



FIRST AVE
Advisory Committee
July 28, 2020

Our Mission:

*To continuously improve
the quality of life and
attractiveness of the
City of Council Bluffs.*





Furthering
Interconnections,
Revitalization,
Streetscapes,
Transportation, and
Aesthetics for a
Vibrant
Economy



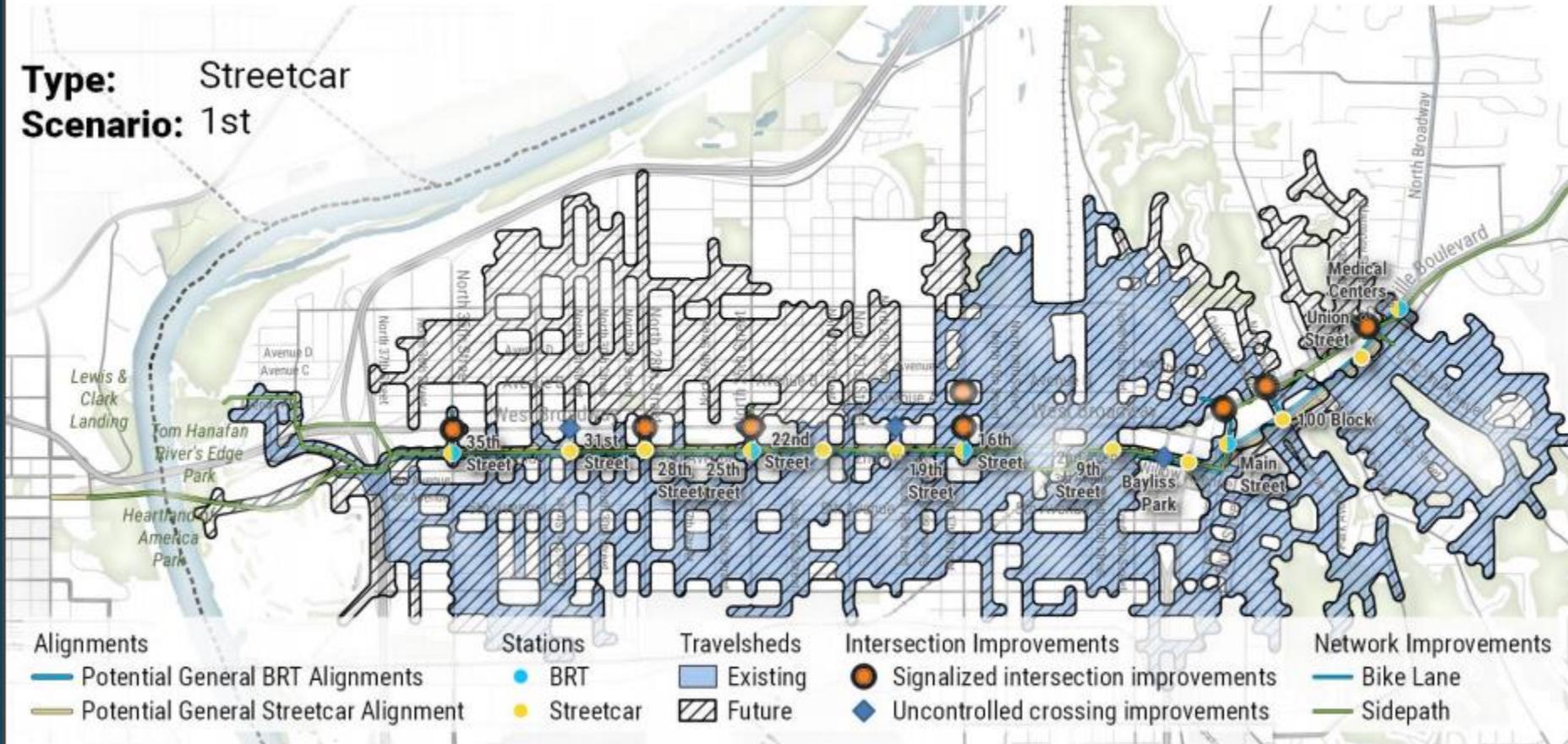
Agenda

- Signalized Intersection Improvements: Andy Wicks, Public Works
- Re-zoning Effort: Chris Gibbons, Community Development
- Design Standards Effort: Haley Weber, Community Development
- Multi-Use Trail Design Update: Brandon Garrett, Community Development
- Participation Activity (time permitting): Brandon Garrett
- Other Items/Comments



Multi-Modal Corridor Access Study

Type: Streetcar
Scenario: 1st



Map displays what parts of the corridor have low-stress access within 1 mile of a potential station location currently, and in the future if the recommended **priority connections projects** are implemented.



