

University Heights Community Survey

Report: Development of St. Andrew Church Property

November 9, 2010

Executive Summary

The Community Survey to attempt to ascertain public opinion toward the proposed development of the land at the corner of Melrose and Sunset Avenues in University Heights was funded by the UH City Council. It was developed by a neutral resident in conjunction with representatives who support and who oppose the proposed development. The survey was conducted in the last 10 days of October 2010. Response rate to the mail survey was 64.9% ($N = 324$).

Major findings include:

- Respondents are nearly evenly divided in support and opposition for inclusion of commercial space for any potential development, and they are nearly evenly divided on using the land for single-family residences only. Nearly half the respondents agreed with the inclusion of commercial space, however.
- Although slightly more than half the respondents indicated they did not support the Maxwell plan, nearly as many indicated they did not support an alternative proposal with fewer residential units and no commercial space. Such an alternative received the least support of all 4 development options.
- Respondents indicated the most concern about the type of businesses that might occupy commercial space. Respondents also rated quality of life and increase in traffic as important concerns. Some respondents felt that their quality of life would improve and others felt that it would decrease if certain aspects of development occur. Quality of life was most closely associated with inclusion of commercial space, with comments indicating that many respondents perceived some types of commercial businesses improving their quality of life.
- Respondents concerned about tax revenues for University Heights were most likely to support the Maxwell plan and least likely to support single-family residences only.
- Respondent comments suggest room for compromise in several areas, depending on size of and type of proposed development.

Prepared by Julie Andsager, PhD

METHOD

Background. At the University Heights City Council meeting on October 12, 2010, resident Carolyn Brown proposed the idea of a community survey to gauge public opinion toward the proposed development of the land St. Andrew Church now occupies at the corner of Melrose and Sunset Avenues. The community survey would be administered and results analyzed by Julie Andsager, a University Heights resident with training in quantitative public opinion research methods and statistics. (Andsager had not taken a public stance on the development issue.) One representative from the pro- and anti-development sides would participate in constructing the survey items and in overseeing that administration of the survey was conducted in a fair, impartial manner. The City Council voted in favor of financing the survey.

Construction. On October 15, Carolyn Brown (representing the anti-development group), Mike Haverkamp (representing the pro-development group), and Andsager met to finalize wording of instructions and items on the survey questionnaire. The questionnaire was limited to one page, front and back, to increase likelihood that UH residents would complete it and to keep cost down. Haverkamp then made 504 photocopies of the questionnaire, and purchased stamps, mailing labels, and envelopes; the City reimbursed him for the cost.

Procedures. To ensure that questionnaires were not duplicated and that residents could respond only once, random number codes were printed on the outside of the self-addressed, stamped return envelopes provided in each mailing. A list of random numbers was generated from Random.com. The random numbers were not attached to names or addresses; their purpose was merely to ascertain that each returned envelope had been included in the survey mailing.

Haverkamp, Pat Bauer (representing the anti-development group), and Andsager met on October 20 to prepare the survey for mailing to UH residents. The questionnaire was mailed to residents on October 21. Residents were instructed to return the questionnaire in its accompanying stamped envelope either through mail or by dropping it in the mail slot of Andsager's home by Saturday, October 30. As envelopes arrived, they were placed unopened in a box to await opening in the presence of representatives from the pro- and anti-development sides of the issue.

On November 1, Bauer, Brown, Haverkamp, and Andsager met to open the envelopes. As envelopes were opened, questionnaires were tossed into a pile. Andsager wrote a respondent number on each questionnaire. Brown and Haverkamp initialed each questionnaire to indicate authenticity. No attempt was made to analyze or discuss the responses. A total of 317 completed questionnaires were opened that night. Seven more questionnaires arrived in Andsager's mail over the next 2 days; these were opened and included in the analysis.

Population

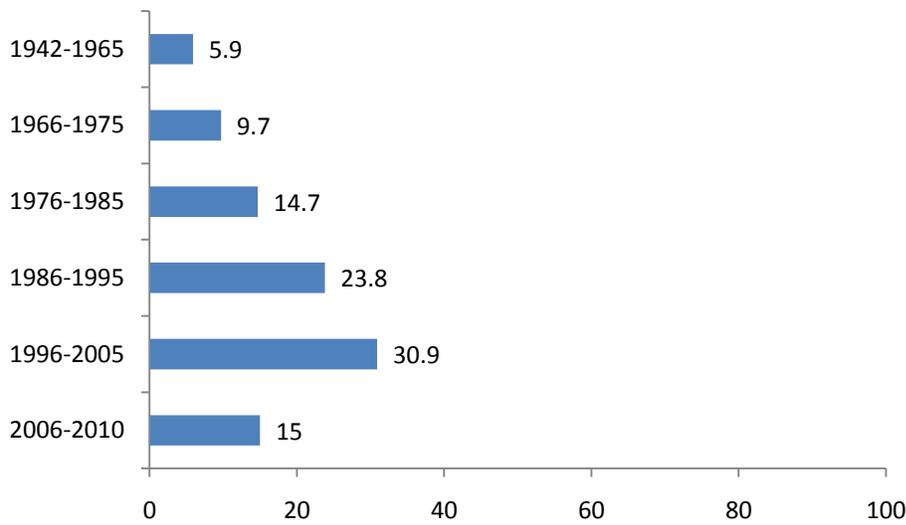
A questionnaire was mailed to each of the 504 residents who had voted in at least one of the last three elections (2005, 2007, 2009). Because some of those voters may no longer reside at their last known address, each envelope was addressed to "Voter Name or current resident." This ensured delivery to new residents who lived in the residences vacated by former voters. A comparison of addresses on the

voter list to addresses in University Heights indicated that about 80 percent of households received at least one questionnaire. Five questionnaires were returned by the U.S. Postal Service as undeliverable due to vacant households.

Of the 499 questionnaires that reached current UH residents, 324 were completed and returned, for a 64.9% response rate.

One item was included in the survey to describe respondents: year moved to University Heights. Responses ranged from 1942 to 2010, with the mean 1991 ($SD = 13.88$). About half of the respondents have lived in University Heights since 1995 or earlier (54.1%), as shown in Figure 1.

Figure 1. **Years that respondents moved to University Heights** ($n = 320$).



Note: Bars display percentage of respondents in each category.

RESULTS

Support for Development

Four items measured support for specific types of development:

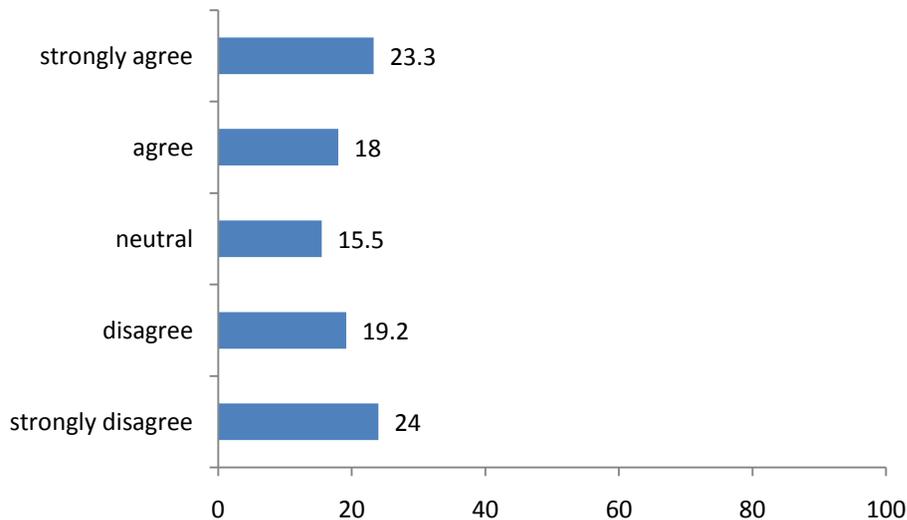
- support of the Maxwell plan (six stories; 20,000 sq. feet of commercial space; 80 resident units);
- an alternative proposal for multi-family, residential space (four stories, no commercial space);
- single-family residences only;
- inclusion of commercial space.

