



**City Council Meeting
Regular Session
March 25, 2025**



City Administrator Memo



To **Mayor and City Council**
From **Ryan Heiar, City Administrator**
Date **March 21, 2025**
Re **City Council Agenda March 25, 2025**

Consent Agenda

The following items are on the consent agenda and included in the packet:

- City Council Minutes (03/11/25)
- Pay Application #8, West Penn Street Project, Peterson Contractors Inc., \$760.01
- Liquor License Renewal – Quail Creek Golf Course
- Claims

Murray Elite Presentation (Corridor Sports Performance Center)

Kenyon Murray with Murray Elite and Jon Davidshofer with Build to Suit will present a plan for the construction and operation of a sports complex in the Liberty Commons subdivision just south of Liberty High School. This 50,000 square foot facility includes four basketball courts, physical therapy and specialized training space, fitness area, concessions, and multi-purpose space.

Murray Elite intends to provide services to student athletes in grades 6-11. Examples of the services and events include basketball tournaments, recruiting events, basketball training programs, leadership development workshops, personal coaching sessions, and seasonal basketball camps.

The project team is requesting an 8-year, 100% TIF rebate, not to exceed \$1.3 million. The estimated maximum rebate considers an initial assessed value of the facility in the amount of \$6 million. This incentive request is consistent with other incentives the City has offered in terms of recreation and entertainment opportunities for the community. Staff is seeking direction from Council to proceed with establishing an Urban Renewal Area and TIF district and developing an incentive agreement for this project.

Meetings & Events

Tuesday, Mar 25 at 6:00p.m.
City Council

Tuesday, Apr 1 at 6:30p.m.
Planning Commission

Thursday, Apr 3 at 7:00p.m.
Parks & Recreation Commission

Tuesday, Apr 8 at 6:00p.m.
City Council Budget Public Hearing

Tuesday, Apr 8 at 6:30p.m.
City Council

	Projected Assessed Value	Incremental Taxes Generated
Year		
1	\$6,000,000	\$143,430
2	\$6,180,000	\$148,021
3	\$6,365,400	\$152,751
4	\$6,556,362	\$157,622
5	\$6,753,053	\$162,640
6	\$6,955,644	\$167,808
7	\$7,164,314	\$173,131
8	\$7,379,243	\$178,613
		\$1,284,015

Think Iowa City Presentation

Josh Schamberger, President of Think Iowa City, will be at Tuesday's meeting to provide an update and overview of the organization's activities. Mr. Schamberger's presentation is included in the packet and will be displayed on the screens in the Council Chambers.

Dover Development Future Land Use Map Amendment and Rezoning

This rezoning – north side of West Forevergreen Road approximately 515 feet east of South Kansas Avenue – from RM-12 Multi-Unit Residence (up to 12 units/acre) to RM-21 Multi-Unit Residence District (up to 21 units/acre) is to facilitate a senior housing development consisting of independent living, assisted living and memory care. As proposed, there are a total of 133 units – 65 independent living, 47 assisted living, and 21 memory care on 9.18 acres, which equates to 14.49 units/acre. There is also a request to amend the Comprehensive Plan Future Land Use Map designation for this property from Urban Medium Intensity (UMI) to Urban High Intensity (UHI). Considering the location, it is staff's opinion that the UHI designation and higher density zoning would be appropriate in this location. This would be a large building located along a major gateway into North Liberty. Staff expressed concern and the applicant responded by proposing a higher level of masonry on the west, south and east elevations. Related subdivision construction improvements include Julia Drive, which would be extended to West Forevergreen Road. The access would be right in/right-out only. The preliminary site plan is anticipated to be considered by the Planning Commission on April 1 and City Council on April 22, which would be the third reading on the proposed rezoning. A virtual good neighbor meeting was held on February 17, 2025. No one outside of City representatives (City staff, one Planning Commission member and one City Council member) and the applicant attended the meeting. There are no objections to the request. The Planning Commission unanimously recommended approval of both requests at its March 4 meeting. Staff recommends approval as well.

