



**AGENDA  
CITY OF CEDAR FALLS, IOWA  
PLANNING AND ZONING COMMISSION MEETING  
WEDNESDAY, OCTOBER 09, 2019  
5:30 PM AT CITY HALL**

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**Call to Order and Roll Call**

**Approval of Minutes**

1. Planning and Zoning Commission Minutes of September 25, 2019.

**Public Comments**

**Old Business**

**New Business**

2. **Central Business District Facade Review – 116 W 4th Street**

**Location:** 116 W 4th Street

**Applicant:** Freese Frame, LLC

**Previous discussion:** None

**Recommendation:** Recommend approval

**P&Z Action:** *Review and make a recommendation to City Council*

3. **Wild Horse Ridge Fourth Addition Final Plat**

**Location:** 6.19 acres of land along Blair Ridge Road

**Applicant:** Midwest Development Co.

**Previous discussion:** None

**Recommendation:** Recommend approval

**P&Z Action:** *Review and make recommendation to City Council*

4. **Prairie Winds 5th Addition Final Plat**

**Location:** 11.14 acres of land off the westerly extension of Flynn Drive and Vera Way

**Applicant:** Panther Farms LLC

**Previous discussion:** None

**Recommendation:** Recommend approval

**P&Z Action:** *Review and make recommendation to City Council*

5. **Imagine Downtown! Vision Plan**

**Location:** Downtown Cedar Falls and adjacent neighborhoods

**Previous discussion:** Presentation of the Public Review Draft - September 25, 2019

**Recommendation:** Review and continue discussion to next meeting

**P&Z Action:** *Consider public comments and provide direction*

**Commission Updates**

**Adjournment**

Reminders:

- \* October 23rd and November 13th Planning & Zoning Commission Meetings
- \* October 21st and November 4th City Council Meetings

**Cedar Falls Planning and Zoning Commission  
Regular Meeting  
September 25, 2019  
City Hall Council Chambers  
220 Clay Street, Cedar Falls, Iowa**

**MINUTES**

The Cedar Falls Planning and Zoning Commission met in regular session on Wednesday, September 25, 2019 at 5:30 p.m. in the City Hall Council Chambers, 220 Clay Street, Cedar Falls, Iowa. The following Commission members were present: Adkins, Hartley, Holst, Larson, Lynch, Prideaux and Wingert. Leeper and Saul were absent. Karen Howard, Community Services Manager, Shane Graham, Economic Development Coordinator, David Sturch, Planner III and Iris Lehmann, Planner II, were also present.

- 1.) Chair Holst noted the Minutes from the September 11, 2019 regular meeting are presented. Mr. Larson made a motion to approve the Minutes as presented. Ms. Prideaux seconded the motion. The motion was approved unanimously with 7 ayes (Adkins, Hartley, Holst, Larson, Lynch, Prideaux, and Wingert), and 0 nays.
- 2.) The first item of business was the Panther West preliminary plat. The item was deferred.
- 3.) The next item for consideration by the Commission was the Creekside Technology Center Master Plan. Chair Holst introduced the item and Mr. Graham provided background information. He explained that the consultant gave a presentation at the last Planning and Zoning meeting. The City purchased approximately 157 acres near the corner of Hudson Road and West Ridgeway Avenue that has been leased out as farm ground and the City is looking at future uses for the property. Staff is recommending approval of the Master plan subject to any comments from the Commission.

Mr. Holst noted his concern with the curb appeal and how it is viewed from Highway 20 and Ridgeway Avenue and that he would like to see that addressed.

Mr. Larson asked about the timing of development. Mr. Graham stated that the phases should be starting in the next two to three years.

Mr. Wingert asked if the City will seek out buyers for the properties and if there will be any incentives for future businesses. Mr. Graham stated that part of the plan is to develop a marketing brochure, and discussed other options being considered. He also noted that there is potential for incentives depending on the use.

Ms. Prideaux stated that she appreciated the inclusion of the Dry Run Creek restoration.

Mr. Larson made a motion to approve the item. Mr. Hartley seconded the motion. The motion was approved unanimously with 7 ayes (Adkins, Hartley, Holst, Larson, Lynch, Prideaux, and Wingert), and 0 nays.

- 4.) The Commission then considered a Central Business District façade review at 202 Main Street. Chair Holst introduced the item and Ms. Lehmann provided background information. She explained that the property owner of The Horny Toad Bar and Grill is requesting a façade review for a new wall and projecting sign on the side of the building. She displayed renderings of the location of the proposed signs and design plan. Size requirements have been met for both signs, as well as the placement of the signs. Staff recommends approval of the signage.

Mr. Hartley stated he feels it adds a lot to that side of the building.

Mr. Hartley made a motion to approve the item. Ms. Adkins seconded the motion. The motion was approved unanimously with 7 ayes (Adkins, Hartley, Holst, Larson, Lynch, Prideaux, and Wingert), and 0 nays.

- 5.) The next item of business was a Central Business District façade review for 100 E. 2<sup>nd</sup> Street, Suite 105. Chair Holst introduced the item and Ms. Lehmann provided background information. She explained that the property owner is proposing a new projecting sign for their new tenant, Andy's Bike Shop. She provided a rendering of the proposed sign and the lighting plan. The proposed sign meets size and placement requirements. Staff recommends approval.

Ms. Prideaux made a motion to approve the item. Mr. Larson seconded the motion. The motion was approved unanimously with 7 ayes (Adkins, Hartley, Holst, Larson, Lynch, Prideaux, and Wingert), and 0 nays.

- 6.) The next item for consideration by the Commission was a Central Business District façade and site plan review for 203/205 Main Street. Chair Holst introduced the item and Ms. Lehmann provided background information. She explained that the owner is requesting a site plan review to redevelop the entire façade of the building and convert the second floor into apartments. She showed images of the current building and the proposed façade change. She discussed the design review requirements and noted that all criteria have been met. Ms. Lehmann then discussed the proposed change of use for the upper level of the building. She noted that the change of use from non-residential to residential requires review and approval by the Planning and Zoning Commission and City Council. Currently the upper floor is used for the rehearsal space and museum for the Cedar Falls Municipal Band. The applicant proposes to create two, two bedroom residential apartments. This proposed change in use would be in keeping with the intent of the code and appropriate for a Main Street building. The required parking, four spaces, is provided. Staff recommends approval of the proposal.

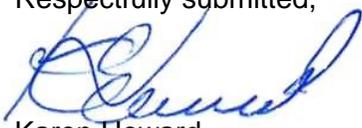
Mr. Wingert stated that he feels it is a great improvement to the property. Chair Holst agreed.

Mr. Wingert made a motion to approve the item. Ms. Adkins seconded the motion. The motion was approved unanimously with 7 ayes (Adkins, Hartley, Holst, Larson, Lynch, Prideaux, and Wingert), and 0 nays.

- 7.) Ms. Howard discussed the Imagine Downtown Vision Plan, noting that there have been considerable public input to this point and a lot of public interest. She explained that a presentation will be given by Mr. Geoffrey Ferrell at 6:30 p.m. to give an overview of the plan.
- 8.) As there were no further comments, Mr. Larson made a motion to adjourn. Mr. Wingert seconded the motion. The motion was approved unanimously with 7 ayes (Adkins, Hartley, Holst, Larson, Lynch, Prideaux and Wingert), and 0 nays.

The meeting adjourned at 5:57 p.m.

Respectfully submitted,

  
 Karen Howard  
 Community Services Manager

  
 Joanne Goodrich  
 Administrative Clerk



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: Iris Lehmann, AICP, Planner II
DATE: October 2, 2019
SUBJECT: Façade review of property in the Central Business District Overlay

REQUEST: Request to approve a Central Business District Overlay Site Plan for a new facade treatment at 116 W 4th Street

PETITIONER: Owner: Freese Frame, LLC

LOCATION: 116 W 4th Street

PROJECT #: DR19-011

PROPOSAL

The owner of 116 W 4th Street is requesting a site plan review to update the material on the mansard overhang over the front and back entrances into the building. The property is located in the Central Business District Overlay. See current and proposed facade images below.



Current Front View



Current Back View



Example of proposed metal material

BACKGROUND

116 W 4th Street was originally constructed in the 1962 and is located outside the boundaries of the Downtown Cedar Falls Commercial Historic District. During the historic inventory of the downtown conducted in 2015 it was found that this building is not eligible for the National Register of Historic Places because it is not a significant example of a historic building type, nor does its history meet the level of significance required for individual eligibility.

The applicant is proposing to replace the existing shake shingles on the mansard overhang on the front and back of 116 W 4th Street with black steel roofing and new soffit. No structural changes will occur.

This property is located within the C-3, Commercial District Zone (Section 26-172) and is also subject to the Central Business District Overlay regulations (Section 26-189). In this zone, any “substantial improvement” to an exterior façade, including removing exterior windows and the addition of new awnings, requires design review by the Planning and Zoning Commission and City Council. 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.”

#### ANALYSIS

Following is an evaluation of the proposed change according to the review standards in the Central Business District Overlay Zone:

1. Proportion: This criterion takes into account the relationship of the proposed horizontal elements (such as cornice lines, awnings and canopies) and vertical elements (such as windows and doors) with the elements of adjacent buildings. Elements of the building are remaining the same. **This criterion does not apply for this review.**
2. Roof shape, pitch and direction: The roof of this building is not being structurally altered. **This criterion does not apply for this review.**
3. Pattern: The pattern of solid surfaces and openings needs to be considered in the alteration of a building. Elements of the building are remaining the same. **This criterion does not apply for this review.**
4. Building Composition: The proposed design must provide visual interest and visually break up long building walls. The existing building composition is not being altered. **This criterion does not apply for this review.**
5. Windows and transparencies: The CBD requires that with any alteration to the size, proportion, and type of windows on a building are compatible with existing neighboring buildings. The existing building composition is not being altered. **This criterion does not apply for this review.**
6. Materials and textures: All material alterations to a building in the CBD are required to be similar to or compatible with existing materials and textures of buildings in the immediate area. The applicant is proposing to replace the existing shake shingles on the mansard overhang on the front and back of 116 W 4th Street with black steel energy star roofing and

new soffits. The remainder of the roof will not be altered. Although metal roofing is not standard in this area of the downtown the mansard roofing on this site visually appears similar to an awning. Metal awnings do exist in the downtown. The applicant is proposing to use a material similar to the awning found at 206 Main Street, Little Prairie Girl. The use of metal on storefronts in the district is permitted only in limited amounts. If metal is used it shall be heavy gauge and non-reflective. The use of metal at this location, in this manner, is permitted. **Criterion is met.**

7. Color: The proposed design utilizes black steel. The proposed color is neutral and compatible with the existing colors of the district. **Criterion is met.**
8. Architectural features: Architectural features including but not limited to cornices, entablatures, doors, windows, shutters, fanlights and other elements prevailing in the area shall be considered in the construction or alteration of a building. The existing building composition is not being altered. **This criterion does not apply for this review.**
9. Building entries: The entries into this building are not changing. **This criterion does not apply for this review.**
10. Exterior mural wall drawings, painted artwork, exterior painting: No mural is being proposed. **This criterion does not apply for this review.**
11. Signage: No signage is being proposed at this time. **This criterion does not apply for this review.**

#### TECHNICAL COMMENTS

Staff has no technical comments.

#### STAFF RECOMMENDATION

The Community Development Department recommends approval of the submitted proposal to replace the existing shake shingles on the mansard overhang on the front and back of 116 W 4th Street with black steel roofing and new soffit.

#### PLANNING & ZONING COMMISSION

Discussion/Vote  
10/9/2019

City of Cedar Falls

Planning and Zoning Commission

220 Clay Street

Cedar Falls, Iowa 50613

319-273-8600

RE: Letter to be attached to the Zoning Application for 116 West 4<sup>th</sup> Street Cedar Falls, Iowa 50613.

Freese Frame LLC Owner.

Iowa Post Frame Builders L.C. will be at the October 9<sup>th</sup>, 2019 meeting at 5:00 Pm to discuss the colors and issues of the steel products used in this update of the Mansard overhang front and back of the building.

There will be no structural change to the mansard overhang except that we will take off all the old shake shingles on the mansard overhang and install new Black Steel Energy Star rated and UL Rated as well as new black closed non vented soffit system on the underside of the mansard overhang.

Jim Blackledge Contractor will be at the meeting for any questions the commission might have as well as sample colors of products used.

Respectfully, Iowa Post Frame Builders L.C.

  
Jim Blackledge Secretary 319-231-7355



**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:** David Sturch, Planner III  
Matt Tolan, Civil Engineer II  
**DATE:** October 3, 2019  
**SUBJECT:** Wild Horse Ridge Fourth Addition Final Plat

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**REQUEST:** Request to approve the Wild Horse Ridge Fourth Addition Final Plat.

**PETITIONER:** Midwest Development Co. (Skogman Homes); Engineer: CGA Engineering

**LOCATION:** The 6.19-acre property is located along the west side of Union Road between the Wild Horse Ridge Second and Third Additions.

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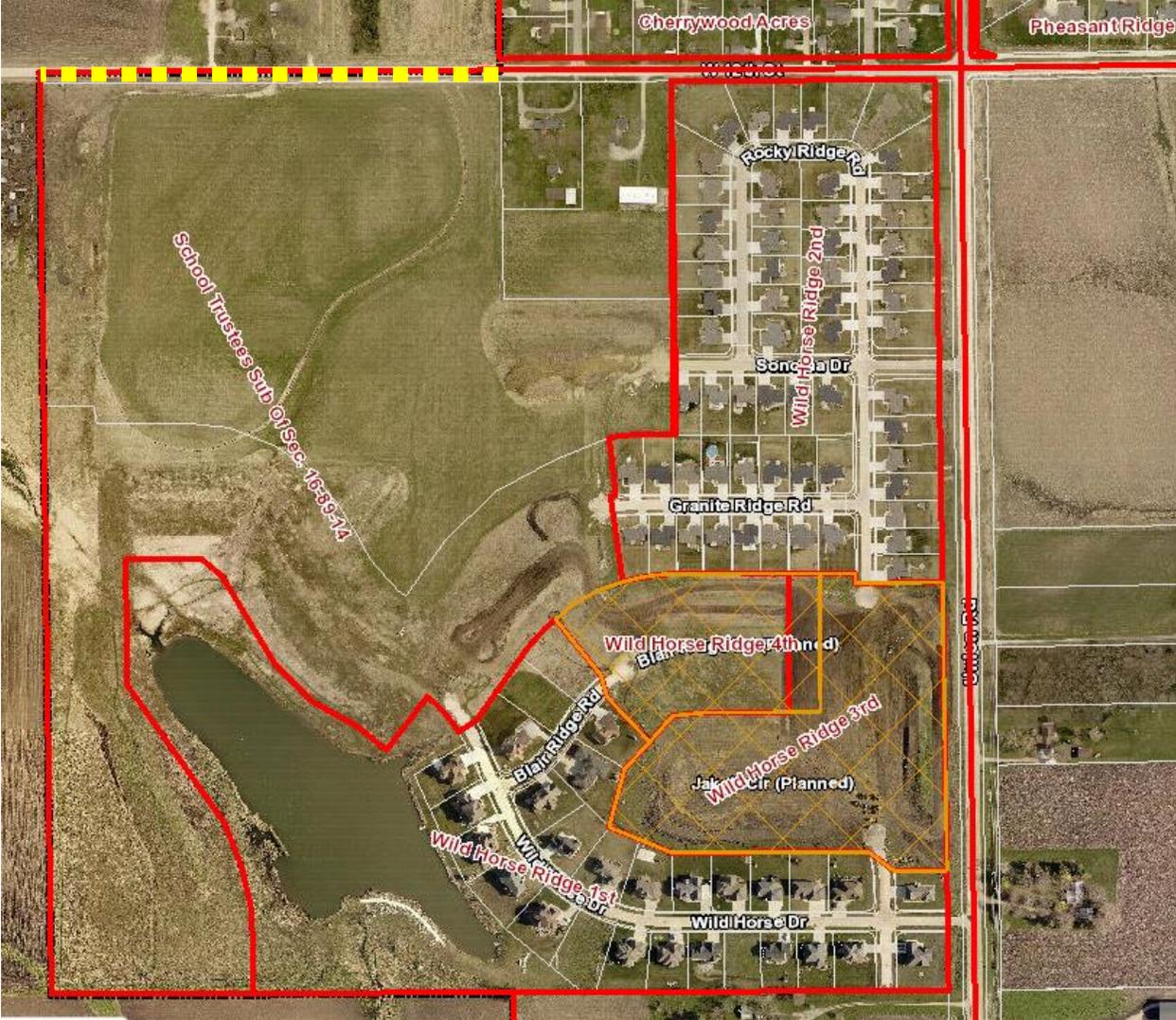
PROPOSAL

It is proposed to establish 16 residential lots that include a segment of Blair Ridge Road in the Wild Horse Ridge Fourth Addition. Blair Ridge Road will connect the west end of the road in the Wild Horse Ridge First Addition to the east end of the road in the Wild Horse Ridge Third Addition. This street will be 27 feet wide, which matches the existing street dimensions. The typical lot sizes range from 12,000 to 17,000 square feet with an average lot size of 14,400 square feet.

BACKGROUND

In 2003 Dennis and Trudy Weichers purchased 148 acres of land at the southwest corner of Union Road and W. 12<sup>th</sup> Street. The westerly 79 acres was annexed into the City of Cedar Falls upon request by the owners (Resolution No. 14,410) in 2005. The easterly third of this property is served by the Cherrywood interceptor sewer. Tapping into this interceptor sewer requires a "connection fee" at the time of platting. To service the rest of the property, one of the conditions of the annexation and subsequent rezoning and platting was that Mr. Weichers agree to extend a sanitary sewer "interceptor" line to the property, from the South-East. This sewer line is approximately two miles in length and extends from the general vicinity of University Avenue and Hudson Road. The City did participate in some of the costs for this sewer extension (for "over-sizing") up to a maximum of \$200,000. The majority of the costs for this sewer extension were borne by Mr. and Mrs. Weichers. This sewer will accommodate the entire development of the Wild Horse Ridge subdivision. The first three additions of the Wild Horse development did not connect into the aforementioned Cherrywood interceptor sewer so no connection fees were collected since the sewer is served by the line from W. 27<sup>th</sup> Street.

In July 2005 the entire 148-acre property was rezoned from A-1, Agriculture to RP, Planned Residential for a maximum of 353 dwelling units. A Preliminary Plat for this area, called "Copperstone" was approved in July 2005. This plat covered the entire 148-acre property and proposed the establishment of 242 building lots with 353 units. One feature of the original Preliminary Plat is that it provided a street access to West 12<sup>th</sup> Street in alignment with the proposed Cherrywood Drive. The Preliminary Plat was re-approved by the City Council on September 26, 2011 without a street connection onto W. 12<sup>th</sup> Street.



The Final Plat for the Wild Horse Ridge First Addition was approved in September 2007. The First Addition created 29 standard residential building lots on 34.7 acres. The Wild Horse Ridge Second Addition Final Plat was approved 2012. This plat created 61 residential lots on 26.6 acres immediately north of the proposed Third Addition. Following approval of the Second Addition, a street name change (Cherrywood Drive to Rocky Ridge Road) was approved by the City Council on October 8, 2012. This street name change was necessary since the Second Addition did not provide a street access to Cherrywood Drive north of West 12<sup>th</sup> Street. The Wild Horse Ridge Third Addition was approved by the City Council on October 16, 2017 for 27 lots on 11.55 acres.

As part of the original annexation agreement from 2005, the original developer or its successor must make improvements to the west end of W. 12<sup>th</sup> Street to the edge of the property (yellow dash line on the map above). After the first two additions were completed, staff sent a letter to the property owner in 2014 to signify that any future development of the Wild Horse subdivision, a fee will be collected and placed in an account for the W. 12<sup>th</sup> Street improvements. This fee is calculated at \$5,852.43 per acre of development. The fee must be collected before the final plat is sent to the City Council for final approval. This fee was collected for the Third Addition and the fee for this Fourth Addition is  $\$5,852.43 \times 6.19 = \$36,226.54$ , has been submitted by the developer.

### ANALYSIS

As noted above, the property is zoned RP, Planned Residential, which does provide some flexibility with regard to minimum building setbacks and also provides some opportunities to allow “mixing” housing types (one and two unit dwellings) or even establishment of a small commercial area (not part of this RP development plan). The RP District does require a “perimeter setback” around the outer boundaries of the RP District (i.e. adjacent to 12<sup>th</sup> Street and Union Road). This perimeter setback (35-ft.) does not affect the Fourth Addition but other setbacks include front yard (25-ft.) and side yards (5-ft. minimum) are specified in the Deed of Dedication.

The City Code states that the final plat must be in substantial conformance with the preliminary plat. In 2017, the developer submitted the construction documents for the Wild Horse Third and Fourth Addition. Both of these plans showed narrower lots than what was identified in the preliminary plat. This essentially created three additional lots in the Third Addition and two additional lots in the Fourth Addition. At that time, city staff has determined that the change in the size of the lots from the preliminary plat to the final plat did not warrant a reconsideration of the preliminary plat. The width of the proposed lots in the Fourth Addition is similar to the lots in the Third and Second Addition. It should be noted that the final plat for the Wild Horse Ridge First and Second Additions had slight changes from preliminary to final. Eventually the final plat for the first two additions was approved by the Planning and Zoning Commission and the City Council. Moving forward, the developer and city staff have been working on a revised preliminary plat for the remaining 69 acres of undeveloped land in the Wild Horse addition. This preliminary plat will be brought before the Planning and Zoning Commission for review and approval in the coming months. It is the developer’s intent at this time to seek approval of the Wild Horse Ridge Fourth Addition final plat because they are working to complete the necessary public improvements for this phase of development.

### TECHNICAL COMMENTS

City technical staff, including Cedar Falls Utilities (CFU) personnel, noted that the water, gas and communication services are available to the site. The developer will be responsible for extending the utility services to the proposed development. The easements identified on the plat satisfy CFU requirements.

Cluster mailboxes will be sized and placed in the ROW according to USPS standards. All cluster mailboxes will be located on lower volume streets and situated so as to prevent undue traffic congestion according to the direction from the City Engineer’s office.

City Engineering Division staff note that the project’s storm water drainage plan involves directing water along the north and south side of the lots on Blair Ridge Road. This routing will eventually connect into the existing storm water routing and eventually end up in the pond at the

southwest corner of the development. It should be noted this plat is outside the 100 year / year floodplain.

A courtesy mailing was sent to neighboring property owners on Thursday, October 3, 2019.

STAFF RECOMMENDATION

The Community Development Department recommends approval of the Wild Horse Ridge Fourth Addition Final Plat with the following stipulations:

- 1) Any comments or direction specified by the Planning and Zoning Commission
- 2) Conform to all city staff recommendations and technical requirements.

PLANNING & ZONING COMMISSION

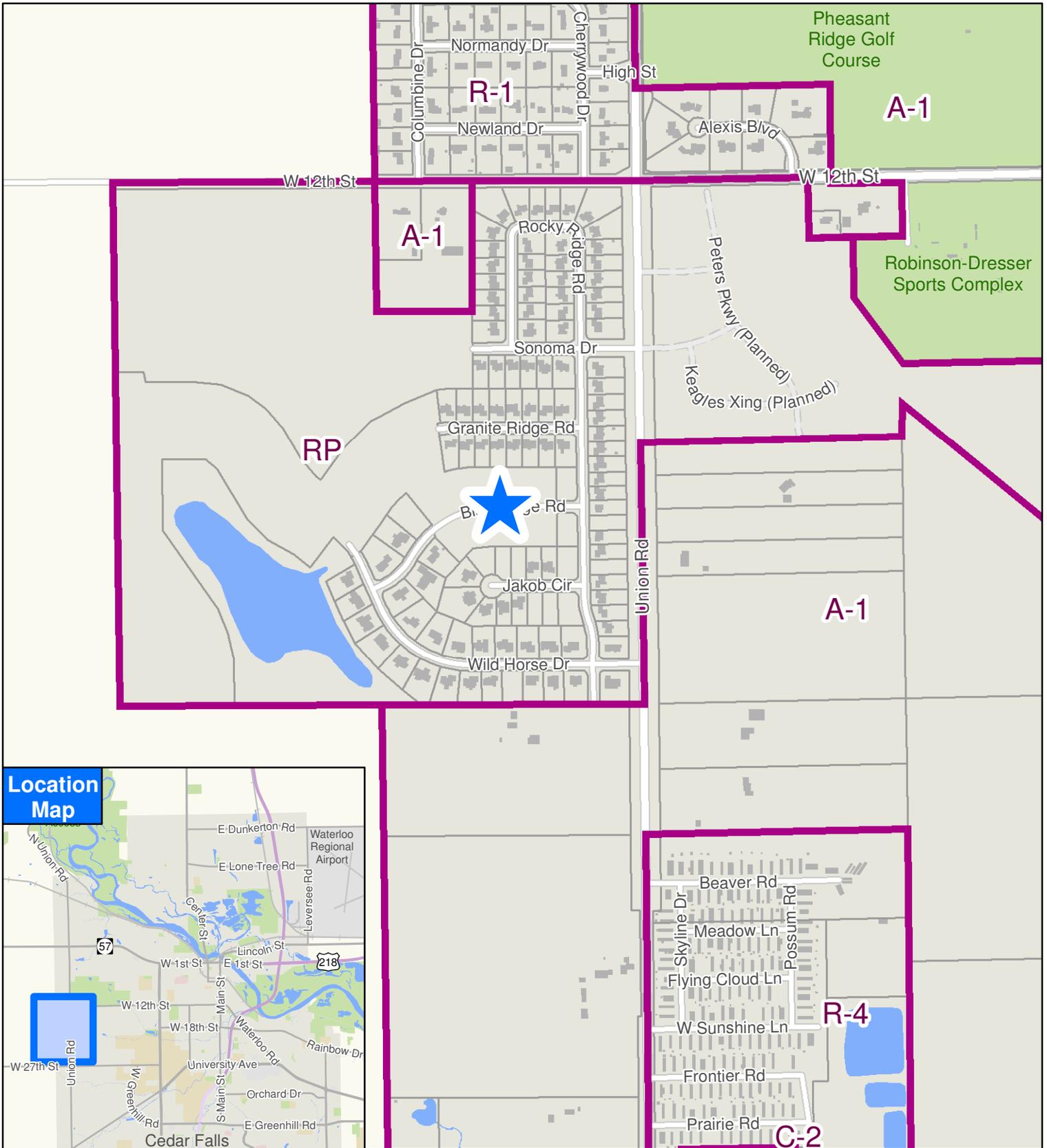
Discussion & Vote

10-9-19

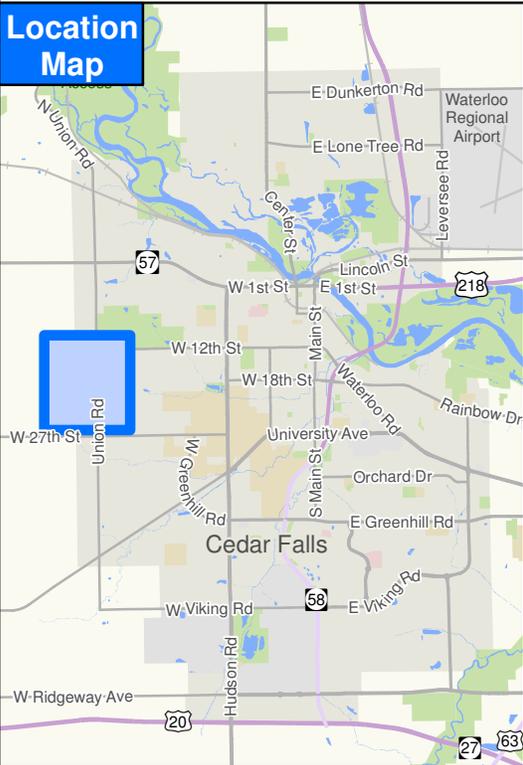
# Cedar Falls Planning and Zoning Commission

## October 9, 2019

Item 3.

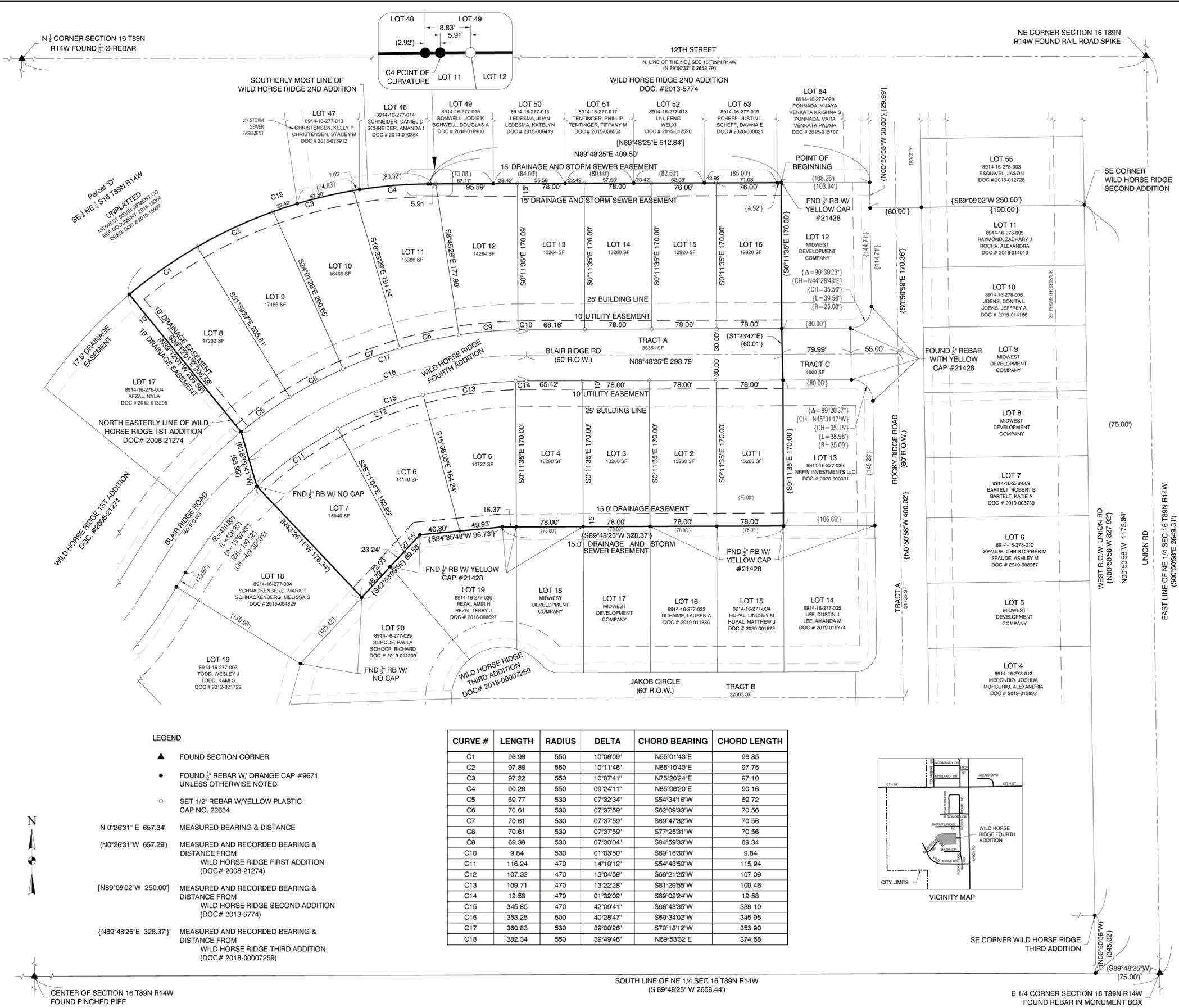


### Location Map



# WILD HORSE RIDGE FOURTH ADDITION FINAL PLAT

Cedar Falls, Black Hawk County, Iowa  
September 2019



### NOTES:

- OWNER/SUBDIVIDER:  
MIDWEST DEVELOPMENT CO.  
411 FIRST AVENUE SE  
CEDAR RAPIDS, IA 52401
- ENGINEER:  
CLAPSADDLE-GARBER ASSOCIATES, INC  
5106 NORDIC DRIVE  
CEDAR FALLS, IA 50613  
319-266-0258
- BENCH MARK: ELEV.: 975.45  
AERIAL SERVICES GPS CONTROL  
MONUMENT #93 ON THE WEST SIDE OF  
UNION ROAD. APPROX. 277 FEET NORTH  
OF WILD HORSE DRIVE & UNION ROAD  
INTERSECTION.
- SEE SURVEYOR'S CERTIFICATE EXHIBIT  
'A' FOR LEGAL DESCRIPTION AND  
EXHIBIT 'B' FOR LOT AREAS
- UNADJUSTED ERROR OF CLOSURE:  
BOUNDARY: BETTER THAN 1 IN 10,000  
LOTS: BETTER THAN 1 IN 5,000
- BASIS OF BEARING:  
BEARINGS BASED ON THE  
EAST LINE OF THE NE 1/4 OF  
SECTION 16-T89N-R14W  
BEARING S 00°50'58" W
- RESTRICTIONS:  
(SEE DEED OF DEDICATION)
- LOT AREAS  
5.29 ACRES  
STREET AREAS  
0.90 ACRES
- ZONING:  
RP
- TYPICAL BUILDING SETBACKS:  
FRONT YARD = 25 FT.  
REAR YARD = 30 FT.  
SIDE YARD = 5 FT. (\*)
- MAILBOX NOTES:  
ALL MAILBOXES SHALL MEET USPS  
STANDARDS. CONTRACTOR SHALL  
COORDINATE WITH CITY OF CEDAR  
FALLS PRIOR TO INSTALLATION.

\* LOTS MAY BE SPLIT OR DIVIDED TO PROVIDE FOR MORE LOT AREA BY BEING ADDED TO AN ADJOINING LOT. SIDE YARD SETBACKS SHALL BE BASED ON OWNERSHIP/PROPERTY LINES RATHER THAN PLATTED LOT LINES.

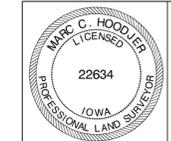
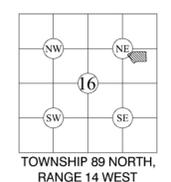
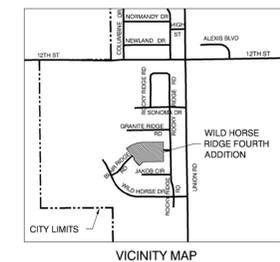
### LAND DESCRIPTION:

PART OF PARCEL 'D' OF PLAT OF SURVEY FILED AS DOCUMENT NO. 2016-00015368 ON MARCH 10, 2016, IN THE OFFICE OF BLACK HAWK COUNTY RECORDER AND BEING PART OF THE SOUTHEAST QUARTER OF THE NORTHEAST QUARTER (SE 1/4 NE 1/4) OF SECTION 16, TOWNSHIP 89 NORTH, RANGE 14 WEST OF THE FIFTH PRINCIPAL MERIDIAN, IN THE CITY OF CEDAR FALLS, BLACK HAWK COUNTY, IOWA, DESCRIBED AS FOLLOWS:  
BEGINNING AT THE NORTHWEST CORNER OF LOT 12 IN WILD HORSE RIDGE THIRD ADDITION (DOC. #2018-00007259); THENCE SOUTH 00°11'35" EAST ALONG THE WEST LINE OF LOT 12 IN SAID WILD HORSE RIDGE THIRD ADDITION, 170.00 FEET TO THE SOUTHWEST CORNER OF LOT 12; THENCE SOUTH 01°23'47" EAST ALONG THE WESTERLY LINE OF SAID WILD HORSE RIDGE THIRD ADDITION, 60.01 FEET TO THE NORTHWEST CORNER OF LOT 13 IN SAID WILD HORSE RIDGE THIRD ADDITION; THENCE SOUTH 00°11'35" EAST ALONG THE WEST LINE OF LOT 13 IN SAID WILD HORSE RIDGE THIRD ADDITION, 170.00 FEET TO THE NORTHWEST CORNER OF LOT 14 IN SAID WILD HORSE RIDGE THIRD ADDITION; THENCE SOUTH 89°48'25" WEST ALONG THE NORTH LINE OF SAID WILD HORSE RIDGE THIRD ADDITION, 328.37 FEET; THENCE SOUTH 84°35'48" WEST ALONG THE NORTH LINE OF LOT 19 IN SAID WILD HORSE RIDGE THIRD ADDITION, 96.73 FEET; THENCE SOUTH 42°53'09" WEST ALONG THE NORTHWEST LINE OF LOT 19 IN SAID WILD HORSE RIDGE THIRD ADDITION AND THE EXTENSION THEREOF, 99.58 FEET; THENCE NORTH 43°26'11" WEST ALONG THE NORTHEASTERLY LINE OF LOT 18 IN WILD HORSE RIDGE 1ST ADDITION (DOC. #2008-21274), 178.34 FEET TO THE NORTHERN MOST CORNER OF LOT 18 IN SAID WILD HORSE RIDGE 1ST ADDITION; THENCE NORTH 16°07'41" WEST ALONG THE NORTHEAST LINE OF SAID WILD HORSE RIDGE 1ST ADDITION, 65.99 FEET TO THE EASTERN MOST CORNER OF LOT 17 IN SAID WILD HORSE RIDGE 1ST ADDITION; THENCE NORTH 39°12'01" WEST ALONG THE NORTHEAST LINE OF SAID LOT 17, 206.58 FEET TO THE NORTHERN MOST CORNER OF SAID LOT 17; THENCE NORTHEASTERLY ALONG THE EXTENSION OF THE SOUTH LINE OF WILD HORSE RIDGE 2ND ADDITION (DOC. #2013-5774), AN ARC LENGTH OF 382.34 FEET ALONG A 550.00 FOOT RADIUS BEING CONCAVE SOUTHEASTERLY AND HAVING A LONG CHORD OF NORTH 69°53'32" EAST, 374.68 FEET TO AND ALONG THE SOUTH LINE OF SAID WILD HORSE RIDGE 2ND ADDITION; THENCE NORTH 89°48'25" EAST ALONG THE SOUTH LINE OF SAID WILD HORSE RIDGE 2ND ADDITION, 409.50 FEET TO THE POINT OF BEGINNING.  
THIS PARCEL CONTAINS 6.19 ACRES.  
BEARINGS ARE BASED ON THE EAST LINE OF THE NORTHEAST QUARTER OF SECTION 16, TOWNSHIP 89 NORTH, RANGE 14 WEST OF THE FIFTH PRINCIPAL MERIDIAN BEARING NORTH 00°50'58" WEST.

