



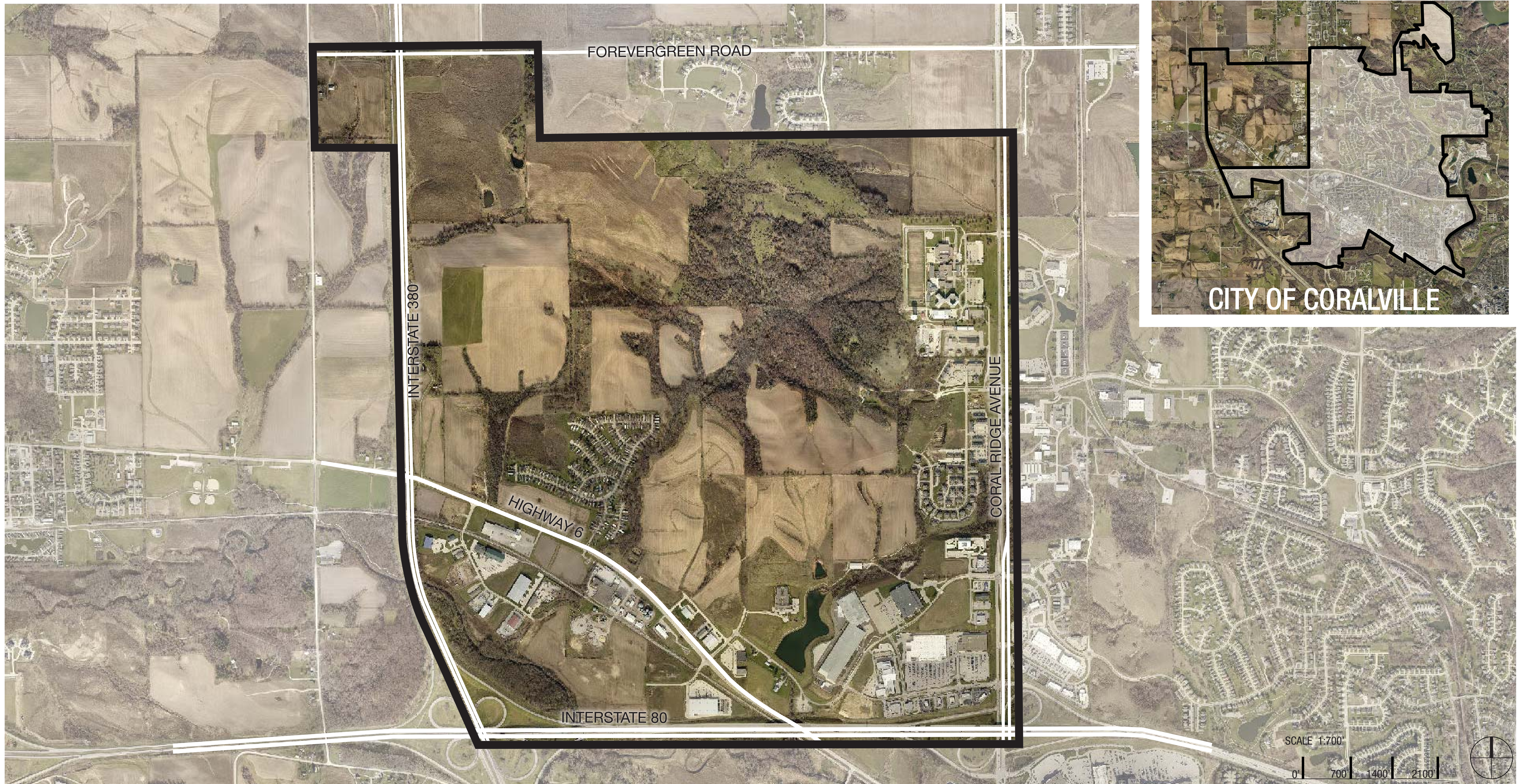
Coralville West Land Use Area Planning - Aerial Photo

Coralville, Iowa
January 2015

CONFLUENCE

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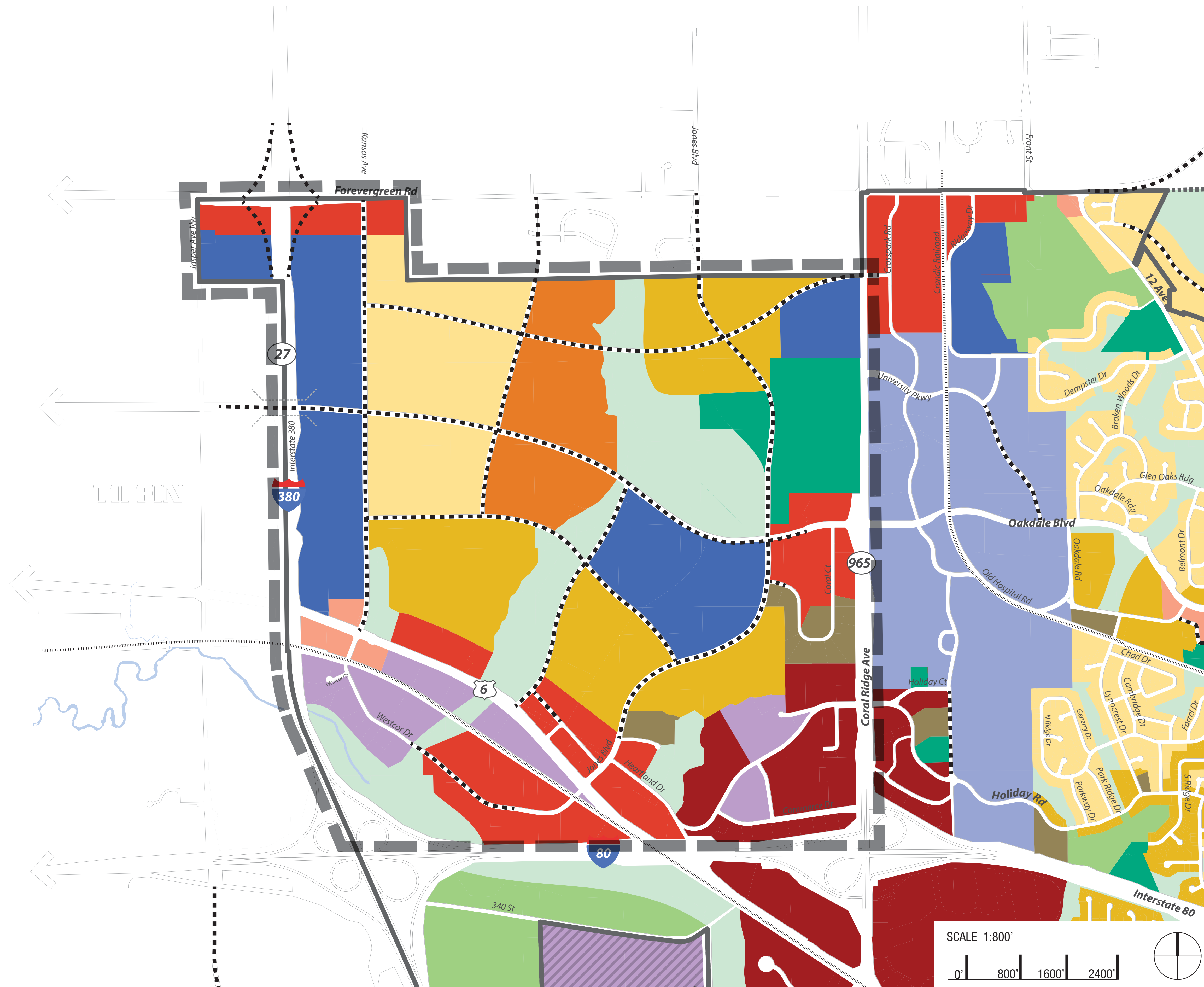
Coralville West Land Use Area Planning - Project Limits

Coralville, Iowa
 January 21st, 2015

CONFLUENCE

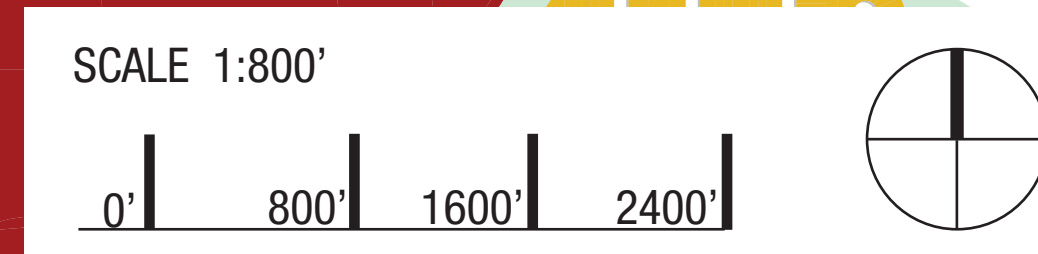
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LEGEND