Urban Central District

At the March 11 meeting, the City Council agreed to move ahead with amending the City's Urban Renewal Plan to include the recently proposed Urban Central District – a 20 acre, \$100+ million redevelopment project in the heart of North Liberty. The Resolution on the agenda sets a hearing for April 22 for the expansion and amendment of the Urban Renewal Plan. Staff recommends approval of the resolution.



Agenda



CITY COUNCIL

Tuesday, March 25, 2025

6:00 p.m.

Regular Session

Council Chambers

360 N. Main Street

1. Call to order
2. Roll call
3. Approval of the Agenda
4. Consent Agenda
 - A. City Council Minutes, Regular Session, March 11, 2025
 - B. West Penn Street Improvements Project, Peterson Contractors, Inc., Pay Application Number 8, \$760.01
 - C. Liquor License Renewal, Quail Creek Golf Course
 - D. Claims
5. Public Comment
6. Engineer Report
7. City Administrator Report
8. Mayor Report
 - A. Sexual Assault Awareness Month Proclamation
9. Council Reports
10. Liberty Commons Economic Development Project
 - A. Presentation
 - B. Discussion and possible action
11. Think Iowa City
 - A. Presentation
 - B. Discussion and possible action
12. Cedarhurst Rezoning
 - A. Public Hearing regarding proposed rezoning

- B. Staff and Planning Commission recommendation
 - C. Applicant presentation
 - D. First consideration of Ordinance Number 2025-06, An Ordinance amending the Zoning Map District for certain property located in North Liberty, Iowa from RM-12 Multi-Unit Residence District to RM-21 Multi-Unit Residence District
13. Urban Central District
- A. Resolution Number 2025-37, A Resolution setting date for public hearing on designation of the Expanded North Liberty Urban Renewal Area and on Urban Renewal Plan Amendment
14. Old Business
15. New Business
16. Adjournment



Consent Agenda



City Council
March 11, 2025
Regular Session

Call to order

Mayor Hoffman called the Tuesday, March 11, 2025, Regular Session of the North Liberty City Council to order at 6:00 p.m. in Council Chambers at 360 N. Main Street. Councilors present: Brian Leibold, Paul Park, Erek Sittig, Brent Smith, and Brian Wayson.

Others present: Ryan Heiar, Tracey Mulcahey, Josiah Bilskemper, Grant Lientz, Ryan Rusnak, Brandon Pratt, Lori Durian, Dani, Zach, Kacie Bonjour, Jon Marner, and other interested parties.

Approval of the Agenda

Sittig moved; Leibold seconded to approve the agenda. The vote was all ayes. Agenda approved.

Consent Agenda

Wayson moved, Smith seconded to approve the Consent Agenda including the City Council Minutes, Regular Session, February 25, 2025; Centennial Park Event Complex Phase 1, Pay Application Number 6, Larson Construction Co., Inc., \$251,978.89; XOLO Liquor License Application; El Azul Liquor License Renewal; Izumi Liquor License Renewal; and the attached list of Claims. The vote was all ayes. Consent Agenda approved.

Public Comment

Lori Durian read her email sent to Council into the record. Dani expressed support for the proclamation. Zach presented statistics regarding trans people.

City Engineer Report

City Engineer Bilskemper reported on the Centennial Events Center project. Council discussed the report with Bilskemper.

City Administrator Report

City Administrator Heiar reported on the proposed property tax legislation. He reported that it is pothole season and encouraged reports on potholes to be directed to City Hall. Council discussed the report with Heiar.

Mayor Report

Mayor Hoffman thanked Council for the questions and discussion on the proclamation. He thanked the community for showing up for the input and feedback. He expressed the importance of these conversations. Mayor Hoffman proclaimed March 31, 2025, as Trans Day of Visibility.

