



Adopted December 8, 2020

## ACKNOWLEDGEMENTS

### University Heights Mayor

Louise From

### University Heights City Council Members

Liesa Moore

Casey Cook

Sara O’Sullivan

Bobby Scott

Doug Swailes

### University Heights City Staff

Chris Anderson, City Clerk

Steve Ballard, City Attorney

Josiah Bilskemper, City Engineer

Troy Kelsay, Police Chief

### Metropolitan Planning Organization of Johnson County

Kent Ralston

Emily Bothell

Brad Neumann

Frank Waisath

Sarah Walz

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## CONTEXT

The City of University Heights occupies approximately 170 acres bordered by University of Iowa property on the north and east and Iowa City neighborhoods to the south and west. The Iowa Interstate Railroad separates University Heights from the University of Iowa's west campus and limits east-west connectivity to one street: Melrose Avenue, which is the primary arterial street for the community.

Proximity to the University of Iowa campus is one of University Heights' principal advantages and an integral part of its identity, as its name suggests. The community takes pride in the fact that 21% of households walk to work and 15% bike to work (2015 America Community Survey). However, adjacency to the University also brings pressures that have the potential to disrupt the quiet neighborhood character that University Heights residents have long valued.

As the University of Iowa campus and its student population have grown, the demand for student housing has also increased. In addition to the multi-family units at Grandview Court, many single-family homes operate as rentals. Attempts by City Council to limit rentals in the single-family zone were undone by the state legislature, which made these laws illegal.

Adjacency to the medical campus and the many recreational and entertainment opportunities afforded by the University is also desirable for young professionals and retirees. The development of One University Place has provided a new model of housing for University Heights with higher end units that attract longer term renters as well as owner-occupants. The University of Iowa is currently considering options for the University Athletic Club site, which will likely include additional residential units.

Growth within University Heights and surrounding communities also brings traffic. Melrose Avenue serves as a major route by which daily commuter traffic flows into the west campus and medical complex and, on fall weekends, gameday traffic and activities surrounding Kinnick Stadium create another set of transportation and parking challenges for the community. Considering the needs of long-term residents and homeowners in light of the continued growth of the metro area and university campus is essential for ensuring that University Heights continues to thrive as a small community.



### ***What is a comprehensive plan?***

A comprehensive plan establishes a broad vision and guiding principles for a community, including goals and strategies related to development, preservation, infrastructure, and other investments. The comprehensive plan also considers certain aspects related to quality of life and sense of place that help to define a community—the character of its streets and parks, residential density, and type of development. The plan provides a general framework to which the zoning ordinance and other policies related to development and investment should respond.

### ***How has the existing plan guided the community?***

Through previous comprehensive planning processes and surveys, University Heights residents identified the following goals as important to maintaining and improving the community and its character:

- Balancing owner-occupied and rental housing (long-term and short-term residency).
- Improving the financial viability of the community—increasing revenues and/or reducing costs.
- Creating neighborhood destinations and community gathering spaces—parks and local-serving businesses.
- Providing greater predictability as to where development or re-development may occur and what kinds of redevelopment to allow or encourage.
- Improving pedestrian and bicycle safety and calming traffic on busy streets.

Over the past eight years University Heights has taken a number of steps to reach these goals:

- The redevelopment of the former St. Andrew Church property that resulted in One University Place has greatly diversified the housing stock and provided opportunity for businesses to locate in University Heights. The change from a non-taxable property to a higher taxable use also means an increase in future revenues for the city.
- In 2016, residents of University Heights completed a community visioning process to plan for streetscape investments for the Melrose Avenue corridor. These concepts address pedestrian and bicycle safety and include other streetscape improvements, such as lighting, landscaping, wayfinding, parkland improvements, and community identification. View the recommendations at [www.university-heights.org/CommunityProtect/Vision/index.html](http://www.university-heights.org/CommunityProtect/Vision/index.html). Partial funding to make planned improvements is secured with Surface Transportation Block Grant through the Metropolitan Planning Organization of Johnson County.
- Redevelopment of a 3.75-acre tract located west of the Iowa Interstate Railroad to construct a 5-story Courtyard by Marriott Hotel with a rooftop restaurant.
- Adopted a rental housing cap in the single-family (R1) zone. The Iowa legislature subsequently made this local regulation illegal.
- Purchase of the 11.8-acre Swisher Tract, a large woodland property in the northern portion of University Heights, for parkland/open space.

### **Why update the plan now?**

The decision to update the University Heights Comprehensive Plan was prompted, in part, by the 2017 rezoning that allowed the development of the Courtyard by Marriott Hotel property south of Melrose and west of the railroad. Public discussion during the City Council’s consideration of the proposal raised new questions about what, if any, additional redevelopment would be appropriate in proximity to the hotel property.

Additionally, the 2010 comprehensive plan included a number of goals and strategies that encourage a wider range of housing options and promote redevelopment and new development. With the completion of or progress on a number of major planned projects (described above), the City Council believed it was appropriate to take stock of these changes and ask what, if any, additional development should be considered and how best to reinvest in or otherwise preserve what is best about University Heights.

### **Process for updating the plan**

The process of updating the University Heights Comprehensive Plan officially began in November, 2018, with an online survey for residents, property owners, and businesses with an interest in University Heights. The survey provided background information on recent redevelopment projects and changes to ordinances governing rental housing and acquisition of public open space.

Residents of University Heights were invited to respond to a set of questions focused on the conditions within University Heights’ neighborhoods—quality of life, neighborhood character, as well as streets, sidewalks, and traffic. An additional set of questions, open to all respondents, gathered opinions on recently completed projects and the potential for future development. A summary of responses to the survey is provided in the appendix.

An open house held on May 1, 2019, provided an opportunity for the general public to review the information received through the survey and provide additional input on current conditions and concepts for future potential development.

Additional information for this plan was drawn from the Iowa Living Roadways Community Visioning Program—a planning process completed in 2016 focused on improvements to University Heights’ streetscapes as well as goals and objectives from the previous plan, “The Height of Good Living: 2035.”

**University Heights is updating its Comprehensive Plan—**  
a set of goals and objectives that will help guide future investment in the community.

**Your input is important!**  
**Please participate in a short online survey.**

Information gathered through the survey will help inform public meetings to be held later this Spring.

**Link to the online survey at [www.university-heights.org](http://www.university-heights.org)**

Postcards were mailed to all University Heights residents in November 2018. The survey was also promoted through the City’s website. In total, the survey received 106 responses. Results by neighborhood are discussed on pages 15-20 and on page 30. To see a copy of the survey and a summary of the results, go to the appendix,

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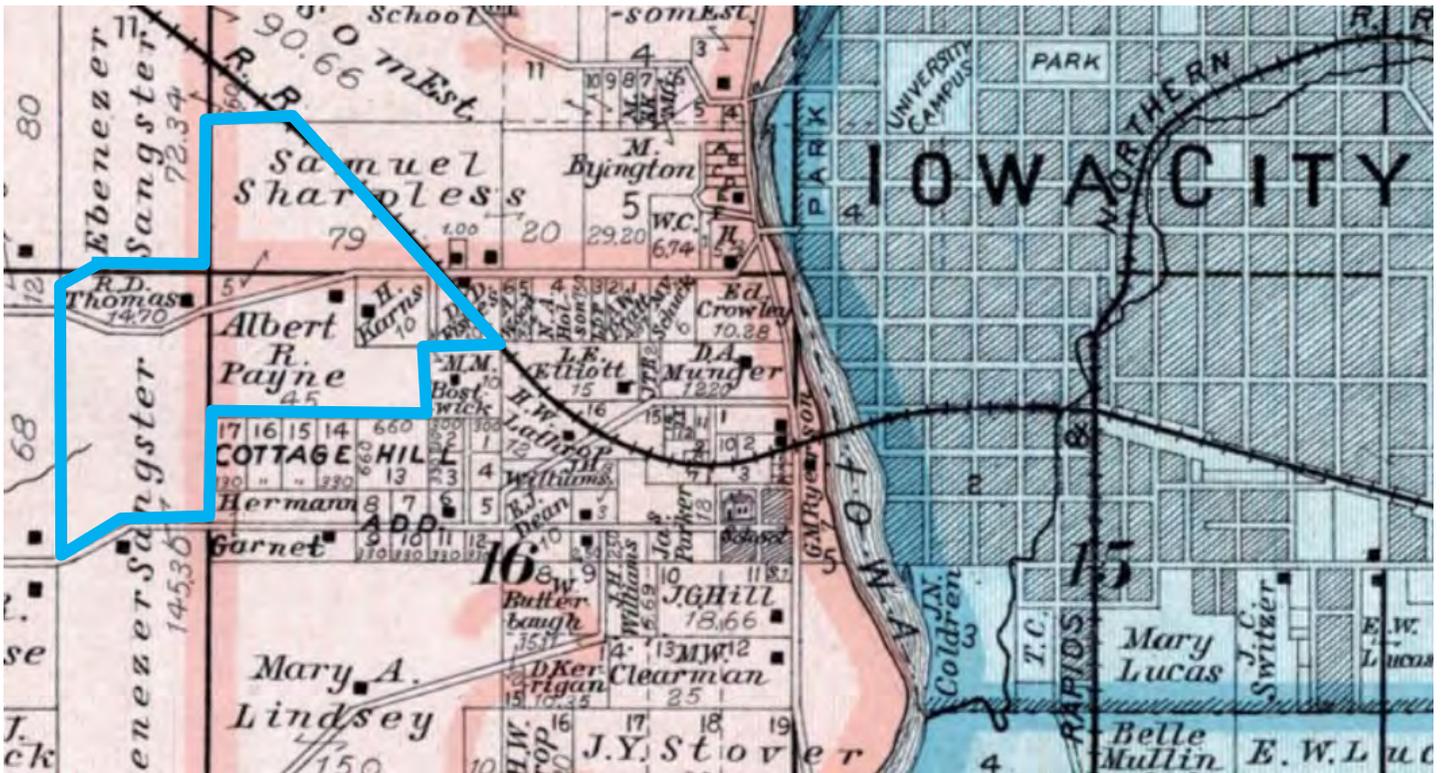


Figure 1. West Lucas Township map circa 1900 shows the properties that were combined to create the City of University Heights.

## HISTORY

At the turn of the twentieth century, the land that would become the City of University Heights was private property. The area was quite rural as Iowa City had not yet grown to the west side of the Iowa River. This rural area of Johnson County was only known as West Lucas Township.

In the early 1920s, Lee and George Koser began purchasing and developing land previously owned by the Sharpless family. The University constructed its General Hospital west of the river in 1928 and Iowa Stadium in 1929. Houses were located in both the first and second subdivisions in the area southwest of the stadium. Iowa City, which was also growing, began annexing land on the west side of the river.

Through the course of the following decade, more and more families began moving to the area. The University of Iowa was growing and many of the area residents were professors and doctors who were employed by the University. So it was fitting when, in 1935, the town incorporated and was named the City of University Heights.

Some older homes already existed and still stand in University Heights today. The sections of the town that lay east of Sunset Street were developed through the first half of the 20th century. Many homes existed before the incorporation of the town and many others were built between the mid-1930s and mid-1960s.

The neighborhood to the west of Sunset Street was primarily developed during the 1960s. By this time, Iowa City had annexed all of the land surrounding University Heights, which limited subsequent development.

University Heights was founded as a single-family residential community. While the single-family character has remained the dominant residential use, the number of multi-family residential units has increased over the years.

# UNIVERSITY HEIGHTS

## Location—

University Heights is located on Melrose Avenue, is high and overlooks Iowa City and the Iowa River, about six blocks from the New Proposed University Hospital, and is an ideal location for homes, away from the congested districts yet every modern convenience will be found here.

This subdivision is being laid out in the most modern manner with all modern improvements, gas, city water, sewer, electricity, some streets paved, permanent sidewalks, and will receive our personal attention insuring this subdivision the best place to build a home.

## Improvements—

We personally guarantee all modern improvements and each lot will be sold under this guarantee. Care will be taken as to building restrictions making it a desirable "good home" district, free from undesirable buildings. The large number of lots in this subdivision make it possible for such restrictions.

## Terms—

We will sell these lots in University Heights on the most liberal terms and guarantees. A deposit as low as 10% of the purchase price will be accepted, the balance in monthly installments. For those who pay cash we will give a guarantee with sufficient bond for protection of purchaser, to refund the purchase price at the end of two years provided the buyer is not satisfied with his purchase.

This liberal offer is only possible because we will give our personal attention to University Heights and know that each lot will grow in value as the University Building program is put in action. The West Side Campus of the University will be larger than the East Side Campus. The future University of Iowa will be for the most part on the WEST SIDE and we have the only desirable tract of land on the WEST SIDE that can be sub-divided.

**It Will Pay You to Investigate University Heights**  
the new sub-division with a future. Call at our office any time, let us show you the advantages of this beautiful home site

## KOSER BROTHERS

Office 115 S. Dubuque Street

OWNERS

Phone 300

*Advertisement from the Iowa City Press Citizen, 1924.*



*Photo of Lee Koser's house at 305 Golfview Avenue shortly after it was built in 1929.*

## Koser Brothers

The driving force behind the creation of University Heights was Lee Koser, a realtor who worked with his brother George as the Koser Brothers.

Lee Koser resided in two houses that he built in University Heights. He lived in the house at 100 Koser Avenue (1926) before moving to his storybook-style house at 305 Golfview Avenue (1928), which he described as one of the most unusual houses in Iowa.

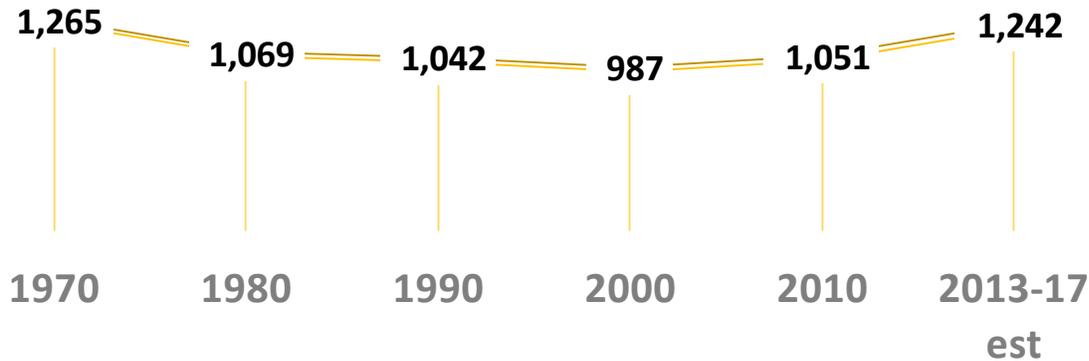
The City of University Heights was incorporated on August 13, 1935, and Lee Koser was overwhelmingly voted in as mayor. His Golfview Avenue garage served as the original location for City Hall, but with the onset of Iowa winter, City Hall was relocated to his basement.

Mr. Koser remained in University Heights until his death in 1949. In 1963, Western Avenue was renamed Koser Avenue.

SOURCE: University Heights website

## POPULATION AND DEMOGRAPHIC CHARACTERISTICS

### UNIVERSITY HEIGHTS POPULATION



#### Population Trends

Incorporated as a city in 1935, University Heights grew steadily for the next forty years, with its population peaking at 1,265 in 1970 before declining to 987 by the 2000 Census. This pattern is likely reflective of national trends as family sizes declined in the post war years. The most recent estimate puts the University Heights population at 1,242 (2013-2017 American Community Survey). The recent population increase coincides with an increase in housing units as the redevelopment of the St. Andrew Church property (2016) added 104 units. Long-term population growth is unlikely as there is limited potential for new development within University Heights without redevelopment of existing single-family property.

#### Family Households

Between 2000 and 2017 the percentage of “family households” has remained relatively unchanged with 54% of all households classified as families. The U.S. Census Bureau defines a **family household** as two or more individuals who are related by birth, marriage, or adoption, although they also may include other unrelated people. **Nonfamily households** consist of people who live alone or who share their residence with unrelated individuals. **Meanwhile the percentage of owner-occupied housing units has decreased from 63.8% in 2000 to 57.7% in 2017.**

### TOTAL HOUSEHOLDS



### HOUSEHOLD COMPOSITION

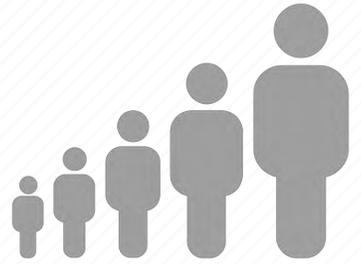
■ Family Household ■ Non-Family Household



SOURCE: U.S. Census /American Community Survey

\* The term "household" refers to all the people occupying a single housing unit, regardless of whether they are related. "A family is defined by the United States Census Bureau for statistical purposes as "a group of two people or more (one of whom is the householder) related by birth, marriage, or adoption and residing together; all such people (including related subfamily members) are considered as members of one family." "Size of family" includes the family householder and all other people in the living quarters who are related to the householder by birth, marriage, or adoption.

## Resident Characteristics



# 11.3%

**Percentage of University Heights' population over 65 years of age.** People over 65 account for 7.5% of the population in Coralville, 8.2% of the population in Iowa City, and 8.6% for Johnson County overall.

University Heights residents tend to

# 100%

ADULTS HAVE HIGH SCHOOL DIPLOMA



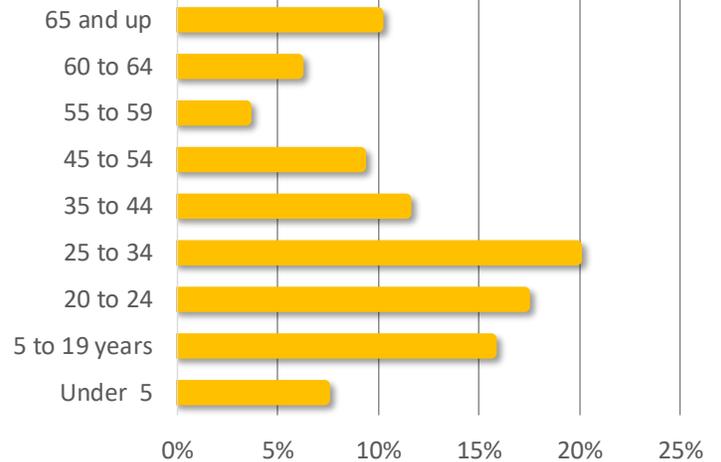
# 51.9%

HAVE A GRADUATE OR PROFESSIONAL DEGREE.