Responses were operationalized on a 5-point, Likert-type scale ranging from 5 (*strongly agree*) to 1 (*strongly disagree*).

Analysis of the means for these 4 alternatives indicates greatest support for single-family residences only ($M = 2.97$, $SD = 1.51$; $n = 317$), followed closely by inclusion of commercial space ($M = 2.93$, $SD = 1.66$; $n = 321$). Support for the Maxwell plan was lower ($M = 2.61$, $SD = 1.77$; $n = 322$), and support for an alternative proposal with no commercial space was lowest ($M = 2.47$, $SD = 1.25$; $n = 319$).

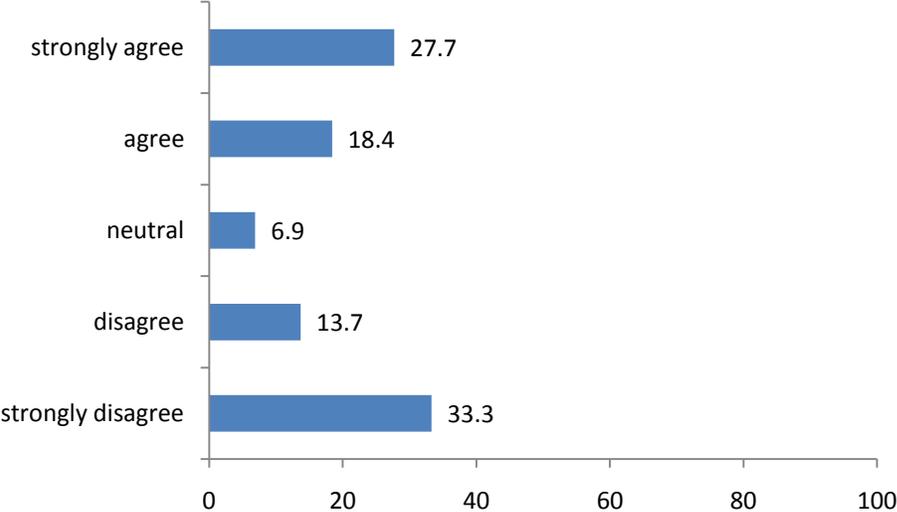
When frequencies of responses to the 4 alternatives are analyzed, it is clear that support for single-family residences only is greatest because respondents are not as divided on this item as on the other 3.

Figure 2. Support for **single-family residences** only ($n = 317$):



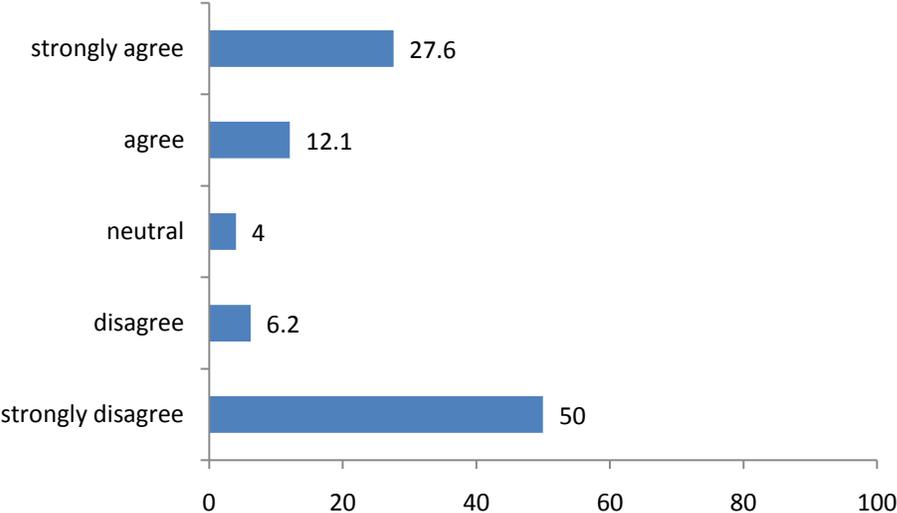
Note: Bars display percentage of respondents who selected that response.

Figure 3. Support for inclusion of **commercial space** ($n = 321$):



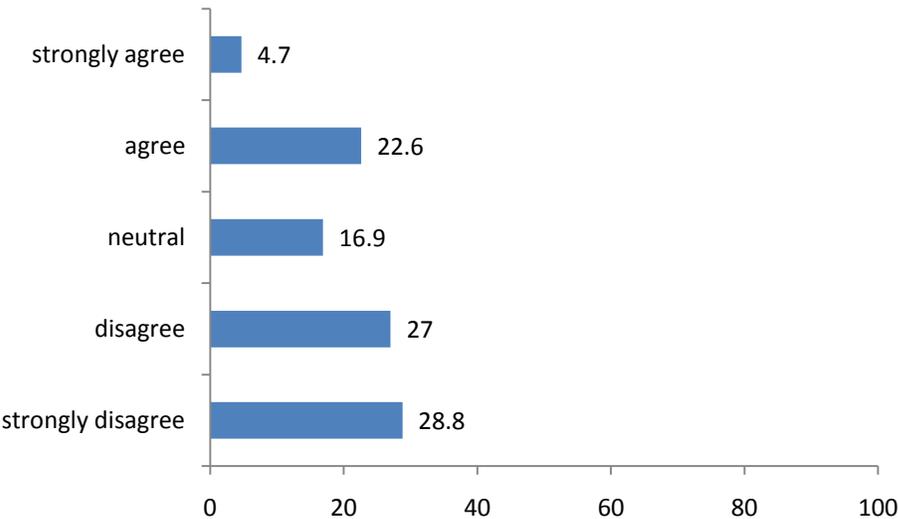
Note: Bars display percentage of respondents who selected that response.

Figure 4. Support for **Maxwell plan** ($n = 322$):



Note: Bars display percentage of respondents who selected that response.