Council Reports

Councilor Wayson reported it is severe weather season. Emergency Management encourages residents to be aware and prepared. Councilor Smith reported on Think Iowa City Board's Strategic Plan for the next 10 years. Councilor Sittig attended the Johnson County Affordable Housing Coalition and Night of 1000 dinners. He congratulated Think Iowa City and the Sports Coalition for hosting Women's Wrestling Championship. Councilor Park attended the Optimists Pancake Breakfast. He offered a shout out to streets crew for pothole fix. Councilor Leibold offered thanks to tonight's attendees. He attended the conversation with State Legislators held in City Hall. He thanked First Interstate Bank for hosting Coffee Connections.

Economic Development Presentation

Mayor Hoffman stated that the goal of this agenda item is for staff to receive feedback from the City Council. Sittig recused himself from the discussion on the presentation. Heiar presented background on the proposed project. Brandon Pratt presented detailed information on the Urban Central District Project. Council discussed the project with Pratt and staff. Leibold moved, Smith seconded to develop an economic development agreement and establish an urban renewal area. The vote was: ayes – Park, Wayson, Smith, Leibold; nays – none; abstain – Sittig.

Kwik Star Preliminary Site Plan

Rusnak reported that staff and the Planning Commission recommend approval with no conditions. Kacie Bonjour was present on behalf of the applicant and offered additional information on the application. Council discussed the application with Bonjour.

Park moved, Sittig seconded to approve Resolution Number 2025-30, A Resolution approving the Preliminary Site Plan for Kwik Star, North Liberty, Iowa. After discussion, the vote was: ayes – Sittig, Leibold, Park, Wayson, Smith; nays – none. Motion carried.

Kevin Watts Preliminary Plat

Rusnak reported that staff and the Planning Commission recommend approval with no conditions. Jon Marner, MMS Consultants, was present on behalf of the applicant and offered to answer questions.

Sittig moved, Park seconded to approve Resolution Number 2025-31, A Resolution approving the Preliminary Plat for Watts First Subdivision, North Liberty, Iowa. The vote was: ayes – Wayson, Leibold, Sittig, Smith, Park; nays – none. Motion carried.

Community Center Rates

Smith moved, Leibold seconded to approve Resolution Number 2025-32, A Resolution approving the Recreation Fee Structure. After discussion, the vote was: ayes – Smith, Leibold, Park, Wayson, Sittig; nays – none. Motion carried.

South Fiber Project

Wayson moved, Leibold seconded to approve Resolution Number 2025-33, A Resolution authorizing the execution of Services Agreement between the City of North Liberty and Shive-Hattery, Inc. for the South Fiber Project. After discussion, the vote was: ayes – Wayson, Sittig, Park, Smith, Leibold; nays – none. Motion carried.

Buck Moon Villas Final Plat

Sittig moved, Wayson seconded to approve Resolution Number 2025-34, A Resolution approving an Amended and Restated Developer's Agreement and Easements for Buck Moon Villas Subdivision. After discussion, the vote was: ayes – Leibold, Wayson, Smith, Sittig, Park; nays – none. Motion carried.

Sittig moved, Wayson seconded to approve Resolution Number 2025-35, A Resolution approving the Surety Agreement for Buck Moon Villas Subdivision between the City of North Liberty and Buck Moon Villas, LLC. After discussion, the vote was: ayes – Park, Sittig, Smith, Leibold, Wayson; nays – none. Motion carried.

Sittig moved, Wayson seconded to approve Resolution Number 2025-36, A Resolution approving the Final Plat for Buck Moon Villas Subdivision – North Liberty, Iowa. The vote was: ayes – Smith, Wayson, Sittig, Leibold, Park; nays – none. Motion carried.

Off-Road Utility Vehicles (UTVs) Ordinance Amendment

Park moved, Smith seconded to approve the third consideration and adoption of Ordinance Number 2025-03, An Ordinance amending Chapter 75 of the North Liberty Code of Ordinances governing the use of Off-Road Utility Vehicles (UTVs). The vote was: ayes – Leibold, Park, Smith, Wayson, Sittig; nays – none. Motion carried.

Snow Emergency and Parking Citation Appeals Ordinance Amendment

Wayson moved, Sittig seconded to approve the third consideration and adoption of Ordinance Number 2025-04, An Ordinance amending Chapters 69 and 70 of the North Liberty Code of Ordinances concerning Snow Emergencies and Contested Parking Citation Appeals. The vote was: ayes – Leibold, Wayson, Park, Sittig, Smith; nays – none. Motion carried.