# 88.3%

HAVE AT LEAST A BACHELOR'S DEGREE

### AGE OF POPULATION

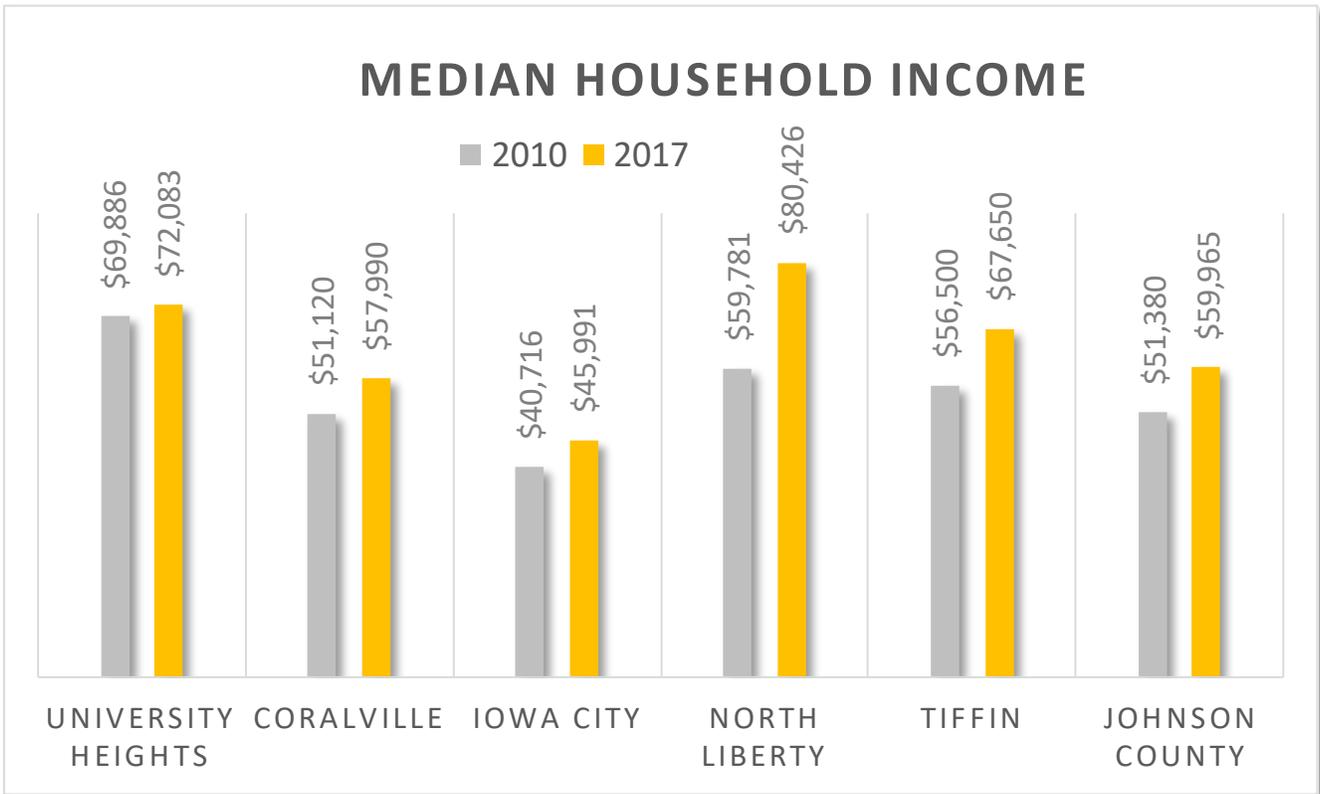


# 28.9 years

The median age in University Heights has also historically been higher than surrounding communities but has recently become more comparable with the rest of the metro area:

- Coralville 32.2
- Iowa City 25.8
- Johnson County 29.9

SOURCE: 2013-2017 American Community Survey



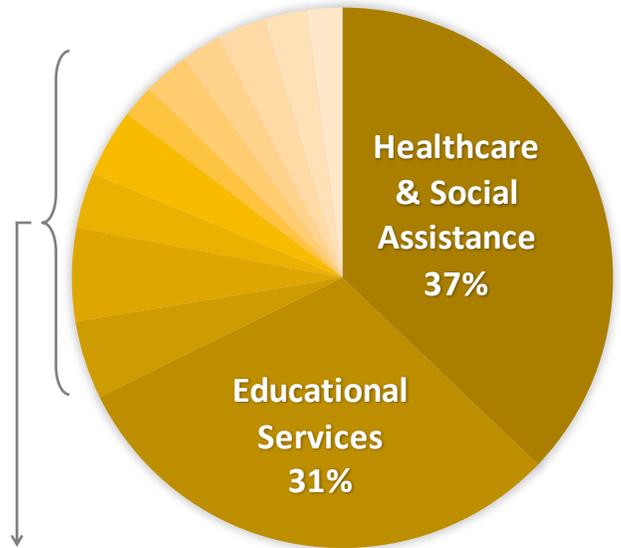
SOURCE: 2013-2017 American Community Survey

### Employment and Income

Of the 678 employed residents of University Heights age 16 or older, 49.4% were classified as government workers, 49% worked for private companies, and 1.6% were self-employed. Unemployment was reported at 1.1% in 2010. This high proportion of government workers is likely due to University Heights' proximity to the University of Iowa campus and hospitals, as well as the Veterans Affairs Medical Center and Johnson County government offices located in Iowa City. Educational service, and health care and social services has the highest percentage (66.2%) of workers of any specific industry in University Heights.

Demographic analysis of University Heights reflects a vibrant and stable community with close connections to neighboring communities and institutions. Overall, University Heights residents have high levels of education and tend to work in professional occupations. The demographic make-up of University Heights may continue to change as the population becomes younger on average and new residents move into its neighborhoods. The measures examined indicate that University Heights has a bright future full of growth and possibility.

### EMPLOYMENT BY INDUSTRY



Manufacturing	5%
Accommodation and Food Services	5%
Other Services except Public Administration	3%
Professional, Scientific & Technical Services	4%
Administrative & Support Services	2%
Real Estate and Rental Leasing	3%
Finance and Insurance	2%
Retail Trade	3%
Construction	3%
Public Administration	2%

SOURCE: American Community Survey 5-year estimate 2017

# Current Zoning and Land Uses



# EXISTING LAND USES AND ZONING

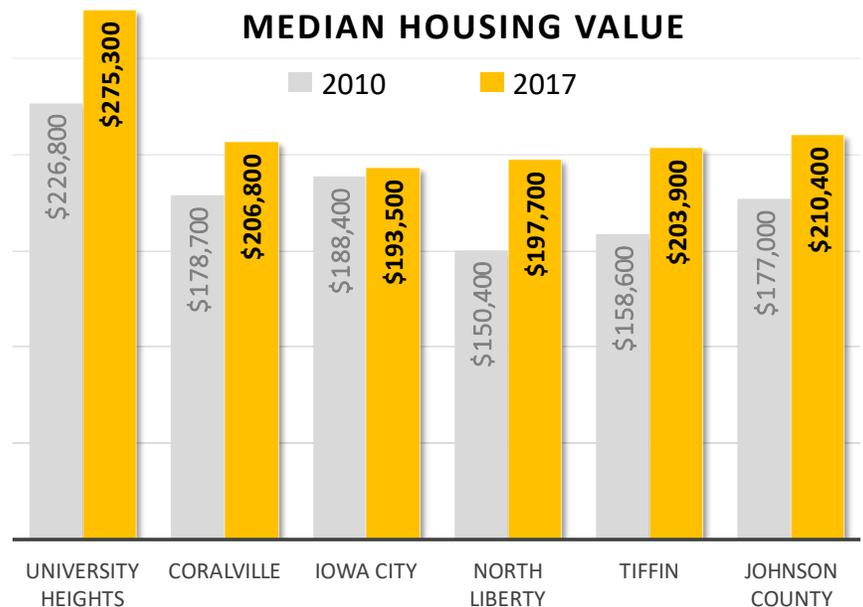
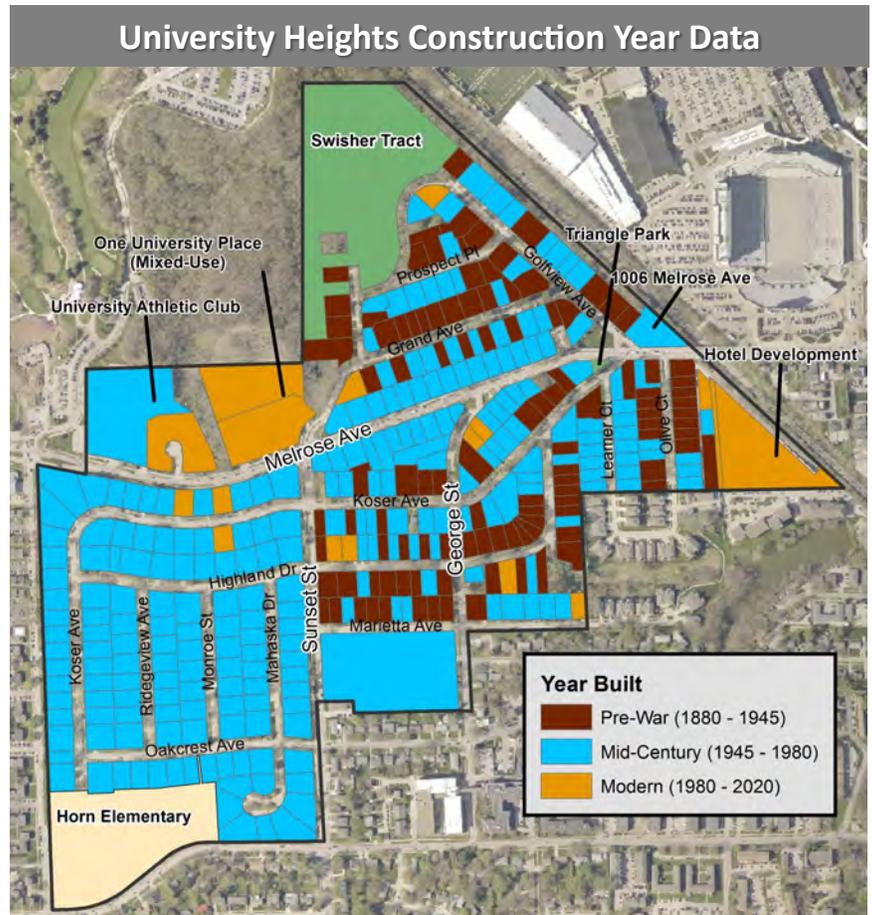
## Residential

University Heights takes pride in its residential character. More than 75% of the land area in the community is zoned and developed for single-family residential uses (R-1 zoning). Approximately 6% of land area is devoted to multi-family zoning and includes multi-family—owner occupied condominium and rented apartment units.

The housing stock in University Heights is older than that of surrounding communities. More than one third of homes were built before 1950. The median age of single-family homes in University Heights is 1956, which is much older than homes found in Coralville (1981), Iowa City (1973), and Johnson County (1975).

Single-family housing stock in University Heights and represents two distinct time periods of developed: prewar housing, built primarily between 1920 and 1940; and midcentury housing, built between 1945 and 1980. The oldest housing stock is located east of Sunset Street. Residential structures in the older neighborhoods are more densely developed, with most parcels being well under 10,000 square feet. Development west of Sunset is typical of the postwar period with wide lots to accommodate attached garages. Most lots are over 10,000 square feet.

Multi-family housing stock includes the 84 dwelling units at Grandview Court and the 104 units at One University Place.



SOURCE: American Community Survey



## Commercial

Commercial zones and uses are located on the east and west ends of Melrose Avenue. A small, 0.8-acre Business (B) zone on the corner of Golfview and Melrose has a traditional main-street commercial site design with the building located at the sidewalk and parking placed to the rear of the building. The two-story brick structure currently includes a restaurant and dental office.

The B zone allows a small number of uses appropriate to a location that is nestled beside a residential neighborhood: professional offices, bakeries, drugstores and groceries, barbers and beauty salons, contractors offices, catering, and restaurants.

Across the street from the B zone on property bordered by the railroad, a large residential tract was rezoned in 2018 through the planned unit development process to Commercial Hotel (CH) zone in order to allow the development of a five-story hotel with a rooftop restaurant. Proximity to the University of Iowa’s sports facilities and the hospital complex makes this an ideal location for the use.

Further west on Melrose Avenue, One University Place includes a total of 104 dwelling units and approximately 12,000 square feet of ground floor commercial space in its south building, which is home to University Heights’ City Hall, a restaurant, fitness facilities, a coffee shop and retail store, and a professional office.

The former University Athletic Club, a 3.89-acre property, is zoned Commercial (C). The University of Iowa, which owns the property, is considering a redevelopment scenario for the site, which includes multi-family units. Redevelopment will require cooperation between Iowa City and University Heights and may result in the adjustment of corporate boundaries.

The One University Place development anchors the west end of the community at the intersection of Melrose Avenue and Sunset Street.



The property at 1000 Melrose Avenue provides a pedestrian oriented commercial entryway to the community.



Commercial redevelopment of the property at 901 Melrose Avenue is scheduled for completion in 2020: a five-story Courtyard by Marriott Hotel with a rooftop restaurant.



## Open Space

In order to preserve community natural resources, University Heights established a sensitive areas ordinance in 2003. The ordinance mandates sensitive area development plans and site reviews for areas with sensitive natural features, based on preserving steep slopes and wooded areas.

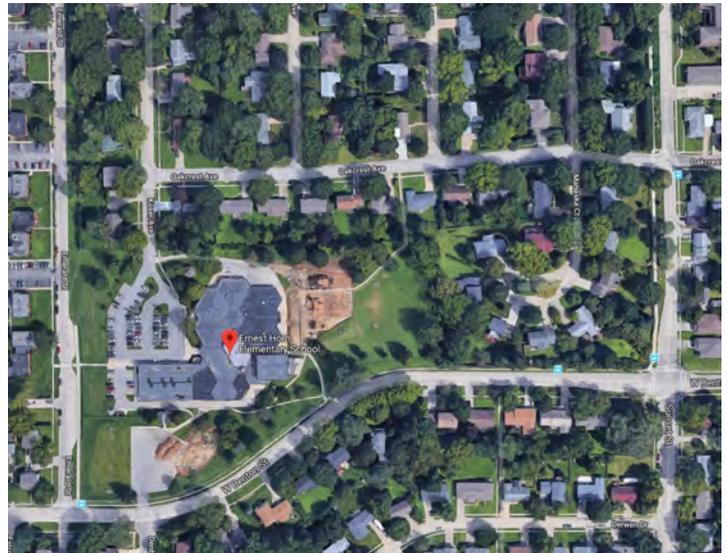
As part of the 2010 comprehensive plan, the City set a goal to preserve open space for public benefit. In 2018, the City Council approved the purchase of the “Swisher Tract” to preserve 11.8 acres of wooded ravine as a natural amenity and park. The Swisher Tract was the largest undeveloped parcel within city limits and buffers the neighborhood north of Melrose from the University of Iowa. The tract is accessible from Sunset Street and Glencrest Drive. Level areas with adjacency to these rights of way may provide opportunity for traditional park facilities (like shelters, benches, and trailheads).

Triangle Park is located at the east entrance to the city at the intersection of Melrose and Koser Avenues. This 0.7-acre site provides no practical opportunity for active uses but is important to residents as an entranceway feature and space for informal social gathering.

Though it is located within Iowa City, Tower Court Park, located at the southeast corner of Marietta Avenue and George Street, serves as neighborhood open space for the adjacent neighborhood. Cooperation with the City of Iowa City to ensure maintenance and improvement of the park will benefit University Heights residents.

## Institutional

University Heights’ one remaining institutional use is Horn Elementary School located on an 8.1 acre site at the corner of Benton and Emerald Streets. The playground at Horn Elementary serves as active recreation space for University Heights residents.



Horn Elementary School is located within the boundaries of University Heights. The playground and field provide usable open space for the surrounding neighborhood when school is not in session. Horn Elementary also serves as a polling place for elections.

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## NEIGHBORHOOD PERCEPTIONS

University Heights residents were invited to participate in an online survey that collected perceptions of the conditions in five neighborhood areas. The survey relied on neighborhood areas that were described in the “Property and Rehabilitation and Development” section of the 2010 plan [page 29] .

1. North of Melrose Avenue and east of Sunset Street.
2. South of Melrose Avenue and east of George Street.
3. South of Melrose Avenue, between George and Sunset Streets.
4. West of Sunset Street and south of Melrose Avenue.
5. West of Sunset Street and north of Melrose Avenue.

The survey collected residents’ impressions regarding physical conditions of streets and sidewalks, availability of parking, lighting, and traffic safety (including the safety of pedestrians and bicyclists). It also collected perceptions about quality of life issues—the overall appearance of the neighborhood, whether residents feel welcome and how easy it is to “get to know” neighbors.

In all, 105 individuals responded to the neighborhood portion of the survey . A decisive majority of those who did respond were homeowners (between 70% and 100% depending of the neighborhood) and most respondents indicated that they have lived in University Heights for more than 5 years.

The following pages include summaries of the responses from each neighborhood. More detailed information, including responses to open-ended questions, are included in the appendix.

## Opportunities

### What residents like about University Heights . . .

- Sense of safety.
- Mature trees.
- Quiet residential streets.
- Walkability.
- Mix of people—older residents, young families with kids, and college students.
- Mix of housing—old (historic) and contemporary.
- Character of neighborhoods.
- Friendly people.

### What needs improvement . . .

- Sidewalks and Streets.
- Street lighting.
- Maintenance of rental properties.
- Slowing traffic on thoroughfares.
- Managing parking demand.

## Streets and Sidewalks

- 46%** agree traffic speed is a significant concern.
- 92%** agree it is safe and pleasant to walk here.
- 88%** agree it is safe to bicycle here.
- 71%** agree on-street parking is available when they need it.
- 75%** agree streets are in fairly good condition.
- 88%** agree sidewalks are in fairly good condition.
- 63%** agree lighting is adequate along streets.

## Quality of Life

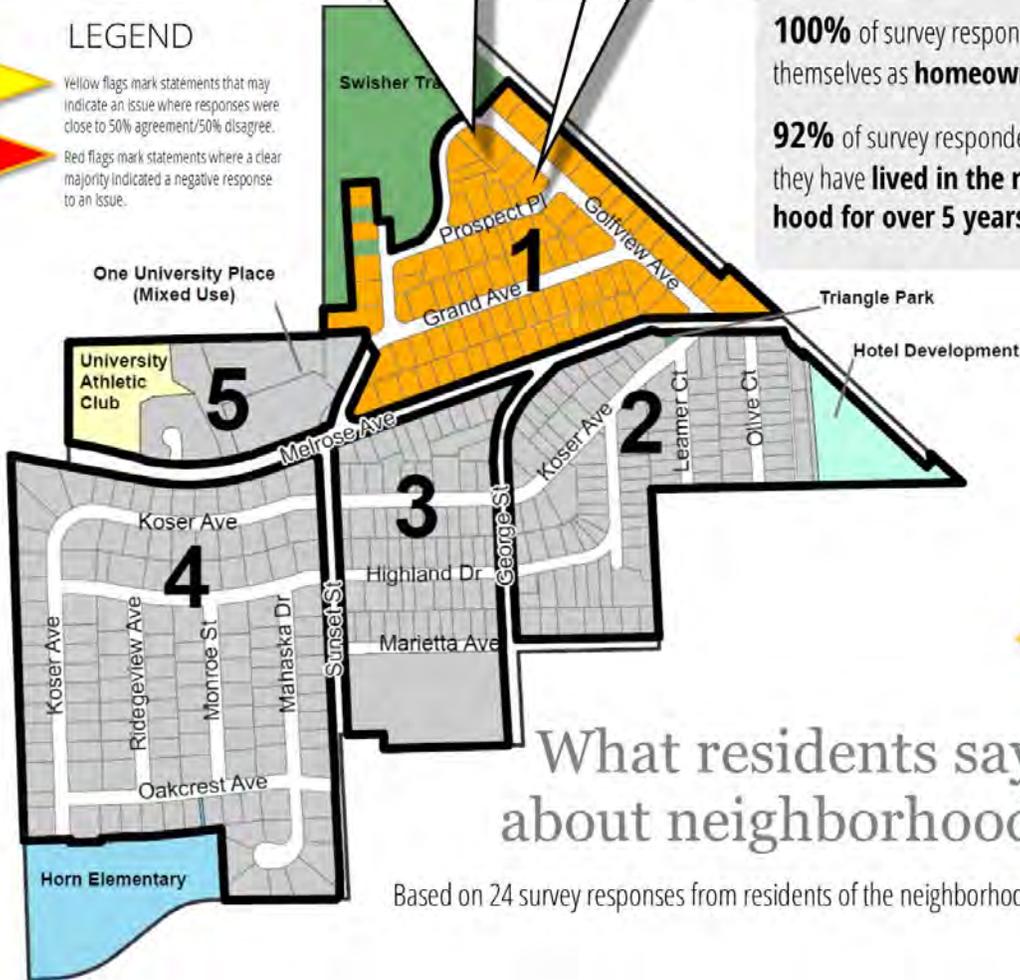
- 92%** agree it is quiet and peaceful here.
- 92%** agree they feel welcome and at home here.
- 63%** find it somewhat difficult to get to know people here.
- 79%** agree their neighborhood has a distinct character they would not want to change.
- 75%** agree most properties are adequately maintained.
- 96%** find the overall appearance of this neighborhood pleasing.

## NEIGHBORHOOD OVERVIEW

- 29%** of single-family homes have rental permits.
- 100%** of survey respondents identified themselves as **homeowners**.
- 92%** of survey respondents indicated they have **lived in the neighborhood for over 5 years**.

### LEGEND

-  Yellow flags mark statements that may indicate an issue where responses were close to 50% agreement/50% disagree.
-  Red flags mark statements where a clear majority indicated a negative response to an issue.



## What residents say about neighborhood

Based on 24 survey responses from residents of the neighborhood.