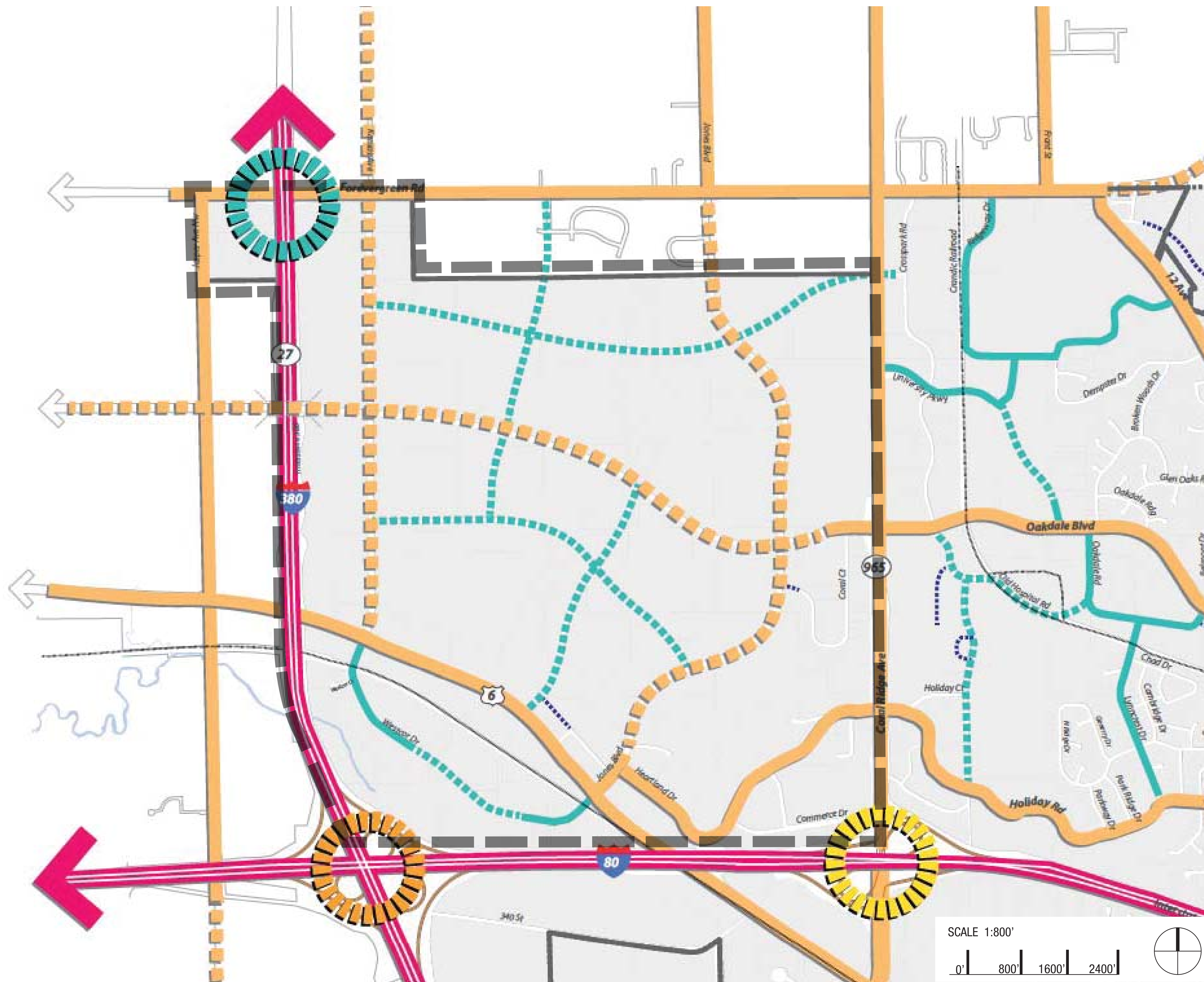
- Low Density Residential 0-6 du/ac
- Medium Density Residential 6-16 du/ac
- High Density Residential 16+ du/ac
- Neighborhood Commercial
- Corridor Commercial
- Regional Commercial
- Mixed Use
- Research Park
- Corporate Campus/Professional Office
- Industrial
- Public/Semi-Public
- Parks
- Open Space
- Potential Streets
- Coralville Boundary
- Future Bridge
- Project Boundary
















Coralville West Land Use Area Planning - Land Use Plan

Coralville, Iowa
January 2015





LEGEND

-  Interstate Highway/Freeway
-  Arterial
-  Collector
-  Local Street
-  Potential Arterial
-  Potential Collector
-  Potential Local Street
-  Coralville Boundary
-  Project Boundary
-  Interchange (with City street)
-  Interchange (with Interstate)
-  Proposed Interchange
-  Future Bridge

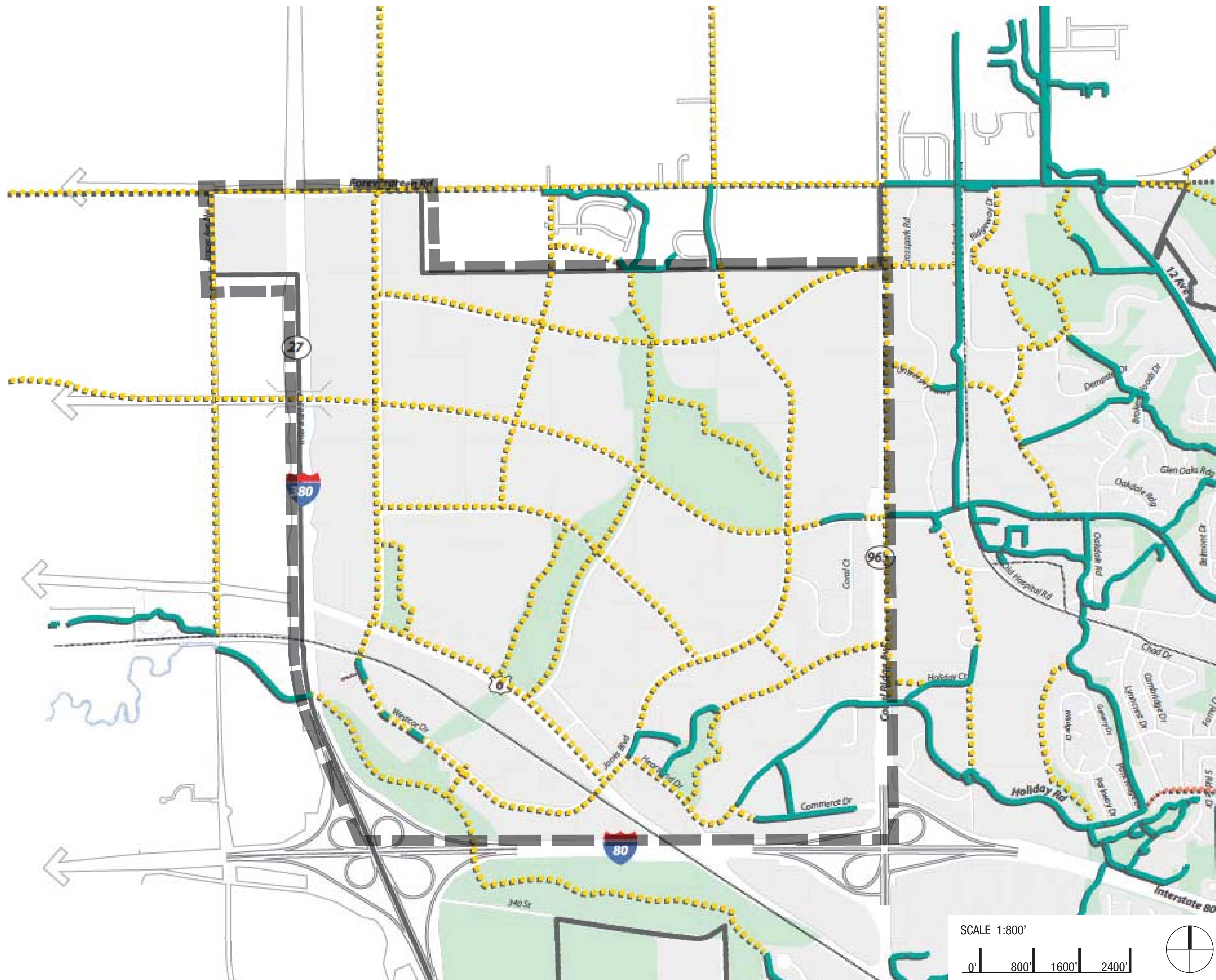
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Coralville West Land Use Area Planning - Transportation Plan

Coralville, Iowa
January 2015



- LEGEND**
-  Share Use Path
 -  Shared Use Path (Proposed)
 -  Bike Lane/Sharrow
 -  Coralville Boundary
 -  Future Bridge
 -  Project Boundary

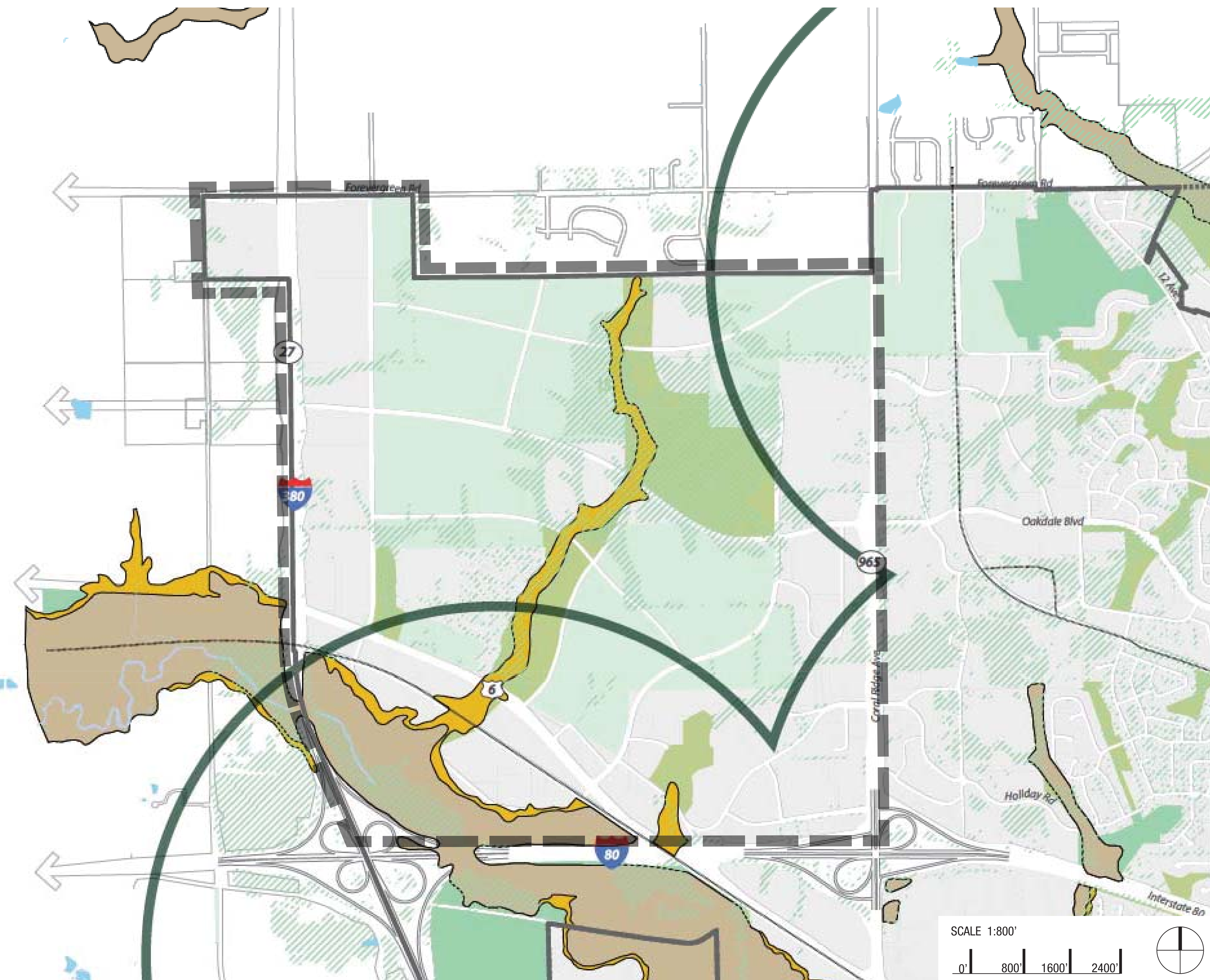
Coralville West Land Use Area Planning - Shared Use Paths Plan