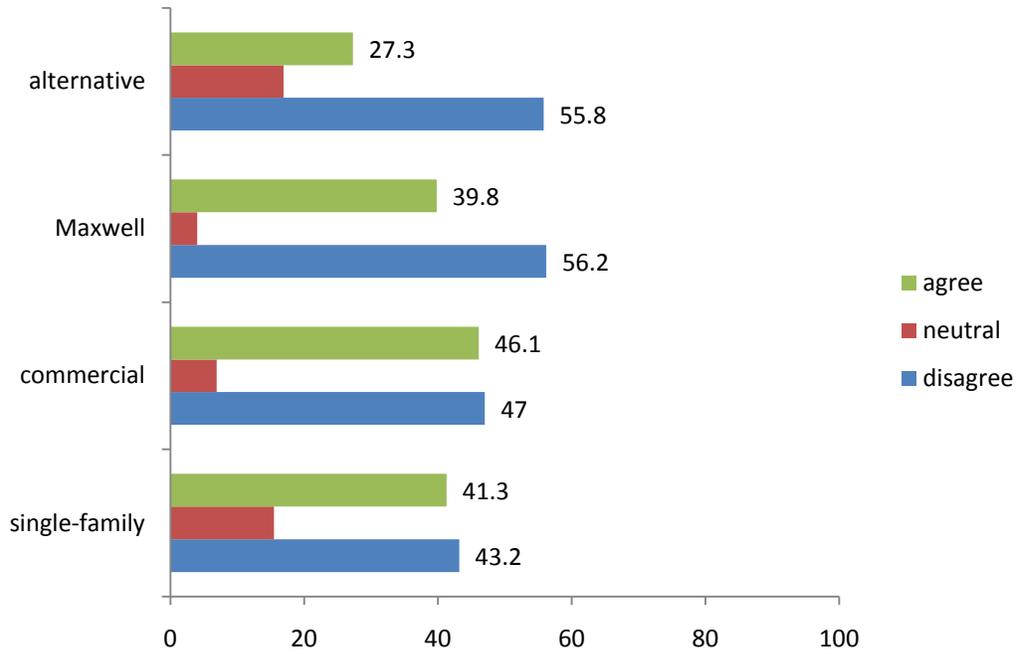
Figure 5. Support for **alternative with no commercial space** ($n = 319$):



Note: Bars display percentage of respondents who selected that response.

When responses are collapsed into 3 categories – agree, neutral, or disagree – it becomes more clear that UH residents are nearly equally divided on inclusion of commercial space and on single-family residences. Inclusion of commercial space receives the most support, however. Public opinion is greater against the Maxwell plan than in support of it. An alternative proposal without commercial space receives the least support.

Figure 6. Comparison of support and opposition to the 4 types of development.



Note: Bars display percentage of respondents who selected that response.

To determine whether respondents tend to support or oppose more than one of the 4 types of development, a correlation matrix was produced. The correlation coefficients also indicate strong differences in respondents' attitudes toward the 4 development items. Support for commercial space was strongly, positively correlated with support for the Maxwell plan. Support for single-family residences only was strongly, negatively correlated with support for the Maxwell plan and commercial space. Support for an alternative proposal was weakly related to the other 3 items.

Table 1. Correlation matrix for the 4 development items.

| | Single-family | Commercial | Maxwell plan | Alternative |
|--------------------------------|---------------|------------|--------------|-------------|
| Single-family residences | 1 | | | |
| Commercial space | -.73 | 1 | | |
| Maxwell plan | -.76 | .85 | 1 | |
| Alternative with no commercial | .17 | -.24 | -.19 | 1 |

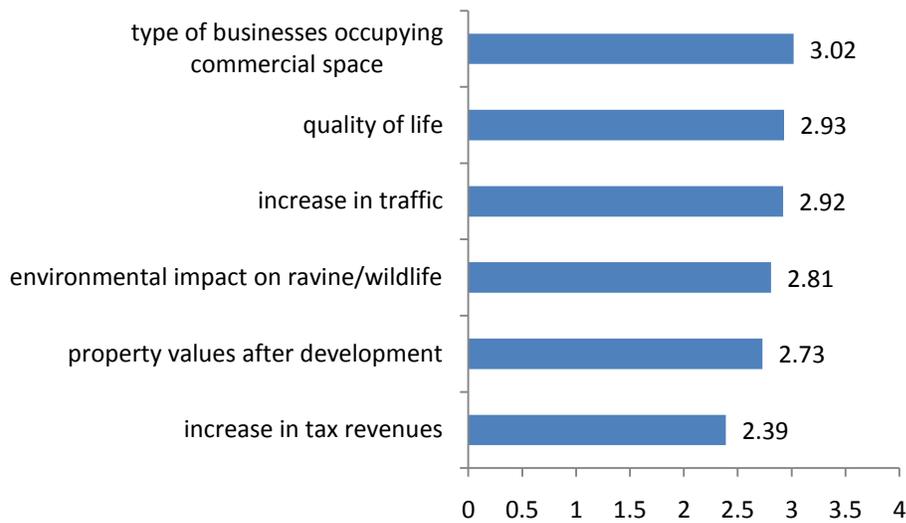
Note: Correlation coefficients indicate the strength of the relationship between 2 variables. They can range from 0 (no relationship) to 1.0 (very strong relationship). Negative coefficients indicate an inverse relationship: As one variable increases, the other decreases.

Concerns Related to Development

Six items asked respondents to rate their concerns about issues related to development in general. These items were operationalized on a 4-point scale with higher numbers indicating greater concern (1 = *not concerned*, 2 = *slightly concerned*, 3 = *concerned*, 4 = *very concerned*). The items did not ask respondents to predict whether property values would increase or decrease following development, for example, but merely whether respondents felt property values are an important issue in forming attitudes about development. **It should be noted that comments from several respondents who support development perceived these items to be biased against development; therefore, the concern items should be interpreted cautiously.**

Results indicate that the type of businesses occupying commercial space receives the highest level of concern, and increase in tax revenues for UH is of least concern for respondents. However, the difference between the highest and lowest mean is only 0.63, indicating that respondents see little difference among these items.

Figure 7. Mean level of concern for development-related issues.



An analysis of the correlations between the concern items suggests that respondents who are most concerned about tax revenues tend to be far less concerned about the other issues. Those very concerned with quality of life are also concerned with the other issues.

Table 2. Correlation matrix for the 6 concern items.

| | Tax rev. | Property | Quality | Traffic | Businesses | Environ. |
|-------------------------|----------|----------|---------|---------|------------|----------|
| Increase in tax revenue | 1 | | | | | |
| Property values | -.34 | 1 | | | | |
| Quality of life | -.44 | .79 | 1 | | | |
| Increase in traffic | -.54 | .63 | .80 | 1 | | |
| Type of businesses | -.36 | .51 | .64 | .70 | 1 | |
| Environmental impact | -.48 | .60 | .71 | .77 | .65 | 1 |

Note: Correlation coefficients indicate the strength of the relationship between 2 variables. They can range from 0 (no relationship) to 1.0 (very strong relationship). Negative coefficients indicate an inverse relationship: As one variable increases, the other decreases.

Correlations were then obtained for the 4 development items and the 6 concern items. Respondents who support single-family residences only are most concerned with a potential increase in traffic and not concerned about tax revenues. The converse is true for those who support the Maxwell plan; Maxwell supporters are not concerned about the other development issues. Respondents who support

the inclusion of commercial space are mostly concerned with quality of life and tax revenues, not with the other issues. Individuals who support the alternative with no commercial space do not evince strong preferences on the concern items.