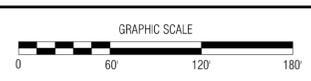
### LEGEND

- ▲ FOUND SECTION CORNER
- FOUND 1/2" REBAR W/ ORANGE CAP #9671 UNLESS OTHERWISE NOTED
- SET 1/2" REBAR W/YELLOW PLASTIC CAP NO. 22634
- N 0°26'31" E 657.34' MEASURED BEARING & DISTANCE
- (N0°26'31" W 657.29') MEASURED AND RECORDED BEARING & DISTANCE FROM WILD HORSE RIDGE FIRST ADDITION (DOC# 2008-21274)
- [N89°09'02" W 250.00'] MEASURED AND RECORDED BEARING & DISTANCE FROM WILD HORSE RIDGE SECOND ADDITION (DOC# 2013-5774)
- {N89°48'25" E 328.37'} MEASURED AND RECORDED BEARING & DISTANCE FROM WILD HORSE RIDGE THIRD ADDITION (DOC# 2018-00007259)

CURVE #	LENGTH	RADIUS	DELTA	CHORD BEARING	CHORD LENGTH
C1	96.98	550	10°06'09"	N55°01'43"E	96.85
C2	97.88	550	10°11'46"	N65°10'40"E	97.75
C3	97.22	550	10°07'41"	N75°20'24"E	97.10
C4	90.26	550	09°24'11"	N85°06'20"E	90.16
C5	69.77	530	07°32'34"	S54°34'16"W	69.72
C6	70.61	530	07°37'59"	S82°09'33"W	70.56
C7	70.61	530	07°37'59"	S69°47'32"W	70.56
C8	70.61	530	07°37'59"	S77°25'31"W	70.56
C9	69.39	530	07°30'04"	S84°59'33"W	69.34
C10	9.84	530	01°03'50"	S89°16'30"W	9.84
C11	116.24	470	14°10'12"	S54°43'50"W	115.94
C12	107.32	470	13°04'59"	S68°21'25"W	107.09
C13	109.71	470	13°22'28"	S81°29'55"W	109.46
C14	12.58	470	01°32'02"	S89°02'24"W	12.58
C15	345.85	470	42°09'41"	S68°43'35"W	338.10
C16	353.25	500	40°28'47"	S69°34'02"W	345.95
C17	360.83	530	39°00'26"	S70°18'12"W	353.90
C18	382.34	550	39°49'46"	N69°53'32"E	374.68



I hereby certify that this land surveying document was prepared and the related survey work was performed by me or under my direct personal supervision and that I am a duly Licensed Professional Land Surveyor under the laws of the State of Iowa.  
Marc C. Hoodler, PLS \_\_\_\_\_ date  
Iowa License Number 22634  
My License Renewal Date is December 31, 2020  
Pages or sheets covered by this seal: \_\_\_\_\_ THIS SHEET ONLY



NO.	REVISION	BY	DATE	NO.	REVISION	BY	DATE

**CGA** Clapsaddle-Garber Associates, Inc.  
5106 Nordic Drive  
Cedar Falls, Iowa 50613  
Ph 319-266-0258  
www.cgaors.com

DESIGNED: \_\_\_\_\_ DATE: \_\_\_\_\_  
DRAWN: NCB/SJC DATE: 09-27-2019  
CHECKED: MCH DATE: \_\_\_\_\_  
APPROVED: MCH DATE: \_\_\_\_\_

## WILD HORSE RIDGE FOURTH ADDITION CEDAR FALLS, IOWA

## FINAL PLAT

PROJECT NO. 993-16  
SHEET NO. 1 OF 1

Prepared by: Richard R. Morris, 620 Lafayette Street, Ste. 300, PO Box 178, Waterloo, IA 50704 (319) 234-1766

DEED OF DEDICATION  
OF  
WILD HORSE RIDGE FOURTH ADDITION,  
IN THE CITY OF CEDAR FALLS, BLACK HAWK COUNTY, IOWA

KNOW ALL MEN BY THESE PRESENTS:

That Midwest Development Co., an Iowa corporation, with its principal office in Cedar Rapids, Iowa, being desirous of setting out and platting into lots and streets the land described in the attached Certificate of Survey by Mark Hoodjer, a licensed land surveyor, dated the \_\_\_\_\_ day of \_\_\_\_\_, 2019, do by these presents designate and set apart the aforesaid premises as a subdivision of the City of Cedar Falls, Iowa, the same to be known as:

WILD HORSE RIDGE FOURTH ADDITION,  
IN THE CITY OF CEDAR FALLS, BLACK HAWK COUNTY, IOWA,

all of which is with the free consent and the desire of the undersigned and the undersigned do hereby designate and set apart for public use the streets and avenues as shown upon the attached plat.

EASEMENTS

The undersigned do hereby grant and convey to the City of Cedar Falls, its successors and assigns, and to any private corporation, firm or person furnishing utilities for the transmission and/or distribution of water, sanitary sewer, storm sewer, drain tile, surface drainage, gas, electricity, communication service or cable television, perpetual easements for the erection, laying, building, and maintenance of said services over, across, on and/or under the property as shown on the attached plat. No building structures, landscaping structures, private gardens or any other possible obstruction can be placed in the easements.

RESTRICTIONS

Be it also known that the undersigned do hereby covenant and agree for themselves and their successors and assigns that each and all of the residential lots in said subdivision be and the same are hereby made subject to the following restrictions upon their use and occupancy as fully and effectively to all intents and purposes as if the same were contained and set forth in each deed of conveyance or

mortgage that the undersigned or their successors in interest may hereinafter make for any of said lots and that such restrictions shall run with the land and with each individual lot thereof for the length of time and in all particulars hereinafter stated, to-wit:

1. Any dwelling that shall be erected on any lot shall have a minimum setback from the front of the lot line of 25 feet as indicated on the plat. No building shall be erected nearer to an interior sideline than 5 feet of the owner's lot width, provided however, that corner lots within the addition require a 25 foot setback from each street bordering said lot.

2. Although lots in said Addition may be split or divided in any fashion to provide for more lot area when added to an adjoining lot, no dwelling shall be built or maintained on any partial lot unless said partial lot is combined with an adjoining lot or partial lot so that the resulting lot has no less frontage than the smallest lot as indicated on the plat. The side yard setbacks set forth in paragraph 1. above shall be based on ownership property lines rather than platted lot lines.

3. No buildings or structure not attached to the original structure shall be constructed upon any lot or combination of lots in this subdivision, with the exception of a gazebo which has been approved in accordance with Paragraph 21 hereof. Sheds may be permitted but only if size, design, and materials are approved in writing by the developer. After completion of all houses in the plat, approval for a shed not previously approved by the developer shall be approved by the Association.

4. No trailer, basement, tent, shack, garage or barn erected in said Addition shall at any time be used as a residence, temporarily or permanently, nor shall any residence of a temporary character be permitted on any lot in said Addition.

5. Only single family dwellings shall be constructed on all lots in this subdivision.

6. No single family dwelling shall be constructed, permitted or occupied on any lot herein having square footage floor space, designed, intended and constructed for living quarters, which space shall not include cellars, attics, garages, breezeways, porches, stoops, and other such non-living areas, of less than the following requirements:

A. 1,400 square feet for single story or split-level houses with a minimum of 700 square feet on the first floor level for any house of more than one story and total minimum square footage must be at least 1,400 square feet.

7. Each single family residence shall have a minimum of a two-car attached garage with a minimum of 420 square feet.

8. The owner of each lot, vacant or improved, shall keep his lot or lots free of weeds and debris. Further, the owner and/or occupant of each lot shall jointly and severally be responsible to keep in good order or to maintain the area between the curblineline and the property line abutting his property including keeping said area free of holes, pitfalls, stumps of trees, fences, brick, stone, cement or other monument-type mail boxes, stakes, post or rods to which a metal, plastic or similar receptacle designed to hold newspapers are affixed, private irrigation or sprinkler systems, retaining walls, landscaping brick, block, stone, timber or other similar material, or any other similar obstructions. No individual mailboxes are allowed in this subdivision; a cluster-style mailbox system, approved by the United States Postal

Service, shall be installed by the Developer after review and approval as to location by the City of Cedar Falls.

9. No obnoxious or offensive trade or activity shall be carried on upon any lot nor shall anything be done thereon which may be or become an annoyance or nuisance to the neighborhood.

10. All approaches and driveways in said Addition shall be paved with concrete.

11. No dwelling on any lot in said Addition shall be occupied until the exterior is completed and finished and the interior substantially completed and finished.

12. No old or used buildings shall be moved upon any of the lots in said Addition for any purpose.

13. All electrical distribution lines and service entrances, all telephone lines and services therefor, all cable TV/fiber optic cable and service therefor, and all other utilities of whatever kind or nature shall be installed underground on all lots in said Addition.

14. No dog compound, enclosure, shelter, storage outbuilding, playhouse, or wood pile for firewood shall be constructed, used or maintained within ten feet of any lot line nor shall they exceed eight feet in height on any of said lots. All outbuilding exteriors shall be approved by the developer in writing prior to start of construction.

15. A perpetual easement is reserved along the lot lines of said lots as shown by the recorded plat for storm sewer, sanitary sewer, storm water drainage and utility installation and maintenance. There shall be no fences, buildings, large plantings or other obstructions upon or under the property covered by these easements, so that access is available for any equipment and/or persons necessary for the construction, reconstruction or maintenance of said utilities and/or drainage ways. A drainage and stormwater easement is shared with the lots of Wild Horse Ridge Fourth Ridge Addition to the City of Cedar Falls, Black Hawk County, Iowa with the area north of Lots 15, 16, 17 and 18 and to the north and west of Lots 19 and 20 of Wild Horse Ridge Third Addition in the City of Cedar Falls, Black Hawk County, Iowa.

16. No radio station or short-wave operators of any kind shall operate from any lot which shall cause interference with audio or visual reception upon any other lot. Antennas are permitted if attached to the structure and do not extend more than eight feet above the peak of the home. All other antennas, satellite TV dishes in excess of 24 inches in diameter, poles for radios, and windmills are prohibited.

17. No motor home or recreational vehicle, trailer of any kind, whether camping, boat, house, utility or otherwise, shall be parked or kept for more than a 48 hour period on any street, driveway or on the lot in said Addition. Any such vehicle must be stored inside the garage.

18. No bus, semi-tractor, trailer or truck of any kind, except what is commonly described as a "pickup truck", shall be kept or parked on any lot or street in said Addition; provided, however, that this prohibition shall not apply to such vehicles driven in said Addition in pursuit of and in conducting their usual business.

19. No shrubs or trees shall be planted so as to infringe upon adjoining property lines based on maximum expected growth and shall be maintained so as not to infringe.

20. Each person or entity who is a record owner of a fee or undivided fee interest in any lot shall be a member of the Homeowners Association to be known as Wild Horse Ridge Homeowners Association. This shall not be construed to include persons or entities who hold an interest merely as security for the performance of an obligation. There shall be one vote per lot and each lot owner shall be a member of the Homeowners Association. Membership shall be appurtenant to and may not be separated from ownership of any lot; ownership of such lot shall be the sole qualification of membership.

The purpose of Wild Horse Ridge Homeowners Association shall be to maintain the common areas and green spaces of the entire development, including but not limited to the entrance parcel and signage to be developed, including the signage easement that is the east 40 feet of Lot 8 in Wild Horse Ridge Third Addition to the City of Cedar Falls, Black Hawk County, Iowa, as well as the pond which is owned by the Wild Horse Ridge Homeowners Association, and such other activities as set forth in the Articles of Incorporation and Bylaws of the Association. Such ownership and maintenance shall include, but not be limited to, mowing, watering, including upkeep of any underground sprinkler system, maintenance of the pond, and snow removal of common areas. Initially, the developer, Midwest Development Co. shall perform the actual construction duties to establish the common areas, green spaces, entrance and surrounding access area.

The annual dues for the Association shall initially be set at \$100.00 per lot per year beginning January 1, 2020. Dues shall be paid by each member of the Association by July 31 of each year. The Association shall have the ability and authority to adjust annual dues as it deems appropriate to carry out the maintenance duties described above. The developer, Midwest Development Co., shall have no responsibility for annual association dues.

21. No building or structure shall be erected or placed on any lot in this subdivision until two sets of building plans, site plans and specifications for the proposed structures shall be submitted to Midwest Development Co. or its designee for approval. Approved plans, site plans and building specifications will be signed and one set of each returned to the Lot Owner. In addition to plans and specifications for the structure, the site plan application shall show the location and type of fences, parking areas, tree plantings, landscaping and other relevant matters, including the location on the lot of all proposed improvements, including whether or not there is a proposed swimming pool which must be an in ground pool only, the materials to be used and the exterior color scheme proposed. No building shall have less than a 6 and 12 pitch roof unless otherwise specifically approved in writing by Midwest Development Co. or its designee. Roofing materials shall be asphalt shingles (25 year minimum rating), wood shakes, wood shingles, slate or tile unless other materials are specifically approved by Midwest Development Co. or its designee. The application shall also set forth a time schedule for construction of improvements and in no event shall an application be approved when the proposed construction will take longer than twelve (12) months. Midwest Development Co. or its designee shall approve or disapprove the application in writing within a period of ten (10) days after receipt of all the documents and in the event of disapproval shall specify the reasons to enable the applicant to correct the application in order to obtain approval. Midwest Development Co. reserves the absolute right and sole discretion, to reject any of the plans, specifications and other aspects of the proposed improvement which in Midwest Development Co.'s opinion is not suitable or desirable for the subdivision. It is the intention of this restriction to permit improvement that will enhance the aesthetics of the subdivision and maintain or improve property values.

22. All of the provisions hereof shall be enforceable by appropriate legal proceedings by any present or future owner of the legal or equitable title to any lot in said subdivision. Invalidation of any one or more of the within restrictions by judgment or decree of court shall not be regarded as affecting the validity of any of the other provisions hereof, nor shall any judicial determination with respect to any of the restrictive provisions hereof be regarded as affecting the validity or sufficiency of this instrument as a deed of dedication of said plat, all of which such other provisions shall remain in full force and effect.

23. The undersigned and all persons and corporations hereafter requiring any right, title or interest in any of the lots in said subdivision shall be taken and held to have agreed and covenanted with the owners of all other lots in this subdivision and with the respective successors and assigns of all of the rest of such other lots to conform to and observe all of the foregoing covenants, restrictions and stipulations as to the construction of building thereon for a period of twenty-one (21) years from the date of filing of said plat and this deed of dedication for record. Within the period of twenty-one (21) years and in accordance with Iowa Code Chapter 614.24 and 614.25 (2019 Code of Iowa) or their successor provisions, these covenants, restrictions and stipulations shall be automatically extended for an additional period of twenty-one (21) years upon compliance with Chapter 614.24 and Chapter 614.25 of the 2019 Code of Iowa. In the event an extension of the covenants, restrictions and stipulations is not filed within the period of twenty-one (21) years or successive 21-year period, then the covenants, restrictions and stipulations contained herein shall terminate at the end of the existing period of twenty-one (21) years.

24. If the parties hereto or any of them or their heirs or assigns shall violate or attempt to violate any of the covenants or restrictions herein, it shall be lawful for any other person or persons owning property in said Addition to prosecute any proceedings at law or in equity against the person or persons violating or attempting to violate any such covenants or restrictions and for the purpose of preventing such acts or to recover damages for such violation, or both, and for costs and reasonable attorney's fees as determined by the Court and not the statute.

25. No animals, livestock, or poultry of any kind shall be raised, bred or kept on any lot, except that two dogs or cats maximum, or other household pets are allowed and then only if they are not kept, bred or maintained for any commercial purposes. Such animals shall be kept under control so as not to constitute a public nuisance and must be kept in compliance with applicable zoning laws and regulations of the City of Cedar Falls, Black Hawk County, Iowa.

26. Upon the sale of a lot, owner shall take responsibility for any erosion control issues, certifications and/or requirements of the Iowa Department of Natural Resources.

27. All buildings erected on any lot in said Addition shall be constructed in accordance with the Building, Plumbing and Electrical Codes of the City of Cedar Falls, Iowa.

PUBLIC IMPROVEMENTS REQUIRED  
IN WILD HORSE RIDGE FOURTH ADDITION

The undersigned do hereby dedicate and set apart to the public and for the public's use all streets shown and laid out on the attached plat, subject to the easements set forth herein, and do further agree as follows:

- A. That the streets shown on the attached plat, Blair Ridge Road (Tract "A") will be twenty-seven (27) feet and will be brought to City grade, back of curb to back of curb; said street with approved hard surface pavement in accordance with City of Cedar Falls, Standard Specifications.
- B. That sanitary sewer, together with the necessary manholes and sewer service lines to all lots in the plat, will be provided.
- C. That underground utilities, as required by the Subdivision Ordinance of the City of Cedar Falls, Iowa, shall be installed.
- D. That the city water will be provided to all lots as required by the Cedar Falls Municipal utilities.
- E. That municipal fire hydrants will be provided as required by the Cedar Falls Public Safety Department.
- F. That storm sewer will be provided as specified by the City Engineer.
- G. That handicap ramps will be provided as required by law.
- H. That a four (4) foot wide concrete sidewalk four (4) inches thick and a concrete surface or hard surface entrance will be installed during or immediately after the construction of the residence on any particular lot, or within five (5) years after the date the plat is filed in the office of the Recorder of Black Hawk County, whichever is sooner and that the sidewalk be across the full length of the lot and on corner lots also, across the parking and full length of the lot. In the event that the City is required to construct the sidewalk as permitted by subparagraph J, a lien or liens may only be imposed against the lot or lots which require city construction and no others in the subdivision.
- I. That the work improvements called for herein shall be in accordance with the specifications of the City of Cedar Falls, Iowa, and performed under the supervision of the City Engineer. In the event that the developer, Midwest Development Co., its grantees and assigns fail to complete said work and improvements called for herein within one (1) year from the date of the acceptance of said final plat by the City of Cedar Falls, Iowa, the City may then make the improvements and assess the costs of the same to the respective lots. The undersigned, for themselves, their successors, grantees and assigns, waive all statutory requirements of notice of time and place of hearing and agree that the City may install said improvements and assess the total costs thereof against the respective lots.
- J. That the City may perform said work, levy the cost thereof as assessments, and the undersigned agree that said assessments so levied shall be a lien on the respective lots with the same force and effect as though all legal provisions pertaining to the levy of such special assessments have been observed, and

further authorize the City Clerk to certify such assessments to the County Auditor as assessments to be paid in installments as provided by law.

K. The Developer shall construct and install all required public improvements within the subdivision plat, to conform with approved construction plans which meet the specifications of the City of Cedar Falls, Iowa. Such required public improvements shall meet the following requirements:

- (a) Shall be constructed and installed in a good and workmanlike manner;
- (b) Shall be free of defects in workmanship or materials;
- (c) Shall be free of any conditions that could result in structural or other failure of said improvements;
- (d) Shall be constructed and installed in accordance with the design standards and technical standards established for such public improvements by the City and by Cedar Falls Utilities;
- (e) Shall be constructed and installed in strict compliance with the minimum acceptable specifications for the construction of public improvements set forth in the Cedar Falls Code of Ordinances, including without limitation, Chapter 24, Subdivisions, and as such specifications shall be recommended for approval by the City Engineer from time to time, and approved by the city council.

The Developer's construction plans are now on file in the Office of the City Engineer.

28. The developer, Midwest Development Co., states:

- A. That this plat and development shall comply with the R-P Residential Zoning District Classification Regulations.

29. Notwithstanding anything contained in the Deed of Dedication to the contrary, any assessment made under the Deed of Dedication shall not be a lien against any property described herein unless and until the City of Cedar Falls records with the Black Hawk County Recorder a "Notice of Assessment Lien" which notice shall describe the property against which the lien attaches in the amount of said lien.

30. All subsequent owners of lots in the subdivision shall be obligated to meet any requirements imposed by the Commissioners of the Black Hawk County Conservation District or any other governmental agency, by the authority of Chapter 161A, Code of Iowa, pertaining to soil erosion control plans for certain land distributing activities. This covenant shall be perpetual and not be governed by the provisions of Paragraph 23 of this Deed of Dedication.

SIGNED and DATED this \_\_\_\_\_ day of \_\_\_\_\_, 2019.

MIDWEST DEVELOPMENT CO.

By \_\_\_\_\_  
Kevin Fittro, Vice President

STATE OF IOWA, BLACK HAWK COUNTY ss

This instrument was acknowledged before me on \_\_\_\_\_, 2019, by Kevin Fittro as Vice President of Midwest Development Co.

\_\_\_\_\_  
Notary Public in and for the State of Iowa



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: David Sturch, Planner III
Matt Tolan, Civil Engineer II
DATE: October 2, 2019
SUBJECT: Prairie Winds 5th Addition Final Plat

REQUEST: Request to approve the Prairie Winds 5th Addition Final Subdivision Plat
PETITIONER: Panther Farms LLC – owner; CGA Engineers – Civil Engineer
LOCATION: 11.14 acres at the west end of Vera Way and Flynn Drive

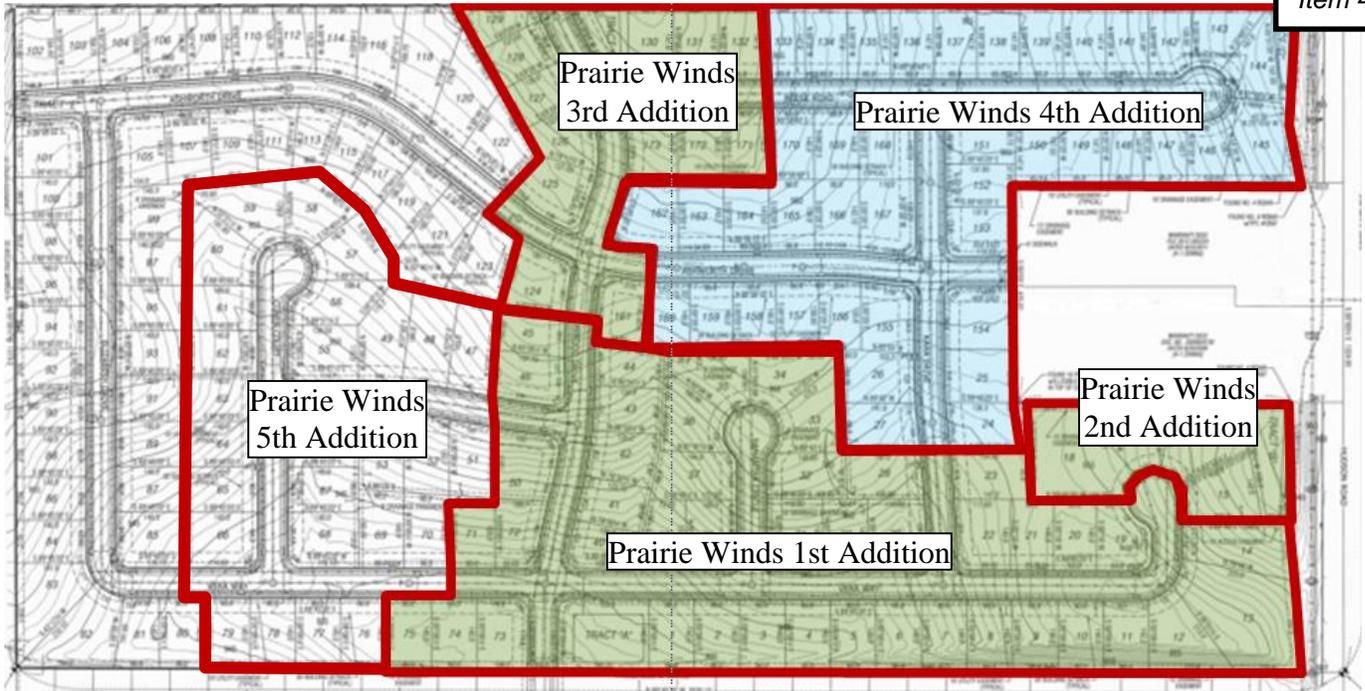
PROPOSAL

It is proposed to establish 27 residential lots that include the westerly extension of Flynn Drive and Vera Way. A new street, Cohen Court, will connect the aforementioned street extensions that will make up the final plat for the Prairie Winds 5th Addition.

BACKGROUND

The Prairie Winds Subdivision falls within an R-1, Residence Zoning district. In March 2013, the preliminary plat for the subdivision was approved by City Council. The preliminary plat encompasses 71.10 acres and plans for the creation of 173 residential lots. Due to the size of the development, a developmental "phasing plan" was approved with the Preliminary Plat. The phasing plan addresses future traffic access issues related to this subdivision as well as with the adjacent northern subdivision, Prairie West. Final Plats for "Phase 1", "Phase 2", "Phase 3" and "Phase 4" of the larger Prairie Winds Preliminary Plat have been approved by City Council in 2013, 2014, and 2017, 2019 respectively. Panther Farms LLC is now looking to plat "Phase 5", Prairie Winds 5th Addition. See image below.





Phase	Timeline	Area (ac.)	Number of Lots
1	Final platted 2013	18.44	40
2	Final platted 2014	2.33	4
3	Final platted in 2017	5.98	13
4	Final platted in 2019	16.69	43
5	Final platted in 2019	11.14	27
6	As market supports	16.86	46

The remaining 16.86 acres of land to the north and west of the 5<sup>th</sup> Addition must be platted as one phase or as a phase that includes the Ashworth Drive connection from the 3<sup>rd</sup> addition to the western edge of the subdivision. This will provide another route to the neighboring Aldrich Elementary School.

**ANALYSIS**

The property is zoned R-1, Residential, which permits single-unit and two-unit residences. Minimum lot width is 75 feet for single-unit homes and 80 feet for two-unit homes. In the case of narrower dimensions at the front of the lot, the minimum width can be established at the 30-foot building setback line. Minimum lot area is 9,000 square feet for single-unit homes and 10,000 square feet for two-unit homes. All proposed lots meet these requirements. It is anticipated the predominant development pattern will be detached single-unit homes.

The Prairie Winds 5th Addition Final Plat creates 27 buildable lots. It includes a continuation of a 60-foot-wide right-of-way (Tract "A") for Flynn Drive, Cohen Court and Vera Way. The layout of the proposed final plat is consistent with the approved corresponding portion of the Preliminary Plat. Utilities are readily available to this site. The developer will coordinate with CFU for extending the utility services to the proposed development. Tract B is a 4,800 square foot parcel that will be sold to the adjacent property owner on Lot 1 of the Prairie Winds 1<sup>st</sup> Addition for additional yard area.

One other important feature of this subdivision includes a 10-foot wide pedestrian easement located between Lots 11 & 12. This easement will accommodate a public sidewalk that will eventually connect into the Aldrich Elementary School site to the west of this subdivision. The developer's engineer is planning this sidewalk connection as part of the public improvements in the next phase of this development. This pedestrian easement crosses a drainage easement that runs along the back of these lots. The intent is to not cross the proposed drainage swale until the next phase gets built, and the sidewalk is connected into the school. By crossing the swale, the developer would actually need to build the sidewalk out past the phase line because the swale is centered on the phase line. The next phase has not been final designed, and building the sidewalk into the swale will create a dead end for pedestrians and could cause unforeseen issues in the future. City staff has agreed to this plan and these details are found in the Deed of Dedication that places the owners of said lots on notice that there will be a pedestrian sidewalk between their homes in connection with the next phase of this development and these owners will be responsible for the maintenance and snow removal on this sidewalk.

### TECHNICAL COMMENTS

City technical staff, including Cedar Falls Utilities (CFU) personnel, noted that the water, gas and communication services are available to the site. The developer will be responsible for extending the utility services to the proposed development. The easements identified on the plat satisfy CFU requirements.

Cluster mailboxes will be sized and placed in the ROW according to USPS standards. All cluster mailboxes will be located on lower volume streets and situated so as to prevent undue traffic congestion according to the direction from the City Engineer's office. The submitted Deed of Dedication for this final plat is consistent with the previously approved Deeds of Dedications from the previous additions.

All stormwater drainage easements are identified on the plat that conforms to the stormwater plan and the preliminary plat. The drainage will be confined along the back lot lines and routed to the street storm sewer system and eventually into the detention basins located at the corner of Vera Way and Ironwood Drive. From here, the stormwater routes to the southeast into the pond in the Meadows Addition where it travels to the east, under Hudson Road and into the South Branch of Dry Run Creek. The off-site drainage from the west will route along the back side of Lots 16-19 and empty into the aforementioned detention basins located at the corner of Vera Way and Ironwood Drive. The property is located outside of the designated floodplain.

A courtesy mailing was sent to neighboring property owners on Thursday, October 3, 2019.

### STAFF RECOMMENDATION

The Community Development Department recommends approval of the Prairie Winds 5<sup>th</sup> Addition Final Plat with the following stipulations:

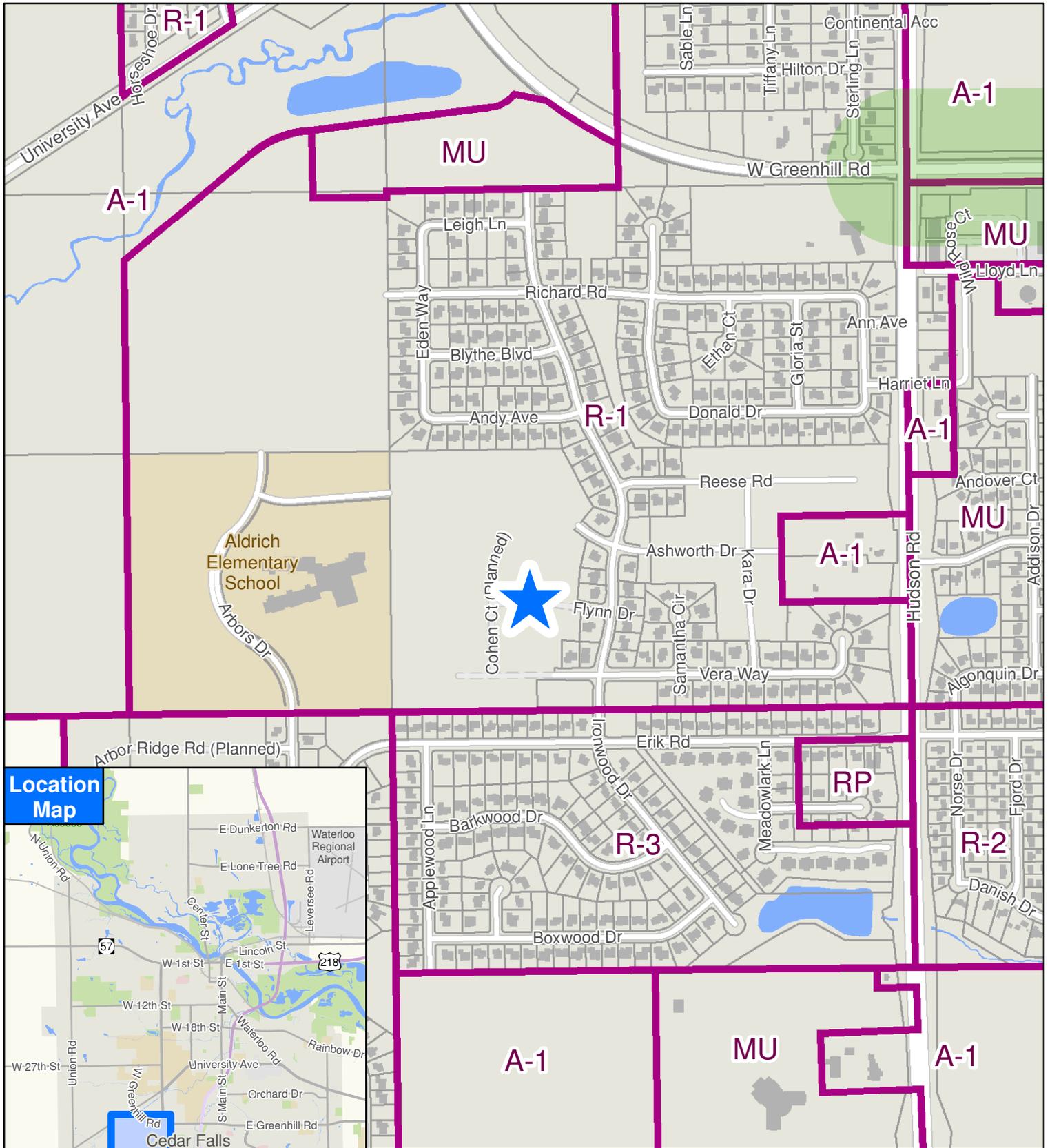
- 1) Any comments or direction specified by the Planning and Zoning Commission
- 2) Conform to all city staff recommendations and technical requirements.

### PLANNING & ZONING COMMISSION

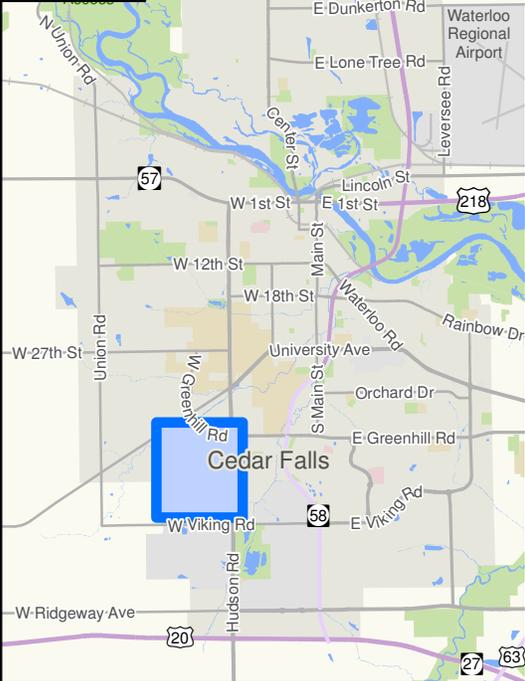
Discussion/Vote  
9/25/2019

# Cedar Falls Planning and Zoning Commission October 9, 2019

Item 4.



