



# Welcome

## COLLEGE DISTRICT AREA ACTION PLAN OPEN HOUSE

### What do we need from you?

Tonight we are asking for your feedback on draft goals and action steps that were developed based on public feedback. There are three stations for you to comment on:

- Draft Goals
- Draft Action Steps
- Land Use & Zoning

Last July, more than 100 residents, business owners, and other stakeholders attended a workshop and shared feedback on the strengths, weaknesses, and opportunities of the College District. This information was used to create the draft goals and action steps you see tonight.

### What is an Area Action Plan?

An Area Action Plan focuses on connecting various planning efforts within a specific area including:

- Parks and Recreation
- Stormwater Management
- Pedestrians
- Trails

This long-range plan will identify specific action steps needed to address issues and make improvements.





# Workshop Feedback-Present Condition



**Present Condition:**  
This image represents the words Workshop participants used to describe the College District today. The larger the word or phrase indicates how often it was mentioned.

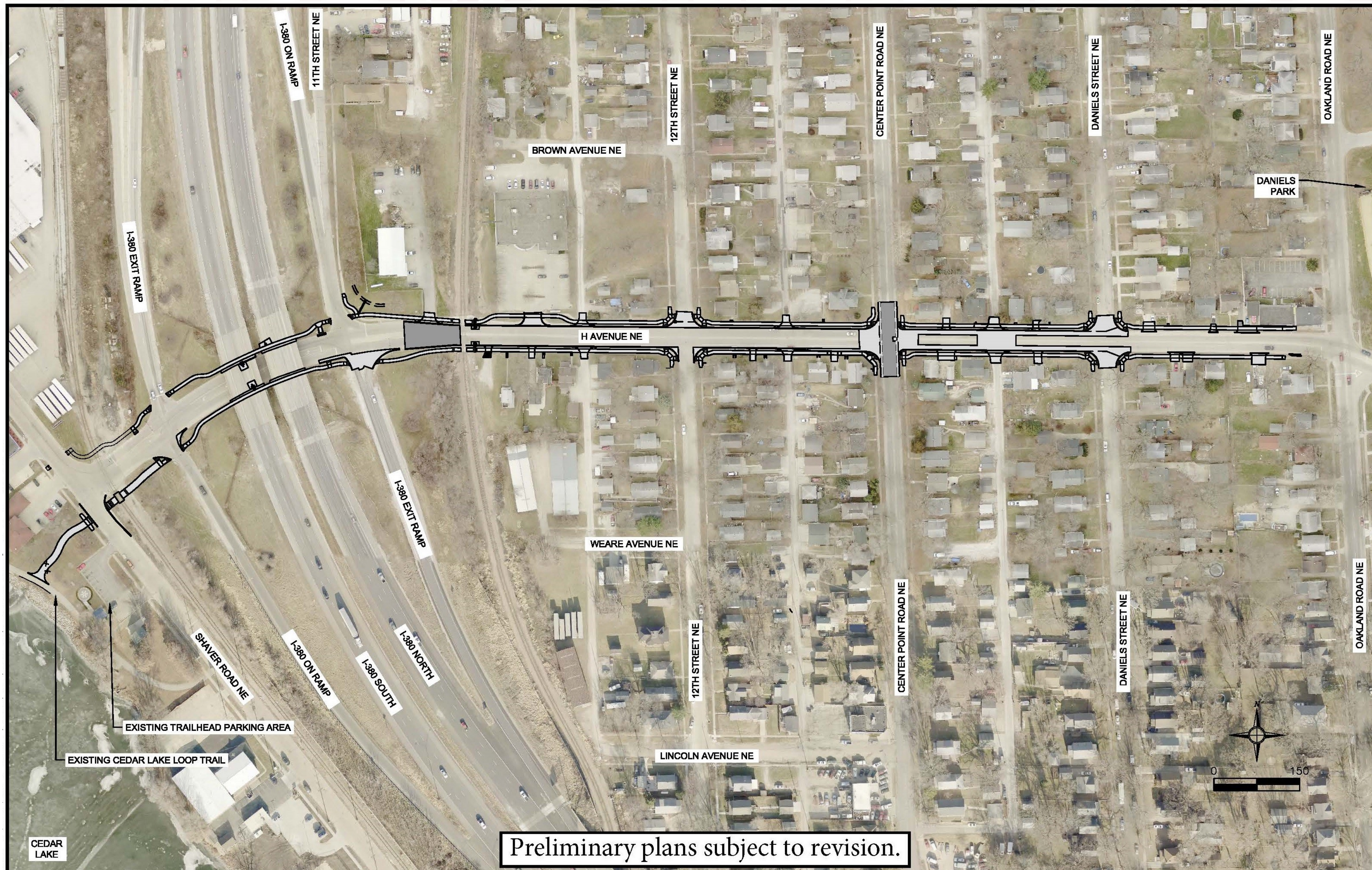








# Improved Cedar Lake Connection



Preliminary plans subject to revision.