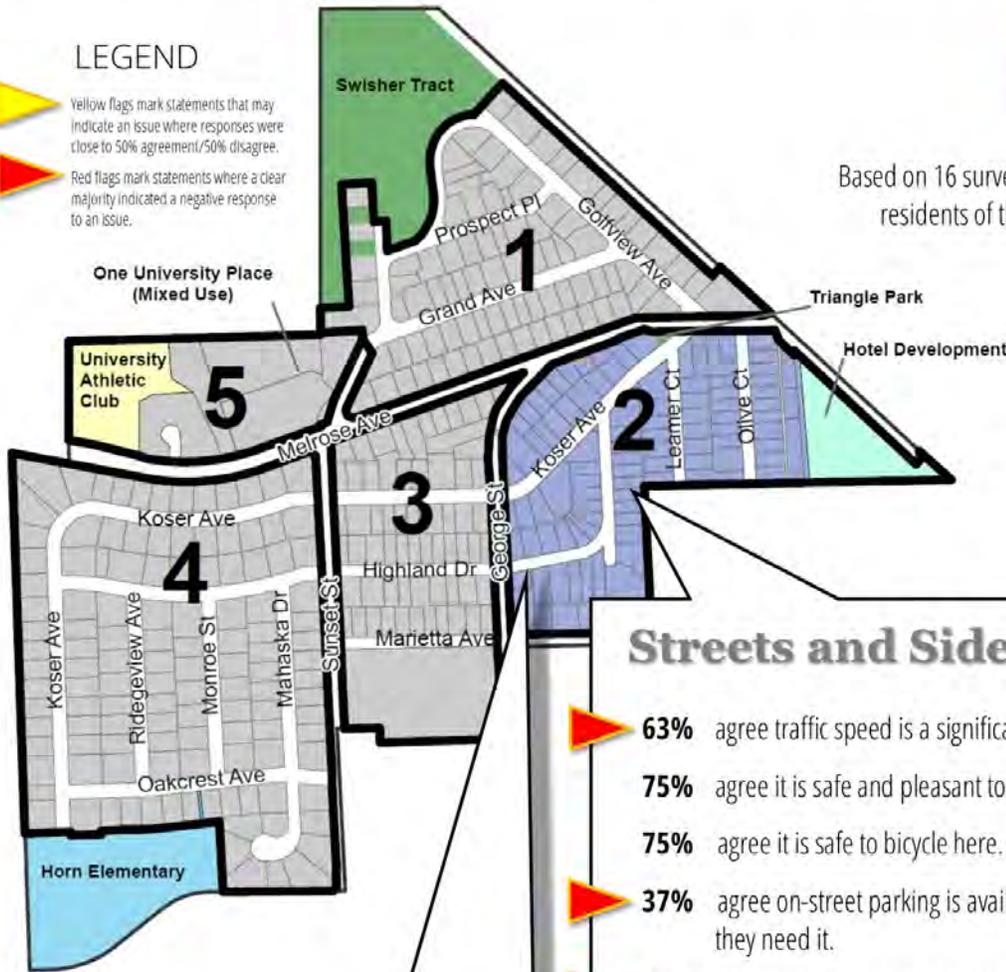
# What residents say about neighborhood

# 2

## LEGEND

-  Yellow flags mark statements that may indicate an issue where responses were close to 50% agreement/50% disagree.
-  Red flags mark statements where a clear majority indicated a negative response to an issue.

Based on 16 survey responses from residents of the neighborhood.



## Streets and Sidewalks

-  **63%** agree traffic speed is a significant concern.
- 75%** agree it is safe and pleasant to walk here.
- 75%** agree it is safe to bicycle here.
-  **37%** agree on-street parking is available when they need it.
-  **37%** agree streets are in fairly good condition.
- 75%** agree sidewalks are in fairly good condition.
-  **63%** agree lighting is adequate along streets.

## Quality of Life

- 100%** agree it is quiet and peaceful here.
- 94%** agree they feel welcome and at home here.
- 37%** find it somewhat difficult to get to know people here.
- 63%** agree their neighborhood has a distinct character they would not want to change.
- 69%** agree most properties are adequately maintained.
- 75%** find the overall appearance of this neighborhood pleasing.

## NEIGHBORHOOD OVERVIEW

- 50%** of single-family homes have **rental permits**.
- 81%** of survey respondents identified themselves as **homeowners**.
- 69%** of survey respondents indicated they have **lived in the neighborhood for over 5 years**.

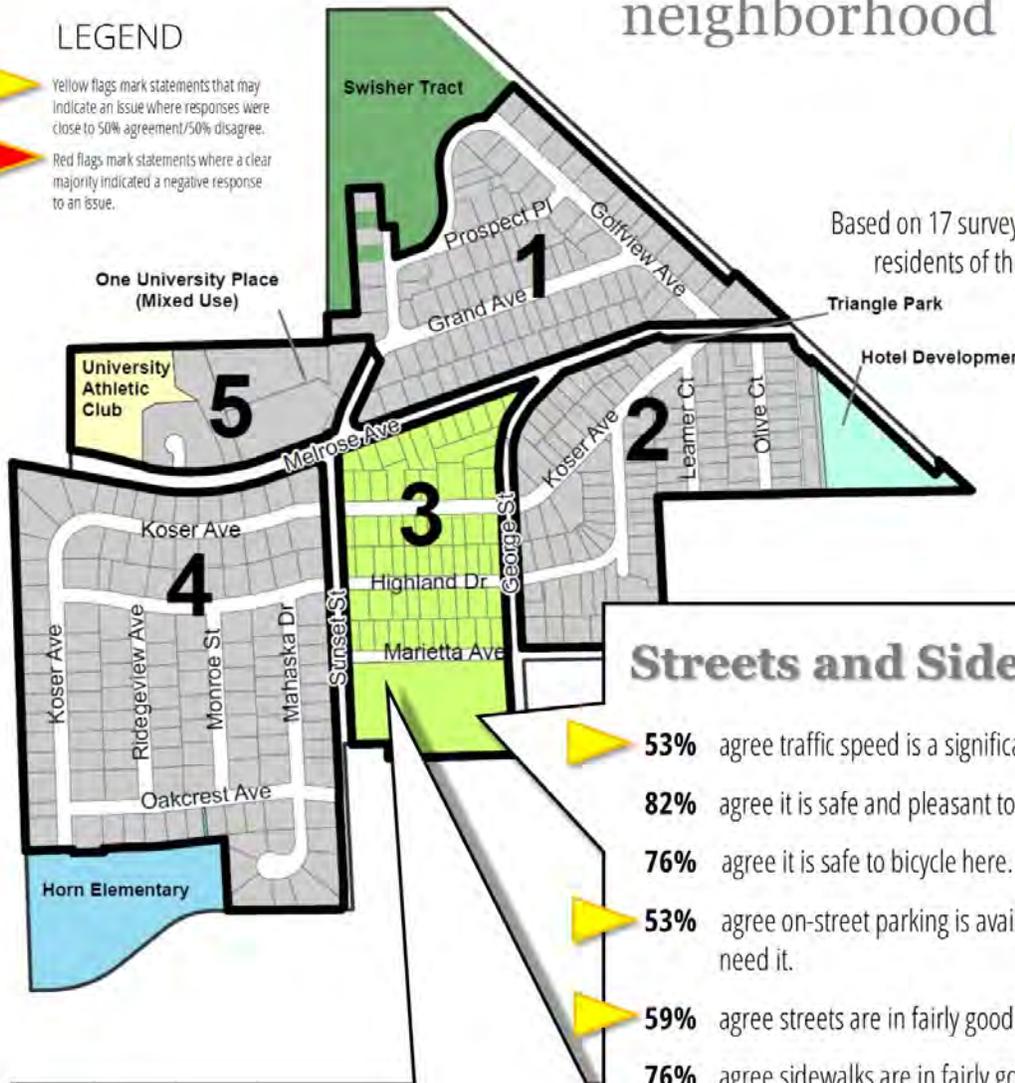
# What residents say about neighborhood

# 3

## LEGEND

-  Yellow flags mark statements that may indicate an issue where responses were close to 50% agreement/50% disagree.
-  Red flags mark statements where a clear majority indicated a negative response to an issue.

Based on 17 survey responses from residents of the neighborhood.



## Streets and Sidewalks

-  **53%** agree traffic speed is a significant concern.
- 82%** agree it is safe and pleasant to walk here.
- 76%** agree it is safe to bicycle here.
-  **53%** agree on-street parking is available when they need it.
-  **59%** agree streets are in fairly good condition.
- 76%** agree sidewalks are in fairly good condition.
-  **59%** agree lighting is adequate along streets.

## Quality of Life

- 100%** agree it is quiet and peaceful here.
- 94%** agree they feel welcome and at home here.
-  **59%** find it somewhat difficult to get to know people here.
- 65%** agree their neighborhood has a distinct character they would not want to change.
-  **53%** agree most properties are adequately maintained.
- 88%** find the overall appearance of this neighborhood pleasing.

## NEIGHBORHOOD OVERVIEW

**57%** of single-family homes have **rental permits**.

**76.5%** of survey respondents identified themselves as **homeowners**.

**47%** of survey respondents indicated they have **lived in the neighborhood for over 5 years**.

# What residents say about neighborhood

# 4

## LEGEND

-  Yellow flags mark statements that may indicate an issue where responses were close to 50% agreement/50% disagree.
-  Red flags mark statements where a clear majority indicated a negative response to an issue.

Based on 38 survey responses from residents of the neighborhood.



## Streets and Sidewalks

-  **42%** agree traffic speed is a significant concern.
- 87%** agree it is safe and pleasant to walk here.
- 84%** agree it is safe to bicycle here.
- 89%** agree on-street parking is available when they need it.
-  **50%** agree streets are in fairly good condition.
- 68%** agree sidewalks are in fairly good condition.
- 63%** agree lighting is adequate along streets.

## Quality of Life

- 100%** agree it is quiet and peaceful here.
- 97%** agree they feel welcome and at home here.
-  **45%** find it somewhat difficult to get to know people here.
- 66%** agree their neighborhood has a distinct character they would not want to change.
- 82%** agree most properties are adequately maintained.
- 97%** find the overall appearance of this neighborhood pleasing.

## NEIGHBORHOOD OVERVIEW

- 8%** of single-family homes have **rental permits**.
- 97%** of survey respondents identified themselves as **homeowners**.
- 76%** of survey respondents indicated they have **lived in the neighborhood for over 5 years**.

## NEIGHBORHOOD OVERVIEW

The number of active rental permits is not known at this time.

**70%** of survey respondents identified themselves as **homeowners**.

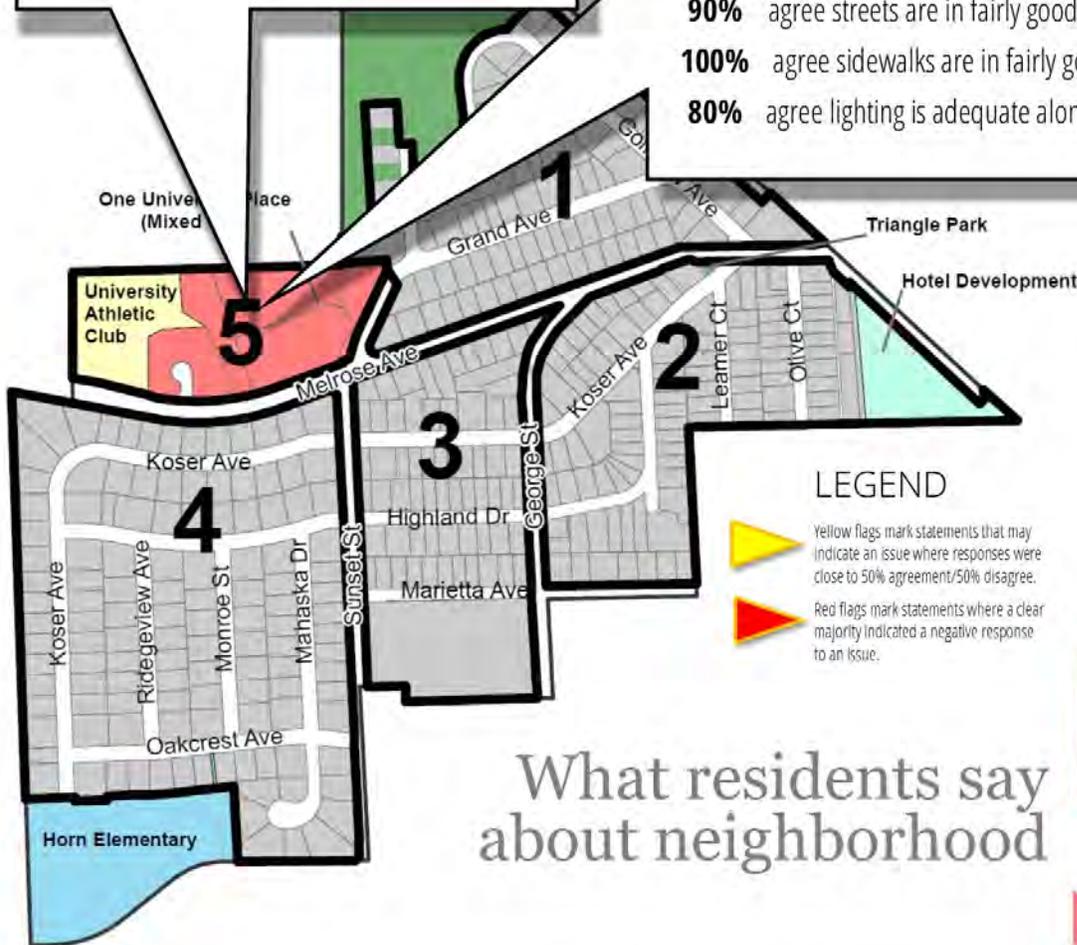
**20%** of survey respondents indicated they have **lived in the neighborhood for over 5 years**.

## Quality of Life

- 80%** agree it is quiet and peaceful here.
- 100%** agree they feel welcome and at home here.
- 50%** find it somewhat difficult to get to know people here.
- 60%** agree their neighborhood has a distinct character they would not want to change.
- 90%** agree most properties are adequately maintained.
- 90%** find the overall appearance of this neighborhood pleasing.

## Streets and Sidewalks

- 50%** agree traffic speed is a significant concern.
- 100%** agree it is safe and pleasant to walk here.
- 80%** agree it is safe to bicycle here.
- 50%** agree on-street parking is available when they need it.
- 90%** agree streets are in fairly good condition.
- 100%** agree sidewalks are in fairly good condition.
- 80%** agree lighting is adequate along streets.



What residents say about neighborhood

5

Based on 10 survey responses from residents of the neighborhood.



## SENSE OF PLACE

University Heights residents consistently describe their community as safe, walkable, quiet, and welcoming. The community enjoys strong residential neighborhoods close to the University of Iowa, K-12 schools, medical and health services, and recreational opportunities, including trails, golfing, and UI sports facilities.

Most residents who responded to the survey agreed that their neighborhood has a distinctive character that they would not change and that properties in their neighborhood are adequately maintained. However, nearly half of respondents find it somewhat difficult to get to know people in the community. This response was surprising given that the vast majority of survey respondents identified themselves as homeowners with most having lived in the community for more than five years.

Residents of One University Place represent a significant addition to University Heights population. It is important that all residents feel connected as members of the community. Previous planning efforts have called for a common gathering places to foster community and involvement. The aerial view on page 22 identifies a number of locations, public and private, that may provide opportunities for events or informal meeting.

Identifying and reinforcing historic, cultural, and architectural assets of University Heights will help to project community identity. As noted elsewhere in the plan, University Heights takes great pride in the fact that so many of its residents are able to walk and bike to work. Enhancing and promoting walkability is a goal of the Community Visioning Process. Implementation of the improvements called for in the plan could help to connect University Heights residents to their community and to the businesses and public spaces that have developed along Melrose Avenue, which serves as University Heights' Main Street.

## GOALS AND STRATEGIES

- 1. Identify and reinforce the historic, cultural, and architectural elements that help to define University Heights as a distinct community.**

*A survey of historic architecture in University Heights could be useful in identifying these elements and telling the story of University Heights. Cultural or historic elements may be reinforced with historic markers within neighborhoods or incorporated into streetscape improvements or other community spaces. The elements could also be used in publications or online as part of University Heights' promotions .*

- 2. Support community events that provide opportunities for neighbors and residents to meet.**

*Examples of events that have been held in University Heights and neighboring communities include Bike Month activities, farmers markets, food truck night, outdoor music, presentations on the history of University Heights, historic tours, tree surveys, community garage sales, neighborhood or park clean-up days.*

- 3. Enhance public spaces to encourage social interaction and identification with University Heights.**

*University Heights has a limited number of public spaces that can serve as gathering spaces—Triangle Park, Tower Court Park (in Iowa City), and the Swisher Tract. These spaces offer limited opportunity for large events but might serve well as locations for informal social gathering.*

*Walking, biking, and transit are part of the community identity and provide opportunities for residents to meet and connect with their neighbors on a daily basis. For this reason, streets and sidewalks should be recognized as a vital public space. Implementing the improvements identified in the Community Visioning Plan is essential to re-enforcing a community identity.*





## STREETS AND TRANSPORTATION

### Transportation Demographics

University Heights’ unique position as an enclave within the metro area means that it is heavily influenced by its connections to surrounding communities and the University. While residents have close access to employment centers, this can present challenges, such as high levels of through traffic and commuter parking. However, University Heights’ proximity to the major regional employer, the University of Iowa, also encourages a greater range of transportation options and shorter commute times than typical in most Iowa communities. More than 40% of University Heights residents walk or bike to work and have shorter average commute times compared to surrounding communities in the metro area. This also reflects the proximity to major employers, as almost half (49.4%) of UH residents are classified as government employees (2013-2017 American Community Survey).

# 48%

**of University Heights households use active forms of transportation to get to work: bus, bike, walk.**

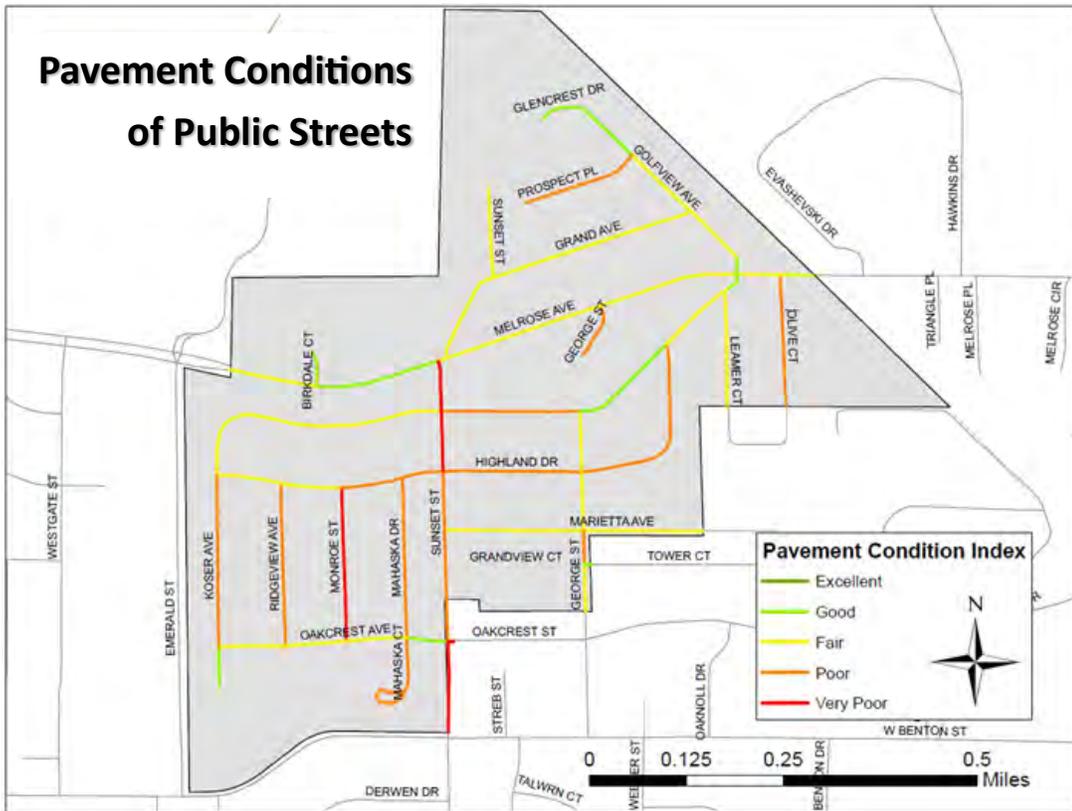
Despite the ease of travel to work, University Heights residents continue to rely on cars to meet other needs such as daily shopping or errands and transporting children to activities.

