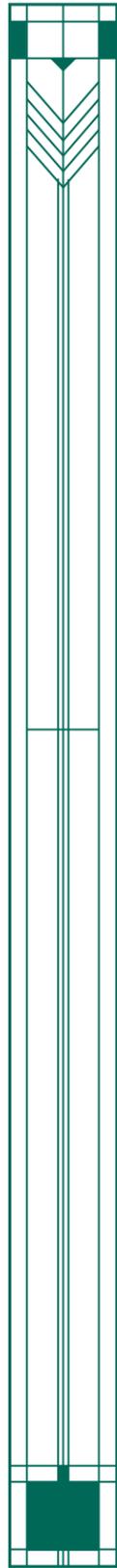
DECIDUOUS SHRUBS

Shrubs shall be a minimum 24" in height at time of planting.

Plant Palette:

- Aronia arbutifolia* - Red Chokeberry
- Cornus alternifolia* - Pagoda Dogwood
- Cornus sericea* - Redtwig Dogwood cultivars
- Cornus racemosa* - Gray Dogwood
- Diervilla lonicera* - Dwarf Bush Honeysuckle
- Euonymus alatus* - Burning Bush
- Ilex verticillata* - Winterberry
- Myrica pennsylvanica* - Northern Bayberry
- Physocarpus opulifolius* - Common Ninebark
- Rhus aromatica* - Gro-Low Sumac
- Rhus glabra* - Smooth Sumac
- Rhus typhina* - Staghorn Sumac
- Rosa spp.* - Shrub Rose cultivars
- Spirea japonica sp.* - Spirea
- Symphoricarpus albus* - Snowberry
- Symphoricarpus orbiculatus* - Indiangrant Coralberry
- Syringa meyeri 'Palibin'* - Dwarf Korean Lilac
- Viburnum dentatum* - Arrowwood Viburnum
- Viburnum trilobum* - American Cranberry Viburnum





1. *Liatris pycnostachy* - Prairie Blazing Star
2. *Echinacea purpurea* - Purple Coneflower
3. *Heuchera micrantha* 'Palace Purple' - Palace Purple Coral Bells
4. *Leucanthemum 'Becky'* - Becky Shasta Daisy
5. *Equisetum hyemale* - Scouringrush
6. *Andropogon gerardii* - Big Bluestem
7. *Panicum virgatum* - Switch Grass
8. *Sedum spectabile 'Neon'* - Neon Sedum
9. *Rudbeckia hirta* - Black Eyed Susan



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PERENNIALS / GRASSES
 These are the preferred plant for the landscape, as they require little maintenance or irrigation. Plantings shall be minimum of 1/2 gallon containers at time of installation and spaced 18" on center. Mulch to be shredded hardwood bark mulch no more than 2" in depth.

Plant Palette:

- Acorus calamus* - Sweet Flag
- Aquilegia canadensis* - American Columbine
- Andropogon gerardii* - Big Bluestem
- Andropogon scoparius* - Little Bluestem
- Asclepias incarnata* - Swamp Milkweed
- Aster novae-angliae* - New England Aster
- Baptisia sp.* - False Indigo
- Bouteloua curtipendula* - Sideoats Grama
- Calamagrostis acutifolia 'Karl Foerster'* - Karl Foerster Grass
- Calamagrostis canadensis* - Blue Joint Grass
- Carex species* - Sedges
- Coreopsis sp.* - Coreopsis
- Echinacea pallida* - Pale Purple Coneflower
- Echinacea purpurea* - Purple Coneflower
- Equisetum hyemale* - Scouringrush
- Filipendula rubra* - Queen of the Prairie
- Hemerocallis sp.* - Daylily

- Heuchera micrantha 'Palace Purple'* - Palace Purple Coral Bells
- Iris virginica var. shrevei* - Wild Blue Flag Iris
- Leucanthemum 'Becky'* - Becky Shasta Daisy
- Liatris pycnostachya* - Prairie Blazing Star
- Lobelia siphilitica* - Brat Blue Lobelia
- Miscanthus sinensis 'Purpurascens'* - Purple Flame Grass
- Nepeta racemosa* - Walker's Low Catmint
- Panicum virgatum* - Switch Grass
- Physostegia virginiana* - Obedient Plant cultivars
- Ratibida pinnata* - Yellow Coneflower
- Rudbeckia hirta* - Black-eyed Susan
- Scirpus species* - Bulrushes
- Sedum spectabile 'Neon'* - Neon Sedum
- Silphium laciniatum* - Compass Plant
- Silphium terebinthinaceum* - Prairie Dock
- Solidago species* - Goldenrod
- Sorghastrum nutans* - Indian Grass
- Sporobolus heterolepis* - Prairie Dropseed
- Uniola latifolia* - Northern Sea Oats
- Verbena hastata* - Blue Vervain





PINNACLE PRAIRIE

Cedar Falls, Iowa

Owner:



Master Developer:



4501 Prairie Parkway
Cedar Falls, IA 50613
Phone 319.277.8000
Fax 319.277.8080

23

Land Planner / Landscape Architecture:



Schoppe Design Associates, Inc.

LAND PLANNING & LANDSCAPE ARCHITECTURE
126 S. Main Street
Oswego, IL 60543
Phone 630.551.3355
www.schoppedesign.net

Date:
March 8, 2021





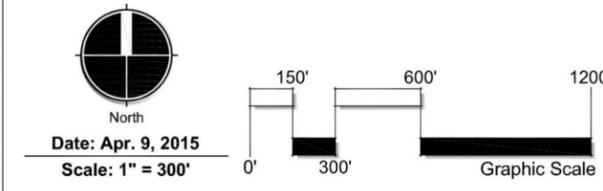
GENERAL SITE DATA & KEY

Non-Residential Use			
Commercial	21.1 AC.	Residential Use	
Commercial - Zoned HWY-1	64.4 AC.	Single Family	150.8 AC.
Commercial / Office	43.6 AC.	Townhome	32.9 AC.
Office / Multi-Family	7.0 AC.	Multi-Family	7.9 AC.
Professional Services / Professional Offices	62.4 AC.	Western Home	103.0 AC.
Mixed Use	86.3 AC.	Western Home - Zoned R-3	43.5 AC.
Mixed Use Office	51.8 AC.		
Mixed Use Commercial	5.9 AC.	Municipal Use	
Mixed Use Multi-Family	28.6 AC.	Water Tower Site	5.0 AC.
Institutional	10.3 AC.	R.O.W. (Dedicated Right of Ways)	48.9 AC.
		R.O.W. - Zoned HWY-1	4.5 AC.
Common Area Use			
S.W.M. (Storm Water Management)	55.4 AC.	Parks and Open Space	11.3 AC.
S.W.M. - Zoned HWY-1	1.2 AC.	Parks, Open Space & S.W.M. - Zoned R-3	3.6 AC.

BIKE TRAIL
7.02 Miles of Trails
37,090 Linear Feet

ACCESS POINTS
All Access Points are full access unless noted with "R.In/R.Out" for Right in/Right out.

NOTE: All uses are zoned MU unless otherwise noted.



MASTER PLAN

LOCKARD
4501 Prairie Parkway, Cedar Falls, IA 50613
(319) 277-8000

Oster Partners

sda
Schoppe Design Associates, Inc.
LAND PLANNING & LANDSCAPE ARCHITECTURE

126 S. Main Street
Oswego, IL 60543
p: 630 551-33
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DEPARTMENT OF COMMUNITY DEVELOPMENT

City of Cedar Falls
220 Clay Street
Cedar Falls, Iowa 50613
Phone: 319-273-8600
Fax: 319-273-8610
www.cedarfalls.com

MEMORANDUM *Planning & Community Services Division*

TO: Planning and Zoning Commission
FROM: Michelle Pezley, Planner III
Karen Howard, AICP, Planning & Community Services Manager
DATE: March 18, 2021
SUBJECT: Imagine College Hill! Vision Plan – Public Hearing

Project Summary

The *Imagine College Hill!* Vision Plan is the result of an extensive public engagement process that kicked off January 2020 with a priority-setting session with the City Council, followed by a public workshop, stakeholder interviews, focused group sessions, and a study of the existing character of the study area, the market, and transportation network. Due to Covid-19, the Community Design Charrette was delayed to October of 2020 and held virtually. The intensive week-long Community Design Charrette began with a videoconference workshop where the public was invited to share their aspirations for the future to ensure that the plan would be grounded in reality. The design team held two drop-in lunch videoconferencing meetings to update the public of their process and hold informal conversations. The design team presented the big ideas gathered during the Community Design Charrette to the public at the Planning and Zoning Commission meeting on November 11, 2020. Over the last several months, the consultant team, led by Ferrell Madden, has refined and fleshed out the plan and presented the draft plan for public review at the February 10th Planning and Zoning Commission.