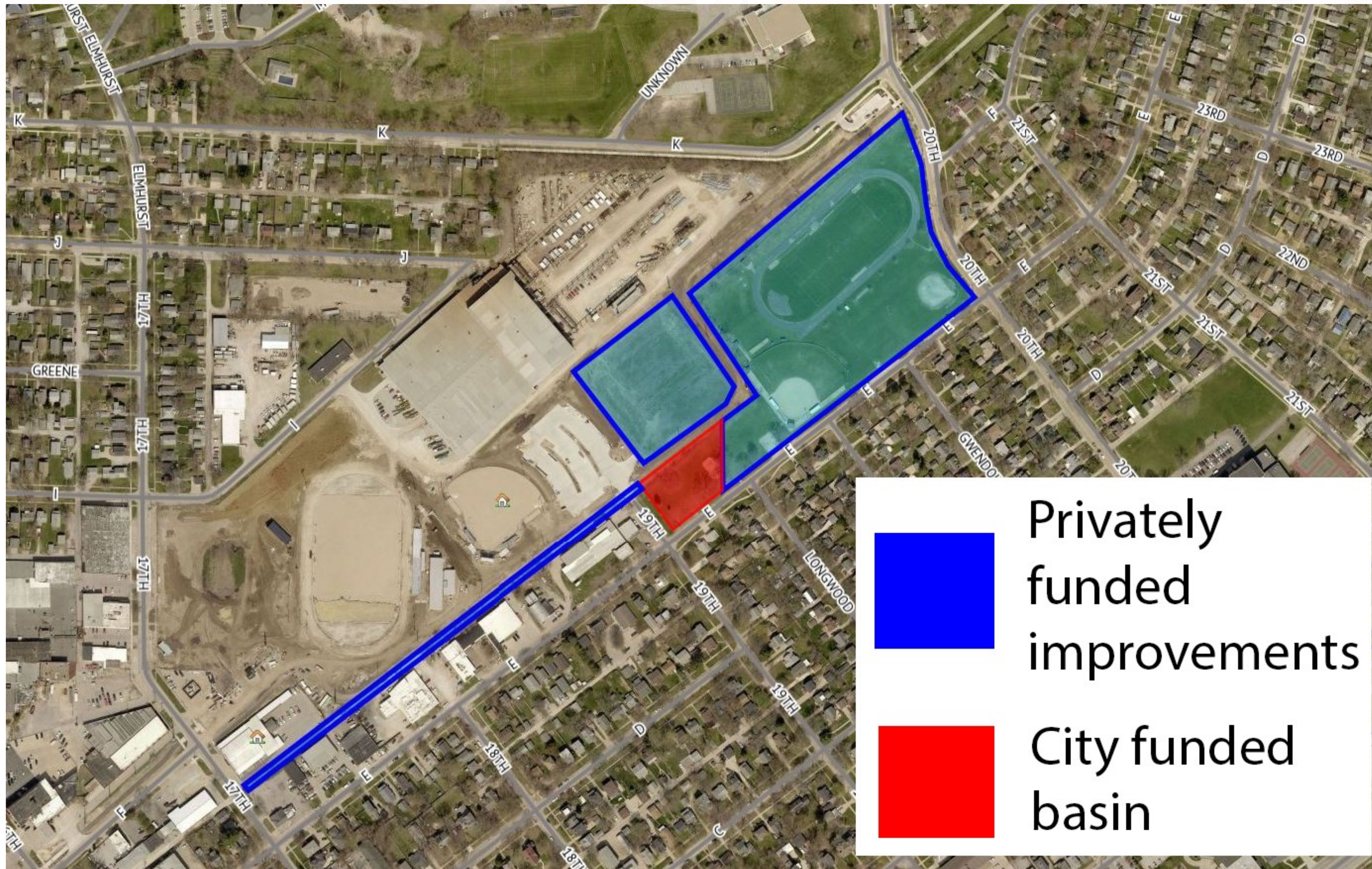
## DETAILS:

- 6 foot sidewalks on both sides
- Sidewalks extended all the way to Cedar Lake
- Bike lanes improved
- Subject to final railroad approval of crossing





# Upcoming Stormwater Management Project



- DETAILS:**
- Partnership between Mt. Mercy University & the City.
  - Addition of 3.7 acre feet of stormwater storage.
  - Will mitigate flooding along E Avenue west of 19th Street NE





# Connectivity

#	Draft Goal
1	Improve pedestrian safety.
2	Enhance multimodal transportation connectivity.

Is Something Missing?





# Land Use

#	Draft Goal
1	Promote development and redevelopment while maintaining the historic nature and character of the area.
2	Enhance housing choice by encouraging a wide range of types at a variety of price points.
3	Improve stormwater management.

Is Something Missing?





# Character and Placemaking

#	Draft Goal
1	Enhance the sense of community and security.
2	Promote the history, culture, and amenities of the area.
3	Enhance the visual appeal.