### Means of travel to work by community

	University Heights	Coralville	Iowa City	Johnson County	Iowa
<b>Drove alone</b>	45.0%	73.0%	58.0%	68.0%	81.0%
<b>Carpool</b>	1.1%	9.6%	8.4%	8.6%	8.4%
<b>Bus</b>	5.7%	8.9%	8.6%	5.9%	1.1%
<b>Walk</b>	30.8%	4.0%	15.7%	9.3%	3.4%
<b>Bike</b>	11.5%	0.9%	3.5%	2.3%	0.5%

SOURCE: American Community Survey 2013-2017

## Pavement Conditions of Public Streets



### Approximate costs for improving or reconstructing streets and sidewalks (2019)

- Complete Reconstruction Street and Sidewalks with Water/Sewer Replacement  
Varies from \$700 - \$800 per linear foot
- Complete Reconstruction Street and Sidewalks without Water/Sewer Replacement  
Varies from \$500 - \$600 per linear foot
- Street Resurfacing Asphalt Milling and Replace; no sidewalks  
Varies from \$100 - \$200 per linear foot

## Pavement Condition

Pavement Condition Index (PCI) reflects the overall condition of the roadway. PCI ranges from zero to one-hundred, with one-hundred being the best possible score a roadway can receive. PCI takes into account road cracking, defects, and surface types (among other attributes) and gives users a level of quality they should expect when driving on the road. PCI can be used to balance community priorities and roadway network needs.

### Costs rise as road conditions decline

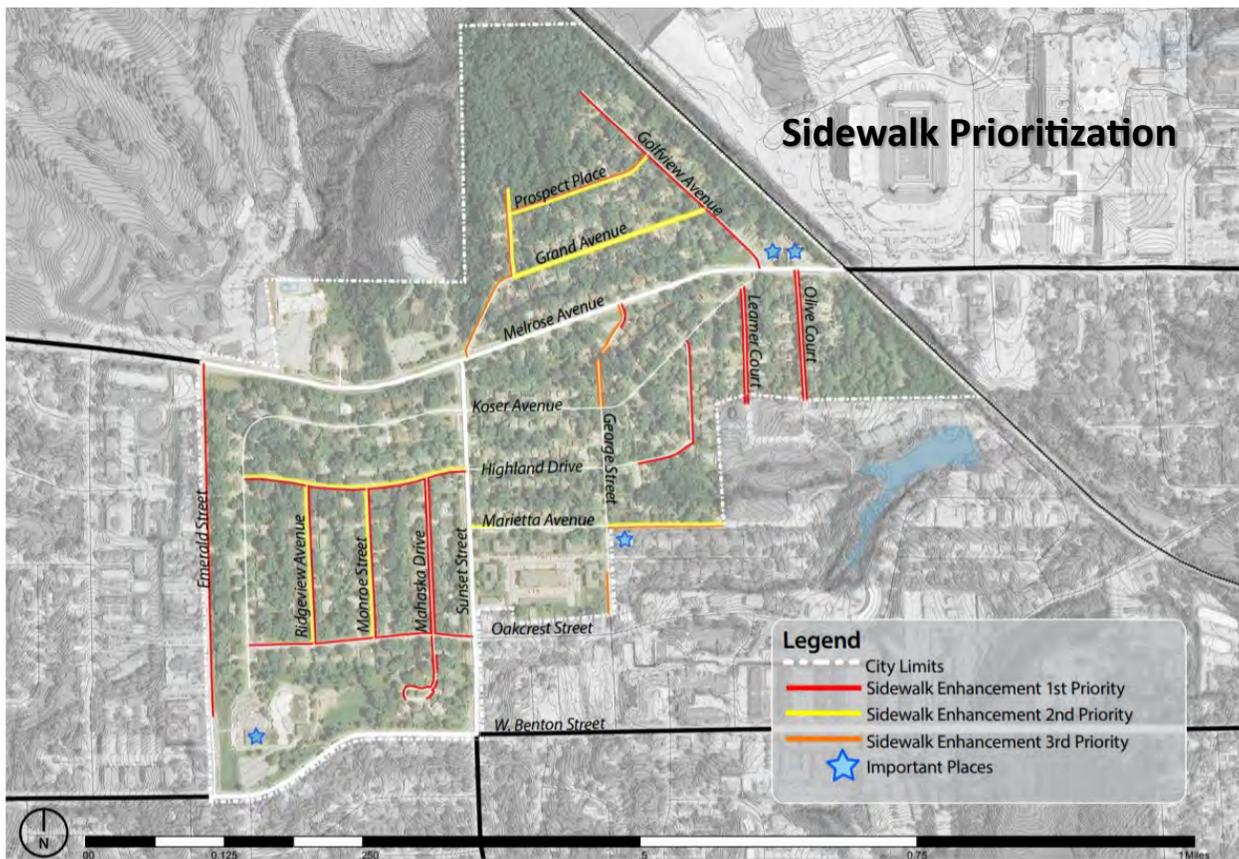
With scarce funding and an aging street system, it is important to focus on repair and preventative maintenance to maximize results from each dollar spent. Rehabilitating a road that has deteriorated is substantially more expensive than keeping a road in good condition. According to the American Association of State Highway and Transportation Officials, every \$1 spent to keep a road in good condition avoids \$6-\$14 to rebuild the same road once it has deteriorated significantly.

## Traffic

The most recent traffic counts reported by the Iowa Department of Transportation were completed in 2018. Traffic volume is reported as Annual Average Daily Traffic (AADT), which is an estimate of the number of vehicles that pass a section of roadway during a 24-hour period averaged over an entire year, independent of hourly or seasonal variations. Thus, high-traffic events such as home football game days at the University of Iowa are not reflected in the AADT. Melrose Avenue has the most daily traffic of any street in University Heights with AADT ranging between 11,400 to 12,900 from east to west. Sunset Street had an AADT of 6,700 within University Heights.

## Transit Service

Transit service for University Heights is provided by Iowa City Transit (four bus routes, servicing 10 stops) University of Iowa Cambus (one bus route, with stops along Melrose Avenue), and Johnson County SEATS, which is provided for senior citizens, people with disabilities, and others who face transportation barriers.



The University Heights Community Visioning Plan provides a set of recommendations regarding sidewalks and street improvements.

## Pedestrian and Bicycle Facilities

The neighborhood scale and close access to employment helps make University Heights a walkable community. The proximity of the city to a major employer, the University of Iowa, allows many residents to easily walk or bike to work, rather than drive (see table on page 19). However, sidewalks are largely non-existent in the neighborhoods west of Sunset Street and north of Melrose Avenue.

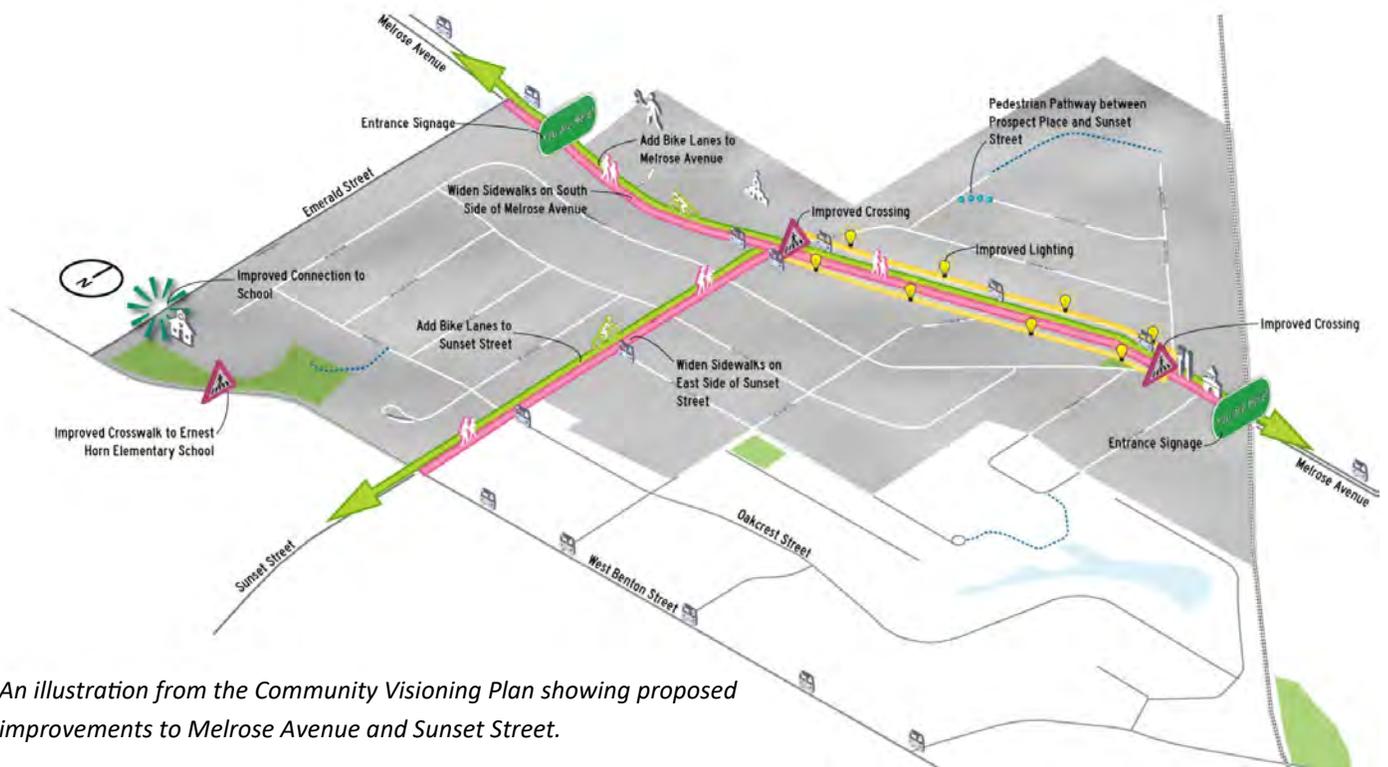
Feedback from the online survey (2019) and previously completed Community Visioning process (2016) indicate that many in University Heights wish to have a more connected sidewalk system. Expanded street lighting is another feature that some residents desire in order to make walking more safe and comfortable.

Because bicycling is a common form of transportation in University Heights, established routes for bicyclists with signage and/or markings should be pursued to accommodate and attract bicyclists. Low volume residential streets are typically comfortable for most bicyclists. Higher traffic volumes on Melrose Avenue and Sunset Street may discourage riders from biking on the street. Separate bike facilities would increase bicyclists' security and alert motorists to areas where they may expect them.

## Parking

Many older homes in University Heights were not designed to accommodate the number of vehicles now owned by a typical household. Moreover, proximity of the community to the University of Iowa may encourage outside commuters to seek parking spaces on private property or on public streets. Understanding parking demand and its impacts on neighborhoods remains an ongoing challenge. Ensuring that there is enough parking for residents and permitted non-residential uses is essential.

On home football game days at the University of Iowa, parking issues have the potential to affect public health and safety. The city must continue to provide effective emergency services despite parking and congestion levels. Therefore, University Heights should continue to enforce parking prohibitions where appropriate and encourage alternative forms of transportation.



An illustration from the Community Visioning Plan showing proposed improvements to Melrose Avenue and Sunset Street.

## Melrose Avenue

In 2016, University Heights residents participated in a Community Visioning Grant from Iowa’s Living Roadway Trust. This community visioning process provided much insight into the transportation patterns and needs of University Heights residents. The process included the creation of a concept for the future of Melrose Avenue within city limits, upgrading it to a “complete street”. Proposed improvements include bike lanes, improved pedestrian facilities, lighting, landscaping and open space improvements.

The plan will enhance Melrose Avenue into a signature entranceway to the community as well as increase safety for bicyclists and pedestrians. Partial funding to make planned improvements was secured with Surface Transportation Block Grant funds through the Metropolitan Planning Organization of Johnson County.

## GOALS AND STRATEGIES

1. Support implementation of proposed design improvements to Melrose Avenue in the Community Visioning Plan, including the provision of bicycle lanes, wide sidewalks, enhanced crosswalks, street lighting, and traffic calming.
2. Prioritize improvements to street pavement and installation of sidewalks throughout University Heights as part of the budget process.
3. Consider opportunities to better manage storm-water drainage along streets.
4. Balance the desire for on-street parking with the goal of maintaining University Heights as a pedestrian-oriented community. Ensure adequate parking options for University Heights residents to meet their daily needs. This may include considering a permit system to allow on-street parking.
5. Coordinate with the University of Iowa and surrounding communities to maintain and improve the efficiency of game day traffic, parking, and pedestrian congestion.

# FUTURE REINVESTMENT AND REDEVELOPMENT

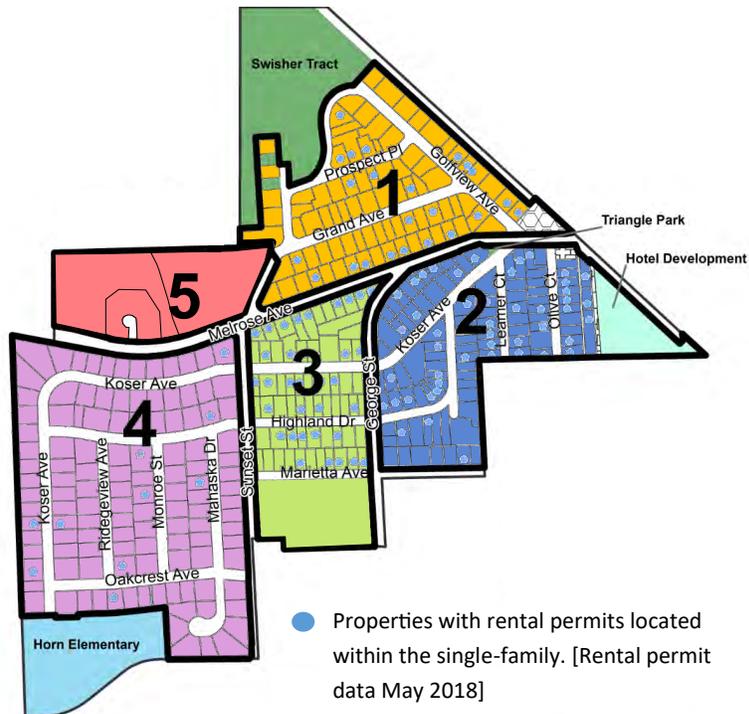
## Residential reinvestment

The City of University Heights takes pride in its housing diversity and is interested in maintaining a community that is residential in character. Approximately two thirds of all dwelling units are detached single-family homes with the remaining third being mostly multi-family—owner occupied condominiums and rented apartment units. There are few duplexes and no town-home units.

Reinvestment in housing and ensuring property maintenance while preserving the historic single-family character of some neighborhoods remains important to University Heights’ identity. With this in mind, it is appropriate to consider long-term housing stability and reinvestment strategies to stabilize neighborhoods and establish criteria for evaluating future re-development proposals.

Meanwhile, the market for rental housing remains strong and the number of single-family houses with rental permits has increased. In 2018, University Heights imposed a cap on rentals in the single-family zones. Shortly after, the Iowa legislature passed a law prohibiting cities from adopting or enforcing any regulation, restriction, or other ordinance related to residential property rental permit caps on single-family homes or duplexes.

The 2010 plan notes that University Heights lacks other forms of housing such as townhomes and duplexes. A moderate increase in residential density to allow these forms of housing in areas with appropriate vehicle access may provide opportunities to achieve other goals such as improved pedestrian facilities and more controlled parking with a reduced number of driveways along Melrose Avenue. (See “Potential Residential Redevelopment” on page 29 and “Guidelines for future redevelopment” on page 31.)



Median Total Value of Housing Units by Neighborhood



Based on “total value” of properties as determined by the Johnson County Assessor (2018). This includes all single-family detached housing citywide as well as condominium and duplex units in Neighborhood 5. This does not include multi-family units in Neighborhood 3 (Grandview). This chart is intended to convey a general sense of the relative value of housing in each neighborhood. It is not based on assessed or actual sale value.



*Two single-family homes deeded to the City by the developer of the Marriott property were sold with a restriction that they remain owner-occupied housing. Both homes underwent substantial renovation.*

The on-line survey asked residents to consider residential redevelopment of properties on Olive Court. Potential redevelopment in this area was mentioned during the rezoning of the Marriott property.

In general, respondents from the neighborhoods closest to Olive court were not supportive of higher density redevelopment in this area:

- <25% of survey respondents from the surrounding neighborhoods indicated support for residential redevelopment in this area.
- 56% of survey respondents from the immediate neighborhood indicated they are opposed to additional residential density in this area.

There are other reasons higher density redevelopment in this area may not be appropriate. Additional density along Olive and Leamer Courts has the potential to overburden streets—the pavement width of both streets is just 20 feet and the availability of on-street parking is a concern for current residents. Residential properties in this neighborhood are well-maintained and property values (based on County assessed values) are some of the most affordable in University Heights.

Residents indicated a high degree of satisfaction with the conditions in the neighborhood (see page 14). Two homes located on Olive Court (23 and 24 Olive Court) were deeded to the City of University Heights as part of the development agreement for the Marriot Hotel property. Both properties were sold by the City with a guarantee that homes will be owner-occupied (no rental permits will be allowed). Significant investments and healthy resale value of these homes may help to spur additional reinvestment in the neighborhood.

## **GOALS AND STRATEGIES**

### **1. Preserve the value of existing single-family properties.**

*As TIF funds become available, develop programs to incentivize rehabilitation of single-family housing.*

*Leverage investments in street and sidewalk improvements and open space to spur reinvestment in single-family housing.*

### **2. Ensure maintenance of rental properties.**

*Provide consistent monitoring of rental properties through the inspection process*

*Prioritize continual inspection and code enforcement of nuisance properties, including such issues as parking, snow removal, yard maintenance, and trash collection and storage.*

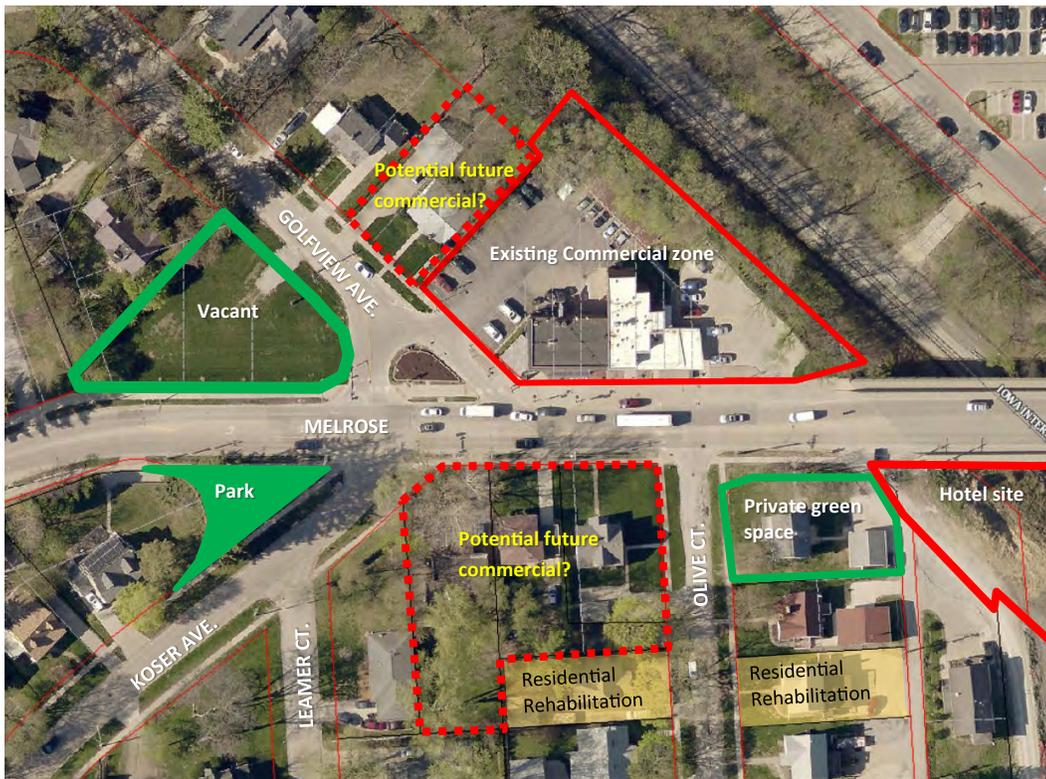
## Potential Residential Redevelopment

With the construction of One University Place, the Courtyard by Marriott, redevelopment of the former University Athletic Club, and preservation of the Swisher Tract, no large properties remain available for redevelopment within University Heights. While major changes in land use are not anticipated, smaller scale proposals for redevelopment of single-family properties may arise.

As stated earlier in this plan, rezoning for potential residential redevelopment would likely require the assembly of several contiguous properties. While residential redevelopment in areas outside of Olive Court was not explored as part of the online survey or open house, the demand for housing near the university continues. Consideration of potential future increases in residential density should be limited to properties that front onto Melrose Avenue, east of Sunset. Townhome or duplex housing could be appropriate in this area if it contributes to a more walkable environment as described in the Community Visioning Plan. For this reason, redevelopment proposals for higher density should be contingent upon elimination or consolidation of driveway access from Melrose. As part of any redevelopment scenario, the city should consider requiring the dedication of additional right-of-way in order to provide enhanced streetscape improvements in addition to the criteria listed on page 31.