## Location Map



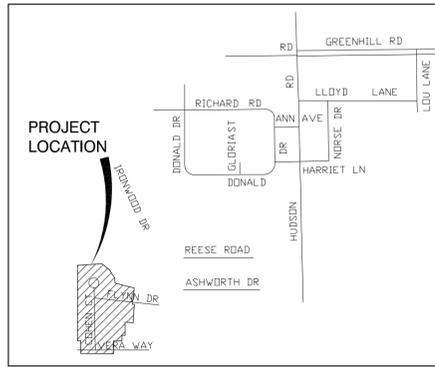
# FINAL PLAT PRAIRIE WINDS 5TH ADDITION CITY OF CEDAR FALLS, BLACK HAWK COUNTY, IOWA

**LEGEND:**

- ▲ GOVERNMENT CORNER MONUMENT FOUND
- △ GOVERNMENT CORNER MONUMENT SET  
1/2" x 30" REBAR w/ORANGE PLASTIC ID CAP #17162
- PARCEL OR LOT CORNER MONUMENT FOUND  
1/2" x 30" REBAR w/ORANGE PLASTIC ID CAP #17162  
UNLESS OTHERWISE NOTED
- SET 1/2" x 30" REBAR w/ORANGE PLASTIC  
ID CAP #17162
- ( ) RECORDED AS  
PUE PUBLIC UTILITY EASEMENT

**NOTE:**  
ALL BEARINGS ARE THE RESULT OF G.P.S. OBSERVATIONS USING IOWA STATE PLANE (NAD83, NORTH ZONE).

THE ERROR OF CLOSURE FOR THE SUBDIVISION BOUNDARY IS LESS THAN 10,000 AND THE ERROR OF CLOSURE ON THE LOTS IS LESS THAN 5,000.



**VICINITY MAP**  
NOT TO SCALE

**LAND SURVEYOR**

CLAPSADDLE-GARBER ASSOCIATES  
TRAVIS R. STEWART, PLS  
16 EAST MAIN STREET  
MARSHALLTOWN, IOWA 50158  
(641) 752-6701

**OWNER/DEVELOPER**

PANTHER FARMS L.L.C.  
% BRIAN WINGERT  
604 CLAY STREET  
CEDAR FALLS, IOWA 50613

**ZONING CLASSIFICATION**

R-1 RESIDENTIAL DISTRICT

**SHEET INDEX**

SHEET NO. 1 COVER SHEET  
2 AND 3 FINAL PLAT

**DESCRIPTION:**

A CERTAIN PARCEL OF LAND LOCATED IN THE SOUTHWEST 1/4 OF THE NORTHWEST 1/4 OF SECTION 26, TOWNSHIP 89 NORTH, RANGE 14 WEST OF THE FIFTH PRINCIPAL MERIDIAN, IN THE CITY OF CEDAR FALLS, BLACK HAWK COUNTY, IOWA. MORE PARTICULARLY DESCRIBED AS FOLLOWS: COMMENCING AT THE WEST 1/4 CORNER OF SAID SECTION 26; THENCE, S89°45'20"E 373.98' ALONG THE SOUTH LINE OF SOUTHWEST 1/4 OF THE NORTHWEST 1/4 SAID SECTION 26 TO THE POINT OF BEGINNING; THENCE, N0°08'27"W 140.00' TO A POINT ON THE SOUTH RIGHT OF WAY LINE OF VERA WAY; THENCE, N89°45'21"W 34.37' ALONG SAID SOUTH RIGHT OF WAY; THENCE, N0°14'39"E 60.00' TO A POINT ON THE NORTH RIGHT OF WAY LINE OF VERA WAY; THENCE, N0°08'27"W 762.19'; THENCE, N86°08'20"E 268.28'; THENCE, S50°42'18"E 109.67'; THENCE, S32°07'43"E 108.22'; THENCE, S2°40'30"E 50.58'; THENCE, S75°37'18"E 216.76' TO THE NORTHWEST CORNER OF LOT 35 OF A CERTAIN PARCEL OF LAND DESCRIBED AS PRAIRIE WINDS 1ST ADDITION AND RECORDED IN INSTRUMENT NO. 2014-00013156 IN THE OFFICE OF THE RECORDER, BLACK HAWK COUNTY, IOWA; THENCE, S7°02'00"W 177.24' ALONG THE WEST LINE OF LOTS 35 AND 36 OF SAID PRAIRIE WINDS 1ST ADDITION TO THE SOUTHWEST CORNER OF SAID LOT 36, ALSO BEING A POINT ON THE NORTH RIGHT OF WAY LINE OF FLYNN DRIVE; THENCE, SOUTHEASTERLY 25.73' ALONG THE ARC OF A 3861.05' RADIUS CURVE, CONCAVE NORTHEASTERLY, HAVING A CHORD BEARING OF S80°17'29"E AND A CHORD DISTANCE OF 25.73' ALONG THE NORTH RIGHT OF WAY LINE OF SAID FLYNN DRIVE; THENCE, S9°31'02"W 60.00' TO A POINT ON THE SOUTH RIGHT OF WAY LINE OF SAID FLYNN DRIVE, ALSO BEING THE NORTHWEST CORNER OF LOT 37 OF SAID PRAIRIE WINDS 1ST ADDITION; THENCE, S1°54'47"W 138.67' ALONG THE WEST LINE OF SAID LOT 37 THE SOUTHWEST CORNER OF SAID LOT 37, ALSO BEING THE NORTHEAST CORNER OF LOT 1 OF SAID PRAIRIE WINDS 1ST ADDITION; THENCE, N86°25'00"W 90.19' ALONG THE NORTH LINE OF SAID LOT 1 TO THE NORTHWEST CORNER OF SAID LOT 1; THENCE, S0°08'27"E 144.65' ALONG THE WEST LINE OF SAID LOT 1 TO THE SOUTHWEST CORNER OF SAID LOT 1, ALSO BEING A POINT ON THE NORTH RIGHT OF WAY LINE OF VERA WAY; THENCE, N89°45'21"W 36.03' ALONG THE NORTH RIGHT OF WAY LINE OF SAID VERA WAY; THENCE, S0°08'27"E 60.00' TO A POINT ON THE SOUTH RIGHT OF WAY LINE OF SAID VERA WAY, ALSO BEING ON THE NORTH LINE OF TRACT "C" OF SAID PRAIRIE WINDS 1ST ADDITION; THENCE, N89°45'16"W 90.00' ALONG THE NORTH LINE OF SAID TRACT "C" TO THE NORTHWEST CORNER OF SAID TRACT "C"; THENCE, S0°08'27"E 140.00' ALONG THE WEST LINE OF SAID TRACT "C" TO THE SOUTHWEST CORNER OF SAID TRACT "C", ALSO BEING A POINT ON THE SOUTH LINE OF THE SOUTHWEST 1/4 OF THE NORTHWEST 1/4 OF SAID SECTION 26; THENCE, N89°45'20"W 360.00' ALONG SAID SOUTH LINE TO THE POINT OF BEGINNING, CONTAINING 11.14 ACRES. SUBJECT TO EASEMENTS AND RESTRICTIONS OF RECORD, IF ANY.

**LINE DATA**

LINE NUMBER	BEARING	DISTANCE
L1	N89°45'21"W	34.37'
L2	N0°14'39"E	60.00'
L3	S50°42'18"E	109.67'
L4	S32°07'43"E	108.22'
L5	S2°40'30"E	50.58'
L7	S9°31'02"W	60.00' (N9°31'E 60.0)
L8	N86°25'00"W	90.19' (S86°25'E 90.2)
L9	N89°45'21"W	36.03' (S89°45 1/4'E 36.05)
L10	S0°08'27"E	60.00' (N0°08 1/2'W 60.0)
L11	N89°45'16"W	90.00' (S89°45 1/4'E 90.0)

**Curve Table**

CURVE DATA	ARC LENGTH	RADIUS	DELTA ANGLE	CHORD BEARING	CHORD
C1	25.73' (25.75)	3861.05' (3861.05)	0°22'55" (0°23)	S80°17'29"E (N80°17 1/2'W)	25.73' (25.75)

NW1/4 CORNER  
SW1/4 NW1/4  
SEC 26-89-14  
FND 1/2" REBAR  
w/ OPC #3641

W1/4 CORNER  
SEC 26-89-14  
FND 1/2" REBAR  
w/ YPC #12086  
POINT OF  
COMMENCEMENT



I hereby certify that this land surveying document was prepared and related survey work was performed by me or under my direct personal supervision and that I am a duly Licensed Professional Land Surveyor under the laws of the State of Iowa.

Signature: Travis R. Stewart, PLS  
Date: \_\_\_\_\_  
Iowa License Number 17162  
My license renewal date is December 31, 2019

Pages or sheets covered by this seal: SHEETS 1 OF 3, 2 OF 3 AND 3 OF 3



NO.	REVISION	BY	DATE	NO.	REVISION	BY	DATE
1	CITY COMMENTS	CAQ	8-26-2019				
2	CITY COMMENTS	CAQ	9-30-2019				



Clapsaddle-Garber Associates, Inc.  
16 East Main Street  
Marshalltown, Iowa 50158  
Ph 641-752-6701  
www.cgaconsultants.com

DESIGNED: - DATE: -  
DRAWN: CAQ DATE: 8-4-2019  
CHECKED: IRS DATE: 8-4-2018  
APPROVED: - DATE: -

## PRAIRIE WINDS 5TH ADDITION CEDAR FALLS, IOWA

## FINAL PLAT

DATE PREPARED : 8-12-2018  
PROJECT NO. 5491.05  
SHEET NO. 1 OF 3



J:\5491-Prairie Winds 5th Addition\Final Plat\Drawn\Survey\Final Plat\5491-Prairie Winds 5th Addition Sheet 1.dwg - Sheet 1 - 09-30-19 - 4:41 pm - caq288

Curve Table					
CURVE DATA	ARC LENGTH	RADIUS	DELTA ANGLE	CHORD BEARING	CHORD
C1	69.49'	3861.05'	1°01'52"	S79°35'06"E	69.49'
C2	15.66'	958.75'	0°56'09"	N79°32'15"W	15.66'
C3	90.03'	958.75'	5°22'50"	N82°41'44"W	90.00'
C4	39.16'	25.00'	89°45'33"	S45°00'07"E	35.28'
C5	29.66'	25.00'	67°58'32"	S33°51'55"W	27.95'
C6	43.12'	55.00'	44°55'15"	N45°23'34"E	42.03'
C7	58.39'	55.00'	60°49'43"	N7°28'55"W	55.69'
C8	50.20'	55.00'	52°17'56"	N64°02'44"W	48.48'
C9	50.05'	55.00'	52°08'35"	S63°44'00"W	48.34'
C10	36.27'	55.00'	37°47'03"	S18°46'11"W	35.62'
C11	39.43'	25.00'	90°22'00"	N45°03'39"E	35.47'
C12	39.11'	25.00'	89°38'00"	S44°56'21"E	35.24'
C13	39.37'	25.00'	90°14'18"	S44°59'48"W	35.43'
C14	75.25'	958.75'	4°29'49"	N87°38'04"W	75.23'
C15	78.81'	898.75'	5°01'27"	N87°22'15"W	78.78'
C16	238.04'	55.00'	247°58'32"	N56°08'05"W	91.21'
C17	217.07'	45.00'	276°23'04"	N0°14'39"E	60.00'
C18	90.81'	898.75'	5°47'21"	N81°57'51"W	90.77'
C19	96.70'	3921.05'	1°24'47"	S79°46'33"E	96.70'
C20	25.73'	3861.05'	0°22'55"	N80°17'29"W	25.73'

SIDE YARD SETBACK	
LOT(S)	FEET
1	8.5'
2	9.0'
3	9.1'
4	11.0'
5	9.1'
6	8.1'
7	8.4'
8	8.3'
9	9.1'
10	9.0'
11	9.0'
12	9.0'
13	9.0'
14	9.0'

SIDE YARD SETBACK	
LOT(S)	FEET
15	11.0'
16	9.0'
17	9.0'
18	9.0'
19	9.0'
20	7.5'
21	7.8'
22	11.0'
23	9.0'
24	11.0'
25	9.6'
26	9.9'
27	9.5'

LINE DATA		
LINE NUMBER	BEARING	DISTANCE
L1	N89°45'21"W	34.37'
L2	N0°14'39"E	60.00'
L3	S2°40'30"E	50.58'
L4	S9°31'03"W	60.00'
L5	N89°45'21"W	36.03'
L6	S0°08'27"E	60.00'
L7	N89°52'58"W	12.01'
L8	S89°52'58"E	17.21'



J:\5491-Prairie Winds 5th Addition Final Plat\Drawings\Final Plat\5491-Prairie Winds 5th Addition Sheet 2.dwg - Sheet 2 - 10-01-19 - 3:34pm - caq288



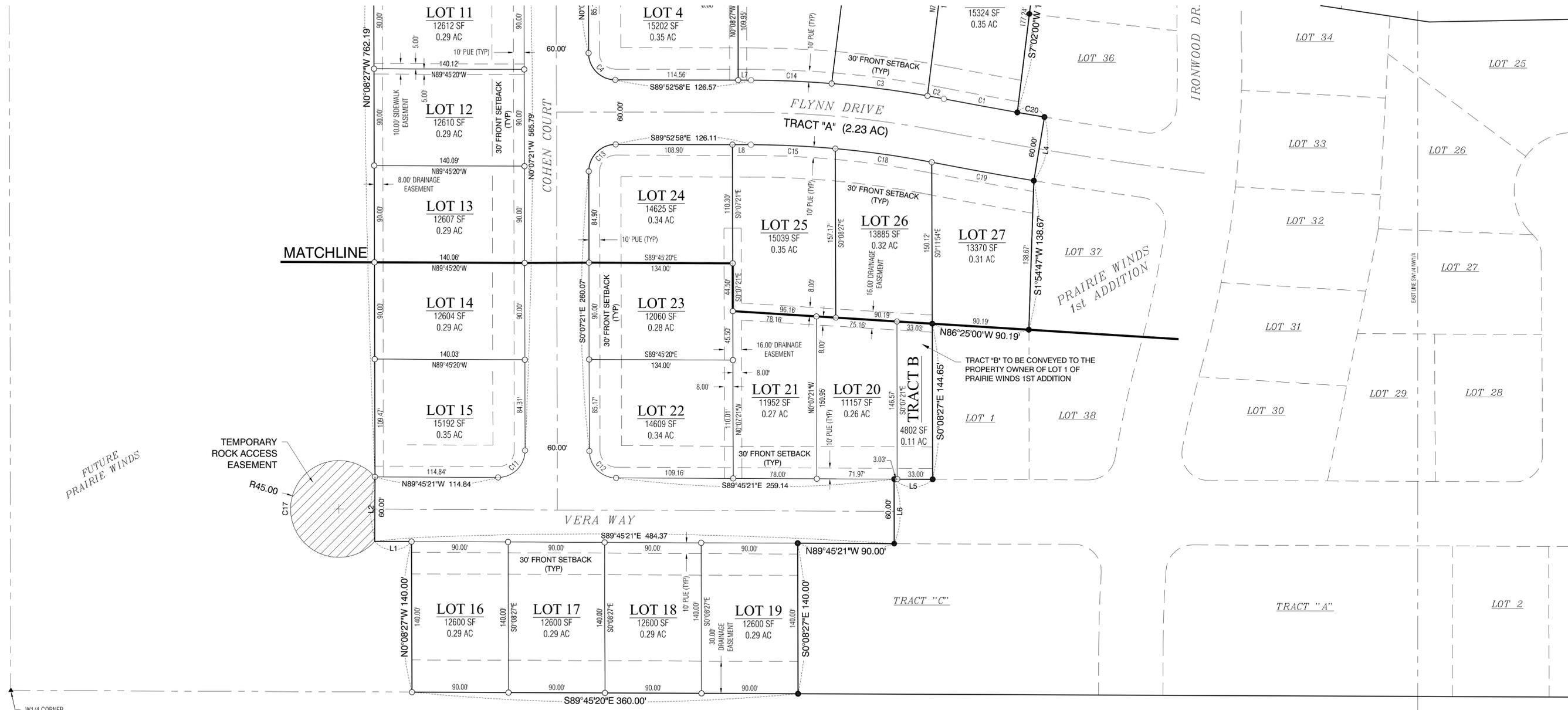
NO.	REVISION	BY	DATE	NO.	REVISION	BY	DATE
1	CITY COMMENTS	CAQ	8-26-2019				
2	CITY COMMENTS	CAQ	9-30-2019				

**CGA** Clapsaddle-Garber Associates, Inc.  
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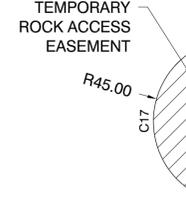
DESIGNED: - DATE: -  
 DRAWN: CAQ DATE: 8-4-2018  
 CHECKED: IRS DATE: 8-4-2018  
 APPROVED: - DATE: -

**PRAIRIE WINDS 5TH ADDITION**  
 CEDAR FALLS, IOWA

DATE PREPARED : 8-12-2018  
**FINAL PLAT**  
 PROJECT NO. 5491.05  
 SHEET NO. 2 OF 3



FUTURE PRAIRIE WINDS



W1/4 CORNER  
SEC 26-89-14  
FND 1/2" REBAR  
w/ YPC #12086



NO.	REVISION	BY	DATE	NO.	REVISION	BY	DATE
1	CITY COMMENTS	CAQ	8-26-2019				
2	CITY COMMENTS	CAQ	9-30-2019				

**CGA** Clapsadlle-Garber Associates, Inc.  
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www.cgaconsultants.com

DESIGNED: -	DATE: -
DRAWN: CAQ	DATE: 8-4-2018
CHECKED: IRS	DATE: 8-4-2018
APPROVED: -	DATE: -

**PRAIRIE WINDS 5TH ADDITION**  
CEDAR FALLS, IOWA

FINAL PLAT

DATE PREPARED : 8-12-2018

PROJECT NO.	5491.05
SHEET NO.	3 OF 3

DEED OF DEDICATION  
OF  
PRAIRIE WINDS 5TH ADDITION  
CITY OF CEDAR FALLS,  
BLACK HAWK COUNTY, IOWA

KNOW ALL MEN BY THESE PRESENTS:

That Panther Farms LLC, an Iowa limited liability company, with its principal office in Cedar Falls, Iowa; being desirous of setting out and platting into lots and streets the land described in the attached Certificate of Survey by Travis R. Stewart, a Professional Engineer and Licensed Land Surveyor, dated \_\_\_\_ day of \_\_\_\_\_, 2019, do by these presents designate and set apart the aforesaid premises as a subdivision of the City of Cedar Falls, Iowa the same to be known as:

PRAIRIE WINDS 5TH ADDITION  
CITY OF CEDAR FALLS,  
BLACK HAWK COUNTY, IOWA

all of which is with the free consent and the desire of the undersigned and the undersigned do hereby designate and set apart for public use the street(s) as shown upon the attached plat.

EASEMENTS

The undersigned do hereby grant and convey to the City of Cedar Falls, Iowa, its successors and assigns, and to any private corporation, firm or person furnishing utilities for the transmission and/or distribution of water, sanitary sewer, gas, electricity, communication service or cable television, perpetual easements for the erection, laying building and maintenance of said services over, across, on and/or under the property as shown on the attached plat. No building structures, landscaping structures, private gardens or any other possible obstruction can be placed in the easements.

Any and all drainage easements will be required to follow the “Stormwater Management Plan” and no building structures, fence structures, landscaping structures, private gardens or any other possible obstruction can be built in and over said drainage easements. All lot owners and/or contractors working on said lots will be responsible to maintain said easements to be free and clear of any physical obstruction(s) thus allowing the conveyance of overland storm water runoff as intended per “Stormwater Management Plan” on record with the City of Cedar Falls Engineer's Office.

RESTRICTIONS

Be it also known that the undersigned do hereby covenant and agree for themselves and their successors and assigns that each and all of the residential lots in said subdivision be and the same are hereby made subject to the following restrictions upon their use and occupancy as fully and effectively to all intents and purposes as if the same were contained and set forth in each deed of conveyance or mortgage that the undersigned or their successors in interest may

hereinafter make for any of said lots and that such restrictions shall run with the land and with each individual lot thereof for the length of time and in all particulars hereinafter stated, to-wit:

1. Any dwelling that shall be erected on any lot shall have a minimum setback from the front, side, and rear of the lot lines as indicated on attached Final Plat. The minimum set back from each side lot line is 10% of the lot width measured along the front of the lot or seven (7) feet whichever is greater. All minimum setbacks will be required to meet or exceed R-1 Zoning.

2. No single family dwelling shall be constructed, permitted or occupied on any lot herein having a square footage floor space, designed, intended, and constructed for living quarters, which space shall not include cellars, attics, garages, breezeways, porches, stoops, and other such non-living areas, of less than the following requirements:

A. 1,350 square feet for the main base of a single story, split-level or split-foyer houses.

B. 1,000 square feet on the first floor for story and one-half houses, or two story houses. With a total for all floors not less than 1,650 square feet excluding the basement level.

3. Each single family residence shall have a minimum of a two stall attached garage with a minimum of 525 square feet with a maximum of a three stall garage with a maximum of 1,600 square feet.

4. The owner(s) of each lot, vacant or improved, shall keep his/hers lot or lots free of weeds and debris.

5. No obnoxious or offensive trade or activity shall be carried on upon any lot nor shall anything be done thereon which may be or become an annoyance or nuisance to the neighborhood.

6. All approaches and driveways in said subdivision shall be paved with concrete.

7. Owner of each lot shall comply with all requirements of the US Post Office for mail receptacles. All mailboxes shall be clustered or grouped for the units, and shall be placed between the curb line and the property line abutting the lots. The area around said mailboxes shall be kept free and clear by the owner of the lots on which said mailboxes are located. Location of the clustered mailboxes shall be reviewed and approved by the City of Cedar Falls, Iowa.

8. No old or used buildings shall be moved upon any of the lots in said subdivision for any purpose. Any auxiliary buildings or sheds must be built of the same or similar materials of the residential structure on the lot and have the same roof pitch and design as said residential structure.

9. No radio station or short-wave operators of any kind shall operate from any lot which shall cause interference with audio or visual reception upon any other lot. No exterior radio antenna shall be erected or maintained in or on the property. No satellite TV antenna or "Dish" may be maintained, constructed or erected on any lot unless it is constructed in the rear yard and

at least twenty feet from any property line and is shielded from the public view by shrubbery and landscaping. No dish larger than 24” will be allowed.

10. No dwelling on any lot of said subdivision shall be occupied until the exterior is completed and finished and the interior substantially completed and finished.

11. No bus, semi-tractor, RV, fifth-wheel camper, trailer or truck of any kind except what is commonly described as a “pick-up truck” shall be kept or parked on any lot or street in said subdivision for a period not to exceed twenty-four hours, after which said vehicle can not return to said subdivision for a period of five days, provided, however, that this prohibition shall not apply to such vehicles driven in said subdivision in pursuit of and in conducting their usual business.

12. All buildings erected on any lot in said subdivision shall be constructed in accordance with the Building, Plumbing, and Electrical Codes of the City of Cedar Falls, Iowa.

13. No animals, livestock, or poultry of any kind shall be raised, bred or kept on any lot, except that two dogs or cats maximum, or other household pets are allowed and then only if they are not kept, bred or maintained for any commercial purposes, such animals shall be kept under control so as not to constitute a public nuisance and must be kept in compliance with applicable zoning laws and regulations of the City of Cedar Falls, Black Hawk County, Iowa. Dog runs or dog kennels of any kind are prohibited.

14. Any and all fencing constructed on said lots shall have a minimum set back of one foot from any property line. Construction of any privacy fencing must have the support posts on the interior side of the fencing.

15. A four foot wide P.C.C. sidewalk four inches thick will be installed by the owner of said lot during or immediately after the construction of the residence on any particular lot, or within five years after the date the plat is filed in the office of the recorder of Black Hawk County, whichever is sooner and that the sidewalk be across the full width of the lot and on corner lots also. In the event that the City is required to construct the sidewalk, a lien or liens may only be imposed against the lot or lots which require city construction and no others in the subdivision.

16. No building or structure shall be erected, placed or altered on any lot in this subdivision until the building plans, and plot plan, showing all buildings, patios, and pools, and showing the location thereof, and side yard distances, rear yard distances, front yard distances, driveways, and walkways, and type of construction have been approved in writing as to conformity and harmony of the external design and quality workmanship and materials with existing structures in the subdivision by a representative of Panther Farms, LLC.

17. Factory-built housing or modular homes will not be allowed. Panelized homes may be allowed, but must meet the requirements of Panther Farms, LLC, as stated in the previous restriction.

18. The contractor or owner of any lot shall verify the depth of the sanitary sewer service line serving said lot to insure minimum drainage will be met prior to any footing or foundation work being completed. All sump pump lines must be buried and attached to the subdrain along the back of the P.C.C. curbed street. No sump lines will be allowed to dump directly onto the ground surface.

19. Each person or entity who is record owner of a fee or undivided fee interest in any lot shall be a member of the Homeowners Association to be known as Prairie Winds Homeowners Association. This shall not be construed to include persons or entities who hold an interest merely as security for the performance of an obligation. There shall be one vote per lot and each lot owner shall be a member of the Homeowners Association. Membership shall be appurtenant to and may be not separated from ownership of any lot; ownership of such lot shall be the sole qualification of membership.

The purpose of Prairie Winds Homeowners Association shall be to own and maintain the common area and green spaces of the development, including but not limited to Tracts "A" & "C" of Prairie Winds 1<sup>st</sup> Addition, the retention pond(s) and surrounding access (whether located in said subdivision or serving said subdivision but located outside thereof) and such other activities set forth in the Articles of Incorporation and Bylaws of the Association. Such ownership and maintenance shall include, but not be limited to, common neighborhood monument-type mailboxes, mowing, watering, including upkeep of any underground sprinkler system, snow removal of common areas, maintenance of the retention pond(s) water retention/detention area(s) including water quality issues set forth by the City of Cedar Falls in the Maintenance and Repair Agreement for Prairie Winds 1<sup>st</sup> Addition. Initially, the Developer, Panther Farms, LLC, shall perform the actual construction duties to establish the common area, green spaces, entrance, pond and surrounding access area.

The annual dues for the Association shall initially be set at \$\_\_\_\_\_ per lot per year beginning in \_\_\_\_\_, 2019. The Developer, Panther Farms, LLC, shall be exempt from any dues expense. The Association shall have the ability and authority to adjust annual dues as it deems appropriate to carry out the maintenance duties as described above.

20. The Owner and/or occupant of each Lot shall jointly and severally be responsible to keep in good order or to maintain the area between the curblin and the property line abutting their property including keeping said area free of holes, pitfalls, stumps of trees, fences, brick, stone, cement, stakes, posts or rods to which a metal, plastic or similar receptacle designed to hold newspapers are affixed, private irrigation or sprinkler systems, retaining walls, landscaping brick, block, stone, timber or other similar material, or any other similar obstructions.

21. Tract "A" to be deeded to the City of Cedar Falls, Iowa for street purposes.

22. Tract "B" shall be conveyed to the owner of adjoining Lot 1, Prairie Winds 1<sup>st</sup> Addition, City of Cedar Falls, Black Hawk County, Iowa. Tract "B" shall not be sold separately from said adjoining lot. Tract B cannot be developed other than for the sole purpose of being additional yard for said adjoining lot

PUBLIC IMPROVEMENTS REQUIRED  
IN  
PRAIRIE WINDS 5<sup>TH</sup> ADDITION PLAT

1. The Street(s) shown on the attached plat, will be brought to City grade and that the street will be sixty (60) feet, back of curb to back of curb, with approved hard surface pavement in accordance with the City of Cedar Falls, Standard Specifications unless otherwise specified as per approved construction plans.
2. Sanitary sewer, together with the necessary manholes and sewer service lines to all lots in the plat will be provided.
3. That underground utilities, as required by the Subdivision Ordinance of the City of Cedar Falls, Iowa, shall be installed.
4. That city water will be provided to all lots as required by the Cedar Falls Municipal utilities.
5. That municipal fire hydrant(s) will be provided as required by the Cedar Falls Public Safety Department.
6. That Storm sewer will be provided as specified by the City Engineer.
7. That handicap ramps will be provided as required by law.
8. All buildings erected on any lot in said subdivision shall be constructed in accordance with the building, plumbing and electrical codes of the City of Cedar Falls.
9. A five (5) foot easement is granted on the south five (5) feet of Lot 11 and the north five (5) feet of Lot 12 for a sidewalk. Developer shall not be required to install said sidewalk until the land to the west of said lots is developed. This requirement shall run with the land.
10. That the work improvements called herein shall be in accordance with the specifications of the City of Cedar Falls, Iowa, and performed under the supervision of the City Engineer. In the event that the developer, Panther Farms, LLC, it grantees and assigns fail to complete said work and improvements called for within one (1) year from the date of the acceptance of said final plat by the City of Cedar Falls, Iowa, the City may then make improvements and assess the costs of the same to the respective lots. The undersigned, for themselves, their successors, grantees and assigns, waive all statutory requirements of notice of time and place of hearing and agree that the City may install said improvements and assess the total costs thereof against the respective lots.
11. That the City may perform said work, levy the cost thereof as assessments, and the undersigned agree that said assessments so levied shall be a lien on the respective lots with the

same force and effect as though all legal provisions pertaining to the levy of such special assessments have been observed, and further authorize the City Clerk to certify such assessments to the County Auditor as assessments to be paid in installments as provided by law.

12. The Developer shall construct and install all required public improvements within the subdivision plat, to conform with approved construction plans which meet the specifications of the City of Cedar Falls, Iowa. Such required public improvements shall meet the following requirements:

- A. Shall be constructed and installed in a good and workmanlike manner;
- B. Shall be free of defects in workmanship or materials;
- C. Shall be free of any conditions that could result in structural or other failure of said improvements;
- D. Shall be constructed and installed in accordance with the design standards and technical standards established for such public improvements by the City and by Cedar Falls Utilities;
- E. Shall be constructed and installed in strict compliance with the minimum acceptable specifications for the construction of public improvements set forth in the Cedar Falls Code of Ordinances, including without limitation, Chapter 24, Subdivisions, and as such specifications shall be recommended for approval by the City Engineer from time to time, and approved by the city council.

13. The Developer’s construction plans are now on file in the Office of the City Engineer.

SIGNED and DATED this \_\_\_\_\_ day of \_\_\_\_\_, 2019

Panther Farms, LLC

\_\_\_\_\_  
Brent Dahlstrom, Manager

STATE OF IOWA, BLACK HAWK COUNTY: ss

On this \_\_\_\_ day of \_\_\_\_\_, 201\_\_, before me, the undersigned, a Notary Public in and for the State of Iowa, personally appeared Brent Dahlstrom, Manager of Panther Farms, LLC, to me known as the identical persons named in and who executed the foregoing instrument and acknowledged that they executed the same as their voluntary act and deed on behalf of Panther Farms, LLC.

\_\_\_\_\_  
Notary Public in and for the State of Iowa



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

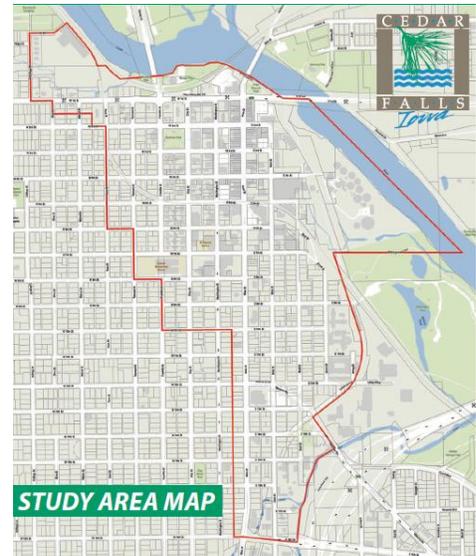
Planning & Community Services Division

TO: Planning & Zoning Commission
FROM: Karen Howard, AICP, Planning & Community Services Manager
Iris Lehmann, AICP, Planner II
DATE: October 3, 2019
SUBJECT: Discussion of the Public Review Draft of the Imagine Downtown! – Vision Plan

The draft of the Imagine Downtown! – Vision Plan was released for public review on September 26th, 2019 and is available for viewing and download on the project webpage: www.ourcedarfalls.com . Copies of the draft plan will also be available for viewing at City Hall and the Public Library. At the Planning and Zoning Commission meeting on October 9th staff is seeking feedback from both the Commission and public. Comments collected will be forwarded to the Consultant.

Project Background

Cedar Falls has a thriving 24-hour downtown. This success creates momentum for additional investment in Downtown. However, the City has been operating under development standards and processes, some of which were originally established 50 years ago. These regulations have been refined over time, including the recently amended CBD overlay district, created to preserve and protect the character of the historic Downtown core. However, there was a recognition that more needed to be done to guide future growth in the Downtown District and the surrounding neighborhoods to meet the current and future needs of the community. Therefore, the City initiated the Imagine Downtown! Visioning Project. The project has two phases, an extensive community visioning effort, followed by development of zoning tools to implement the vision. The study area includes the central business district (CBD) and areas surrounding the CBD that transition into the traditional residential neighborhoods to the west. It also includes the extended Main Street corridor and neighborhood areas immediately south and northwest of the downtown along the south side of the Cedar River (see map above).



On Wednesday, September 25 at 6:30 PM, immediately following the regularly scheduled Planning & Zoning Commission meeting, there was a presentation of the public review draft of the Imagine Downtown! Vision Plan, followed by Q&A and a public open house. There was a good turnout at the meeting and the public was encouraged to review the plan in detail and

provide their feedback.

### **Project Summary**

The *Imagine Downtown!* Vision Plan is the result of an extensive public engagement process that kicked off last April 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. This initial work provided the basis for an intensive 6-day Community Design Charrette, which included a hands-on workshop where the public was invited to share their aspirations for the future, technical meetings to ensure that the plan would be grounded in reality, an open design studio where the public was invited to drop in throughout the week to view the plan in progress and provide additional feedback, a lunch and learn session on downtown mobility, and a report-out presentation on the last day of the charrette to present the plan-in-progress based on the big ideas gathered during the week. Over the last several months, the consultant team, led by Ferrell Madden, has refined and fleshed out the plan and it is now ready for public review.

The *Imagine Downtown!* Vision Plan will provide a road map for growth and development in and around Downtown Cedar Falls. 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 downtown, which will be reflected in new zoning standards that will be developed in phase two of the project.

### **Staff Recommendation**

The Community Development Department recommends that the Commission discuss and provide any direction regarding the Public Review Draft of the *Imagine Downtown! – Vision Plan*, considering any feedback from the public. It is anticipated that the plan will be brought back to the Commission to make a recommendation to the City Council at the October 23 meeting.

If you have any questions, please contact Karen Howard or Iris Lehmann.

# IMAGINE DOWNTOWN!

## Cedar Falls Downtown Vision Plan



Public Review Draft  
September 2019



**OUR CEDAR FALLS**

*Downtown*  
Imagine the possibilities!



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## INTRODUCTION

City leadership, Community Main Street, and local business owners have worked together to revitalize Main Street and create a vibrant destination for boutique shopping, restaurants, and other entertainment opportunities. Following this success, Downtown Cedar Falls is currently experiencing development pressures, but the City’s aspirations for the scale and character of future growth have not been well-defined. Even with the recent refinement to the design review standards for the Central Business District overlay district, the development review and approval process remains subjective due to vague standards, with new projects often requiring unique “one-off” negotiations between the city and developers. This consumes substantial staff, planning commission, and city council time, and creates uncertainty for developers and neighbors alike. This process adds to overall project costs, (with much of the additional cost going into the approval process rather than into the project itself). This is reflected in the scale<sup>1</sup>—only larger developers and projects can afford the time and expense required for potential negotiation and project redesign—and price points of recent Downtown development, which have been well above average for Downtown and the City on the whole. The opportunities for small scale incremental infill, and the potential to reach a broader residential and commercial market segment, are greatly limited under the current scenario.

Recognizing the need, the City initiated a process for a Downtown vision plan and zoning code update to provide a road map for growth and development: *Imagine Downtown! Cedar Falls Downtown Vision Plan*. (Hereafter, *Imagine Downtown Project/Plan*.) The plan will provide a general framework for public policy decisions and investment, in tandem with clear aspirations for the scale and character of private development in Downtown and the adjacent neighborhoods, to be followed by new objective development standards.

Throughout the Downtown visioning process, the Cedar Falls community—elected officials, business and property owners, and residents—consistently indicated a desire for an economically viable, walkable, mixed-use Downtown, surrounded by neighborhoods that provide a range of housing options in close proximity to the goods and services of daily life.

The *Imagine Downtown Plan* includes: an overview of the planning process; a summary of input gathered from the community during kick-off events; consultant team analysis; the “Big Ideas” (the main concepts) from the Community Hands-On Visioning Workshop; prototypical redevelopment scenarios; and recommendations for implementing the community vision.