Is Something Missing?





# Streetscapes

#	Draft Goal
1	Improve visibility of the colleges and area amenities.
2	Improve the pedestrian experience.
3	Develop a cohesive streetscape aesthetic.

Is Something Missing?





# Connectivity

## DRAFT GOALS:

- 1) Improve pedestrian safety.
- 2) Enhance multimodal transportation connectivity.

#	Draft Action Step	Most Important to You?
1	Perform analysis to identify locations to improve safety or for sidewalk infill as part of the update to the Pedestrian Master Plan.	
2	Initiate engineering analysis for vehicle, bicycle, pedestrian, and gateway improvements at the Coe Rd./Center Pt. Rd./College Dr./Oakland Rd./E Ave. intersection.	
3	Promote awareness and usage of the CR Transit system.	





# Land Use

**DRAFT GOALS:**

- 1) Promote development & redevelopment while maintaining the historic nature & character of the area.
- 2) Enhance housing choice by encouraging a wide range of types at a variety of price points.
- 3) Improve stormwater management.

#	Draft Action Step	Most Important to You?
1	Update zoning for 1st Avenue corridor through the study area to promote neighborhood friendly mixed-use development consistent with historic development patterns.	
2	Evaluate zoning for industrial and commercial areas at the heart of the study area.	
3	Promote walkability as part of the update to the zoning code.	
4	Implement zoning changes for locations identified for preservation, enhancement, and transformation by this plan.	
5	Create developer resource to share information on adopted plans and economic and demographic data of the area.	
6	Prioritize projects from the Stormwater Master Plan to mitigate the impacts of flash flooding.	





# Character and Placemaking

## DRAFT GOALS:

- 1) Enhance the sense of community and security.
- 2) Promote the history, culture, and amenities of the area.
- 3) Enhance visual appeal.

#	Draft Action Step	Most Important to You?
1	Identify gaps in neighborhood activities and create additional programs to fill gaps.	
2	Increase Police patrols of areas of current concern.	
3	Include education and information about SAFE-CR and reporting criminal activity in the Mound View Neighborhood Association newsletter (paper and electronically).	
4	Develop a list of additional historical sites in the Mound View Neighborhood to include in the 'History Happened Here' program.	
5	Develop and promote marketing materials to share with college students and residents about the activities available at the schools and citywide.	
6	Develop and promote a property maintenance manual for homeowners, landlords, and renters.	
7	Analyze current city programs and expand, as necessary, to promote home repair.	





# Streetscapes

**DRAFT GOALS:**

- 1) Improve visibility of the colleges and area amenities.
- 2) Improve the pedestrian experience.
- 3) Develop a cohesive streetscape aesthetic.

#	Draft Action Step	Most Important to You?
1	Develop wayfinding signage to identify amenities within the area.	
2	Examine current street lighting for issues and potential improvements.	
3	Identify aesthetic streetscape improvements, including street lighting, as part of citywide efforts.	