Examples of townhome style development from other communities.





Support for additional small-scale commercial development on Melrose, east of Koser					
	Neighborhood 1	Neighborhood 2	Neighborhood 3	Neighborhood 4	Neighborhood 5
<b>YES</b> (with conditions)	<b>42%</b>	31%	35%	<b>53%</b>	<b>50%</b>
<b>NO</b>	29%	<b>44%</b>	18%	21%	30%
<b>Not sure</b>	29%	25%	<b>47%</b>	26%	20%

The online survey asked respondents to indicate their level of support for additional small-scale commercial uses in an area of Melrose, east of Koser. The table to the left shows the level of support by neighborhood.

## Potential Commercial Redevelopment

The on-line survey and community open house also considered additional small-scale commercial, east of the intersection of Koser and Melrose Avenues. While the potential market for additional commercial uses may be in question at this time, the close proximity to the University Hospital and the heavy pedestrian activity in this area may make this area viable for businesses. Survey responses showed moderate support for such development, mainly from residents in neighborhoods further to the west. Many respondents indicated they were unsure and would need additional information.

Traffic congestion, spillover parking, and other potential traffic impacts were the main areas of concern for most survey respondents. This makes sense as this can be a congested area during peak hour travel and is an area of concern for pedestrians and bicyclists. For this reason, any consideration of additional commercial zoning in this area should focus on enhancing the pedestrian space and creating an improved community entranceway.

With any redevelopment or rezoning along Melrose Avenue, dedication of additional right-of-way should be considered in order to provide the wide sidewalks and other streetscape features (such as shade trees, lighting, and landscaping) that will enhance the safety and appeal of this busy section of roadway.

If additional commercial opportunities are desired by the community, important considerations include:

- Limiting the size of buildings and interior square footage of commercial spaces in order to better attract small, neighborhood serving uses.
- Orienting buildings and storefront windows close to the sidewalk.
- Limiting off-street parking and locating it to the rear of buildings, away from sidewalks, with setbacks and screening from adjacent residential lots.
- Wherever possible, curb cuts on Melrose Avenue should be eliminated or consolidated. Ideally, vehicle access should be provided from a side street or alley.

## Guidelines for future redevelopment

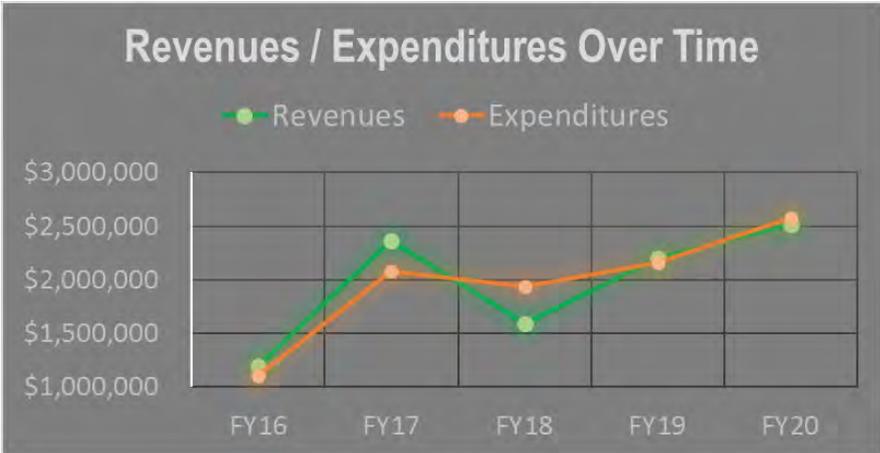
- Apart from multi-family uses on the former University Athletic Club property, future redevelopment should be limited to medium density housing, such as townhomes, duplexes and small (3-4 plex) multi-family, and small-scale neighborhood commercial development.
- Redevelopment proposals should address potential impacts on the surrounding residential properties. These may include noise, odor, outdoor lighting, signage, or other aspects that may detract from the privacy or enjoyment of adjacent uses. Externalities can often be reduced or mitigated through thoughtful site design. For example, exterior lighting in the development should not 'spill-over' past the property line, beyond ambient light levels found in a residential area, and noise levels may be minimized by restricting the hours of operation for commercial businesses. These issues should be addressed as part of the redevelopment process as conditions of approval.
- Environmental impacts – During development or redevelopment, environmental aspects such as slope disturbance, stormwater drainage, and removal of vegetation should be evaluated. While all development is disruptive, the applicant/designer should show how the development will minimize erosion, replace loss of trees and other vegetation or open space, and stabilize slopes where necessary.
- Traffic impacts – A common concern that results from increased density or a change in use of a property is traffic and demand for parking. Minimizing these impacts is important. Anticipated traffic generation, vehicle circulation on and around the site, adequacy and condition of road infrastructure, and impacts on existing or planned pedestrian or bicycle infrastructure and ADA accessibility should be carefully evaluated during the application process. Successful developments will address all modes of transportation.
- Lot density—Potential negative effects associated with higher density development may be addressed by reducing the number of bedrooms per dwelling unit, requiring increased screening and landscaping onsite, or through the provision of setbacks and/or other open space. Appropriate lot densities are defined in the adopted University Heights Zoning Code.
- Building mass and scale – these are important determining factors for how a building will fit into its surroundings. Building heights may be limited to what is allowed in the single-family zone. The horizontal mass of buildings may be minimized by adjusting setbacks, offsets, variation in roofline or materials, and other methods to articulate both the horizontal and vertical planes of a building.
- Building materials and design—Structures should be complementary to the surrounding neighborhood. Aspects of building designs to consider include the location of building entrances, fenestration, roof line and building articulation, awnings, balconies, and other exterior elements that add to visual appeal from the street as well as the livability and safety of future residents of the property.
- Walkability—University Heights real estate is attractive, in large part, due to its close proximity to the west campus and medical complex. For this reason, any redevelopment/rezoning should seek to minimize additional demand for parking and reduce vehicle access points. This may include a reduction in curb cuts or consolidation of driveways or, where appropriate through shared parking, or reduced parking requirements.
- Streetscape enhancements, such as wider sidewalks and parkways, additional street tree or other landscaping, bicycle parking, and street furnishings as well as intersection improvements, pedestrian crossings, and pedestrian scale lighting should be carefully considered as part of a redevelopment plan.
- The perimeter of a site serves as the transition from the development to its surroundings. Setbacks, vegetative or other attractive screening around parking areas and dumpster enclosures are important elements that should be included in all plans.
- Utility provisions – Prior to any development or redevelopment, the developer's engineer should confirm that the water, sewer, and electrical utilities present will be adequate for the proposed development. University Heights officials should require a letter from the Iowa City Public Works Department outlining any capacity upgrades that would be necessary as a result of any development or redevelopment proposal. This will ensure that any strain placed on utilities 'downstream' of the development can be identified and become part of the negotiation process.
- Fire and Police protection – Prior to any development or redevelopment, the developer should produce a letter from the University Heights Police Department and the Iowa City Fire Department indicating that they can provide adequate service and protection to the property. This action will ensure that the community remains a safe and secure environment.

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## FINANCES

Over time, the City of University Heights has maintained a stable stream of revenue that has been largely dependent upon residential property taxes.

New revenue generators such as the property tax collected from the One University Place development and the hotel/motel tax collected once the Marriott development is completed will provide the necessary funds to allow the community to implement planned improvements such as those outlined in the Community Visioning Plan. The City should consider prioritizing community projects in order to remain financially stable while leveraging resources to accomplish community goals.



### FY2020 Revenues/Expenditures

The following charts detail the City’s revenues and expenditures for fiscal year 2020. Property taxes and TIF revenues are the biggest revenue generators whereas road use taxes and other grants comprise a small portion of the budget. A majority of the revenue generated goes towards public safety which includes police and fire protection, building inspections, and animal control. The FY2020 estimated expenditures are greater than the estimated revenues by approximately \$60,000.

### Infrastructure

University Heights is vulnerable due to the ever-increasing costs of providing public infrastructure that is not covered by contract. As University Heights is forced to replace aging infrastructure as capital improvements projects, the costs of such infrastructure may affect the City’s financial stability.

#### IOWA CITY

- Fire Protection
- Water & Sanitary sewer
- Transit
- Library
- Animal Shelter/ Animal Control

#### CORALVILLE

- Library

#### JOHNSON COUNTY REFUSE

- Solid Waste
- Recycling
- Yard Waste/ Compost

#### JOHNSON COUNTY

- SEATS Paratransit

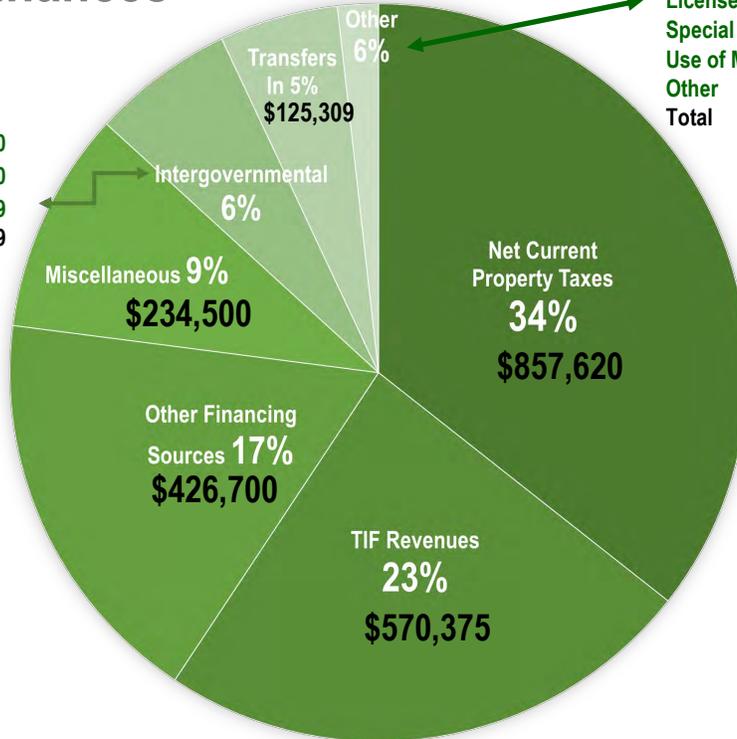
### Services

University Heights is unique in that the majority of its public services such as fire protection, water, sewer, transit, library services, and garbage collection, are contracted out to other governments and private companies. At present, University Heights maintains long-term and self-renewing contracts with most of its service providers. Though the city is vulnerable to rate increases, these public services do not make-up a significant portion of the City’s expenditures as shown in “Estimated Expenditures” chart on the bottom of the next page.

# Fiscal Year 2020 Finances

Road Use Taxes	\$135,000
Federal Grants & Reimbursements	\$8,000
Other State Grants & Reimbursements	\$6,849
<b>Total</b>	<b>\$149,849</b>

Hotel/Motel Tax	\$35,721
Utility Franchise Tax	\$7,317
Licenses & Permits	\$48,615
Special Assessments	\$48,000
Use of Money & Property	\$6,000
Other	\$1,000
<b>Total</b>	<b>\$146,653</b>



## Sources of Revenue

**TOTAL: \$2,511,006**

## Estimated Expenditures

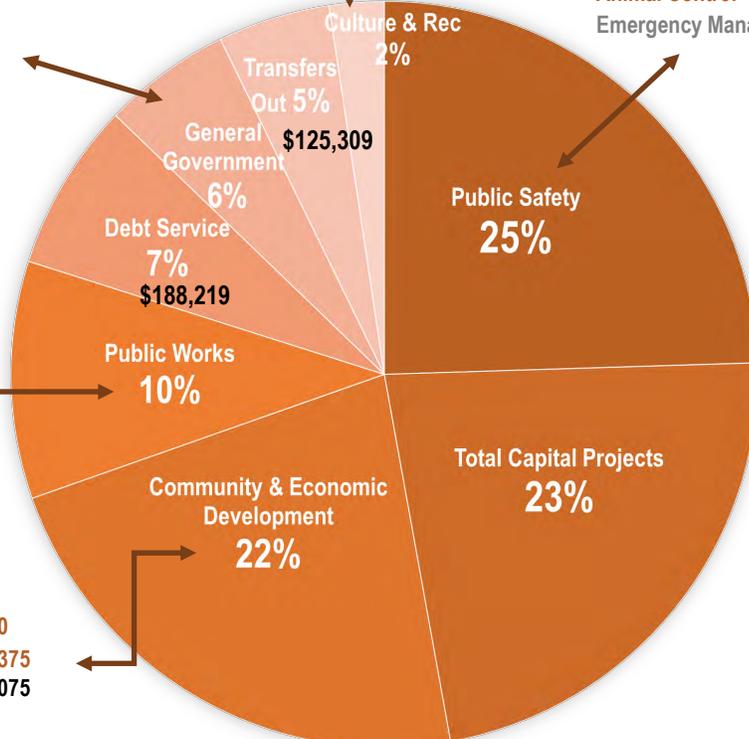
**TOTAL: \$2,574,387**

Legal Services	\$57,500
Clerk, Treasurer, Finance Admin	\$40,378
Other	\$16,000
Tort Liability	\$10,500
City Hall & General Buildings	\$10,124
Mayor, Council	\$6,471
Elections	\$2,000
<b>Total</b>	<b>\$142,973</b>

Library Services	\$50,922
Community Center	\$8,500
Parks	\$1,000
Other	\$500
<b>Total</b>	<b>\$60,922</b>

Police / Crime Prevention	\$552,851
Fire Department	\$36,328
Building Inspections	\$33,000
Other	\$6,566
<b>Total</b>	<b>\$630,985</b>
Animal Control	\$1,714
Emergency Management	\$526

Roads, Bridges, & Sidewalks	\$184,400
Garbage	\$41,254
Other Public Works	\$39,250
<b>Total</b>	<b>\$264,904</b>



Community Beautification	\$7,700
Other	\$570,375
<b>Total</b>	<b>\$578,075</b>

## Supplementary Financial Influences

### One University Place Tax Increment Financing (TIF)

In August 2015, the City of University Heights agreed to provide financial assistance to complete the construction of the One University Place (OUP) development. The financial assistance takes the form of a rebate Tax Increment Financing (TIF). The City Council selected a rebate TIF as the financing mechanism because, under that arrangement, the developer (not the City) bears the financial risk if the project does not succeed as planned.

Under the rebate TIF, the City Council did not disburse or appropriate City funds to the OUP developer or bond for that purpose and loan money to the developer. Instead, each year, the City Council considers a resolution to rebate a portion of the property tax payments that are expected to be received from the owners of OUP residential and commercial units (this does not include City Hall as the City does not pay property taxes). Only those tax payments that are actually received are available for rebate to the developer; if tax payments are not received, no rebate occurs. In addition, only the City's portion of tax revenues is subject to the rebate TIF; certain school district, debt service, and other tax levies are not impacted by the TIF.

As part of the TIF, the City of University Heights established the One University Place Urban Renewal Area ("URA"). The URA includes the OUP development and, based upon amendments in 2018, all of Melrose Avenue and all of Olive Court. The City Council amended the URA in 2018 so that the City's portion of the rebate TIF could be used to pay a portion of the Olive Court Reconstruction Project (scheduled for 2020) and the Melrose Avenue Streetscape and Roadway Improvements Project (scheduled for 2022-23).

Under the TIF, the City will make economic development TIF payments to the developer totaling a maximum of \$6,705,112. Payments will be made annually. The TIF ends when the total has been paid or June 1, 2037, whichever occurs first. Based on the OUP valuation and payments already approved (approximately \$677,753 for the coming fiscal year), the total amount may be paid in full as early as 2028. These payments will be made through an annual appropriation representing 95% of tax revenue that otherwise would be payable to the City; the

	Approximate TIF Increments by Year	
	95%	5%
	One University Place	Streetscape Projects*
<b>FY18</b>	\$48,225	\$0
<b>FY19</b>	\$452,846	\$0
<b>FY20</b>	\$530,676	\$27,930
<b>FY21</b>	\$677,753	\$35,671
* Streetscape projects include Olive Court and Melrose Avenue		

remaining 5% is available to the City to pay for the Olive Court Improvement Project and the Melrose Avenue Streetscape and Roadway Improvements Project. (See Table above.) This 5% of additional revenue will support the Community's effort to create a sense of place and encourage and facilitate economic development, including the hotel project currently under construction. Once the TIF payments are completed, no further rebate will be made; instead, the City will retain 100% of the annual tax revenue.

### Hotel/Motel Tax

City officials proposed a local option hotel/motel tax in concurrence with the approval of the five-story Courtyard Hotel by Marriott on the eastern edge of University Heights. In November 2017, University Heights residents voted to impose the local option hotel/motel tax, which took effect January 2018. The 7% tax is assessed on all charges made for rooms, lodging, or accommodations. Estimated revenues have been made available, but the City won't know the full amounts to be received until the hotel is complete and operating later in 2020. Of the tax revenue received, 50% will be spent for the promotion and encouragement of tourist and convention business and activities in the City and surrounding areas, which could include City expenses on UI Game Days for police and other items, as well as street and sidewalk improvements that enhance tourism. The remaining 50% will be spent as follows: 90% for neighborhood housing and infrastructure revitalization, including road repairs, neighborhood stabilization, and parkland/greenspace acquisition and upkeep; 10% on whatever the Community (City Council) deems necessary. The hotel/motel tax is in addition to the commercial property tax revenue that the hotel will generate

## GOALS AND STRATEGIES

- **Prioritize capital improvement projects.**

*Establish a Capital Improvement Program (CIP) to estimate future funding needs and prioritize projects such as sidewalk and street (re)construction.*

- **Continue to provide high quality municipal services in an efficient and cost-effective manner.**

*Continue to proactively negotiate resident out-of-pocket service costs with service providers and periodically review building, demolition, and other associated permit fees.*

- **Develop a 5-year budget**

*University Heights should develop a long-term budget to anticipate future financial needs and to define and plan for how revenues will be spent.*



### Potential Opportunities

*Identify and work to acquire additional community greenspace for social gatherings.*

*Enhance public spaces (entranceways, greenspace, rights-of-way) to create a distinctive identity for the community.*

*Identify and re-enforce the historical and cultural elements of that help to define the community (e.g. historic markers, banners, etc.).*

## Appendix

The process of updating the University Heights Comprehensive Plan officially began in November, 2018, with an online survey for residents and owners of property and businesses. What follows is a copy of the survey.

Section 1 of 9

### Update to the Comprehensive Plan

The City of University Heights is updating its comprehensive plan, which is a long-range plan to guide future investment and development of the City for the next 15 to 20 years. This process will include several opportunities for the public to share opinions and comments to shape the plan. This survey is the first opportunity to share your thoughts about the future of University Heights. Your input will guide preliminary revisions to the existing plan to be discussed at a future workshop.

Through previous planning processes and public meetings, resident concerns have generally coalesced around the following:

1. Balancing owner-occupied and rental housing and encouraging long-term residency and maintenance of single-family properties.
2. Ensuring the financial viability of University Heights.
3. Creating neighborhood destinations and community gathering spaces.
4. Defining and maintaining community character distinct from neighboring jurisdictions.
5. Calming traffic and enhancing pedestrian and bicycle access.
6. Providing guidance as to where development or re-development may occur.

The current comprehensive plan includes implementation strategies to address these and other concerns. Much of what is included in the current plan remains relevant and will continue to guide the City. However, with the completion or progress on the planned projects and policies described on the next page, the City Council believes now is an appropriate time to take stock of the City's progress and ask what, if any, additional development should be considered and how to reinvest in or otherwise preserve what is best about University Heights.

The following summary of major changes that have occurred since the adoption of the 2010 comprehensive plan is intended to provide some background as we consider modifications to the plan. It may be helpful to review this information prior to taking the survey.

Would you like to... \*

- continue reading about the major changes in University Heights before starting the survey.
- go directly to the survey.

After section 1 Continue to next section

# In the past eight years...



## Major Redevelopment Projects

### ONE UNIVERSITY PLACE

One University Place was developed on property previously occupied by the St. Andrew Church located at 1300 Melrose Avenue. The decision to approve this planned unit development (PUD) along with the density, scale, and character of development took several years and much public discussion and debate.

The new development includes a 3-story mixed-use building (commercial on the ground floor and residential above) that faces onto Melrose Avenue and a 5-story residential building, located to the rear (101 condos total). City Hall is located in one of the ground floor commercial spaces.