Table 3. Correlation matrix for the 4 development items and the 6 concern items.

| <i>Concern items</i> | Maxwell plan | Alternative with no commercial | Single-family residences | Inclusion of commercial space |
|----------------------|--------------|--------------------------------|--------------------------|-------------------------------|
| Tax revenues | .62 | -.10 | -.58 | .56 |
| Property values | -.60 | .10 | .52 | -.56 |
| Quality of life | -.74 | .13 | .62 | .67 |
| Increase in traffic | -.84 | .20 | .71 | -.75 |
| Type of businesses | -.65 | .21 | .52 | -.64 |
| Environmental impact | -.73 | .21 | .60 | -.68 |

Another way to illustrate the relationships between support for the 4 development items and concerns associated with development is to compare mean levels of concern among individuals who support and oppose the 4 development items. Respondents are most divided by support/opposition to the Maxwell plan (average mean difference on the 6 items between supporters and opposers = 1.68), least divided on an alternative with no commercial space (average mean difference = .53), and about equally divided on single-family residences (average mean difference = 1.54) and inclusion of commercial space (average mean difference = 1.52).

Figure 8. Concern among those who support Maxwell plan ($n = 127$) and those opposed ($n = 181$).

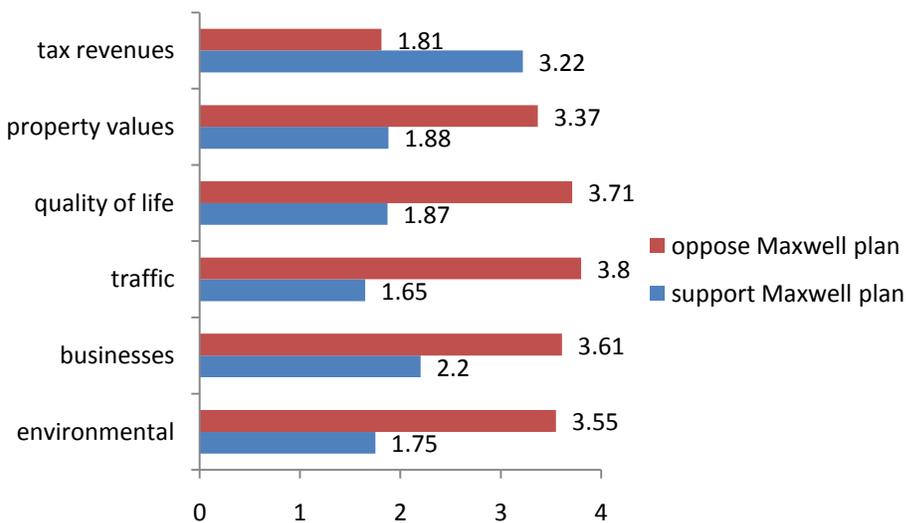


Figure 9. Concern among those who support alternative ($n = 87$) and those opposed ($n = 178$).

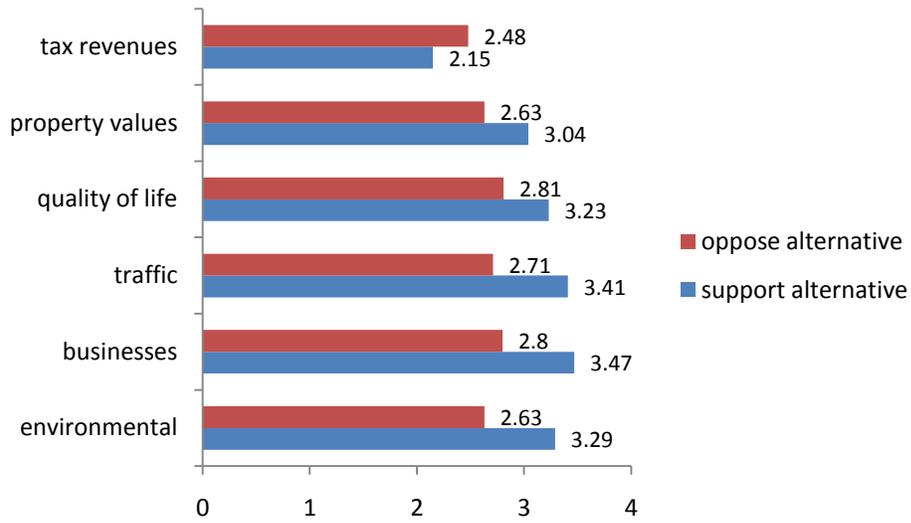


Figure 10. Concern among those who support single-family ($n = 131$) and those opposed ($n = 137$).

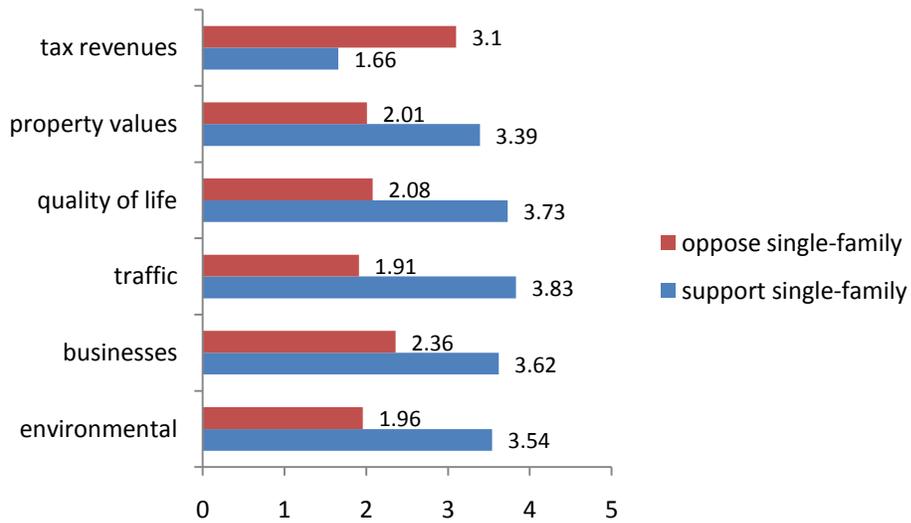
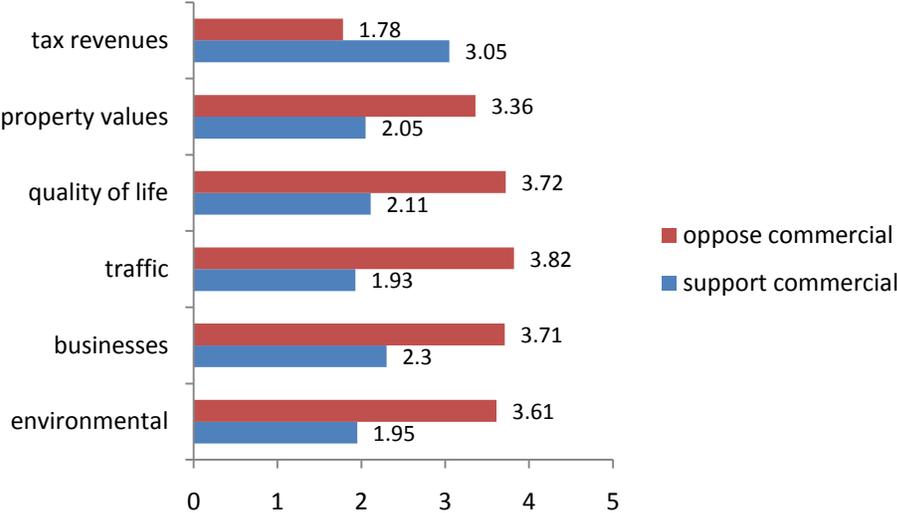


Figure 11. Concern among those who support commercial (n = 148) and those opposed (n = 151).