# Land Use & Zoning

## ABOUT THE LAND USE ELEMENT

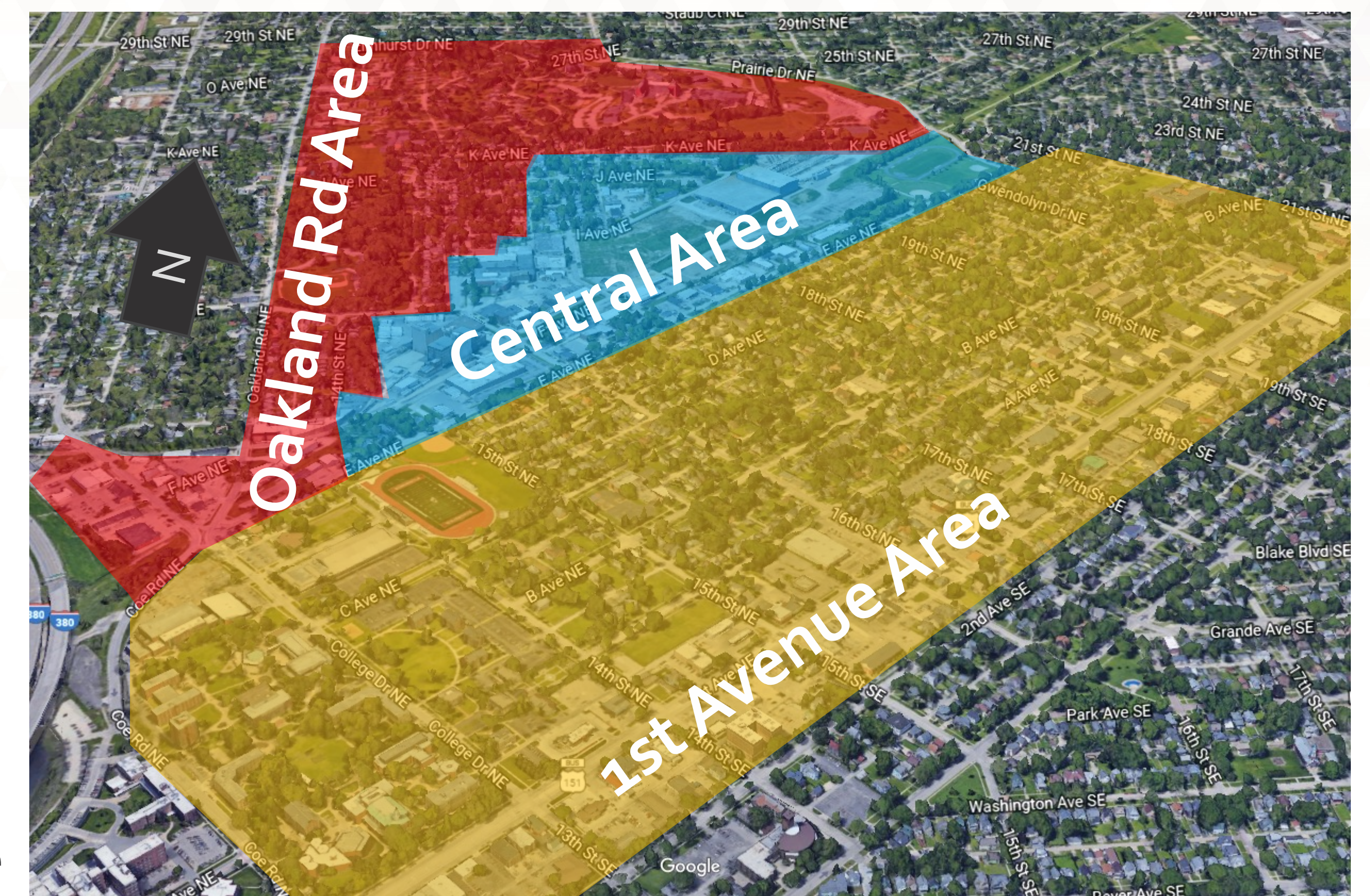
The Land Use Element of the College District Area Action Plan will describe what activities (landuses) would ideally exist in the neighborhood as areas of the neighborhood evolve over time. The Land Use Boards describe eight different areas within the College District. Each area has its own character with unique buildings and activities which occur there.

## INSTRUCTIONS

Take a survey sheet and rate each option presented in the eight areas from 1 to 5, with 1 being strongly dislike, 3 being neutral or no opinion, and 5 being strongly prefer. For each area, three options for future development are presented with a short description including Current or Anticipated Development Pattern and two possible alternatives. Please ask a staff member if you have any questions and feel free to leave additional comments on each board in the space provided.

## HOW THIS INFORMATION IS USED

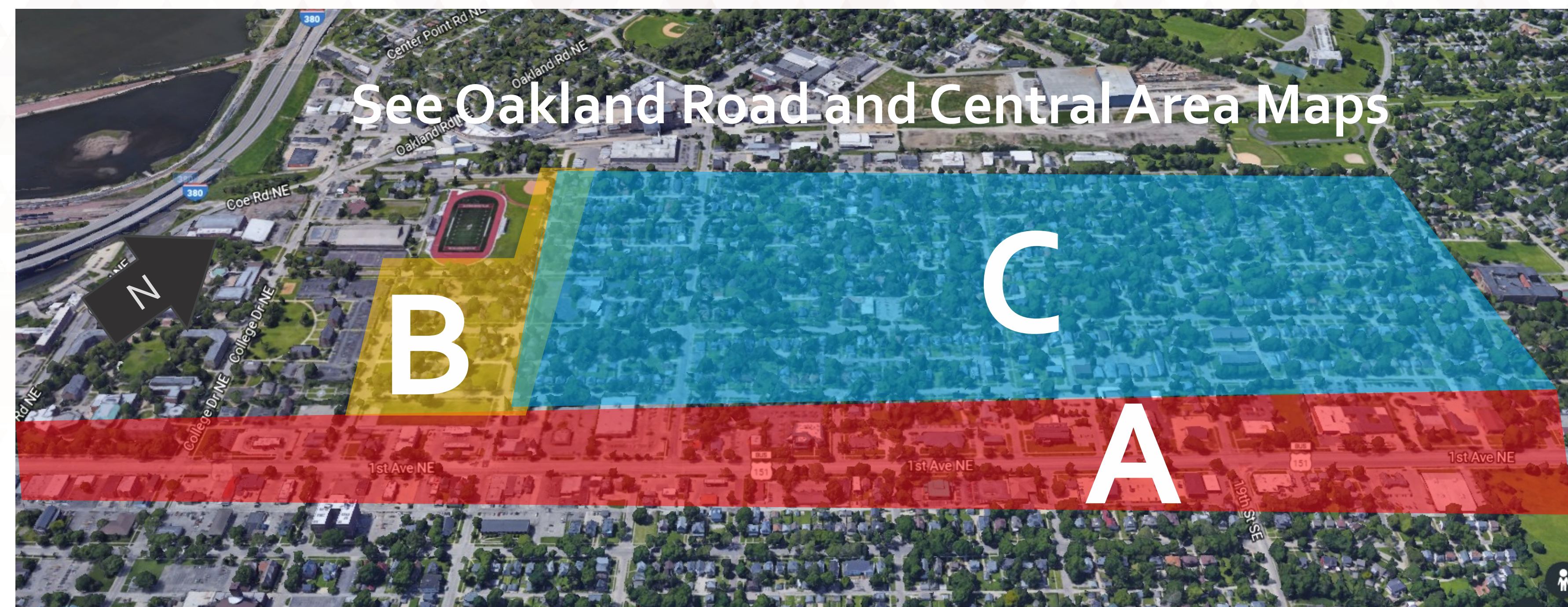
An Action Step within that plan will be for the City to explore rezoning property to enable development consistent with goals of the plan. Your input will play an important role in determining how these changes to zoning regulations impact the future of this area. The intent of the plan and the zoning code is not to remove existing uses, but to set a clear vision for redevelopment when current uses and structures have run their course and redevelopment occurs.