## Title

### COURTYARD MARRIOTT HOTEL

In 2017, the University Heights City Council approved a planned unit development (PUD) for a 3.75-acre parcel, located south of Melrose, just west of the railroad. A 5-story Courtyard Marriott Hotel is currently being constructed on the site.

Voters subsequently approved a 7% hotel/motel tax. Per Iowa Code, half the funds must go toward promoting area tourism, such as events, recreation sites, civic or cultural centers and entertainment facilities. The remaining half of the tax revenue generated will go to support neighborhood housing and infrastructure revitalization such as neighborhood stabilization, road repair, and parkland or green space acquisition, maintenance and operation (90%) and a small portion (10%) to any lawful purpose.





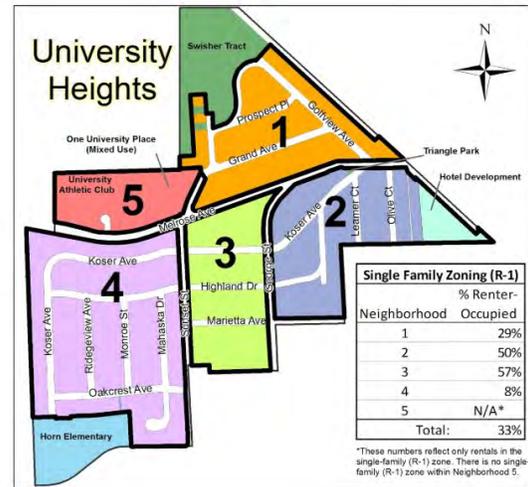
## Balancing Rental and Owner-Occupied Homes

As of May 2018, 33% of all homes in the single-family (R-1) zone are renter-occupied as shown in the map below.

In 2017 the Iowa Legislature signed into law House File 134, limiting the ability of cities to set occupancy restrictions based on familial relationships. This change makes it difficult to regulate the number of persons who could occupy a residence and increases the appeal of using single-family homes as student rental property.

In 2018, University Heights placed a 20% limit on the amount of single-family housing that may be used as rentals in the single-family (R-1) zone. Rental properties that are not managed and maintained in accordance with University Heights housing regulations risk losing their rental permit. No new permits would be issued for new rental properties within the single-family (R-1) zone unless/until the percentage of rentals dips below the recently established 20% cap.

The cap does not impact rental permits outside of the single-family (R-1) zone.



## Parkland and Open Space

University Heights recently purchased the 11.84-acre Swisher Tract—the last large tract of undeveloped land within city limits for use as a municipal park and green space to protect air quality, water quality in streams, natural areas, and wildlife habitat. The property consists largely of wooded slopes and ravines, though there are level areas at the north end of Sunset Street and Golfview Avenue that may offer opportunity for park greenspace. The property provides a buffer between University of Iowa property and residential neighborhoods located north of Melrose Avenue.



After section 2 Continue to next section

## The Survey:



The information gathered from this survey will inform community-wide discussion at subsequent planning workshops to be held this winter.

Please note that the maps used in the survey are only for illustrative purposes and individual properties included are intended to be general in nature and have not been vetted in any way – nor has the City contacted owners to establish a desire to redevelop.

Survey questions and illustrations are intended to solicit feedback on what, if any, additional redevelopment is appropriate in University Heights. General areas where future development is suggested may be appropriate from a planning/land-use perspective but may require future study.

After section 3 Continue to next section

## About you



The following questions ask you to describe some of your characteristics as a University Heights resident or property owner.

1. What is your relationship to University Heights? \*

- I own a home and live here
- I rent a home/apartment and live here
- I do not live here, however I own property or operate a business
- I do not live, own property, or operate a business in University Heights

After section 4 Continue to next section

# About you



2. How long have you lived in University Heights? \*

- Less than 2 years
- 2-5 years
- 6-10 years
- More than 10 years

3. In which neighborhood do you live? \*

- 1 - north of Melrose Avenue and east of Sunset Street
- 2 - east of George Street and south of Melrose Avenue
- 3 - south of Melrose Avenue, east of Sunset Street and west of George Street
- 4 - south of Melrose Avenue and west of Sunset Street
- 5 - north of Melrose Avenue and west of Sunset Street

Image title



# About you

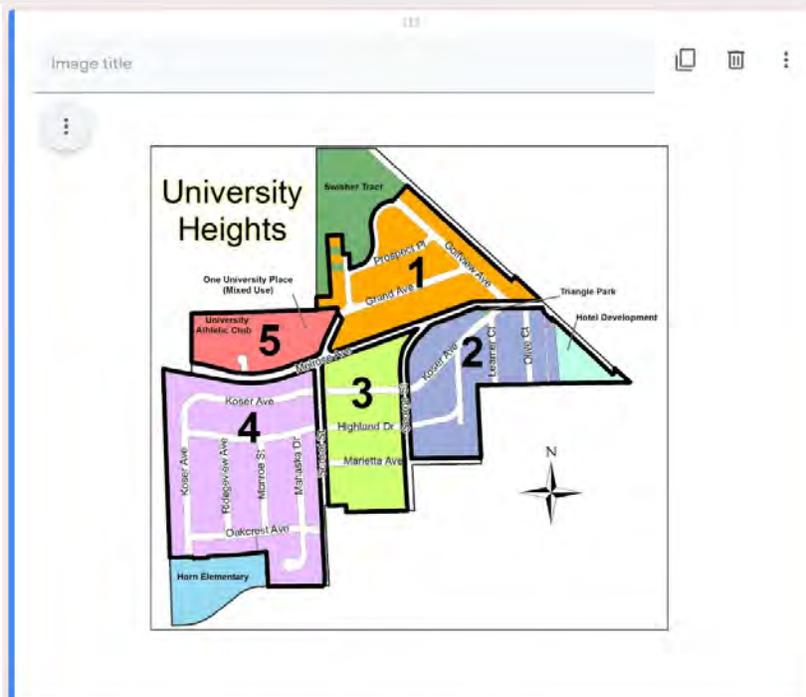


2. How long have you owned property or operated a business? \*

- Less than 2 years
- 2-5 years
- 5-10 years
- More than 10 years

3. In which neighborhood do you own property or operate a business? \*

- 1 - north of Melrose Avenue and east of Sunset Street
- 2 - east of George Street and south of Melrose Avenue
- 3 - south of Melrose Avenue, east of Sunset Street and west of George Street
- 4 - south of Melrose Avenue and west of Sunset Street
- 5 - north of Melrose Avenue and west of Sunset Street



# About you



4. Do you have...[check all that apply] \*

- children under 18 years of age living in your household?
- adults over 65 years of age living in your household?
- neither children under 18 years of age or adults over 65 years of age living in your household.

5. Which of the following describes you? [check all that apply] \*

- Working full-time
- Working part-time
- Retired
- Stay at home parent
- College Student
- Other...



6. Between May and September how did you most often commute to work, school, or other daily activities? \*

- Walk
- Bus
- Bike
- Personal Vehicle
- Combination of more than one mode



Which of the following statements describe your experience in your neighborhood? [check all that apply]

Getting about:

	I Agree	I Disagree
It's safe and inviting to walk in my neighborhood.	<input type="radio"/>	<input type="radio"/>
It's safe to bicycle in my neighborhood.	<input type="radio"/>	<input type="radio"/>
There is often a lot of vehicle traffic through my neighborhood.	<input type="radio"/>	<input type="radio"/>
Traffic speed is a significant concern in my neighborhood.	<input type="radio"/>	<input type="radio"/>
When I need it, on-street parking is usually easy to find in my neighborhood.	<input type="radio"/>	<input type="radio"/>

Physical conditions:

	I Agree	I Disagree
All/most of the properties in my neighborhood are adequately maintained.	<input type="radio"/>	<input type="radio"/>
The streets in my neighborhood are in fairly good condition.	<input type="radio"/>	<input type="radio"/>
The sidewalks in my neighborhood are in fairly good condition.	<input type="radio"/>	<input type="radio"/>
There is adequate lighting in my neighborhood.	<input type="radio"/>	<input type="radio"/>
The overall appearance of my neighborhood is pleasing.	<input type="radio"/>	<input type="radio"/>

Quality of life:

I Agree

I Disagree

It is quiet and peaceful most of the time in my neighborhood.

I feel welcome and at home in my neighborhood.

It is somewhat difficult to get to know people in my neighborhood.

My neighborhood has a distinct character that I would not want to change.

Is there anything else you would like to say about your neighborhood?

Your answer

---

What characteristics of your neighborhood do you think are worth preserving?

Your answer

---

Are there things you would change in your neighborhood to make it better?

Your answer

---

## Development Areas



1. Which of the following statements would you agree with regarding the now completed One University Place development [check any that apply]:

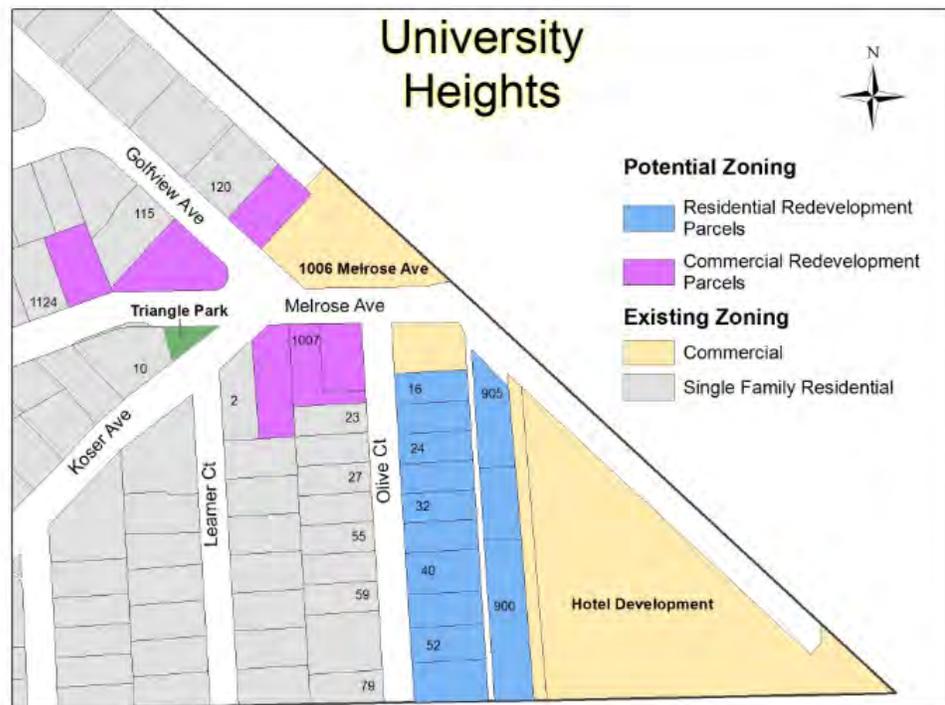
	I Agree	I Disagree	I neither agree or disagree
Meets the standard for quality design and construction appropriate for this location in University Heights.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is an attractive addition to the Melrose Avenue streetscape.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provides adequate ingress and egress such that traffic on Melrose Avenue is not significantly delayed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is convenient and safe for University Heights residents to bike or walk to.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Makes a positive contribution to the quality and diversity of housing in University Heights.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Provides appealing spaces for public gatherings and social interaction among University Heights residents.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, it's been a positive addition to University Heights.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The rezoning of the Marriott property, west of the Iowa Interstate Railroad, prompted a number of questions regarding nearby properties such as:

Should single-family residential lots on Olive Court be allowed to redevelop to higher densities (i.e. townhomes or duplexes)?

Should there be any opportunity for small, neighborhood serving retail uses (e.g. coffee shop, floral shop, hair salon) or mixed-use development on properties adjacent to University Heights original commercial entryway, where Melrose Avenue intersects with Golfview and Koser Avenues?

Are there other needs or opportunities for gathering space or parking near this same entranceway area?



2. Do you think that additional commercial development (similar in scale to the building at 1006 Melrose Avenue which includes Stella and the Melrose Dental Office) should be considered on any of the lots identified in purple on the above map?

- Yes, additional development might be appropriate, depending on scale, vehicle access, parking and other factors.
- No, additional development is not appropriate in this area.
- I'm not sure. I would need to know more information.

3. In thinking about existing or future commercial development in this area along the Melrose-Koser-Golfview intersection, which issues are most critical to address (pick top 3)?

- Enhancing pedestrian safety.
- Minimizing or avoiding traffic congestion on adjacent streets.
- Avoiding commercial parking from spilling over into adjacent residential neighborhoods.
- Ensuring that building scale and architectural character are compatible with the adjacent residential neighborhoods.
- Limiting hours of operation to avoid conflicts with adjacent residential properties.
- Controlling the type of commercial development to encourage businesses that primarily serve the neighborhood (e.g. shops, personal services, bakeries/coffee—things not already available in University Heights).

4. Is it appropriate to consider any additional residential density (e.g. townhome or duplex development) in the area west of the hotel site on Olive Court identified in blue on the above map?

- Redevelopment of properties in this area may be appropriate with certain conditions.
- Redevelopment of single-family housing to higher densities should not be considered.
- Not sure—I would need to know more information.

5. In thinking about the potential for residential redevelopment in general, which issues are most critical to address (pick top 3)?

- Providing affordable housing.
- Units that are attractive for owner occupancy rather than rental.
- Managing impacts of traffic and parking on local streets.
- Building scale (e.g. height limits).
- Architectural character that is complementary to the surrounding residential uses.
- Housing that serves a distinct population (e.g. senior housing).

Please share any other general comments you feel would be helpful as we update the Comprehensive Plan.

Your answer \_\_\_\_\_

# Survey Responses by Neighborhood



## NEIGHBORHOOD 1

24 responses

BASIC INFO			
	24	100%	Own a home and live in University Heights
	14	58%	Lived in UH for more than 10 years
	8	33%	Lived in UH for 6-10 years
	14	58%	Have children under 18 years of age living in HH
	20	83%	Working Full-Time
	13	54%	Most often commute to work by Vehicle

GETTING ABOUT			
Agree	22	92%	It's safe and inviting to walk in my neighborhood.
Agree	21	88%	It's safe to bicycle in my neighborhood.
Disagree	16	67%	There is often a lot of vehicle traffic through my neighborhood.
Disagree	13	54%	Traffic speed is a significant concern in my neighborhood.
Agree	17	71%	When I need it, on-street parking is usually easy to find in my neighborhood.

PHYSICAL CONDITIONS			
Agree	18	75%	All/most of the properties in my neighborhood are adequately maintained.
Agree	18	75%	The streets in my neighborhood are in fairly good condition.
Agree	21	88%	The sidewalks in my neighborhood are in fairly good condition.
Agree	15	63%	There is adequate lighting in my neighborhood.
Agree	23	96%	The overall appearance of my neighborhood is pleasing.

QUALITY OF LIFE			
Agree	22	92%	It is quiet and peaceful most of the time in my neighborhood.
Agree	22	92%	I feel welcome and at home in my neighborhood.
Agree	15	63%	It is somewhat difficult to get to know people in my neighborhood.
Agree	19	79%	My neighborhood has a distinct character that I would not want to change.

ONE UNIVERSITY PLACE			
Agree	18	75%	Meets the standard for quality design and construction appropriate for this location in University Heights.
Agree	18	75%	Is an attractive addition to the Melrose Avenue streetscape.
Agree	14	58%	Provides adequate ingress and egress such that traffic on Melrose Avenue is not significantly delayed.
Agree	23	96%	Is convenient and safe for University Heights residents to bike or walk to.
Agree	16	67%	Makes a positive contribution to the quality and diversity of housing in University Heights.
Agree	12	50%	Provides appealing spaces for public gatherings and social interaction among University Heights residents.
Agree	17	71%	Overall, it's been a positive addition to University Heights.

**Do you think that additional commercial development (similar in scale to the building at 1006 Melrose Avenue which includes Stella and the Melrose Dental Office) should be considered on any of the lots identified in purple on the above map?**

	10	42%	Yes, additional development might be appropriate, depending on scale, vehicle access, parking and other factors.
	7	29%	No, additional development is not appropriate in this area.
	7	29%	I'm not sure. I would need to know more information.

**In thinking about existing or future commercial development in this area along the Melrose-Koser-Golfview intersection, which issues are most critical to address (pick top 3)?**

	6	25%	Enhancing Pedestrian Safety.
	14	58%	Minimizing or avoiding traffic congestion on adjacent streets.
	11	46%	Avoiding commercial parking from spilling over into adjacent residential neighborhoods.
	16	67%	Ensuring that building scale and architectural character are compatible with the adjacent residential neighborhoods.
	2	8%	Limiting hours of operation to avoid conflicts with adjacent residential properties.
	17	71%	Controlling the type of commercial development to encourage businesses that primarily serve the neighborhood.

**Is it appropriate to consider any additional residential density (e.g. townhome or duplex development) in the area west of the hotel site on Olive Court identified in blue on the above map?**

	6	25%	Redevelopment of properties in this area may be appropriate with certain conditions.
	9	38%	Redevelopment of single-family housing to higher densities should not be considered.
	9	38%	Not sure—I would need to know more information.

**In thinking about the potential for residential redevelopment in general, which issues are most critical to address (pick top 3)?**

	4	17%	Providing affordable housing.
	17	71%	Units that are attractive for owner occupancy rather than rental.
	16	67%	Managing impacts of traffic and parking on local streets.
	8	33%	Building scale (e.g. height limits).
	19	79%	Architectural character that is complementary to the surrounding residential uses.
	1	4%	Housing that serves a distinct population (e.g. senior housing).

**Anything else you would like to say about neighborhood?**

Only 1 rental place that is frequently an eyesore.

university heights is among my favorite places to live, work, and own a home.

Less on street parking. Perhaps Stella could use Paul Moore's lot for parking. Or have "no parking" areas designated when the space is directly across from a driveway.

I am very happy we moved here.

Improving bike access, making lighting and sidewalks safe for running at night, and improving the character of the town with signage and lighting would be great. I'm excited about the swisher tract.

most rentals; little contact with neighbors.

Need more off street parking reinstated on Melrose from George st to kosher. City removed parking when people going to the hospital started parking during the day.

We love our neighborhood for all of the reasons you asked about in the survey-it is safe, friendly, easy to navigate, and, best of all, filled with wonderful people.

We have enjoyed living here for almost 30 yrs. The neighborhood is wonderful as are our neighbors, There are more young families than ever before which is great and should be encouraged.

We have lived in our neighborhood for 54 years. That says it all.

I think our neighborhood has a wonderful mix of owner occupied and rental properties. In our 10+ years we have seen turnover, as older residents leave and younger families enter. Our balance of new and old is a good one.

**What characteristics are worth preserving?**

Small skinny streets that make traffic slow down.

Mature trees. Too many trees have been removed in the last several years.

Older trees.

The mature trees are very nice and its nice that the ravine and Swisher tract was purchased by the city.

Single family dwellings should be encouraged and rentals discouraged.

There are historic homes that pre-date the city itself, along with mid-century modern and a few newer homes that make for a visually pleasing neighborhood. The addition of the Glencrest walking trail is very welcome. Kudos to the Miller's for establishing and maintaining it.

Norman Rockwell homes, established trees.

Off street parking. If people want to use the streets for other than motorized use laws are in place for them already. No need to reinvent the wheel what we have is working. Just spend the money on road repair as people entering UH that is one of the first things that they notice is they try to avoid the pot holes.

I love the quiet street with low traffic, the low rental percentage so we can get to know people who are staying for a longer time, the mature landscaping. Trees.

Strong community feel.

Private residences, trees, safety.

high-quality: public transport, schools, entertainment, midwest ambience, integrated neighborhoods, etc.

Single family homes. Keep a cap on rentals. Work to fill the commercial space at OUP. We don't need any more development.

Trees, lovely neighbors, refuge from Melrose.

**Are there things you would change to make your neighborhood better?**

More sidewalk connections please.

Speed bumps on Grand Ave.

Speed bumps.

Make sure that UH residents and their guests are able to park on the street without concern for getting a ticket. Continue to encourage owner occupied properties or rentals in which there are regular inhabitants who will maintain the property.

Not that I can't think of.

The University's indoor football practice facility has become the neighborhood "night light." Frequently it is lit up even when there probably isn't anyone in the facility. Getting UI to install motion lights or the like inside the building would benefit all of us.

Engaged,caring,concerned,respectful all age groups.

Restate off street parking on Melrose. Replace Melrose again to be able to hold up to the heavy loads that are using it after the weight embargo was lifted. If you are standing on the sidewalk you can fill the ground shaking as heavy loads go by.

I debated on the question about the lighting-our street is rather dark, but I don't mind it too much at this point.