Zoning Code Ordinance Amendment

Leibold moved, Wayson seconded to approve the third consideration and adoption of Ordinance Number 2025-05, An Ordinance amending Chapters 167 and 169 of the North Liberty Code of Ordinances governing definitions of and regulations for fences and accessory structures and uses. The vote was: ayes – Smith, Wayson, Leibold, Park, Sittig; nays – none. Motion carried.

Old Business

Councilor Park complimented staff on work done.

New Business

Councilor Wayson reported on the Police Department report including statistics regarding 40% of accidents were due to distracted drivers and Flock camera data. Bilskemper updated that Centennial Event Center completion date is September 1. Sittig spoke regarding the proposed resolution reaffirming city's stance regarding civil rights.

Adjournment

Wayson moved; Sittig seconded to adjourn at 7:40 p.m. The vote was all ayes. Meeting adjourned.

CITY OF NORTH LIBERTY

By: _____
Chris Hoffman, Mayor

Attest: _____
Tracey Mulcahey, City Clerk

APPLICATION AND CERTIFICATE FOR PAYMENT

AIA DOCUMENT G702

PAGE 1 OF 3 PAGES

TO OWNER:	City of North Liberty	PROJECT:	West Penn Street Improvements	APPLICATION NO.: 8	Distribution to: <input type="checkbox"/> OWNER <input type="checkbox"/> ARCHITECT <input type="checkbox"/> CONTRACTOR
				PERIOD TO: 3-7-25	
				PROJECT NOS.:	
FROM CONTRACTOR:	Peterson Contractors, Inc. 104 Blackhawk Street P.O. Box A Reinbeck, IA 50669	VIA ARCHITECT:		CONTRACT DATE: 2-29-24	
CONTRACT FOR:	Street Improvements				

CONTRACTOR'S APPLICATION FOR PAYMENT

Application is made for payment, as shown below, in connection with the Contract.
Continuation Sheet, AIA Document G703, is attached.

1. ORIGINAL CONTRACT SUM	\$	942,568.50
2. Net by Change Orders	\$	21,115.93
3. CONTRACT SUM TO DATE	\$	920,306.76
4. TOTAL COMPLETED AND STORED TO DATE	\$	920,306.76
5. RETAINAGE:		
a. 5% of Completed work	\$	46,015.34
b. % of Stored Materials		
Total Retainage	\$	46,015.34
6. TOTAL EARNED LESS RETAINAGE	\$	874,291.42
7. LESS PREVIOUS CERTIFICATES FOR PAYMENT	\$	873,531.41
8. CURRENT PAYMENT DUE	\$	760.01
9. BALANCE TO FINISH, INCLUDING RETAINAGE	\$	46,015.34

The undersigned Contractor certifies that to the best of the Contractor's knowledge, information, and belief the Work covered by this Application for Payment has been completed in accordance with the Contract Documents, that all amounts have been paid by the Contractor for Work for which previous Certificates for Payment were issued and payments received from the Owner, and that current payment shown herein is now due

CONTRACTOR: Peterson Contractors Inc.

By: 

Date: 3/7/2025

State of: Iowa

County of: Grundy

Subscribed and sworn to before me this

7 day of March, 2025.



Notary Public:

My commission expires 12-29-2026

ARCHITECT'S CERTIFICATE FOR PAYMENT

In accordance with the Contract Documents, base on on-site observations and the data comprising this application, the Architect certifies to the Owner that to the best of the Architect's knowledge, information and belief the Work has progressed as indicated, the quality of the work is in accordance with the contract Documents, and the Contractor is entitled to payment of the AMOUNT CERTIFIED.

AMOUNT CERTIFIED \$ 760.01

ARCHITECT:

By:  Date: 3/14/2025

This Certificate is not negotiable. The AMOUNT CERTIFIED is payable only to the Contractor named herein. Issuance, payment and acceptance of payment are without prejudice to any rights of the Owner or Contractor under this Contract.