# 1ST AVENUE



## B: TRANSITION AREA

15th Street provides a long term delineator between Coe College and the Mound View Neighborhood

### 1. College Campus



- Land west of 15th Street will be developed as a traditional college campus with dorms, academic buildings and other similar structures.
- Transition to residential neighborhood occurs across 15th Street.

### 2. Residential Buffer



- New urban housing allowed west of 15th street.
- Properties fronting 15th Street act as a transition into existing residential neighborhood.

### 3. Mixed-Use Buffer



- Allow Mixed use development west of 15th Street.
- Properties fronting 15th Street act as a transition to residential neighborhood.

## A: FIRST AVENUE CORRIDOR

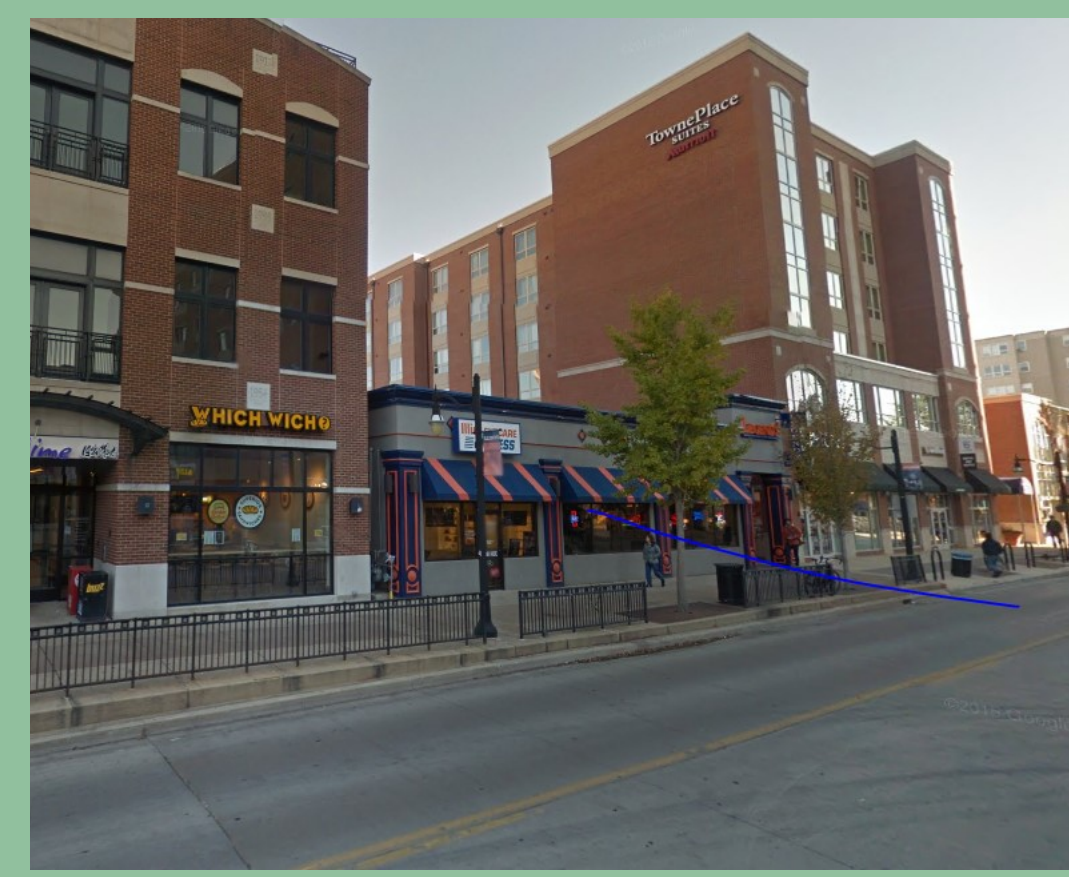
The Uptown District is one link in a corridor that links downtown to the two regional shopping districts

### 1. Current Trend



- Mix of older traditional commercial buildings and newer, auto-oriented ones.
- Current zoning does not reinforce any particular character for development on the corridor.

### 2. Urban District



- Uptown District as a destination.
- New development is mixed use and serves adjacent neighborhoods.
- Shared "park once" atmosphere.
- New buildings contribute to unified identity for corridor.

### 3. Auto Corridor



- Uptown District as a service corridor for 1st Avenue travelers.
- Each site individually designed for proposed use, less focus on neighborhood design or pedestrian comfort.
- Automobile access a priority.

## C: NEIGHBORHOOD

Primarily residential neighborhood between 1st Avenue to the South and E Avenue to the North

### 1. Current Trend



- Primarily single-unit homes with some multi-unit.
- Many homes, both single & multi-unit, do not conform to existing zoning, which slows reinvestment.

### 2. Preservation



- Preserve existing character of primarily single-unit homes with occasional two-unit and multi-unit.
- New structures must be of similar size and scale to existing homes.
- Fix zoning barriers to preservation.

### 3. Development

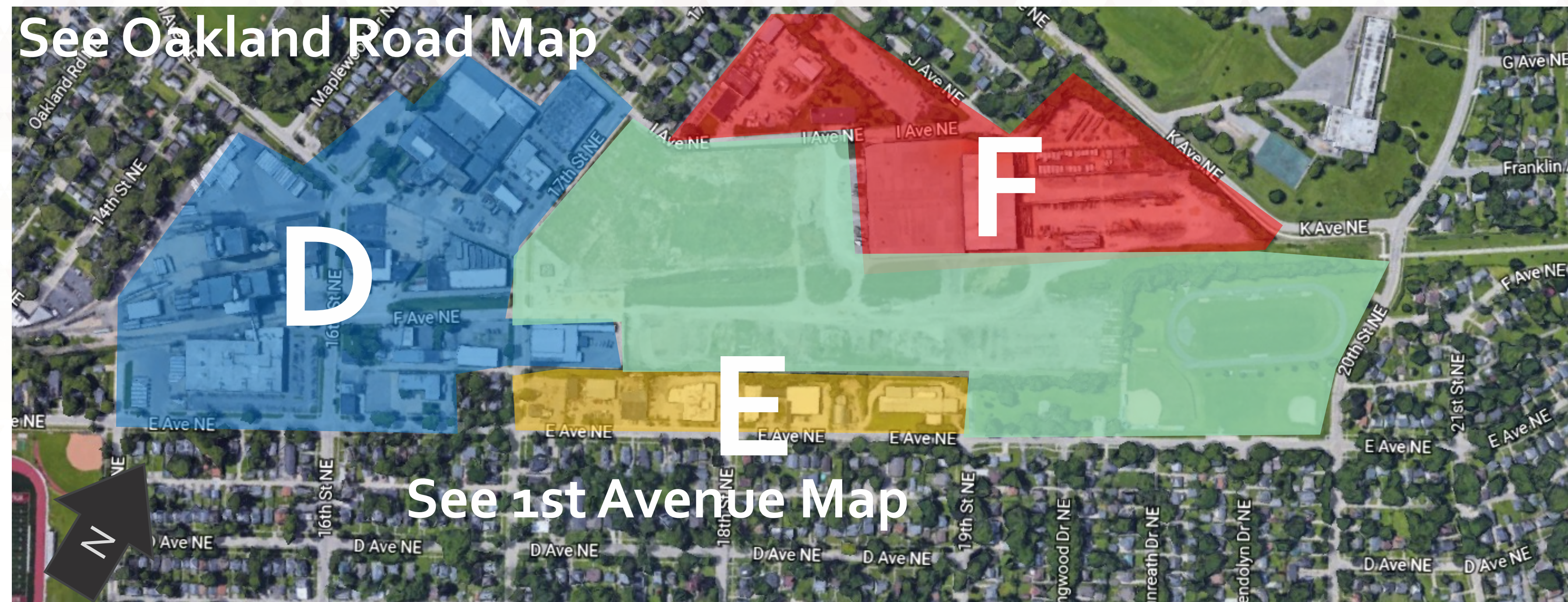


- Neighborhood character evolves as re-development occurs.
- Higher intensity housing including row homes and multi-unit structures would be generally permitted.
- Business development permitted.





# CENTRAL AREA



## E: E AVENUE CORRIDOR

Light industrial and service businesses north of E Avenue NE backing up to the Plaster Athletic Complex

### 1. Current Trend



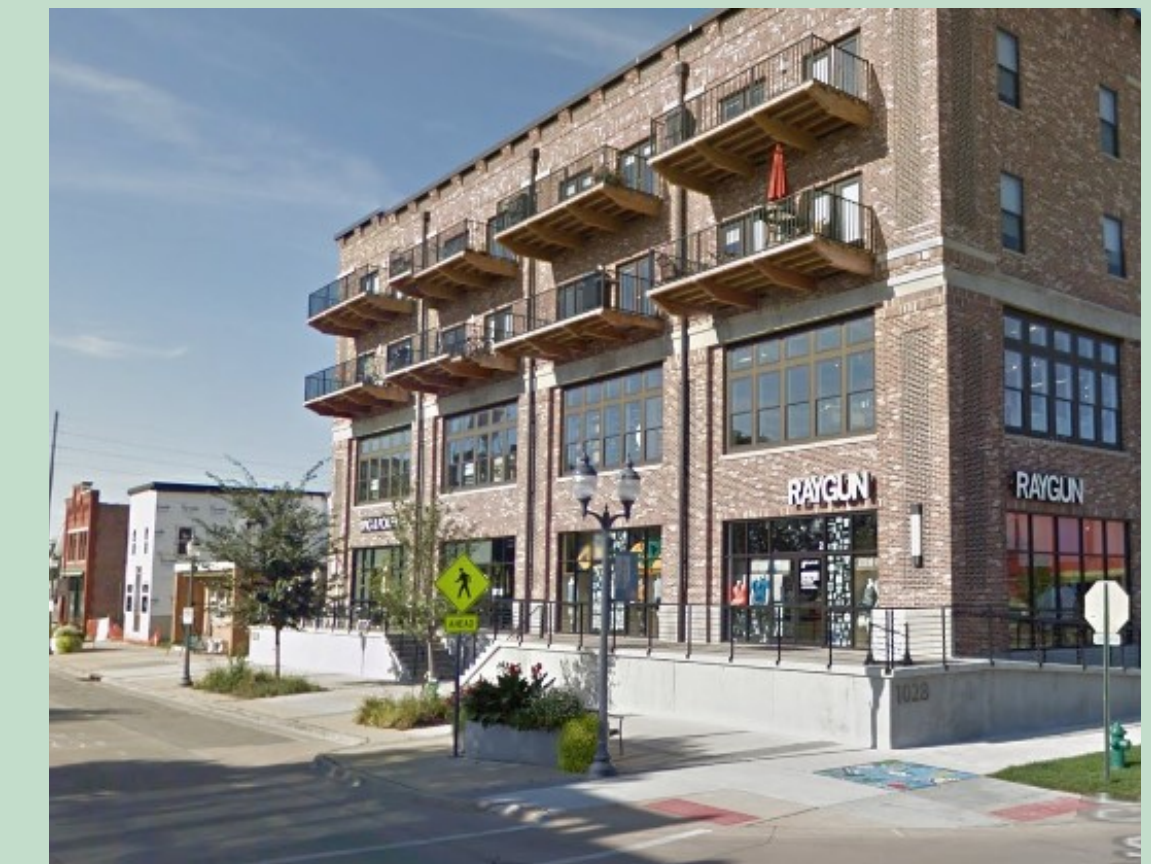
- Aging industrial buildings back up to CEMAR trail and athletic complex.
- Residential and commercial uses not permitted.

### 2. Urban Residential



- Focus on residential, transition away from other uses.
- Examples include row homes & medium scale apartment buildings.
- New homes utilize the CEMAR trail and parks as an amenity.

### 3. Urban Mixed-Use



- Allow mixed use on the northwest side of E Avenue along the CEMAR trail.
- Residential buildings like row homes would also be permitted, along with commercial-only buildings.

## D: NEIGHBORHOOD CORE

A mix of stable and vacant industrial uses exist alongside neighborhood bars and restaurants.

### 1. Current Trend



- Mix of Commercial and Industrial Zoning, residential generally not permitted.
- New business development limited by zoning and lack of homes.

### 2. Creative District



- Encourage adaptive re-use of industrial buildings including larger ones like Terex.
- Allow flexible range of uses from homes to commercial in addition to light industrial.

### 3. Mixed-Use Core



- Encourage redevelopment of non-historic sites with new structures.
- Emphasize new mixed use buildings near CEMAR trail and 16th Street.
- Medium density housing used to provide buffer with adjacent neighborhoods.

## F: INDUSTRIAL

Tucked behind the Plaster Athletic Complex, legacy industrial provide an opportunity for future change

### 1. Current Trend



- Industrial use dominate area.
- Street network makes area lower visibility than the Neighborhood Core.

### 2. Neighborhood



- Continue street pattern from adjacent neighborhood.
- Focus on replacing industrial uses with residential development when appropriate.