This plan is graphic intensive, aiming to help community members visualize change before it occurs. Many of the changes recommended in the plan are shown using “before-and-after” images, in the context of 2019 Cedar Falls.

As in many communities, a segment of the population is concerned about change, perhaps understandably, because the current policies and regulations do not produce predictable outcomes. However, development pressures exist, and in a healthy, dynamic city, change will occur; the City should make every effort to harness and guide that change in a positive direction. This plan envisions incremental growth within the current Downtown context, building on the success of the past while recognizing the importance of growth and development to maintaining a livable and economically vibrant city.

Although the plan report is organized around the visioning process, individual issues, prospective “what if” design scenarios, and approaches to implementation, all are interrelated and should be viewed holistically. Urban design and revitalization issues are multifaceted. Achieving the vision will take place over a number of years, or even decades, and require multiple tools and approaches, frequently used in conjunction with one another. The implementation tools used—whether policy, regulatory or financial—should be coordinated to support and reinforce the overarching vision.

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<sup>1</sup> Note: As the scale of development projects increase, the probability that the developers, architects, builders, and owners are from out-of-town increases as well, with related revenues also leaving the community.

## VISIONING PROCESS AND PLAN RECOMMENDATIONS

Prior to the Community Hands-On Visioning Workshop, the consultant team conducted stakeholder interviews, completed site analysis of the study area, reviewed the recent parking study, and studied the current demographics and market information for Cedar Falls. All of this information was used in conjunction with the community aspirations, to test different development scenarios against the market realities and within the Downtown context, and to establish a framework for future growth and development. The *Imagine Downtown Plan* anticipates the public and private sector working together—with the public sector “setting the table” for growth through investment in the public realm and establishing rules to provide certainty for the private sector to invest and (re)develop, fulfilling the community vision.

The Plan addresses several topics and includes recommendations for creating a vibrant, mixed-use, walkable district. These can broadly be identified as either matters of physical design and placemaking; or technical policy and management issues, to help implement or reinforce the community vision. Some topics fall into both categories and many are interrelated. These design concepts and policy recommendations include the following.

**Increase the “sense of place” throughout Downtown.** Build on the historic character and success of the Main Street Parkade.

**Define the public realm with active building facades and additional street trees.** Rules for new development should help to further define and enhance the public realm—typically the public streets and sidewalks (from building face to building face) as well as parks and squares. The uses inside the buildings can and will change over time; but if the buildings are well designed for an urban context and made of durable materials, they will continually be reused, just as those along the Main Street Parkade have been (many for more than a century).

**Recognize that Downtown (and nearby neighborhoods) are not the same as the rest of the City.** The rules and processes for development should reinforce placemaking concepts at the street and block level, rather than parcel-by-parcel, so that in the future, Downtown becomes much more than the sum of its parts. 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 other public spaces throughout the district.

**Design Downtown Gateways to provide a sense of arrival.** Gateways are much stronger when the streetscape and built environment work together to narrow the perceived roadway width and slow traffic, signaling that people are entering a special place—one designed for people rather than cars. Much more than simple signage (*Welcome to Cedar Falls!*) a true gateway creates a welcoming environment for pedestrians and cyclists alike.

**Expand beyond the success of the Parkade as a destination environment.** Move beyond Main Street and provide more opportunities for living and working downtown for people of all ages and a range of socioeconomic levels. (This can help balance the parking management concerns through greater trip capture and the creation of a “park once” environment.)

**Implement the street and sidewalk rebuilding program to improve the pedestrian environment and enhance walkability.** This effort should include the planting of street trees throughout the district. The existing street and block network is a great framework for people to move in and around Downtown efficiently. The targeted public investment in the pedestrian realm will make walking a more viable transportation option and encourage more reinvestment by current property owners as well as new infill development. The importance of street trees cannot be overestimated. Not only do they provide shade and assist with stormwater runoff, they help to define the pedestrian realm, increase pedestrian comfort, and calm traffic. In addition, in a built-out condition such as Downtown Cedar Falls, with limited opportunity to create new public green space, streets should be celebrated as the preeminent public space that they are.

**Understand the market and use it to create more housing and employment options.** Cedar Falls cannot grow in a slow and consistent manner. Downtown provides a unique environment for living and working that cannot be replicated in the newer portions of the City. Emptynesters, millennials, and employers are looking for “sense of place” when choosing where to locate. There are opportunities to provide work spaces and a range of housing options for people who are looking for a “live-work-play” environment—whether millennials, young entrepreneurs, emptynesters, or snowbirds—that can support a walkable “car free” (or one car rather than two) environment. Many young people who currently work in the food and beverage sector in Downtown expressed an interest in living nearby, but cannot afford to. Enabling a broader range of development options will provide a wider range of prices and create a more diverse housing stock in close proximity to a range of job opportunities.

**Change the rules for development.** The context analysis included a review of the current zoning and development review process. The consensus during the public visioning process was that new development should respect the existing context. However, there is currently a mismatch between the existing built environment, the current zoning, and the community aspirations for the future. This plan illustrates ways for context-sensitive growth, while permitting infill development that can accommodate both more intensity and the variety of uses currently allowed.

**Create a consistent process for development review and approval.** Establish more objective design and development standards and use refined zoning requirements as one tool in a new approach to parking management.

**Manage and carefully increase the parking supply.** The Downtown parking study provides a wealth of information and approaches to parking management. This plan builds upon several of those through a lens of placemaking and walkability, and recommends updating the current requirements in order to achieve the desired outcomes. Parking supply should support the goals of the *Imagine Downtown Plan*—not be an end in-and-of itself.

**Update the current parking requirements.** The location, design, and quantity of parking are all important in the context of a walkable, mixed-use environment—and there are mechanisms for addressing all three. Downtown is different from the rest of the City, and parking should be managed accordingly. While an appropriate amount of parking is necessary to support residential development, requirements for parking over and above what the residential market demands will simply add to the per unit cost of the housing. At the same time, simply relying on the existing parking supply will not support additional Downtown growth. As growth occurs, some additional strategically located public parking will be necessary to create the supply needed to support a “park once” environment—one in which Downtown visitors and customers can undertake several activities on foot (without having to move their car). Multiple strategies will be needed to finance, develop, and manage new publicly-available parking. Requiring private, exclusive parking on each individual downtown lot will detract from the envisioned walkable environment and hinder the creation of a shared parking supply. (The existing patchwork of unattractive, underutilized private surface parking lots scattered throughout Downtown are evidence of this previous approach.)<sup>2</sup>

## CONCLUSION

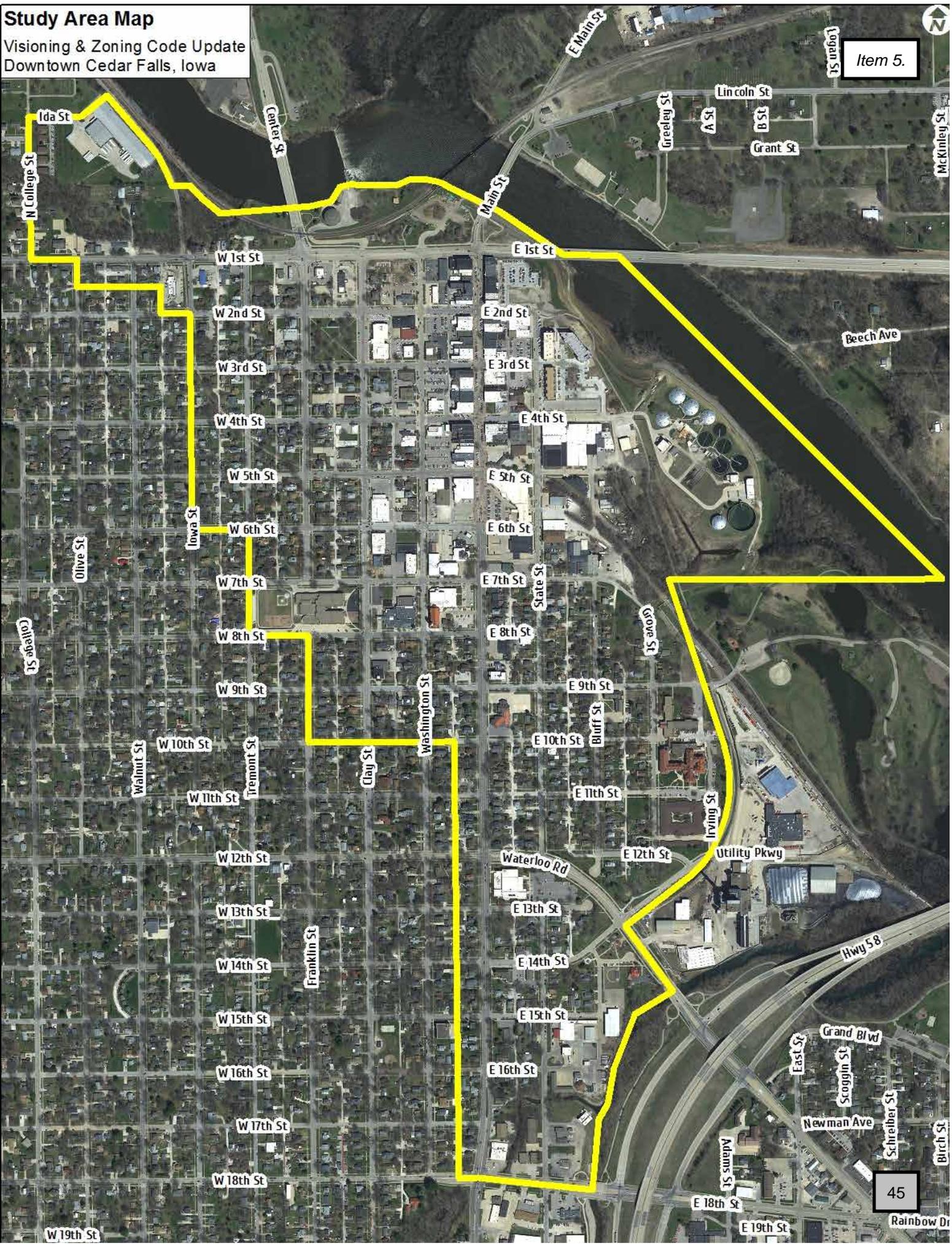
The City initiated the visioning and zoning code update process to provide a framework for future growth and development. The goal of the *Imagine Downtown Plan* is to define that framework—building on the community aspirations, and incorporating several urban design and placemaking principles—within the existing Cedar Falls context; not to prescribe specific building designs. This community vision will also lay the foundation for updating the zoning and other development regulations for Downtown. The plan provides illustrations of one or more ways in which development could occur, over time, on prototypical study area sites. Each example addresses one or more of the plan goals and recommendations to achieve the community vision for a compact, walkable, mixed-use district. These concepts (and more) are further defined, explored and illustrated through “before and after” computer visualizations, photo examples, and drawings in the *Imagine Downtown Plan* that follows.

<sup>2</sup> Note: The development of a publicly-owned, single-use parking ramp is not a good option. Not only are they expensive, they damage the city fabric, creating a dead zone along the streets they abut. This plan envisions the development of a mixed-use ramp, as illustrated in the project prototypes on pages 46 - 59.

# Study Area Map

Visioning & Zoning Code Update  
Downtown Cedar Falls, Iowa

Item 5.



# PROJECT INTRODUCTION

Item 5.

*The **Imagine Downtown Project** is an interdisciplinary, multi-month public process to engage the community in the development of a vision for the future of Downtown, and update the city's development regulations to implement that vision.*

## BACKGROUND

Downtown Cedar Falls has seen a recent increase in development pressure. Without clear direction for future growth, the City has been operating under development standards and processes that were originally established approximately 50 years ago. These regulations have been refined over time, including the recently amended CBD overlay district, created to preserve and protect the character of the historic Downtown core. However, these efforts have only been partially successful. They have not provided the in-depth and holistic approach needed to direct future growth for a walkable, mixed-use district such as Downtown and the nearby neighborhoods. Recognizing this situation, the City initiated the *Imagine Downtown Project*, soliciting consultant teams to work with the City to complete a two-phase project: an extensive public visioning process and a zoning code update to implement the new vision plan.

As stated in the City's Request for Qualifications and Proposals:

*Historic Downtown Cedar Falls has a thriving main street with over 30 unique shops and boutiques, numerous restaurants and bars, hotels, offices, an active co-working/entrepreneurial center and a growing number of residential condominiums and apartments. Downtown is surrounded by older traditional neighborhoods laid out in a gridded street pattern. While the surrounding residential neighborhoods have a predominately single-family character, there is a large demand for student rental housing and many older homes have been divided into apartments. Demand is also high among more permanent residents for intact homes with historic character located within walking distance of Downtown and UNI.*

*Increased development pressure for new housing and business opportunities in the Downtown and surrounding neighborhoods has prompted the need for updated zoning to guide future development in a manner that is consistent with the community's vision.*

The Downtown Study Area includes all of the parcels that are adjacent to Main Street and south and west of the Cedar River, and currently zoned C-1, C-2, and C-3 (which permit retail, office, professional services, lodging, and several other commercial uses); or R-3 and R-4, (which permit "medium density" residential uses along with some office, professional service, and lodging), regardless of the current uses. (*See the map at left.*) The *Imagine Downtown Plan* is the result of the public process for envisioning the future of this area.

## THE PROCESS

Prior to a public kick-off event in April 2019, the City Council established project priorities (*highlighted on the next page*) to provide a guiding framework for the public outreach, design charrette workshop, and plan that follow.

The visioning process began in the early spring of 2019. The consultant team conducted a series of stakeholder interviews; analyzed the project study area to understand the historic and recent development patterns; and toured the entire City to gain greater appreciation of Downtown within the larger urban design, planning and economic context of Cedar Falls. The team also led a public kick-off event to engage the community on topics related to placemaking and gather input on local perceptions of Downtown and the surrounding neighborhoods.

Before and after the kick-off event, the team worked off-site by reviewing the existing zoning code, the recently completed parking study, and current economic, demographic, and traffic data.

The project has a website ([www.OurCedarFalls.com](http://www.OurCedarFalls.com)) to provide information and updates, including video of the public presentations, as well as to solicit additional community input from individuals who were unable to attend the various public events.

These activities laid the foundation for the *Imagine Downtown! Public Design Charrette* the first week in June. The charrette week included:

- a Saturday morning public hands-on design workshop in which community members literally drew their aspirations for the future of Downtown;
- an open design studio, where the team worked on those ideas, building on the community input, and the public was welcome to drop-in;
- a “brown bag lunch-and-learn” session on the topics of downtown mobility and parking; and
- technical meetings to verify that the workshop design ideas would work in the physical and economic context of Cedar Falls.

The week was capped by a public “work-in-progress” presentation, to make sure the team understood what the community had said and was on the right track before further developing and refining the *Imagine Downtown Plan*.

*The analysis and charrette week activities are described in greater detail in the next sections, with the full Imagine Downtown Plan beginning on p.29.*



Project webpage for Our Cedar Falls



## OUR CEDAR FALLS

*Downtown*  
Imagine the possibilities!

### Cedar Falls City Council Downtown Vision Plan Project Priorities Adopted April 1, 2019

1. Create a thoughtful vision plan to manage change in the community over time.
  - Reflect on the past, consider the present, look to the future.
  - Respect the rich history and culture of Downtown Cedar Falls.
  - Maintain authenticity.
2. Vision will be based on broad community input, gathered through a robust community outreach process.
  - Re-affirm ongoing community efforts and explore new ideas.
3. Create a safe and welcoming process to explore new ideas.
  - Feedback is appreciated... and essential!
  - All ideas are welcome.
  - Think forward, what is your version of downtown?
  - What do you like about the past? Going forward?
4. Take into account market realities, changing demographics for all types of development, and diversity of uses.
  - Future Technology needs
  - Future Transportation needs
  - Future Housing needs
5. Build on our success! Maintain/foster a unique sense of place.
  - Historic main street character
  - Pedestrian-oriented Design
  - Explore the desired character of streets (State Street, Washington Street, Clay Street, etc.)
6. Encourage economic development based on the adapted vision.
  - Maintain/enhance existing properties
  - Encourage new development
  - Invest in public infrastructure to support the vision
  - Tailor financial incentives and economic development grants to support projects that further public goals, provide elements of community benefit, or demonstrate exceptional design.
7. Establish clear and objective zoning standards to achieve the adopted community vision.



*Prior to the visioning effort, the team studied Downtown Cedar Falls, including: stakeholder interviews and general public engagement to gather local perspectives on the current activities, market, and development review processes in the City; on-site analysis of the built and natural environments; analysis of local market conditions and demographics; and review of existing policies, regulations, and recent studies.*

## **PUBLIC ENGAGEMENT: UNDERSTANDING CURRENT PERCEPTIONS AND ACTIVITIES**

Gathering public input and ideas was a priority for the *Imagine Downtown Project* and *Plan*. The engagement effort included a series of stakeholder interviews, several public events, and an interactive project website (both to provide general information and to communicate with, and provide an opportunity for participation to, an audience that may not have attended any of the public meetings.) This is a Community Vision—and its very foundation is the aspirations of the residents for the future of their city.

### **Stakeholder Interviews**

In the spring of 2019, the consultant team interviewed a broad cross-section of stakeholders, including: business and property owners; retail, restaurant, and bar owners; local developers, architects, and real estate professionals; Community Main Street board members; City planning and community development staff; City department directors; and the “parking study implementation staff”.

The consistent themes and concerns identified by the diverse groups included:

- the importance of maintaining the “small town feel” of Main Street while allowing for growth and change elsewhere in Downtown;
- the lack of significant office space in Downtown;
- a recognition that Downtown has thrived as a specialty destination for the past few decades, dependent on boutique shops and restaurants, but that the market dynamic is changing, with the demand for residences, offices, and related daily services;
- the need to better manage the existing parking;
- the need to increase the supply of publicly available parking in order to support growth; and
- a desire for the City to support both small scale reinvestment and revitalization and medium scale redevelopment within the Downtown context.

# Public Kick-Off Event

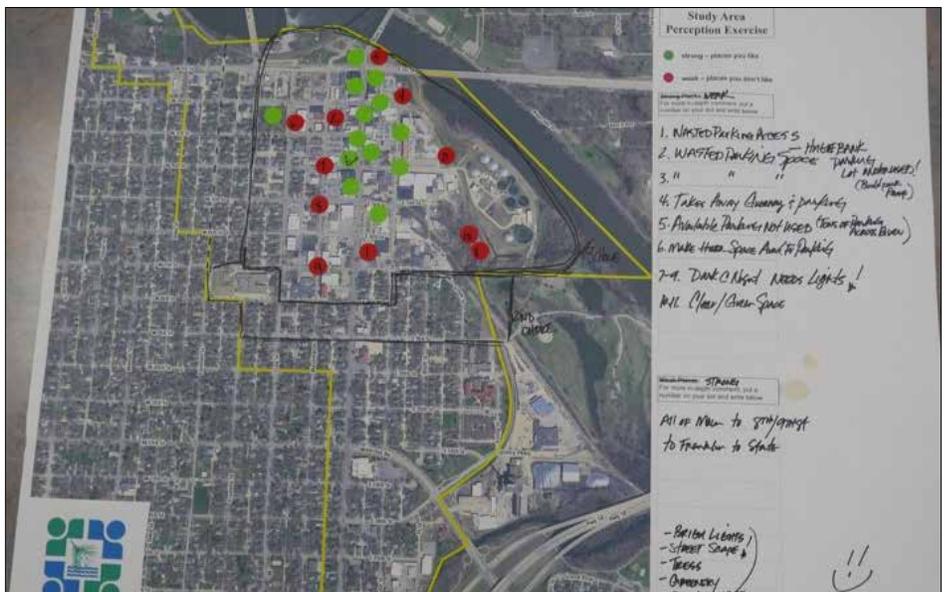
Item 5.

Close to 100 community members attended the *Imagine Downtown!* Kick-Off Event at the Community Center in April. Following a welcome by the mayor, the consultant team provided a project overview and a visual introduction to urban design concepts, such as placemaking, urban form and character, and walkability. (The Kick-Off slideshow is available for download from the Document Library in the project website ([www.ourcedarfalls.com](http://www.ourcedarfalls.com)) and a video of the presentation is available on YouTube here: <https://youtu.be/H2yRj3L0wLo>)



After the opening presentation, the team used several activities to engage participants, promote discussion and gather input—to get to know Cedar Falls and understand some of the issues and concerns that the *Imagine Downtown Vision Plan* needed to address. The engagement activities included:

- a small group mapping exercise with two components—first, people marked what they considered to be the edges of “downtown”; and second, they identified areas of “strength and weakness” in the Downtown study area (those locations that they liked or felt need improvement) by marking them with green and red stickers;
- a visual preference exercise, in which attendees could “vote” on images of buildings, streetscapes, and parking, to indicate whether they felt the character and scale were appropriate for future development in Downtown and nearby neighborhoods; and
- a survey about when, how, and why individuals come downtown.



OUR CEDAR FALLS  
*Downtown*  
Imagine the possibilities!

Cedar Falls, Iowa  
Public Kick-Off Meeting  
April 2, 2019  
Visual Preference Exercise  
**RESULTS**

**BOARD A**

**Adjacent Neighborhoods – Small to Medium Scale Residential**


Although only a snapshot of opinions, the visual preference exercise revealed several consistent community “likes” and “dislikes.” Some highlights:

*Small and medium scale residential development in nearby neighborhoods*

- Preferred – small front yards, 2-3 stories, with architectural detailing
- Not preferred – no front yard, garages or parking in front, continuous repetitive designs

*Medium to large scale residential buildings in Downtown*

- Preferred – street-oriented buildings with fine-grained architectural details
- Not preferred – buildings oriented toward parking lots with minimal and monotonous detailing

*The street-space or public realm (the area between the building façade and the curbs)*

- Preferred – generous sidewalks with street trees and active ground floor spaces
- Not preferred – narrow sidewalks, lack of street trees, and inactive street frontage

*Downtown parking*

- Preferred – on street or in mixed-use parking structures
- Not preferred – exposed parking structures or surface lots

A tally of the visual preference exercise is provided in the *Appendix*.

The kick-off survey revealed two key things: that most participants come downtown frequently for destination shopping, eating, and special events; and that the majority who do not live Downtown arrive via private automobile, although a significant number also walk and ride their bicycles. The survey results and individual comments are provided in the *Appendix*.



Preferred Public Realm



Preferred Public Realm



Not Preferred Public Realm



Not Preferred Public Realm



Preferred Downtown Parking



Preferred Downtown Parking



Not Preferred Downtown Parking



Not Preferred Downtown Parking

# Studying the Context

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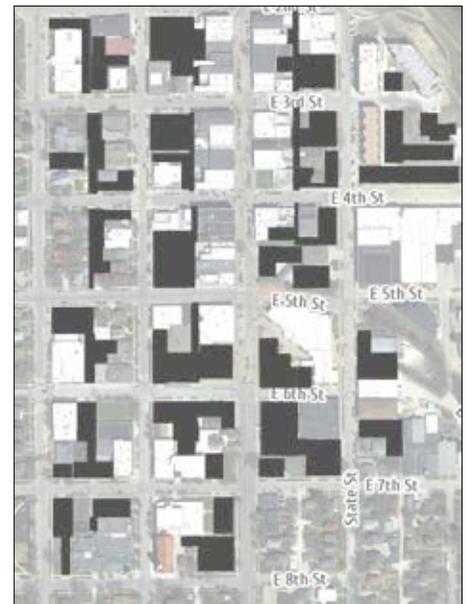
## Site Analysis: Understanding the Physical Context

The team drove and walked around the entire study area to experience the existing physical context, noting the character of historic and recent development, taking photographs and identifying potential (prototypical) redevelopment sites. Street widths, traffic patterns, parking locations and availability, public open spaces, and the existence and health of street trees were also documented.

The team examined the overall pedestrian experience based on details such as: interesting shopfronts and active building facades (or the lack thereof); available activities and potential destinations; sidewalk maintenance; street lights; and the visibility and clarity of wayfinding signage.

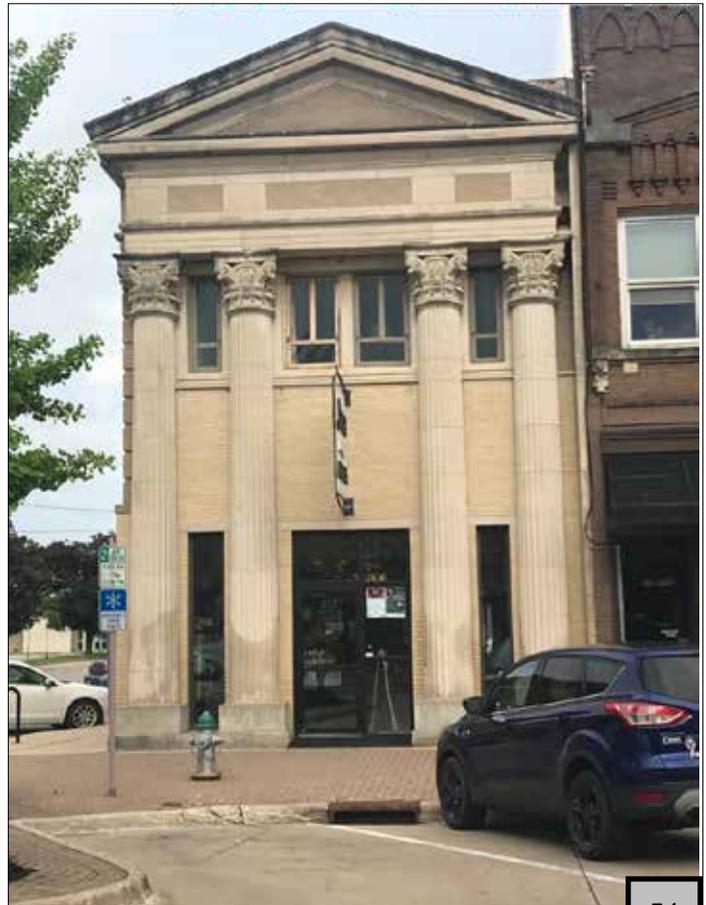
Several features of particular importance were identified:

- the interconnected street and block grid (with minimal interruption) throughout the study area;
- the vitality of the Parkade and its antithesis along the intersecting side streets, State Street and Washington Street;
- the historic buildings along with some more recent examples of “what not to do” when building in an urban or traditional neighborhood environment;
- the high ratio of surface parking lots to building; and
- the proximity to (yet disconnection from) the Cedar River, parks, and bike trails.



## Understanding Cedar Falls

The study area has a wide range of buildings, both historical and relatively new. The team found construction in progress in the Downtown area, a thriving Parkade, unique architecture, and new residential buildings just off Main Street. Activities ranged from religious to residential; from civic and institutional to recreation and entertainment.





## Economic and Demographic Context

The economic and market analysis was based on local demographic, tax base, and real estate data in combination with stakeholder interviews. Key findings included the following.

Cedar Falls is growing slowly but consistently. Similar to national trends, the market is calling for housing in mixed-use, walkable environments, particularly for millennial, empty nester, and snowbird demographic groups. The most logical location to fulfill this demand locally is in Downtown and the nearby neighborhoods.

Office demand typically follows the workforce to these walkable locations; and the greater intensity of residents and employees will generate more retail customers for daily goods and services and greater vitality throughout the day and week.

It will also be important to maintain the retail concentration along the Parkade and immediate side streets. With the current upheaval in the retail industry (and the over-supply of locations with retail zoning) expanding retail in Downtown should only be done very judiciously; it should be discouraged further south on Main or west on 1st Street, beyond a conventional walking distance.

Downtown parking requirements need to be “right-sized”—parking demand is declining in mixed-use environments with more people able to walk or bike to their destinations, many couples going from two cars to one, and ride-share services becoming more prevalent. Over-prescribing private off-street parking adds significantly to construction costs, wastes valuable downtown land, and will require higher rents and sales prices.

The City will need to facilitate the desired character of development to fulfill the community vision. Two important steps are to simplify the zoning with clear rules and accelerate the approval process. Predictability will be the key to private investment decisions. The zoning will also need to be updated to serve multiple markets, providing a range of housing options that are appropriate to the scale and context of Downtown and the nearby neighborhoods.

The full *Market Considerations* report is provided in the Appendix.

## DOWNTOWN MOBILITY

Downtowns are different. A mobility system for a successful downtown considers movement of people by a myriad of options: walking, bicycling, riding transit, and driving. The conventional metrics of roadway capacity, efficiency, vehicular level of service (LOS) and vehicular delays (and providing parking on every lot) as people move from Point A to Point B should not be the sole determinant of street design or size in urban contexts. In no other context is the City's Complete Streets policy more important than in Downtown; simply put, getting the design of the street "right" can mean the difference between a vibrant, walkable, and economically successful Downtown and a downtown that motorists "zip" through without any consideration of visiting. The overall goal is to move people, not just cars.

Downtowns are fundamentally different than conventional suburban development—the land use patterns provide a wide range of activities and services in very close proximity, which unlike suburban development, place trip origins and destinations in such proximity that active modes of transport such as walking or cycling can be more attractive than driving.

- Downtowns should give residents and visitors true choices about their mode of travel—walking, bicycling, ride-sharing, taking transit, and driving. Individuals can choose the mode that is best suited for their current trip or activity.
- Current trends show an increased interest for multi-modal places, across different age groups. Recent research has shown that millennials are less interested in car ownership than other age groups; in fact, nearly 40% of 16-year olds do not have a drivers' license. These groups desire places where they can live, work, and play without being hostage to the constant need for a personal motor vehicle.
- People are motivated to choose different travel options for a range of reasons, from efficiency or convenience, to economic (save money), health (get exercise), and environment (reduce carbon footprint).
- Downtown Cedar Falls and the adjacent neighborhoods are ideally suited to provide a multi-modal environment. The interconnected street and block network and the compact size of the district provide a great framework for walkability. It should be easy for people to move in and around Downtown safely and efficiently.
- Walkable environments get higher rents for office, retail, and residential spaces (and increase home values.)
- The existing Downtown core area is about the same size (walking distance) as the Cedar Falls Wal-Mart and Target parking lots. All three have destinations that are within a 5-minute walk of where someone might park their car. However, the suburban uses are bordered by roads that are hostile for pedestrians, where the Downtown is inviting to pedestrians and can be more so with careful consideration of street environments as articulated in this Plan.

Cedar Falls has a visible bicycling community (as evidenced by the downtown shops and the existing bicycling trails). If similar to other US cities, the City has a small group of "strong and fearless" bicyclists who will ride in almost any environment; however, almost 70% of people fall into the "enthused and confident" and "interested but concerned" groups that have been proven to increase usage with improved facilities and infrastructure. By better connecting facilities and making the street environment conducive to and safe for use by this 70%, bicycling can be a practical and efficient mode of transportation (rather than just for recreation).

From an economic development perspective, cities that invest in cycling infrastructure such as trails, greenways, and on-street cycling facilities see reinvestment in the community to tap the visitors using the newly available mode of transportation. Greenville, SC and Travelers Rest, SC have seen significant economic impacts as a result of the Swamp Rabbit Trail; the communities in Northwest Arkansas have seen significant returns on the investment made in the Razorback Regional Greenway touching multiple downtowns; and even urban areas such as Memphis have seen significant returns on the on-street infrastructure of facilities like the Hampline in Midtown Memphis, to the tune of over 30 new businesses and over \$30 million in redevelopment in a 5-year period.

Transit today is not a viable option for Downtown, but could become one if future development is planned and configured to be “transit-ready” with increased residential and employment intensity in key locations and improved walkability (as all transit-users are pedestrians at one or both ends of their trip). Creating streets that are walkable will also mean closing gaps in current modes and will create streets that are “transit-ready” for such time as when improved transit service could be implemented.

Slowing automobile speeds (through traffic calming measures such as narrowing lanes) in the Downtown will improve the walking, biking, and retail environments. Studies have shown that the likelihood of survival in a pedestrian crash with a motor vehicle decreases exponentially as speed goes up; likelihood of surviving a 20 mph crash is 85%, while survival of a 40 mph crash is only 15%. Benefits of reducing vehicle speed in a downtown district are as follows:

- Pedestrian and bicycle activity increases with improved safety.
- Easier street crossing increases the likelihood that people will shop on both sides of the street.
- Slower moving drivers (and passengers) are better able to see what is happening beyond the curbs, and therefore more likely to stop (or return) to shop or eat.

A more balanced approach to mobility should consider the following:

- the livability and balance of the district;
- “complete streets” that incorporate context sensitive design and solutions;
- the relationship between land use and transportation;
- compact growth and development; and
- “right-sized” parking (that addresses type, location, and quantity).

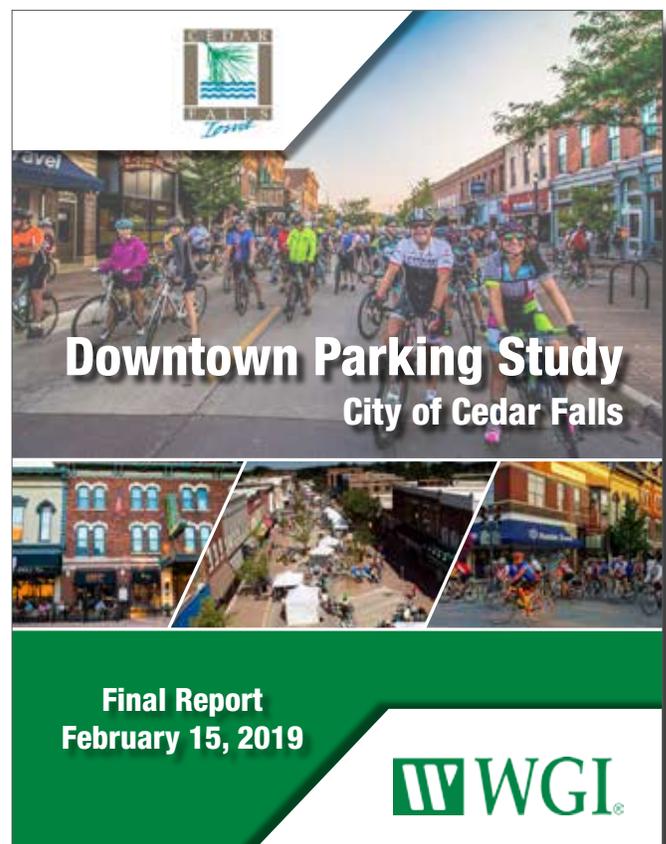
The result should contribute to the overall health of the community: personal (people exercise more through daily activities), economic (walkable places generate more economic returns), and ecological (less pavement equates to less heat and less runoff, which can mitigate flooding concerns).

## DOWNTOWN PARKING

The design team reviewed the recent *Downtown Parking Study* through the lens of urban design and placemaking with its on-site analysis and the community design charrette being especially influential. While generally in agreement with the proposed approach, the team recommends that a few of the strategies be revisited, with time lines accelerated and actions pursued more aggressively to better support the goals and vision of the *Imagine Downtown Plan*.

Currently, most people who visit Downtown arrive by private automobile. These numbers will shift with improved walkability and bicycle connectivity, as well as with continued development of new infill housing opportunities in the Downtown. However, in order to support the economic viability of Downtown, Cedar Falls will continue to need a supply of publicly-available, appropriately located and priced, short- and long-term parking for the immediate future.

One of the primary *Imagine Downtown Plan* recommendations is to establish Downtown as a “park once” environment. There are multiple tools and approaches to accomplish this, but the foundation will be a supply of publicly-available shared parking. An increased



emphasis on the pedestrian realm and improved walkability through careful complete street design is also important.

Within the context of the broader Downtown urban design and mobility analysis, and building on the parking management strategies in the *Downtown Parking Study*, the following should be key implementation priorities to produce the desired environment (and parking supply).