Coralville, Iowa
January 2015

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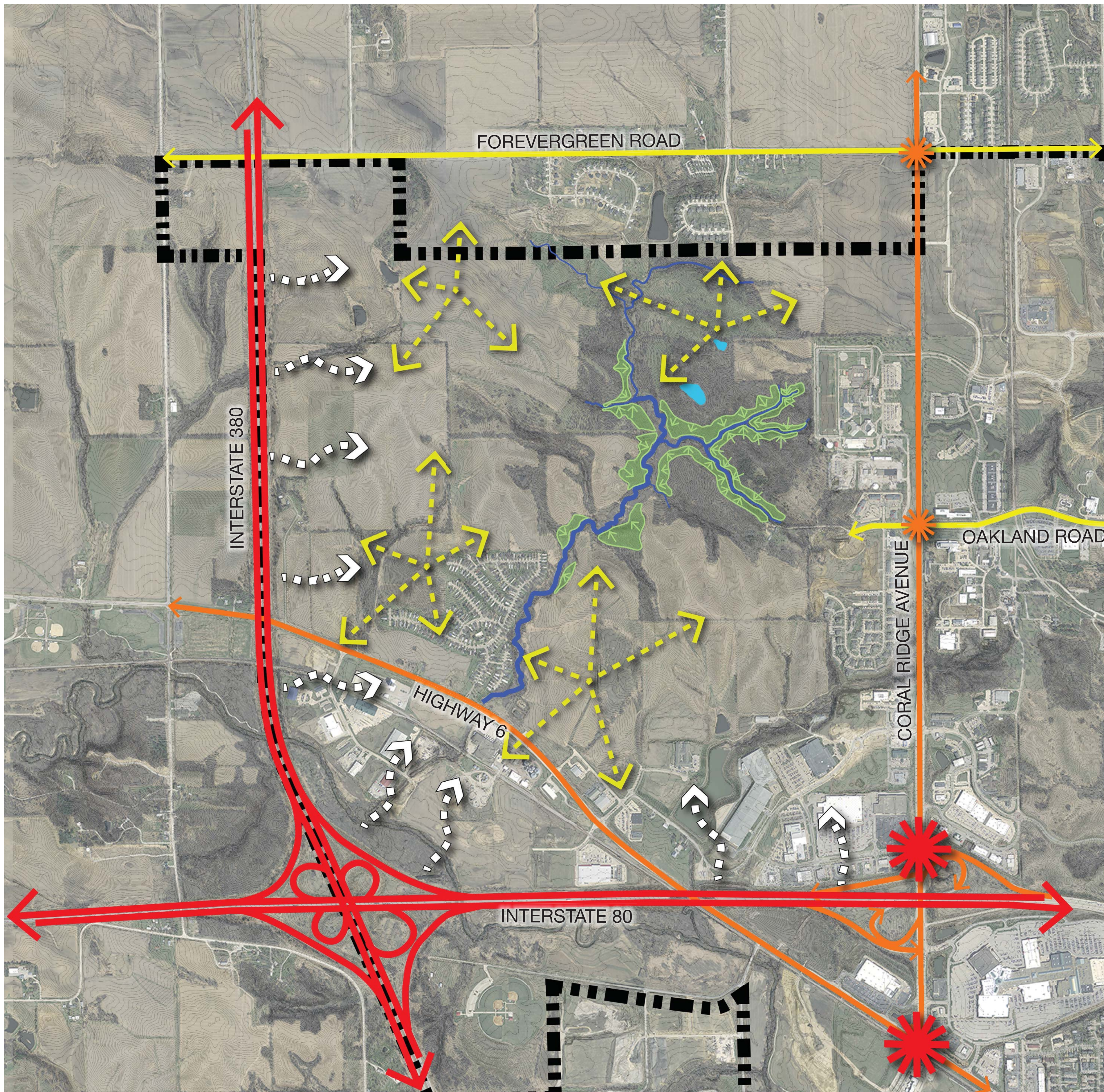


- LEGEND**
- Park
 - Open Space
 - Agricultural Land
 - 100 Year Flood Plain
 - 500 Year Flood Plain
 - 1 Mile Park Service Area
 - Woodland Areas
 - Coralville Boundary
 - Project Boundary



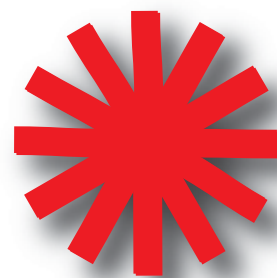



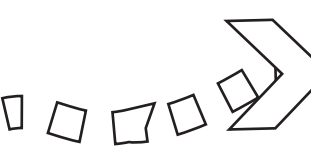

Coralville West Land Use Area Planning - Natural Resources Plan

Coralville, Iowa
January 2015

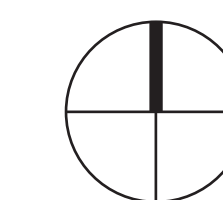




LEGEND

-  Interstate
-  Major Arterial Road
-  Arterial Road
-  Primary Intersection
-  Secondary Intersection
-  Wetland/Sensitive Environmental Feature
-  Sensitive Slopes
-  Views
-  Noise
-  City Limits

SCALE 1:800'



Coralville West Land Use Area Planning - Site Analysis

Coralville, Iowa
January 2015

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1



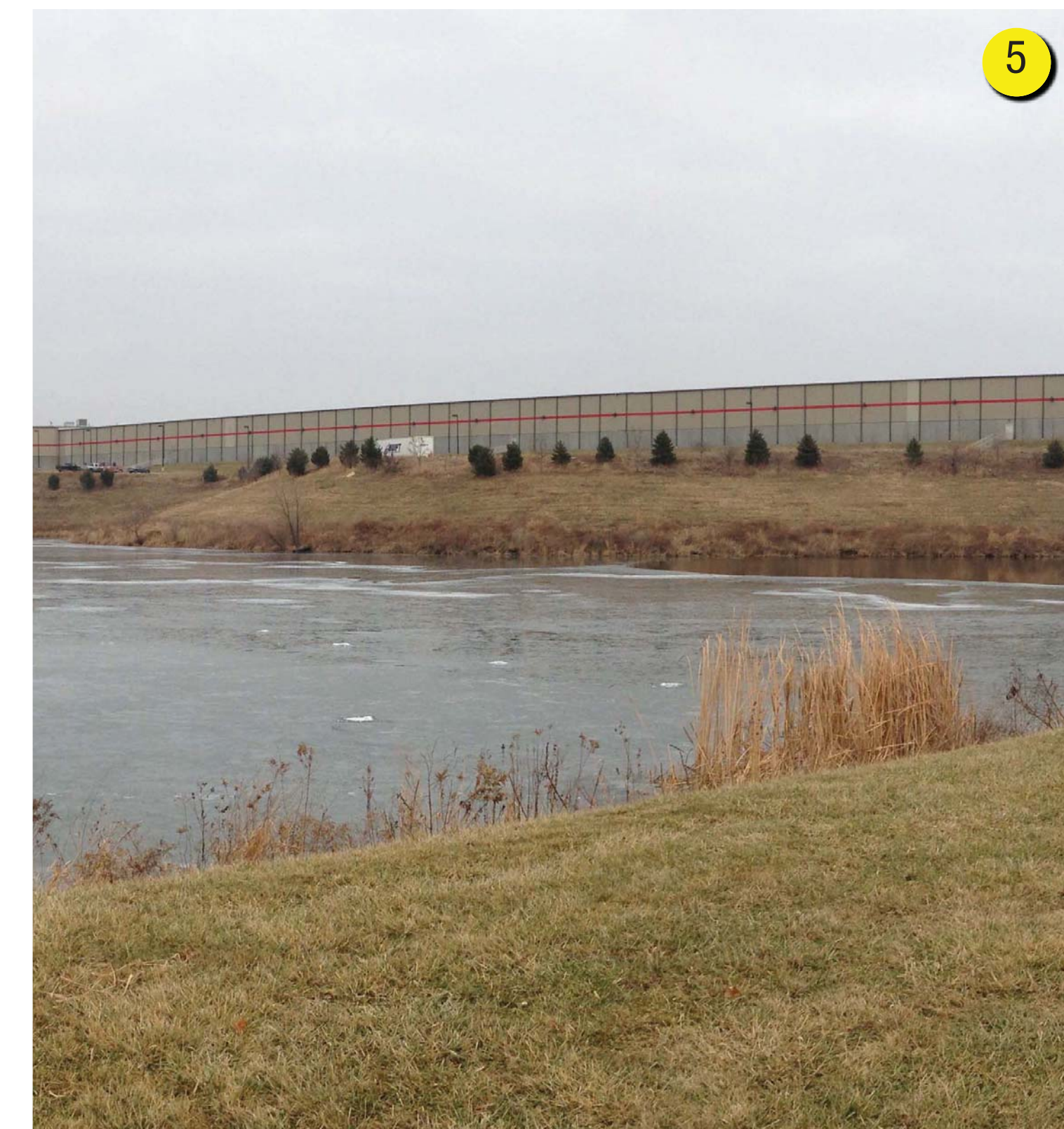
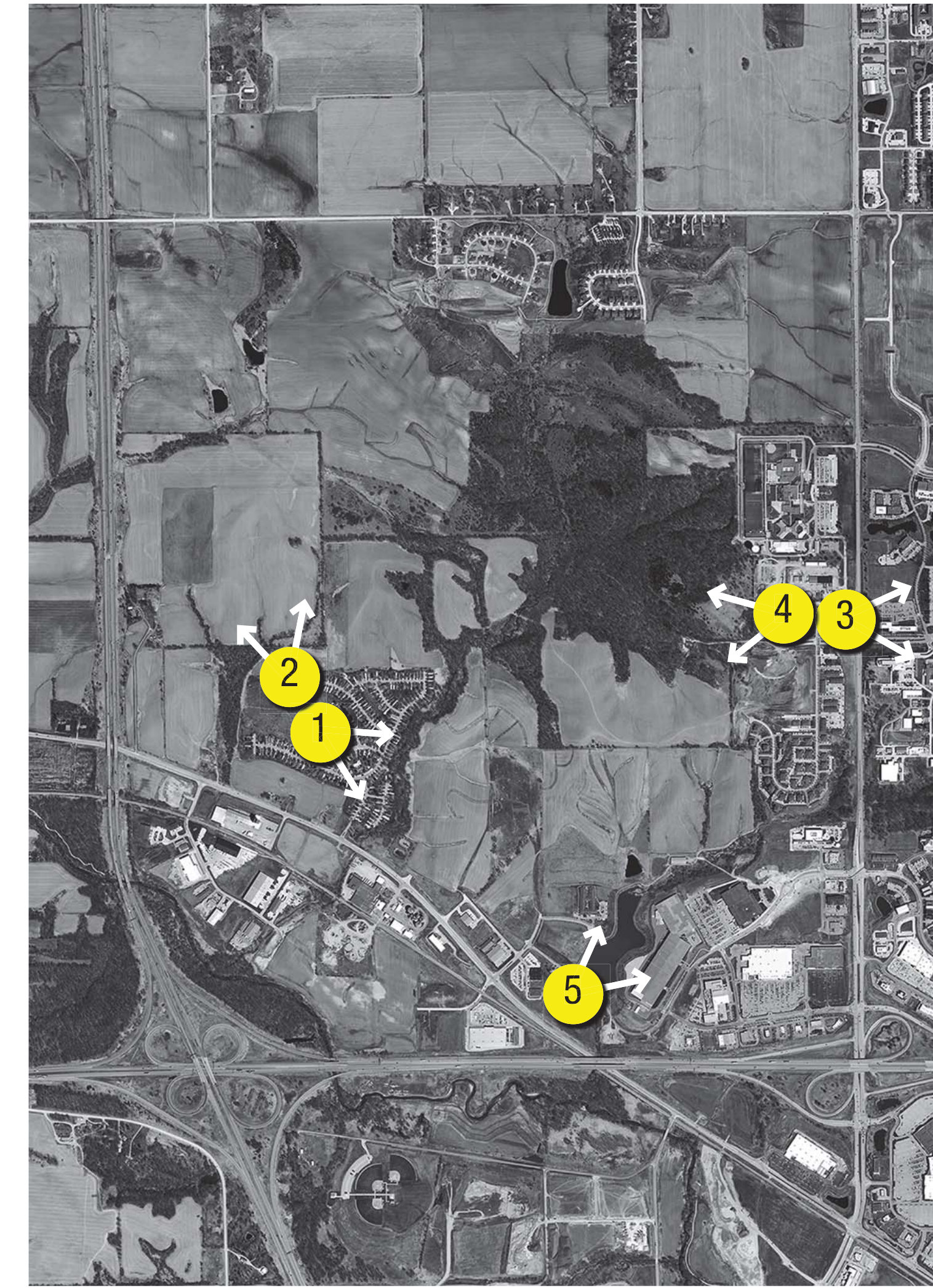
2