Comments

Of the 324 respondents, 37.3% ($n = 121$) made comments. These comments provide a wide range of insight into the issues related to development, indicating that agreement or disagreement with a potential development or the concerns associated with development is more complex than the quantitative results suggest.

Comments are printed verbatim below. Square brackets indicate a survey item that the respondent is specifically commenting on. Numbers in parentheses are the respondent number from the spreadsheet in which quantitative responses were recorded. Respondent numbers reflect only the order in which the questionnaires were opened and numbered; there is no pattern. "XXX" indicates illegible handwriting.

Comments:

Has the church voted to move yet? It should be mentioned in all information. What about options including a church? What about smaller buildings and commercial? Why 4 stories and no commercial? Let's think out of the BOX! What about a community center/church/commercial (that we control). A creative source of income instead of selling off our last piece land to others? (1)

If we are asking questions about hypothetical development proposals, one of the questions needs to be: I would support the University of Iowa developing the property. As I know of no financially backed alternate proposals I cannot reply that AI support or do not support hypothetical proposals. (2)

I would possibly support other alternative plans as long as no commercial space is a part of it – there isn't currently such a plan on the table. (4)

I agree with commercial/residential development, but prefer the 3 story height limit. (5)
[Increase in tax revenues for UH is an] unclear question. I am very concerned that without this Maxwell development, property taxes will rise significantly in the next 20 years. (9)

We are a young family and support the Maxwell development. I have been both intimidated and afraid to verbalize this. I feel the Maxwell development will enhance University Heights. I have lived in an area where something similar was done, and that area prospered. (13)

It would be great to get a convenient store/small grocery with fresh produce in the commercial space. Thank you for sending out fine survey! (14)

This survey seems very slanted towards those who disagree with the development. This survey seems to assume the above issues will all be negatives? I believe property values will increase and my quality of life will improve which concerns me in a positive manner. If, however, I answer concerned, I'm assuming that will be used as a negative and used to support those opposed to the project. (17)

Go ahead and raise my property taxes!!! I will pay more. No one within a block or two will stay – they will move and rent out. Increase in traffic and bike and pedestrian safety issues. We need none [commercial businesses]. The proposal is a huge mistake. We should do what we can to keep the current church building occupied by some congregation and leave it at that. We need that kind of building, which allows the neighborhood to use space for gatherings, children’s clubs, etc. If we want to destroy the quality of life here because UH needs tax revenue to keep alive, then give it up and become part of IC. (19)

Disagree with size and parking and concern about use [of 20,000 sq. feet in Maxwell plan]. [Commercial space is] OK if like corner of Melrose and Koser – which is very nice, small in size, and appropriately used. (20)

“Concerned” is a poor word choice. [Property values after development] will go up! I think this is great. (I think some are worried about during.) [Increase in traffic] – It will go down. This is great. [Environmental impact on ravine/wildlife] – The roundabout is a great idea. The mixed use development is an excellent idea. I want to live in a community where I can walk to restaurants and cafes. I want to spend less time in my car. I think the folks against the development are nostalgic and hypocritical. They think something new will change their memories of the community. It is impossible for this to happen. The opposition are the folks I frequently see @ STELLA and Taste. They also want to walk to dinner. (24)

Maxwell is a good thing for taxes. [Property values after development] – very concerned that they go up. Very concerned about environmental impact – That’s why I prefer the round-about with Maxwell plan. The reason UH was attractive to us was/is the proximity to the University and downtown IC. We can walk to restaurants, stores, etc. I very much support making UH a live/work/play neighborhood with commercial mixed-use developments. (25)

I strongly oppose the Maxwell project – it is antithesis to the concept of University Heights and would cause significant wildlife and environmental compromise to the area. (27)

[I would support an alternative proposal for multi-family, residential space (four stories; LIMITED commercial space) – strongly agree. Agree to single-family residences only, but prefer my choice above.] Filling ravines has, in my limited experiences, never had any positive outcomes. Ravines are a part of the local ecology, a micro climate, for want of a better expression. There are creatures for whom our ravine is home and while they can flee, not even somewhere else on the golf course would be as suitable a habitat for them. But let me now turn my attention to our neighbors at Birkdale (and others already living in older homes) who have invested in expensive housing in the assumption that theirs would be a natural – and nature-bound cul de sac. To those neighbors, none of whom I know, a full-blown six-story housing complex/commercial enterprise is a betrayal of trust. I will not countenance that type of revenue-for-University-Heights scheme. (32)

There is no justification for changing the height ordinance to accommodate a Cedar Rapids developer. This is a bedroom community and should stay as such. The revenue estimates going to UH are more than suspect based upon Maxwell’s announced sq. ft. rental rates (more than twice the going rates xx). You already widened the “from” sidewalk and narrowed a very busy, two-lane street. Dumping 95 more cars a day onto Melrose is a bad plan. Destroying the ravine is a bad plan. Ignoring the UH citizens and forcing a vote before an elected council member replacing an appointed from vote is indefensible. (38)

I found this survey very confusing. Most questions seemed biased and the “concerns” were worded awkwardly. I wasn’t sure how to mark them. Also why so vague on where the survey comes from? Who is Julie Andsager? Who is she representing? I just don’t trust this survey and I considered throwing it away but finally decided I needed to say this. (39)

I am glad this survey is anonymous because I attended some City Council meetings and decided not speak because of the hostility in the audience. It makes me sad that some people care more about stopping this development than they do about being kind to their neighbors. (40)

Do not disturb the natural terrain (ravines) and removal of most trees for the development of site including an access street. The multi-story approach is already in place (Grandview CT condo’s) and has many vacancies. I would propose having a similar development to Willowbrooke PT condo’s, located on the NE corner of Mormon Trek and Benton streets. Price point of upper 100’s to 250 K. The Maxwell proposal would increase the volume of traffic on Melrose, and yet on the most recently completed sidewalk expansion, Melrose Ave was narrowed. Seriously, who puts these plans together (I know, the UH City Council). This should be a vote of the people given the very passionate interest level. (41)

Confused about the financial future of the city. There seems to be opposing views. (43)

Concerned about the long-term financial picture. Two sides – who is right? Is there an answer? Can we predict? 1. Finances? 2. Diff kinds of commercial? Y-11, dr’s, liq store; 3. Parking lots. (44)

Why is this survey even happening? Who is behind this? This issue was decided with the election. This is a waste of time!!! (46)

Would consider slightly higher density than single family. Would prefer housing of median price range compared to existing housing stock. Don’t touch the ravine. (50)

I would favor a Birkdale type development only. High-rise, high-density does NOT belong in UH. Definitely NO RETAIL. I pray that the church votes NO and sends Maxwell and his “investors” along with realtor Whittig to hell!!! Something stinks in UH – why? Conflicts of interest and probably more that we citizens don’t know about ... we must rid ourselves of the current mayor and her cronies! (55)

I favor the Maxwell development because University Heights will need the additional tax dollars very soon. What I am opposed to is the anti-development group bullying the rest of us! I have several neighbors who agree with my point of view and are also afraid to speak out. (56)

Without some sort of development, UH will cease to exist within 10 years. (57)

I moved here because of the nature of the town. If a high-rise is put on the church lot, I am certain the quiet area north of Melrose will forever be ruined. (58)