Outreach

At your last meeting, it was pointed out that Cedar Falls has a very low minority population and a question was posed about the extent and nature of the public outreach for this planning effort, and whether there was any specific effort to reach out to marginalized populations and Black, Indigenous, People of Color (BIPOC). While the outreach effort did not specifically seek these marginalized populations, one of the goals was to create a process that was welcoming to all. The City mounted a very broad outreach campaign in an attempt to encourage everyone that was interested in the future of the College Hill Neighborhood to participate and provide input. This effort included:

- Two direct mailers were sent to all addresses and property owners within the study area and within 300 feet of the study area; one before the initial kick-off meeting in January 2020 and one when the planning effort restarted in the fall after delay due to the pandemic. (Note that the planning effort was delayed because UNI students were sent home early in the spring semester. To ensure inclusion of UNI students, faculty, and staff, the City did not want to hold outreach events when UNI was not in session).
- Postcards were also sent to the business owners inviting their participation in the planning effort. Before the public kick-off event “table toppers” and flyers with information about the planning effort were provided to any business that was willing to put them on

counters or customer tables;

- All outreach events were promoted widely through press releases, on social media and the City's cable channel and through interviews on local radio and TV news programs.
- Each of the quarterly *Currents* magazines within the past year included updates on the planning effort and instructions on how to get involved. *Currents* is mailed to all addresses within Cedar Falls;
- The City worked with the College Hill Partnership Board to get the word out to area residents, businesses, and landlords. Karen Howard, the liaison to the Partnership Board, provided regular updates on the planning effort and specifically requested ideas from the Board on how to encourage more widespread participation in the planning effort. Kathryn Sogard, the Partnership Executive Director, worked with Amanda Huisman, the City's Communications Specialist, with interviews on the City's cable station and on all social media. They posted a number of Facebook Live events to promote participation before and during the weeklong Community Charrette. The College Hill Partnership included updates on their blog and sent emails to their membership list about each phase of the project.
- Posters and flyers were posted at the Library, Community Center, City Hall, College Hill businesses, and at the Hearst Center inviting the public to attend the events.
- The planning effort was featured on the City's electronic message boards at the Recreation Center and at the Visitor's Center.
- The city also reached out to the University of Northern Iowa for their input. Stakeholder meetings were held with a number of UNI officials, including among others, President, Mark Nook, Senior Vice President Michael Hager, Andrew Morse, Assistant to the President and liaison to the College Hill Partnership Board, and Jose Luis San Miguel, University Architect. UNI officials and student leadership helped to get the word out to students and promoted the on-line student survey that was conducted in October, 2020.
- The consultant team is maintaining a project webpage, which has included regular updates on the process, videos of presentations; plan documents; and surveys, including the student survey, a post-charrette survey, and a survey after the public review draft was presented at the February 10th Planning and Zoning Commission meeting. A summary of results of this most recent survey are attached. The draft plan has been available for public review and download on this project webpage since its roll-out in February.

Equity in Planning Efforts

Even though there was extensive outreach during the planning effort, one might ask how we can promote more diversity within the neighborhood when it currently does not exist and as a consequence few BIPOC may have participated in the planning effort. This is a challenge in Cedar Falls that extends beyond the efforts that can be achieved in just one neighborhood plan. However, equity in planning should be a goal of every planning effort and the question was posed whether there is anything in the plan that is likely to make the area less equitable, discourage diversity or specifically harm minority populations.

Staff and the consultant team have reviewed the plan and invite others to review the plan through that lens and provide their specific ideas on how it might be improved. Through our review, we find that the plan in general promotes the adoption of policies and regulations that will result in a broader range of housing options, transportation options, and business opportunities that are affordable and attractive to a more diverse population. We also want to clarify that there is nothing in the plan that recommends a specific design aesthetic, architectural style, or color palette.

There are several places in the plan that address how changes to the zoning can provide

opportunities for a wider range of housing types and even more specifically how changes can be made to try to level the playing field between housing for college student renters and for other renter and owner households seeking affordable housing opportunities in the neighborhoods surrounding College Hill. Students are certainly the life blood of much that goes on in College Hill. However, these neighborhoods are also full of existing housing that has the potential to attract many individuals and families who would like to live and work in Cedar Falls if policies and regulations are carefully crafted. In addition, walkable, main street areas like the College Hill Business District provide opportunities for locally grown businesses and entrepreneurial ventures at a scale that is more affordable for women and minority-owned business start-ups, with UNI as an essential partner to provide educational opportunities for career advancement and entrepreneurship.

UNI officials have mentioned how students typically do better and stay in school longer if they live on campus or right next to campus. The plan responds to this by proposing to intensify higher density housing options near the business district and the University. In contrast, the goal for the surrounding neighborhoods is to promote policies and adopt regulations that will help to stabilize and create a better balance in the housing market to provide affordable housing opportunities for a wider variety of households, not just college students. Fine-tuning zoning and rental policies to prevent conversion of more of the older housing stock within the surrounding lower-scale neighborhoods into high occupancy student rentals, would preserve housing for other households, such as single persons, families, single parents, empty nesters, and retirees, who desire to live in the neighborhood. The College Hill Vision plan also proposes to allow infill development, specifically “missing middle” housing types at a neighborhood scale, including accessory dwelling units, cottage housing, small apartments, and row houses, which will provide a wider variety housing options at a variety of price points.

Specific suggestions for enhancing the language in the plan to emphasize the aforementioned goals are included at the end of this memo.

Parking

At your last meeting, one community member questioned how parking was addressed in the plan. At the presentation of the plan in February, the consultants described in some detail about how a multi-pronged approach to parking policy will be necessary to unlock opportunities for revitalization and redevelopment particularly in the business district and area closest to UNI. The recently completed College Hill parking study was intentionally used to inform the College Hill Vision Plan. The transportation and market experts on the consultant team examined the parking study and the market, talked with stakeholders, University officials, and the City. The parking policies discussed in the College Hill Plan are intended to complement and build on the College Hill parking study recommendations. Since there still seems to be some confusion on what the plan proposes in this regard, the consultants will take some time to go over those sections of the plan at your meeting on Wednesday.

Per the Commission’s request, the links to both the College Hill Parking Study and the Downtown Parking Study were forwarded to the Commission after your last meeting. For reference, the College Hill Parking Study may be found at: <http://www.cedarfalls.com/DocumentCenter/View/9194/Cedar-Falls-College-Hill-Parking-Study-Final-Report>.

After reference to Iowa City’s parking policies were brought up by a community member, the Commission requested information about Iowa City’s parking policies. In Iowa City in the central business zoning districts, there are no parking requirements for non-residential uses. For residential units in mixed-use buildings and in multi-unit dwellings, parking is required at 0.5 spaces for studio and one-bedroom apartments, 1 space for 2-bedroom units, and 2.5 spaces

for 3-bedroom units. Units with more than 3 bedrooms are no longer allowed in the downtown area, since there had been a proliferation of 4 and 5-bedroom apartments over the years that had made it difficult for other residents besides students to afford housing in the downtown area. Since the parking requirements were changed in 2006 from a per unit requirement that incentivized apartments with large number of bedrooms to the disadvantage of smaller units, a wider variety of apartment sizes have been built, particularly one-bedroom and studios due to pent-up demand for smaller units. In certain areas directly adjacent to the University of Iowa campus, the parking ratio is reduced even further to 0.25 spaces per unit to encourage higher density student housing in areas where students can easily walk to class. Metered on-street parking in these areas makes it nearly impossible for students to store their cars on the street, so if they bring a car to school, they must park in remote shared lots. For the older lower-scale neighborhoods that surround downtown, the parking requirements are a bit higher to help preserve and stabilize these areas, which face similar “town and gown” housing market pressures as in the College Hill Neighborhood.

Summary and Recommendations:

The *Imagine College Hill!* Vision Plan is intended to provide a road map for growth and development in and around the College Hill Business District and UNI and for stabilization and enhancement of the surrounding neighborhoods. The analysis in the plan is intended to encourage thoughtful changes to policies and regulations that will unlock the potential for new housing and business opportunities; encourage improvements that will make it easier and more comfortable to walk and bike throughout the area, improve public parks and open spaces; and create a sense of identity and arrival. It will establish a general framework for public policy decisions and investment, in tandem with clear aspirations for the scale and character of future development of College Hill District, which will be reflected in new zoning standards that will be developed in phase two of the project.

Based on recent input regarding the draft plan, staff and the consultant team recommend the following changes and additions, which are highlighted in underlined, red text:

Proposed changes to the Vision Plan: see pages for changes in context:

- Page 1: paragraph 2: Change to reflect that College Hill is ~~the front door~~ a primary gateway to the campus.
- Page 1: paragraph 3: Remove the “double-edged sword” reference and add that the proximity to the University creates a variety of “town and gown” issues and opportunities. While students are the life-blood of the area, they can also cause concerns for the surrounding neighborhoods.
- Page 3: change the “Understand the Market” bullet to read: **Understand the market – particularly as it relates to student housing, new construction, and parking – to leverage opportunities for growth on College Hill and to stabilize the surrounding neighborhoods.** College Hill demographics ~~has~~ have remained stable fairly consistent for several decades; ~~the demographics in the area~~ both the youth and low number of non-family households are unique in the city. ~~Its-~~The future of the study area is directly inherently intertwined with the student enrollment at UNI. Increasing the number of students living in closer proximity to the campus can free up opportunities for more diverse (renter and owner) households in the nearby neighborhoods. This, in turn, can create opportunities for new and more varied businesses on the Hill, and while also relieve relieving pressure on the surrounding neighborhoods to convert more houses to rental properties targeted to students. (Owner occupants and long-term renters provide more stability in a neighborhood than students who typically move every year.) College

Hill can support a walkable “car free” environment for people individuals who choose that lifestyle—or for households that only have one car (rather than two or more).