3



4



5

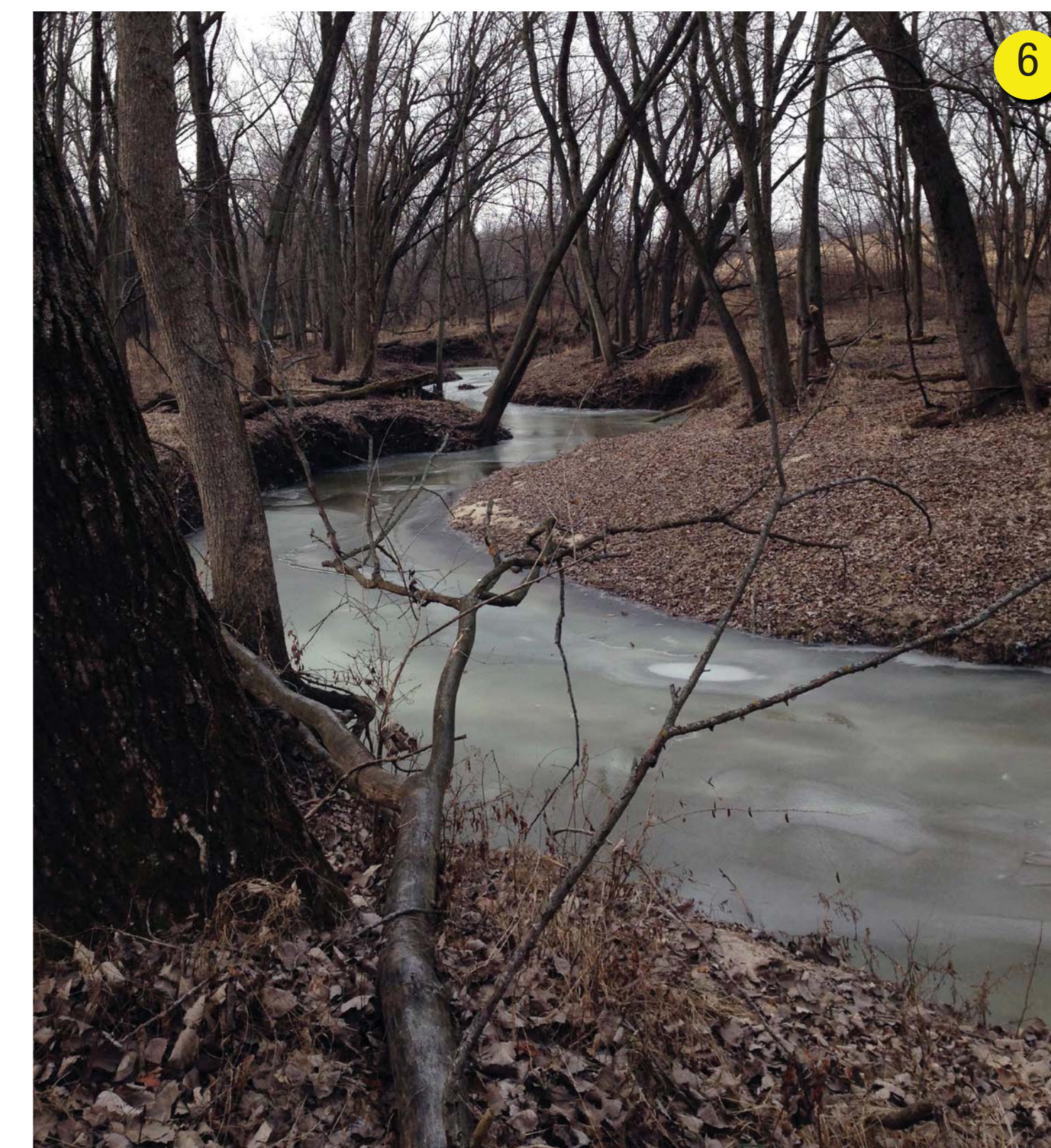
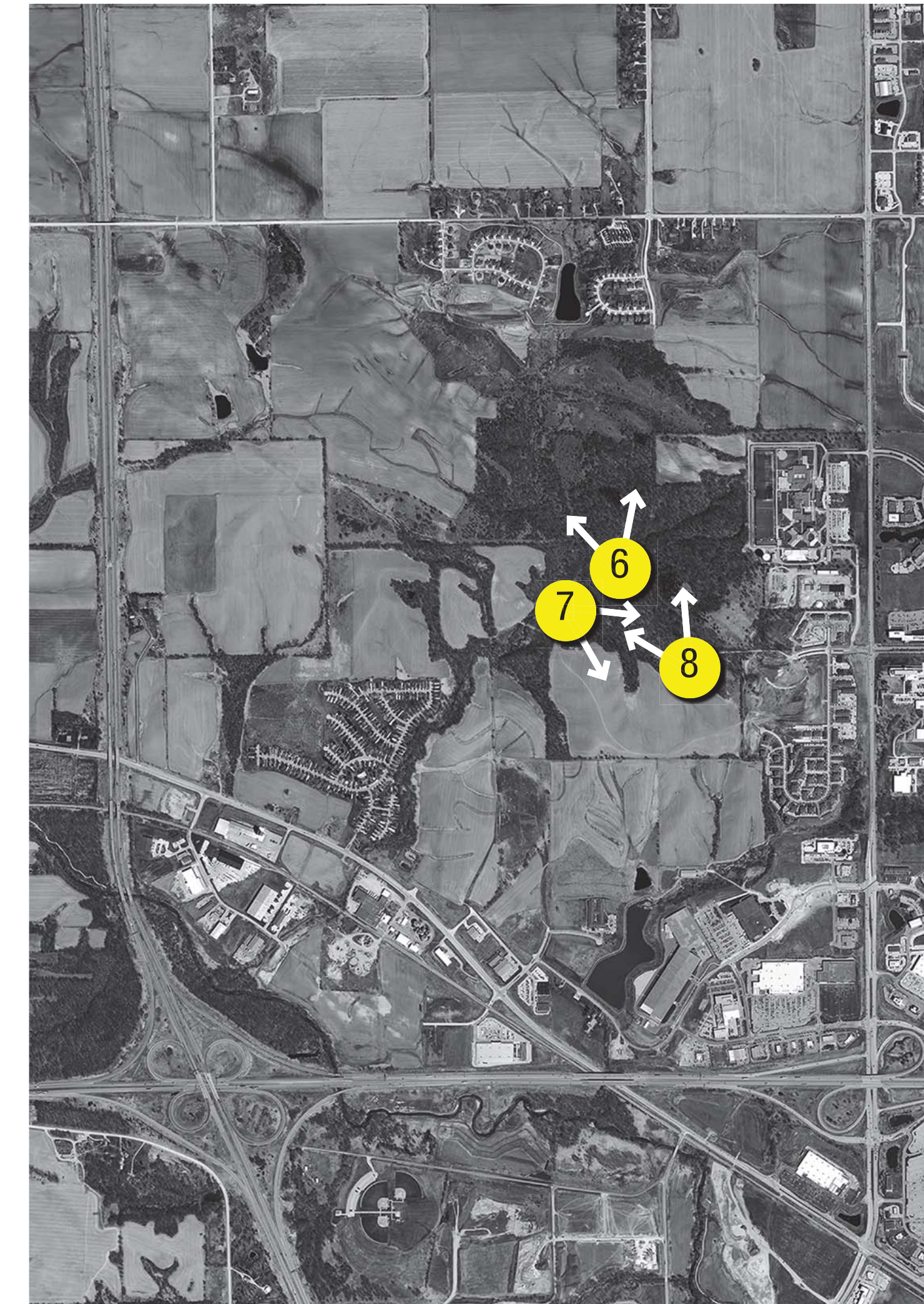
Coralville West Land Use Area Planning - Photo Board 1