Thanks for allowing me to share my thoughts. Fact St. Andrews will decide who to sell to – maybe a lot of controversy for nothing. (61)

Melrose Ave is already very congested as it is! We do not need more cars on this road. The ravine should stay natural! (65)

Has there been a survey of the occupancy rate of existing apartments within one half mile of the perimeter of University Heights? For many years peers, neighbors, realtors, and merchants have been recommending that I sell my home and enter a nursing home or an apartment. I am happy that Oaknoll is here when I do collapse. This leads me to believe there is a far greater need for family type residences. I listen to news analysis type programs on weekend, and I have heard that erecting many stories multi dwelling structures is a national trend, such as Mr. Maxwell is proposing. (67)

We/I do not support the current condo plans. Measure twice, cut once is a well known axiom. There is no need to rush, take a breath. (68)

[Increase in tax revenues for UH] – This is good – not sure how to answer. [Property values after development] – same thing. The above part is hard to answer. The scale doesn't make sense for the first two. Of more concern to me than the type of building is the kind of housing – not low-income, NOT rentals. (76)

The Maxwell development will impact us negatively. (77)

Maxwell plan has too many stories and not enough parking. Multi-family, 4 stories best compromise, less likely to be flipped to U of I for student dormitory. (80)

To destroy the ravine is irresponsible especially in this age of "greenness." The traffic would be overwhelming for Melrose and Grand. Melrose can't handle the traffic it has now. The condos won't sell at the propose price and quality will be lowered and cheapened to get them to sell. Strongly Against the proposal. (84)

We do not need this development. It will DESTROY our community. The nerve of the Council to CHANGE ZONING LAWS and ORDINANCES. THESE have been in place for years for good reason. This alone should be a RED FLAG that this property should not be developed. The Council is not listening to the people and to the research that has been done – the majority of property owners (not renters) do not support this. (88)

I like it just the way it is. If it has to be developed in another way, the single family homes would have the least impact. Perhaps a community center would be nice. (90)

There is so much traffic on Melrose Ave now that one inhales a lot of fumes from vehicles if trying to walk on Melrose during rush hours. It is not healthy for walkers or bike riders. I also don't want the city to take any land on south side of Melrose to make another traffic lane. Those property owners are already treated unfairly because they're required to clear sidewalks on Melrose from snow and those properties have no access to Melrose. There are many property owners in U Hts. that have no sidewalks to clean at all. I'm talking about those people living on Koser west of Sunset where the back of their property is on Melrose. The city should be doing snow removal on Melrose sidewalks. The ravine and its wildlife should be preserved. Too many beautiful trees have already been destroyed when Birkdale Condos were built. Why is this council in such a hurry to rezone this area? I can't help but wonder what your motives are. (98)

[I support using the land for single-family residences only] – agree but only if they are high-end luxury town homes or condos like those just to the west. No rentals, no student housing, no low income housing. The property should be developed to encourage professional couples, both active and retired, to make UH their hometown. (99)

If development of the land is needed for the future viability of U Heights (taxes needed), then that should be addressed fully to the residents of the area. Otherwise, maybe commercial can stay in the area of the new Stella's Restaurant, police-dentist etc. – park that is across the street. The corner of Melrose, Sunset can be a bottle neck already. Game days in this area and neighborhood is a traffic nightmare. What do you see for the future? (104)

I want to keep St. Andrew Presbyterian Church at 1300 Melrose Ave. UH!! Our taxes can be raised. I do not want UH to become Iowa City where two adjoining lots provide space for condo's. We already have too many rental units in UH. Give us a chance to unseat the appointment of Jim Lane in an election. (105)

I strongly support the development project and am excited to have potentially places to go to eat or shop in my own town! This is a great idea for UH! (106)

City counselors should listen more closely to their constituents, wake up or we will vote you out! (107)

To keep the current integrity of U Hts., I hope the church stays, but if they do move, keep the property to low-profile family units. (108)

If zoning changes are necessary it should be in the best interest of UH residents, not a developer. Set zoning, then have the developer comply. (109)

The development will be great for University Heights. It will increase tax revenues, include commercial space and decrease sprawl (or at least not increase it). It is time for University Heights to be forward thinking and not just cling to the past. I look forward to when the development is complete and we are able to walk to it and conduct business with the tenants that will occupy the commercial space. (111)

Mixed-use development will greatly improve the quality of life in the UH. (115)

[I support using the land for single-family residences only] – strongly disagree – no way anyone can afford it!! [Property values after development] –if any will, increase. [Impact on quality of life] – better. [Environmental impact on ravine/wildlife] – how many really see and enjoy besides next door? NONE. The university has all land around it and needs office/clinic space. They will buy it!! And not contribute to taxes or road damage, traffic lights, etc. (117)

[Support for an alternative proposal for multi-family, residential space] – would depend on number of units. (118)

Under "alternate proposal" did not want to rule out any commercial development at all on that property, but feel Maxwell Plan is very excessive and not the best fit for our community. I also believe there is a grade of the ravine that is against the state law to develop? (131)

Hopefully the council will listen to the results of this survey. (136)

The Maxwell proposal is in the best interests of the whole community. There is a great need for upscale condos in this town – close to the UIHC and University and also some light business – coffee shop, another restaurant, etc. (140)

Thanks to everyone for all their hard work on this big proposal/project! (142)

The town needs development. I came from a small town of 900 people and there's twice as much to do, than there is here. When we get older it would be great to walk a few blocks to shop or just look around. My wife and I will be here as long as we live. We don't mind it here but don't like that some people have to always have to have it their way. I hope everyone gets one of these papers because I know a lot of people are for it. Thank you. (147)

Good survey! My attitude toward commercial space depends on what is to be there. Good: food store, coffee shop, neighborhood-oriented business; Bad: lawyers office, tanning studio, jewelry shop, etc.; Ugly: bar. (148)

I think a mixed-use development will add to University Heights, not take away. (151)

If we support the "green" movement, it makes no sense to cut trees as would be done if ravine is changed. How the current proposals for development would only contribute to more concrete, people, etc. If we need more money in our budget look more carefully at our expenses in city government. Less concrete, less building, etc. (153)

[Type of businesses that would occupy commercial space] requires an emphasis on the enhancement of the community itself as well as or in addition to drawing from the surrounding region of Iowa City. This survey helps to get at the main issues, it's well designed. (155)

Change is difficult as you get older. However the Maxwell project is a positive change for our community. I'm afraid many of my neighbors are thinking in 20th century terms and the Maxwell project will move our community into the 21st century. (157)

Poorly constructed survey. For instances the questions – xxx – concerned about property values "up or down"? (158)

First question above is confusing. "Increase in tax revenues for UH." Increase from where? (160)

[Impact on quality of life] – I think quality of life will increase. I fully support a mixed commercial and residential development. I think it could bring a lot of vitality and sense of community to UH – just as the restaurant Stella has. (161)

I would love to see this happen. It would be a great value to this area. UH needs a change and this would be a great way to start. Thank you. (163)

The Maxwell plan will unfortunately never come to fruition due to the division within St. Andrew and the idiocy of the vocal minority of NIMBYs in University Heights. Enjoy annexation! (165)