I like the direction we are going with more community center activities.

Better street lighting on Grand/Sunset.

Rental property eyesore.

Younger, more healthy trees!

Rental housing in the neighborhood needs better exterior maintenance: lawncare, snow removal, etc; i would like to see Shared funding/commitment from UI to shield uheights from light pollution; i would also like to for uheights residents to have access to a private pool... the loss of convenient access to the pool at the athletic club is a major one for our family; coffee shop/small grocer @ univ one.

Improved infrastructure, such as increased down cast lighting, replacing and widening sidewalks, and repairing roads with concrete, is critical to improving University Heights. If infrastructure is not improved, there is less reason for home owners to improve their existing homes, and the desire of purchasing a home in University Heights is significantly reduced. University Heights has been limping along for the last 2 decades and the lack of funds to improve infrastructure has drastically decreased the allure of University Heights. Location, location, location is no longer enough, especially when a home buyer can buy a newer, larger and less expensive home with better city provided amenities/infrastructure outside of University Heights.

BASIC INFO			
	13	81%	Own a home and live in University Heights
	8	50%	Lived in UH for more than 10 years
	3	19%	Lived in UH for 6-10 years
	3	19%	Lived in UH for Less than 2 years
	7	44%	Have children under 18 years of age living in HH
	13	81%	Working Full-Time
	6	38%	Most often commute to work by Vehicle
	6	38%	Most often commute to work by walking

GETTING ABOUT			
Agree	12	75%	It's safe and inviting to walk in my neighborhood.
Agree	12	75%	It's safe to bicycle in my neighborhood.
Agree	12	75%	There is often a lot of vehicle traffic through my neighborhood.
Agree	10	63%	Traffic speed is a significant concern in my neighborhood.
Disagree	10	63%	When I need it, on-street parking is usually easy to find in my neighborhood.

PHYSICAL CONDITIONS			
Agree	11	69%	All/most of the properties in my neighborhood are adequately maintained.
Disagree	10	63%	The streets in my neighborhood are in fairly good condition.
Agree	12	75%	The sidewalks in my neighborhood are in fairly good condition
Agree	10	63%	There is adequate lighting in my neighborhood.
Agree	12	75%	The overall appearance of my neighborhood is pleasing.

QUALITY OF LIFE			
Agree	16	100%	It is quiet and peaceful most of the time in my neighborhood.
Agree	15	94%	I feel welcome and at home in my neighborhood.
Disagree	10	63%	It is somewhat difficult to get to know people in my neighborhood.
Agree	10	63%	My neighborhood has a distinct character that I would not want to change.

ONE UNIVERSITY PLACE			
Agree	11	69%	Meets the standard for quality design and construction appropriate for this location in University Heights.
Agree	7	44%	Is an attractive addition to the Melrose Avenue streetscape.
Agree	10	63%	Provides adequate ingress and egress such that traffic on Melrose Avenue is not significantly delayed.
Agree	15	94%	Is convenient and safe for University Heights residents to bike or walk to.
Agree	9	56%	Makes a positive contribution to the quality and diversity of housing in University Heights.
Agree	11	69%	Provides appealing spaces for public gatherings and social interaction among University Heights residents.
Agree	11	69%	Overall, it's been a positive addition to University Heights.

**Do you think that additional commercial development (similar in scale to the building at 1006 Melrose Avenue which includes Stella and the Melrose Dental Office) should be considered on any of the lots identified in purple on the above map?**

	5	31%	Yes, additional development might be appropriate, depending on scale, vehicle access, parking and other factors.
	7	44%	No, additional development is not appropriate in this area.
	4	25%	I'm not sure. I would need to know more information.

**In thinking about existing or future commercial development in this area along the Melrose-Koser-Golfview intersection, which issues are most critical to address (pick top 3)?**

	8	50%	Enhancing Pedestrian Safety.
	11	69%	Minimizing or avoiding traffic congestion on adjacent streets.
	7	44%	Avoiding commercial parking from spilling over into adjacent residential neighborhoods.
	6	38%	Ensuring that building scale and architectural character are compatible with the adjacent residential neighborhoods.
	1	6%	Limiting hours of operation to avoid conflicts with adjacent residential properties.
	9	56%	Controlling the type of commercial development to encourage businesses that primarily serve the neighborhood.

**Is it appropriate to consider any additional residential density (e.g. townhome or duplex development) in the area west of the hotel site on Olive Court identified in blue on the above map?**

	3	19%	Redevelopment of properties in this area may be appropriate with certain conditions.
	9	56%	Redevelopment of single-family housing to higher densities should not be considered.
	4	25%	Not sure—I would need to know more information.

**In thinking about the potential for residential redevelopment in general, which issues are most critical to address (pick top 3)?**

	5	31%	Providing affordable housing.
	8	50%	Units that are attractive for owner occupancy rather than rental.
	10	63%	Managing impacts of traffic and parking on local streets.
	5	31%	Building scale (e.g. height limits).
	10	63%	Architectural character that is complementary to the surrounding residential uses.
	1	6%	Housing that serves a distinct population (e.g. senior housing).

**Other General Comments**

None



**NEIGHBORHOOD 2**  
**16 Responses**

**Anything else you would like to say about neighborhood?**

Any pending development of this neighborhood makes this a very undesirable, unpredictable and unsettling place to live. My peers at work have no interest in buying a home in a neighborhood that may flip and have a 10 story erection with the potential of people peering into their windows. All of the quiet charm is blown when you have backlighting behind your rear lot line and suddenly are "on stage" in your back yard.

stop planting trees under power lines. they grow up into the power lines.

There's a sometimes overbearing presence of police.

Would rather not have the rental properties with multiple card or scooters parked.

I love the mix of families and college students, and people of all ages and interests. Tailgating season is a fun lively time for the community and I enjoy living in the area for it even if I'm not participating!

The roads need to be fixed. There's no reason why we should have a "tree board" when the ROADS LOOK TERRIBLE and our property values are plummeting. Look at the price drops online on the currently properties for sale here. They're having to drop asking price by over \$50k! That's unheard of in this area!

Too many rental properties, and they are not well maintained.

Even the bikes speed, no warning, ignore stop signs, no directionals, just like the cars, motorcycles, mopeds.

I feel like the city council has rolled over to corporate interests and that none of what I tell you it's going to matter. I don't feel the leadership will act on or represent anything I'm about to tell you.

I love my neighborhood.

Its lovely.

**What characteristics are worth preserving?**

University Heights over time has been a preservation project. It is unheard of to have this safe of a neighborhood in the vicinity of a tertiary care hospital. Many residents have sat on council since the beginning of our town and worked to preserve this neighborhood environment not only from the encroachment of Iowa City but from the encroachment of salivating investors. Mixed/high density living like what you will see on Benton Street will change the walkability of this neighborhood more.

There are UIHC patients who check themselves out of their inpatient units to get out and take walks with family. University Heights is a safe and enjoyable reminder of home when you are out of your natural environment. My blood pressure immediately drops when you enter the charm that is University Heights.

This is an ideal neighborhood environment that is almost park-like in its walkability. And! This "neighborhood park" and trails called sidewalks with its quaint living are maintained and even paid for by homeowner tax dollars...not put on to public coffers of which University Heights does not have in abundance. Its the best of both worlds in terms of a preservation project. No public maintenance, no public funding, all the feels of a charming time capsule.

Single family homes/non-rental homes.

I like the football atmosphere with no open container laws.

Peacefulness.

Lots of tall trees, mostly well maintained yards/house fronts.

The right to make our own choices on property that we pay taxes for. Whether that means porta potties on gamedays or renting the property, or any other legal practice.

Older houses.

The friendliness of neighbors.

Mature trees.

Mature trees and tree canopies. Residential character.

Combination of older and younger people.

The ravine needs to be preserved and the land for sale there may be of interest for the city to buy.

**Are there things you would change to make your neighborhood better?**

Provide public funding to keep walkways clear at intersections. There's no reason in a big snow to have a goat path wide enough as a bike tire to Stella restaurant when people live in wheelchairs and their lives are dependent on a clear path to a warm place.

I have great concern for the level of dis-repair that is the street of Olive Court. The pothole/sinkholes and the city's liability are far too great for my tax payer dollar to bear. We should not be allowing this disrepair for even one day. Just because we are a small community does not mean that we ignore the needs of the people as we await the next "new" thing. The coldest days of the year and at the public bus stop, the shelter/wind block has been removed on the corner of Koser and Melrose. It would be nice if there was more visibility to this bus stop so bus drivers don't have to do a brake stand to pick you up in a snow bank up to your thighs.

Home owner/renter on street parking passes/sticker/something so we can utilize on street parking without overwhelming the streets with hospital workers/residents/students...

The side roads around my neighborhood are poorly maintained.

I would like the cops to nail speeders going up and down my street. Most do not observe the speed limit.

Definitely need more street lighting.

I would like the option/ability to rent my property if I would like to do that in the future. We've put tens of thousands of dollars into home improvements in hope to make it an investment for hospital residents to rent in the future, and are disappointed his privilege has been stripped from us. Replace several members of city council to prevent an unqualified council from interfering with the livelihood of its citizens. Nobody in this town attends those public meetings, and this council is operating on their own interest and pretending it's in the best interest of the public. I do not trust that the council understands this very small city. They're currently treating it like a large city that has unlimited resources. Their decisions are negatively impacting home values and I can already imagine their proposal to raise taxes because of their inefficiency as leaders.

Less rental properties.

The traffic ought to be obvious; football weekends...the first game of this past season was near perfect, then the strategies were abandoned to prior status and it was as bad as ever; the city suggestions/recommendations omitted trespassing which occurs regularly...one night I found a co-ed in the dining room; it is common for trash/garbage to be dumped in the yard.

Better lighting.

Update the quality of the sidewalks and paved streets; not very walkable, particularly in winter time. Improved road maintenance during winter time. Better street lighting. Preserve the residential character of the neighborhood and protect residents and property values by actively soliciting their feedback and inviting their input, particularly in those areas directly adjacent to new commercial development. Make it easier for small retailers such as coffee shops and restaurants to establish and maintain businesses in University Heights; neighborhoods have local shops, why can't we get any at OUP?

Some of the sidewalks routinely flood with rain/melting snow.

Slow traffic on Koser.

The street was worked on years ago and replaced with cement, on an asphalt rode, the drainage is not good along the curb.

BASIC INFO		
13	76%	Own a home and live in University Heights
7	41%	Lived in UH for more than 10 years
6	35%	Lived in UH for 2-5 years
3	18%	Lived in UH for Less than 2 years
12	71%	I have neither children under 18 or adults over 65
17	100%	Working Full-Time
6	35%	Most often commute to work by Vehicle
4	24%	Most often commute to work by walking
4	24%	Commute by combination

GETTING ABOUT			
Agree	14	82%	It's safe and inviting to walk in my neighborhood.
Agree	13	76%	It's safe to bicycle in my neighborhood.
Disagree	9	53%	There is often a lot of vehicle traffic through my neighborhood.
Agree/Disagree	8	47%	Traffic speed is a significant concern in my neighborhood.
Agree	9	53%	When I need it, on-street parking is usually easy to find in my neighborhood.

PHYSICAL CONDITIONS			
Agree	9	53%	All/most of the properties in my neighborhood are adequately maintained.
Agree	10	59%	The streets in my neighborhood are in fairly good condition.
Agree	13	76%	The sidewalks in my neighborhood are in fairly good condition.
Agree	10	59%	There is adequate lighting in my neighborhood.
Agree	15	88%	The overall appearance of my neighborhood is pleasing.

QUALITY OF LIFE			
Agree	17	100%	It is quiet and peaceful most of the time in my neighborhood.
Agree	16	94%	I feel welcome and at home in my neighborhood.
Agree	10	59%	It is somewhat difficult to get to know people in my neighborhood.
Agree	11	65%	My neighborhood has a distinct character that I would not want to change.

ONE UNIVERSITY PLACE			
Agree	12	71%	Meets the standard for quality design and construction appropriate for this location in University Heights.
Agree	9	53%	Is an attractive addition to the Melrose Avenue streetscape.
Agree	13	76%	Provides adequate ingress and egress such that traffic on Melrose Avenue is not significantly delayed.
Agree	16	94%	Is convenient and safe for University Heights residents to bike or walk to.
Agree	8	47%	Makes a positive contribution to the quality and diversity of housing in University Heights.
Agree	9	53%	Provides appealing spaces for public gatherings and social interaction among University Heights residents.
Agree	9	53%	Overall, it's been a positive addition to University Heights.

Do you think that additional commercial development (similar in scale to the building at 1006 Melrose Avenue which includes Stella and the Melrose Dental Office) should be considered on any of the lots identified in purple on the above map?			
	6	35%	Yes, additional development might be appropriate, depending on scale, vehicle access, parking and other factors.
	3	18%	No, additional development is not appropriate in this area.
	8	47%	I'm not sure. I would need to know more information.

In thinking about existing or future commercial development in this area along the Melrose-Koser-Golfview intersection, which issues are most critical to address (pick top 3)?			
	6	35%	Enhancing Pedestrian Safety.
	9	53%	Minimizing or avoiding traffic congestion on adjacent streets.
	13	76%	Avoiding commercial parking from spilling over into adjacent residential neighborhoods.
	9	53%	Ensuring that building scale and architectural character are compatible with the adjacent residential neighborhoods.
	2	12%	Limiting hours of operation to avoid conflicts with adjacent residential properties.
	9	53%	Controlling the type of commercial development to encourage businesses that primarily serve the neighborhood.

Is it appropriate to consider any additional residential density (e.g. townhome or duplex development) in the area west of the hotel site on Olive Court identified in blue on the above map?			
	4	24%	Redevelopment of properties in this area may be appropriate with certain conditions.
	3	18%	Redevelopment of single-family housing to higher densities should not be considered.
	10	59%	Not sure—I would need to know more information.

In thinking about the potential for residential redevelopment in general, which issues are most critical to address (pick top 3)?			
	6	35%	Providing affordable housing.
	10	59%	Units that are attractive for owner occupancy rather than rental.
	13	76%	Managing impacts of traffic and parking on local streets.
	5	29%	Building scale (e.g. height limits).
	10	59%	Architectural character that is complementary to the surrounding residential uses.
	0	0%	Housing that serves a distinct population (e.g. senior housing).

Other General Comments		
I'm disappointed in the development and changes in uheights, and don't see this as my long term home.		
What value-set are driving these questions? Lots of technical questions about yes/no on commercial development. What about efforts to build a local pool? Consistently support our local school? Connect new families to others in the neighborhood? My priorities for the city are creating policies aligned to families, diversity and neighborliness. What are the drivers of this new plan besides development?		
Housing costs are extremely high in UH. As a young couple, me and my wife would love to live here permanently although we at this current time frame would be unable to afford it given the exorbitant cost...		
Preserve the character of the City, keep the City safe by supporting the UH PD and traffic calming measures. Please remember that we have a low crime rate BECAUSE of the police presence. Stop trying to get rid of the police!		
1. Increases in density, businesses, developments, hotels, events (Kinnick -- not just football), and our pass-through location require increases in police attention. Having the UHPD is a major "perk" of living in UH. Visible police = deterrent. 2. UH should have a published "comp plan" of infrastructure improvements ranked according to need. 3. On-street parking for businesses may be necessary currently, but should be addressed to keep it out of neighborhoods.		
Any hotel development was never considered in previous comprehensive planning or visions of the future of Univ Heights. What is the likelihood that a well thought out and supported Comprehensive Plan for our city will be followed in the future when specific development opportunities present themselves?		



## NEIGHBORHOOD 3

17 Responses

**Anything else you would like to say about neighborhood?**

I enjoy my neighbors a lot! The exception is the lady across the street is very grumpy and causes some issues on game day.  
Street parking is a significant issue. The residents of my section of Koser have none. Also, street lighting is almost none existent.  
The cars go fast on our street.  
Terrible cell service that needs to be upgraded. Why do towns of 1000 people have better cell service than us?  
Thanks to the current City Council for their first steps toward reducing the number of rental properties however it could be too little too late to save our neighborhood which is already at 57% rental property.  
Please continue to address rentals: our percentage is far too high. Steady enforcement of ordinances is required to maintain a "pleasing neighborhood appearance." Thank you for efforts so far.  
Overall, I really like living in University Heights. Melrose needs better lighting. As a young female, I often feel unsafe walking alone at night on the stretch of Melrose between Koser and Sunset.  
I love the ability to walk to (the 2) close restaurants.  
I think there are already too many rentals in the neighborhood.

**What characteristics are worth preserving?**

It's diversity in race, age, educational background.  
Public parks and maintained play areas for children.  
A community of families who are invested in creating a safe, diverse community that helps one another.  
The restriction on street parking should be maintained. The emphasis and continued focus on street trees is also a positive aspect of the neighborhood. The contracted services are very good (garbage pick up, street snow removal).  
Small, attractive, single family homes are key to maintaining the charming feel of University Heights. Don't allow replacing small homes with giant structures that are out of place in our neighborhoods.  
Small houses with individual charm; tree canopy; narrower streets; and UHPD vehicles regularly passing through the neighborhood.  
Slow pace to traffic, pedestrian and bike friendly, consistent enforcement of rules on game days, limited on street parking, landscaped and maintained common areas.  
I like that it is a relatively quiet community and that it feels relatively safe. Although I am a renter myself, I do feel that the number of rentals should be capped at a small percentage of the total dwellings in the neighborhood to preserve this.

**Are there things you would change to make your neighborhood better?**

The police certainly pull us over a lot which can be a bit of a pain.  
More lighting on the sidewalks leading to the hospital. Bike lanes to ensure safety of bikers.  
trash/litter, the association and property management doesn't do a good job of maintaining the lawn and trash areas, I wonder if anyone else notices this or cares.  
flooding due to tire tracks/repeated driving from tailgating during rain makes the grounds unappealing in some places my opinion.  
Street parking, street lighting, and too many college aged renters. I also think we need to tighten the open container enforcement during game days. We are choosing to allow a giant party that ends up attracting college aged renters to are neighborhood. If we chose to be as strict about drinking and partying as we are speeding, we would see a change in who is attracted to our neighborhood. Developers and non-resident property owners seem to have an outsized voice and influence among our governing bodies. I really like the 20% cap; however, it would be nice to address the culture issue in our neighborhood. Are we a community that is driven by hawkkey football revenue or are we a community based in family-friendly priorities?  
Fix the streets major pot holes in them.  
Enforcement of traffic laws should be a priority; especially adherence to stop signs and speed limits. Enforcement of sidewalk clearing of ice and snow should also be a priority; many residences do not clear their sidewalks of snow and ice. Enforcement of parking restrictions should continue to be a priority. Many of the streets are in poor condition and need to be repaved, however my understanding is that there is no comprehensive repaving schedule.  
Improve cell service and add the bike lane on melrose Avenue for safety at the intersection with Koser.  
I hate game weekends. I plan to move out of UH within 2 years because of this issue. Too many drunk, aggressive people leaving garbage everywhere.  
Street repair, add curbs to control water and street damage, replace sidewalks (not individual panels), add sidewalks in areas that don't currently have them, encourage residents to take pride in their property.  
Streets are drivable but need replacement/repair to correct issues such as drainage. Sidewalks are walkable but need overall replacement + improvement by the city. Bikeways to slow traffic and keep bikes off of neighborhood sidewalks. Sensitive lighting to replace overly bright lights - not more bright lights. Please decrease rather than increase on-street parking.  
I do not think rentals need to be strictly limited in percentage, because I think renters bring a vibrancy to Univ Heights. I think landlords must be held to standards which enhance but not detract from the neighborhood.  
I wish that there were more efforts to make it a stronger community with regular opportunities for neighbors to get to know and interact with each other. This could include monthly socials (ex. game nights, potlucks, happy hours, etc.), a community lending program for items used infrequently (ex. carpet shampooers, power tools, sporting equipment, etc.), and increased areas of the neighborhood for hanging out (a more inviting park, a coffee shop, a small movie theater, etc.).