OVERVIEW



I. CDO Background

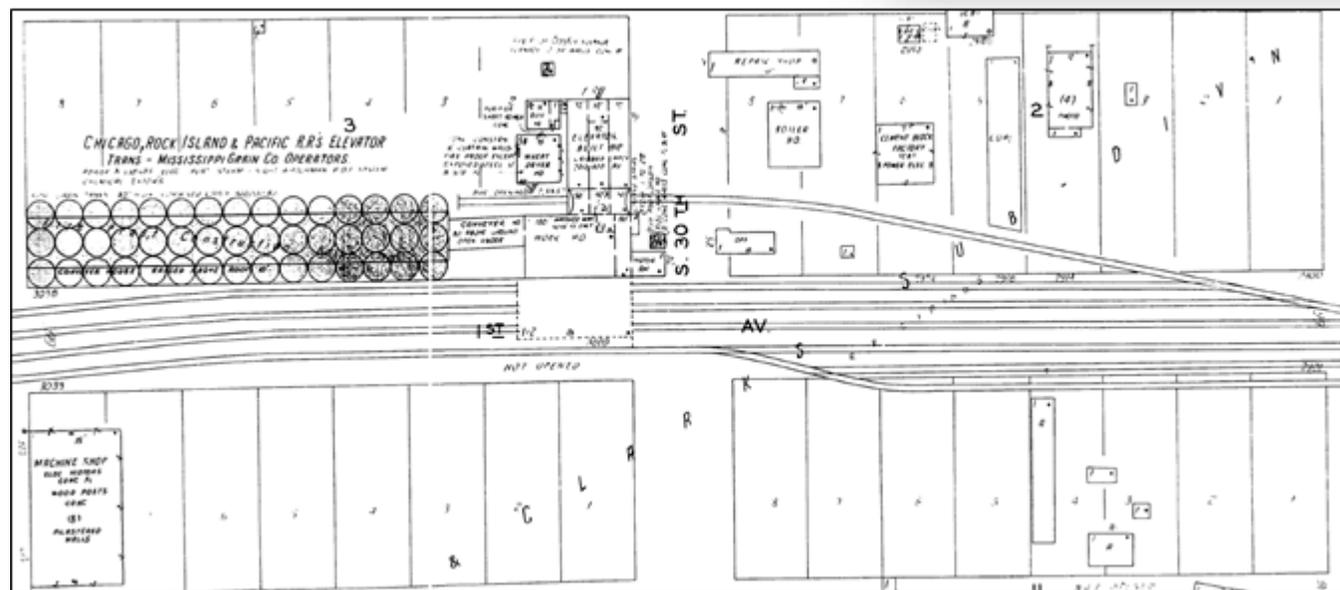
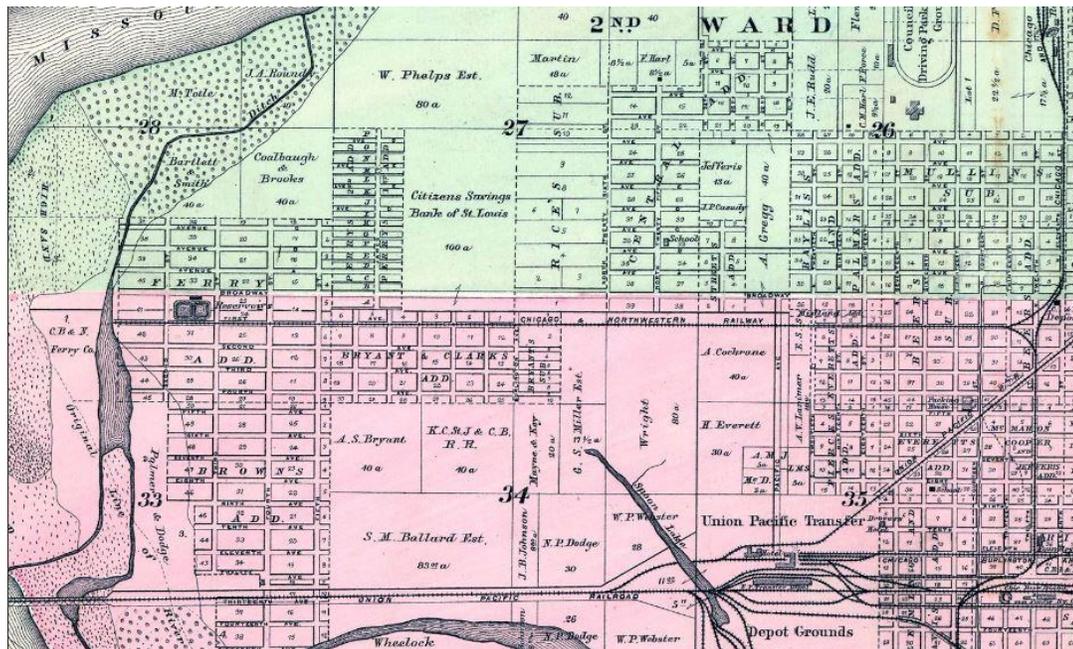
II. CDO Zoning Map Changes

III. CDO Design Standards



CDO BACKGROUND

HISTORY





WHAT & WHERE IS THE CDO?



- Established in 2002 in partnership with the Iowa West Foundation and Chamber to beautify and unify the appearance of West Broadway
- CDO applies to all properties with frontage on West Broadway and intersecting north/south streets from I-29/I-480 to Indian Creek and then from Avenue 'A' to 2nd Avenue
- Adopted zoning standards to address: architecture, curb cuts, landscaping, lighting, pedestrian access, screening, and signage within the corridor

GOOD



...COULD WE
DO BETTER?

NEW
CONSTRU
CTION



RETROFIT
TING
EXISTING
SITES



2011



Today

WEST BROADWAY CORRIDOR PLAN (2015)



Acquisition of Grain Elevators (2012)
resulted in:

- Removal of 1st Avenue railroad tracks
- Allows holistic approach to Plan and redevelop a 3 block wide corridor 2 miles in length
- Combined with other industrial relocations the City owns 22 acres of land
- Jurisdictional transfer of West Broadway

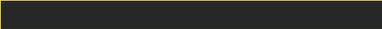
WEST BROADWAY CORRIDOR PLAN (2015)

I-29 to S. 27th St.



S. 27th St. to Indian Creek



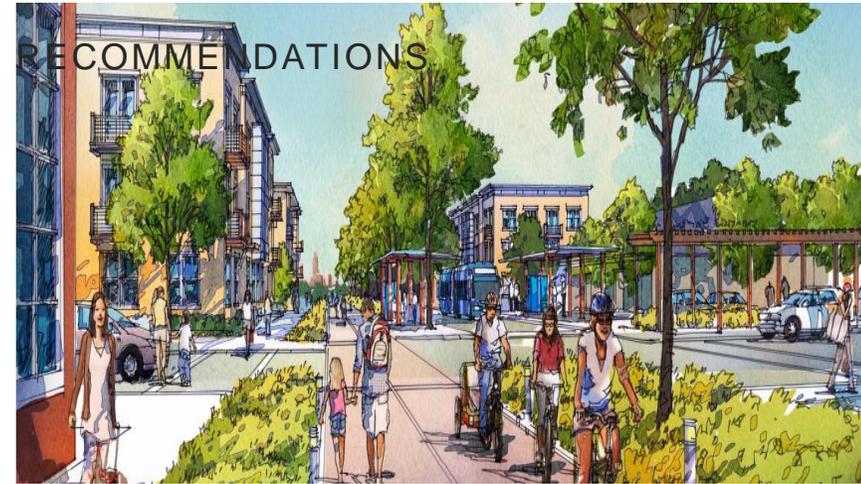


WEST BROADWAY CORRIDOR PLAN ZONING RECOMMENDATI ONS

- Create incentives for higher densities and parking reductions due to multi-modal transportation options in the Corridor
- Allow for mixed-use development throughout the Corridor
- Rezone industrial properties to allow compatible commercial and mixed-uses
- Provide form-based design standards for street frontages
- Manage parking types and locations to the sides and rear of buildings
- Consolidate access points and limit service to alleys and rear lanes

WHY UPDATE CDO?