- **Revise the current parking standards as part of the zoning update.** (There are currently no parking standards for Downtown commercial development and 2-plus spaces are required per residential unit.) This does not mean requiring parking to be provided on every redevelopment parcel in Downtown, which would undermine the vision for downtown by eroding the building fabric (*see text box at right*), but rather the new parking requirements should be used as a mechanism for producing additional shared parking in appropriate locations.
- **Target parking supply and management for short- and long-term users.** The needs of short-term parkers, such as Downtown visitors and customers of retail and restaurants, should be addressed with on-street parking and strategically located shared parking. These spaces should be appropriately priced and managed to encourage regular turnover to ensure the constant availability of short-term parking. The needs of long-term parkers, such as Downtown service employees, office workers, and residents, will require different strategies, ranging from an appropriate level of on-site parking to shared off-street parking, depending on context. To encourage full utilization of upper floors in existing Main Street buildings, allow long-term parking to be accommodated through an off-site permit system, since on-site parking is typically not possible.
- **Establish a phased process for changing the approach to Downtown parking management and fees.** This process might include a combination of: education, branding/way-finding, an evening valet system, additional shared parking agreements, a validation system for remote public lots to provide the first two hours for free, discounted pricing for weekly or monthly users, etc. so that the public will gain a comfort level with the new approach to Downtown parking as it is phased in. Depending on the rate of redevelopment in Downtown, these tools may be needed sooner rather than later. Ultimately, the on-street parking spaces in Downtown should be monetized, when needed, as part of the funding stream for a public/private mixed-use parking ramp and the overall Downtown parking management. (The city is currently giving away the most valuable spaces for free, with the expectation that people will pay to park further away from their destination in city-controlled lots. In reality, the reverse is true; the on-street spaces are the most valuable for their convenience and proximity to the Downtown attractions. Once the walkability/pedestrian realm is improved as more streets are “completed” per the recommendations in this report, people will also be more willing to walk a block or two for free or less expensive parking.)
- **Identify potential sites for a public/private partnership parking ramp.** (And develop a funding strategy for public participation.) Any such ramp should be located adjacent to Downtown activity centers and use the mixed-use design parameters provided later in this Imagine Downtown Plan.

### Why Rethink Parking Requirements?

Requiring each future infill or redevelopment project to provide all of its parking on-site will work against the environment envisioned in the **Imagine Downtown Plan** for the following reasons.

- On-site parking reduces the redevelopment potential of individual lots.
- Surface lots limit the developable area and create “dead zones” on the street if poorly located.
- Structured parking, whether above grade or underground, dramatically increases the cost of redevelopment (and therefore the cost of new units).
- In addition, having exclusive (single-user) surface parking on each lot will increase the distance between different uses or activities, thereby decreasing the walkability of the overall district. This kind of parking typically sits empty during the 8-16 hours of the day when the designated “user” is elsewhere (work, home, shopping, etc.)

- **Consider a range of financing options for a parking ramp.** This could include the establishment of a “fee-in-lieu” system, tied to any new parking requirements in the zoning update, to fund the creation of shared off-site parking. In addition to parking fees, a mixed-use ramp should also create revenue by leasing active-use ground floor spaces—whether retail or office. Other potential financing streams include the dedication of all Downtown on-street parking revenues, the use of TIF, and SSMID funds.
- **Continue to implement the parking study strategies.** Set triggers for next steps in the overall strategy. Evaluate each step’s effectiveness, and adjust when appropriate, as each parking strategy is implemented.

There is currently a mismatch between the existing built environment of the Downtown study area, the current zoning code, and the community aspirations for the future of Downtown Cedar Falls. The core of the current zoning code, including the residential districts, dates to 1971. Just for context, Billboard's Top 40 for July 1971 included Gladys Knight and the Pips, Nixon was president, and All in the Family debuted on CBS. Zoning from that period was auto-oriented and focused on use separation. The City has been gradually updating the code over the past 48 years, but doing so in a specific problem-solving, piecemeal fashion. It will be important for Cedar Falls to undertake a more comprehensive and cohesive update of the current zoning code to both ensure that the *Imagine Downtown Plan* can be implemented and, equally important, to ensure that the current regulations will not act as a barrier to community's preferred development patterns that have been identified in the process of creating the *Imagine Downtown Plan*. Zoning code updates should include the following:

**1. Use All of the Zoning Tools Available.** A zoning code includes a range of tools that can be used to guide development, including: form standards, zone districts, use standards, site standards, and review processes. Each tool plays a specific role in establishing an overall development pattern. The current Cedar Falls zoning code, though, is heavily focused on regulating through one tool—the individual zone district. As planning and the community has changed over time, new stand-alone zone districts have been created to address the problems of the day. Potential use-related issues can better be addressed through other municipal regulations, such as hours of operation, noise ordinances, and health and building codes.

Because the new zone districts were “layered” on to the existing zoning code, the scope of the districts increased over time to include regulations that typically would have been addressed in another section of the code. When a new commercial district was created, for example, it would include landscaping and sign standards applicable only within that district. The more generally applicable landscaping and sign regulations, included in the code outside of the zone districts, have also been left to age in place. This approach created multiple “parallel” codes; allowing the “old” regulations to be applied in those locations with “old” zone districts while limiting application of the new (and presumably more relevant) standards to the districts in which they’ve been drafted. This “siloes” approach to zoning ensures spotty and inconsistent development patterns.

The City needs to create a set of modern, place-based zoning districts with an emphasis on scale, form, character, and intensity to apply to the Downtown plan area, including updates to the relevant residential districts. New general site development standards for Downtown (e.g., parking, landscaping, stormwater, signs) are also needed to bring the baseline standards into conformance with best practices. With these key pieces in place, the City can then determine if any of the new standards should be applicable city-wide or in other designated areas.

**2. Make Subjective Standards More Objective.** While the current code includes both design and development standards, they are fairly general and subjective. In a regulatory context, it is better for both the community and the applicant if development standards are as predictable and measurable as possible. The amended CBD overlay district is a significant improvement over some of the City's older regulations; however, it is still subject to a great deal of interpretation. For example, the CBD overlay district requires: “alternating solid surfaces and openings (wall surface versus door and windows) in the front façade, sides and rear of a building to create a rhythm observable to viewers.” Interpretation of this requirement is wide open, and one person's rhythm might be another's visual clash. To get to the acceptable level of design specificity, the City relies on a negotiated site plan process to achieve the final site and structure design. This approach can be challenging for both the applicant and the City. While most communities engage in some project negotiation, employing a fully negotiated design typically requires an applicant to guess about the City's priorities, can take an extended period of time to complete, and the city can end up approving a substandard project. This approach is expensive and time consuming for both the applicant and the City, not to mention that negotiated development is often an open invitation for NIMBY intervention (i.e., it allows an out-sized role for those opposed to new development in general to complain about a project that conforms to both the *Imagine Downtown Plan* and the zoning code). New baseline site and structure standards should be objective and measurable. This will provide predictability for applicants and limit the overall use of design negotiation.

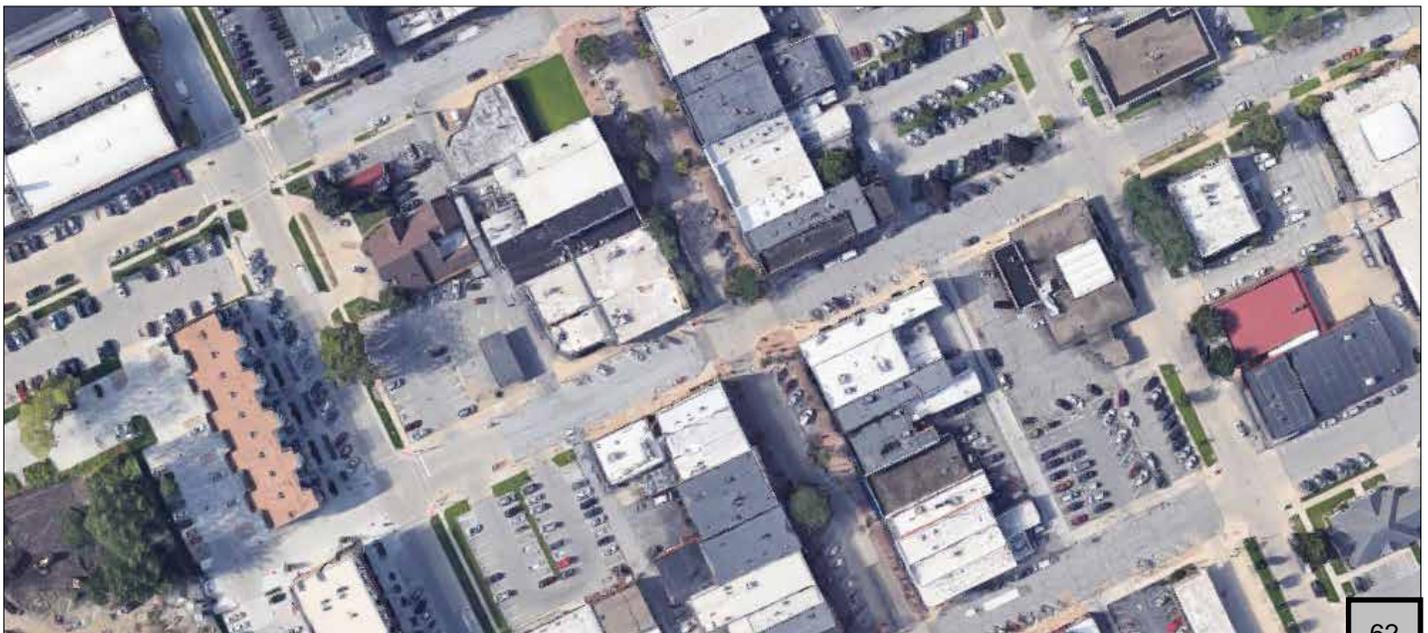
**3. Be Specific About Infill Standards.** The zoning code needs to include specific infill standards and processes. Infill standards are designed to ensure that the zoning code does not inadvertently make infill development difficult or impossible by applying general standards that unique lots cannot accommodate. If the City wants to encourage applicants to take up the challenge of development or redevelopment, it will help to provide clear intent and be very specific about where the zoning code can help to fit projects into difficult lots and spaces. In the context of Downtown and nearby neighborhoods, any new development standards should be drafted specifically for a redevelopment context, since the study area is built-out. The new Downtown standards might include parameters for administratively adjusting some requirements—such as dimensional standards, landscaping/tree requirements, and preferred sign types—on a site-specific basis to address atypical situations.

**4. Right-Size Standards to Create Unique Places.** Older zoning codes are more likely to regulate at a pretty high and very general level, with one set of parking standards or one type of perimeter landscaping. Codes drafted pre-2000 particularly tend to be more one-size-fits-all and not include a layer of regulatory detail that is focused on form and scale. A number of issues that are particularly problematic in Downtown and traditional neighborhood environments that can be better addressed through more site-tailored regulations include: creating a scaled approach to residential parking requirements; moving away from suburban setbacks and lot coverage standards for the Downtown commercial areas that are outside of the CBD Overlay; and creating design standards for residential development that set rules for context sensitive infill/missing middle development types.

Focusing on form and scale is key for the full range of Downtown zoning standards. The zoning update needs to synchronize the community aspirations of the *Imagine Downtown Plan* with context-specific regulatory standards that emphasize form, character, and intensity. The current regulations are focused on specific land uses and statistical measurements that are pretty easy to calculate but that do not make the connection between the plan preferences and the built environment. Updated districts that regulate form, character, and intensity are more holistic, allow the City to review not only individual structures on individual lots, but also the relationship between buildings, and between buildings and the public realm, including the sidewalk and street.

**5. Illustrate.** The current code is almost exclusively text. Modern zoning ordinances are much more user-friendly, incorporating “plain English”, illustrations of intent, clear diagrams, and tables to improve clarity and reduce text. The Downtown update should be reformatted and include graphics, with the goal of making similar changes for the entire code.

*The overall approach, content, and format of the zoning update will be determined in the next phase of this project. However, some initial concepts for new development standards are included in the Character Area and Frontage Type sections, beginning on page 35.*





## PUBLIC VISIONING WORKSHOP

The Community Design Charrette was an intensive week-long process working with citizens and stakeholders to define a vision for the future of Downtown and nearby neighborhoods. The week included a public Hands-on Design Workshop, Open Design Studio, brown bag Lunch & Learn, Technical Meetings, and Work-in-Progress presentation.



# Public Hands-On Design Workshop

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## Envisioning the future

On Saturday morning, June 1, Cedar Falls residents came together, rolled up their sleeves, and got to work discussing how they wanted the Downtown and adjacent neighborhoods to grow and change (or not) in the future.

## Working Together

Working in small groups, citizens literally drew their aspirations for the future on top of an aerial photo of the study area—focusing on topics like walkability; character and scale of new buildings; and opportunities for redevelopment. This technique ensures that plans and aspirations are rooted in the physical reality of the study area, and that potential consequences are considered.



## Sharing Concerns & Aspirations

After working through the issues and discussing opportunities, a representative from each table presented their major ideas/concepts for the future of Downtown to the entire group. Many areas of consensus quickly emerged. These points of consensus were studied and tested throughout the charrette week and form the foundation of the *Imagine Downtown Vision Plan*.



## Refining the Vision

During the week of June 2 - 6, the Cedar Falls Woman's Club became an urban design studio where the consultant team worked to turn the citizens' Hand's-On plans into a draft downtown vision plan.

## Ground-truthing

Throughout the week, the team held a series of technical meetings with engineers and technicians from the City and Cedar Falls Utility (CFU); Iowa DOT staff; local police and fire officials; City planning staff; local developers; the bicycle and pedestrian committee; the historic preservation commission; the Cedar Falls Library; the transit authority; the parking management committee; University of Northern Iowa administrators; Community Main Street; and members of the City Council.

These sessions provided an opportunity to gather additional information and test the citizen plans against real-world contingencies. The technical considerations informed and shaped potential redevelopment scenarios that were built on the citizens' ideas—but never contradicted or undermined the overarching community vision.



## Lunch & Learn

On Tuesday, there was a Brown Bag Lunch & Learn on the topic “Downtown Transportation & Parking: How It’s Different & Why It Matters” to begin the conversation about the relationship between the recently completed Downtown Parking Study and the new *Imagine Downtown Plan*. The presentation included information about street configurations and “food for thought” about walkability, traffic calming, road diets, and overall downtown mobility.



## Open Design Studio

The urban design studio at the Woman’s Club was open for several hours each day and residents were welcome to drop in and see the work that was underway. The team explored several redevelopment scenarios, using prototypical parcels and sites within the study area to ensure they ‘fit’ within the Cedar Falls context. Hand drawn and computer simulated “before and after” images of these development studies will help residents visualize potential change before it occurs.





On June 6, a “Work-in-Progress” presentation at the Woman’s Club concluded the Charrette Week activities. The team shared the preliminary work on the *Imagine Downtown Plan*, which was built on the community input from both the April community kick-off and the week’s Hands-on Design Workshop, stakeholder interviews, and technical meetings. The overview of the work to-date included: the teams’ context and site analysis; downtown mobility and parking ideas; and the economic and demographic analysis. The primary emphasis of the evening was on several urban design and planning concepts, beginning with the “Big Ideas” from the public design workshop and including the identification of character sub-areas within the study area; walkability and placemaking; compact, mixed-use environments; and the importance of design—the relationships of physical location, scale, form, and character—in all of the above when planning for a redevelopment context.

The presentation provided numerous illustrations of prototypical infill and development scenarios, including before-and-after simulations of potential redevelopment of actual Cedar Falls sites.

Based on an exit survey at the meeting, more than 90% of the respondents felt the “Work-in-Progress” presentation was generally on the right track. *(Complete exit survey results are provided in the Appendix.)*

The following pages build on the “Work-in-Progress” presentation with new and improved images and additional information that make up the *Imagine Downtown Vision Plan*.

## Design Charrette “Big Ideas”

- 1. Improve walkability: safety, connectivity, comfort**
- 2. Add street trees and other green space**
- 3. Rethink parking**
- 4. Respect historic character**
- 5. Provide housing options for all ages**
- 6. Make biking easier beyond the trails**

Item 5.



Escalade

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# IMAGINE DOWNTOWN FRAMEWORK Item 5.

*In order to translate the “Big Ideas” from the Public Visioning Workshop into a conceptual vision plan, it is important to think in physical and place-specific terms and incorporate basic urban design concepts. These design concepts, the community aspirations, and context analysis provide the vision plan framework and lay a foundation for updating the development regulations for the study area.*

## URBAN DESIGN BASICS

### Placemaking

A term describing the core task of good planning—how to make the ‘place’ that the citizens want. This requires focusing on the desired form and character of the built place, rather than the various technical aspects of development regulations. The “placemaking” approach leads by asking the question: “what kind of place do we want to live in?” The technical questions of how that place can be achieved are dealt with secondarily—they must be answered, but they should not lead the City planning and urban design efforts.

### Walkability: Changing the character of Downtown Streets

A “walkable” place is much more than one in which there are sidewalks. It refers to an environment where walking can be a primary mode of transportation. In these locations, it is a pleasure to walk; there are places to go and things to see and do; and walking is safe and efficient.

### Gateways: Creating a Sense of Arrival

A gateway is a physical location that marks the entry into a new place, in large part by being different. Gateways are important to placemaking because they can change behavior. For example: a gateway design could help calm incoming traffic, by bringing buildings close to the street and planting street trees, to mark the change from the outlying suburban or rural (and high speed) environment into the urban, constrained (low speed) and pedestrian environment. More than mere signage, the strongest gateways are made with distinct changes to the physical place.

### “Park Once” Mixed-Use Environments

The fatal parking problem of suburban development is that it must provide multiple parking spaces for every car, at each different place: a space where you work, a space where you shop, a space where you worship, a space where you play, and a space where you sleep. Cities can better manage the parking issue by creating an environment where you can park your car in one spot and comfortably walk to multiple activities: where you work, shop, play, and where you sleep. For every one of those basic activities that can be combined in a “park once” environment, a parking space is effectively created—or ‘freed up’ to be used by someone else.

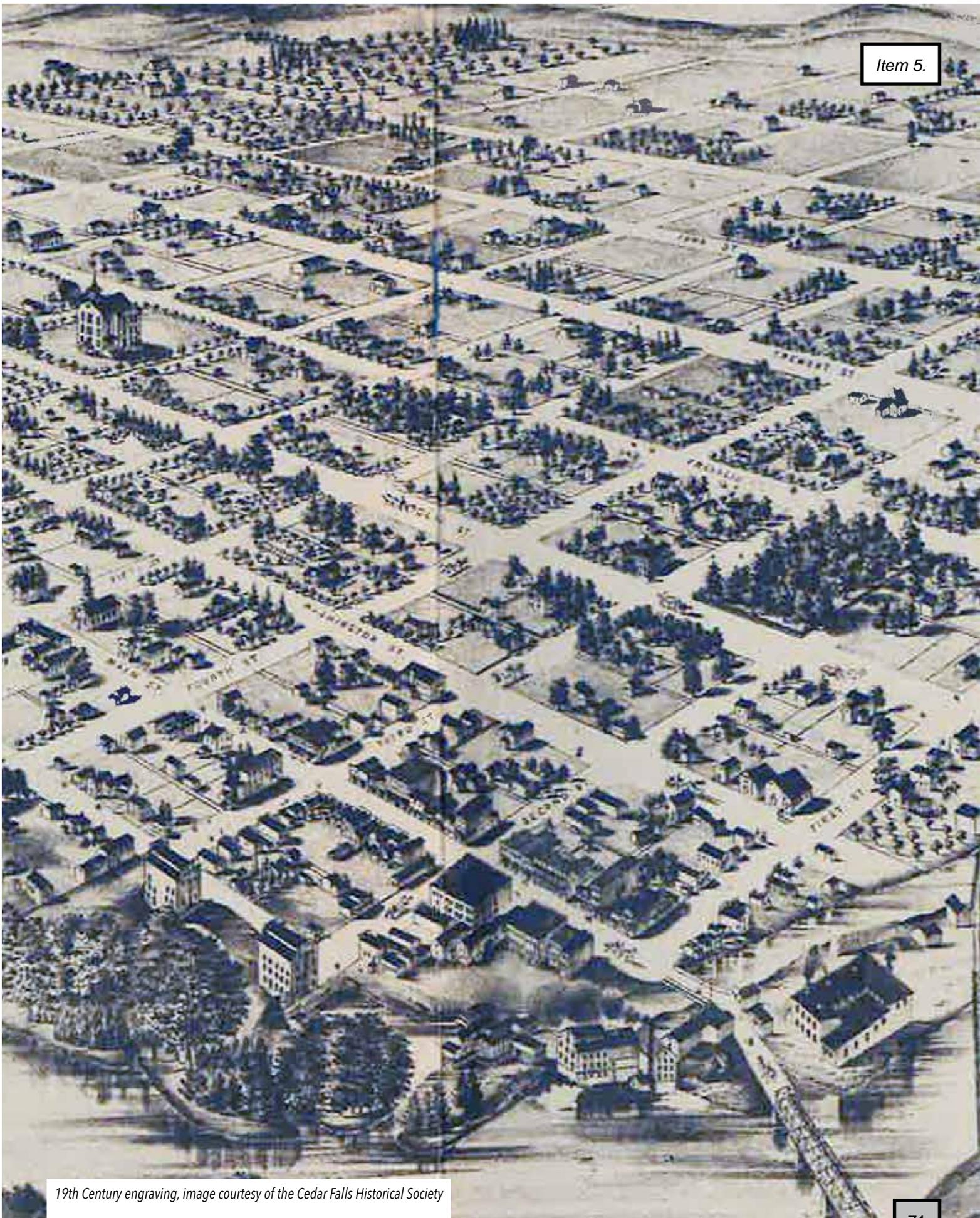
### The Public Realm and Building Frontages

The spaces that people experience as they move through the city—typically the public streets and sidewalks (from building face to building face) and parks and squares, rather than private (building lot or home yard). The best public realm is a defined space with a sense of enclosure provided by building fronts or street trees. The public realm of a city is central to its quality of life—as well as its economy. Building frontages—where the building meets the street—are a key element of the character of the individual streets. The public realm creates the overall “sense of place” while allowing a great deal of variety within the urban framework.

### Missing Middle Housing

Missing Middle refers to that in-between scale of building that seems to have been forgotten—from duplexes to rowhouses to small apartment buildings—and that can be comfortably integrated into traditional urban neighborhoods. Smart development regulations (zoning) can facilitate and enable a return of those kinds of neighborhood infill housing options. (*Missing Middle building forms are further described on pages 32-33.*)

Item 5.



19th Century engraving, image courtesy of the Cedar Falls Historical Society

Translating the community aspirations from the Public Visioning Workshop into implementation actions is a fundamental step in creating a vision plan framework. Not only are these concepts embedded within the overall *Imagine Downtown Plan* recommendations, this page identifies specific steps for realizing each “Big Idea” in the physical vision plan for Downtown.

## 1. Big Idea: Improve walkability: safety, connectivity, comfort

### *Implementation Steps*

- Improve (and widen) sidewalks throughout the district.
- Expand the positive street environment beyond the Parkade.
- Build/reconfigure Downtown streets to be good streets, not speedways. Narrow the automobile travel lanes to calm traffic and decrease pedestrian crossing distance and increase pedestrian comfort.
- Maintain connectivity: preserve small block size and the street and alley pattern.
- Improve pedestrian crossings, particularly on 1st Street.

## 2. Big Idea: Add street trees and other green spaces

### *Implementation Steps*

- Use street trees to “green” downtown, help define the pedestrian realm and slow traffic.
- Explore opportunities for additional urban green space—squares and civic greens.

## 3. Big Idea: Rethink parking

### *Implementation Steps*

- Create a “park once” environment by improving walkability and exploring opportunities for shared parking.
- Revise requirements and policies to increase supply of public parking in key locations (and help finance it).
- Properly locate and price short- and long-term parking.

## 4. Big Idea: Respect historic character

### *Implementation Steps*

- Encourage the re-use of existing (urban fabric) buildings and preserve significant architecture.
- Establish zoning for new development that respects the scale and character of the context.
- Make sure the rules enable small scale infill and redevelopment.
- Manage / control the scale and massing of buildings to transition between Downtown and nearby neighborhoods.

## 5. Big Idea: Provide housing options for all ages

### *Implementation Steps*

- Change the zoning to enable a range of housing types.
- Revise parking requirements to enable and encourage less expensive (market-rate) housing.

## 6. Big Idea: Make biking easier — beyond the trails

### *Implementation Steps*

- Provide bicycle lanes in key locations as district streets are rebuilt.
- Increase publicly available bicycle parking in Downtown.

# Missing Middle Housing

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Often discussed by citizens during the charrette week, Missing Middle refers to the in-between scale of building current developers (and municipalities) seem to have forgotten. Once common, these buildings are more intense than single-family detached houses, but much smaller than an apartment complex or high-rise. They complement traditional neighborhoods, and can help transition from more intense Downtown development to single-family detached houses. Missing Middle forms can provide new housing choices lacking in the marketplace today, often at a more affordable rate. They can also be designed and built in a context-sensitive form and scale.

Missing Middle housing can take many forms. Here is a sample of that variety—including some that exist in Cedar Falls today. Note that *context is important* and not all of these examples will be appropriate in every part of the study area.

## Twins (duplexes)

A simple variation that can fit onto existing lots in single-family detached neighborhoods. They often appear to be single-family houses, comparable in size to those nearby. They may be configured with units side-by-side or over-under. The near-right building is a side-by-side configuration and is in the study area.



## Small Apartments (small)

At the lower end of the range of scales, these can be almost unnoticed in the midst of a single-family detached neighborhood. They typically have small front, back, and side yards, similar to the surrounding context, and are more commonly found on corner lots.



## Small Apartments (medium)

Typically found on corner lots or larger streets and avenues, these may have small front, back, and side yards; or be located at the back of the sidewalk, depending on the surrounding context.



### Rowhouses

Rowhouses are attached single-family houses. Typically two- to four-stories tall, they may be configured with stoops or porches. Whether platted on narrow fee-simple lots or a single parcel, each rowhouse has direct street access and a rear private space. Parking is off the alley.



### Cottage Courts

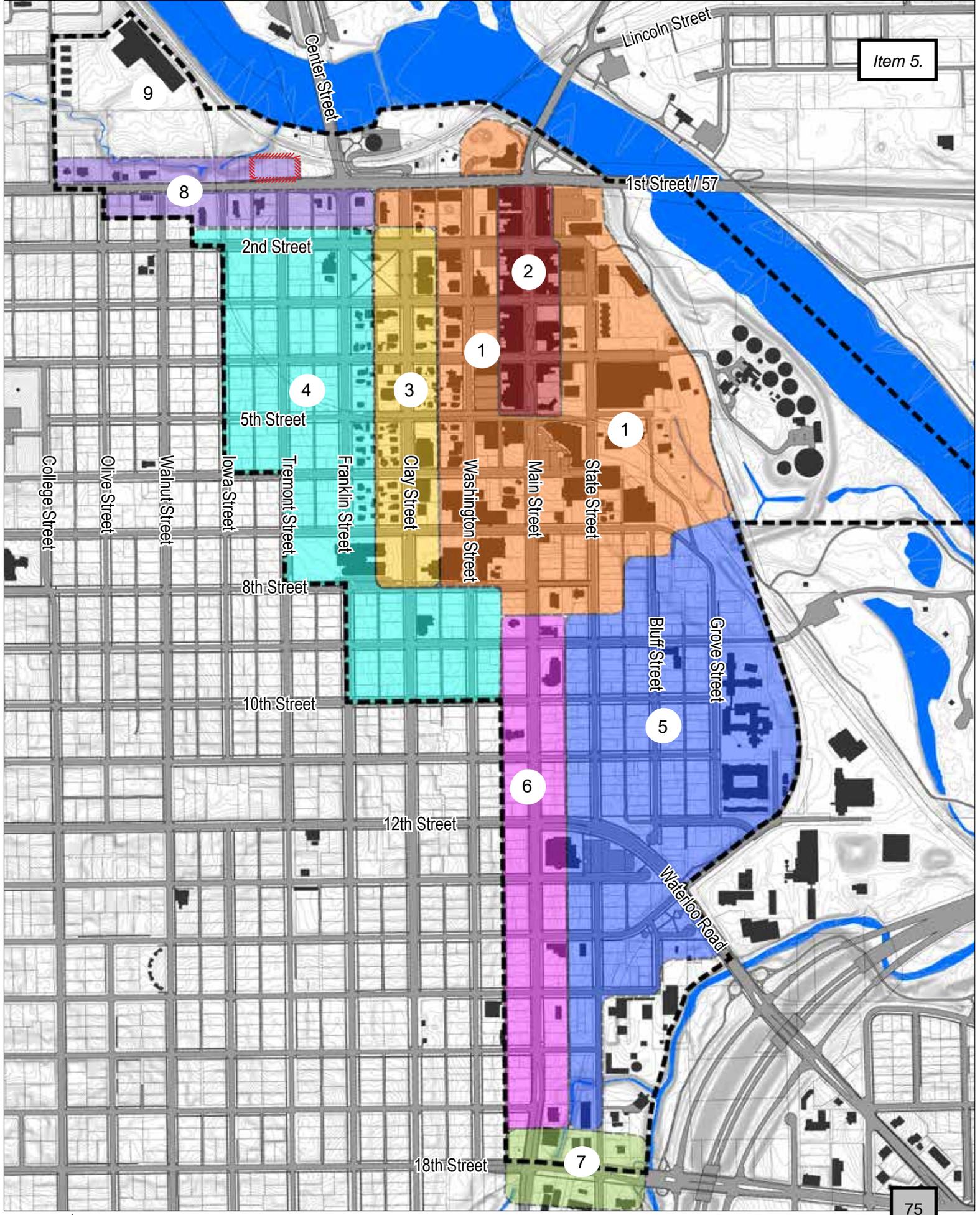
Small detached structures around a central green space, cottage courts can provide the feel of a detached home at a smaller scale. They may require oversize or atypical lots to fit within a neighborhood context.



### Accessory Dwelling Units

Apartments that are part of an owner-occupied property and can be configured over a garage, as a basement unit, or as a standalone structure. Although not currently permitted in Cedar Falls, ADUs can provide affordable housing, as well as financial assistance to the homeowner.





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# Understanding Downtown: Character Areas

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The Downtown Cedar Falls study area is not just one thing or one kind of place, rather it is made up of several sub-areas all different in physical character, intensity and scale. Based on the context analysis, market conditions, and community and stakeholder input, the team identified the following Character Areas.

In envisioning growth and planning for the future, these Character Areas provide a framework of intent for the scale of growth and change that is desired. To what degree should each area be maintained, evolve, or be transformed? The *Imagine Downtown Plan* begins to answer that question. There are several historically significant buildings sprinkled throughout the study area that warrant additional study by the city to determine if any individual properties should be designated for special preservation standards under the updated zoning.

**1. General Downtown:** This area is what many *Imagine Downtown* Project Kick-Off meeting participants thought of as “downtown” Cedar Falls. (If the wastewater treatment plant is relocated or downsized, its redevelopable area should be included in this Character Area.)

Going forward under the *Imagine Downtown Plan*, this area will allow for growth with new downtown-type buildings—multi-story (maximum 4 to 5 stories), and aligned along the back of the sidewalk—and permitting a variety of uses including office, retail and residential. There will also be streetscape improvements to enhance the walkability of the whole General Downtown area.

During the charrette, there were some advocates for larger buildings (above 5 stories) as opportunities for economic development. A taller building may be warranted if it will fulfill a defined community goal and create a significant and quantifiable net public benefit to the community that would not otherwise be realized. However, given the growth rate of Cedar Falls, buildings taller than 5 stories could result in a number of unintended consequences, including:

- Significantly increasing the cost of construction, which may require a high level of public subsidy;
- Increasing the costs to provide adequate parking (either in land area or in construction costs for structured parking);
- Creating an incentive for a developer to “cannibalize” another remote site to provide the needed parking, creating an unfriendly pedestrian environment at the remote site.
- Absorbing demand for new growth on one or two sites, leaving other potential development sites to languish for a longer period of time.

In general, it may be more economically beneficial to spread the market demand more broadly across the downtown rather than concentrating it on one or two individual sites.

**2. The Parkade:** The historic Main Street between 1st and 5th Streets—the current “jewel” of Cedar Falls. Under the *Imagine Downtown Plan*, this area will be protected and enhanced.

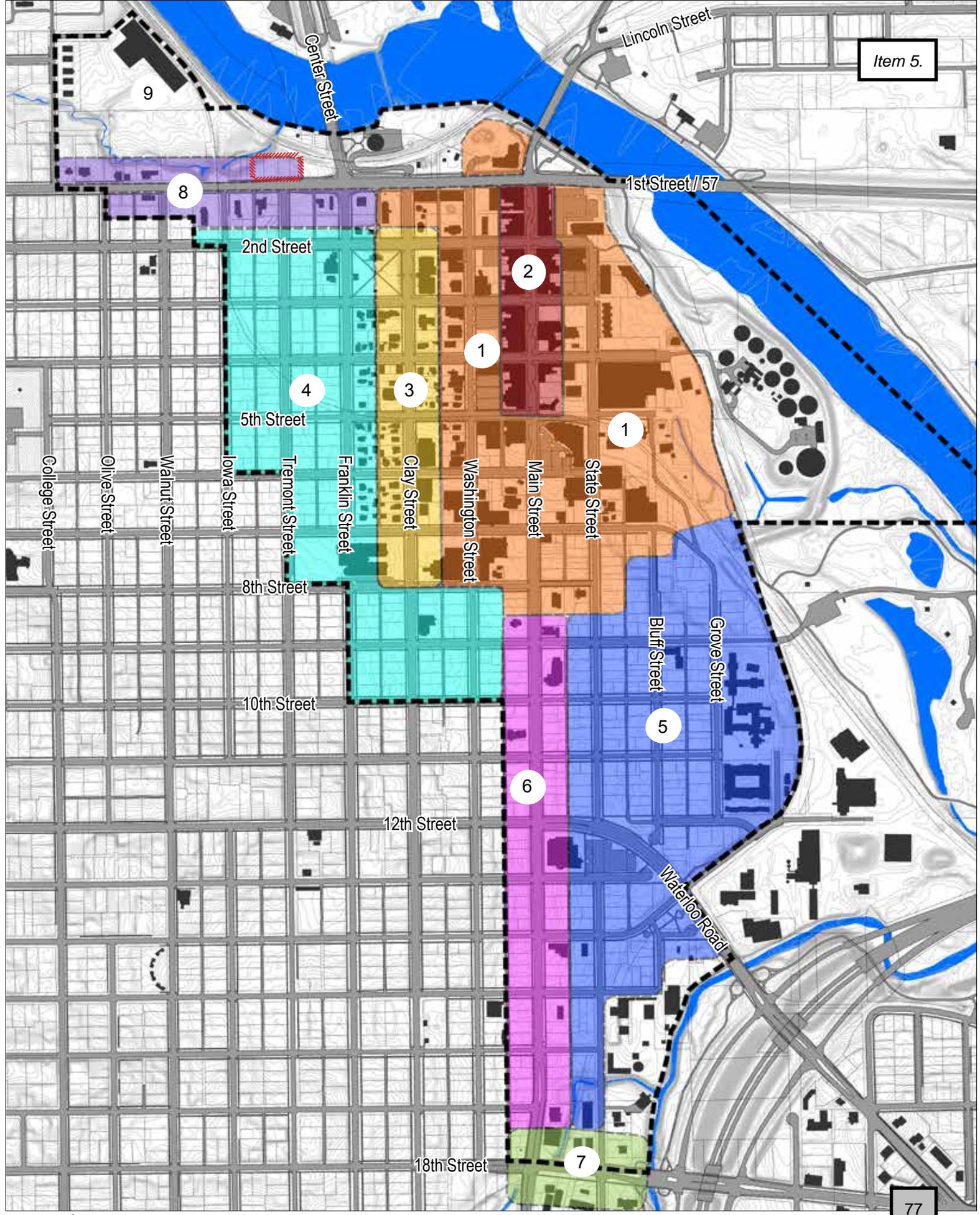
Any new construction on the Parkade will be closely modeled on the existing scale, form, pattern and materials of the historic buildings. New buildings will be no taller than the eave or parapet of the Oster Theater Building on Main and 1st Street (limited to four stories and 50 feet).

**3. West Transition Area:** A mixed-use area, generally along Clay Street, between the General Downtown and the Overman Park Neighborhood Character Areas. It is currently a mix of building forms and uses—urban and suburban, residential and office. This area serves as a transition to the more residential Overman Park Neighborhood.

New buildings, under the *Imagine Downtown Plan*, will continue to permit a mix of uses (however, new retail will not be encouraged). New structures will be limited in scale: no more than three stories in height and 120 feet in breadth or frontage (façade length along the sidewalk). The buildings will be aligned, either along the back of the sidewalk or with small dooryards. Height at the rear lot lines will also be limited, to protect adjacent single-family houses in the neighborhood. Some individual historic homes may receive specific designation.

**4. Overman Park Neighborhood:** A stable, residential, neighborhood of primarily owner-occupied single-family detached houses interspersed with a few small offices, in close proximity to the Main Street Parkade. Incremental infill should be allowed—both more single-family detached houses and Missing Middle forms at a context-sensitive scale.