### 3. Campus Link

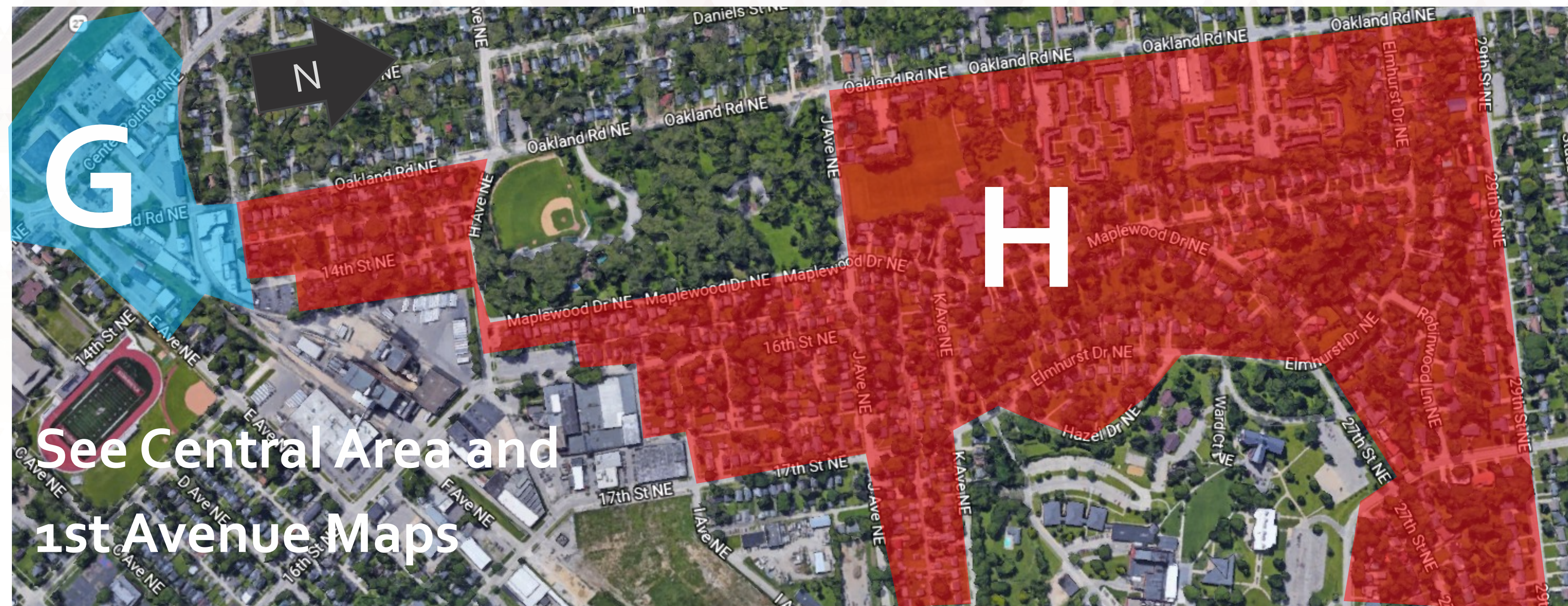


- Allow higher density residential overlooking the CEMAR trail and Plaster athletic complex.
- Allow development of institutional buildings and limited businesses linking to Mt. Mercy University.





# OAKLAND ROAD



## G: CROSSROADS AREA

At the intersection of several important streets sits a mix of industrial and retail uses

### 1. Current Trend



- Mix of uses include retail, local bars, and light industrial uses.
- Not pedestrian friendly. Difficult to navigate for cars.

### 2. Enhance



- Focus on enhancing pedestrian and auto connections to campus and the adjacent neighborhood including reconstruction of five points intersection.
- Allow a variety of uses to come into the neighborhood in addition to existing.

### 3. Transform



- Higher focus on urban design, use reconstruction of five points intersection to plan for urban redevelopment.
- Focus on mixed-use redevelopment with housing and creating a gateway into the neighborhood.

## H: NEIGHBORHOOD

Primarily residential neighborhood between Oakland Road and former industrial sites to the southeast

### 1. Current Trend



- Primarily single-unit homes with some multi-unit.
- Many homes, both single & multi-unit, do not conform to existing zoning, which slows reinvestment.

### 2. Preservation



- Preserve existing character of primarily single-unit homes with occasional two-unit and multi-unit.
- New structures must be of similar size and scale to existing homes.
- Fix zoning barriers to preservation.

### 3. Development



- Neighborhood character evolves as redevelopment occurs.
- Higher intensity housing including row homes and multi-unit structures would be generally permitted.
- Business development permitted.





# Project Timeline

## July 2017

Public Workshop to gather feedback on the area.

## August 2017

Post Public Workshop feedback online.

**We are here.**

## November 2017

Open House #1 to gather feedback on draft goals and action steps.

## January 2018

Post results from Open House #1 online.

## Spring/Summer 2018

Open House #2 to present final goals and action steps.

## Spring/Summer 2018

Post results from Open House #2 online.

## Fall 2018

Plan adoption.