- Page 3: under “Adjust the Rules for Development (and parking)”: The general sense during the virtual public process was that any new development in the neighborhoods should respect the scale and character of the existing context, promote more owner-occupancy and non-student rental opportunities. The City should continue with code enforcement (particularly for rental properties).
- Page 3: This plan illustrates ways to achieve context-sensitive infill in the neighborhoods, while permitting redevelopment in the Heart of College Hill that can accommodate both more intensity and the variety of uses currently allowed.
- Page 4: **Recognize that College Hill (and nearby neighborhoods) play a unique role—both urbanistically and socio-economically—within Cedar Falls and warrant a targeted approach.** The rules and procedures for development should reinforce placemaking concepts at the street and block level, rather than on an isolated parcel-by-parcel basis, so that in the future, College Hill becomes an asset for the City and University alike. These areas are not just comprised of individual buildings on individual lots, but rather buildings that relate to one another, and to the streets, sidewalks and create public spaces throughout the district. In addition, the area currently includes a variety of housing forms that can be expanded to include “missing middle” types under new development standards. The nearby neighborhoods, in particular, could and should continue to accommodate diverse households within a walkable distance of a mixed-use neighborhood center. Build on the inherent town and gown synergy to create a thriving college town and neighborhood “main street.”
- Page 7, 2nd paragraph, under “The Process”: The visioning process began in the winter of 2020. The City reached out to community members, announcing the *Imagine College Hill* project and encouraging public involvement, with direct mail to all business owners, property owners, and residential addresses within the study area. In addition, working with the College Hill Partnership, posters and flyers were distributed to all College Hill businesses for display in shopfront windows and on store counters. The consultant team conducted a series of stakeholder interviews with a range of groups, including: business and property owners; the College Hill Partnership Board; residential landlords; realtors; neighborhood groups; UNI administrators; and student leaders (who lived both on and off campus.) and The team began analyzing the project study area to understand the historic and recent development patterns on College Hill. The team also led an evening public kick-off event, with the goal of encouraging broad public involvement, at the University of Northern Iowa Center for Energy and Environmental Education to engage the community on topics related to placemaking and gather input on local perceptions of College Hill and the surrounding neighborhoods.
- Page 8, 2nd paragraph, under “The Process”: Following the initial kick-off activities, the *Imagine College Hill* project was delayed for several months due to the COVID-19 pandemic. Prior to reinitiating the project, the City once again promoted the effort, with a press release, new updated posters and flyers for College Hill businesses, an additional round of direct mail postcards throughout the study area, and information included in the UNI e-newsletter. Once restarted, the planned public design charrette was converted to a week-long virtual community design workshop the first week in October 2020—with all members of the consultant team working off-site in a virtual design studio and all live community engagement meetings being conducted via internet streaming, and additional

input gathered via the project website. These virtual charrette activities comprised the *Imagine College Hill! Public Design Charrette*:

- Page 17: under “Economic and Demographic Context” fourth paragraph: Conversion of student housing back into single-family use will not be likely close to campus, but may be possible in the neighborhood areas a few blocks away. However, the appeal to non-student buyers or renters will be greatly influenced by the overall character and affordability of these nearby neighborhoods. (Students pooling their resources or paying by the bedroom are often willing and able to pay more to rent a house than a single family. Providing students with equally attractive housing options closer to campus should help to stabilize the nearby neighborhoods with either long-term renters or new owner-occupants).
- Page 30, under “Big Ideas” #1, 3rd bullet:
 - Explore ways to increase both the percentage of owner-occupied units and rental units affordable and attractive to a diversity of households
- Page 32. 1st paragraph: They complement traditional neighborhoods, and can help transition from the more intense College Hill core area more intense Downtown development to single-family detached houses.
- Page 35, under 4. Seerley Park and Clay Street Park Neighborhoods: add the following sentence to the end of the section: Policies and regulations will focus on leveling the playing field and creating a better balance between student renters, other renter households, and owner-occupied housing.
- Page 36 Under 6. East of Main Neighborhood: add to the last sentence: Under the Imagine College Hill Plan, this area will remain residential, with the potential to accommodate Missing Middle housing forms at a range of prices, attractive to a variety of households.

Recommended Additional Appendix Item:

- CHVP Public Review Draft Web Survey Results (in the same format as the previous survey results were included).

With these proposed changes and additions, the Community Development Department recommends approval of the *Imagine College Hill! Vision Plan*, subject to any other recommendations of the Planning and Zoning Commission.

Give us your feedback!

SURVEY RESPONSE REPORT

10 February 2021 - 11 March 2021

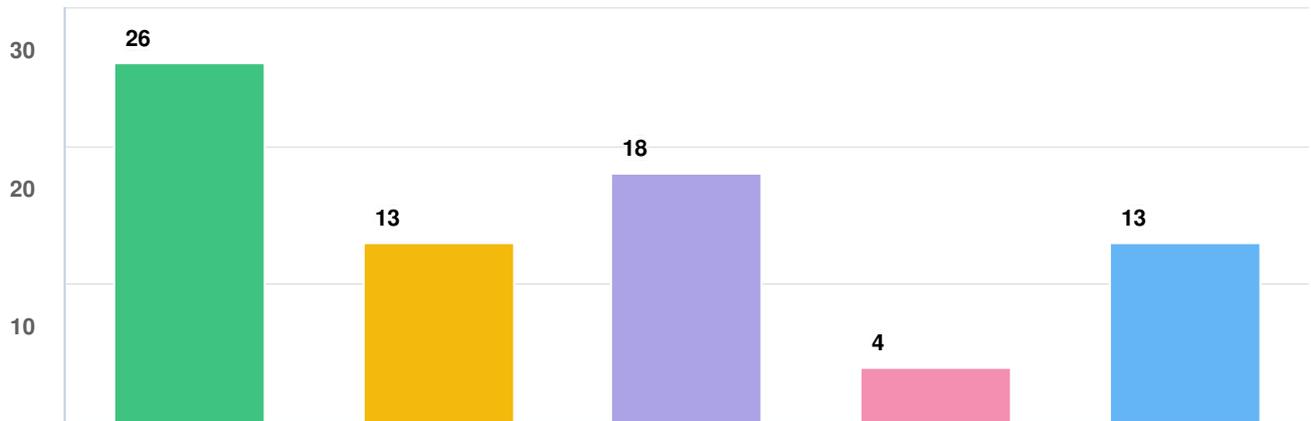
PROJECT NAME:

Draft Imagine College Hill Vision Plan



SURVEY QUESTIONS

Q1 Do you currently... (check all that apply)



Question options

- Live in the study area
- Work in the study area
- Own property in the study area
- Go to school in the study area
- Other

Mandatory Question (44 response(s))

Question type: Checkbox Question

Q2 If you answered 'OTHER,' please explain.

Anonymous

2/16/2021 02:53 PM

I was a faculty member at UNI and know this area fairly well.

Anonymous

2/16/2021 06:44 PM

Shop, dine, and attend events in the study area

Anonymous

2/19/2021 11:38 AM

I also shop in the area, walk in the area, and am well-connected with neighbors and others living here.

Anonymous

2/25/2021 06:29 AM

Live in Cedar Falls

Anonymous

2/28/2021 06:40 PM

Live in cedar falls

Anonymous

3/09/2021 04:59 PM

Am up on the hill almost daily.

Anonymous

3/09/2021 05:20 PM

Visit area

Anonymous

3/09/2021 06:05 PM

Visit

Anonymous

3/09/2021 08:56 PM

I live North of Campus, just off 1st street

Anonymous

3/10/2021 04:57 AM

Frequent customer to the area

Anonymous

3/10/2021 05:32 AM

other

Anonymous

3/10/2021 07:49 AM

I live in the Birdsall area so drive through here frequently or order take out from this neighborhood.

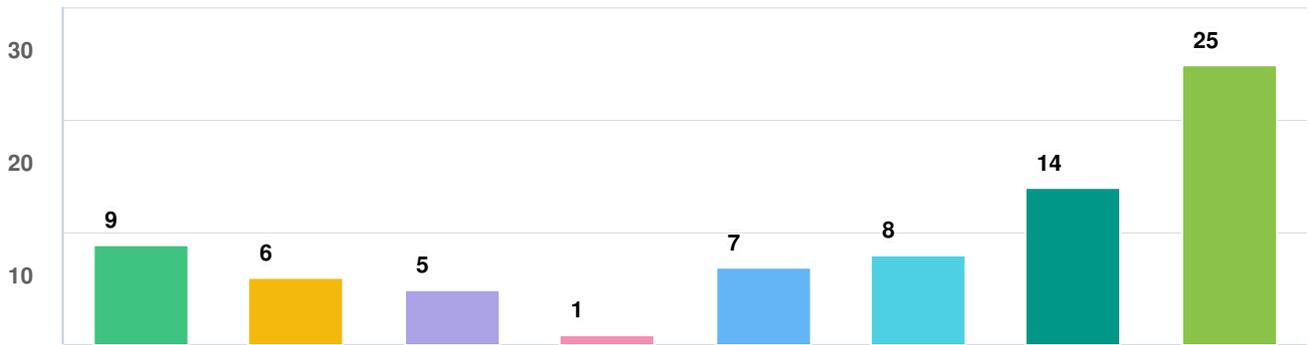
Anonymous

3/10/2021 02:10 PM

I am a former UNI grad and currently a resident of Cedar Falls but do not live in the college hill district.

Mandatory Question (13 response(s))**Question type:** Single Line Question

Q3 Which of College Hill Vision Plan events did you attend? (check all that apply)

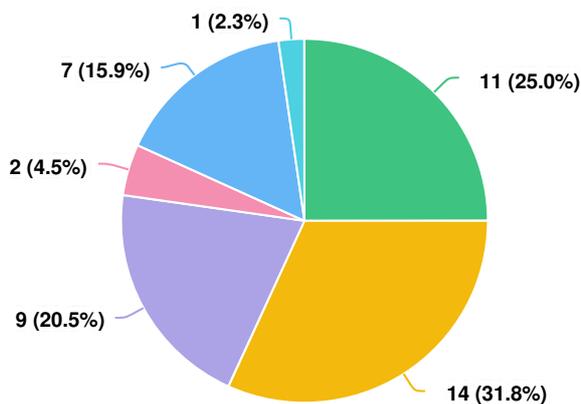


Question options

- Kick-Off Presentation (January 2020 at CEEE)
- Virtual Design Workshop (Saturday, October 3)
- Virtual Technical Meeting or Stakeholder Interview (October 5-7)
- On-Line UNI Student Survey (October 3-8)
- Virtual Open Studio Q&A (October 5 or 7)
- Virtual Work-in-Progress Presentation (October 14)
- Virtual Draft Vision Plan Presentation (February 10, 2021)
- None

Mandatory Question (44 response(s))
Question type: Checkbox Question

Q4 Based on your review of the Draft Imagine College Hill Vision Plan, in general, does the Plan provide a good framework for ...