Coralville, Iowa
January 2015

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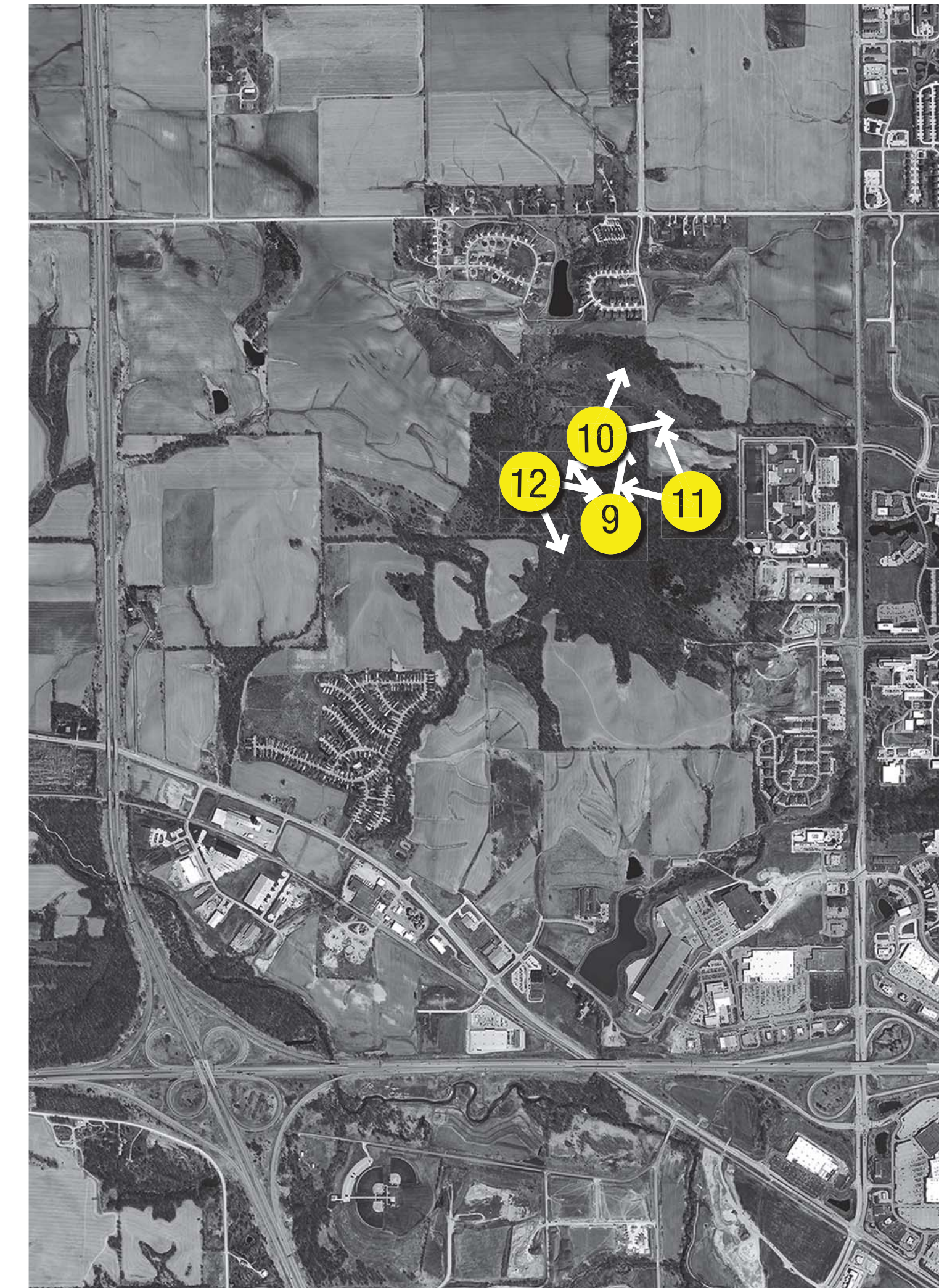
Coralville West Land Use Area Planning - Photo Board 2

Coralville, Iowa
January 2015

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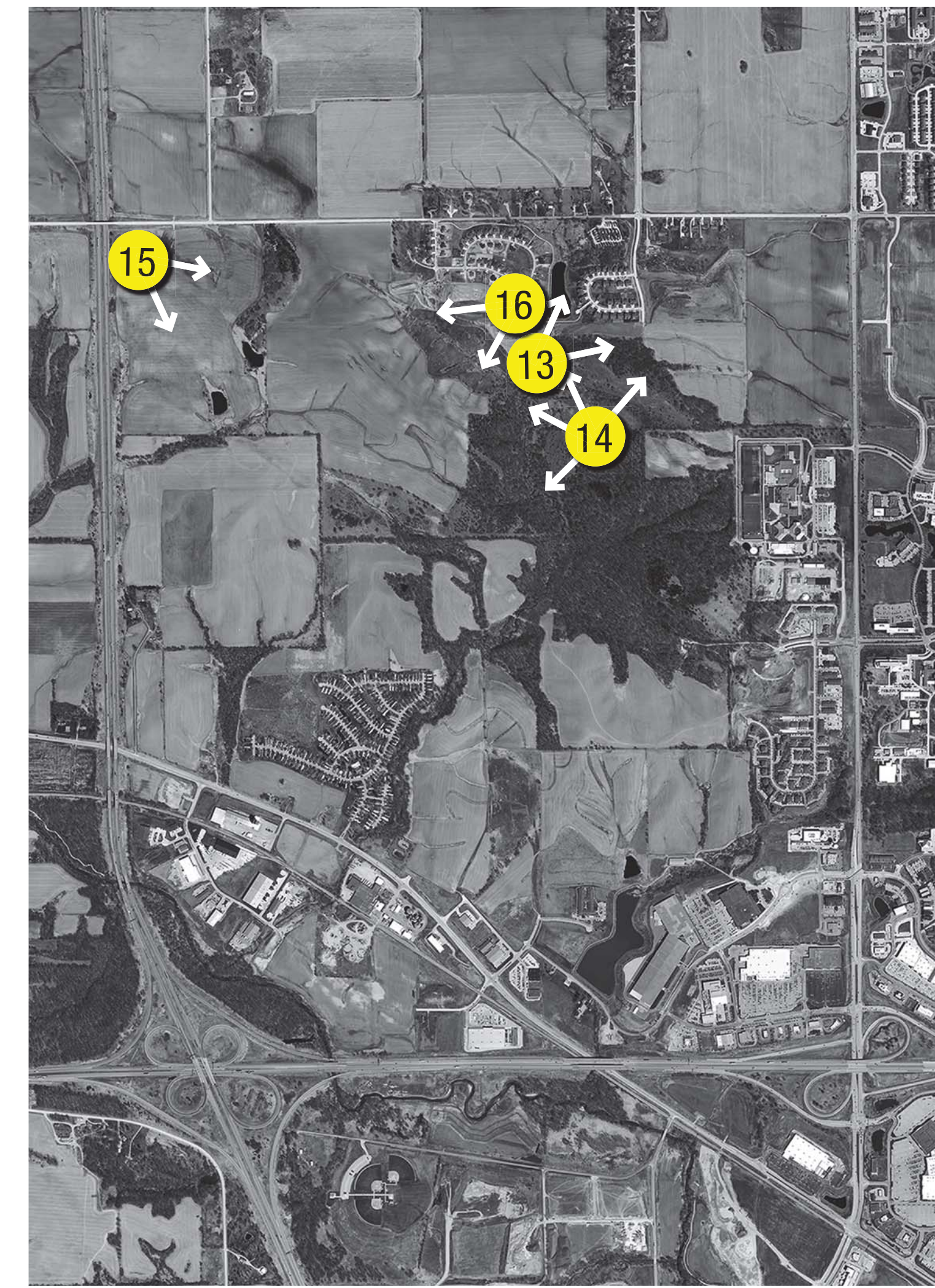
Coralville West Land Use Area Planning - Photo Board 3

Coralville, Iowa
January 2015

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Coralville West Land Use Area Planning - Photo Board 4