Under the *Imagine Downtown Plan*, this area will be protected. New structures will be limited in the scale; no more than two-and-a-half stories in height and 60 feet in breadth (along the sidewalk) with additional design, architectural and form standards to break down the building massing, and all will have front yards. Limiting the intensity allowed for new development, whether Missing Middle or not, will discourage the redevelopment of lots with existing, viable, build



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The development of vacant lots or derelict properties will be encouraged, but at a scale that doesn't stray far from that of the existing context.

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**5. Southeast Neighborhood:** A residential neighborhood of primarily single-family detached houses, with a significant number of rental properties and a few large residential institutions. The area is bordered on the south and east by some semi-industrial buildings.

New buildings, under the *Imagine Downtown Plan*, will include infill of Missing Middle housing of a context-appropriate scale. New buildings will continue to have small front yards, be limited to three-and-a-half stories and their breadth to the street limited to 75 feet or 100 feet, depending on the context and the degree of evolution or transformation desired.

**6. Main Street Corridor (9th to 17th Streets):** A tree-lined corridor with buildings set behind small front yards, that includes a mix of single-family detached houses (some of which are being used as offices), small commercial buildings, and religious and other civic institutions.

Under the *Imagine Downtown Plan*, the “green” nature of this corridor will be maintained and enhanced. Landscaped front yards will line the street and significant improvements to the streetscape itself are planned. New buildings will be limited to three and a half stories and their length/widths to the street limited to 75 feet or 100 feet, depending on the context. Uses along the corridor will continue to be primarily residential, mixed with some office space and places of worship. New retail will not be encouraged. Service and parking will be accessed from alleys; no new curb cuts will be permitted along Main.

**7. Southern Gateway (18th Street and Main):** This is the southern entrance to the study area. The 18th and Main Street area is currently underdeveloped in a primarily highway-commercial form.

In the *Imagine Downtown Plan*, new buildings could be at a form and scale similar to the General Downtown, but with height limited to three stories (further limited where adjacent to existing residences) and lower required frontage build-out. Building uses will be flexible, allowing retail, residential and office. Redevelopment will be limited by the lot sizes and depths, and at the Main Street intersection it is further limited by the flood plain. A roundabout, as a Gateway feature to calm traffic before it enters the Main Street Corridor, should be explored. (The City's 2017 *Main Street Corridor Traffic Study* also mentioned a roundabout in this location.)

**8. Northwestern Gateway (1st Street from Franklin Street to Walnut Street):** One of the main Gateways, this corridor gives many visitors their first impression of Downtown Cedar Falls. It is currently underdeveloped in a wide range of forms, from its more urban form at the eastern edge at Main Street to scattered auto-oriented (highway) commercial at its western end. This area includes the recently designated Wilde Historic District (*outlined in red*) that will be covered by special preservation standards in the updated zoning ordinance.

New development under the *Imagine Downtown Plan* would be with urban mixed-use building forms (to define a physical/spatial Gateway) and transform this area. New buildings will be between 2 and 4 stories along the street with service access and parking lots behind, within the block interior. Major streetscape improvements to this busy road are underway and should improve the pedestrian realm and salvage walkability. Special height and setback limitations will apply to redevelopment sites that back-up to the residences fronting on along 2nd Street.

**9. Northwest Riverfront:** This is one of the Downtown study area's largest potential redevelopment sites—separated by 1st Street and distinct from the core downtown area. Residents provided minimal input about the area during the *Imagine Downtown* public visioning process (likely due to that physical separation).

Additional urban planning and design will be needed for this site. Any redevelopment here should extend the street grid and complement Downtown—and fulfill the other *Imagine Downtown* “Big Ideas”. The area may accommodate taller buildings, as long as they contribute to the desired compact, street-oriented, walkable character of the study area. The potential uses are broad—excepting that significant retail could dilute and compete with the existing Downtown retail.

*The following pages provide general parameters about specific building forms and street frontages for redevelopment in the study area. They describe the desired character of new buildings, their scale and placement on the lot, and details about the relationship to the street, including the range of variation in different character areas.*

# General Downtown Frontages

Item 5.



**Maximum Building Height:**  
4-5 stories\*

**Facade Transparency:**  
Ground floor 33-80%;  
Upper floors 20-70%

**First Finished Floor Elevation:**  
Minimum 0-3 feet, depending on use  
(residences at the street must be elevated)

**Permitted Projections:**  
Awnings, bay windows, shopfronts,  
balconies, and signs

**Ground Floor Ceiling Height:**  
Minimum 11-15 feet above sidewalk,  
depending on use

**Frontage Build-Out:**  
Minimum 75%

**Permitted Uses:**  
Ground Floor: Retail, Restaurant,  
Office, Residential  
Upper Stories: Office, Residential

**Minimum Private Open Area:** 15%  
of buildable area, at or above grade

*\*varying with specific location and  
adjacencies*



This is the basic American “downtown” street frontage, once typical in towns and cities across the United States. Multi-story buildings with closely spaced entrances and windows are lined up shoulder to shoulder behind the sidewalk, filling out the block-face.

This frontage is for new downtown-type buildings: street-oriented, and mixed-use. Required throughout the General Downtown area, these frontage buildings can accommodate a range of uses, allowing retail shopfronts, office or residential buildings, and/or mixed-use buildings, with service access and parking lots in the block interior, accessed from the alley.

Where adjacent to single-family residential areas, special setbacks and height restrictions will apply, to protect the existing neighborhoods.



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# Storefront Frontages

Item 5.



The Storefront is the quintessential American “main street” frontage, with retail and restaurant uses on the ground floor and residences or offices upstairs. The overall building form is the same as the General Downtown frontage, but with large display windows across the ground floor facade and frequent entrances along the street.

This frontage will be required in the Parkade Character Area and permitted in the General Downtown Character Area.



**Maximum Building Height:**  
4 to 5 stories\*

**Facade Transparency:**  
Ground floor 50-90%;  
Upper floors 20-70%

**First Finished Floor Elevation:**  
At grade

**Permitted Projections:**  
Awnings, covered entrances, bay windows, shopfronts, balconies, and signs

**Ground Floor Ceiling Height:**  
Minimum 14 feet clear

**Frontage Build-Out:**  
Minimum 85%

**Permitted Uses:**  
Ground Floor: Retail, Restaurant  
Upper Stories: Office, Residential

**Minimum Private Open Area:**  
10% of buildable area, at or above grade

*\*varying with specific location and adjacencies*

# Missing Middle Small Frontage Type

Item 5.



## Maximum Building Height:

2.5 to 3.5 stories\* excluding basements

## Facade Transparency:

20-70%

## First Finished Floor Elevation:

Minimum 3 feet, maximum 8 feet above sidewalk

## Permitted Projections:

Bay windows and balconies

## Ceiling Height:

Minimum 9 feet clear

## Frontage Build-Out:

Minimum 50 to 75%\*

## Continuous Facade Length:

Maximum 65 feet

## Permitted Uses:

Residential, Home Office

## Minimum Private Open Area:

15% of buildable area, at grade

*\*varying with specific location. The half-story refers to allowing habitable space within the roof—an Attic Story*



The character and intensity of the Missing Middle frontage varies but is generally moderate, linked to its Character Area. It is often a series of smaller structures—configured as single-family detached, attached or stacked flats.

This scale of Missing Middle is more limited—in its height and footprint, specifically to comfortably fit into the existing context, allowing redevelopment and limited intensification of the Downtown-adjacent neighborhoods. These frontages generally have rear yards and parking accessed from an alley. The alignment of new building facades to the street and sidewalk will be closely tailored to work with the existing context, typically providing a small front yard.

# Missing Middle Medium Frontage Type

Item 5.



This scale of Missing Middle is tailored to comfortably fit into the existing context and is linked to its Character Area. It is a step up in intensity and scale from the Small Missing Middle frontages, allowing redevelopment and limited intensification of these Downtown-adjacent neighborhoods.

These frontages generally have rear yards and parking accessed from an alley. The alignment of new building facades to the street and sidewalk will work with the existing context—the buildings may be placed close to the sidewalk with stoops, or further back with front porches and small dooryard gardens.



## Maximum Building Height

3.5 to 4.5 stories\* excluding basements

## Facade Transparency:

20-70%

## First Finished Floor Elevation:

Minimum 3 feet, maximum 8 feet above sidewalk

## Permitted Projections:

Bay windows and balconies

## Ceiling Height:

Minimum 9 feet clear

## Frontage Build-Out:

Minimum 50 to 75%\*

## Continuous Facade Length:

Maximum 75 to 110 feet\*

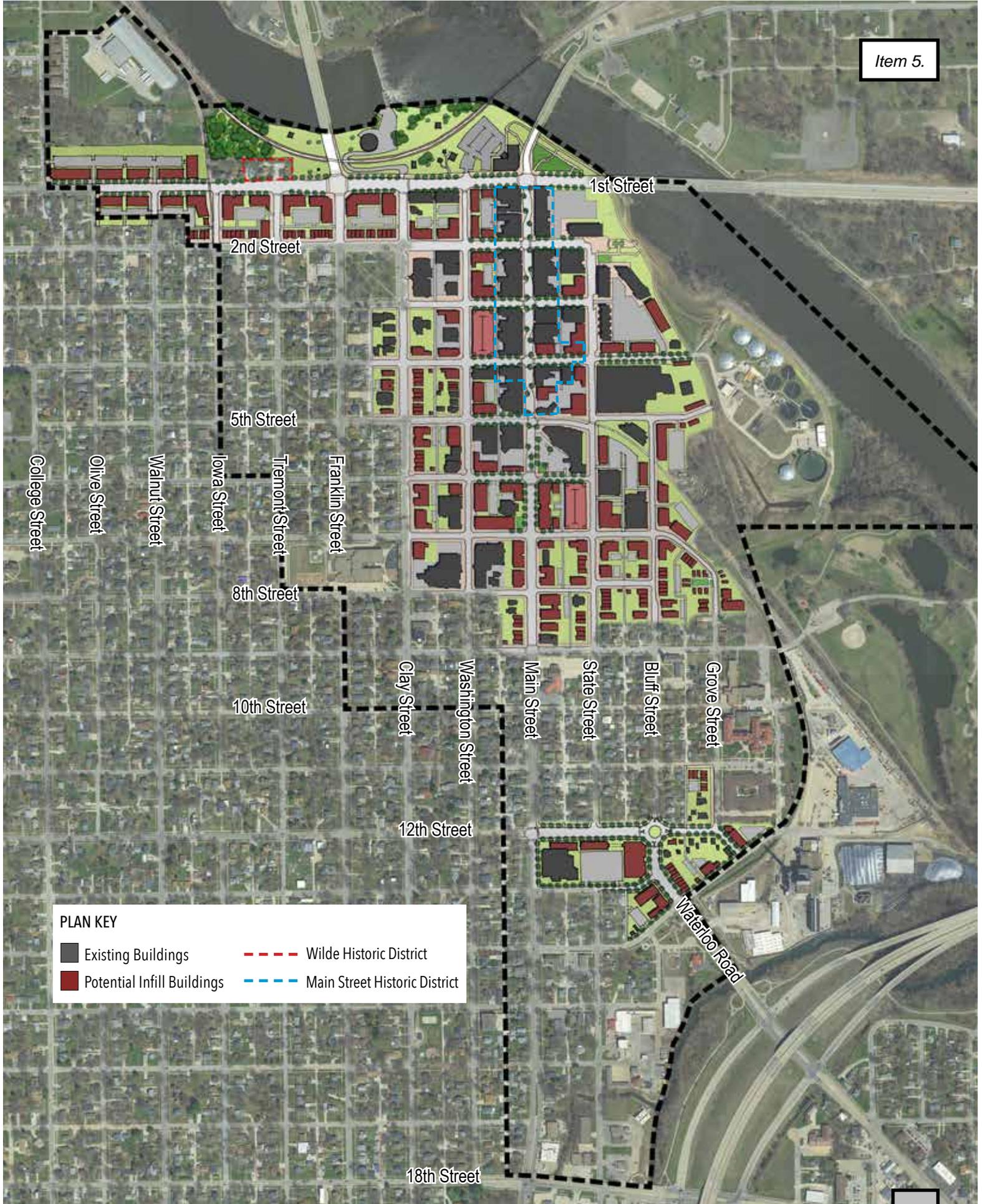
## Permitted Uses:

Residential, Home Office

## Minimum Private Open Area:

15% of buildable area, at grade

\*varying with specific location. The half-story refers to allowing habitable space within the roof—an Attic Story



# The Vision

*The **Imagine Downtown Plan** includes an illustrative master plan, showing prototypical redevelopment scenarios throughout the district, incremental infill of downtown sites, and re-imagined downtown streets. It is aspirational and provides a framework for future investment, growth and development. The focus is on the overall urban form and character of the district rather than the design of individual buildings.*

This is a vision document, and it explores various “what if…” scenarios. Its foundation is the public input from the hands-on session and it illustrates urban design solutions within the Cedar Falls context that translate the “big ideas” from the citizens’ work into physical form.

The illustrative master plan shows one way in which development may occur in the Downtown Cedar Falls study area—a possible future build out of the area, assuming most underutilized parcels are redeveloped. It assumes no time line, as the market generally determines the pace of growth and investment. The plan respects the existing context and suggests where mixed-use (residential with commercial) makes sense, and areas that should be primarily limited to residential.

Residents described (and drew) a district where a variety of activities are possible, including living, working, shopping, and playing, all within close proximity. While the automobile should be accommodated, the district should be a place that pedestrians feel safe and comfortable undertaking a variety of daily activities—where someone will walk by choice, not only by necessity! This plan focuses on the urban design or overall form of the district. The buildings pictured are intended to illustrate scale and character—there are multiple alternative building designs that would fulfill the same plan intent.

The economy and transportation infrastructure will play significant roles. How do you change the character of auto-dominated streets to make them pedestrian friendly? What will it take to bring in the number of new residents and office workers necessary to support a broader variety of retail and promote economic development? What are the best locations for new public space? How do you improve the physical connections between adjoining neighborhoods? What needs to happen first? The pages that follow provide guidance and direction.

## Downtown Vision Plan Design Principles

1. Buildings are aligned and close to the Street: buildings and street trees provide a sense of enclosure, framing and defining the Public Realm (or Street-Space).
2. Reconnect or expand the street grid whenever possible—always preserve existing streets and alleys.
3. Buildings oversee the Street-Space with windows and doors: these “eyes on the street” contribute to safe and vital public spaces.
3. Buildings should occupy block corners (reducing the perceived pedestrian crossing gap and maintaining the Street-Space)
4. Buildings are designed for the city: buildings aren’t simply pushed closer together (that is sub-urban development) but are designed for the urban setting. Views are directed to the street and rear yard/garden, not into the neighbor’s property.
5. Vehicle parking, garbage, and mechanical equipment, should be kept away from the Street-Space.



The pages that follow illustrate several “what if” redevelopment scenarios to further explore what is shown in the Illustrative Plan in specific locations, at the scale of both buildings and streetscapes. For any of these scenarios there are several different building design possibilities, both in configuration and style. The images are intended to provide a sense of an appropriate scale, massing, and siting, rather than specific architectural design or aesthetic.

- 1. Visualizing Change: New Downtown Side Streets** (currently illustrated on p. 46-47)
- 2. Prototypical Project: Mixed-Use Parking Ramp off Main Street.** (see page 48)
- 3. Prototypical Sites: Main Street from 6th to 7th Streets.** (see page 49)
- 4. Prototypical Project: Parkade Civic Green and Mixed-Use Ramp.** (see page 50)
- 5. Prototypical Sites: General Downtown Blocks** (see page 51)
- 6. Prototypical Project and Visualizing Change: Clay and 4th - Missing Middle** (see pp.52-53).
- 7. Prototypical Project: Grove and 11th - Missing Middle** (see pp.54)
- 8. Prototypical Project: Grove and 7th - Missing Middle** (see pp.55)
- 9. Prototypical Project: Main and 13th - Missing Middle** (see pp.56)
- 10. Prototypical Project: Waterloo/12th Street.** (see page 57)
- 11. Prototypical Project: East Viking Pump Site.** (see page 58)
- 12. Prototypical Project Wastewater Treatment Site.** (see page 59)

## Re-Imagining Downtown Streets

- Main Street Corridor** (see page 60)
- 3rd to 6th, Parkade to Alley** (see page 61)
- 3rd to 6th, Alley to State/Washington** (see page 62)
- State Street** (see page 63)
- Washington Street** (see page 64)
- 12th/Waterloo Street** (see page 65)
- Franklin Street at Overman Park** (see page 66)

### PLAN KEY

 Existing Buildings	 Wilde Historic District
 Potential Infill Buildings	 Main Street Historic District

# Visualizing Change: New Downtown Side Streets

Item 5.

## Existing Condition

Looking west, down 4th Street, away from Main Street.

This is in stark contrast to the Parkade environment and requires people to walk through a long stretch of asphalt, along narrow sidewalks and blank building walls, with no street trees for shade.



## New Public Infrastructure

Here public investments in infrastructure begin to re-shape the environment.

Now there are wider sidewalks, increased street lighting, proper planting areas for street trees interspersed with the angled parking, and narrower travel lane widths.

The public realm is improved for both pedestrians and automobile drivers.



## An Urban Parking Ramp

This view includes the redevelopment of the half-block from the alley to Washington, between 3rd and 4th, with a prototypical mixed-use parking ramp, with active uses fronting the street.

This greatly increases the available parking adjacent to the Parkade. (see page 48)



# Visualizing Change: New Downtown Side Streets

Item 5.

## A Sense of Place

Here the private sector responds to the investment in the Public Realm. Formerly blank walls are carefully opened up with new shopfronts, doors, and windows. Pedestrian traffic between the Parkade and the ramp (and other on-street parking) creates retail opportunity.



## The Downtown Vision in Full

In this view, street trees have been planted in beds in on the north (right) and in a continuous planting trench (with porous pavers or a bridging slab) on the south; bicycle parking has been added.

With the addition of viable street trees, bicycle facilities, and opened building facades with active frontages, the street is reclaimed as complement to the Parkade. The buildings and street trees provide a sense of enclosure, creating a comfortable public realm and excellent place for working, shopping, dining...and living. This is a street that is “good for business” and an incentive for more private sector investment. More information on a prototypical Mixed-Use Parking Ramp follows.

# Prototype Project: Mixed-Use Parking Ramp

Item 5.



Proposed Mixed-Use Parking Ramp (see also page 49)



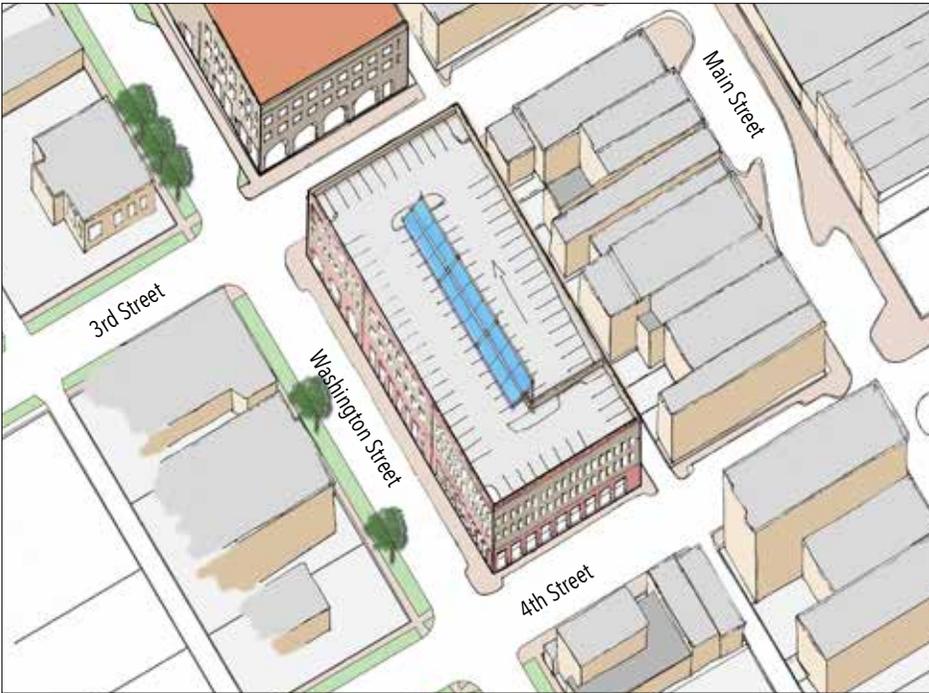
Comparable Parking Ramp, Arlington County, VA

## Vision: a Mixed-Use Ramp

This prototypical redevelopment would include active ground floor space fronting the sidewalks on Washington, 3rd and 4th streets. Parking is increased from 49 spaces (2019 count) to approximately 276 spaces on this half-block.

This is an illustrative project; such a mixed-use parking ramp could fit on several different downtown blocks along State or Washington Streets. A half-block is the minimum size for a reasonably efficient and cost effective ramp. The minimum space needed for car circulation is fixed and a smaller ramp starts to require more circulation than it provides in parking.

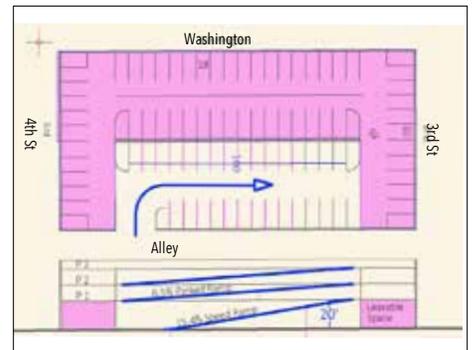
The example drawn to the left includes solar panels on the top parking level, which could also serve to provide covered parking.



Sample Existing Condition



Sample Existing Condition, 49 parking spaces

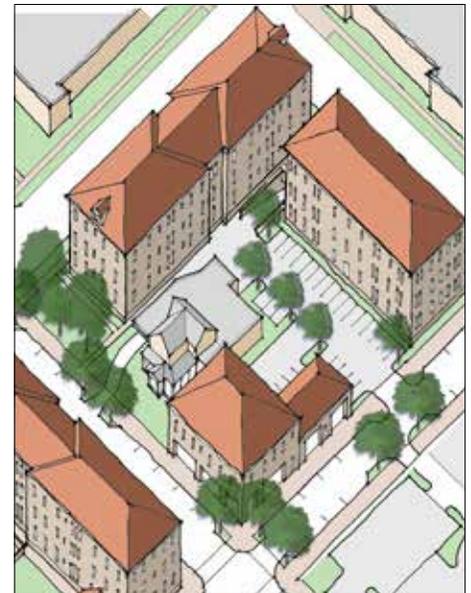


Parking Ramp Configuration Diagram, Plan and Section

# Prototypical Sites: Main Street/6th-7th



Existing Condition



3-Story Version on Washington & 7th Street sides

## Vision, General Downtown

Buildings located at back of sidewalk with active ground floor uses, and parking on interior block surface lots and under buildings (note the ramps coming off the alleys in both blocks). In these examples, a reasonable amount of parking is provided on-site. Uses are flexible, but may be limited by market and parking demands, as some users might want more. (See a full parking ramp option on p.50)



Potential General Downtown building forms with flexible uses, shopfront to office to all-residential

Imagine Downtown!  
September 2019 Public Review Draft

# Prototypical Sites: Parkade Gateway & Mixed-Use Ramp

Item 5.



## Vision: What if...

In searching for a location for a new public green, the parking lot in front of the library and community center stands out. However, this parking is critical for these two public facilities.

What if...a new mixed-use ramp could be provided between 6th and 7th streets, directly across from the Community Center? Some amount of accessible parking spaces would need to remain on the Library site; however, if much of it could be relocated across the street in a mixed-use ramp, this area could be converted to a new beautiful public green, creating an much improved southern gateway.

A small plaza could be created in the near term, but in order to create a usable green, these two projects would need to be undertaken in tandem.



## Existing Condition

Three surface parking lots and a gas station provide an uninviting southern gateway to the heart of Downtown.

# Prototypical Sites: General Downtown Blocks

Item 5.

## Building Height/Intensity and Parking

The prototype buildings shown here are of modest heights, illustrating typical building square footage that could also accommodate reasonable parking demand on-site without requiring a parking “ramp” above or below grade.

For greater building heights (and use intensity) the market will likely demand additional parking, which will require a new approach to providing and managing parking (see p. 17).

Building heights above 5 stories require a different and more expensive construction type—often making structures from 6 to 10 stories cost prohibitive.



## Vision, Downtown Blocks

Buildings with active facades line the downtown streets and define the public realm, improving walkability as well as the business environment. Parking is provided in the block interior, on surface lots (as drawn above) or under the building (see drawings on previous page), or in a mixed-use parking ramp.

New building along Downtown streets represent economic development opportunities. A great deal of value (new tax base) can be created in the downtown by having active buildings along all the streets.



Surface parking lots along the sidewalk... erode the Public Realm

*Imagine Downtown!*  
September 2019 Public Review Draft



Existing Surface Parking on Downtown Building Lots

## Existing Conditions:

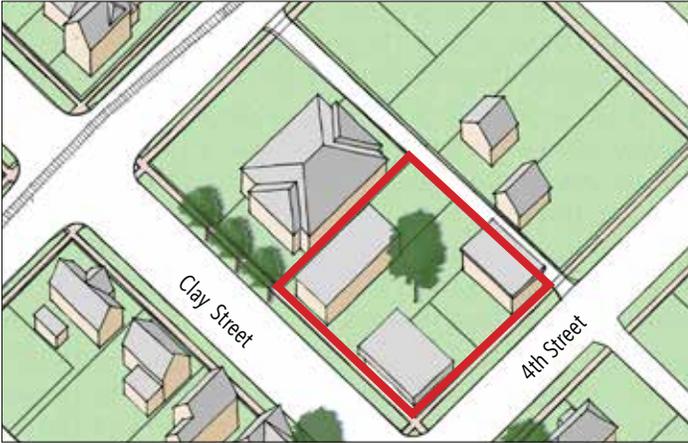
Much of the Downtown land near the Parkade and Main Street is given over to surface parking lots. These provide parking for current uses, but but make no contribution to the City’s tax base or its walkability and quality of life, and limit opportunity for growth and economic development.

# Prototypical Site: Clay and 4th – Missing Middle

Item 5.

## Existing Condition

A standard Downtown quarter-block site, currently with one-story buildings, surface parking, and a vacant lot, serviced by an alley.



**Rowhouses.** Facing the street with small front yards, and private backyards. Surface parking or detached garages accessed from the alley.



**Two Small Apartments.** Two-and-a-half or three-story buildings. Parking is provided off the alley.



**Small Courtyard Apartment.** A residential building with a courtyard entrance and shared rear yard. Parking is provided off the alley.

# Visualizing Change: Clay and 4th

Item 5.

## Existing Condition

View toward the southwest, looking across the intersection of Clay and 4th streets. The existing one-story office buildings are very different than the surrounding context. They present blank walls to the street, with minimal windows and doors along the sidewalk. They also under-utilize their sites, given their proximity to the center of the downtown.



## Potential Redevelopment

The same lots could be redeveloped in several forms, as illustrated on the previous page. This “before and after” sequence demonstrates a rowhouse configuration. Parking is provided off the alley to the rear, behind the new buildings, and on-street. These buildings could be used as offices, live-work units, or residences.



**Full Vision:** This view adds investments in public infrastructure to the property frontage: street trees and proper travel lane widths. This is now a pleasant place to walk that contributes to the quality of life (and tax base) of the city.

# Prototypical Site: Grove and 11th – Missing Middle

Item 5.



**Existing Condition** This site is a standard quarter-block in a traditional Cedar Falls neighborhood. It includes two vacant lots, with street frontage on two sides and alley access at the rear.



**Rowhouses** Three sets of Rowhouses. Parking is accessed from the alley. These could also be configured as stacked flats (small apartments).



**Two Small Apartments** Two or two-and-a-half story buildings, fully integrated into the neighborhood. Parking is provided at the back of the lot. Small detached structures at the back of lot could be additional units or garages.

# Prototypical Site: Grove and 7th – Missing Middle

Item 5.

## Existing Condition

A large, underutilized and irregularly shaped corner lot, embedded within an existing traditional neighborhood, with alley access.



## Cottage Court

Several small cottages front around a central green space. The layout of the site is oriented to the neighborhood, rather than internally. It maintains the street edge, defining the public realm through both building placement and street trees. Parking is provided at the rear of the lot, accessed from the alley.



Drawing by architect Ross Chapin, from AARP website.

Cottage courts can provide a housing option for people who desire a detached single-family house, but with considerably less upkeep, expense, and maintenance. Individual cottages are typically small, with 1 to 2 bedrooms at most.



# Prototypical Site: Main and 13th – Missing Middle

Item 5.

## Existing Condition

A standard quarter-block site, along the Main Street Corridor. Currently vacant property.



## Rowhouses

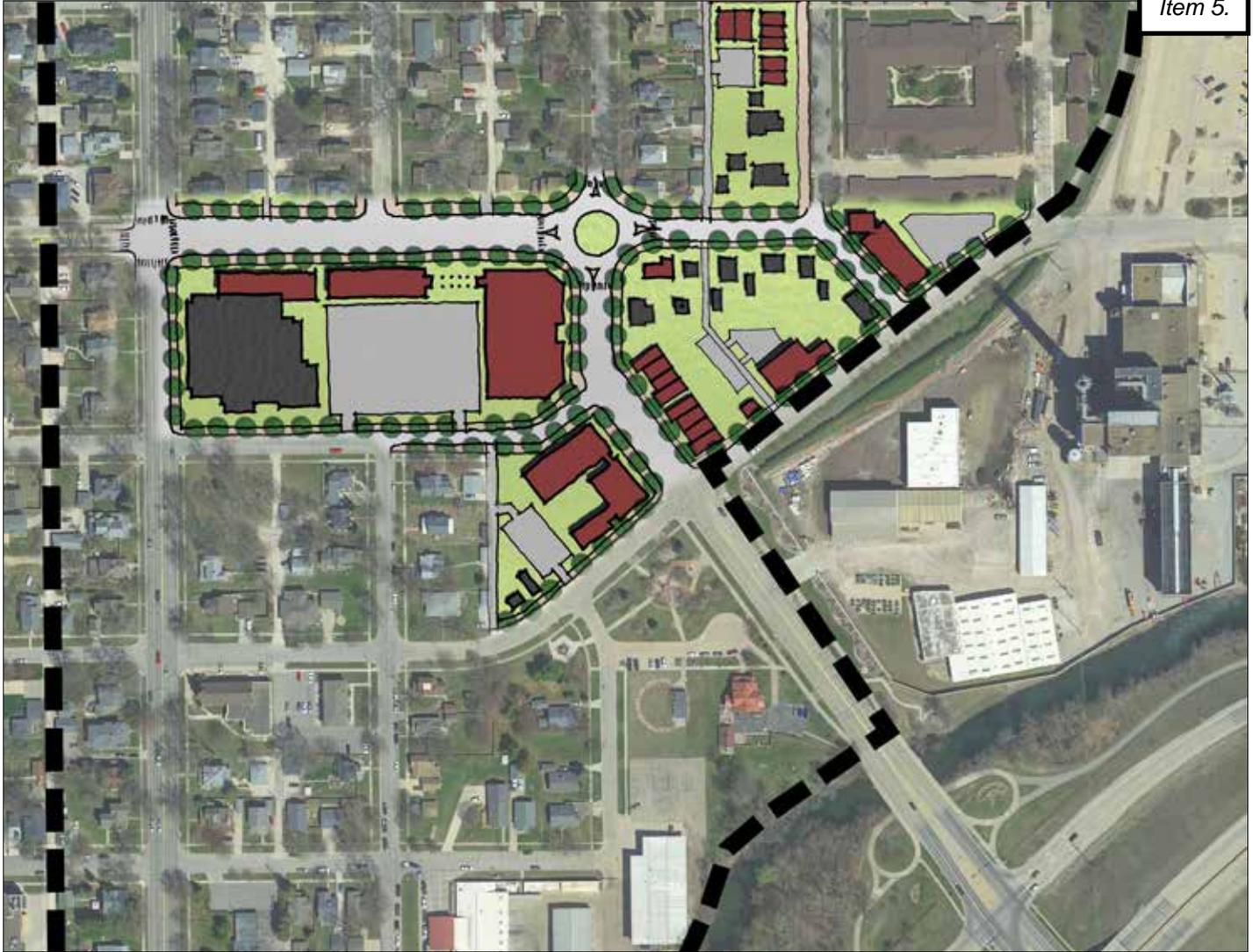
This scenario was explored in conjunction with the “greening” of the corridor (see page 68). In character with the existing context, this group of rowhouses have front yards matching the existing context. Each house has a back yard and a detached garage accessed off the alley. The rear garages could include upper-story granny flats.

Rowhouses—or Attached Single-Family Houses—provide an affordable housing option for people who desire a single-family house, but with considerably less upkeep and maintenance.



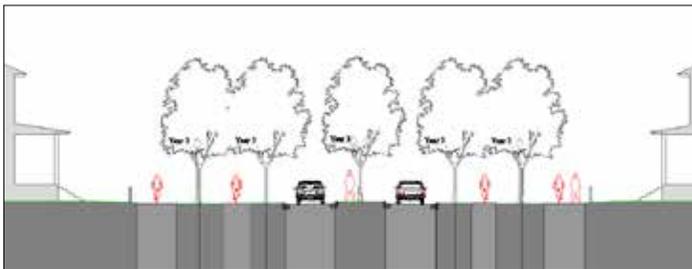
# Prototype Project: Waterloo Road / 12th Street

Item 5.



## Vision

This “what if...” scenario proposes a reconfiguration of Waterloo Road/12th Street. Traffic coming into the neighborhood from the highway will be calmed as this new street pattern will send the clear signal that this is a neighborhood—no longer a high-speed environment. This will reconnect the neighborhood north and south of Waterloo and improve both pedestrian and auto connections. A traffic study will be necessary prior to implementation. This arrangement creates new, buildable land area along the street frontage. This illustrative drawing shows several potential new buildings along 12th/Waterloo Streets, more parking, and new street and pedestrian connections. (see page 66)



Proposed Waterloo/12th Streets Center Left Turn Lane / Treed Median



## Prototype Project: East Viking Pump Site

Item 5.



### Potential Redevelopment: What If...

This is a “what if...” scenario, wholly at the option of the Viking Pump operation. The eastern portion of the property is redeveloped, allowing a large and efficient parking garage hidden behind mixed-use liner-buildings on its north and south sides. The new “liner” buildings could provide new office or R&D space for Viking or their tenant(s). It would be available for the full range of uses permitted in the General Downtown Character Area.

This redevelopment would expand the Downtown environment, providing additional parking within comfortable walking distance of the Parkade and Viking Pump itself.





## Potential Redevelopment: What If...

From the Public Kick-Off “strengths and weaknesses” exercise to the Charrette Week “hands-on design workshop”, the most consistent idea heard was to relocate the wastewater treatment facility outside of Downtown. While such a move would be a major public policy decision for the City, with a significant price tag, the design team did explore the possibility. *Despite the fact that there are numerous unknowns and variables at this time, the City should have clear goals for the redevelopment of all or a part of the site, should the opportunity arise.*

- Based on stakeholder interviews and technical meetings, the above schematic illustration recognizes the need for a portion of the treatment facility to remain on-site, including a pump station and a detention/retention tank, even if the principal operations are relocated.
- Some of the unknown variables include: the minimum land area required for the remaining operations; limitations on and/or expense of redevelopment and construction due to soil quality (previous fill), water table, or potential brownfield hazard issues that might limit future uses.

As this site represents the potential single largest redevelopment parcel within Downtown, the opportunity to address several *Imagine Downtown Plan* aspirations should not be ignored. In addition to relocating the wastewater plant, another popular idea throughout the public visioning process was to create new public green space in Downtown. Due to the built-out nature of the study area, there are almost no locations where this might occur. The wastewater treatment facility property provides an exception.

This illustration addresses several key goals that should be included in any redevelopment scenario.

- Reintegrating the site into Downtown through the extension of the street grid
- Providing a public (or publicly accessible) green space to reconnect Downtown and the Cedar River, creating more value for private redevelopment on adjacent parcels
- Accommodating a range of housing types
- Creating additional parking (under the building plinth and the green spaces)
- Maintaining approximately 50% of the site as a public wastewater facility (as well as the existing levee)

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# Re-Imagining Downtown Streets

Item 5.

Streets are a community's first and foremost public spaces and should be just as carefully designed and planned as a park or public building. The character of the street—both its scale and its details—plays a critical role in determining the quality of the pedestrian realm in a given location.