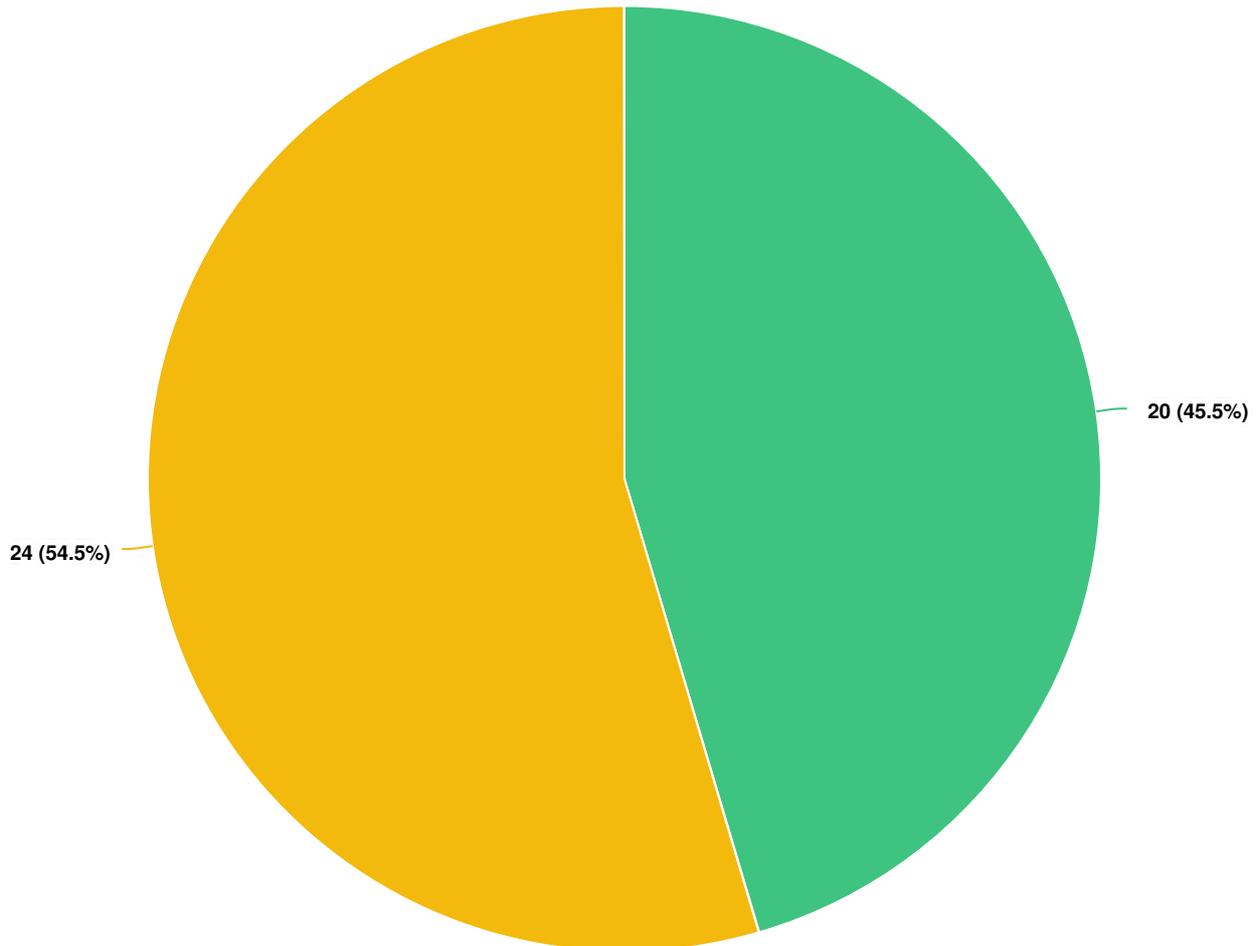


Question options

- Yes, definitely
- Generally, Yes
- Somewhat
- Generally, No
- Definitely Not
- Don't know/No opinion

Mandatory Question (44 response(s))
Question type: Radio Button Question

Q5 | Do you have any comments or questions about the PLAN RECOMMENDATIONS in the EXECUTIVE SUMMARY.



Question options

- Yes
- No

*Optional question (44 response(s), 0 skipped)
Question type: Radio Button Question*

Q6 Please identify the specific Plan Recommendation(s), if applicable.

Anonymous

2/16/2021 02:53 PM

While I agree there is a major parking situation, the plan seems to really hit that hard. The consultants seem to think that college students will live in the area and NOT bring their cars to Cedar Falls. Do they actually know college students?? And I wonder why you are considering clear up to 12th street as part of College Hill???

Anonymous

2/19/2021 11:38 AM

This is a great plan. It's visionary and will assist in providing good public space and connection between neighborhoods and college hill. I appreciate the aesthetic as well. I appreciate anything tying in interests of the various constituents in the area and not just something that will benefit the almighty dollar. Thank you for considering this plan and thanks to all who have worked so hard on it.

Anonymous

2/22/2021 03:54 PM

I appreciated that the College Hill Partnership was included in the priorities listed in the Executive Summary. I would like to see in the "Create gateways to College Hill to provide a sense of arrival" section: a note that these gateways to the area are very important as the Hill is one of the first places that visitors to Cedar Falls by way of the university see. The Hill should play a vital role of inviting university visitors into the rest of the city.

Anonymous

2/25/2021 06:25 AM

What are you going to do about mixing in student housing in residential neighborhoods when they have loud parties and don't respect their neighbors? What about upkeep of those properties such as snow removal and mowing the lawn? Will off street parking always be available so the streets aren't filled with cars?

Anonymous

2/25/2021 06:26 AM

What businesses were actually part of this survey? Seems like a lot of money for consultants with limited input of citizens.

Anonymous

2/25/2021 06:29 AM

Please don't add more housing specially the tall buildings like they did downtown. I feel it got rid of the small town feel. Plus it doesn't match they rest of the downtown. I love the bike path idea as long it is not in the street.

Anonymous

3/09/2021 11:23 AM

The vision and recommendations look really good, but the means to get there are less clear. I know that the idea is that changes to city code will help, but it's going to take a lot more than that to get there. I'm also not clear what is meant by "stabilizing the neighborhood" and want to make sure that this means preserving both historical character, amenities that support a strong community, and expanding the unique mix of human diversity. One important part of that is a revitalized Seerley Park, which was not part of this plan but definitely should be since it is owned by the city and under its direct control and management and is the heart of the neighborhood.

Anonymous

3/09/2021 05:25 PM

1. Create a thoughtful vision plan to manage change over time. • Reflect on the past, consider the present, look to the future Cedar Falls has a history as a sundown town, has difficulty attracting Black residents (and visitors), and is

currently embroiled in community tension as a result of active/ongoing racism, which has never been addressed in a systemic way. Our city government is comprised of white people only. It appears as if the key partners in this consulting firm are also white. I'd imagine very few Black people were engaged in any of the stakeholder meetings or input gathering sessions. Since we know land use policy and planning and zoning code has long been used as a tool to reinforce systemic racism, I would expect to see some mention of race in the plan - at the bare minimum. How have our policies impact BIPOC? How do they currently? How can we write better code and policy which works to actively make corrections for such? How can we build to be a more inclusive community in the future? At the very least, the city needs to ask itself these questions. As we prepare a vision and plan for the future of our community - which will result in a rewriting of our p&z code - we need to be able to say we had the conversations, and did the research to arrive at answers. It is completely negligent for a team of entirely (?) white city administrators, electeds, consultants, and stakeholders to plan for the future of this community without a single mention of race.

Anonymous

3/09/2021 06:04 PM

Parking needs improvement. Tear down a couple old properties.

Anonymous

3/09/2021 07:00 PM

We need to have viable businesses. There are too many vape shops, etc. This is no way to get families to move to the district. For that matter, why would those of us who have lived in the district for 38 years stay? Mainly because our house values have declined over the years because of the rentals and horrible landlords.

Anonymous

3/09/2021 07:58 PM

As revisions to zoning are considered, I would like to ask that issues of equity and diversity be considered. Making the College Hill area both welcoming for all, and affordable, is extremely important. Public transit access needs to be improved so that those without cars can access the area (that will also help the parking issue), along with connecting the bike trails.

Anonymous

3/09/2021 08:56 PM

We like the addition of more trees/greenscape in all of the plans, College Hill needs that! It will make the area more appealing. Redevelopment needs to proceed carefully in residential areas- too many homeowners in Cedar Falls have had homes on their block converted to college rental properties that are not properly maintained. NObody should have to walk up and down their street collecting beer bottles in what is a residential neighborhood because college students who have no interest in maintaining the home's value and have no regard for their neighbors. Set up specific College housing zones, spend some of the development \$\$ to buy homeowners who want to move out at a fair market value.

Anonymous

3/09/2021 11:39 PM

College Hill is more a part of UNI than it is the City of Cedar Falls. We already have enough bike paths and sidewalks. Main roads (18th and College St) already have large paintings on them to "share the road". Currently about 10000 cars to every bike. Don't see any bikes five months a year because of our weather. It makes the bike crowd happy but pisses

everyone else off. Tax them somehow to pay a users fee like the cars currently pay for roads and maintenance though a gas tax. The city feels that everything else should be self sufficient. College Hill is no longer family friendly. All that is currently there are liquor stores, vape shops, bars and tattoo parlors. Not things my family is attracted to. Focus on getting the student base up. They are down 4000 students. None of this is bringing more students here and won't. We don't need a grocery store because the last one closed 30 years ago. Get real. Focus on the real problems not the liberals "wish" list. Get your head out of the sand. Parking is and will always problem. The studies are a waste of tax dollars and be better used.