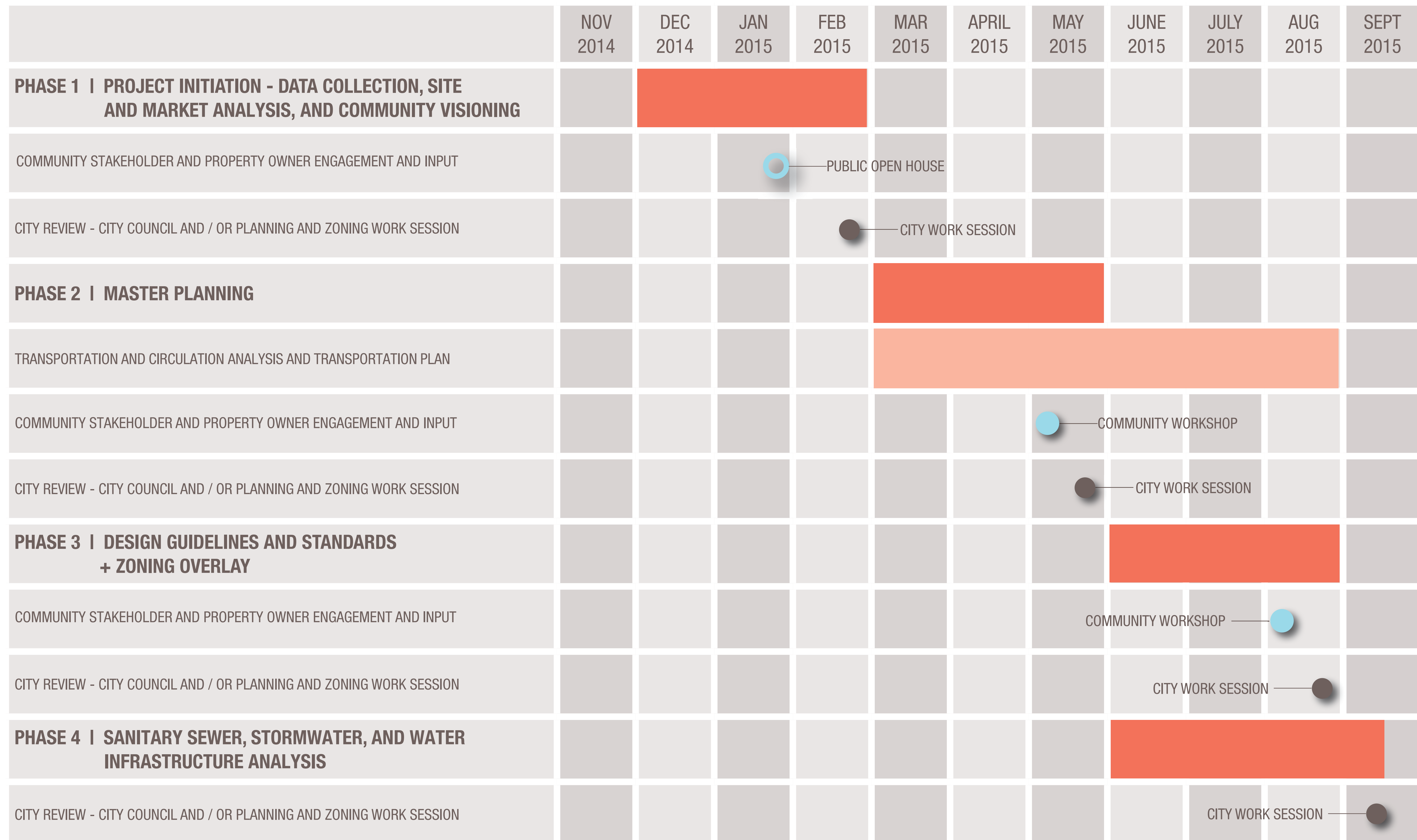
Coralville, Iowa
January 2015

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WEST LAND USE AREA MASTER PLAN AND DESIGN GUIDELINES TIMELINE



Coralville West Land Use Area Planning - Timeline

Coralville, Iowa
January 2015

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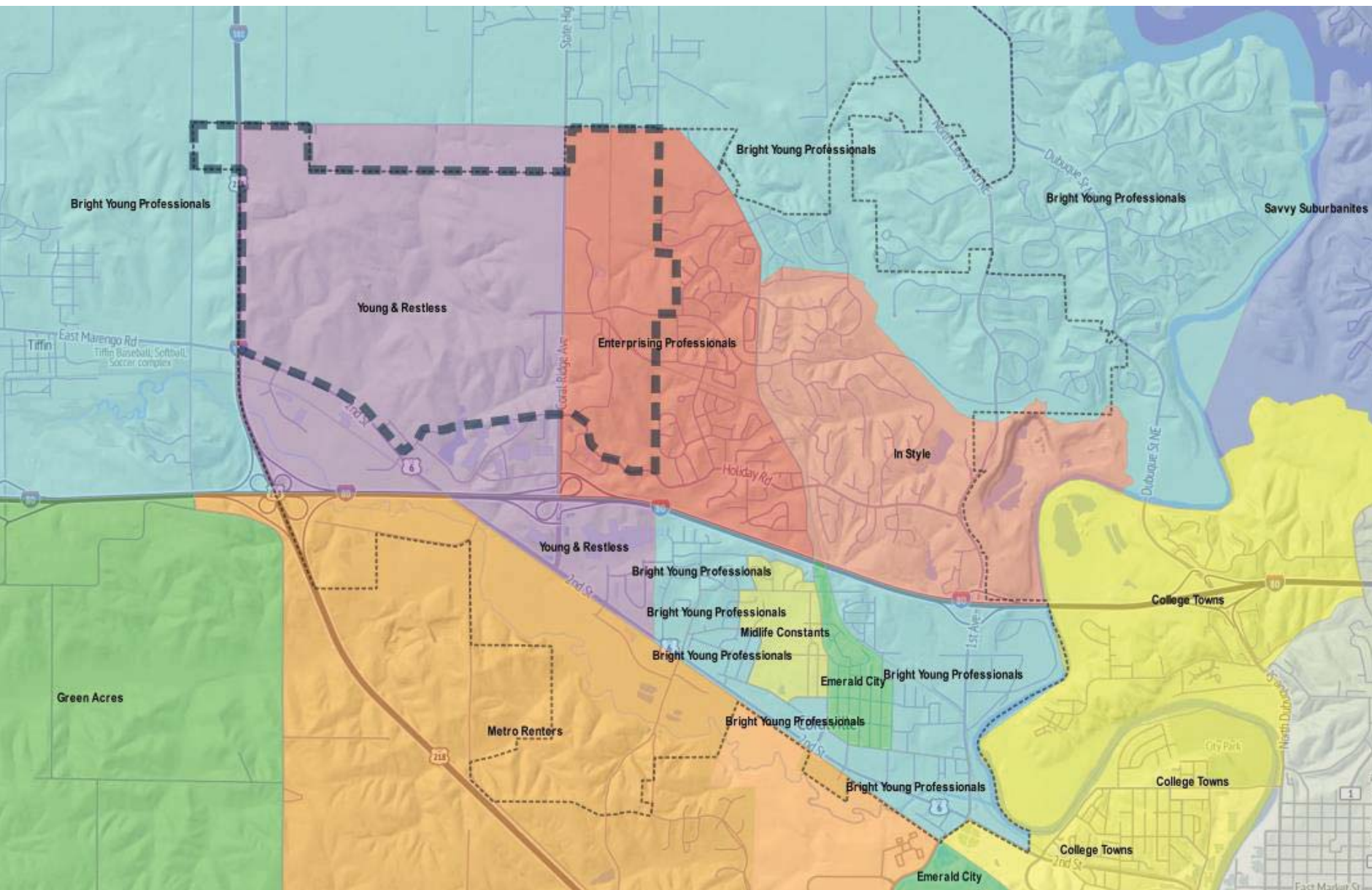


CURRENT PROGRESS – MARKET ANALYSIS



CONFLUENCE

PSYCHOGRAPHIC SEGMENTS – TAPESTRY™



PSYCHOGRAPHIC SEGMENTS – TAPESTRY™

Bright Young Professionals

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. One out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

Enterprising Professionals

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, town homes, or apartments; many still rent their homes. The market is fast-growing, located in lower density neighborhoods of large metro areas. *Enterprising Professionals* residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the US median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

PSYCHOGRAPHIC SEGMENTS – TAPESTRY™

Emerald City

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the “foodie” culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both personally and for business.

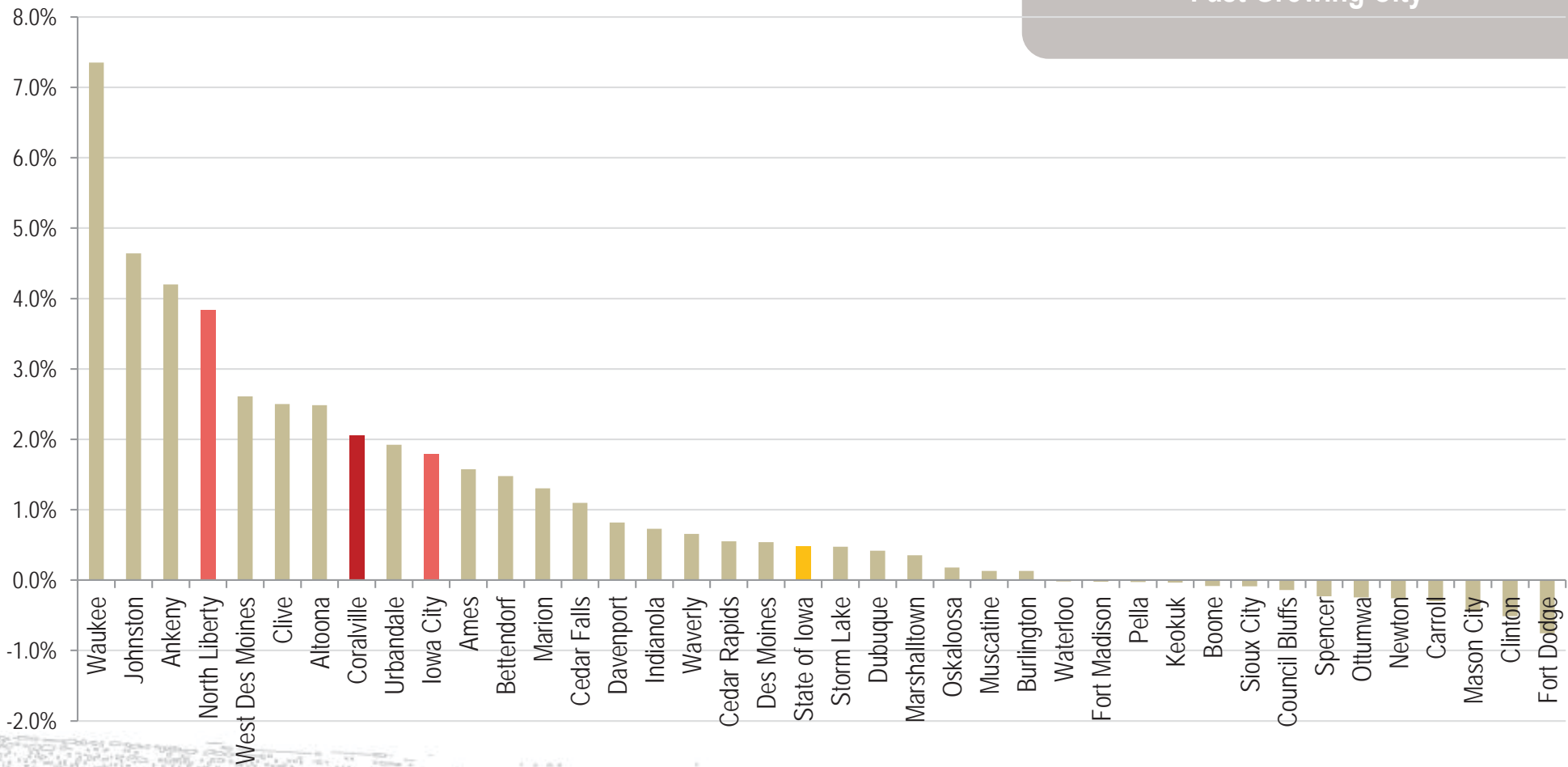
Young and Restless

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost 1 in 5 residents move each year. Close to half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US. Smartphones are a way of life, and they use the Internet extensively. *Young and Restless* consumers are diverse, favoring densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

CURRENT PROGRESS – MARKET ANALYSIS

Population Annual Growth Rate

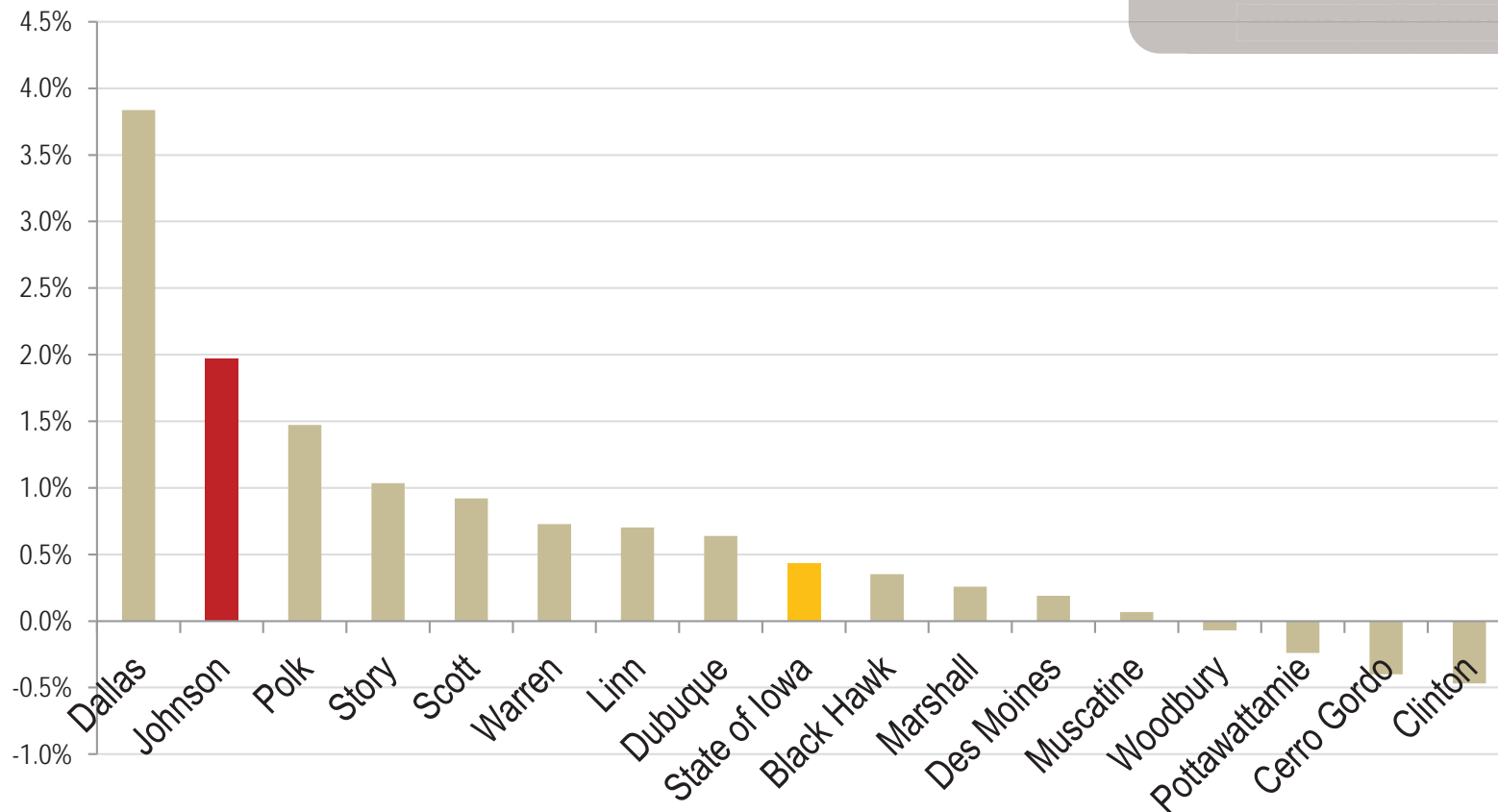
NICE TO BE CORALVILLE
Fast Growing City



CURRENT PROGRESS – MARKET ANALYSIS

NICE TO BE CORALVILLE
In a Fast-Growing County

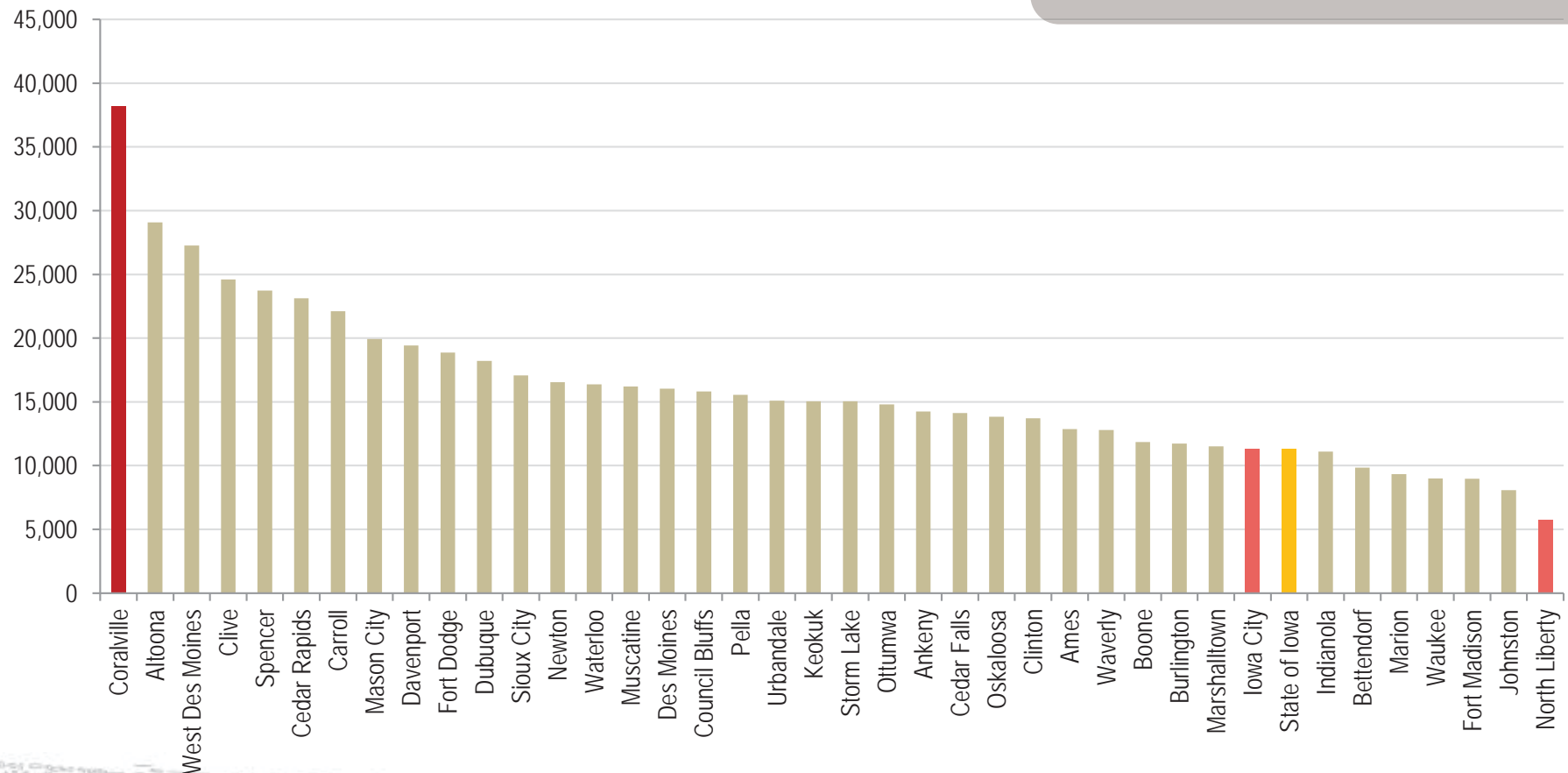
Population Annual Growth Rate (Major Counties)