BASIC INFO			
37	97%	Own a home and live in University Heights	
25	66%	Lived in UH for more than 10 years	
4	11%	Lived in UH for 6-10 years	
5	13%	Lived in UH for 2-5 years	
13	34%	Have children under 18 years of age living in HH	
15	39%	Neither children under 18 or adults over 65	
31	82%	Working Full-Time	
20	53%	Most often commute to work by Vehicle	
8	21%	Most often commute to work by walking	
GETTING ABOUT			
Agree	33	87%	It's safe and inviting to walk in my neighborhood.
Agree	32	84%	It's safe to bicycle in my neighborhood.
Disagree	30	79%	There is often a lot of vehicle traffic through my neighborhood.
Disagree	22	58%	Traffic speed is a significant concern in my neighborhood.
Agree	34	89%	When I need it, on-street parking is usually easy to find in my neighborhood.
PHYSICAL CONDITIONS			
Agree	31	82%	All/most of the properties in my neighborhood are adequately maintained.
Agree/Disagree	19	50%	The streets in my neighborhood are in fairly good condition.
Agree	26	68%	The sidewalks in my neighborhood are in fairly good condition
Agree	24	63%	There is adequate lighting in my neighborhood
Agree	37	97%	The overall appearance of my neighborhood is pleasing.
QUALITY OF LIFE			
Agree	38	100%	It is quiet and peaceful most of the time in my neighborhood.
Agree	37	97%	I feel welcome and at home in my neighborhood.
Disagree	21	55%	It is somewhat difficult to get to know people in my neighborhood.
Agree	25	66%	My neighborhood has a distinct character that I would not want to change.
ONE UNIVERSITY PLACE			
Agree	20	53%	Meets the standard for quality design and construction appropriate for this location in University Heights.
Agree	19	50%	Is an attractive addition to the Melrose Avenue streetscape.
Agree	23	61%	Provides adequate ingress and egress such that traffic on Melrose Avenue is not significantly delayed.
Agree	32	84%	Is convenient and safe for University Heights residents to bike or walk to.
Agree	23	61%	Makes a positive contribution to the quality and diversity of housing in University Heights.
Agree	22	58%	Provides appealing spaces for public gatherings and social interaction among University Heights residents.
Agree	20	53%	Overall, it's been a positive addition to University Heights.
Do you think that additional commercial development (similar in scale to the building at 1006 Melrose Avenue which includes Stella and the Melrose Dental Office) should be considered on any of the lots identified in purple on the above map?			
20	53%	Yes, additional development might be appropriate, depending on scale, vehicle access, parking and other factors.	
8	21%	No, additional development is not appropriate in this area.	
10	26%	I'm not sure. I would need to know more information.	
In thinking about existing or future commercial development in this area along the Melrose-Koser-Golfview intersection, which issues are most critical to address (pick top 3)?			
13	34%	Enhancing Pedestrian Safety.	
20	53%	Minimizing or avoiding traffic congestion on adjacent streets.	
27	71%	Avoiding commercial parking from spilling over into adjacent residential neighborhoods.	
18	47%	Ensuring that building scale and architectural character are compatible with the adjacent residential neighborhoods	
9	24%	Limiting hours of operation to avoid conflicts with adjacent residential properties.	
24	63%	Controlling the type of commercial development to encourage businesses that primarily serve the neighborhood.	
Is it appropriate to consider any additional residential density (e.g. townhome or duplex development) in the area west of the hotel site on Olive Court identified in blue on the above map?			
16	42%	Redevelopment of properties in this area may be appropriate with certain conditions.	
9	24%	Redevelopment of single-family housing to higher densities should not be considered.	
12	32%	Not sure—I would need to know more information.	
In thinking about the potential for residential redevelopment in general, which issues are most critical to address (pick top 3)?			
5	13%	Providing affordable housing.	
8	21%	Units that are attractive for owner occupancy rather than rental.	
10	26%	Managing impacts of traffic and parking on local streets.	
5	13%	Building scale (e.g. height limits).	
10	26%	Architectural character that is complementary to the surrounding residential uses.	
1	3%	Housing that serves a distinct population (e.g. senior housing).	



## NEIGHBORHOOD 4

### 38 Responses

**Other General Comments**

Rental property and owner occupancy can exist together. Several areas in UH, like around the new Marriott are ideal for rental property.

We moved to UH because it was a residential area with single-family homes. The commercial development at 1 University Place and the Marriot are only the beginning of radical changes in UH. Traffic from the hotel will make turning Melrose into a 4 lane street, the homes on either side will be torn down and 5 storey student appartments will go up. If UH is not viable with current tax base then allow Iowa City to annex us and stop using our city status as a piggy bank for developers and tax cheats.

Since the retail spaces in One University Place sit mostly empty, I'm not sure I'd be supportive of additional commercial development at Melrose/Koser/Golfview. All we have in One Univ Place is the pizza place. Also - when city councilors were lobbying residents to support the acquisition of the Swisher Tract, there was mention of an off-leash dog park. I've seen nothing more about a dog park in plans. A dog park would be a fantastic amenity for our community. It wouldn't need to be a destination dog park like Iowa City's Thornberry - but rather a place where UH residents could walk to with their dogs for a little off-leash time. As a dog-owner, I'd be willing to pay a license fee for this (we currently pay a fee to Iowa City to use Thornberry).

Please be mindful of new/young families as this plan is developed. My wife and I are in our mid-twenties and don't feel that it is easy or financially possible for most folks our age to move into this neighborhood. Most of our neighbors are 60+ and we would like to see more "young people" be able to easily move into our neighborhood.

Concerns about traffic by the new hotel site, kinnick and Melrose area.

Housing in University Heights is highly affordable, there is no need to provide extra "affordable housing"

See, this rental/owner thing is even in one of your questions. Ugh.

GOOD LUCK! I have seen the former Plan used to justify the yet to be determined positive/negative University One. So painful to see the community ripped in two. I think that any future plans should represent a larger percentage of the community.

The TIF was a shocking tax incentive that is not warranted. Our Council needs to stop giving away so much to developers. Keep pedestrian and biking a priority. Affordable housing or handicap accessible housing would be nice but not the top priority. Parking will always be desirable from university related access, but needs to remain restricted to keep the atmosphere of the community.

Address traffic congestion on Melrose Ave which is a major issue in the mornings and evenings.

Any commercial development that serves the neighborhood is #1 priority. If done appropriately, it adds to the value of the neighborhood by adding services in close proximity.

Affordable housing would be detrimental to any community. I live within my means and so should everyone. There is no affordable housing at Brown deer or Wellington Heights, why would my tax money go to a social experiment.

I think it's great to have some retail here. Would be valuable for folks in neighborhood and at hospital, including patient families (as most everything they need is either on other side of river or other side of U Heights, except now Stella and Maggie's). I do worry that too many cookie-cutter luxury condos could harm the neighborhood, which has a great mix of owners where we live (my immediate neighbors include a subspecialist MD, lawyer, plumber, biology teacher, and manager of a driveway surfacing business). This is good for our children and for new residents to have that openness to people of various walks of life. I'm not sure that the same can be said of the areas composed of only luxury condominiums, but the details matter.

If the Marriot can do it then existing property owners should also be allowed to re-develop but not rezone.

I expected the landscaping/lawn care of Univeristy One Place to be better kept than it has been.

City needs more public art. There are vacant areas in the city that are being appropriated by others fir football parking instead of the common hood. With hotel money, public art and greenspace pickers should be a priority. Also, The time is ripe for adding row-houses to the housing stock. That's missing and it would be nice to add it around the olive court area.

**Anything else you would like to say about neighborhood?**

We don't have sidewalks on our street and I do not think we need them, the traffic is low and many people and kids walk and play in the streets.

Mahaska Dr. street is a disaster. Has only had a long term repair 1-2 times in over 50 years. I know, I've lived here for 53 years.

Looking forward to having a destination park with the acquisition of the Swisher Tract.

Friendly, quiet neighborhood.

We are not interested in more hotels, tax give-aways, or traffic associated with commercial development.

Our neighborhood is quiet and friendly - people look out for each other. We feel fortunate to have found a home in the neighborhood.

I'm frustrated that as a homeowner I cannot legally park on the street in front of my house overnight. Among many other reasons, this is especially inconvenient when we have visiting guests.

I love my neighborhood but would not be afraid to see some higher densities in the form of multifamily housing or added units in back yards.

For the most part, have enjoyed living in the neighborhood for the past two years.

First priority of University Heights should be to be safe. The proposed plan to stop racial profiling is the wrong way to do that.

I would want my neighbors to come and tell me if they have an issue or see a violation of some sort... rather than call the police department (basically, be a good neighbor). The rules we have are designed to make UH a great neighborhood... so be a good neighbor. :)

It's good. Diversity of backgrounds and economic levels in my area make it a rich and rewarding place to live. I hate the politics though; having a separate "city" for this tiny plot of land is demented. It's a glorified neighborhood association, and lately seems to have become really corrupt.

We have had a lot of new people on our street, we just need to get organized and have a spring picnic, should do every year.

The sidewalk issue is with snow removal and maintaining icy spots to promote walking. Hidden problems are where there is regular run off and freezing, and chronic issues with lack of salt. The snow removal problem is more obvious. Both create hazards. Snow removal on 2/25 was really helpful - thank you.

Let's get that done earlier.

I think the neighborhood looks great without sidewalks.

I feel safe as police drive by in my neighborhood.

Might as well be a part of Iowa City. I am very against TIFF in any form. I think the Marriott will be a detriment to the community. Melrose Ave should be 4 lanes plus middle turn lane from Mormon Trek to Riverside.

We have a very friendly neighborhood group with block and house parties.

We are in a lower % area for rentals, but my main concern is that the rental properties will not be maintained to the same extent of the non-rentals as the properties age. Because of the home values, most owners invest in their homes and have adequate upkeep. Rental properties lose less value than owned homes, because the location will keep them valuable and those only staying for 1-2 years aren't as concerned about long-term maintenance. In short, I'd like to see a strong and well-enforced maintenance code.

People who own their homes keep them up nicely

UH needs to invest in sidewalks on the internal streets and not just the perimeter in my neighborhood. Also, overnight parking shouldn't be such a big deal.

Quiet, calm. Several younger families like ours in neighborhood, as well as some retired folks. Housing prices are a bit high, maybe too high. One

unfortunate fact is that 3 houses within a block have been empty for a while and need to sell. We hope that they sell this spring or summer.

Changing our distinct character with updating and modernizing homes is good.

The emergency vehicle travel on Melrose is common, consistent and disruptive. Football parking on neighbors lawns is destructive to infrastructure and should be curtailed. Sometimes people have driven across our lawn without permission in order to get off of neighbor's lawns where they parked. Weight of unintended vehicle traffic may cause damage to utility corridors. I don't think parking should be allowed on lawns at all.

There are no sidewalks on my street.

Streets have significant disrepair. Homes need incentives to get exterior updates. New sidewalks needed. Small trash doggie-poo stations should be places throughout city to have owners take pick up their poo.

It's nice.

**What characteristics are worth preserving?**

Local traffic is slow and respectful of children and bicyclists.
The trees, small parks low density housing and wide lanes.
Single family residential character.
Tree canopy, density.
I think it should be perfectly legal and easy to rent a bedroom or two in our house (which we own and occupy) to college students or other folks. It provides them with a close (to the U of I campus), affordable housing option in a safe neighborhood when college students are already feeling burdened by rising tuition costs and a high cost of living during an already stressful time in life.
Trees and natural features are great. I'd like to see less yards and more natural prairie plantings.
Safe and clean.
Safety. Safety. Safety. Neighbors are mixed professions (self employed, blue-collar and university employed) but almost employed or post employment. Mixed ages. Middle class character, neither poor nor wealthy.
Aesthetics. I like the focus on keeping UH "beautiful"... but within reason. We want to welcome new young families to the area.
High rate of home ownership.
Single family, primarily owner occupied; a few rentals.
I wish we (UH) could be more welcoming to rental properties / low income families. It feels so gross that that's something we're currently blocking in an active way. There really doesn't seem to be a way to justify it other than some kind of elitist fear about property values and maybe an idea that college students are somehow bad, when many of us have kids who have been or will one day be college students.
Single family homes. Rental is fine as long as they are maintained, that is a huge challenge. We have professionals on our street, sorry to type cast but I have yet to see a college student rented house that is maintained properly. The exception is if lawn care and snow removal is built into the rent and done by professionals. Can that be required?
Quiet family residential; green space and mature trees; friendly, safe; good resale value.
No sidewalks.
None.
Lots of trees, quiet, older homes with developed yard.
We have a significant number of new people in our neighborhood who ignore many of the rules & regs that govern snow removal, garbage pickup, and leaf disposal.
Owner occupied with professional married couples with children.
Trees! If the houses are well-kept and we keep the trees, the rest will be fine.
The family owned homes are paramount.
Quiet, calm. Easy walk to work at UIHC.
large lots.
Safety, 20/25 mph speed limits, green space.
Trees.
Trees, or replacing older ones.
Big front yards. If sidewalks come through, I'd like to see a smaller ROW between curb and sidewalk to ensure the yards don't look cut up by a sidewalk.
I don't know that we should make rules about preserving "neighborhood characteristics", if that's what you mean. Let it evolve.

**Are there things you would change to make your neighborhood better?**

One house is has been rented and the owner does not take good care of the property. Other rental properties are well maintained.

No rentals

Repairing numerous potholes and street repairs!

The street lighting is almost non-existent, which makes the residential areas very dark at night even in summer. That may give a unsafe feeling for (young) women to walk there at night. Some lighting may improve the situation.

Stop trying to turn U Heights into the Coralville strip.

Abolish the UH tree board. I'm tired of their passive aggressive letters and feel that they provide no benefit to me or my neighborhood.

I'd like to see traffic calming, sidewalk additions, on-street parking and other techniques to discourage speeding by drivers.

Would be nice to have a coffee shop/bakery within walking distance by the new condos/Maggie's pizza development on Melrose.

I should be able to leave my door and car open at night, giving up on that is a sliding scale to where you cannot walk over street during the day. Street improvements would be welcome.

Decrease rentals on Oakcrest and on parts of Koser.

I guess I would like people to stop putting herbicides and pesticides in their lawns. There's no way that will happen because people have some kind of weird relationship with their mono-culture of a lawn, but it's really a terrible practice. Poisoning everything is really bad for animal and plant diversity, and worse still for water quality.

Slow down the speed on Koser, late parents on the way to horn drive too fast. I'll bring it up to the Chief. It would be nice to see wide sidewalks, at least 1 side, that a properly cleared in the winter on full stretch of Koser Ave for Hospital/University Working staff/Horn Students and Oakcrest for Horn Students.

Reduce rental properties or require (with follow-up) better maintenance of property and sidewalks. Add bike lanes - the wide sidewalk is not inviting for bikers. I bike and do not want to be on the same space as pedestrians, dog walkers and strollers.

Better streets, street lamps around the neighborhood

Keep my neighborhood streets maintained.

Improve traffic flow should be a priority. For a small community this is an issue and should be solved.

Street lighting and more security. Seems like each year we have issues with car break ins, 24x7 Police patrols would help.

Fewer rental properties and fewer disruptions with football game day.

Because there are no sidewalks, there are no crosswalks for all the kids walking to Horn that live on Highland or any of the North/South streets (Monroe, etc). They have to walk on the street, and cross at uncontrolled intersections.

I'd also like to see no parking on gamedays on both sides of Highland. Traffic moves quickly down that street as many view it as a "thru" street. With heavy foot traffic, cars parked on the north side of Highland, and drivers going quickly down Highland, it's dangerous as pedestrians walk out from between parked cars.

Put utilities below ground (no idea if this is even an option).

Keep rentals close to zero as possible.

There are no sidewalks on many streets, which limits connections with neighbors, results in a lot of walking down middle of street, and results in some concern for child safety (cannot ask to go next door without going into street). I think sidewalks would benefit folks going to school at Horn, too.

More city-wide activities.

I'd like to see dog poop bags and sanitary containers for disposal of excrement at the park, intermittently along Sunset and other neighborhood streets. It would be great to have some of the Swisher Tract used for an off-leash dog park for resident use only.

More block parties.

Adding Sidewalks on the street, adding clear crossing areas on way to Horn Elementary, larger street signs/updated ones, no parking on home football games on both sides of street (Highland Drive).

Offer cuty rebates to bring in solar panels and decrease our carbon foot print as a community. Offer city rebates to fix ugly driveways, fix ugly front home exteriors, etc. the homes look tired from the outside and so does the neighborhood.

BASIC INFO		
	7	<b>70%</b> Own a home and live in University Heights
	2	<b>20%</b> Lived in UH for more than 10 years
	2	<b>20%</b> Lived in UH for 2-5 years
	6	<b>60%</b> Lived in UH for Less than 2 years
	7	<b>70%</b> Adults over 65 years of age living in your HH
	5	<b>50%</b> Retired
	5	<b>50%</b> Most often commute to work by Vehicle
	2	<b>20%</b> Most often commute to work by walking
	2	<b>20%</b> Most often commute by a combination

GETTING ABOUT		
Agree	10	<b>100%</b> It's safe and inviting to walk in my neighborhood.
Agree	8	<b>80%</b> It's safe to bicycle in my neighborhood.
Agree	9	<b>90%</b> There is often a lot of vehicle traffic through my neighborhood.
Agree/Disagree	5	<b>50%</b> Traffic speed is a significant concern in my neighborhood.
Agree	5	<b>50%</b> When I need it, on-street parking is usually easy to find in my neighborhood.

PHYSICAL CONDITIONS		
Agree	9	<b>90%</b> All/most of the properties in my neighborhood are adequately maintained.
Agree	9	<b>90%</b> The streets in my neighborhood are in fairly good condition.
Agree	10	<b>100%</b> The sidewalks in my neighborhood are in fairly good condition
Agree	8	<b>80%</b> There is adequate lighting in my neighborhood.
Agree	9	<b>90%</b> The overall appearance of my neighborhood is pleasing.

QUALITY OF LIFE		
Agree	8	<b>80%</b> It is quiet and peaceful most of the time in my neighborhood.
Agree	10	<b>100%</b> I feel welcome and at home in my neighborhood.
Disagree	5	<b>50%</b> It is somewhat difficult to get to know people in my neighborhood.
Agree	6	<b>60%</b> My neighborhood has a distinct character that I would not want to change.

ONE UNIVERSITY PLACE		
Agree	9	<b>90%</b> Meets the standard for quality design and construction appropriate for this location in University Heights.
Agree	7	<b>70%</b> Is an attractive addition to the Melrose Avenue streetscape.
Agree	9	<b>90%</b> Provides adequate ingress and egress such that traffic on Melrose Avenue is not significantly delayed.
Agree	9	<b>90%</b> Is convenient and safe for University Heights residents to bike or walk to.
Agree	8	<b>80%</b> Makes a positive contribution to the quality and diversity of housing in University Heights.
Agree	7	<b>70%</b> Provides appealing spaces for public gatherings and social interaction among University Heights residents.
Agree	8	<b>80%</b> Overall, it's been a positive addition to University Heights.

**Do you think that additional commercial development (similar in scale to the building at 1006 Melrose Avenue which includes Stella and the Melrose Dental Office) should be considered on any of the lots identified in purple on the above map?**

5	<b>50%</b> Yes, additional development might be appropriate, depending on scale, vehicle access, parking and other factors.
3	<b>30%</b> No, additional development is not appropriate in this area.
2	<b>20%</b> I'm not sure. I would need to know more information.

**In thinking about existing or future commercial development in this area along the Melrose-Koser-Golfview intersection, which issues are most critical to**

1	<b>10%</b> Enhancing Pedestrian Safety.
5	<b>50%</b> Minimizing or avoiding traffic congestion on adjacent streets.
4	<b>40%</b> Avoiding commercial parking from spilling over into adjacent residential neighborhoods.
6	<b>60%</b> Ensuring that building scale and architectural character are compatible with the adjacent residential neighborhoods.
2	<b>20%</b> Limiting hours of operation to avoid conflicts with adjacent residential properties.
7	<b>70%</b> Controlling the type of commercial development to encourage businesses that primarily serve the neighborhood.

**Is it appropriate to consider any additional residential density (e.g. townhome or duplex development) in the area west of the hotel site on Olive Court**

3	<b>30%</b> Redevelopment of properties in this area may be appropriate with certain conditions.
3	<b>30%</b> Redevelopment of single-family housing to higher densities should not be considered.
3	<b>30%</b> Not sure—I would need to know more information.
1	<b>10%</b> No response.

**In thinking about the potential for residential redevelopment in general, which issues are most critical to address (pick top 3)?**

4	<b>40%</b> Providing affordable housing.
6	<b>60%</b> Units that are attractive for owner occupancy rather than rental.
6	<b>60%</b> Managing impacts of traffic and parking on local streets.
5	<b>50%</b> Building scale (e.g. height limits).
5	<b>50%</b> Architectural character that is complementary to the surrounding residential uses.
0	<b>0%</b> Housing that serves a distinct population (e.g. senior housing).

**Other General Comments**

Traffic management is important with sufficient parking for any development.  
Adequate off-street parking for all types of development should be of the highest priority.



## NEIGHBORHOOD 5

### 10 Responses