Anonymous

3/10/2021 08:07 AM

The growth of the Hill area means an increase of heavy truck traffic. This is natural and should be expected. All goods must be trucked to the neighborhood, typically using tractor trailer sized vehicles. Then all the waste and trash must be trucked out using large refuse collection trucks. Transportation planning should include accommodations for these large trucks. The streets generally impacted are University Ave., College St. and 18th St. Large trucks can not turn around easily. The alley access points at the rear of the Hill business do not allow for easy loading zones. Loading operations typically are done from the street front, which then constricts other traffic flow. The renderings presented on line showing the wonderful streetscapes should be drawn with samples of large delivery trucks. Thank you for the opportunity to comment.

Anonymous

3/10/2021 10:26 AM

A reduction of the emphasis on alcohol, cbd/thc, Kratom, vaping and other dangerous and predatory business interests.

Anonymous

3/10/2021 10:33 AM

I'm so disappointed to see the number of marijuana, alcohol, and tattoo places in the College Hill area. Can we have some things that promote positive behaviors and lifestyles?

Anonymous

3/10/2021 06:53 PM

I have become aware of the lack of outreach and inclusion in the plan of cedar falls' minority BIPOC population. How will this be remedied?

Anonymous

3/10/2021 06:54 PM

Lot of great effort in this and applaud putting this together. It hard to see how there's really a true need for high density housing given the 1) current enrollment of the university, 2) given the monopoly a certain owners with what seems to be a one sided CPH. Hard for the "little" guys to get a fair voice or even what to show up at any meetings.

Anonymous

3/10/2021 09:29 PM

I want to make sure that the plan considers the impact of code changes on diverse people/people of color. The current stakeholders (myself included) in Cedar Falls are all or mostly white. The future Cedar Falls needs to be more welcoming and diverse. How can plans for the future and recommendations for changes in the code address that? We need to think deeply about the structures we make and amend, and how that moves us to a more diverse and welcoming place in the future.

Anonymous

I have a concern that the plan builds on the work of College Hill Partnership.

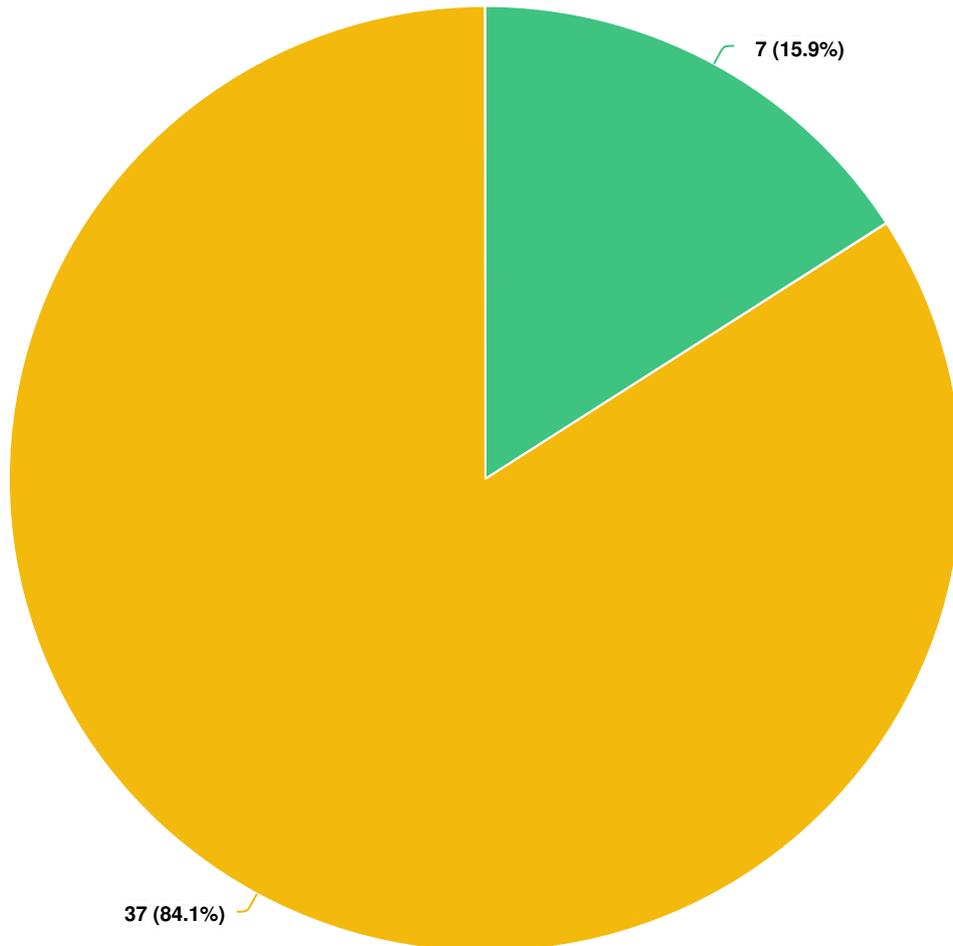
3/10/2021 10:05 PM

The partnership is predominantly controlled by one developer and his colleges, so I would not put that much merit in what they might push for. I can see there is not a good understanding of the college rental market and how it evolved as the campus grew, particularly when the enrollment out grew the dorm space in the 60's on to the peak enrollment in roughly 2002 I believe when the campus enrollment went over 14,000. The character neighborhoods are not big enough that show the student rental market.

Mandatory Question (20 response(s))

Question type: Essay Question

Q7 | Do you have specific comments and/or questions on the ANALYSIS section of the Imagine College Hill Vision Plan?



Question options

- Yes
- No

Mandatory Question (44 response(s))
Question type: Radio Button Question

Q8 Provide us your specific comments here! Please reference specific sub-sections or page numbers in your response, if possible.

Anonymous

2/22/2021 03:54 PM

I appreciate the inclusion of feedback form the university students especially the highlight of mobility. There is a lot of speculation about the university students and their transportation habits and requirements by the greater community. Many times the speculation is just an assumption and not based on data for feedback from the current student population.

Anonymous

2/25/2021 06:26 AM

How many bikes have been on campus from November through February? Bike paths used when students are gone in the summer? Campus already has enough concrete. College Hill is now part of UNI. Parking is and always has been the number one concern on campus and downtown. I'm not going to ride my bike or walk in the cold or hot humid day to go out. Get real. Ask the masses, not the fringe groups that continually push the agendas.

Anonymous

3/09/2021 04:59 PM

Need much more parking.

Anonymous

3/09/2021 07:00 PM

The meetings were not well-advertised or presented online. As residents of the district and full-time workers, we don't have time for this nonsense. Also, to do this study during COVID-19 was nuts!

Anonymous

3/10/2021 06:54 PM

Don't see any value in high density just so one can justify their building project.

Anonymous

3/10/2021 09:29 PM

YES -- UNI should take a more active role in helping the neighborhood solve the parking issue. They have SO MUCH space, but does so little -- it forces parking out into the neighborhood. So, let people park in the parking garage. Sell parking spaces! It's hardly used! Coordinate parking management with UNI. The parking fee structures, hours of public availability, and enforcement for the city and university parking should be similar. Currently, students and university employees alike take advantage of the "free" on-street parking supply in nearby neighborhoods rather than purchase parking permits. In addition, as the Imagine College Hill Plan is implemented, consider marketing College Hill as a place where students can live car-free and rely on a robust multi-modal system that is convenient, safe, and reliable for the bulk of trips that residents need to make in the district.

Anonymous

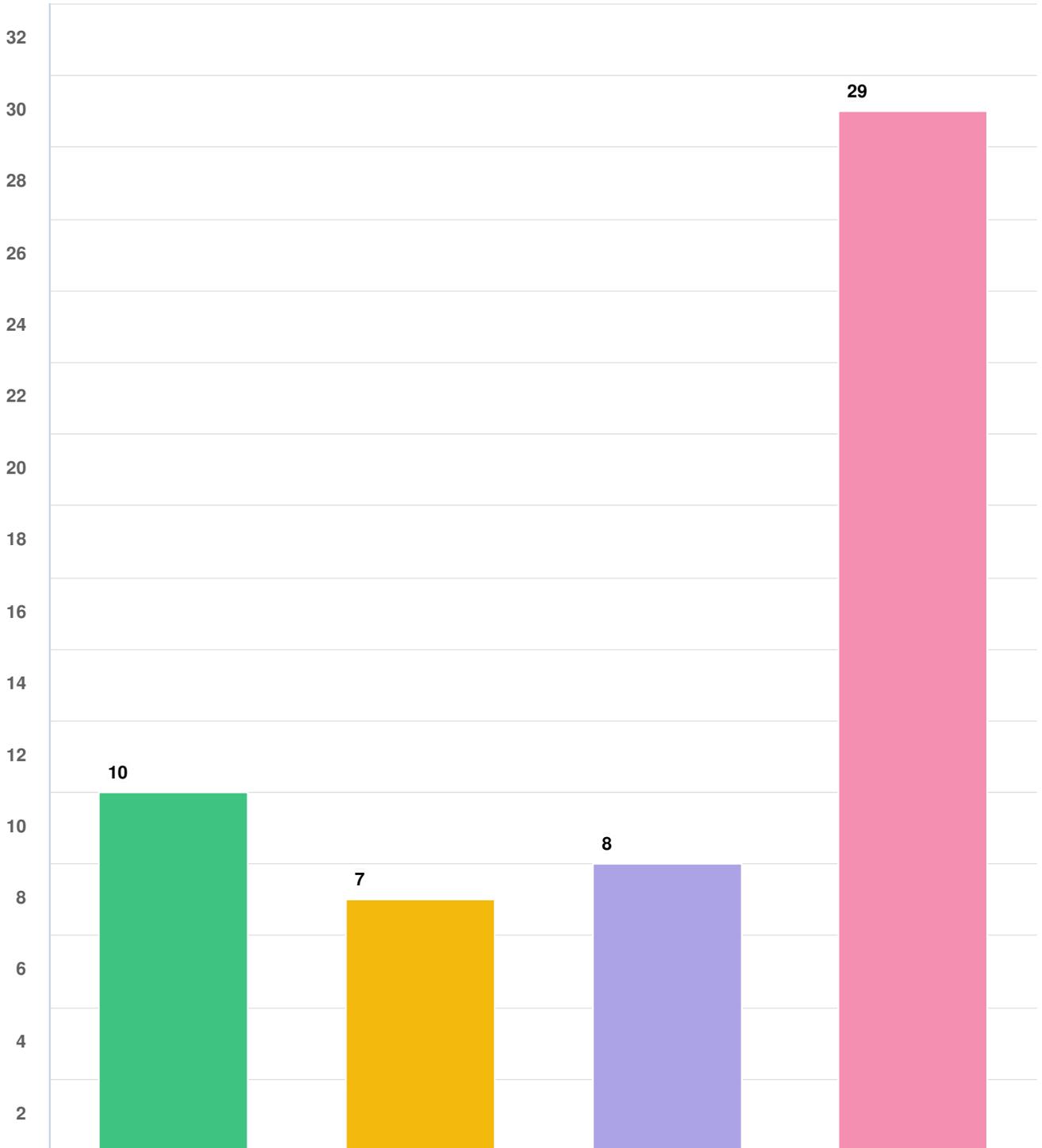
3/10/2021 10:05 PM

again, the borders for the student dominant area needs to be expanded.