I'm all for building vertically but downtown IC, not U Heights. I didn't choose to live here because it's cheap. Quite the opposite. Not a big fan of the "used car lot" at the end of Golfview either! Respectfully. (168)

The Maxwell plan has many more risks than benefits to UH. (170)

UH needs commercial space! (174)

The items on this side don't make sense. What are you asking? And why are we being asked to take a survey now? Didn't we elect a council that we wanted to APPROVE the Maxwell development? Start building already!!! (175)

What am I concerned with? RE: Increase in tax revenues for UH: Do I think the city needs the money to survive? Too much tax revenue for the city? Too long until revenue is received? Whether it will affect my taxes? RE: Property values after development: Do I think values will go up? Do I think values will go down? Define "quality of life." It would take a LOT more cars before an increase in traffic was even noticed. No liquor stores or clubs please. RE: Environmental/ravine: During construction? In the future after everything's "settled"? It's hard to answer this survey since your items are so vague. (178)

We already have too many renters in UH, which lends to minimally maintained yards and homes. I'm concerned that resident units will only worsen that. Look how ugly and lower-class the units are at Melrose/Mormon Trek. No thank you. (179)

An increase in revenues is a good thing for UH ... and the whole point of this project. Otherwise, it's inevitable that UH will be annexed into Iowa City. All you have to do is zone the commercial space properly if people are concerned about the type of business. I should mention that we are short-term residents of this neighborhood and will be leaving in 2011. I do believe the owner of this property is strongly opposed to this development – and I would honor his choice in this matter when it comes to voting. (181)

I put I was not concerned about property values after development. I am not concerned they will go down. I believe they will go up. I am very concerned the tax revenues will go up, which is good. (185)

The Council has been extremely remiss in its duties and lacks respect for citizens that it represents. There has been no due diligence on the part of the Council with regard to responding to essential and serious issues surrounding the Maxwell development. It has been only because of citizen outcry that this survey was initiated. The well-being of the ravine was not even mentioned until our smart citizens did all the legwork!! (192)

Decrease spending, not increase revenues through comm.. & large developments like Maxwell's. (193)

We moved to UH to retire. Who would imagine the City Council would actually sponsor this travesty? (195)

Thank you for doing this! (196)

My concern is that (the local developer) Maxwell will be denied. And then an out-of-state developer will come in and get approved with a similar plan. (197)

This is a very emotional issue, let the citizens vote instead of the City Council. The properties at the end of Olive Court are having a difficult time being sold. As well as, Marietta condo are not fully occupied. Does UH really need more multi-family housing? In my opinion, not at this time. (198)

As a resident of Grand Ave, and a parent of 2 small children, I am very concerned about how this development will affect our quality of life and safety in University Heights. A development of this size will certainly increase traffic and congestion and will make it more difficult or even dangerous for my children to walk or bike to school. Those of us who live in close proximity to this proposed development will bear the brunt of the hassles (traffic, congestion, safety issues) which, in my opinion, far outweigh any potential benefit. I think our Council needs to consider this and recognize the problems inherent in this plan. (199)

The ravine is useless, fill it in! (200)

Survey is confusing on page 2 – Yes I am “concerned” about taxes and quality of life – but I think the proposed development would be a positive thing in these regards. (213)

There’s lots of very wild ravine to the north of those property. What would be filled in is minimal. (218)

Thanks for the survey! Of course, I would prefer single family homes. Otherwise, I want to be very careful about what type of multi-family or commercial space is being built. Let’s preserve UH! (219)

Talk of “round about” interchange at Melrose and Sunset – sounds like one big disaster in the making – and about as useful as the sidewalk widening project. (221)

I am concerned about the Council’s willingness to take the citizens’ comments into consideration. I think very strong arguments against the development should have persuaded the Council to vote against the development. (223)

More condos will not make this a better community. We should not rely on greedy developers to determine our fate, our quality of life is not their highest priority. Keep the church; otherwise replace it with single family houses, a part, or possibly a small business such as a grocery store. These are in line with our long term city planning. (224)

This project will be an obvious blow to our quality of life – safety, congestion, etc. If this project is allowed to move forward, I believe our town government will have failed us, and we must question the need for University Heights to remain an independent town. (227)

Tax revenues for UH are great! Any tax increases to residents would be horrible. (239)

Where is Lloyd Knowler now when we need him! (243)

The tax revenue issue is a non sequitur. Sufficient taxes must be collected to cover the costs the community pays to maintain the standards we expect, regardless of the number of housing units in the community. (253)

The City Council has not been listening to the community as a whole and has not taken actions on the Maxwell proposal that reflects the wishes of the community overall. The Council is not acting responsibly as elected officials. (255)

[I support the Maxwell plan] – agree, but would like it scaled down if possible. [I support an alternative proposal] – agree, only if there is a proposal and a developer. [I support single-family residences only] – strongly disagree, not possible for the price. [I support including commercial space] – agree, only professional offices and perhaps coffee house. Small grocery, pharmacy did not make it in UH before – and I don't want a large grocery or other store. (259)

[I support an alternative proposal] – disagree, but might happily agree to more specific situation of this kind. [I support including commercial space] – agree, but only under specific and proper conditions. Development is fine and good when done right. I simply have very little confidence in Maxwell's particular plan and his ability to carry it through well. (260)

[I support an alternative proposal] – disagree, needs commercial space. Comment: The use of the word "concerned" to me indicates a negative connotation. "Interested" might have been a better, non-prescriptive choice for this survey. People need to recognize this (Maxwell Development) is a positive impact to UH. The popularity and success of Stella should indicate to people this (St. Andrew's site) will be a viable space for businesses (restaurant, grocery, coffee shop....). I'm deeply disappointed in the misinformation and bullying etc. I see those opposed to development propagating. They are jerks (some of them). If this doesn't wind up being developed by J. Maxwell, I believe it is likely to be acquired by the University and UH will be out of luck controlling what goes there and any tax revenue benefits are gone. (261)

From what I can see Maxwell has no record of successful developments. My fear is we'll end up with a white elephant and that our neighborhood will deteriorate further. (262)

I do not support alteration of the ravine! (264)

I am very concerned that we take advantage of the Maxwell project to increase tax revenue. This page is poorly worded. One can be concerned, that is, have a serious interest in something, for very different reasons. (265)

Tax revenues can be increased by increasing the tax rate. It is incorrect that new proposal result in a net increase. They increase costs and impose other non-tax costs including decreased property values for single family homes, increased road wear and tear, increased policing, libraries, buss, etc., will raise fees, etc. I will move/sell home if change diminishes my quality of life. Quick turnover of residents will lead to neighborhood degradation. It would only take a small wave of sells to increase rental properties and decrease neighborhood quality. I will not be the last family hoping to hang on at Horn. I'll move and request boundary exception. (267)

Having lived in this community for many years I have never really thought of it as separate town but more just another neighborhood in Iowa City. When people ask me where I live I have and still say west side, don't even reference UHeights. Finally I believe we could have something that will make this a town. I support for the Maxwell development for this reason. Sooner or later, like it or not, U Heights will become part of Iowa City fi we continue thinking we are some kind of a self-sufficient town. We are landlocked, depend on all services purchased from the outside. Coralville is growing rapidly. What happens when they decide they can't provide fire protection. Hire Iowa City -- has a station on the edge of town but will be very expensive. What if sewer needs replacing. Hire Iowa City again. All they have to do is wait until we can no longer afford services. Goodbye, UHeights. Hello, Iowa City. (270)