Streets must balance the needs of all forms of traffic—auto, transit, bicycle and pedestrian—to maximize mobility and convenience for all residents and users. Street character will vary depending on location and design: some will carry larger volumes of traffic and provide a more active and intense urban pedestrian experience while others will provide a less active and more intimately scaled street-space.



*The street sections on the following pages are presented as models for future street reconfigurations (and for any new street construction) in the Downtown Study Area. The narrow lane widths are recommended—as auto traffic in the Downtown Study Area should be slow moving. (However, all lane widths are subject to adjustment.)*

These models are proposed in pursuit of Downtown Mobility (see p.16), with the goal of moving people, not just cars. They show one way to balance the different mobility and quality of life interests competing for the public rights of way in the Downtown. Getting the design of the street “right” can mean the difference between a vibrant, walkable, and economically successful Downtown and a downtown that is just a “pass-through” for motorists.

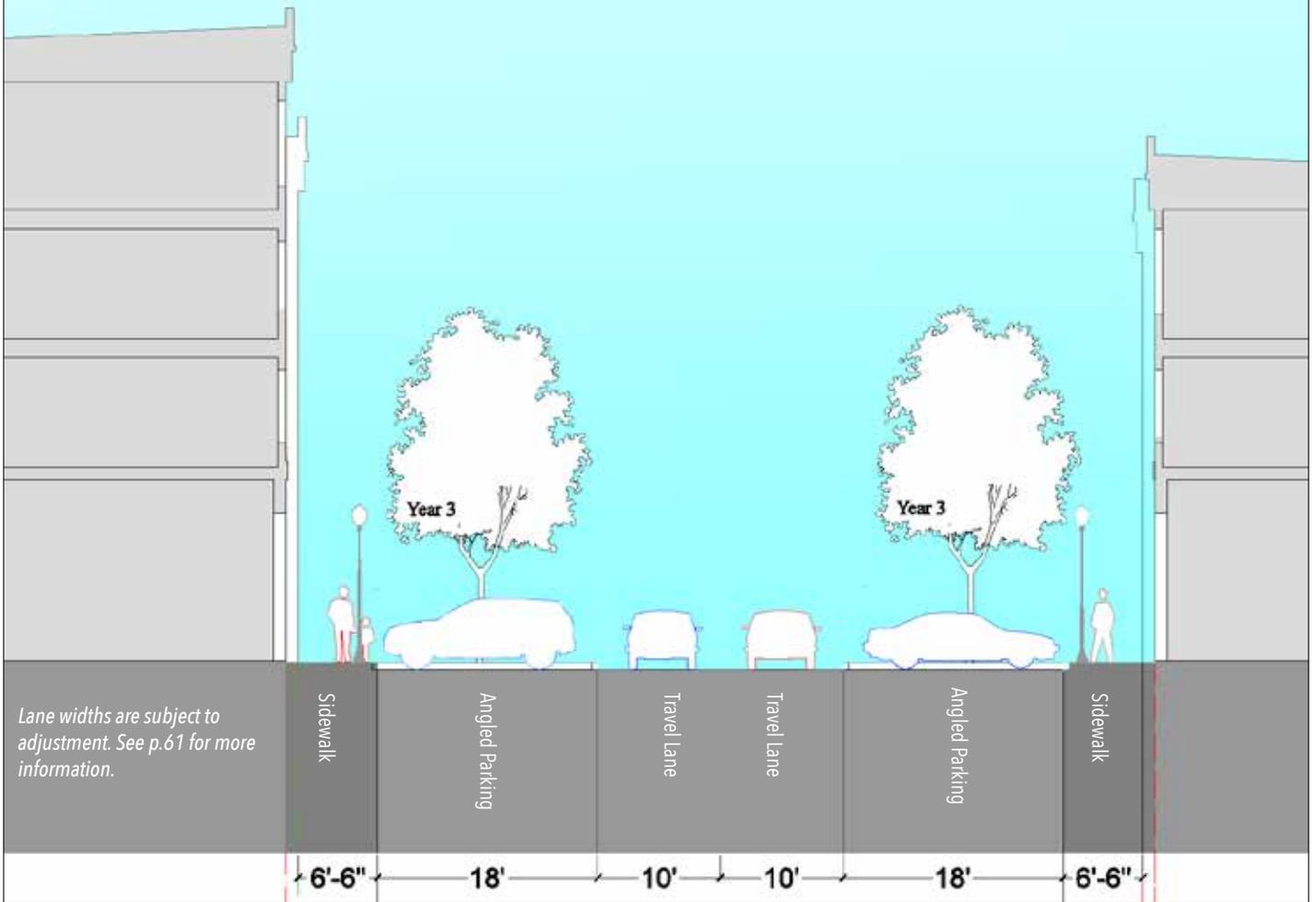
The configurations proposed are one way to balance the various demands of a great street space and achieve the overall goals of the *Imagine Downtown Plan*.

## Street Design Principles

*The appropriate design of streets is one of the most important elements of the **Imagine Downtown Plan**.*

- Designing for continuous free-flowing traffic creates situations where vehicles will travel at speeds greater than desirable for pedestrians.
- With appropriate street designs, drivers choose slower speeds and less aggressive behavior, a feat typically not achieved through basic speed limit signage/postings.
- The interconnected street network in Downtown allows traffic capacity to be diffused and maintained across numerous streets.
- Differences between “requirements” and “preferences” can be significant—increased lane width and the accompanying increased vehicle speed more often than not decrease the overall safety for pedestrians.
- On-street parking slows passing vehicular traffic and acts as a buffer between moving vehicles and pedestrians.
- Overall function, comfort, safety and aesthetics of a street are more important than efficiency alone.
- In the Downtown Study Area, non-vehicular traffic should be provided with every practical advantage so long as safety is not adversely affected.
- Street design should take into consideration what is reasonably foreseeable, not every situation that is conceivably possible.
- Designing a street to facilitate (rather than accommodate) infrequent users may actually be the wrong design for the frequent users of the space.
- When the street design creates a conflict between the vehicular and non-vehicular user, it should be resolved in favor of the non-vehicular user.

## 3rd to 6th Streets: Parkade to Alley



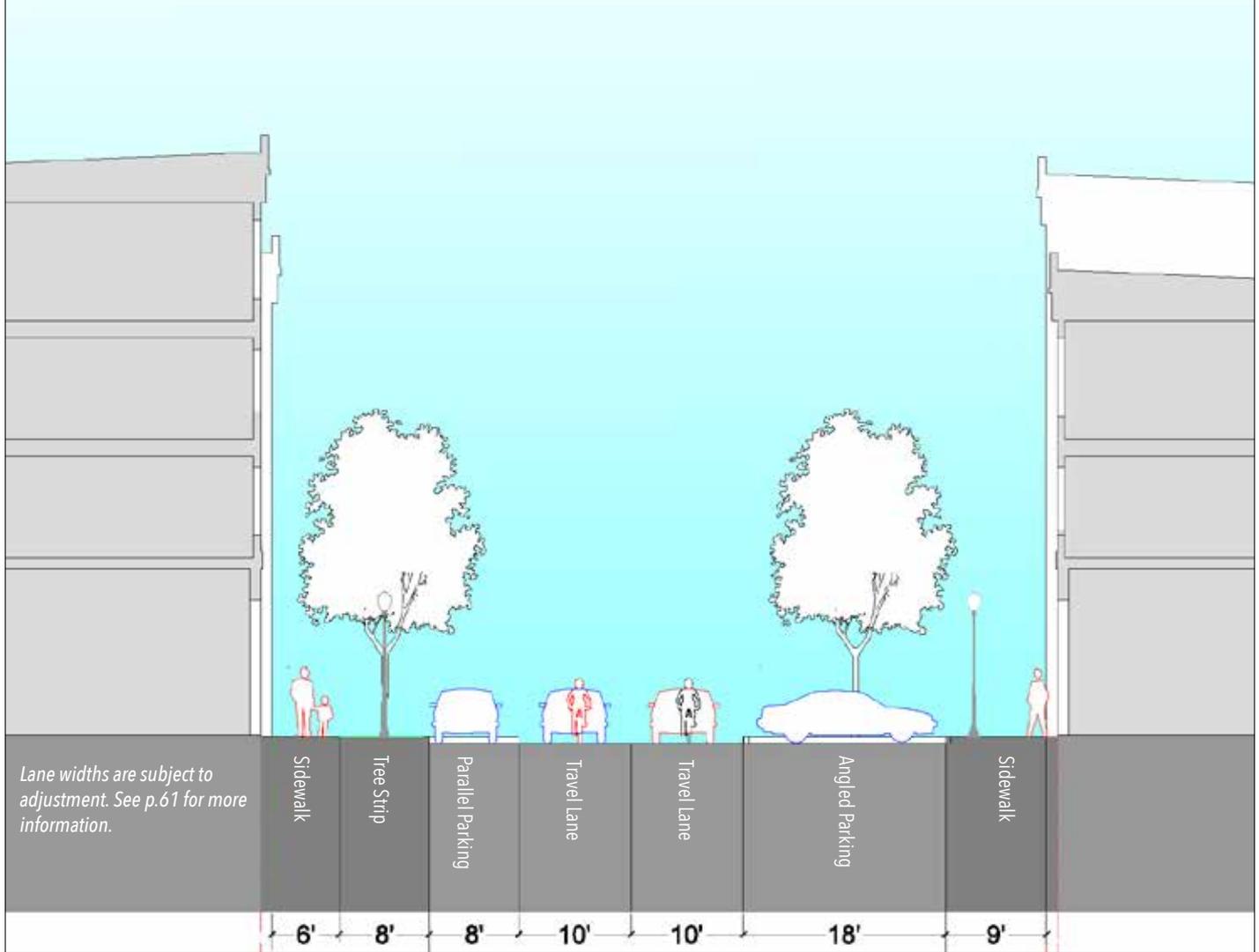
### Side Streets: Walkability Improvements

The streets just off the Parkade are a sharp contrast to the Parkade itself. The concrete and asphalt expanse is barren and unfriendly for the pedestrian and business owner alike; they are a barrier to walkability and contribute to a sense that ‘there isn’t enough parking in downtown’ even though there are public parking lots a mere half-block away.

This street section is recommended for the half-block between Main Street and the alley, increasing parking immediately adjacent to the Parkade, with head-in angled parking on both sides of the street (currently only on one side). This re-configuration narrows the auto travel lanes—allowing space for better sidewalks and some street trees to provide shade and greenery.



## 3rd to 6th Streets: Alley to State/Washington



### Side Streets: Walkability Improvements

The above street section is recommended for the half-block from the alley to the next parallel street (State or Washington), providing a better pedestrian environment and transition to the surrounding areas—while retaining the current amount of parking.

This re-configuration works with the general position of the existing curbs, narrowing the automobile travel lanes. This configuration reapportions the excess asphalt, increasing the sidewalk space and making provisions for some street trees to provide shade and greenery. This new street will be a more positive environment for pedestrians and businesses.



# Re-Imagining Downtown Streets

Item 5.

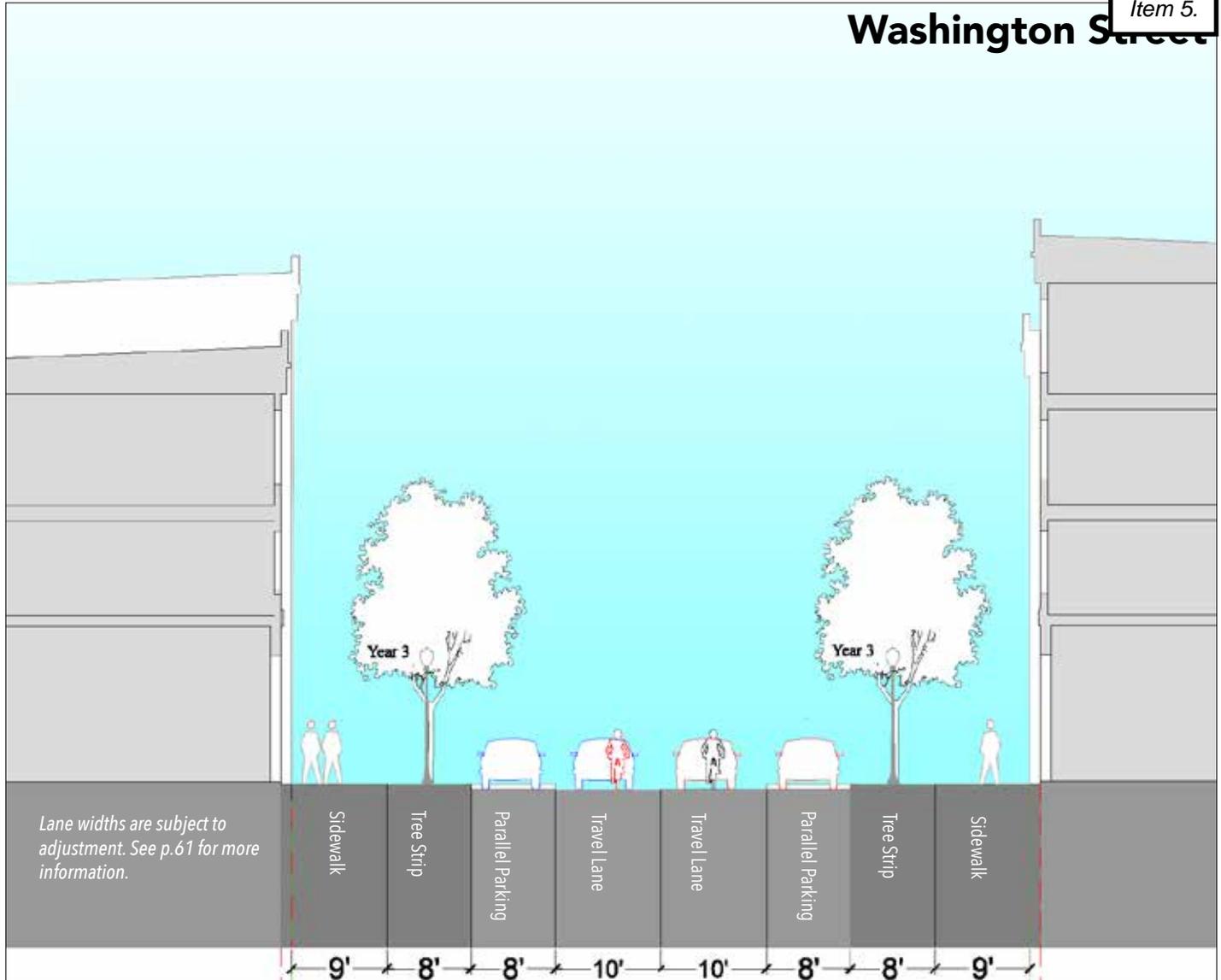
## State Street



### State Street: Walkability Improvements

State Street has a good underlying structure and scale—but the automobile travel lanes are excessively wide (speed-inducing) and the pedestrian is underserved. The above configuration reapportions some of that excess, increasing the on-street parking and the sidewalk space.

## Washington Street

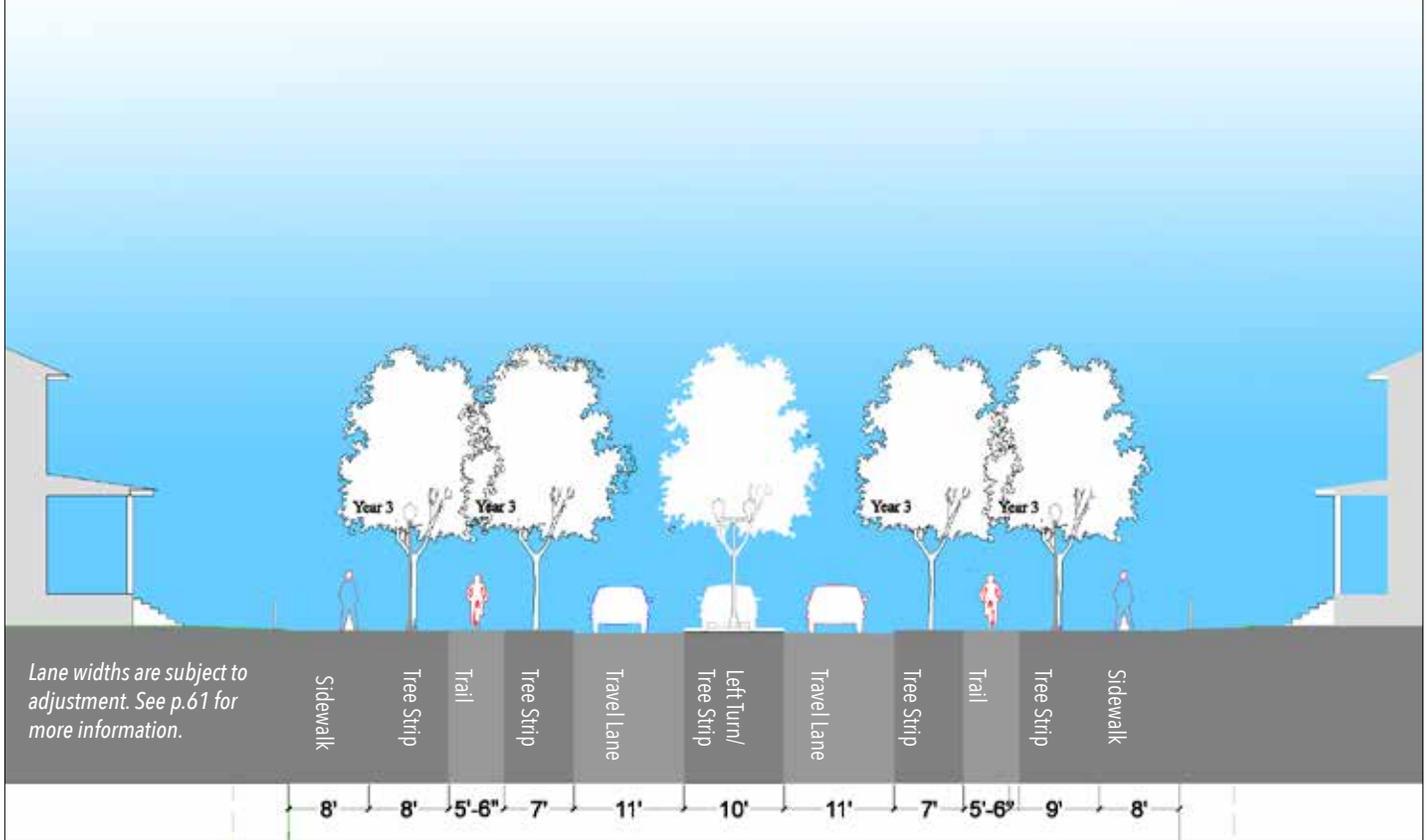


### Washington Street: Walkability Improvements

Washington Street starts with a good structure and scale. Its right-of-way is slightly wider than State. Like State, the automobile travel lanes are excessively wide (speed-inducing). The above configuration reappropriates that excess, increasing the on-street parking and the sidewalk space.



## 12th Street / Waterloo Road

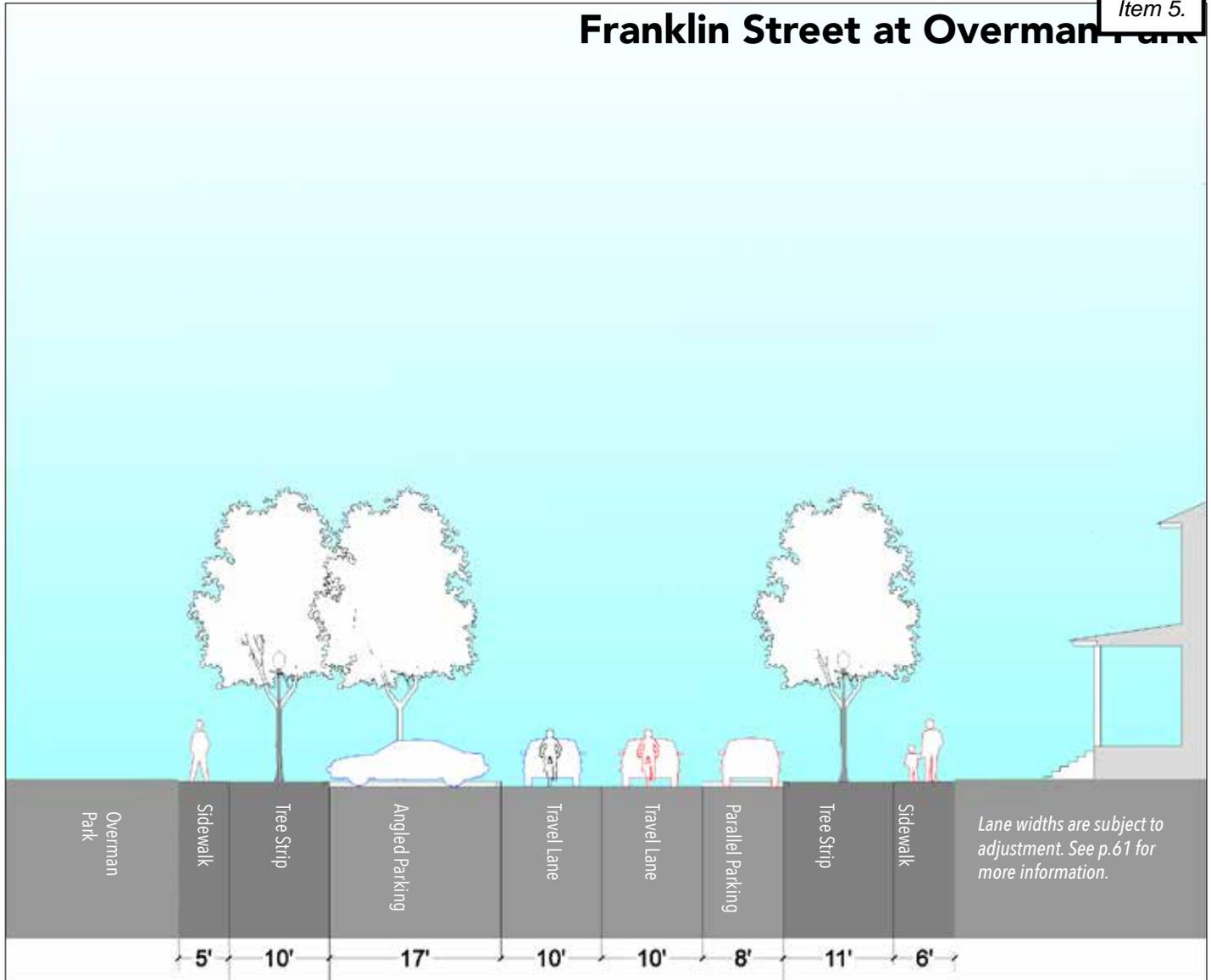


This reconfiguration creates new, pedestrian friendly versions of Waterloo Road and 12th Street. This will help re-connect the neighborhood with itself. The Recreation Center will now be more accessible by foot and bicycle.

This new gateway to Cedar Falls will be a memorable tree-lined boulevard. (see page 57)



## Franklin Street at Overman Park



### Franklin Street at Overman Park: More Parking and Trees

This configuration addresses two things: increasing the available parking for events at Overman Park and narrowing the travel lanes on Franklin to a width more appropriate for neighborhood travel. This reconfiguration does not change the existing curb lines. The new angle-in parking along Franklin should have ‘bump-outs’ at the intersections of 2nd and 3rd streets—with new street trees planted, adding to the shade and green of Overman Park.

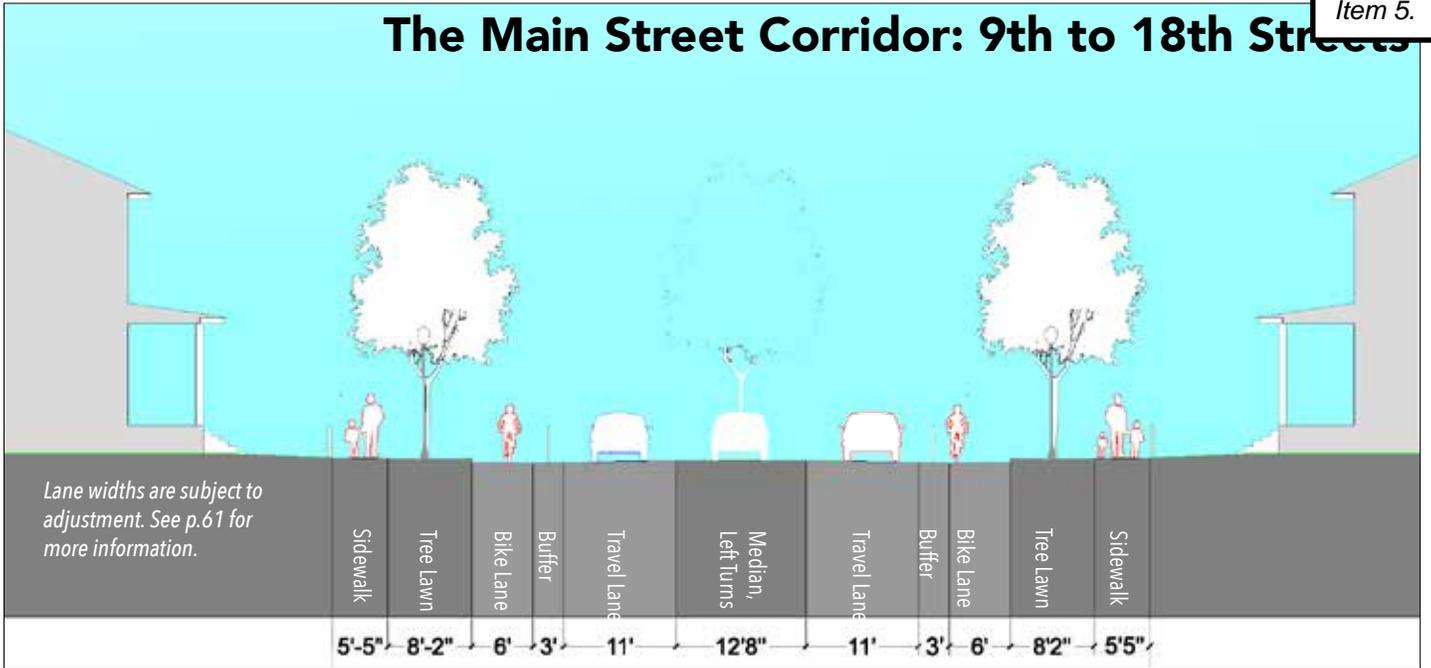


View looking south down Franklin Street. Overman Park is on the left.

# Re-Imagining Downtown Streets

Item 5.

## The Main Street Corridor: 9th to 18th Streets



Current view looking north up Main Street toward 7th Street.

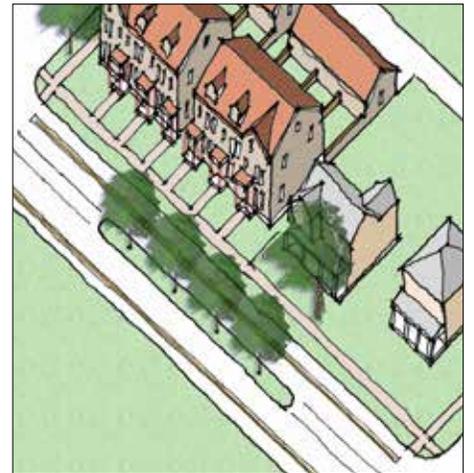


Illustration showing treed median/left turn lanes.

### Greening the Main Street Corridor: What if...

There was a clear consensus during the community visioning process to increase the Downtown tree canopy, in general, and to maintain and enhance the “green” character of this section of Main Street.

Based on the current and projected traffic, this section of Main could be redesigned to reduce congestion created by vehicular left turns and improve pedestrian and bicycle safety, while also accommodating generous tree lawns and a (periodic) treed median. These changes would create a more inviting public realm that could also assist with stormwater management and reduce the heat island effect that is common in downtown environments. Character improvements like this enhance walkability and property values while also better defining the gateway into the heart of Downtown.

This proposal builds on the City’s 2017 *Main Street Corridor Traffic Study*: adding a treed median/left turn lane and bike lanes as part of a 4-lane to 3-lane conversion. The above configuration retains the capacity to carry twice the current traffic, maintaining flow and improving safety by removing turning vehicles from the through-lane.

### The Case for a Road-Diet<sup>1</sup>

- This section of Main Street currently carries a volume of +/- 9,000 vehicles per day (vpd)
- The capacity for a 4-lane undivided road like Main Street is +/-27,000 vpd; capacity for 3-lane road would be +/-18,000 vpd (which is well above current volumes)
- Main Street could realize volume growth of approximately 2 times current traffic with 3 lanes
- On urban streets, capacity is dictated by turns at intersections and into driveways
- The addition of a turn lane removes left turning vehicles from travel lanes, allowing traffic to continue to flow
- In most peer ‘road diet’ cases, volumes stay steady or vary slightly; in no cases does a road “lose” half its volume
- Volume and capacity are different things

<sup>1</sup> Analysis provided by Wade Walker, PE., Alta Planning and Design

The preceding pages illustrate potential redevelopment projects that show one way in which the *Imagine Downtown Vision Plan* might be implemented over time. Each example—whether *Visualizing Change*, a *Prototypical Project or Site*, a *What If...* scenario, or *Re-imagining Downtown Streets*—addresses one or more of the plan goals and recommendations. Those goals and recommendations are based on a synthesis of stakeholder interviews, site and market analysis, and community aspirations gathered during the course of the *Imagine Downtown Project*. Similar redevelopment projects could be undertaken in other locations within the Imagine Downtown study area.

The timing of plan implementation and sequence of redevelopment projects will depend on public, private, and non-profit sector involvement, decision-making, and investment, within the context of the local Cedar Falls market. As new projects are proposed, they should be evaluated based on how well they fulfill the following.

## SUMMARY OF PLAN RECOMMENDATIONS

See the Executive Summary on pp. 2-3 for a brief description of each.

- **Increase the “sense of place” throughout Downtown.**
- **Define the public realm with active building facades and additional street trees.**
- **Design Downtown Gateways to provide a sense of arrival.**
- **Expand beyond the success of the Parkade as a destination environment.**
- **Implement the street and sidewalk rebuilding program to improve the pedestrian environment and enhance walkability.**
- **Understand the market and use it to create more housing and employment options.**
- **Change the rules for development.**
- **Create a consistent process for development review and approval.**
- **Update the current parking requirements.**

# NEXT STEPS

The **Imagine Downtown Project** was initiated not only to establish a road map or framework for future growth and development, but also to provide inspiration for the quality and character of that development. The ideas presented in this plan will be implemented in partnership between the City and the private and non-profit sectors—and at the behest of the citizens of Cedar Falls. Each group has an important role to play. Some tasks are already underway, while others can be undertaken in the near-term, with others requiring more time (depending on the completion of prior tasks, market conditions, etc.) to be implemented over the medium- and long-term.

## Recommended initial steps to implement the Imagine Downtown Plan

- Move forward with plans to rebuild downtown streets and plant street trees to improve walkability and the overall the public realm.
- Continue implementing Parking Study strategies.
- Establish an entity or authority to manage (a new approach to) parking and related revenue.
- Determine preferred location(s), and evaluate financing mechanisms, for a public-private parking ramp to support existing Downtown activity centers and future growth.
- Adopt new zoning for the entire Downtown Study Area, with the express purpose of plan implementation and an emphasis on the appropriate form and character of new development.
- Endorse Downtown Street cross sections *in concept*.
- Consider proposed road diets (4- to 3-lane conversions) when and where feasible.

Implementing the *Imagine Downtown Plan* will require cooperation and collaboration between all involved. The city can write the rules and provide the infrastructure, but it will require private sector investment to build the compact, mixed-use walkable place envisioned by the community. The updated zoning and new development review process should make it easy for people who meet the new standards to build the community vision for Downtown Cedar Falls.

# APPENDIX

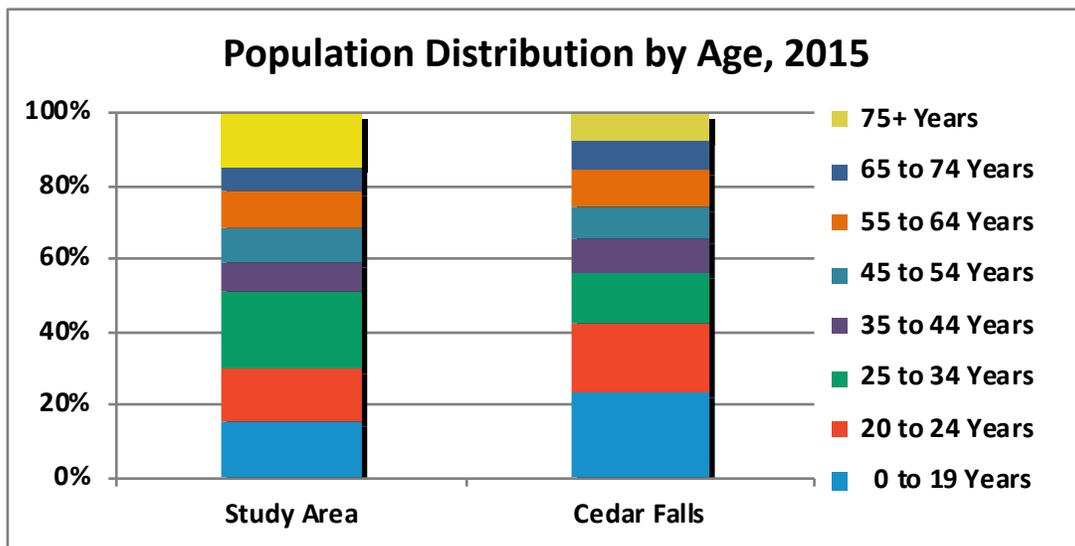
The following documents and studies were produced during and in support of the **Imagine Downtown Visioning Project** process.

• <b>Market Considerations Report</b>	<b>71</b>
• <b>April 2nd Project Kick-Off Event – Attendee Survey Results</b>	<b>79</b>
• <b>Visual Preference Exercise Tally</b>	<b>81</b>
• <b>June 6th Charrette Work-in-Progress Presentation – Exit Survey Results</b>	<b>84</b>

## Demographics

Cedar Falls’ demographics have implications for Downtown’s future development. The city’s population has grown 6.1 percent since 2010, adding roughly 2,400 new residents and just under 1,100 new households. The Downtown study area has an estimated 1,500 residents living in over 700 households – 4.5 percent of the city’s households.

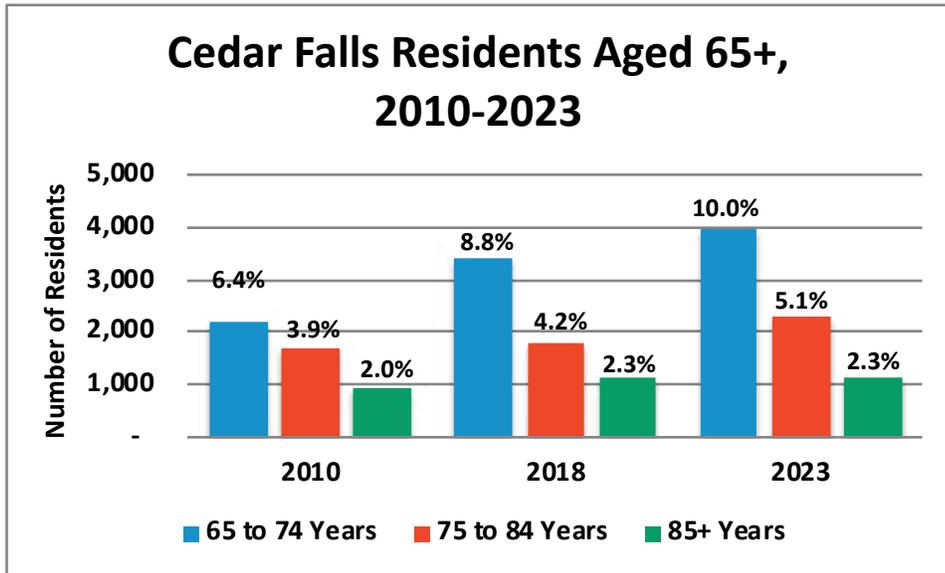
By age, the study area’s population differs significantly from the citywide population. Residents aged 25 to 34 represent 22 percent of the study area population and 14 percent of the city population. Thanks to the presence of the Western Home retirement community, the study area’s share of residents aged 75 and over is significantly larger with almost 15 percent of all residents as compared with just over 7 percent citywide.