Mandatory Question (7 response(s))

Question type: Essay Question

Q9 Some of the sub-sections of the IMAGINE COLLEGE HILL FRAMEWORK section of the College Hill Plan are listed below. Please select which sub-sections you'd like to comment on, if any.



Question options

- Big Ideas
- Character Areas
- Building Frontages
- No Comment on any sub-sections

Mandatory Question (44 response(s))
Question type: Checkbox Question

Q10 | Leave us your comments or questions about the BIG IDEAS for College Hill.

Anonymous

2/16/2021 02:53 PM

The plan looks great. Is it realistic? Remake the streets? Remake store fronts? Where does the funding come from?

Anonymous

2/16/2021 04:48 PM

Overall, the plans for transforming the Dry Run Creek area as greenspace is sound and quite positive. However, we should add mitigation against urban flooding by not building a walk way covering over the creek between Pettersen Plaza and Olive St. We need to secure our investment by allowing potentially record-level floodwaters to flow through rather than be squeezed by a longer drainage culvert beneath College St and Pettersen Plaza.

Anonymous

2/16/2021 07:38 PM

The Big Ideas are all spot-on and the city and neighborhood need to take these up.

Anonymous

2/22/2021 03:54 PM

I think these big ideas really capture the desires of the community to improve College Hill.

Anonymous

3/09/2021 11:23 AM

Big support for enhancing neighborhood, linking upper and lower hill and treating natural areas as amenities

Anonymous

3/09/2021 07:00 PM

Get rid (or limit) the number of liquor stores and vape shops.

Anonymous

3/09/2021 07:58 PM

I really like the idea of multi-use buildings, as well as making sure there is green space. I'd like the whole area to be environmentally conscious, as well as improving accessibility via pedestrians and bikes and public transit.

Anonymous

3/09/2021 07:58 PM

loved the comment about a UNI students family coming to the hill & having it be a friendly, vibrant neighborhood. i've been frustrated with the amount of smoke shops we currently have :/ we need more places like sidecar, milkbox, mohair pear, octopus!

Anonymous

3/10/2021 05:32 AM

none

Anonymous

3/10/2021 09:29 PM

1. I love these ideas (below). Is there something we can do to prevent racial discrimination against renters in the code? Or related laws the city needs to make. The discrimination is a REAL thing. Look at CF's population. Make sure the rules enable the development of more intense student housing in the Heart of College Hill, General College Hill and University Neighborhood character areas, within walking distance to campus and the local businesses (see p. 35)•Maintain regulations prohibiting the conversion of single-family

houses into apartments outside of designated areas•Adjust parking requirements to ensure College Hill is “the place” where students can live without a car•Revise parking requirements to enable and encourage less expensive (market-rate) housing•Work with UNI to promote car-free living for students 2. As a long-time member of the College Hill Partnership, I find the city is prohibitively restrictive on cafe seating, public events with alcohol, adding decorative lighting across College St., and doing public street closures for things like the College Hill Farmers Market. Community Main Street gets an easy path on much of this. The city tends to view College Hill as full of stereotypical drunk students, so it makes it very difficult for us to be taken seriously as a community with students, families, and others. They go out of their way to steer development to downtown, but treat College Hill like an afterthought. Some in the staff and city council, in particular, imagine the Hill how it was in their college days, and think the standards from the 1970s and 80s (crappy rentals and few regulations) are completely fine. So, we like the ideas below, but need the city to take us seriously, and help nurture the Hill to be a better place. Big Idea: Increase retail and dining options
Implementation Steps•Continue supporting the College Hill Partnership—economically and politically•Incentivize increased housing near campus to create more neighborhood support for retail and business options•Coordinate shared parking with UNI to support College Hill businesses outside of peak university hours (nights and weekends)•Create locations and provide opportunities for outdoor commercial and special event use, including wider sidewalks and flexible plaza space at 23rd Street

Mandatory Question (10 response(s))

Question type: Essay Question

Q11 | Leave us your comments or questions about the CHARACTER AREAS identified for College Hill. (Please include the name of the individual character area, if applicable.)

Anonymous

2/22/2021 03:54 PM

Something minor but I do question why the houses along w 18th street (South Side) are included in Fairview Neighborhood I would think that would be included in Seerley Park and Clay Street Park.

Anonymous

3/09/2021 11:23 AM

Seerley Park is an important element to the neighborhood character area.

Anonymous

3/09/2021 07:00 PM

The character of the College Hill area is not appealing. Liquor stores, vape shops, unclassy bars, etc.

Anonymous

3/09/2021 08:56 PM

With residential housing up to the edge of campus along University Ave, anything that designates that you are now entering campus will be great.

Anonymous

3/10/2021 05:32 AM

none

Anonymous

3/10/2021 10:33 AM

Can we have some things that promote positive character development? Art gallery? Live music venue? Increase the farmer's market? I love the Arts Festival - is there some way there could be a space for more art? Maybe showcase some of the UNI art students' and/or faculty works, as well as work by community members? Maybe a "Made in Cedar Falls" shop that sells works by local people. Music venues with live music --- again, could be UNI music students, community people that play and/or sing, could even be a garage band. Anything that encourages healthy cultural activities.

Anonymous

3/10/2021 10:05 PM

If the character areas are not representative of what the population in those areas are the "vision" will be flawed. This applies to all of them but predominantly the yellow area they are calling Seerely park neighborhood. To be effective this area needs to be split up in several subgroups. North of 18th street is very different than Walnut, Iowa, and Tremont streets directly East of Campus. The Orange area representing the very dense student population needs to expand further east, south east, and pick up the area north of the creek on the other side of University. Essentially the College Hill Neighborhood Overlay. This is where students should be encouraged to live. They are in town to go to the University. Let them live by the University in the manor that suits them.

Mandatory Question (7 response(s))

Question type: Essay Question

Q12 | Leave us your comments or questions about the BUILDING FRONTAGE TYPES identified for College Hill. (Please include the name of the individual building frontage type, if applicable.)

- Anonymous
2/25/2021 06:26 AM

Are we building a second Downtown with the same failures.
- Anonymous
3/09/2021 05:49 PM

.
- Anonymous
3/09/2021 06:04 PM

No more smoke shops.
- Anonymous
3/09/2021 06:05 PM

Keep it Iowa centric- not some European vision!
- Anonymous
3/09/2021 07:00 PM

Everything needs an update—inside and outside.
- Anonymous
3/09/2021 07:58 PM

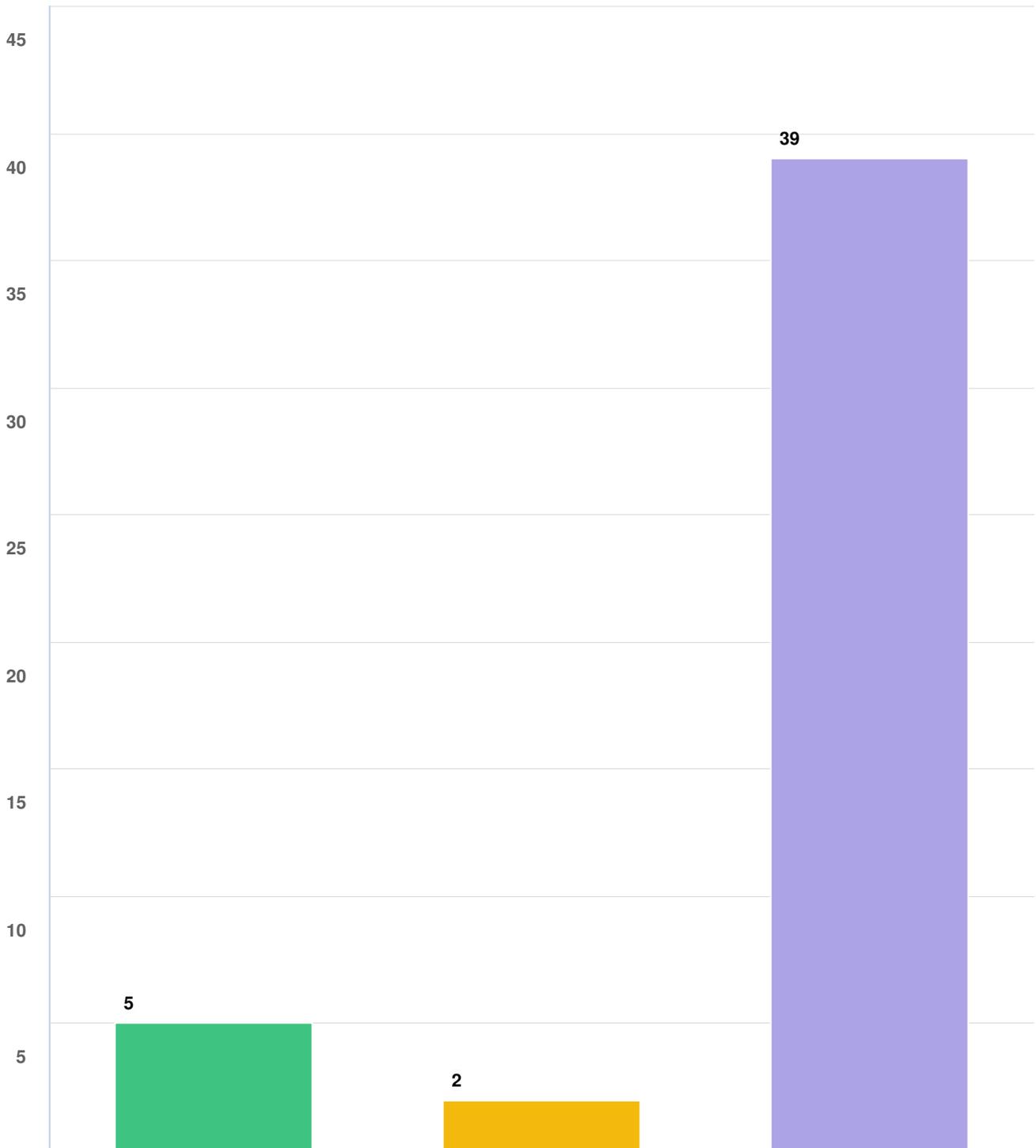
See above - multi use buildings similar to those working well in downtown would be really practical.
- Anonymous
3/10/2021 05:32 AM