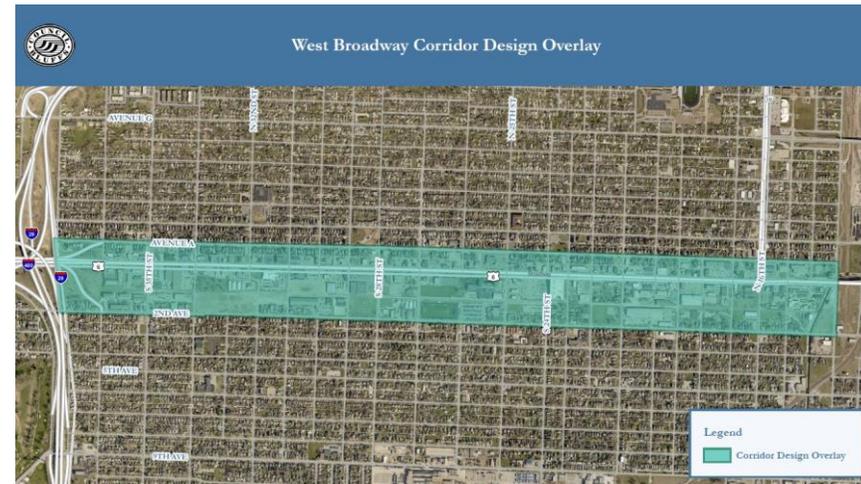
IMPLEMENT VISION AND



PROMOTE AND PROTECT NEW



ESTABLISH UNIFIED BOUNDARY



ENCOURAGE QUALITY DESIGN



An architectural rendering of a vibrant, walkable urban street scene. The scene is set during the day with soft lighting. On the left, a multi-story building with balconies and large windows is visible. A woman in a white dress is walking a dog on a leash. In the center, a wide sidewalk is populated with several people walking, including a family with a stroller. A dedicated bicycle lane is marked with a red surface and white lines, with several people riding bicycles. To the right, a street with parked cars and a covered walkway is visible. The overall atmosphere is one of a modern, pedestrian-friendly neighborhood.

CDO ZONING MAP CHANGES

CLARIFIED BOUNDARY

EXISTING:



PROPOSED:



PROPOSED CHANGES

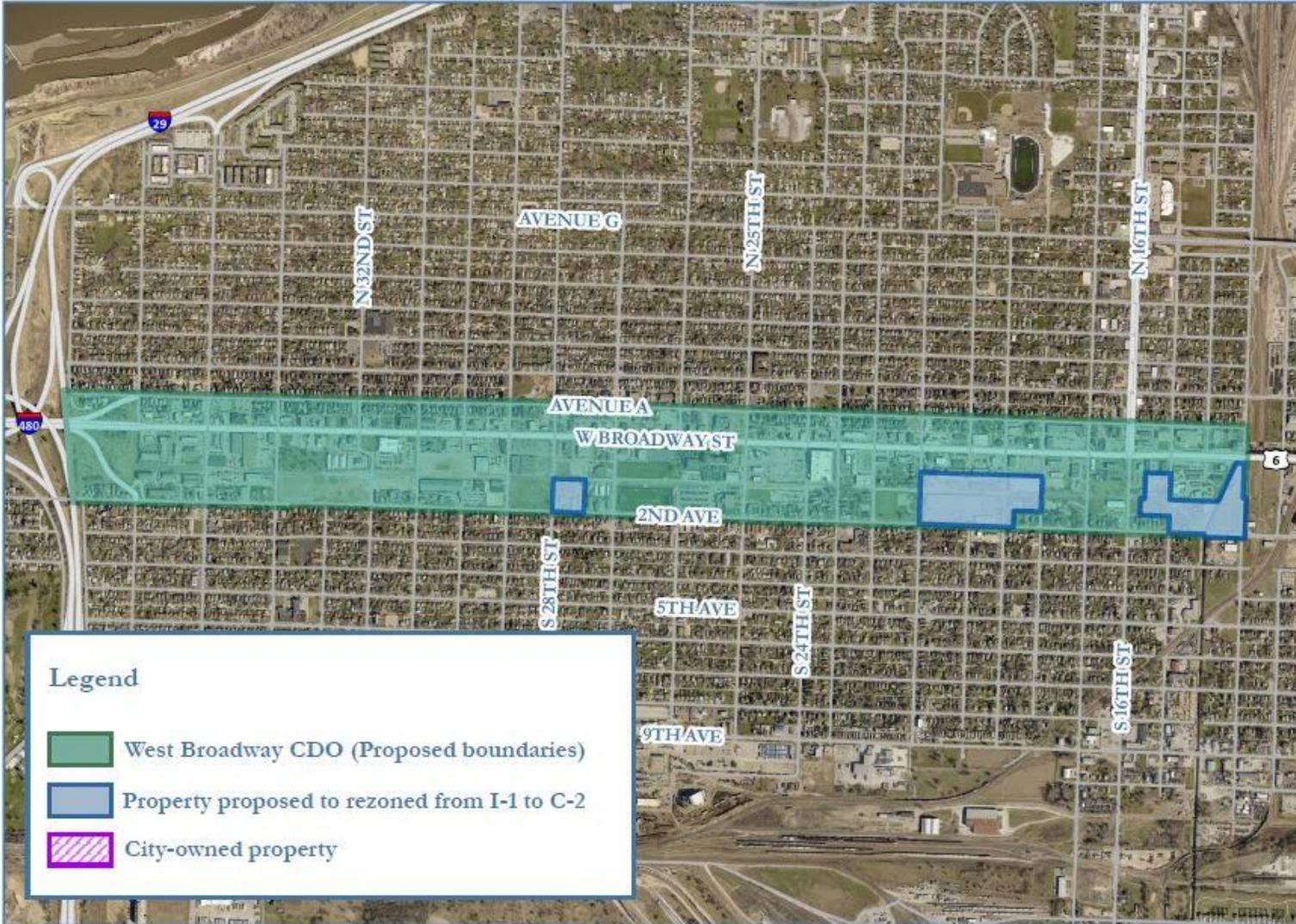
REZONE INDUSTRIAL PROPERTIES



8 Miles



Industrial Zoning in West Broadway/1st Avenue Corridor



Legend

- West Broadway CDO (Proposed boundaries)
- Property proposed to rezoned from I-1 to C-2
- City-owned property



The following uses are allowed in the I-1/Light Industrial District, but would no longer be allowed in the

C-2/Commercial District:

Principal

- Agricultural sales and service
- Auction
- Auction, indoor
- Automobile repair, major
- **Automobile sales and rental (Requires CUP)**
- Building material, storage
- **Commercial storage (Requires CUP)**
- Equipment sales and rental
- Governmental maintenance facility
- Greenhouse commercial
- Manufacturing, light
- Warehousing and distribution, limited **(50,000 square feet or less)**

Conditional

- Detention facility
- Equipment repair
- Truck service establishment
- Truck terminal

WHAT DOES THE REZONING MEAN FOR AFFECTED PROPERTIES?