CURRENT PROGRESS – MARKET ANALYSIS

NICE TO BE CORALVILLE
Lots of Retail Pull

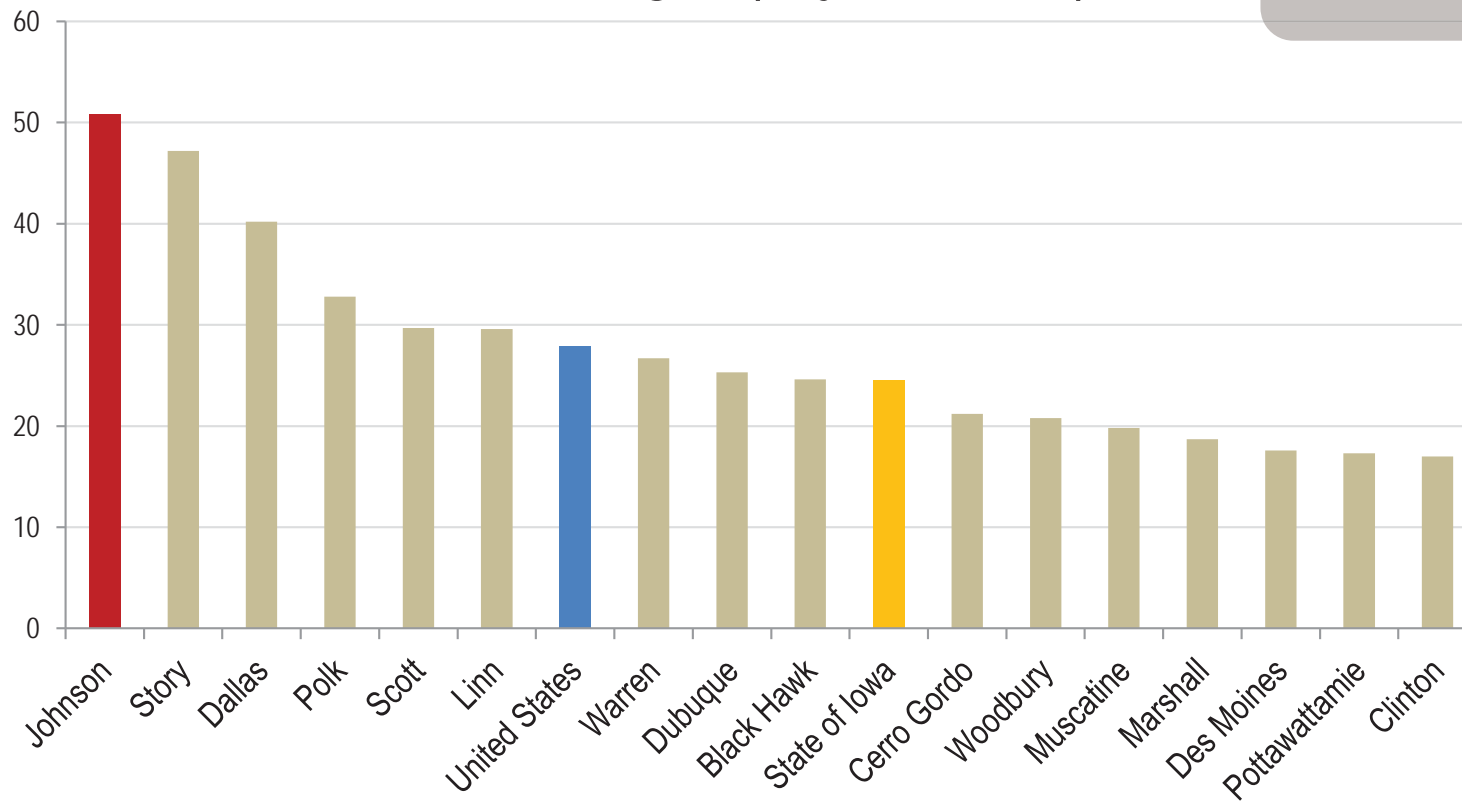
Retail Sales Per Capita 2013



CURRENT PROGRESS – MARKET ANALYSIS

NICE TO BE CORALVILLE
Very Highly Educated

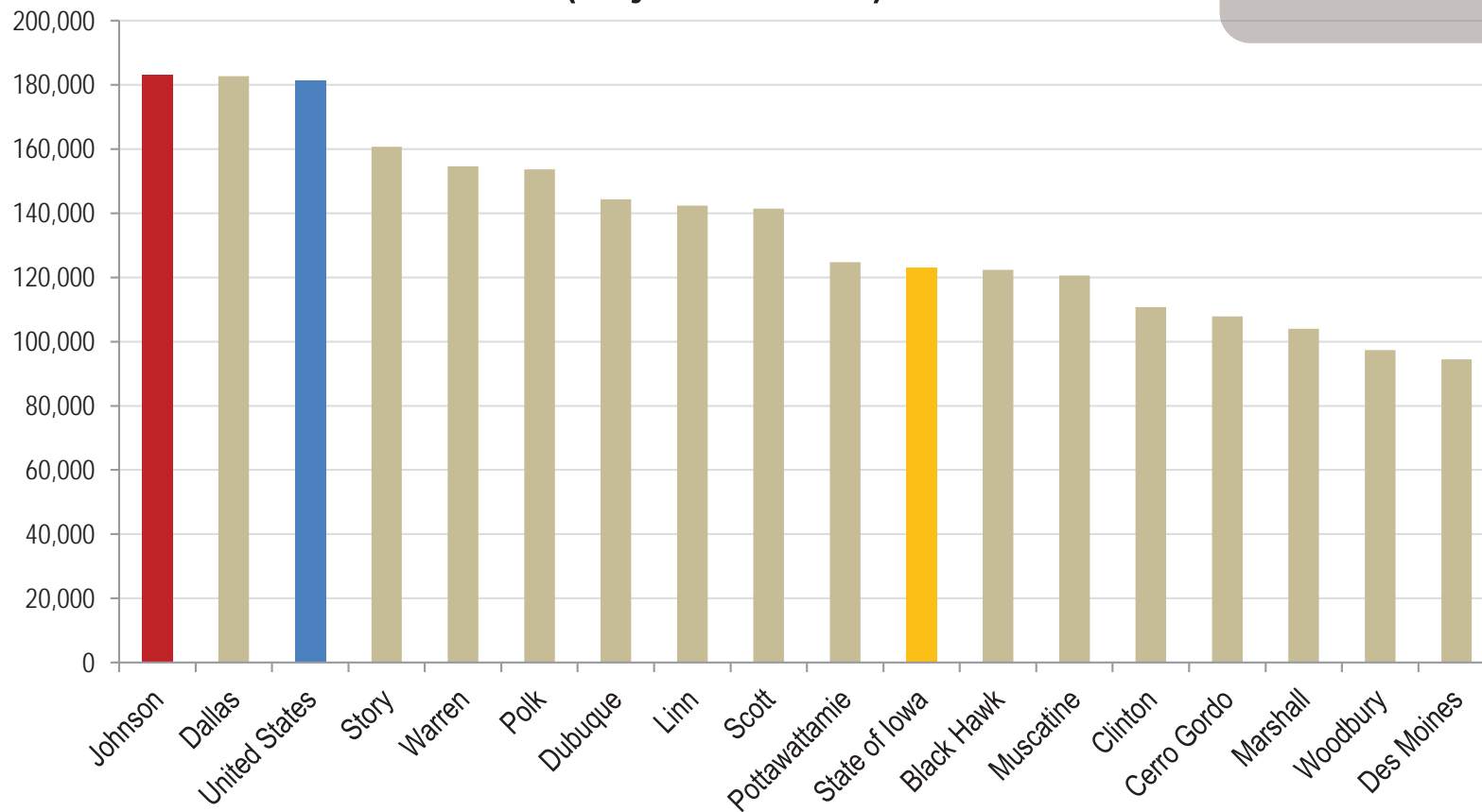
Percent With Bachelor's Degree (Major Counties)



CURRENT PROGRESS – MARKET ANALYSIS

NICE TO BE CORALVILLE
Valuable Homes

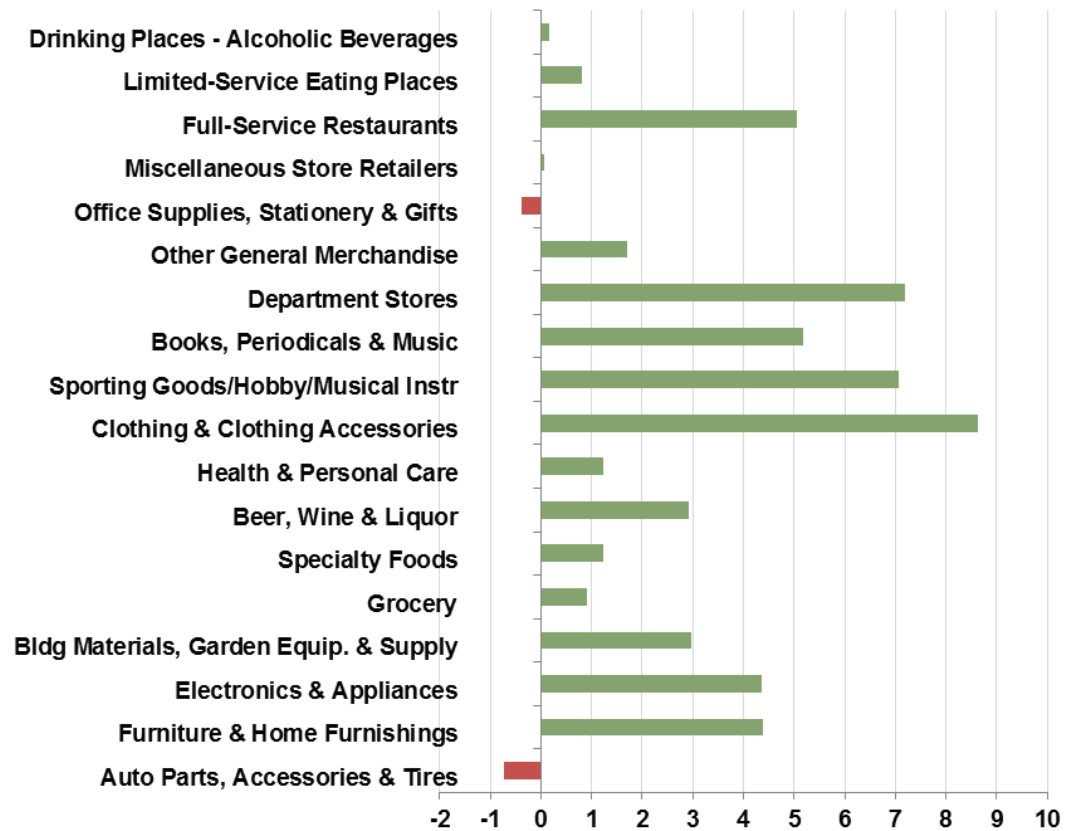
Median Home Values (Major Counties)



CURRENT PROGRESS – MARKET ANALYSIS

RETAIL LEAKAGE & PULL

Coralville’s retail market is (almost) all about “pull”
How to maintain that advantage while enhancing resident quality of life?



leakage (resident demand exceeds city supply)

pull (city supply exceeds resident demand)

CURRENT PROGRESS – MARKET ANALYSIS

Market Area Growth Potential – 10 Years

NW Area capture could vary widely – based as much on policy/vision as market

	City of Coralville	Northwest Coralville Study Area
Residential – Rental	700-900 units	200-500 units
Residential -- Ownership	900-1,100 units	200-500 units
Retail & Dining	450-600 K s.f.	200-400 K s.f.
Office/Employment	100-300 K s.f.	50-200 K s.f.

Excludes other potential land use categories (e.g. lodging, civic, medical, educational)

MARKET ANALYSIS PROCESS

So, where are we now?

Dec	Dec	Dec	Dec	Jan	Jan	Jan	Jan	Feb	Feb	Feb
Internal kick-off(s)			X-mas	LCG to Coralville (including site reconnaissance & interviews)			Draft of development program rec's	Draft market strategy write-up to Confluence	LCG to Coralville (2/17)	
	Review of existing plans; data acquisition; preliminary market analysis			Refine analytic objectives, trade area & subarea definitions, communication goals; complete market analysis				Present market strategy revise as necessary for incorporation in Master Plan		