none
- Anonymous
3/10/2021 06:53 PM

remedied? Am less concerned with frontage than with keeping a diversity of businesses. Since the visioning we have added 2 liquor stores and a vaping store.

Mandatory Question (8 response(s))
Question type: Essay Question

Q13 Some of the sub-sections of THE VISION section of the College Hill Plan are listed below. Please select which sub-sections you'd like to comment on, if any.



Question options

- Illustrative Projects: Visualizing Change
- Next Steps
- No Comment on any sub-sections

Mandatory Question (44 response(s))
Question type: Checkbox Question

Q14 | Leave us your comments or questions about any of the ILLUSTRATIVE PROJECT pages. (Please provide the project number or name with your response.)

Anonymous

2/16/2021 04:48 PM

Trees are extremely important and necessary to replace our devastated canopy. I really approve of the redevelopment of 23rd St. between College and Olive.

Anonymous

2/16/2021 07:38 PM

Beautiful. This is what we need.

Anonymous

3/09/2021 07:00 PM

It would be nice to have an area that mimics downtown Cedar Falls without having to drive to downtown and having to find parking.

Anonymous

3/09/2021 07:58 PM

loved these visuals! i am excited to see a change!

Optional question (4 response(s), 40 skipped)

Question type: Essay Question

Q15 | Leave us your comments or questions about the NEXT STEPS section.

Anonymous

3/10/2021 10:05 PM

I was not aware the survey would be referring back to the presentation, which is quite lengthy (not a bad thing). Many people are not aware of the Vision plan and truthfully it was hard to find the link to the survey. I will respond by email after taking another look at the presentation.

Optional question (1 response(s), 43 skipped)

Question type: Essay Question

Q16 | If you wish to provide any additional comments or questions, please use the space below.

Anonymous

2/16/2021 02:53 PM

I like parts of the vision. But please get realistic about this. AND - consider that the enrollment at UNI is not only way down now, but most likely will never get back to where it was in the fall of 2012 (i.e. over 13,000).

Anonymous

2/16/2021 06:44 PM

I fully support this vision plan. Comprehensive and forward thinking. Thank you!

Anonymous

2/22/2021 03:54 PM

I think the vision plan clearly describes exactly what we have been hearing in the public but also what was said in all of the public meetings. I am excited to see how this vision plan changes the hill over the long term. I hope that

- others in Cedar Falls will embrace this plan and be willing to take the steps to move it forward. Especially when it comes to changing the parking requirements close to campus to be able to execute the overall vision of enhancing the area.
- Anonymous**
2/25/2021 05:50 AM
- Maybe we should start be looking at the types of businesses that are on The Hill. We have Vap Shops, liquor stores, tattoo parlors, and bars. What part of this does the city see as progressive to the city. Nothing that is family friendly. We live around the area and there is currently nothing I would ride my bike to. Maybe if we got true leadership, increasing UNI student base would be a good start. Nothing in this plan addresses the real problem All the city seems to care about is density and a few developers. We don't need a grocery store. We had one before and it was not profitable. The sad part is as alumni, the complete failed leadership has led my three children to go elsewhere to college.
- Anonymous**
2/25/2021 06:26 AM
- Use the taxpayers monies wisely. Quit changing the rules for a few developers. There only in it for the money, not the neighborhood.
- Anonymous**
3/09/2021 04:59 PM
- More parking.
- Anonymous**
3/09/2021 05:49 PM
- .
- Anonymous**
3/09/2021 07:00 PM
- I think I've said enough.
- Anonymous**
3/09/2021 07:58 PM
- i love cedar falls, i love college hill. i graduated from UNI in 2001, i'm excited to see it become a more vibrant place to shop, get coffee to meet people & eat! appreciate all that you're doing!!
- Anonymous**
3/10/2021 04:57 AM
- Very comprehensive plan! Well done!
- Anonymous**
3/10/2021 07:49 AM
- I like the idea of a mini target or something similar so students have the ability to walk to a store to get more of their needs met rather than bars everywhere. All I see are bars and smoke shops.
- Anonymous**
3/10/2021 10:33 AM
- Thank you for considering my suggestions. I love Cedar Falls! and I would love for it to be the happiest, healthiest community in Iowa!
- Anonymous**
3/10/2021 02:10 PM
- The plan is nice but I think we are missing the mark. Development across our state is becoming very "cookie cutter", everyone is doing the same thing... Brick buildings with strategic architectural features so it fits in with the modern day trend. Why not be bold, do something unique that is going to stand out and attract more people to the area. College Hill has the potential to be a "mini-las vegas" if you will. Bright neon signs, outdoor speakers that play

music; an attraction that people would flock to just for the atmosphere/experience. There is potential to make College Hill so much more than a residential attraction, it could bring in visitors from all over which would have an enormous economic impact for our city. My point is, I think we could go bigger/more unique with the overall plan.

Anonymous

3/10/2021 06:53 PM

I know concerns about cedar falls' race issues have been raised to city council and p&z. Each day our ability to be inclusive becomes more important. I know it is the 11th hour on these plans but I urge that we devise some way of intentionally including more diverse voices. Thank you.

Anonymous

3/10/2021 09:29 PM

Missing middle-housing is very important. It would be nice, as the Hill is zoned, to step back the housing size from the center as it moves into blocks of single family housing. I don't mind some mixture, either, but not cheap, boxy vinyl-sided structures that ruin the value and character of the neighborhood.

Anonymous

3/10/2021 10:05 PM

this is a good start... long way to go...

Optional question (16 response(s), 28 skipped)

Question type: Essay Question

Michelle Pezley

From: Brent Dahlstrom <brentdahlstrom@gmail.com>
Sent: Sunday, February 14, 2021 9:24 AM
To: Michelle Pezley
Subject: Re: Imagine College Hill! Vision Plan

CAUTION: This email originated outside the City of Cedar Falls email system.
Do not click links or open attachments unless you recognize the sender and know the content is safe.

Michelle,

Thank you for the email and overview. It is a great plan and I look forward to seeing it implemented.

Brent Dahlstrom

(T) 319-768-7235

(F) 319-483-6806

(E) brentdahlstrom@gmail.com

On Fri, Feb 12, 2021 at 2:38 PM Michelle Pezley <Michelle.Pezley@cedarfalls.com> wrote:

Brent,

Thank you again for your time that you took to talk to the Ferrell Madden in October. The City released the *Imagine College Hill! Vision Plan* on February 11, 2021. The plan will include suggestions that were gathered from the you and community during the online Design Charrette Week which was held in October 2020 as well as the kick-off event in January 2020. These events invited citizens to share their feedback on the future of the College Hill area including suggestions and ideas on topics such as walkability and the size, scale, and character of new developments.

The drafted plan is available for public viewing and feedback at www.ourcedarfalls.com. A community survey is on the website as well so citizens can submit questions and provide their input. Ferrell Madden provided a presentation that outlined the plan to the Planning and Zoning Commission on February 10, 2021 meeting which is also linked at www.ourcedarfalls.com.

On March 10, it is anticipated that a public hearing will be held before the Planning and Zoning Commission. The Commission is expected to make their recommendations at their meeting on March 24. This new draft will subsequently be available for citizen viewing at www.ourcedarfalls.com beginning March 29.

Staff appreciates the time that you have given to this project and we look forward to input regarding the plan. Please let me know if you have any questions.

Sincerely,

Michelle

Michelle Pezley

Planner III

City of Cedar Falls

220 Clay Street

Cedar Falls, Iowa 50613

Michelle.pezley@cedarfalls.com

P: 319.268.5194

F: 319.273.8610

Michelle Pezley

From: Kamyar Enshayan <kenshayan@gmail.com>
Sent: Wednesday, March 10, 2021 5:58 AM
To: Karen Howard
Subject: Feedback on College Hill Vision /plan

**CAUTION: This email originated outside the City of Cedar Falls email system.
 Do not click links or open attachments unless you recognize the sender and know the content is safe.**

Thanks again Karen for printing a copy for me.

I loved their read on the situation. College Hill is a gem and could become more so if we further act on the recommendations of this report.

My feedback here is based on my daily observations of nearly 30 years of walking around College Hill neighborhood on a daily basis, this is my neighborhood and I treasure it. Here are few thoughts:

1. **More trees, please.** The area is so bare, parking lots need more trees, more street trees, replacements of ROW trees, etc. That will mean more shade, more pleasantness, more inviting. I have a crew of our AmeriCorps members to plant more trees in this and any other CF neighborhoods.
2. The need for letting people who are driving be on Univ. Ave, Hudson Road, Main St, ... to know they are just blocks away from College Hill... **a sense of arrival, gateway, directional signs, etc.**
3. **The need for enhanced/visible gathering place on the Hill** Right now, the location of such gatherings is a parking lot at the SW corner of 22nd and College. It is used for Farmers Market, June - Oct. It is used for October Fest, or other fairs, etc. I highly encourage the city to considering designing a light hoop structure or something to cover that space with a durable tarp (like the Dome) ... that way that space can be used for any weather, Farmers Market will not be cancelled due to heavy rain, and many other events could be held in this visible, location on the Hill, and still remain a parking as well. THAT will do a lot to creat public spaces for everyone on the Hill. Much needed, and will not be too costly.
4. **Protecting Dry Run Creek streambanks, buffer vegetation** and even the possibility of a trail along it by purchasing homes that were built too close to it... I have heard about a proposal to put the length of one block of that stream underground does not jive with good design and land stewardship... \$\$ to bury the stream could be better used in other natural enhancements... simply better protect the banks of the stream, buy out vulnerable properties, people want to walk, run... give them those spaces. Dry Run Creek is a huge asset, bird habitat, and much pleasantness.

Thanks again for your leadership on this; the report is FULL of excellent suggestions. Please let me know how I can help.

Thanks,
 Kamyar

Michelle Pezley

From: kfbigelow@gmail.com
Sent: Wednesday, March 10, 2021 4:54 PM
To: Karen Howard
Cc: Jacque Danielsen
Subject: College Hill

CAUTION: This email originated outside the City of Cedar Falls email system.
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Ms. Howard and Planning & Zoning Commissioners:

I have been a professional hairstylist and business owner for 30 years. In 2012 I moved my business to a small location across from Kwik Star on College Street. During the two years I was there, two other stylists tried and failed to be able to build and maintain a clientele because of two main factors; extremely limited parking (4 spaces on the street in front to be shared by 5 businesses) and the transient nature of college students who don't remain in town. Many permanent residents of Cedar Falls are put off by limited parking and seek out businesses where it is readily available when deciding on somewhere new to do business. Especially service businesses where there is also a time investment.

After Urban Flats Apartments was constructed along Olive Street, there was significantly more parking congestion even though the building did provide some tenant parking. There was rarely an available space for even just my clientele. So, with that and after losing two wonderful stylists due to my business location at the bottom of "The Hill", I joined the Razor's Edge, a 50 year old establishment with public parking behind the building. It was a great move for awhile, until Urban Flats was allowed to build another complex with zero parking for its tenants. The tenants of their apartments consumed that parking lot daily and it became intolerable for our clients, once again. Many times we had tenants towed for blocking us in at our private parking spots. We received daily complaints from customers unable to find parking and endured lots of missed appointments because of it. To be clear, our clientele ranges in ages from 1-97+.

Once again a business move was decided upon. This time it wasn't just me but one of longest standing establishments on College Street was pulling out too. After more than 50 years in one location, 2211 College Street was no longer a good place to remain in business.

Any business owner will say, moving comes with risk and is not an easy decision. It's been almost 2 years since we moved and we haven't had to hear one complaint about parking. Our lives have become all but stress free as far as our business goes; it's been amazing!

I urge you not to repeat the mistakes of Cedar Falls' past when considering parking requirements in high density areas. One stall per bedroom might not be used by every tenant but many people share bedrooms; those stalls are used. UNI students come to Cedar Falls driving cars and expect somewhere to park; many of them aren't deterred by tickets or tows when they don't want to walk.

College Hill has devolved into an area only capable of maintaining bong and smoke shops, liquor stores and bars. Many of these businesses complain about "off season" business decline. Drive through and look for yourself. Of course those types of places don't require long term parking because no one hangs out there long; but is that the type of corridor we desire surrounding our University? Cedar Falls deserves better with our tax dollars.

With Concern,

Kara Bigelow-Baker

Sent from my iPhone



DEPARTMENT OF COMMUNITY DEVELOPMENT

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

Planning & Community Services Division

TO: Planning & Zoning Commission

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

DATE: March 18, 2021

SUBJECT: Zoning Map and Text Amendments - Downtown Character District Code and Regulating Plan

A public review draft of a new zoning code and zoning map for the Downtown Character District were presented during a special virtual Cedar Falls Planning and Zoning Commission meeting on February 17, 2021. Since that time, the proposed code and regulating plan map have been available for public review and comment on the project webpage: www.ourcedarfalls.com. Over the last month, consultants and staff have met virtually with the Planning and Zoning Commission at four special work sessions to discuss the various elements of the proposed code and regulating plan and answer questions from the Commission. Staff also provided opportunities for work session discussions with development professionals and with Community Main Street, and encouraged the public to view and submit questions or comments to the Planning Division. At the March 24 Planning and Zoning Commission meeting, the proposed code and regulating plan will be introduced for formal discussion with a public hearing date anticipated for the April 14th Planning and Zoning Commission meeting.

The updated zoning regulations are an important step in implementing the *Imagine Downtown! Vision Plan*, which was adopted by the Cedar Falls City Council in November 2019. The plan was the result of public workshops and other public outreach events that took place in 2019, where community members were invited to share their feedback and ideas for the future of Downtown and surrounding neighborhoods. The adoption of new zoning regulations will encourage development that is consistent with the community's vision.

Public input is invited at any time during the public review period and during the public hearings. Public hearings at the City Council will follow the Planning and Zoning Commission's review, with final adoption anticipated by summer 2021. The proposed code, regulating plan, and other associated zoning code text amendments related to administering the code are available for review and download at www.ourcedarfalls.com.

RECOMMENDATION: Staff recommends that the Commission introduce the proposed code, regulating plan map, and associated zoning code text amendments for public discussion and set a public hearing date for April 14, 2021.

Michelle Pezley

From: Carrie Eilderts <cfhistory@cfu.net>
Sent: Wednesday, March 10, 2021 3:45 PM
To: Planning
Subject: zoning code update

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Hello,

I have been looking at the downtown zoning code update draft, and notice on the map on page 13 that the Victorian House Museum at 308 W. 3rd St. is not identified in black as a civic structure, even though by definition, museums are civic buildings. We also own 315 Clay Street, which we are currently using as artifact storage and have plans to turn into a museum, so I believe that building should be identified as a civic structure as well. Please let me know if that should/can be corrected so there is no confusion in the future.

Thank you,

Carrie Eilderts
Executive Director

Cedar Falls Historical Society
308 W 3rd St, Cedar Falls, IA 50613
319-266-5149 | cfhistory.org

Michelle Pezley

From: Jon Taiber <jtaiber@live.com>
Sent: Thursday, March 11, 2021 11:17 AM
To: Planning
Subject: Imagine Downtown - Post Card Response

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I am a downtown resident and would like to provide some feedback on the Plan.

The proposed new zoning is absolutely wonderful and think the form based code model is the right way forward.

Just a couple comments/suggestions.

- Storefront should extend to 7th Street south. The Farmers State Bank and First National Bank are really disruptive in terms of connectivity with their setback parking. With the Coop going in its only natural to extend the storefront experience
- Same comment on first street, think store front should extend west to Clay Street

This will be a much improved area. I would love to see more incremental development vs the large scale type projects in the core.

Jon

Michelle Pezley

From: Scott Soifer <scott.soifer@mcdiowa.com>
Sent: Friday, March 12, 2021 10:51 AM
To: Planning
Subject: Downtown Zoning

**CAUTION: This email originated outside the City of Cedar Falls email system.
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Planning Commission and Staff,

I appreciate the opportunity you are giving residents and businesses to give feedback on the proposed zoning changes to downtown. I have followed the process closely and understand and appreciate the goals. I also am very appreciative of the downtown and recognize its importance to Cedar Falls as well as the future growth in Cedar Falls. I am a 2nd generation owner of McDonalds restaurants, born and raised in NE Iowa and a UNI alum, the future success and growth of Cedar Falls is very important to me. I own the 3 McDonalds restaurants in Cedar Falls, having purchased the 2 locations in 2012 and built the location on Brandilynn Blvd in 2014.

I am concerned about the impact of these zoning changes on my ability to continue to remodel and possibly rebuild my location at 610 W 1st St someday. This vision plan lays out a vision that includes higher density, multifamily buildings on my property. It doesn't seem to take into account the current property use and the very likely desire to continue that property use while reinvesting in the property. I am unclear and concerned how the current P&Z commission and council or future groups might take my desire to reinvest in my property under this new zoning plan. The property at 610 W 1st St has been a McDonalds since 1984 and I would imagine as we own the property it will continue to be a McDonalds for at least the next 30-50 years and hopefully longer. Hopefully this location will be owned by my children someday. During this life cycle we will need and want to make a number of improvements to the property and possibly tear down and rebuild as was done in 2006 with the McDonalds at 2515 Main St. I hope the city of Cedar Falls will respect property owners rights and abilities to continue to use their properties for the current and historical uses, regardless of how zoning may have changed. I am aware of situations where other McDonalds restaurants have run into overly restrictive zoning and instead of being able to remodel and rebuild, they have been limited to interior remodeling only and the exterior of these locations become more and more dated as McDonalds has no desire to abandon their properties. I hope the P&Z commission and city council will incorporate current property usage in the code.

Thank You,

Scott Soifer

Owner/Operator McDonalds Restaurants

1010 S Grand Ave Ste 4

Charles City IA 50616

641-228-2838