Uses that exist today that are not allowed in the C-2 District may continue to operate as legal nonconforming uses under the following conditions:

- The use may not enlarge or expand
- If the use ceases for a continuous period of more than six months, any subsequent use shall comply with C-2 Standards
- If the structure containing a nonconforming use is damaged to an extent of 50% or less of the replacement cost—the use may continue if the repair is within six months



CDO DESIGN
STANDARDS

PROPOSED CHANGES TO WEST BROADWAY CDO CHAPTER

Current Chapter 15.32 – CDO/Corridor
Design Overlay

- 15.32.010 Statement of Intent
- 15.32.020 Establishment of A Corridor
Design Overlay
- 15.32.030 Overlay Boundaries
- 15.32.040 Curb Cuts
- 15.32.050 Pedestrian Facilities
- 15.32.060 Planting
- 15.32.070 Screening and Buffering
- 15.32.080 Signs
- 15.32.090 Architecture
- 15.32.100 Lighting

Proposed Chapter 15.32A –
West Broadway CDO/Corridor Design Overlay

- 15.32A.010 Statement of Intent
- 15.32A.020 West Broadway Corridor Design Overlay Bou
- 15.32A.030 Definitions
- 15.32A.040 Applicability
- 15.32A.050 Permitted, Conditional and Accessory Uses
- 15.32A.060 Prohibited Land Uses
- 15.32A.070 Build-to-Zone
- 15.32A.080 Architecture
- 15.32A.090 Landscaping and Streetscapes
- 15.32A.100 Pedestrian and Vehicular Access
- 15.32A.110 Outdoor Lighting
- 15.32A.120 Screening and Buffering
- 15.32A.130 Fences and Walls
- 15.32A.140 Signs
- 15.32A.150 Adoption of a Development Plan

APPLICABILITY

Existing Ordinance

- New construction of commercial, industrial and multi-family
- Substantial rehabilitation equal to 50% of assessed value of structure(s)
- Re-occupancy of 50% of any structure vacant for 6 months
- New signage (only in conformance with CDO chapter)
- Exterior modifications equal to 50% of structure's total street facade

Proposed Ordinance

- New construction (commercial, mixed use, multi-family) comply with all standards
- Modifications
 - 50% or more of total assessed value of **structure** = entire structure compliance ONLY
 - 50% or more of total assessed value of **property** = entire site compliance (structure + site)
- Screening of new drive-through lanes
- Exceptions
 - Existing or expanding one and two family uses
 - Minor, equivalent deviations may be granted by Community Development Director

Godfather's 3020 W Broadway - Remodel



Total Assessed Value of Structure: \$196,700

50% Trigger: **\$98,350 – Bring Structure Into Compliance**

Applicable Standards:

- Architecture (Building Materials, Articulation, Transparency)
- Screening (Wall & Roof Mounted Equipment)

Total Assessed Value of Property: \$589,100

50% Trigger: **\$294,550 – Bring Entire Site Into Compliance**

All Standards Apply

EXAMPLE
SCENARIO

PROPOSED
APPLICABILITY

USES

- Uses permitted, conditional, or accessory shall be same as underlying zone
- Prohibited Uses
 - Adult Entertainment
 - Automotive repair (major only)
 - Automotive sales and rental
 - Building material, retail sales only
 - Cemeteries
 - Commercial storage
 - Contractor shop
 - Juvenile detention facility
 - Industrial and manufacturing
 - Warehousing and distribution

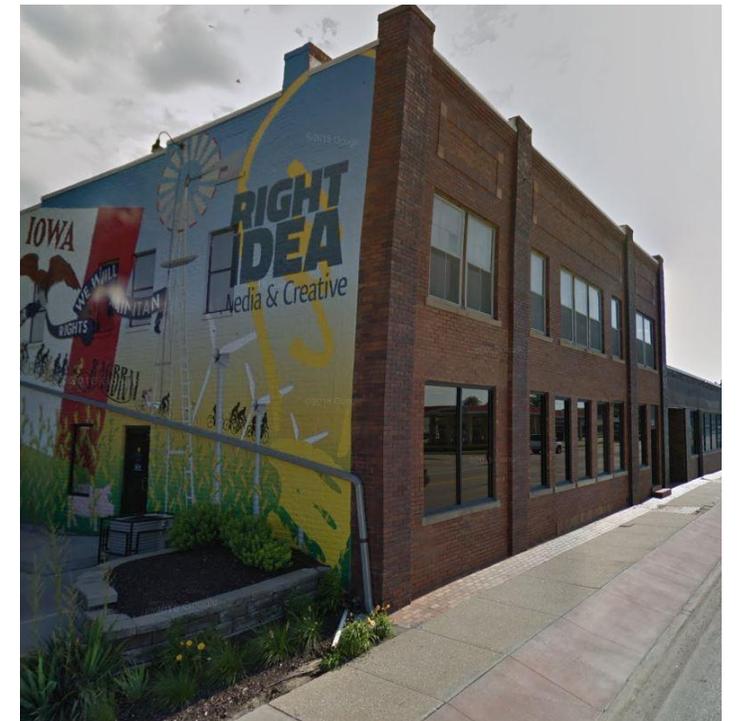
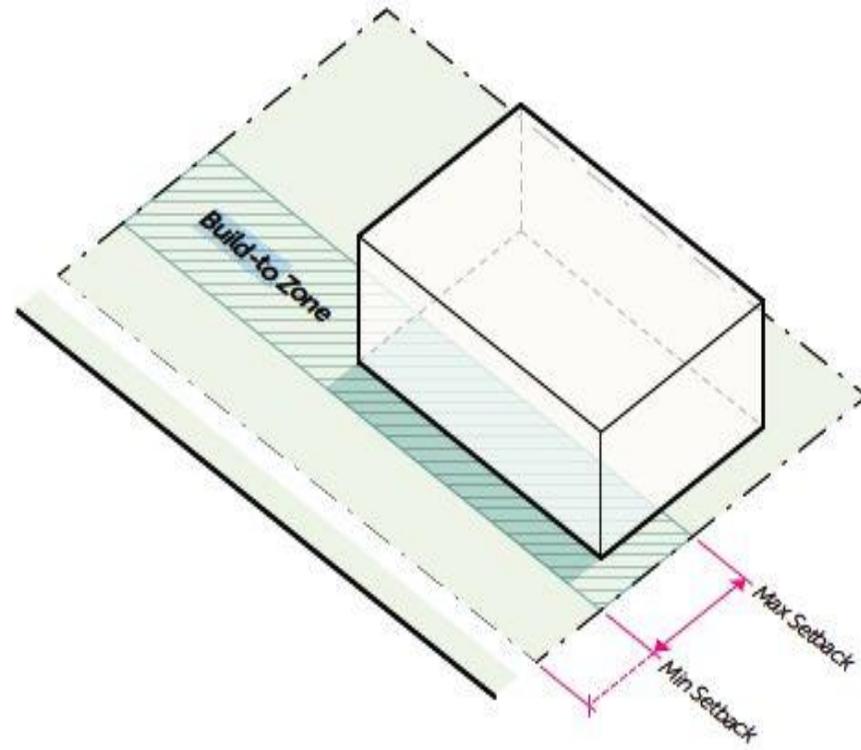


STREET HIERARCHY



- WEST 
- BROADWAY 
- MINOR *All other streets*
- STREET

BUILD-TO-ZONE



NO DESIGN
STANDARDS:



ONLY
ARCHITECTURA
L STANDARDS:



ARCHITECTURA
L STANDARDS +
BUILD-TO-ZONE:



ARCHITECTURE

1

Building Materials (Enhanced)

- Durable v. Complementary
- Street Hierarchy
- Flexibility via Director Approval



2

Articulation

- Architectural Details
- Base
- No Blank Walls



3

Transparency

- Between 2' and 10' above grade
- Street Hierarchy



LANDSCAPING AND STREETScapeS

1

Frontage Landscaping

- Reduced Area, 10 ft. → 5 ft.
- Foundation Plantings
- Tree and Shrub Plantings



2

Parking Lot Landscaping



3

Streetscapes

- On-street Parking
- Street Tree Plantings



PEDESTRIAN AND VEHICULAR ACCESS

1

Curb Cuts

- No curb cut on Broadway = allowed 2 curb cuts on intersecting street

2

Pedestrian Access

3

Drive-through Lanes

- Located to Side and Rear
- Screened if in Front of Buildings
- W Broadway Corner Lots—
Ingress Taken off Adjacent
Major/Minor Street



SCREENING AND BUFFERING

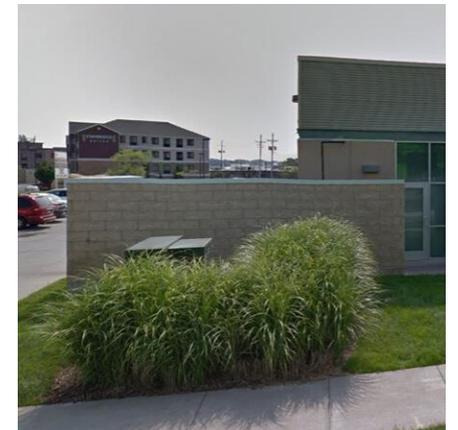
1 Roof-Mounted Equipment

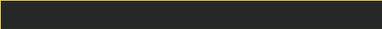


2 Service/Loading and Unloading Areas



3 Ground and Wall Mounted Equipment





COMMUNITY DEVELOPMENT DIRECTOR FLEXIBILITY

Community Development Director may approve:

- Minor, equivalent deviations from standards
- Use of alternate building materials
- Use of alternate fencing or wall material

ADOPTION OF A DEVELOPMENT PLAN

- Increased Flexibility
- Standards not intended to prohibit creative design and development solutions that might generate a better quality development
- Certain departures from mandatory standards allowed via adoption of development plan
- Proposal must demonstrate departure meets intent, objectives and design principles of the design standards
- Planning Commission ⇒ City Council

1ST AVENUE CORRIDOR - FIRST PHASE

← N

S →

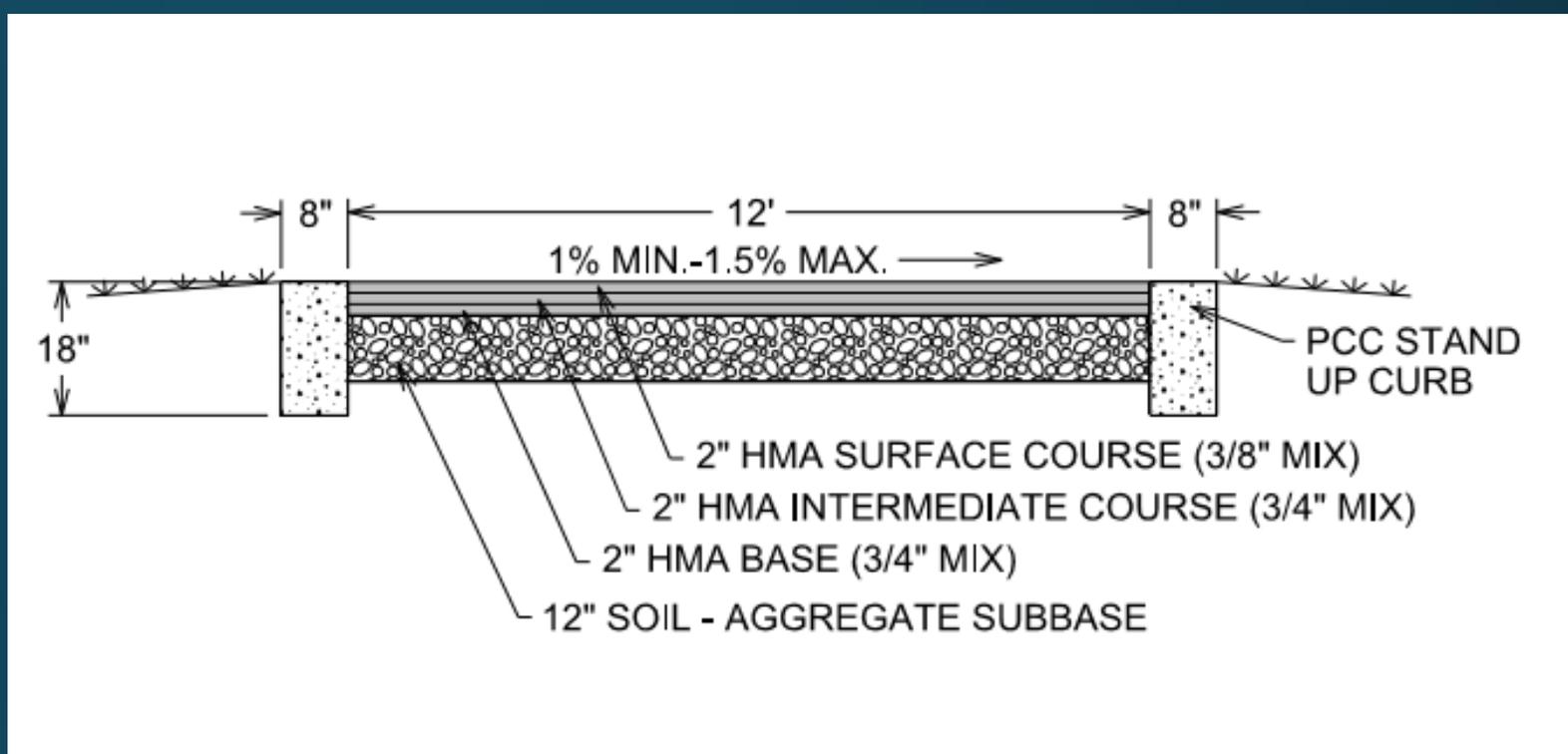
A Multi-Use Trail

- Trail Concept
- Offset to south side



A Multi-Use Trail

- Trail Concept
 - 12' wide asphalt
 - Smooth, continuous surface
 - City has equipment to make repairs



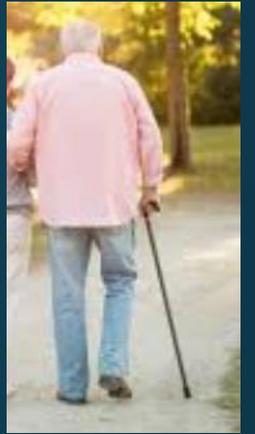
A Multi-Use Trail



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A Multi-Use Trail



A Multi-Use Trail



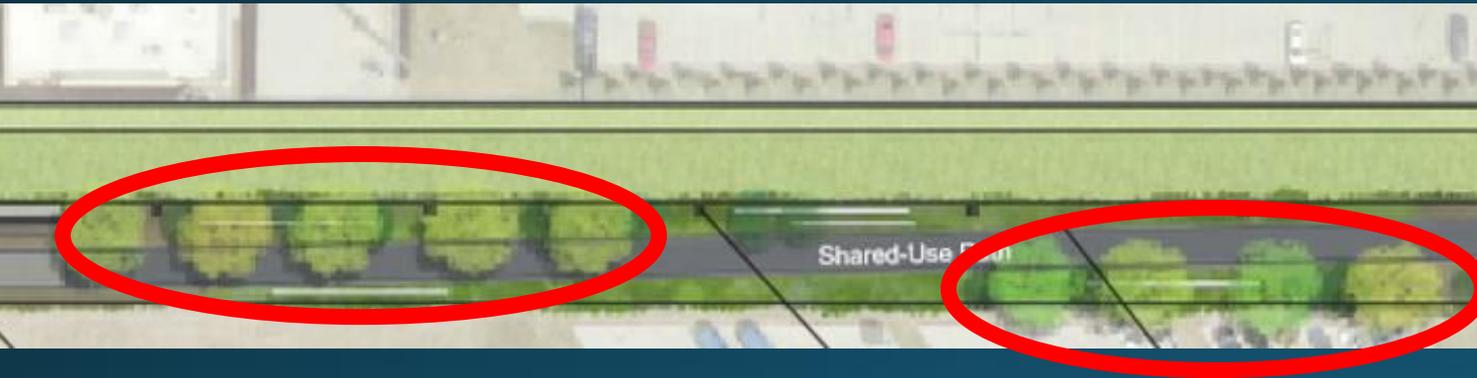
Trail Concept



Trail Concept



Fall Color Corridor



Trail Lighting

MODULAR COLUMN - SELUX

PEDESTRIAN
LIGHTING |
MODULAR
COLUMN -
SELUX

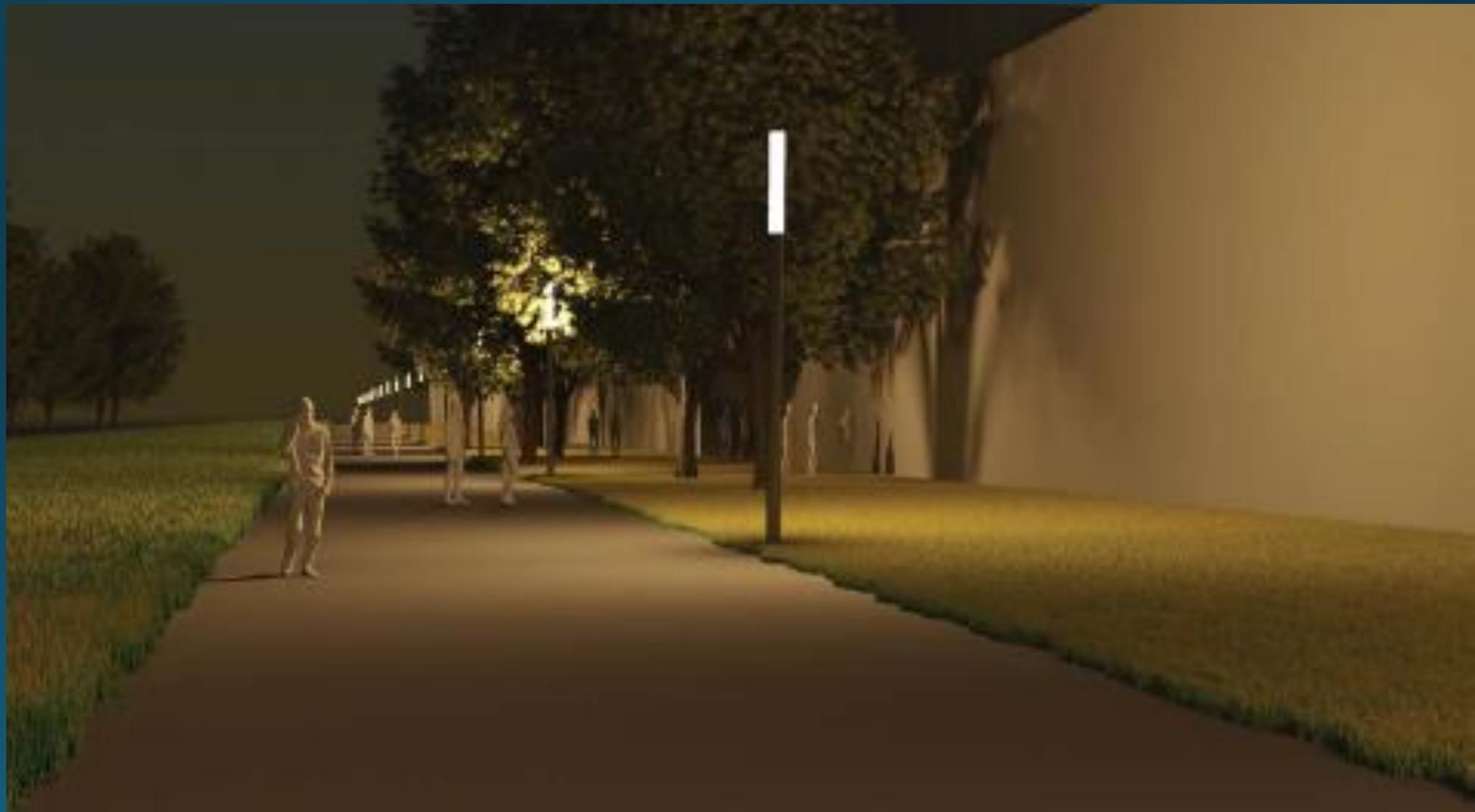
LOUVERED,
CONTROLLED OPTICS
75" SPACING
MODULAR ACCESSORIES
CUSTOM SHIELDING POSSIBLE

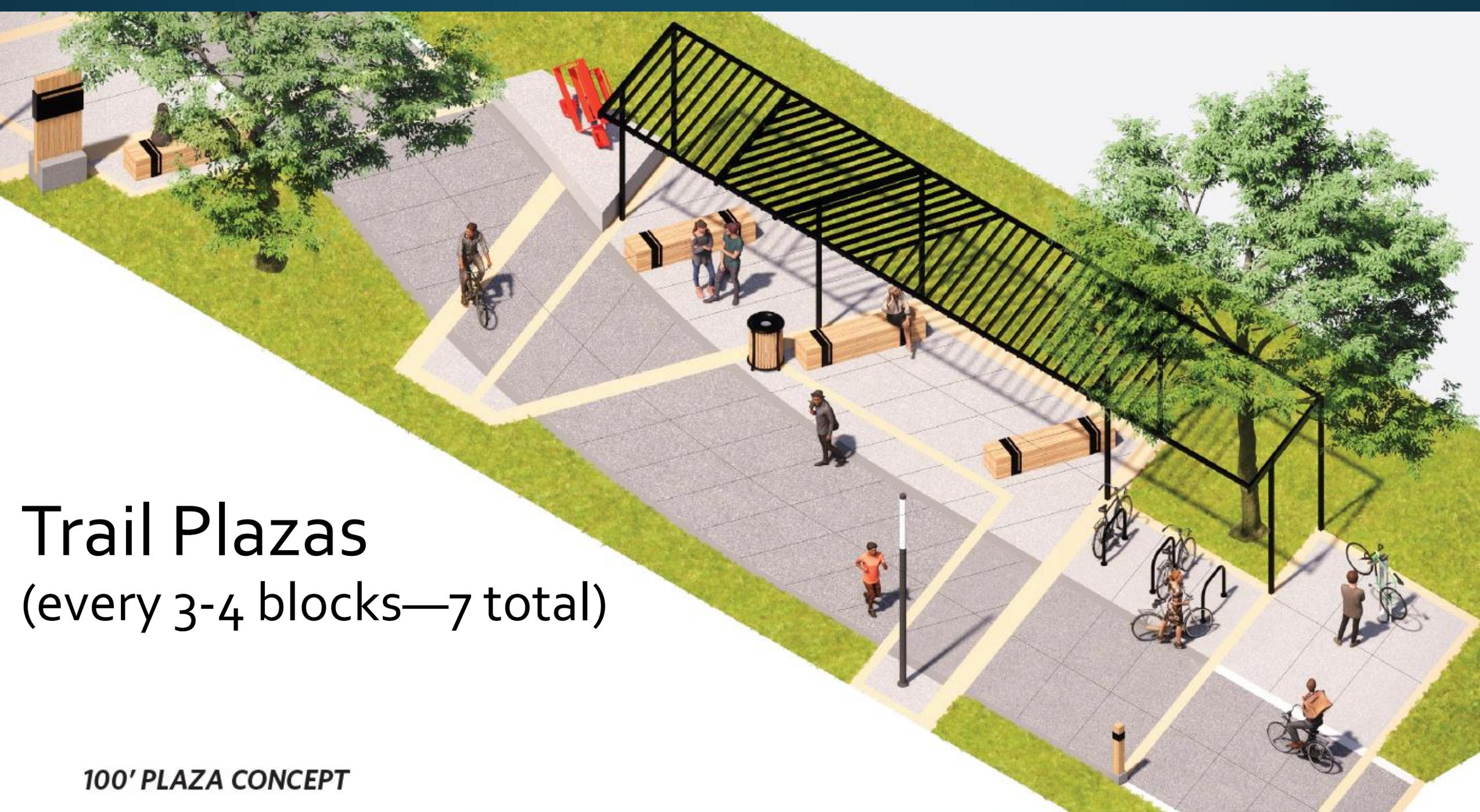


Series	NVCB Modular (NVCB-00)					
Nominal Ht. of Lt. Section	2	3	4			
Light Engine	1850	2650	3030	4030	Type: Full-Depth	
CCR	27 2700	50 5000	35 3500	40 4000	Number of Illuminated Sides	
Finish	WH White	BK Black	SL Slate	BZ Bronze	SV Silver	SP Special/Patented Color
Voltage	120 208	208 277	240 277	347 525	480 ¹ 575	¹ Requires the main transformer. For additional details, see www.selux.com
Options	DM Dimming	HL50 ² 50° Beam Angle	Photo: www.selux.com			



Trail Lighting





Trail Plazas

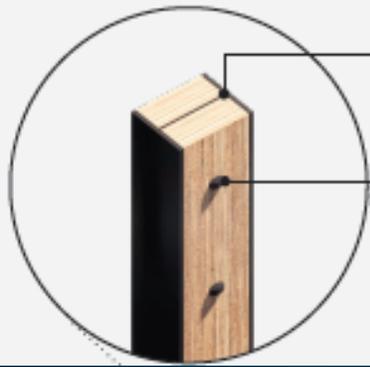
(every 3-4 blocks—7 total)

100' PLAZA CONCEPT

I-BEAM WITH WOOD INSET

WOOD MECHANICALLY AFFIXED

TYPICAL



WOOD INSET I-BEAM

*ACCENT BAND
COLOR OPTIONAL*

STEEL BACKING

ACCENT CONCRETE

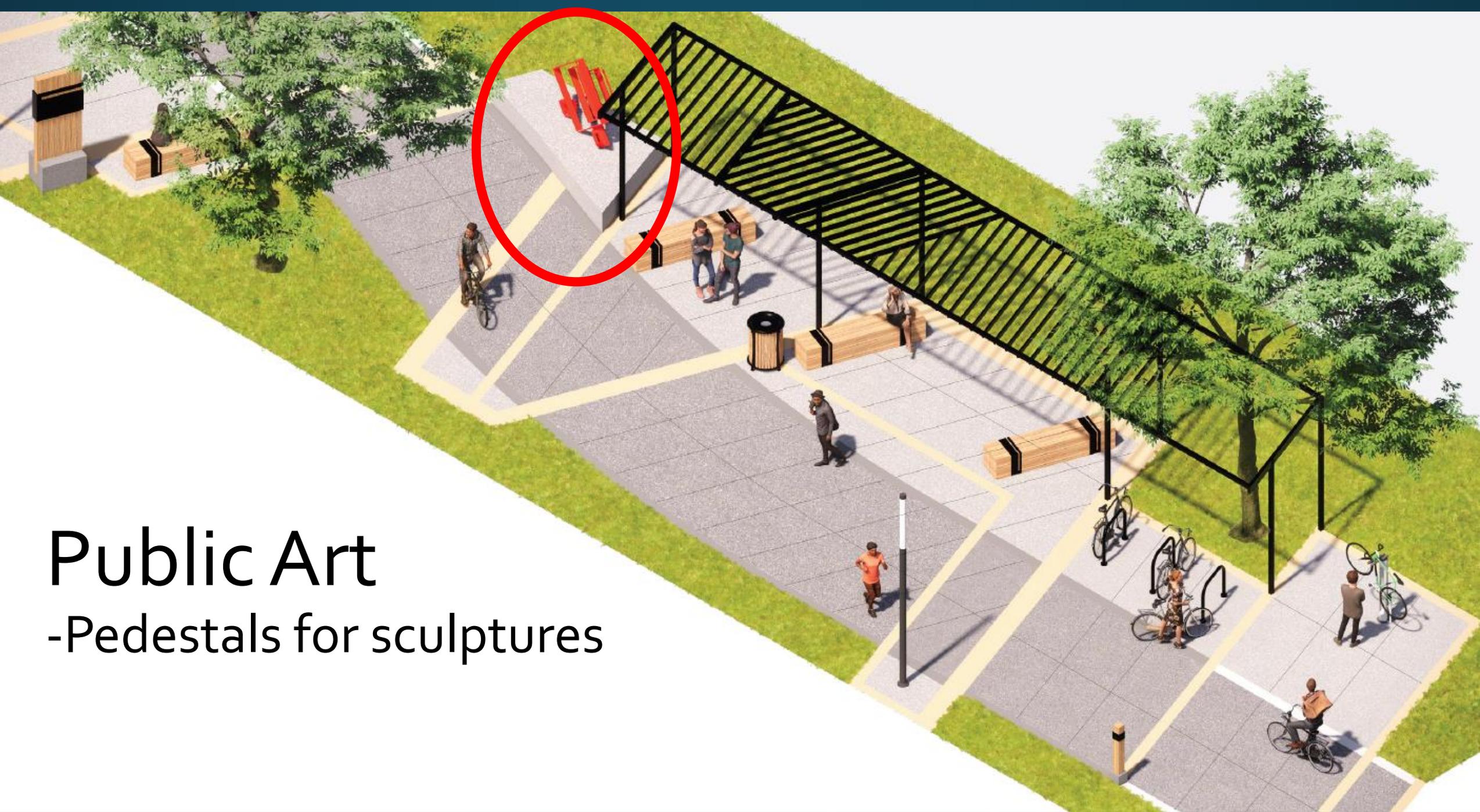
*BOARD-FORMED
CONCRETE BASE*



*3-PIECE STEEL STRAPPING
SKATEBOARD DETERRENT*

*MODULAR CONCRETE SEAT
BOARD FORMED TEXTURE*





Public Art
-Pedestals for sculptures



Public Art

- Murals on backs of W. Broadway businesses



Thomas Jefferson High School



2006 Aerial

Thomas Jefferson High School



Thomas Jefferson High School



SNYDER & ASSOCIATES
Engineers and Planners

1ST AVENUE CORRIDOR - FIRST PHASE

A Multi-Modal Corridor

- Concept complete
- Trail construction plans underway



A Multi-Modal Corridor

- Concept with future transit

TRANSIT CORRIDOR (STREETCAR)





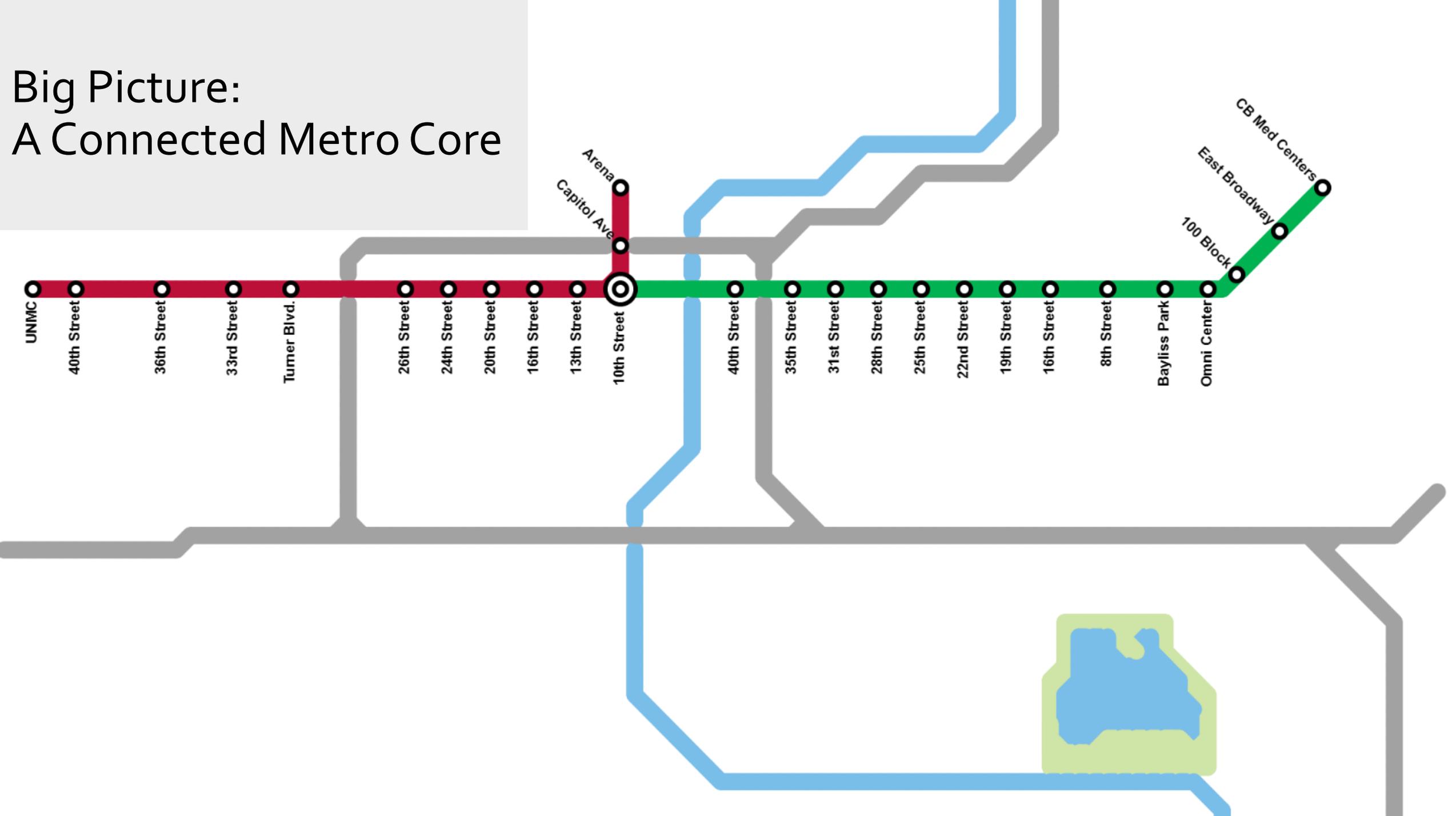
Plazas Convert to Transit Stops (every 3-4 blocks—7 total)

100' PLAZA CONCEPT

Big Picture: A Connected Metro Core



Big Picture: A Connected Metro Core





FIRSTAVECB.com

New Link!





Please contact me if you would like more information:

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