It's time to move ahead with the Maxwell Development. Though UH is incorporated separately we are contiguous with a hugely busy part of UI and IC and need to accept that reality in our planning. (276)

I would hope the UH Council will review these data since the majority of residences in the immediate area are strongly opposed to the development as planned. (278)

I live along Sunset. I don't see the traffic increasing that much. I believe retail space will capture people already coming through this area. I think many UHeights residents will walk/bike to the retail stores. I think the retail is what we are missing that would make UHeights comparable to other neighborhoods around larger cities (Denver, Seattle, etc.). And I don't think high-end condos/apts will attract negative residents. I'm personally more bothered by the number of single-family homes rented out!! (284)

I have a friend who lives in Seattle. This is exactly what they have in some neighborhoods! Wonderful, convenient community gathering spots with ice cream stores, coffee shops/lunch/dinner! PLEASE PASS THIS! Thank you! (285)

Although I am relatively new to University Heights I have lived in Iowa City for many years and I hardly think St. Andrew's church has any historical significance. I understand many people – of that religion – will be affected, I think for the community as a whole (a diverse community) it is a much better use of land to put commercial space there. That way we can all use the space. The church certainly is not an attractive landmark for UH and I would guess goes mostly unnoticed by passersby. Tasteful commercial space, in my opinion, would serve the whole community not just members of one church. I don't believe traffic will be much different – after all we all live in one mile or less from the largest hospital in a 250-mile radius and traffic is quite manageable. (290)

Maxwell proposal for development is OK. Of MORE concern is the use of single-family homes along east Melrose and elsewhere as student housing. If this trend continues it is much more threatening than Maxwell development. (292)

I feel this decision is being rushed without enough time to fully consider its impact. (294)

[I support single-family residences only] – strongly disagree, impossible price – get real!! Things have to move on. The University will buy it and then UH is screwed!! (295)

I believe a mix of residences and businesses can work but 80 units will overwhelm the neighborhood and decrease property values, especially near the development. (296)

I want St. Andrew to stay where it is. (298)

Look at the traffic and parking from Stella's. It is hard to imagine the cars from the Maxwell plan. Keep UH single family. (299)

I think a multi-story development with commercial space under would be great for our community. I would love to be able to walk to more businesses. I also think a fountain would be great. I'm concerned that if we don't approve a development like this, the university will buy the land and build something like a parking ramp. Plus, the tax revenue would be great. (300)

[I support including commercial space] – neither agree nor disagree, more information on type of commercial space is needed to pass judgment. (304)

I would like St. Andrew to stay. It has been a community building for UH (meeting place, voting place and a great place for the children – Boy Scouts, Girl Scouts) and a safe place for all. (305)

Very concerned about the last 5 above [property values, quality of life, traffic, type of businesses, environmental impact] especially if development is more than single-family residences. I believe that some citizens will be completing this survey without being well informed. It would have been good to have all the questions and concerns made by knowledgeable citizens at the Council meetings shared with all the citizens. It also would have been appropriate for all to know how each Council member and the mayor should have responded to each question and concern. (307)

[Increase in tax revenues for UH] Control growth[?] vs. increasing taxes. (310)

[Environmental impact on ravine/wildlife] Modifications would not be meaningful in terms of ecological protection. Mixed development in UH makes sense because of the proximity of the largest employer in town: UoI hospital/UoI west side; makes viability of the businesses and for local UH residents more concrete and realistic. Era of xxx is going away (e.g., Walmart/Target exploring smaller urban store fronts). Modernize UH public amenities with increased tax revenue. Think outside the box and increase attractiveness (e.g., ROI) of UH. Top pick: Smart growth better than developing farmland along 380 and alternatives for empty nesters, who don't want a single-family home. Those red brick apts. Just don't make the cut (e.g., off Sunset). (312)

UH lost the tax revenue on the Athletic Club when it was sold to the university. Developing the Saint Andrews property according to the Maxwell plan is a golden opportunity to recover this lost tax revenue. If you want ravines and wildlife, then go to Kent State Park or go hike the trails at the Coralville Reservoir. (315)

[I support the Maxwell plan] – neither agree nor disagree, six stories, 20,000 sq. feet of commercial space – too much. [I would support an alternative proposal] – neither agree nor disagree – plus some commercial. [I support including SOME commercial space] – strongly agree. Some commercial space makes a neighborhood vibrant and livable. I like being able to walk to places and would support and encourage coffee shops, restaurants, etc. However, I am not a fan of the current Maxwell plan. It is too tall, too dense, and too high-end. I would still like to see other viable alternatives proposed. (317)

Four stories, not six. Decent commercial – a cute coffee shop, not a check-into-cash or cigarette outlet. Let's just use our heads. (318)

We are confused why there is so much opposition to business development in University Heights! We support it. (319)

Shops and restaurants would be lovely. This is a chance we may not get again for commercial development. (324)

APPENDIX – Questionnaire

Survey: University Heights Development

This survey is designed to measure attitudes toward future use of the land on the corner of Melrose and Sunset avenues, now the site of St. Andrew Church. Information on the Maxwell plan and alternatives is available on the University Heights website:
www.university-heights.org/zoning.html#SAC10

Other information about the issue can be found on the website under City Council meetings.

Results of the survey will be presented at the November City Council meeting. These results are non-binding in terms of the City Council vote.

IMPORTANT: Your responses are anonymous. The enclosed envelope bears a random number code to ensure that individuals respond only once, but the code is not attached to names or addresses.

To be included in the survey, this questionnaire must be returned in the enclosed, stamped envelope. The envelope must be **postmarked by October 29** or placed in the front door mail slot of **231 Golfview by October 30** at 5 p.m.

Please circle one response for each item below.

I support the Maxwell plan for One University Place (six stories; 20,000 sq. feet of commercial space; 80 resident units).

Strongly agree *Agree* *Neither agree
nor disagree* *Disagree* *Strongly disagree*

I would support an alternative proposal for multi-family, residential space (four stories; no commercial space).

Strongly agree *Agree* *Neither agree
nor disagree* *Disagree* *Strongly disagree*

I support using the land for single-family residences only.

Strongly agree *Agree* *Neither agree
nor disagree* *Disagree* *Strongly disagree*

I support including commercial space in the development of this land.

Strongly agree *Agree* *Neither agree
nor disagree* *Disagree* *Strongly disagree*

Turn to back of page

How concerned are you about the following issues related to development in general? Circle one response for each row.

| | <i>Not concerned</i> | <i>Slightly concerned</i> | <i>Concerned</i> | <i>Very concerned</i> |
|---|----------------------|---------------------------|------------------|-----------------------|
| Increase in tax revenues for UH | 1 | 2 | 3 | 4 |
| Property values after development | 1 | 2 | 3 | 4 |
| Impact on quality of life | 1 | 2 | 3 | 4 |
| Increase in traffic | 1 | 2 | 3 | 4 |
| The type of businesses that occupy commercial space | 1 | 2 | 3 | 4 |
| Environmental impact on ravine/wildlife | 1 | 2 | 3 | 4 |

The following question will be used only to describe the sample who responds. Responses to the previous items will not be analyzed in relation to this:

In what year did you move to University Heights? _____

Comments: