



Date: June 24, 2011
To: University Heights Mayor & City Council
From: Kent Ralston; Assistant Transportation Planner
Re: One University Place Planned Unit Development Parking Generation

At your request, this memorandum provides background information and parking generation scenarios for the One University Place Planned Unit Development (PUD) proposal. The following parking generation estimates provided are produced using information from the Institute of Traffic Engineers (ITE) *Parking Generation Manual* (4th edition) and the City of Iowa City Zoning Code.

Background

University Heights's adopted zoning ordinance #180 provides detail on specific requirements of which the proposed One University Place PUD must comply. These details include specific parking requirements including a minimum requirement of 185 total off-street parking spaces, of which no more than 55 parking spaces may be provided above ground. The PUD submitted complies with adopted zoning ordinance No.180 providing a total of 219 parking spaces (52 spaces provided above ground, 55 spaces below grade in the mixed-use building, and 112 below-grade parking spaces in the north building).

Parking Generation

Using the information that has been provided in the One University Place PUD, staff has estimated the number of parking spaces that may be appropriate for the development based on the following assumptions:

- A total of 17,008 sqft of commercial space. As provided by zoning ordinance #180, permitted uses of the retail space include: professional offices, bakeries, drug stores, grocery stores, barber/beauty shops, catering, restaurants (not including taverns/bars), general retail, art galleries, personal fitness centers, or similar uses specified in a developer's agreement.
- 79 residential condos – the majority of which will be two-bedroom units as indicated by the developer.
- 52 surface parking spaces shown in the PUD and 26 below-grade parking spaces in the mixed-use commercial building are expected to be available for commercial parking (there are 55 total below-grade parking spaces shown in the PUD for the mixed-use commercial building – of which 29 spaces would be utilized by condo tenants during peak demand). This figure is derived by multiplying the ITE parking generation of 1.38 vehicles per dwelling unit by 21 units in the mixed-use building.
- No parking spaces in the rear (residential) building will be used by commercial patrons
- 100% of ITE parking generation data used during the 'peak hour', 50% of ITE parking generation used for off-peak hours.

Parking Generation Scenarios

Scenario #1 – Parking Generation Demand – 8:00AM Weekday

Land-Use	Sqft.	Parking Generation in Peak Hour	Peak Hour	Parking Space Demand (% of total)
Quality Restaurant	4,238	10.60 vehicles/1,000 sqft	7-9PM	23 (50%)
Medical/Dental Office	2,407	3.20 vehicles/1,000 sqft	10AM-3PM	4 (50%)
Hardware/Paint Store	2,624	2.00 vehicles/1,000 sqft	4-5PM	2.5 (50%)
Apparel Store	2,363	1.20 vehicles/1,000 sqft	3-4PM	1.5 (50%)
Bread/Donut/Bagel Shop	3,021	8.00 vehicles/1,000 sqft	7-9AM	24 (100%)
Copy/Print/Shipping Store	2,355	3.00 vehicles/1,000 sqft	6-7PM	3.5 (50%)

*Total Commercial Parking Generation = 59 (52 above grade, 7 below)

Using the assumptions previously stated there would be a 19 commercial parking space *surplus* on a weekday at 8:00AM. This example attempts to reflect differences in peak hours of operation by allowing 100% of peak hour parking to be calculated during specific business 'peak hours' and a 50% reduction during 'off-peak' hours for specific retail uses.

For this scenario, this means that Bread/Donut/Bagel Shop parking generation was calculated at 100% whereas the remaining land-uses were calculated at 50% of the total because they would be considered off-peak at 8:00AM. To that end, it is unlikely that the Quality Restaurant parking demands would compete with the parking demands of the Bread/Donut/Bagel Shop due to preferred hours of operation – thereby reducing the number of shared parking spaces necessary.

Scenario #2 – Parking Generation Demand – 5:00PM Weekday

Land-Use	Sqft.	Parking Generation in Peak Hour	Peak Hour	Parking Space Demand (% of total)
Quality Restaurant	4,238	10.60 vehicles/1,000 sqft	7-9PM	23 (50%)
Medical/Dental Office	2,407	3.20 vehicles/1,000 sqft	10AM-3PM	4 (50%)
Hardware/Paint Store	2,624	2.00 vehicles/1,000 sqft	4-5PM	5.0 (100%)
Apparel Store	2,363	1.20 vehicles/1,000 sqft	3-4PM	1.5 (50%)
Bread/Donut/Bagel Shop	3,021	8.00 vehicles/1,000 sqft	7-9AM	12 (50%)
Copy/Print/Shipping Store	2,355	3.00 vehicles/1,000 sqft	6-7PM	3.5 (50%)

*Total Parking Commercial Generation = 49 (49 above grade)

Using the commercial parking assumptions previously stated there would be a 29 commercial parking space *surplus* at 5:00PM on a weekday. This scenario uses the same land-uses as in scenario #1 to illustrate differences in parking demand due to changes in peak hours of business operation.

Scenario #3 – Parking Generation Demand – 7:00PM Weekday

Land-Use	Sqft.	Parking Generation in Peak Hour	Peak Hour	Parking Space Demand (% of total)
Quality Restaurant	4,238	10.60 vehicles/1,000 sqft	7-9PM	46 (100%)
Medical/Dental Office	2,407	3.20 vehicles/1,000 sqft	10AM-3PM	4 (50%)
Hardware/Paint Store	2,624	2.00 vehicles/1,000 sqft	4-5PM	2.5 (50%)
Apparel Store	2,363	1.20 vehicles/1,000 sqft	3-4PM	1.5 (50%)
Quality Restaurant	3,021	10.60 vehicles/1,000 sqft	7-9PM	32 (100%)
Copy/Print/Shipping Store	2,355	3.00 vehicles/1,000 sqft	6-7PM	7 (100%)

*Total Parking Commercial Generation = 93 (52 above grade, 26 below, & a 15 space deficit)

Using the commercial parking assumptions previously stated there would be a 15 commercial parking space *deficit* at 7:00PM on a weekday. This scenario uses similar land-uses as in scenarios #1 & 2 except assumes 2 Quality Restaurants and no presence of a Bread/Donut/Bagel shop to illustrate differences in parking demands due to changes in land-uses and peak hours of business operation. This scenario assumes that all of the retail establishments would remain open at 7:00PM on a weekday – this assumption may artificially increase the parking demand in this scenario.

Scenario #4 – Parking Generation Demand – Iowa City Zoning Code

Land-Use	Sqft.	Parking Generation in Peak Hour	Peak Hour	Parking Space Demand
Mixed-Use Retail	17,008	1 vehicle /250 sqft	NA	68

*Total Parking Commercial Generation = 68 (52 above grade, 16 below)

If comparing the proposed PUD to the parking regulations provided in the Iowa City Zoning Code, the PUD would be providing 10 more commercial parking spaces than required.

Conclusion

Given that the proposed PUD is located in an urban area near the University of Iowa Hospital as well as several established residential neighborhoods, it is likely that the development would attract a large number of bicyclists and pedestrians. As such, the actual parking demand may be lower than predicted.

Should the Council have concerns regarding a lack of available parking, one option would be to 'land-bank' a portion of open space within the development for future parking needs. The area set aside for future parking needs would then only be utilized if the development shows the need for more surface parking. The parameters/threshold at which time more parking is deemed necessary could be prescribed by the Council as part of the developer's agreement. Staff would be happy to assist in developing such language.

Please note that the information provided in the parking scenarios are based on land-use assumptions provided by the developer. As more information on the types of commercial tenants becomes available we will be better able to provide more accurate parking generation figures.



Date: July 7, 2011
To: University Heights Mayor & City Council
From: Kent Ralston; Assistant Transportation Planner
Re: One University Place – Signalization of Melrose Avenue Access

I have attached a revised version (dated July 5, 2011) of the Shive-Hattery Technical Memorandum regarding traffic operations at the Melrose Avenue / Sunset Street intersection and the main access to the proposed One University Place Planned Unit Development (PUD). The revisions were necessary as one small discrepancy was found regarding the total square footage of retail space provided in the development - the result of which does *not* change our recommendation to signalize the main access to the PUD upon full build-out of the development.

As noted in our staff report to Council (dated June 7, 2011), previous concepts proposed by the applicant had restricted left-turns at the access at Melrose Avenue. However, as shown in the PUD submitted on May 27th, the applicant is now proposing a full service access where both left and right turning movements would be permitted. Due to this change, additional traffic modeling was performed to determine the impact this change would have on the Melrose Avenue access.

Additional traffic modeling indicated that without a traffic signal at the main entrance to the PUD, southbound traffic exiting from the development would experience lengthy delays in both the AM and PM peak travel hours. Our concern is that although vehicle queuing would primarily take place within the development; lengthy delays would cause motorists to behave irrationally and create an unsafe environment for motorists and pedestrians at the intersection. While it was determined that the additional traffic generated by the development would not satisfy the requirements for signal installation, approximately 65 additional vehicles exiting the development in either the AM or PM peak travel hour would have warranted this signalization regardless of other factors such as inadequate gaps for left-turning motorists.

Given that lengthy delays and insufficient gaps for exiting traffic from the development would likely be experienced, and that a traffic signal is nearly warranted on volumes alone, staff recommends that the main access at Melrose Avenue be signalized upon full 'build-out' of the PUD. At a minimum, the intersection should be designed for future signalization if it is determined that the desire for a signal will be reassessed at a later date.

Attachment

TECHNICAL MEMORANDUM

TO: John Yapp, MPOJC
Kent Ralston, MPOJC

FROM: Brian Willham, PE, PTOE

DATE: July 5, 2011

RE: One University Place
University Heights, Iowa
Traffic Review

This memorandum includes a review of traffic operations at the Melrose Avenue and Sunset Street intersection and the Melrose Avenue and Main Entrance intersection in conjunction with the proposed One University Place development. In November 2010, Shive-Hattery completed traffic modeling for existing and proposed conditions and found that if the Melrose Avenue and Sunset Street intersection was improved by reducing the existing skew of Sunset Street through the intersection, traffic signal phasing could be modified to provide better operation during peak hours.

In the 2010 analysis, the entrance to the development on Melrose Avenue was proposed as a Full-In-Right-Out-Only entrance. Because the entrance on Melrose Avenue is now shown as a Full-In and Full-Out entrance, additional traffic modeling was completed to determine the impacts to the development entrance intersection as well as the Sunset Street intersection on Melrose Avenue.

To estimate the traffic generated by the proposed development, projected trips to and from the development were calculated based on ITE Trip Generation 8th Edition and are reported in **Table 1**.



Table 1: Estimated Trip Generation

Land use (ITE Code)	Gross Floor or Leasable Area (1,000 SF)	Dwelling Units (EA)	Average Rate	Vehicle Trips
Residential Condominium / Townhouse (ITE Code 230)				
Average Daily Traffic (50% in / 50% out)	--	79	5.81	230 in 230 out
AM Peak Hour (17% in / 83% out)	--	79	0.44	10 in 30 out
PM Peak Hour (67% in / 33% out)	--	79	0.52	30 in 15 out
Quality Restaurant (ITE Code 931)				
Average Daily Traffic (50% in / 50% out)	4.3	--	89.95	195 in 195 out
AM Peak Hour (50% in / 50% out)*	4.3	--	0.81	5 in 5 out
PM Peak Hour (67% in / 33% out)	4.3	--	7.49	35 in 10 out
Specialty Retail Center (ITE Code 814)				
Average Daily Traffic (50% in / 50% out)	12.8	--	44.32	285 in 285 out
AM Peak Hour (48% in / 52% out)	12.8	--	6.84	45 in 50 out
PM Peak Hour (44% in / 56% out)	12.8	--	2.71	15 in 20 out

**ITE Trip Generation does not include directional information for this time period, due to the low volumes expected, a 50% split was assumed.*

The estimated traffic generated by the proposed development was added to the existing peak hour traffic for the AM and PM Peak Hour traffic models. The traffic models were also updated to include southbound left turns out of the proposed development. Synchro 7.0 was used to complete the traffic modeling.

Peak hour traffic volumes for existing and proposed conditions are found in **Figure 1** and **Figure 2**. The proposed traffic distribution assumes that approximately 90% of the traffic enters/exists from Melrose Avenue and that approximately 50% of the traffic travels from/to the east on Melrose Avenue, 10% travels to/from the south on Sunset Street, and 40% travels to/from the west on Melrose Avenue.

Figure 1: Existing Peak Hour Traffic Volumes

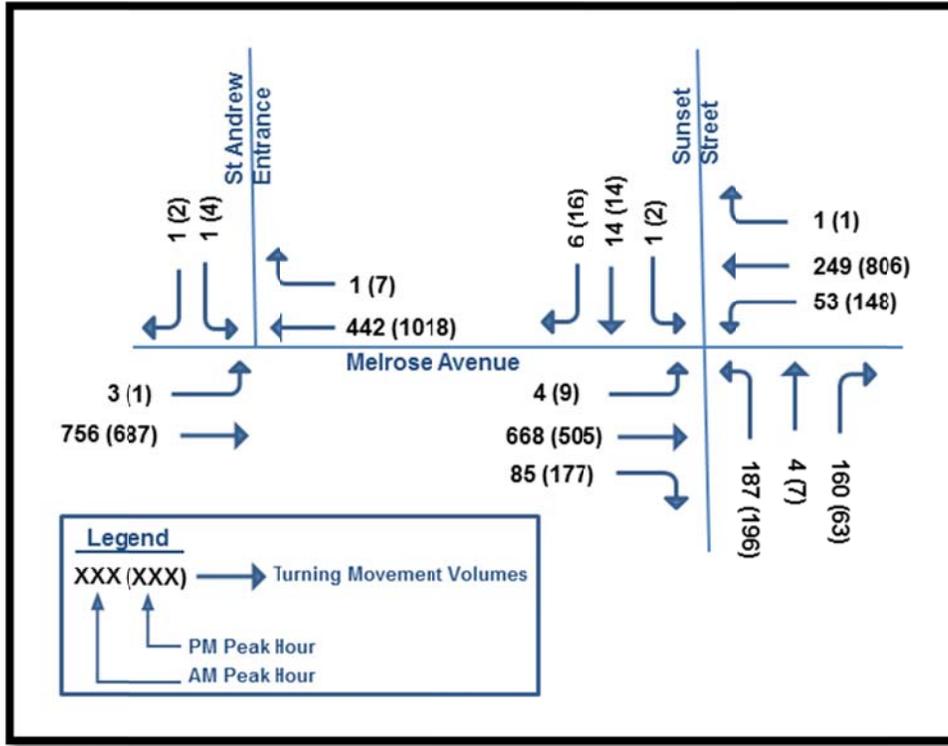
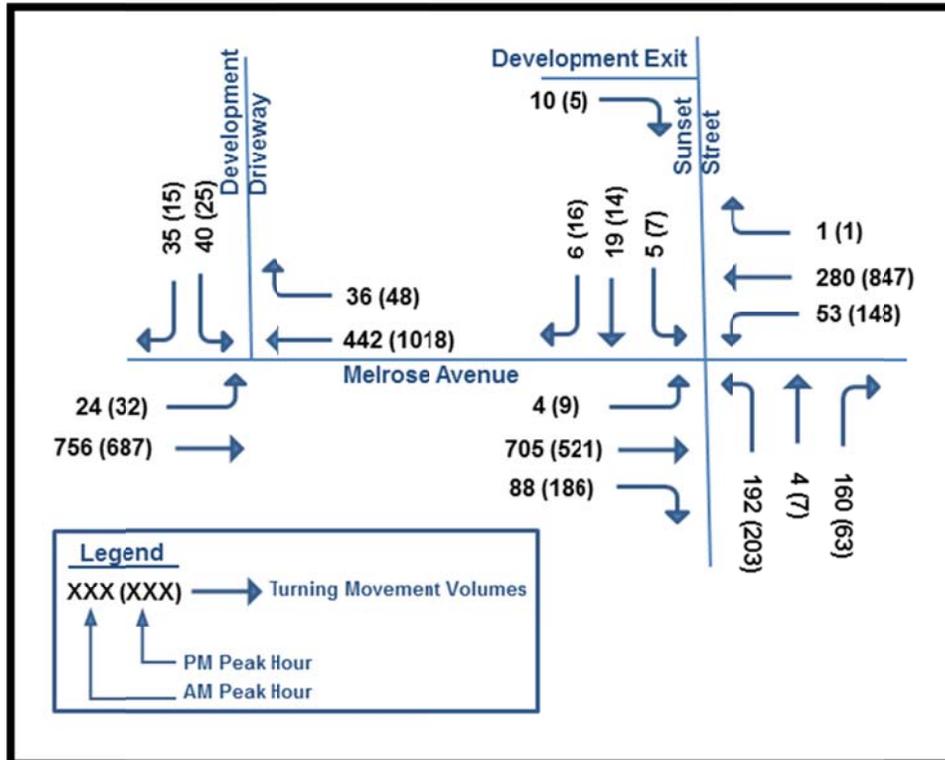


Figure 2: Proposed Peak Hour Traffic Volumes



Because the proposed development entrance now includes a southbound left turn movement, a planning-level traffic signal warrant analysis was completed for the development's entrance on Melrose Avenue. It was determined that the requirements of the peak hour volume warrant (Signal Warrant 3) would not be satisfied at the intersection with the proposed traffic added to the system. **There would need to be approximately 65 more vehicles exiting the development in either the AM Peak Hour or the PM Peak Hour to satisfy Signal Warrant 3.** However, due to the proximity of the intersection to the Melrose Avenue and Sunset Street intersection, traffic modeling was completed to analyze the feasibility of adding traffic signalization to enhance the operation of the two intersections during peak hours of the day. Analysis was completed for both unsignalized conditions and signalized conditions for the proposed entrance.

Because there is property owned by the University of Iowa located north of the proposed development that would use the development's entrance on Melrose Avenue when developed, traffic signalization would likely be warranted based on traffic volumes alone once that property is developed.

The Synchro traffic modeling that was completed resulted in the values for delay and Level of Service that are presented in **Table 2**. For reference and comparison, **Table 3** includes the results from the previous traffic analysis that compared operation of the Melrose Avenue and Sunset Street intersection between existing conditions and re-aligned geometry with no change in land use at the St Andrew property. The re-aligned geometry model included the elimination of the current north/south split phasing as well as the all-way pedestrian phase.

Table 2: Intersection Delay and LOS (with proposed development)

Intersection	Unsignalized @ Main Entrance				Signalized @ Main Entrance			
	AM		PM		AM		PM	
	Delay	LOS	Delay	LOS	Delay	LOS	Delay	LOS
Melrose Ave / Main Entrance*	54	F	>120	F	38	D	37	D
Melrose Ave / Sunset St	21	C	23	C	20	C	23	C

Delay = Seconds per vehicle

*Reported values are for southbound left turn movement

**Table 3:
Melrose Avenue & Sunset Street Level of Service (Geometric Changes to Intersection, No Land Use Change at St Andrew Property)**

Intersection	Existing Geometry				Re-aligned Geometry			
	AM		PM		AM		PM	
	Delay	LOS	Delay	LOS	Delay	LOS	Delay	LOS
Melrose Ave / Sunset St	23	C	79	E	19	B	20	C

Delay = Seconds per vehicle

As presented above, traffic exiting the proposed Main Entrance on Melrose Avenue will include lengthy delays during the AM and PM peak hours of the day if the intersection were to be left unsignalized. Delays for exiting traffic become manageable if the Main Entrance is signalized with the proposed development. Also, even if the Sunset Street and Melrose Avenue intersection were to be re-aligned and the signal phasing to be improved, eastbound traffic is still expected to back-up through the Main Entrance intersection during the AM peak hour. The combination of heavy eastbound traffic and left turning traffic exiting the proposed development could result in a safety issue during the AM peak hour. Similarly, the combination of the left turning exiting traffic and the heavy westbound traffic in the PM peak hour could also cause safety issues. **Therefore, it is recommended that traffic signalization be installed at the Main Entrance on Melrose Avenue if the southbound left turn is provided at the Main Entrance.**

The following summarizes the previous traffic modeling results as well as this analysis:

- If the Melrose Avenue and Sunset Street intersection is re-aligned, the north/south split phasing and all-way pedestrian phase could be eliminated. These modifications would allow additional "green-light" time to eastbound and westbound traffic during peak hours of the day, reducing average vehicular delay and increasing Level of Service. It is recommended to re-align the Melrose Avenue and Sunset Street intersection in conjunction with the proposed development.
- Traffic signals would not be warranted based on traffic volumes at the Main Entrance of the proposed development on Melrose Avenue. An additional 65 vehicles per hour during either the AM peak hour or the PM peak hour would result in traffic signals being warranted.
- Although not warranted based on traffic volumes alone, it is recommended that traffic signalization be installed at the Main Entrance on Melrose Avenue if southbound left turns are provided at the Main Entrance. If traffic signalization is not provided at the Main Entrance, there is expected to be safety issues with the exiting left turning traffic conflicting with the heavy through traffic on Melrose Avenue during peak hours of the day.

Please let me know if you have any questions on the information included in this memorandum.



Date: July 8, 2011
To: University Heights Mayor & City Council
From: Kent Ralston; Assistant Transportation Planner
Re: One University Place TIF – Public Comment

At your request, MPO staff has been collecting public input related to the One University Place Planned Unit Development (PUD) for 1300 Melrose Avenue. Staff received 21 emails with written correspondence received between June 6 and July 8, 2011 which are attached for your review. Below you will find a summary of common themes staff derived from the written correspondence. Please keep in mind that common themes were difficult to identify as much of the correspondence received addressed a wide range of topics related to the proposed development. The themes below were topics that were addressed by two or more correspondents and are paraphrased by staff.

Common themes

- The development process in general and/or decisions related to the TIF proposal need to be slowed and weighed carefully.
- The use of TIF is inappropriate for this specific development and/or TIF revenues should only be used for public improvements or uses that have a general public benefit.
- The use of TIF for the proposed development is appropriate and would be advantageous in that it may bolster City finances.
- Low income housing assistance generated by TIF revenue is not necessary for University Heights and/or implementation of such a program may be difficult.
- The scale and design of the development are appropriate for the site and are aesthetically pleasing.
- The One University Place PUD proposal should not be compared to Plaza Towers development in Iowa City.

Attachments:

Correspondence from Pat Bauer

BACKGROUND INFORMATION

Recently posted draft minutes of the City Council's June 14 meeting include a description of the following unanimously approved motion:

MOTION by Haverkamp, seconded by McGrath, to incorporate into the city council's record for consideration of the Maxwell PUD application the prior public comments and submissions made to the Zoning Commission and to the city council regarding the rezoning of the PUD property. **Carried.**

Part of the context in which such motion was made is the following segment of Steve Ballard's June City Attorney's Report:

1. PUD Submittal.

- As the Zoning Commission and Council considered the request to rezone the property that is the subject of Jeff Maxwell's PUD proposal, each body incorporated all of the comments, submissions, and remarks made at prior meetings of either body.

- Adopting such a motion saves members of the public and Council from having to repeat each and every point made previously if they desire a particular point to be part of the Council's public record. The Council may wish to adopt a motion that incorporates the input from the rezoning process into its record on the PUD consideration.

-If a Council member desires to make such a motion, I suggest something along the lines of this:

I move that the Council adopt and incorporate by reference into its present record on the Jeff Maxwell PUD consideration the public comments, submissions, and remarks by citizens, Mr. Maxwell and his representatives, Zoning Commission members, and the Mayor and Council at the prior Zoning Commission and Council meetings when the application to rezone the property in question was considered.

The following portions of this e-mail and the attached documents are submitted in response to the above aCouncil ction.

MATERIALS CURRENTLY AVAILABLE ON THE CITY'S WEB SITE

Many of the written submissions so adopted and incorporated presently are available at the following locations on the City's web site:

2009 REZONING APPLICATION

<http://www.university-heights.org/zoning.html> - twenty-nine files (including petition and two compilations of written submissions) grouped under "2008-2009 - St. Andrew Church" heading

<http://www.university-heights.org/UHCC-SAC.html> - five files (including two compilations of received e-mails)

2010 REZONING APPLICATION

<http://www.university-heights.org/zoning.html> - nineteen files (including four compendia of zoning communications) grouped under "2010 - St. Andrew Church" heading

<http://www.university-heights.org/minutes.html> - twenty-seven files (included community survey and ten compilations of received and sent e-mails and letters assembled in response to public records request) in groupings for City Council meetings on August 10, August 24 (work session), September 14, October 12, November 9, and December 14

2011 PUD APPLICATION

<http://www.university-heights.org/council/1011/11minutes.html> - nineteen files (including two MPOJC summaries of community input) in groupings for City Council meetings on January 11, February 8, March 1, April 12, May 10, June 14, and June 28 (work session)

With the exception of a single entry on May 10, 2011, the "One University Place" page on the City's web site < <http://www.university-heights.org/BuildZoneSanit/OUP/index.html> > does not effectively reflect any of the above materials. Although it presently includes essentially everything submitted by the developer (in one instance (entry of July 4, 2011) even when the developer's submission is in response to a resident's written submission that is itself not posted on the City's web site), for the sake of evenhandedness in presentation it quite appropriately could be revised to afford clearer recognition to community input (e.g., perhaps a "Community Input" heading followed by links to the pages listed above or (even more helpfully) to specific files that include community input).

MATERIALS NOT CURRENTLY AVAILABLE ON THE CITY'S WEB SITE

Although all written submissions from the end of this April forward appear to have been included in the MPOJC compilations posted as agenda attachments for City Council meetings on May 19 and June 14, the City's web site otherwise does not presently seem to include any written submissions received since the last compilations of e-mails and letters mail posted as part of the groups for the City Council meeting of November 9, 2010 in response to a public records request made last fall.

To start the process of filling in this resulting gap of posted written communications, I am attaching two PDF documents I e-mailed to all City Councilors last December and this March. I'm generally aware that additional written communications were submitted by other citizens, and for the sake of having a full and complete record, would request that all such communications be compiled and posted on the City's web site.

I appreciate the burdens involved in responding to formal public records request, and accordingly would ask that this e-mail not be considered as such a request if something more informal will be sufficient to satisfactorily fill in the existing gap of posted written communication in the interval between last November and this May.

Finally, having reviewed the compilations of received and sent e-mails and letters assembled in response to last fall's public records request, I'm attaching two omitted PDF documents I e-mailed to all City Councilors last October.

Please disregard the previous email and use this version.

Points to consider about Jeff Maxwell's proposal for One University Place:

- The St. Andrew property was never listed for sale.
- The St. Andrew congregation has not voted to move from the current location.
- Jeff Maxwell approached the church with the purchase proposal.
- Jeff Maxwell offered \$4.3 million for the property.
- Jeff Maxwell entered into an agreement with St. Andrew knowing the zoning for the property would not allow him to build what would be known as One University Place.
- A majority of University Heights residents are/were opposed to:
 - Change in the zoning to allow this project to proceed.
 - The size and scale of the project.
- The UH City Council has been split on approval for this project:
 - The initial proposal was defeated.
 - The 2009 election was decided by less than 5 votes.
 - Jim Lane was appointed to fill a vacant city council seat in the Fall of 2010, when the council manipulated the scheduling of a special election that allowed the zoning change to be approved.
 - When the community was allowed to vote in the special election in January 2011, Jim Lane was removed from office. Roseanne Hopson who voiced concerns over the project and the process was elected to fill the remainder of Amy Moore's term.
- Numerous claims have been made about the prospective tenants that will occupy the commercial portion of the project: Trader Joe's, coffee shop, high-end restaurant, etc. These claims have been used to entice the neighbors without any guarantee that these businesses will occupy the space or can afford the rent.
- Jeff Maxwell has been less than forthcoming at many, many University Heights meetings regarding his ability to fund the One University Place project.
- Jeff Maxwell demanded TIF knowing that University Heights' debt limit would not allow \$8.5 million in tax rebates to him. This is 10 times the value of the public improvements he has included in the proposal.
- The St. Andrew property was not designated a "slum," "blighted" or "economic development" area, as defined in Chapter 403 of the Iowa Code in the November 2006 UH Comprehensive Plan or the 2010 revised version (<http://university-heights.org/CompPlan10/CompPlanRevised5-2010.pdf>). This designation is necessary when establishing tax increment financing area and obtaining TIF revenues.
- Jeff Maxwell has stated that without the TIF, the project will not proceed.
- If this is a viable project, traditional funding should be sufficient.
- University Heights residents who support the project are opposed to approving the TIF.

Since late 2008, this project has divided University Heights and the St. Andrew congregation. Jeff Maxwell stands to make a substantial profit on this project or he wouldn't still be pursuing it. Don't let his offer of a community space or "Chautauqua square plaza" tug at your heartstrings. This project is about profit for Jeff Maxwell.

DENY THE TIF AND LET JEFF MAXWELL SECURE TRADITIONAL FINANCING FOR HIS PROJECT.

Most sincerely,
Ann & Andy Dudler
205 Koser Avenue
University Heights, IA

Dear Clerk,

Those of us in University Heights with rental properties would also like to reap 10% rather than 5% profit on our investments. Why should Jeff Maxwell, who is not even a resident of our town, receive charity in the form of TIF assistance, whereas the rest of us, in competition with him, do not? It is patently unfair and highly doubtful that it will benefit University Heights in any way..

Doris Eckey
33 Highland Drive
Iowa City, IA 522456

We are opposed to the council approving the TIF. We do not understand why the council feels they are prepared to vote on such an important issue at this time.

Russ and Eunice Hunzelman
1456 Grand Av

Dear Council,

Although there are many aspects to this project that should be addressed, I will focus here on two.

1. Require the developer to use a five-way junction with limited access on the northern leg of Sunset.

The best traffic solution to this large project is to leave the northern leg of Sunset as it presently is and to extend Sunset directly onto the St. Andrew's site. This creates a five way junction, but traffic on the northern leg of Sunset would be one way northbound and limited to school buses and emergency vehicles. The new fifth leg could be called University Place, to distinguish it from the present northern leg of Sunset. The University Place leg would be a two way junction with Melrose, regulated by a traffic light.

This five way junction has many, many advantages.

1. No second traffic light is needed at the western entrance to the site
2. The junction is more right angled than under the developer proposal
3. Traffic flow will be better than under either the present layout or the angled proposal of the developer
4. The ravine remains intact and more mature trees are saved
5. No eight foot retaining wall is needed because the ravine is preserved
6. Construction is safer because the ravine is preserved

If the developer maintains that a five way junction is not possible because it uses more of the site for traffic, this only confirms the long expressed view that the project is too big for the site.

2. Correcting factual errors

A great deal of material was covered at the work session. Some statements were made that were in error or were misleading so please consider these corrections in your deliberations.

Claim: The Plaza Towers are a parallel to One University Place.

This is **incorrect** because:

1. Iowa City sought a developer for the site of Plaza Towers but the developer came to the city to get support for One University Place

2. The TIF for Plaza Towers was \$6M but the TIF sought for One University Place is \$8M. This means that for Plaza Towers each tax payer forwent less than \$92; in University heights because the town is so much smaller, each taxpayer would forgo **\$8000** in tax revenues.
3. The proposal from Iowa City **required** a market but the PUD in front of the council only expresses a willingness to try.
4. The TIF in Plaza Towers made the project possible; the TIF for OUP is projected to double the profit from ~5% to 10%

Claim: Grandview Court is a parallel to One University Place.

This is **incorrect**:

The higher density of residents at Grandview Court is offset because Grandview Court has three times the access to streets, and because OUP will include commercial ventures with higher traffic. Thus using the MPO projections OUP puts twice the traffic onto one-third the street access.

Using a five-way junction would mitigate the harm of this project. It still remains too large for this site, and it does not justify support from the town in the form of a TIF.

Sincerely,

Alice Haugen
Tom Haugen
1483 Grand Avenue

The TIF meeting last week did not clear up the misgivings for me at all. The Maxwell group kept trying to say it as a win/win situation but I don't believe that for one minute. If I build a house I pay for it myself with a loan. Why should Maxwell get U Heights money to pay for his building project because that is what a TIF is - using other peoples money to your advantage. Tax money that goes to him instead of U Heights. Also Maxwell's "giving" 4000 sq. ft. to the community is a nice gesture but in reality he is gaining \$900,000 (or something like that) by the donation. I for one do not want the room because it would go unused most of the time. And do we pay taxes on it? We function fine with our police headquarters where they are and when we need to meet in a larger place we are able to find a place. We are not a "club" that needs a meeting place. And the thought that we might try to finagle a TIF in this community which does not have a need for funding "low income housing" is absurd and dishonest. We would be the laughing stock of IowaCity.

If Maxwell cannot finance his project then he should not be doing it. By the way what is he building right now???
We have many unanswered questions. Kathie Belgum

Dear Councilors and Mayor,

As you may have guessed, we are opposed to TIF for the development of the St. Andrew's property. Like the literal size of the proposed development, the TIF proposal is also simply too large for this community. As Ms. Hopson noted at the council worksession, if University Heights needs even one more police officer or any other city-provided service as a result of this development, the added taxes collected by this development may not be enough to cover the additional services. We are concerned that TIF assistance of this proportion could place undo strain on the finances of our city.

Sincerely,
Greg and Rachel Prickman

To the University Heights Council Members and Mayor,

I am writing to convey my opinion about the upcoming decision regarding the TIF request from Mr. Maxwell. I am strongly opposed to the Council support of the TIF and would ask that the vote be postponed until the matter has been thoroughly studied and understood by all. I see no reason to rush through this important decision, especially since it is such a complex issue. Your responsibility is to the residents of University Heights (who have already expressed their non-support of the project) not to the developer.

On another issue, I see no reason to straighten the intersection of Sunset and Melrose. The number of accidents there is very small which should be the determining factor in making such a drastic and expensive change. For those of us who live on the north side of Melrose, I know of no one who would be in favor of making a change. Please weigh your decision carefully.

Please listen to your community citizens and respect their thoughts. Thank you for your service.

Linda Fincham
1475 Grand Ave.
July 6, 2011

I am writing in support of the Saint Andrew PUD and the proposed TIF. For two years I have heard the same arguments over and over against this project and in two years none of these arguments have convinced me that the City should not move forward with this development.

I have lived in University Heights at my current address for 23 years. I also lived here for 7 years in the late sixties and early seventies. My parents built the house I currently live in 48 years ago and I am probably one of the few people who can say they helped build the house they live in. I worked with my uncle who built the house in the summer of 1963. The main reason my parents built in University Heights was because of the lower taxes not because it was University Heights. They also considered sites in other locales in Iowa City but it was the lower taxes here that sealed the deal.

As I see it we have three council members who are progressive and look to the future and two council members who want to protect the status quo. I have heard again and again how the majority of the community does not support this project, but I have talked to a lot of people and would say opinions are pretty evenly divided.

At the Tuesday TIF work session I heard how we need another survey to get input from the public. We have had two elections, a survey for the comprehensive plan, and two fliers asking for public input on this project. The public has had ample chances to provide input. You can't hide behind surveys or polls every time there is a difficult decision; you were elected you to govern.

I read the letter in the Press Citizen and I could put my own spin to this but I am not going to bother. I agree the TIF does benefit the developer but it also benefits the city and its residents. You can look at it this way, you can have the Moen Towers (TIFed) that has re-energized downtown Iowa City or you can have the cheap student apartments like those that line Burlington and Gilbert Streets, which in my opinion helped speed up the demise of downtown Iowa City. Explain to me: which developer is in it for the quick profit? I realize the situation is somewhat different in University Heights but if the church moves, this land is not going to stay vacant. Jeff Maxwell stated that he will be purchasing this property if the church moves forward with the new church and he really has no obligation to tell you what his plans might be if the proposed PUD fails.

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I think it's time that this community moves forward. I don't see how we can survive without additional revenues. It may not happen in my lifetime and it really doesn't bother me that one day this community could be part of Iowa City. I think the Maxwell development will bring positive changes to University Heights. Everybody is entitled to their opinion and that is my opinion. I am willing to discuss this project with any of you. I believe in my position. But I am not interested in being involved in the uncivil discourse I have witnessed at many of the city council meetings.

Ken Yeggy
305 Ridgeview Ave.

Dear Clerk,

My husband and I have been opposed to this misguided development from the beginning, and are also now incredulous that the developer seeks public financial support in the form of TIF assistance. We believe this subverts the original intention of the TIF program and we are opposed to it.

Sincerely,
Sue Hettmansperger
Lawrence Fritts
114 Highland Dr.
Iowa City, IA 52246

Hello,

The purpose of this e-mail is to register our disagreement with a proposed TIFF on the property currently occupied by St. Andrew's Church.

Sincerely,

Scott and Carol Ann Christiansen
1461 Grand Ave.
University Heights

Dear Mayor From and Councilpersons Havekamp, Hopson Laverman, McGrath & Yeggy

Mr. Maxwell and Mr. Monson have emphasized repeatedly that the development's TIF arrangement they're proposing would not cost our community anything. We beg to differ. Such a position may be partly true, but only if you evaluate the cost to the community in terms of income dollars rather than quality of life and a host of other important indicators. Here is a partial list of the costs of the development to the community that we want you to consider:

- It will cost our community its characteristic look and feel (we are a residential area, not an urban/downtown Iowa City blighted parking lot in need of renewal); we do NOT need an outside developer to dictate our "sense of place" and you, as City Council members are presumptuous, arrogant, and derelict of your elected duty if you do not engage the community in determining what our sense of place should be--you haven't listened to any of our input about that;
- It has cost (and will continue to cost) a great deal of city administrative time (that taxpayers are paying for) at the expense of due diligence to other important city business;
- It has cost the public's respect and trust of the City Council when time and again the Council has gone against the wishes of over half the community as evidenced by a legitimate, scientific survey and a special election outcome;
- It has cost many an involved citizen literally endless hours spent in attending City Council meetings, special meetings, private community meetings, and in reviewing and offering input regarding proposals, plans, and so forth.

In short, it has cost our community A LOT since the day that Maxwell & Monson's profit-seeking radar zeroed in on the St. Andrew Church property. We have paid and paid dearly, and will continue to do so as long as the Council refuses to take a critical look at a hugely over-sized and inappropriate development for our community, and continues to lack the fortitude to review the TIF proposal in light of what is truly best for our community and the people who already live here.

If TIF weren't being used for funding the construction of luxury residential units, there would be no requirement to provide a fund for low and moderate income housing. If the developer truly wants

mixed use development as he claims, then any low and moderate income housing funds should be utilized and managed by the developer. The developer himself should provide low and moderate income housing opportunities (through rental or ownership options) within his own development. Otherwise, it will be up to the University Heights City Council to handle the annual distribution of low and moderate income housing funds which will be a complicated and time-consuming commitment and will likely require hiring professional assistance to help administer.

If the low and moderate income housing funds were to be utilized outside of University Heights in order to shift the administration of the funds to the County, it would be of no benefit to our community whatsoever. This option should not be considered. Why should University Heights bankroll low and moderate income housing to areas outside University Heights?

The UniverCity model of funding mentioned by Councilman Laverman might be a good use of low and moderate income funds, but it, too, would be complicated to administer without hiring additional staff, particularly if it involved a partnership with the University of Iowa and others.

The developer is continually clouding the issue when he mentions Mark Moen's Plaza Towers as a comparable use of TIF. The City of Iowa City defined the project they wanted to develop based on their vision of downtown Iowa City and they solicited the developers who would be willing to develop the property to satisfy the city's vision (which included a downtown food market). They were willing to provide TIF support in order to realize their vision. Our situation is vastly different in that the only expressed vision by the Council is one driven by financial interests of the Council and not by a vision of development that would satisfy a community need. In truth, this is the developer's vision and not the City Council's vision. It is certainly not the vision of the majority of residents of University Heights. If the developer truly wanted to respond to the community vision as expressed by a majority of community residents, then he would propose a project that would have a four-storey rear building and two-storey front building with no--or limited--commercial use. This is what the majority of University Heights residents have already clearly indicated they would support.

We close this letter with a list of additional points in need of resolution by you, our elected officials:

- The developer claims that he will provide all the infrastructure inside the property and nearby, but the real cost is borne by the community, hidden in the TIF request.
- The improvement of the Melrose and Sunset intersection is driven by the development because there has been no documentation that it is currently a serious problem in need of a reconstruction/realignment solution. The cost of this improvement is also hidden within the TIF request. If the Metropolitan Planning Organization (formerly, JCCOG) believes it is a good thing for the greater Iowa City community, then they should provide funding to support it.
- The plans indicate easements within the development for utilities that serve only the development. This implies that University Heights will be expected to take over the ownership and maintenance of utilities located within those easements. Otherwise, the easements aren't needed. The city should not subsidize the developer's utilities.
- Providing the subsidy for a community coffee shop or grocery store should be part of the developer's proposal to create a community-based, mixed-use development and should not be a separate subsidy by TIF. In other words, only restricted commercial that includes a grocery store or coffee shop should be approved.
- If University Heights is responsible for completing its own city center "white envelope" space, it will take all their share for the next few years of TIF funds to do this, namely \$58,000 in annual TIF allocation, for the next 3 or 4 years at least--maybe longer. This presumes that the council will want audio-video equipment, office and meeting room furniture, restrooms, a small kitchen,

offices for police, computers, etc.

Please feel free to contact us if you have any questions about any of the above issues.

Respectfully,

Mary Mathew Wilson & Larry Wilson
308 Koser Avenue
University Heights

The ill-conceived proposed development, One University Place, does not deserve TIF support.

This project does not have the support of the majority of residents of University Heights . Both a community wide survey finding 56% opposed and a recent hard-fought special election where the candidate opposed to the project won election with 53% of the vote, show the lack of community support for a project that will change the character of our city. The request for significant TIF funding only adds insult to injury.

This project, with only a small proportion commercial and located in the city with one of the highest median incomes in the state, cannot in good conscience meet the requirement of an urban renewal district—not blighted, and not likely to make any significant increase in economic development.

This is only a subsidy to a developer—by his own account, it merely increases his profit margin from 5% to 10%—for construction of an upscale condominium complex. This project is a poster child for TIF abuse.

Please do not support a TIF application for this property. Thank you for your consideration.

Sincerely,
Christine Luzzie
338 Koser Avenue
University Heights

I will be out of town and unable to attend the July 12 public hearing regarding 1 University Pl. and so I wanted to indicate my strong support for the proposed TIF plan. I am in agreement with the view expressed by councilperson Havercamp in his e-mail to residents on June 30, and I disagree with the opinion expressed by councilperson Hobson in the editorial in the Press Citizen.

Thank you for the work you are all doing on this matter.

mf

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Michael Flaum
901 Melrose Ave
Iowa City, IA 52246
319-227-7653

Dear City Council members:

I am responding to the request for "citizen feedback with regard to the Planned Unit Develop Proposal"

In fact, I have no quarrel with the PUD proposal. But I am very uneasy about the developer's TIF proposal.

In the previous Council meeting (June 14), I suggested that the council bargain forcefully over the commercial TIF, and reject the residential TIF. I didn't at the time think about the genuine value that the town would be getting from the infrastructure proposal (i.e improving the intersection of Melrose with Sunset), but I suppose that this could be folded into a commercial TIF.

But it is the Residential TIF that I am writing about. I have strong sympathy with the objections of two of the Council members, recently published in the IC Press Citizen, objecting to the "reverse Robin Hood" effect of the town's supporting a residential project for rich people.

I have been thinking about this and corresponding with my contact at the Greenbelt Alliance in the San Francisco Bay Area, and with her help I think that I have found a way that this lemon can (maybe) be turned into lemonade.

I had originally thought that the Developer ought to make several units at One University Place available at below-market costs. But my California contact pointed out that "the cost of one luxury unit in One University Place could help build probably 5-10 slightly-less-luxurious apartments for low-income residents due to economies of scale and bundling together with other funding sources."

Notice that she used the verb "build". That was because in the Bay Area occupancy rates tend to be high, there is little or no spare capacity in existing less-expensive apartment houses.

But that appears not to be true here. I checked out Grandview Apts. yesterday, and found signs from no less than 5 realtors! Some had special Saturday hours. So there probably are quite a few unoccupied units at Grandview. Why that's so, I don't know - maybe they are overpriced. But they will certainly be less expensive than the units at One University Place!

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So here is how to make the lemonade. In exchange for the residential TIF, get the developer of One University Place to subsidize a substantial number of units at Grandview Apts, and then make them available to lower-income people at below-market rates. There are lots of low-paid people working for the University of Iowa - orderlies, custodians, secretaries, etc. Many of them live in other eastern Iowa communities, partly because of family ties, and partly because housing is less expensive and taxes are lower there. Providing inexpensive housing close-by should now be very attractive, because the steady rise in gasoline prices drastically alters the cost-benefit equation of commuting (see a fascinating website, <http://www.cnt.org/tcd/ht>, on housing and transportation costs. It also saves energy, bringing us an inch closer to a sustainable economy.

So this might be a way to at least partly reverse the reverse Robin Hood effect of the residential TIF. Now I can see an entirely different objection possibly coming from another quarter: that I am proposing that we encourage deadbeats to settle in University Heights. Not so. The U. of I. salary curve is very steep; lots of hard-working, responsible people get paid just enough (or not quite enough) to make ends meet. So the developer who is building 65 units where such people can't afford to live should provide some assistance for them to live in units that they can afford---right down the street.

-Joe Frankel
323 Koser Ave.

P.S. Another website, that might be useful - the Iowa Financing Authority <http://www.iowafinanceauthority.gov/> but you may already be familiar with them.

I want to express my support for the proposed design for One University Place as displayed in the detailed scale model I viewed in the city office, and for the TIF proposal.

I am delighted at the way the buildings fit the site:

The model really allowed me to appreciate how the slopes involved plus the developer's change to the top floor keep the profiles of the buildings to a very reasonable scale.

The placement of the front building and the bend in its layout keep the Melrose Avenue face of the development much less "abrupt" than I was expecting.

The retention of mature trees in the front, and the new green space to the rear, seem to substantially help the blending of the site with the wooded and green aspects of the neighborhood.

The traditional style of the front building seems very respectful of the established history and style of our neighborhood, while the modern lines of the rear building

appeal to me as a striking expression of the developer's personal vision for an interesting and unique look designed to appeal to a type of upscale buyer.

I am pleased to see the inclusion of both the more "modest" residential units in the front building, and the range

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of luxury features in the rear building – this gives me a feeling of a very reasonable approach to in-fill as a growth strategy for our community. The high-end aspects of the rear building feel like a good approach to allowing our community to attract an appealing and appropriate market segment for our specific location. The openness of the plaza-type area in the front lends a nice welcoming, non-exclusive feel – and is very consistent with attractive features of both the remodeled streetscape near Stella, and the front of Kinnick stadium a little farther down Melrose. The rear building seems to have features of luxury and privacy that should appeal to potential buyers in a high-end market segment – and the plan for the unusual balcony plantings and the top floor features seem like exciting ways to make the project stand out.

The upgrade making the intersection at that corner suitable for a two-phased traffic light, with standard pedestrian walk lights following the typical pattern with traffic is WONDERFUL! I really think this is an important tweak to make that intersection safer for cars, pedestrians and most of all, kids on foot and bikes. PLEASE SUPPORT THIS! (I am disappointed that a sidewalk is not included on the ravine side, but understand that this may be a consequence of protecting the slope that some in our community feel strongly about.)

The opportunity to have a community space for meetings seems incredibly valuable! It makes sense to take advantage of a way to have room available for city council activities, meetings for community groups, maybe we'd be able to have even a little taste of activities like the Iowa City Senior Center hosts! PLEASE SUPPORT THIS!

The structuring of the TIF seems to have been carefully researched so as to provide incentives for the develop to make timely progress, include community-favorable features, and make a huge investment in growth in our community – I am excited that University Heights has a chance to use this tool to such mutual benefit.

Thank you for your hard work trying to balance many issues and concerns.

Lori Marshall

7 Glencrest Drive

319-338-3117

After stopping in the UH office and observing the 3D model, I have encouraged all my neighbors do the same. It's a terrific representation and places everything in perspective. The elevation from Melrose Ave North is quite a surprise; so little of the condo building is seen. The 'ravine' is lost with all the plantings- great! It's nothing but a long ditch filled with debris, rodents, dead timbers, noxious plants etc. I'd fill it in!

I do worry about the traffic leaving the area onto Melrose , but Chief Ron showed me where the traffic lights will be.

My only disappointment is the external covering of the North building; I wish it was more 'neutral' to blend in with the surroundings.

But overall very impressive! Three cheers for the architect and the developer!

art

Arthur Nowak

106 Birkdale Court

University Heights , IA 52246

Dear Council Members:

I am relieved to hear of the latest piece of Maxwell mania-a super rental facility atop a building within walking distance of my house which would be perfect for my next wedding reception! However, I am not getting married, and were I to rent the facility for a party very few of my guests would be within walking distance. Oh dear, 150 guests and wherever will they park?

Perhaps on the old "Chautauqua site" on Melrose and Golfview and I can rent a shuffle. What traffic problems are projected (that is, if the facility can compete with the stadium,Sports Museum, the sumptuous Marriott Hotel, UAC and other venues) Yet another surprise, and what next? I recall both in private conversations with many of you and in your public statements at meetings that you were waiting for the PUD before you asked the tough questions. The PUD is here and growing in scope. If not now, when??

June Braverman

To the Mayor and Council Members:

Many of your constituents have spoken again and again as to the desirability and feasibility of the Maxwell development, attended countless meetings and written countless reports and letters. Meeting after meeting experts questioned the development presenting relevant, cogent data regarding zoning, rezoning, environmental, traffic, social, legal and ethical concerns and the PUD / TIF now on the table. All but Brennan McGrath and later Roseanne Hopson tuned out. Those of us who worried it couldn't get any worse have been reminded painfully that it could. At this critical juncture I can only add what I admonished my school aged children 47 years ago when we moved here : STOP, LOOK and LISTEN!

June Braverman

349 Koser Ave.

Hello!

I stopped by the city office on Sat. and saw the 3-D model of the development plans for One University Place. I think it will be a fantastic addition to our community. I moved to University Heights last September from Chicago and am excited by the potential of having shops and restaurants that I can walk to, especially if we could get some type of market/convenient store in there. I think that the proximity of the University and the Hospital (and their lack of parking) already makes this a walkers community. Adding commercial businesses would further promote that and, I believe, bring the community together by providing another avenue for community members to get to know one another.

It was nice to see a physical model of the plans. The buildings are tastefully done and I am glad to see that many of the trees will remain in tact. Thank you, UH Council, for all your hard work on this.

Kim Laczynski

University Heights Resident

Attached are my comments made during the last Tuesday's City Council meeting for your records and for posting. I have also included a slightly revised version of my PUD submittal package review to which I have added item C-105 that I mentioned in my meeting comments, but had neglected to include in my PUD plan review.

Please let me know if you have questions.

Larry

Dear Council Members and Staff--

I have reviewed the revised One University Place PUD submission package as posted on the University Heights website. so that I might have a better understanding of whether the project is being developed as promised and expected. My review covered how well, from my perspective, the plans met the PUD submittal requirements of Ordinance 180 Section D and whether development issues and concerns were fully addressed. My intent is to raise questions and concerns in my review to assure they are answered by the developer and his architect.

I would be happy to discuss my findings with you if you would like.

Larry

L WILSON COMMENTS AT THE UH COUNCIL MEETING JUNE 14, 2011

As prior to last month's meeting, I have reviewed the PUD plans as submitted May 27, 2011 and the Council has received a memo of my review earlier today.

As before, Pat Bauer & others have covered the general issues very well so I have focused on the Ord. 79, Sect. D detailed plans and the TIF proposal. I will not cover each of my comments in the PUD memo sent to you, but I will cover a few highlights.

First, I neglected to mention in my PUD review memo that approximately 150ft of guard rail is proposed between the sidewalk and curb west of the west entrance to the development that is required to protect bicyclists on the wide sidewalk. I presume this is either a metal highway type guardrail or a concrete Jersey barrier. Either one will be very unsightly.

The east ravine apparently has slopes protected under Ord. 180 which have been disturbed and others which have not. It is the current naturalistic or nature-like appearance of the undisturbed or disturbed protected slopes that is important. The current screening and habitat value to the community is not reduced by the former disturbance. Damage occurring from storm water runoff can be addressed by a grass buffer strip rather than flattening the slope which would destroy the ravine's value.

The City Engineer's Report #1 review item 2, recommended moving the south sidewalk along Melrose to the south ROW line. Screening trees & vegetation planted long ago, which would provide screening of the Maxwell development, would have to be removed to place the sidewalk in this location. The removal of the tree screening would be greater harm than the increased difficulty of snow removal. Our neighbors, the Rupperts, support this position.

Easements are provided for waterlines and a sanitary sewer that serve only the Maxwell development. There is no need for these easements unless Mr. Maxwell expects UH to install and maintain the lines. Instead, these sanitary sewer and waterlines should be installed and maintained by the developer.

I agree with the MPO report recommendation that an exterior lighting planimetric lighting impact map (lighting photometric plan) to determine potential light pollution be provided.

But I do believe that a second traffic light at the west entrance to the development will further make the area more commercial and less residential in character. It should not be installed when the requirements for it have not yet been met and when the severity of the situation is not yet known.

The top floor (sixth) of rear building 2 is shown as a reception Room with large expanses of glass. This will become a beacon at night impacting on the surrounding homes. This was a problem with the University's Carver Biomedical Research Building top floor. Manville Heights neighbors complained about the night lighting beacon effect on the neighborhood. This needs to be reconsidered.

If you base adequacy of parking on 1 parking space for each 150sf of restaurant space and 1 car for each 200sf of other commercial space as required in Ord. 79, there is a deficit of 44 public commercial parking spaces. While some of the excess underground parking spaces in front Building 1 might be assigned to business owners, it would not be practical to assign them to the public business patrons, plus the entrance to the parking is fairly hidden on the far east end of the building. Excess underground parking in the rear building 2 would be too isolated and too far to be used.

TIF should not be used to subsidize a high-end private condo and commercial development when \$4.3M is being paid for the land valued at only a fraction of that amount as originally zoned. I am not opposed to TIF per se, but I am opposed to how it has been requested to be used.

Plaza Towers was built on an Iowa City lot designated for a specific City vision. The use of TIF was an incentive to get the City's vision implemented. In the UH situation, the developer is proposing his vision, not a UH community vision.

All utilities, roads, and other infrastructure improvements necessary to construct the project are created by the project and should not be subsidized by TIF.

Likewise, commercial development should not be subsidized by TIF because it is the developer's choice, especially since over half of the UH community is opposed to any commercial development at all.

However, if commercial development is approved, it would be legitimate use of TIF to subsidize a neighborhood market or coffee shop if they are reasonably guaranteed. Use of TIF to provide the 4000sf of UH community space or to eliminate the sixth floor reception room from the high-rise condo would be other community benefits that would make sense.

Keep in mind that with no TIF, or with a reduced TIF amount, there will be more immediate tax income to UH community.

Please contact me if you have any questions about my memo sent earlier today?

Thank you.