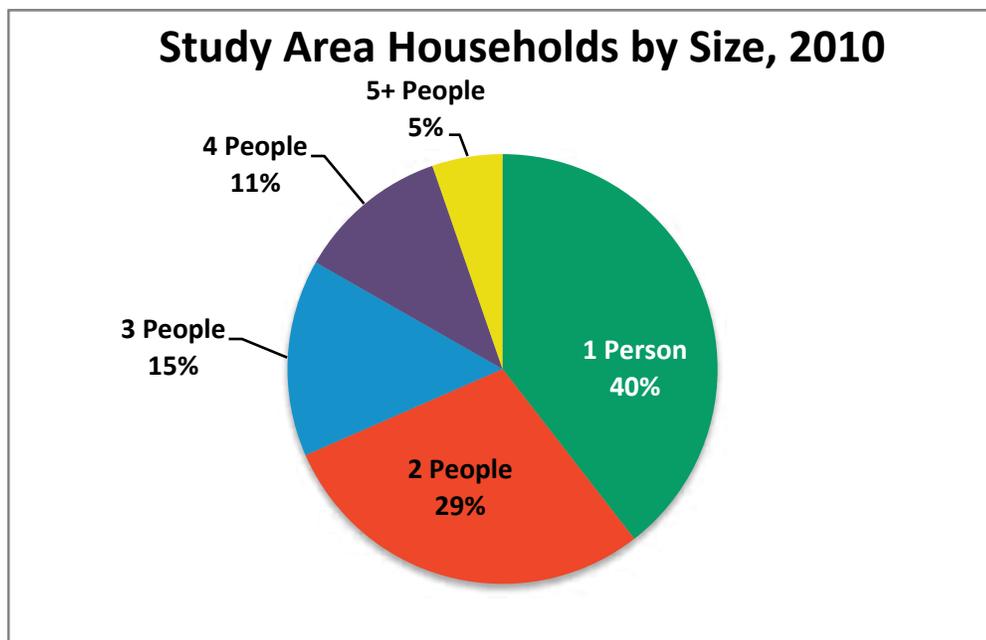
Over the next five years, the age distribution will shift as the generations age. The younger Baby Boomers (the generation born from 1944 to 1964) will be turning 65, and older Millennials (the generation born between 1981 and 1996) will be over 35. The number of young adults aged 20 to 24 is projected to decline by roughly 100 people from 19.1 percent of all residents in 2018 to 18.3 percent in 2023 as Generation Z (born from 1997 to 2015) replaces Millennials. These shifts will have implications for the housing market.

ESRI, a national demographic data provider, projects that the 35 to 44 age cohort will grow by about 800 people by 2023. Many Millennials have delayed marriage and childbearing, so many more may settle down and buy homes in the next few years. Currently, 53 percent of those aged 25 to 34 own their homes as compared with 78 percent of those aged 35 to 44. This shift will create opportunities for townhouses, duplexes and other more affordable starter housing.

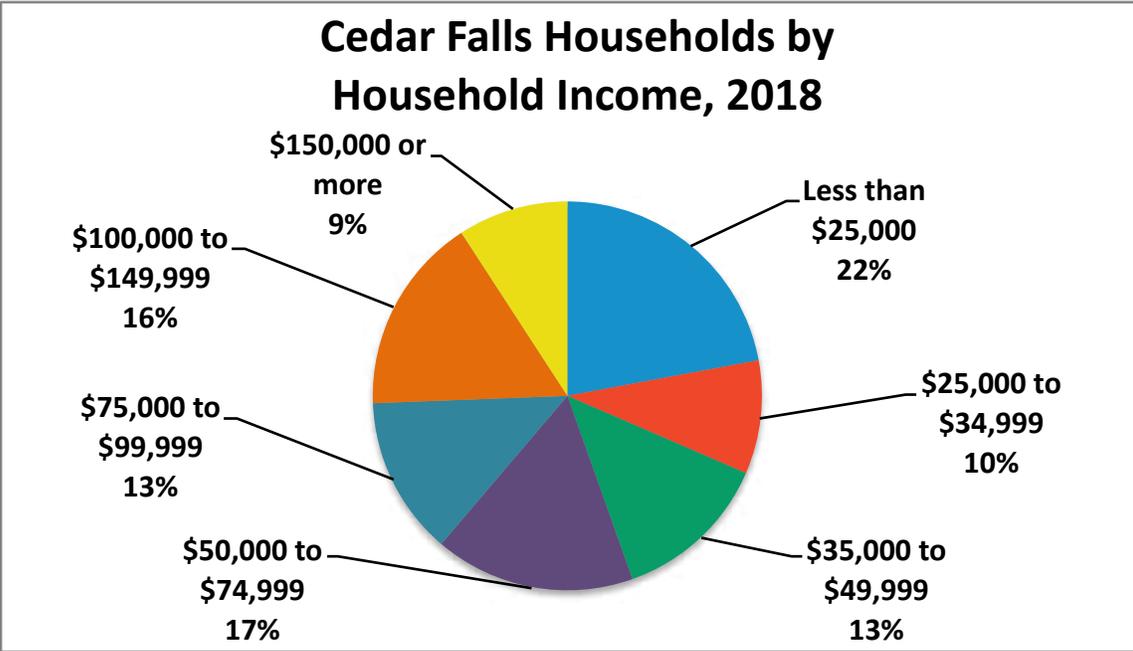
Citywide, the aging of the Baby Boom means that the number of people aged 65 to 74 will increase by more than 500 people by 2023. That may generate more demand for empty-nester housing for those who no longer need their large family homes and prefer to be able to travel without worrying about yard upkeep. The increase in the population over the age of 75 will translate into higher demand for independent and assisted living options.



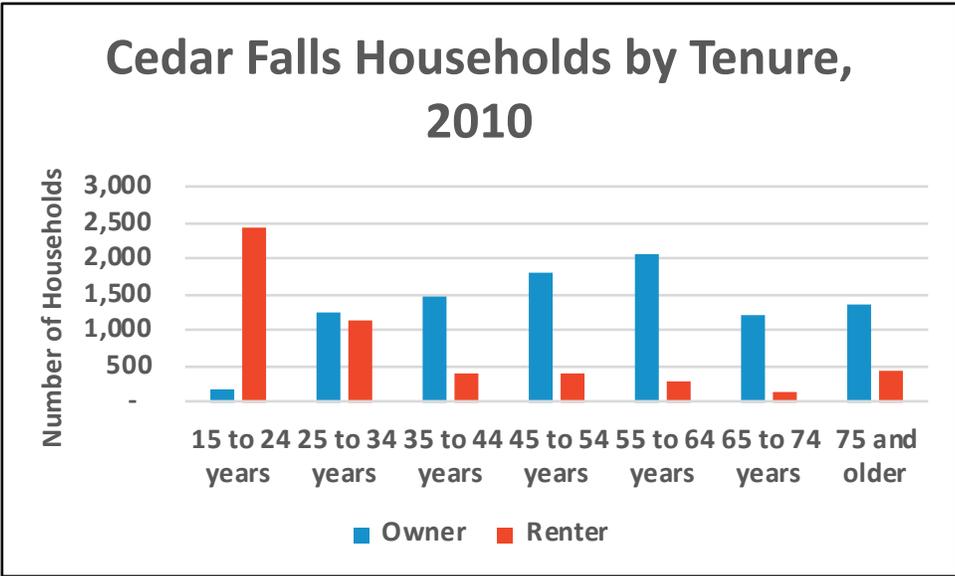
Household sizes are relatively small with more than 64 percent of households having only one or two persons. Though many small households still choose to live in single-family houses larger than they need, this suggests potential demand for both multi-family units and smaller single-family houses, including townhouses, duplexes and other “missing middle” types of housing sized between detached houses and multi-family apartments or condominiums. Downtown is well positioned to meet this demand, at least for households with higher incomes. With the presence of Western Home and a higher share of multi-family housing, the study area’s average household had 2.03 persons in 2010 as compared with 2.37 persons in the city as a whole. Forty percent of study area households were people living alone.



Cedar Fall households have a median household income of \$56,200 with 39 percent having incomes of \$75,000 or more and 26 percent with incomes of \$100,000 or more. Study area incomes are slightly lower with a median of \$54,000.

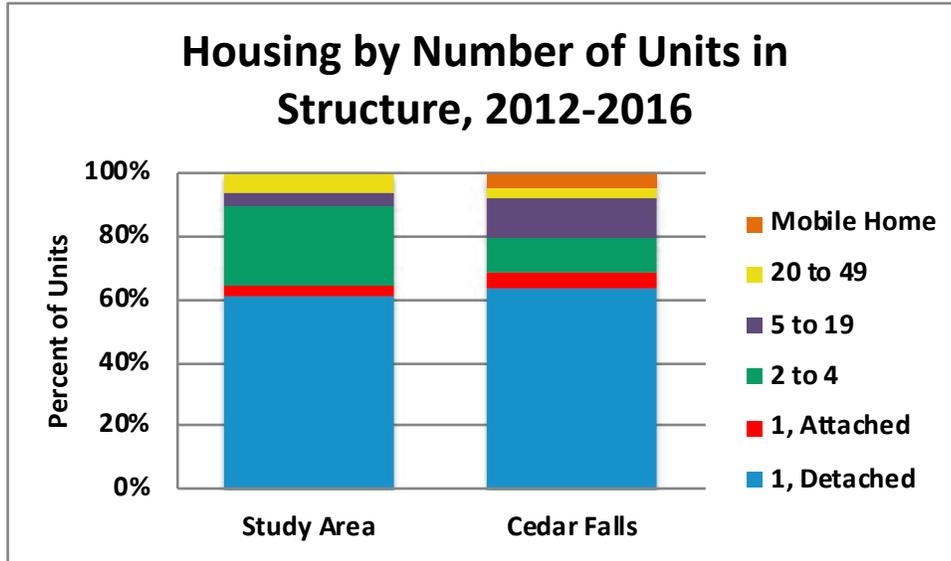


Just under 65 percent of Cedar Falls households own their own homes, up from 64 percent in 2010 but down from 73 percent in 2000. By age, most renter households are headed by an individual under the age of 35, but not all. Based on data from 2010, the share of each age cohort that rents declines from 47 percent of those aged 25 to 34 to 22 percent for those 35 to 44 down to 11 percent for those 65 to 74 before increasing to 24 percent of those aged 75 and older. As the population continues to age, that suggests a growing demand for ownership units. However, reliance on these data may underestimate the number of households that would like to locate in Cedar Falls if quality rental housing were available.

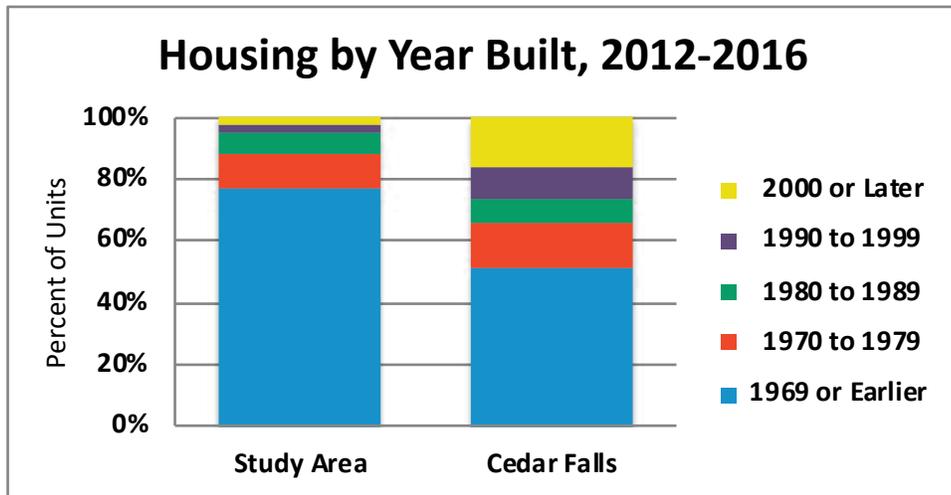


## Housing Market

Cedar Falls' housing has been dominated by single-family units, including detached units at 61 percent of all units and attached units (townhouses) at almost 5 percent of the total, based on data from the 2012-2016 American Community Survey (ACS), the latest information available. The study area also had a majority of its housing units in single-family detached and attached housing, 56 and 3 percent, respectively. A key difference was that duplexes, triplexes and quadplexes represented one-quarter of all study area housing as compared with 11 percent of the citywide housing inventory. Multi-family units constituted 17 percent of all units, but that share has grown with recent multi-family construction downtown.



The historic nature of many of the study area neighborhoods is reflected in the fact that 58 percent of its housing was built before 1940, based on statistics from 2012 to 2016. This compares with less than 14 percent of the citywide inventory. Over the last three decades, almost all of the new housing built in the city has been built outside the study area.



CoStar, a national real estate data company, provides information about the city's apartment market. It shows that the multi-family rental inventory has expanded from 33 to 40 buildings with the addition of 413 new units to a 2019 total of 2,745 units. The current occupancy rate of 94.7 percent indicates a market basically in balance between demand and supply. The average rent of \$855 per month is 9 percent higher than the 2010 average. CoStar reports that

downtown's multi-family rental housing is fully occupied, indicating a shortage of rental units. The average downtown study area rent of \$1,202, 40 percent higher than the citywide average. The new units opened in 2016 leased up quickly. New downtown residents include a diverse mix of ages, household types and backgrounds. The multi-family units have had particular appeal for empty-nesters who no longer want to maintain a single-family house, particularly those who winter in Florida or Arizona.

Two new apartment buildings – the Arabella on 1<sup>st</sup> Street and the latest phase of River Place on 2<sup>nd</sup> Street –are under construction along with a third River Place mixed-use building that will include 25 new units at the corner of State and 3<sup>rd</sup> streets. Opportunities for additional new apartment and condominium buildings are limited by the small number of sites large enough to accommodate the number of parking spaces required by the current zoning code. By requiring more on-site parking than the market demands, the code has the effect of increasing the cost of building new units and the subsequent rents that must be achieved to cover those costs. This is particularly true when the parking must be provided in an above-ground structure or underground. Underground parking is extraordinarily expensive; local rents do not support the cost of building below ground.

The response to new downtown apartments and condominiums suggests a significant pent-up demand for downtown housing. As new jobs are created downtown, they will generate additional demand for downtown living that will allow an easy walk to work.

Nationally and locally, younger workers have shown preferences for urban housing that allow them to live without a car or with a couple sharing only one car. They seek out housing in mixed-use environments where they can work, live and play within the same area. With its growing base of housing, Downtown Cedar Falls is starting to respond to that market demand.

Over the next decade, downtown could support development of an additional 200 to 400 housing units if sufficient sites can be made available, possibly through public/private partnerships, and if the zoning code is changed to encourage downtown development. The new offerings should include a mix of housing types, sizes, rent levels and prices so as to reach more than just high-end renters and buyers. A range that includes small to large townhouses, duplexes, mansion houses, and small to medium-sized apartment and condominium buildings would provide a variety of housing options, while respecting the scale of existing neighborhoods.

## Retail Market

Downtown hosts a mix of retail businesses and restaurants taking advantage of the historic Main Street location. Focused primarily between 1<sup>st</sup> and 5<sup>th</sup> streets along Main Street, the downtown retail mix includes boutiques, gift shops and specialty shops. Stores focused on daily needs are more limited, including a dry cleaner, a fitness center and four salons or spas but no grocery store, drugstore or barber. Banks are plentiful along with the Post Office. Events, other programming and live music enliven downtown and attract patrons from around the region.

Main Street has almost continuous storefronts between 1<sup>st</sup> and 5<sup>th</sup> streets. New storefronts have been developed along State Street with the River Place mixed-use development. That has generated some shifting of spaces. The new River Place building at State and 3<sup>rd</sup> streets will include 9,030 square feet of retail space, tentatively divided into five bays. The Arabella on W. 1<sup>st</sup> Street also will include first-floor commercial space.

Until this year, there was a waiting list of stores seeking Main Street spaces. There is no longer a waiting list. Inventory of the downtown retail space identified six vacant first-floor storefronts on Main Street. Two additional spaces are being renovated for stores “coming soon.” Two of the six vacant spaces may already be committed to specific tenants as part of a shuffling of downtown stores.

Downtown serves a regional market that extends beyond the city boundaries, attracting regional residents to eat lunch during the day or to enjoy restaurants, live music and theater in the evening and on weekends. Independent, non-chain shops predominate, offering unique goods and personal service. However, the concentration of local owner/operators means that most Main Street stores operate on limited hours – typically 10 to 6 on weekdays and 10 to 5 on Saturdays. That schedule does not mesh well with the lives of most working people and limits their ability to reach the full potential market. Some progress has been made to extend hours to Sunday afternoons, and some stores are now open until 7 at least a couple of nights per week.

Retailing is experiencing tumultuous times with the increasing competition provided by ecommerce. An estimated 14.3 percent of all retail sales occurred online nationally in 2018, up from 6.4 percent in 2010. Some retail categories have shifted online almost completely. Most are influenced, at least to some extent, by shoppers' online research. Some categories that were historically resistant to online competition, such as fresh groceries, are increasingly impacted by ecommerce. Downtown's concentration of restaurants is well situated to continue attracting customers, providing an experience not replicable online.

A 2016 public survey conducted for Community Main Street identified the following retail types as those most desired for downtown:

- bookstore;
- distillery;
- grocery and specialty foods, particularly locally-sourced food and produce and artisanal foods;
- micro-brewery;
- office space, especially meeting rooms; and
- restaurants, including outdoor dining, fine dining, full-service breakfast, sports bar and specialty/ ethnic dining.

While public desire for any particular store type does not ensure that a store can be attracted or supported economically, but these priorities provide some insights. Some of the desires may have been met by restaurants and brew-pubs opening since the survey was conducted.

Going forward, there are some concerns:

- Rising rents and occupancy costs have started to squeeze retailers' operating margins and financial viability. Store owners also noted the significant increases in property values and taxes that result from higher rents. The latest reassessment increased Main Street property values by more than a third from 2016 to 2019.
- Continued expansion of the supply of retail space may outpace the growth in retail demand.
- In particular, extending retail uses down Main Street beyond 7<sup>th</sup> or 8<sup>th</sup> Street would negatively affect Main Street retailers by diluting the power of concentration between 1<sup>st</sup> and 5<sup>th</sup> streets. The current length is ideal for ease of shopping on foot.
- Service and office uses located in the Main Street core interrupt shoppers' movement from store to store down Main Street. Ideally, there would be fewer office uses in first-floor space. Locating office uses in second-floor spaces and in side-street locations just off Main Street could benefit Main Street retailers.

Supporting further expansion of downtown retailing will depend on attracting additional customers to spend more money. Most effective would be expansion of the downtown office and residential development within walking distance of the retail core. Office tenants frequently eat out and/or shop on their lunch hours, providing a steady source of weekday patronage. New residents help to increase the evening and weekend shopping activity with

demand for a greater variety of goods and services to support their daily lives. Downtown residential development has the additional benefit of generating more pedestrian activity, contributing to downtown's sense of place.

## Office Market

In recent years, the Cedar Falls office market has been dominated by new development in the Industrial & Technology Park in the south part of town. The Downtown office market has focused primarily on banking, offices for local professionals, financial advisors, insurance agencies, medical services, and a small number of technology companies. Most are oriented to serving local residents and businesses. The key exception is the headquarters operation of Viking Pump, a long-time Cedar Falls corporation that serves an international market.

CoStar identifies 80 office buildings in the city with just over 900,000 square feet of space, which likely undercounts the total inventory. Those buildings have a reported occupancy rate of 95.8 percent, which indicates a healthy balance between supply and demand. Total office use has expanded by 169,000 square feet since 2010 – an average of 18,200 square feet annually. Most of the city's office space is in single-tenant buildings, many of which were built-to-suit the company's needs.

Downtown, CoStar lists 24 buildings with 139,000 square feet of space with less than 900 square feet of vacant space for an overall occupancy rate of 99.4 percent. Most of downtown's office tenants are small businesses with less than 10 employees. The tightness in this market suggests there is untapped demand for companies that would like to be located in this mixed-use, walkable environment.

Nationally, office demand is shifting dramatically away from traditional industrial and business parks to mixed-use districts with nearby places to eat, shop and live. Younger workers have shown pronounced preferences for jobs in vibrant, walkable environments. In these times of low unemployment, companies are increasingly seeking out business locations that help them recruit and retain young workers, particularly tech workers. With an expanded supply of downtown office space, Cedar Falls could enhance its ability to attract new companies.

The new Mill Race coworking and collaboration space at River Place has introduced a new type of space into the market – allowing entrepreneurs to access office space and services a day at a time and making available meeting rooms and classroom space on an hourly basis. Such flexible access is important to small businesses that do not want to commit to a long-term lease and do not need their own conference rooms. Some of the new first-floor spaces under construction will be available for use as either office or retail space.

Any medium-sized to large company that might be recruited to Downtown Cedar Falls would need a new building to be constructed. Given the speed with which most companies like to move, the City now should be working with the private sector to identify suitable sites for new office development and interim space options until the new building can be delivered, adopting supportive zoning and developing effective incentives, such as a public parking ramp. A developer is unlikely to be willing to build an appropriate office building speculatively without the benefit of a lease commitment, in part because new construction would necessitate higher rents than are currently being paid in the market. Existing downtown office tenants are paying relatively low rents that take advantage of the older building stock. Some might be able to afford to move into newly built space with higher rents, but most would probably prefer to stay in less expensive Class B space in older buildings.

## Implications for the Vision Plan

- The market will continue to support additional development, though the amount of new retail space should be limited.
- New residential and office development will support downtown retail by bringing in new customers, helping the retailers withstand the pressures from ecommerce.
- Better pedestrian and bicycle connections from surrounding areas, including north of the river, also will help support downtown retailers.
- Development should be scaled and/or phased in bite-sized chunks so as not to overwhelm the market with too much new product at one time.
- Focus retail uses between 1<sup>st</sup> and 5<sup>th</sup> streets for a good customer experience (with the exception of a grocery store/coop, which will be a destination). Do not allow retail proliferation along South Main and West 1<sup>st</sup> Street.
- Land is in short supply, so no new one-story buildings that squander that resource.
- Adjust the ratios for parking for new development to require only as much on-site parking as the market demands, and design for lower parking needs in the future.
- Develop structured parking in partnership with private developers above or behind first-floor uses as the market requires it to support new development.

*Market Considerations Report prepared by*



## Cedar Falls Community Center Attendee Survey Tuesday, April 2, 2019

### SUMMARY of 63 Responses

**1. Do you:**

a. Live in the study area?	<b>22</b> Yes	<b>38</b> No	<b>3</b> Nearby	<i>Total</i> <b>63</b>
b. Work in the study area?	<b>26</b> Yes	<b>36</b> No		<i>Total</i> <b>62</b>
c. Own property in the study area?	<b>23</b> Yes	<b>36</b> No	<b>1</b> Nearby/ <b>1</b> Formerly	<i>Total</i> <b>61</b>

**Note:** 20 respondents answered “no” to live, work, and own property in study area; 8 responded “yes” to all three

**2. How often do you come downtown? (circle one) Total – 61**

a. Every day	<b>28</b>
b. A few times a week	<b>25</b>
c. Several times a month	<b>6</b>
d. Once or twice a month	<b>1</b>
e. A few times a year	<b>1</b>

**3. What typically brings you downtown? (circle all that apply)**

a. Live downtown	<b>14</b>
b. Work downtown	<b>24</b>
c. Shopping	<b>35</b>
d. Restaurants	<b>56</b>
e. Civic activities (city hall, worship, library, community center, etc.)	<b>42</b>
f. Special event (holiday, festival)	<b>40</b>
g. Other (answers provided by respondents):	
walking/bike trails/workout/fitness	<b>5</b>
nightlife	<b>2</b>
Washington Park	<b>1</b>
Farmers' Market	<b>2</b>
theater	<b>1</b>
law office	<b>1</b>
river	<b>1</b>

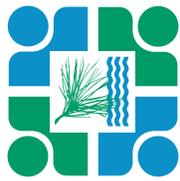
**4. When you come downtown, how do you usually get here? (circle one) Note: Some people circled more than one.**

a. Drive (personal vehicle)	<b>51</b>
b. Take the bus	<b>0</b>
c. Walk (run)	<b>20</b>
d. Ride a bicycle	<b>8</b>
e. Ride-share (Taxi, Uber, Lyft, etc.)	<b>4</b>

*Please provide any additional comments below or on the back.*

- Love downtown!
- I live just a few blocks from Downtown, and chose to be there in 2004 specifically to be close to Downtown
- There's got to be a better solution than metered parking on the Parkade and adjacent lots. We've used meters before and it killed retail. We must do things that support our retailers.
- We live only 2 miles away so will often walk or ride bicycles to the downtown area.
- Drive through after coming and going to rentals by UNI and where I live
- Don't ask what we think if you ignore what we say.
- I'm also representing Cedar Falls Bicycle/Pedestrian Advisory Committee which is committed to walkability and bikeability for downtown.
- 1) Need parking. 2) Need more parking. 3) Need a lot more parking. 4) Really need a lot more parking.
- I really like the trees, the art sculptures, the brick sidewalks with curving streets, the walkable streets, & the library
- More bikeability, bike lanes, aesthetic pleasing with art, etc., more aesthetic lighting
- Resident on Main Street; good start. I like the approach I see in the philosophy of your photos and discussion.
- Love downtown; want to keep it thriving; would like to figure out how to connect our church more w/downtown folks
- Please enforce parking downtown + fix side street sidewalks, provide benches, better lighting, bike racks to connect these areas to Main St. to make side street parking safer + more appealing.
- Our downtown is threatened by Amazon
- Parking is fine
- Need a parking ramp
- Lack of parking for visitors at my home. Invasion of commercial businesses.
- Lived downtown 15 years!!! I would like to see more recycling options downtown (instead of just trash cans).
- 1) I am concerned about the parking downtown with all of the new apartments being built. This is a huge problem. We can't keep building apartments with no parking. 2) I am concerned about the talks of changing Main Street from 6<sup>th</sup> to University to 3 lanes. There are times of the day there is lots of traffic on Main. We don't need bike lanes on Main. We have Clay Street and the bike trail on each side of Main Street.

# Visual Preference Exercise: Summary of Board A Results



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

Cedar Falls, Iowa  
 Public Kick-Off Meeting  
 April 2, 2019  
 Visual Preference Exercise  
**RESULTS**

**FERRELL  
 MADDEN**  
 urban design,  
 town planning, &  
 form-based coding



## BOARD A Adjacent Neighborhoods – Small to Medium Scale Residential

 1	 2	 3	 4	 5	 6
 7	 8	 9	 10	 11	 12
 13	 14	 15	 16	 17	 18
 19	 20	 21	 22	 23	 24

Item 5.

# Visual Preference Exercise: Summary of Board B Results



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

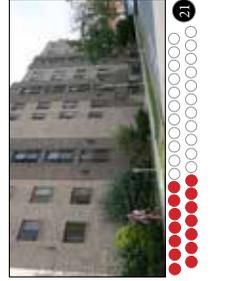
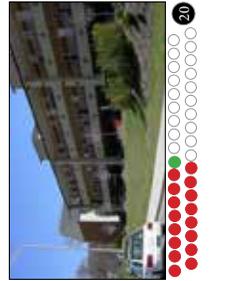
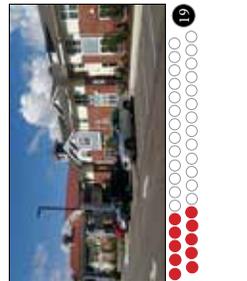
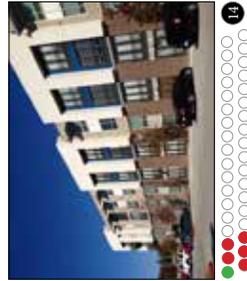
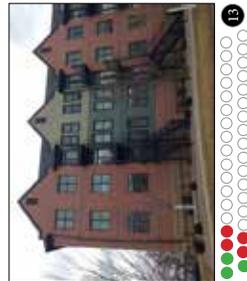
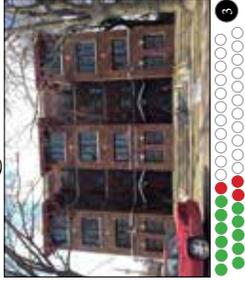
Cedar Falls, Iowa  
 Public Kick-Off Meeting  
 April 2, 2019  
 Visual Preference Exercise  
**RESULTS**

**FERRELL  
 MADDEN**  
 urban design,  
 town planning, &  
 form-based coding

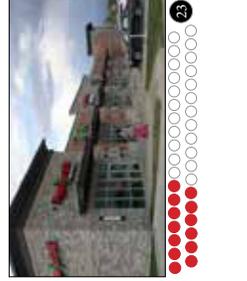
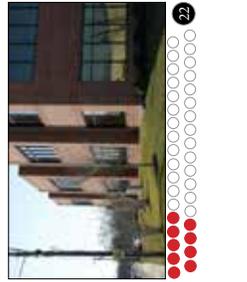
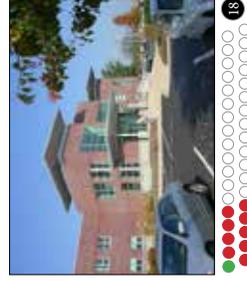
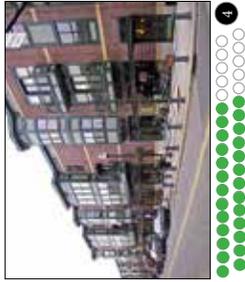
**Community theCode LLC**  
 common ground  
 urban design + planning

**BOARD B**

## Downtown Residential – Medium to Large Scale



## Downtown Commercial – Mixed-Use



Item 5.

# Visual Preference Exercise: Summary of Board C Results

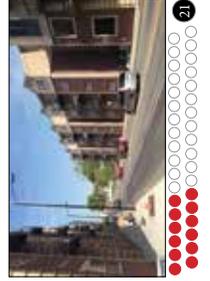
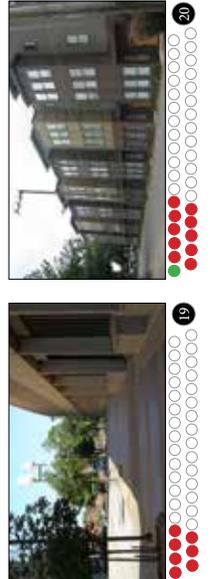


Cedar Falls, Iowa  
Public Kick-Off Meeting  
April 2, 2019  
Visual Preference Exercise  
**RESULTS**

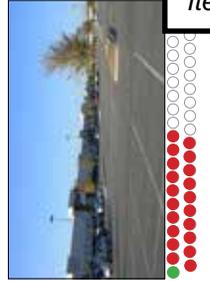
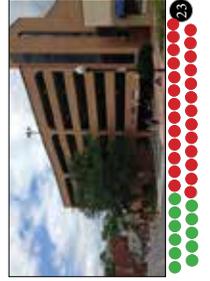


## BOARD C

### Street Space – Public Realm



### Downtown Parking



Item 5.

**Cedar Falls Woman’s Club  
Attendee Exit Survey  
Thursday, June 6, 2019**

**SUMMARY of 35 Responses**

**1. Do you:**

- |                                    |               |              |
|------------------------------------|---------------|--------------|
| a. Live in the study area?         | <b>11</b> Yes | <b>24</b> No |
| b. Work in the study area?         | <b>9</b> Yes  | <b>26</b> No |
| c. Own property in the study area? | <b>10</b> Yes | <b>25</b> No |
| d. Other?                          |               |              |

- Frequent study area daily*
- Volunteer a lot*
- City Council*
- Live & work in Cedar Falls, just not downtown*
- Spend time – shopping & library*
- Live & work adjacent; frequent customer in study area*
- Shop*
- Western Homes on S. Main*
- On P&Z and Community Main Street*
- Family owns property in study area*
- Did work (4 years ago) & own property (1 year ago)*
- Volunteer at Comm. Main Street. Shop downtown*

*Note: More than half of respondents (19) answered “no” to all three questions (live, work, or own property).*

**2. Which of Downtown Vision Plan events have you attended? (circle all that apply)**

- |  |           |
|--|-----------|
| a. Kick-Off Presentation (Tuesday night, April 2)              | <b>16</b> |
| b. Public “Hands-On” Design Session (Saturday morning, June 1) | <b>19</b> |
| c. Lunch and Learn (Tuesday, June 4)                           | <b>6</b>  |
| d. Technical Meetings (Monday and/or Tuesday, June 3-4)        | <b>6</b>  |
| e. Open Studio (Sunday-Wednesday, June 2-5)                    | <b>7</b>  |
| f. Tonight is my first event                                   | <b>9</b>  |

**3. What was the most important idea that you heard tonight?**

- *This is a developer driven town. It’s great to bring some vision to the table for them to imagine.*
- *I am opposed to saying we don’t need one care per bedroom. People still drive cars here. We are not New York.*
- *Green space and street trees – but city must dedicate funds to maintain at a better rate than currently doing in other areas.*
- *That the future of Cedar Falls looks bright.*
- *The planting of many trees*
- *Walkability & streetscape re-do*
- *That you completely screwed up. The public does not matter & you do not have basic understanding of economics. Terrible. It sucks!*
- *New housing ideas and new street design.*
- *I liked some parts but didn’t feel parking was really addressed. Cramming in more people without really addressing parking. We are still a rural area not a big city and have cars.*
- *Idea of turning South Main [sic] into 3 lanes with green space & turning lanes & bike lanes*
- *Mixed-use development; options for Missing Middle*
- *Parking, walkability, character. Glad you’re addressing the middle*
- *Difficult to see relations between existing structures and future developments*

- *Development should reflect the character of the neighborhood*
- *We need form-based code in CF so that we can do all of the things you're recommending.*
- *Creative housing idea outside of Main Street*
- *Broad ideas*
- *Research-based recommendations (and recos based on citizen input)*
- *The multi-use parking facility – would solve a lot of problems.*
- *Walkability!*
- *Simplify zoning while keeping character*
- *Change in zoning laws to help facilitate different styles of buildings*
- *Maintain character*
- *Community involvement*
- *Walkability; contain retail*
- *Walkability/streetscape*
- *Mixed use parking ramp*
- *Can't have all merchandise shops on Parkade; change in concepts of housing arrangements; parking options not thought about or utilized now; upgrade of walking areas*
- *Love the infill ideas and the ideas for taking certain areas & re-developing the streetscape*
- *Infill can be appropriate in scale & a variety of options is important. Many concepts aren't new but an extension of the past.*
- *Missing middle. I did not realize that is where I am heading*
- *Desire to live work play in prox. To downtown is growing among diverse groups*

**4. Based on tonight's presentation, is the Downtown Vision Project generally (circle one):**

- a. On the right track **22**
- b. Somewhat on the right track **10**
- c. Somewhat on the wrong track **1**
- d. On the wrong track **1**
- e. Don't know **1**

**Individual additional comments:**

- *Details matter. It will be interesting to see how this dovetails into zoning.*
- *I am concerned about changing Main Street to having less lanes. In Waverly they did that on Bremer Avenue and it can take you awhile to turn left because there is a long line of cars you have to wait for. I walk across Main Street a lot and am concerned it will be hard to cross the street of here is a long line of cars. I am concerned about modifying zoning and allowing developers to not provide parking. Ex. Not having one bedroom per parking space. Cedar Falls is gaining population – I don't think we should lose lanes on Main Street.*
- *Garages need to be considered for "missing middle" models – that age group has "stuff" and needs garage*
- *Thank you so much. This is exactly the type of visioning we need.*
- *I am confused by the reference to South Main as starting at 12 St – actual South Main is south of University Ave. Very confusing for us locals!<sup>1</sup>*
- *Love this type of way to get community input! (13 years on Planning & Zoning; 4 years on City Council)*

<sup>1</sup> Note: During the "Work-in-Progress" presentation, the consultants incorrectly referred to the southern portion of the Main Street corridor within the study area as "South Main" – that nomenclature has been corrected in the Imagine Downtown Vision Plan report.

- *Great ideas for in-between/medium housing development; great ideas for parking structure that disguises destination; creates more retail space*
- *Have not addressed what to do about making “new” areas more [illegible word] friendly; lost the river*
- *Love it; Excited to see the next steps and be a part of it*
- *I didn't hear acknowledgment/recognition of impact weather has on walkability. This varies hugely from summer to winter, so the idea that people will be walking & biking applies to maybe 1/2 - 2/3 of year. The rest of the year there will be more vehicular traffic. The other piece of the puzzle is folks who want to come downtown from “non-walkable” distances, as well as older, but not handicapped people whose mobility is limited to e.g. a 1-block walk. How do we accommodate those folks, many of who may be tourists.*

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