CHANGE ORDER SUMMARY	ADDITIONS	DEDUCTIONS
Total changes approved in previous months by Owner	\$ 40,016.79	\$ 18,900.86
Total approved this Month		
TOTALS	\$ 40,016.79	\$ 18,900.86
NET CHANGES by Change Order		\$ 21,115.93



State of Iowa

Alcoholic Beverages Division

Applicant

NAME OF LEGAL ENTITY

T L & L, INC.

NAME OF BUSINESS(DBA)

Quail Creek Golf Course

BUSINESS

(319) 626-2281

ADDRESS OF PREMISES

700 Club House Road

PREMISES SUITE/APT NUMBER

CITY

North Liberty

COUNTY

Johnson

ZIP

52317

MAILING ADDRESS

700 Club House Road

CITY

North Liberty

STATE

Iowa

ZIP

52317

Contact Person

NAME

Theodore Lewis

PHONE

(319) 430-6911

EMAIL

lewis.ted@live.com

License Information

LICENSE NUMBER

LICENSE/PERMIT TYPE

TERM

STATUS

Special Class C Retail Alcohol License

8 Month

Pending
Dramshop
Review

TENTATIVE EFFECTIVE DATE

Mar 28, 2025

TENTATIVE EXPIRATION DATE

Nov 28, 2025

LAST DAY OF BUSINESS

SUB-PERMITS

Special Class C Retail Alcohol License



State of Iowa

Alcoholic Beverages Division

PRIVILEGES

Living Quarters, Outdoor Service

Status of Business

BUSINESS TYPE

Corporation

Ownership

• Individual Owners

NAME	CITY	STATE	ZIP	POSITION	% OF OWNERSHIP	U.S. CITIZEN
Theodore Lewis	North Liberty	Iowa	52317	President	100.00	Yes

Insurance Company Information

INSURANCE COMPANY

Selective Insurance Company of America

POLICY EFFECTIVE DATE

POLICY EXPIRATION DATE

DRAM CANCEL DATE

OUTDOOR SERVICE EFFECTIVE DATE

OUTDOOR SERVICE EXPIRATION DATE

BOND EFFECTIVE DATE

TEMP TRANSFER EFFECTIVE DATE

TEMP TRANSFER EXPIRATION DATE



State of Iowa ABD approval statement from the following county department

Legal Name of Applicant: T L & L, INC.

Name of Business (DBA): Quail Creek Golf Course

Address of Business: 700 Club House Rd

Business Phone: 319-626-2281

Email: lewis.ted@live.com


State of Iowa ABD License #: _____

Johnson County Health Department:

The above referenced business possesses a valid Johnson County Public Health food license.

Name: Rob Thul

Title: EHM Date: 2/5/25

Signature:  Digitally signed by Rob Thul
Date: 2025.02.05
09:33:13 -06'00'



North Liberty Police Department

340 N Main St•PO Box 77•North Liberty, Iowa•52317•(319) 626-5724/Fax: 5743

February 4, 2025

Liquor License Check

Business: Quail Creek Golf Course

700 Club House Road

North Liberty, IA 52317

Owner: Theodore Lewis (DOB: 08-17-1955)

The North Liberty Police Department does not have any documented contacts with the owners or premise in conflict with their liquor license.

I recommend the license be granted.

This record check was conducted by Lieutenant Rueben Ross.





North Liberty Fire Department



Liquor License Fire Inspection Results

Inspection Status

Completed with fail

Inspected by

Tina Humston

Completed at

03/20/2025 02:31 PM

ORDER TO COMPLY: You must correct the violations noted upon receipt of this notice. An inspection to determine compliance with this Notice will be conducted on or after 30 days from the date of inspection. This initial and the first re-inspection are at no charge. If subsequent re-inspections are needed to ensure compliance, you will be charged in accordance with the current adopted fee schedule. If you fail to comply with this notice, you may be liable for the penalties provided for by law for such violations.

Address	Suite	City	State	Zip
700 CLUB HOUSE RD	--	NORTH LIBERTY	IA	52317
Business Name				
Quail Creek Golf Course Club House				

Assembly Occupancies:

✗ Fail

ITEM: Occupant Load Posted

CODE: IFC - 1004.9 - Posting of occupant load. - Every room or space that is an assembly occupancy shall have the occupant load of the room or space posted in a conspicuous place, near the main exit or exit access doorway from the room or space, for the intended configurations. Posted signs shall be of an approved legible permanent design and shall be maintained by the owner or the owner's authorized agent. Occupant load signs can be obtained for the City of North Liberty Building Department.

Fire Extinguishers:

✖ Fail

ITEM: Fire Extinguisher Annual Inspection - Current Inspection Tag

CODE: IFC - 901.6.1 - Standards. - Fire protection systems shall be inspected, tested and maintained in accordance with the referenced standards listed in Table 901.6.1.

Fire Alarm System, Fire Sprinkler System and Fire Extinguishers are required to be inspected annually by a professional contractor.

A list of registered contractors can be found at www.nlfire.org/contractors



Need annual inspection

✖ Fail

ITEM: Fire Extinguisher Monthly Inspection - Initial & Date Tag

CODE: NFPA 10 - 7.2.1.2 - Inspection Frequency - Fire extinguishers and Class D extinguishing agents shall be inspected either manually or by means of an electronic monitoring device/system at intervals not exceeding 31 days. Documentation of the visual inspection shall be recorded on the backside of the inspection tag (Date & Initials) or on a log book.



Need monthly inspection
by staff on site

Re-Inspection scheduled to be conducted on or after 03/27/2025 at 12:21

Inspection Signatures

Occupancy Contact Signature



Ted Lewis
Building Owner
Lewis.Ted@live.com

Inspector Signature



Tina Humston
Training Captain
Captain
--
thumston@northlibertyiowa.org



Mayor Report



PROCLAMATION

Sexual Assault Awareness Month

WHEREAS, sexual abuse, sexual violence, and stalking affect anyone, including children, causing long-term physical, psychological, and emotional harm; and

WHEREAS, every 68 seconds, an American is sexually assaulted, and every 9 minutes, that victim is a child.

WHEREAS, approximately 70% of people affected by rape or sexual assault experience moderate to severe distress, a larger percentage than for any other violent crime.

WHEREAS, sexual violence in rural communities exists as a hidden, silent, and often unrecognized crime that is often underreported, it's widespread and affects every community member; and

WHEREAS, through the inspiration, courage, and resilience of people affected by sexual violence, our communities are learning to better respond to the life-changing impact of sexual violence on individuals through systems and in the community; and

WHEREAS, DVIP & RVAP have worked to end violence and abuse for more than 45 years through the collaborative partnerships of staff, volunteers, local municipalities, criminal justice, health and human services, faith communities, business leaders, and private citizens; and

WHEREAS, our community's achievements should be commended, and we must continue our commitment to respect and support those affected by sexual violence and to prevent future violence in our community.

NOW, THEREFORE, BE IT PROCLAIMED that I, Chris Hoffman, Mayor of North Liberty, proclaim the month of April 2025 to be:

Sexual Assault Awareness Month

in North Liberty and urge all people to work together to eliminate sexual violence, sexual abuse, and stalking from our community.

Mayor Chris Hoffman

Signed in North Liberty, Iowa
this 25th day of March, 2025



Liberty Commons Economic Development Project



CORRIDOR

SPORTS PERFORMANCE
CENTER

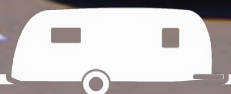
ABILITY
PHYSICAL THERAPY



ELITE
FITNESS



BTS
BUILD TO SUIT, INC.



streamline
ARCHITECTS





CORRIDOR

SPORTS PERFORMANCE
CENTER













Think Iowa City



THINK
IOWA CITY



History

Mission

The Iowa City/Coralville Area CVB advances the economic vitality and quality of life for residents and visitors as **Iowa's** premier destination.

Structure

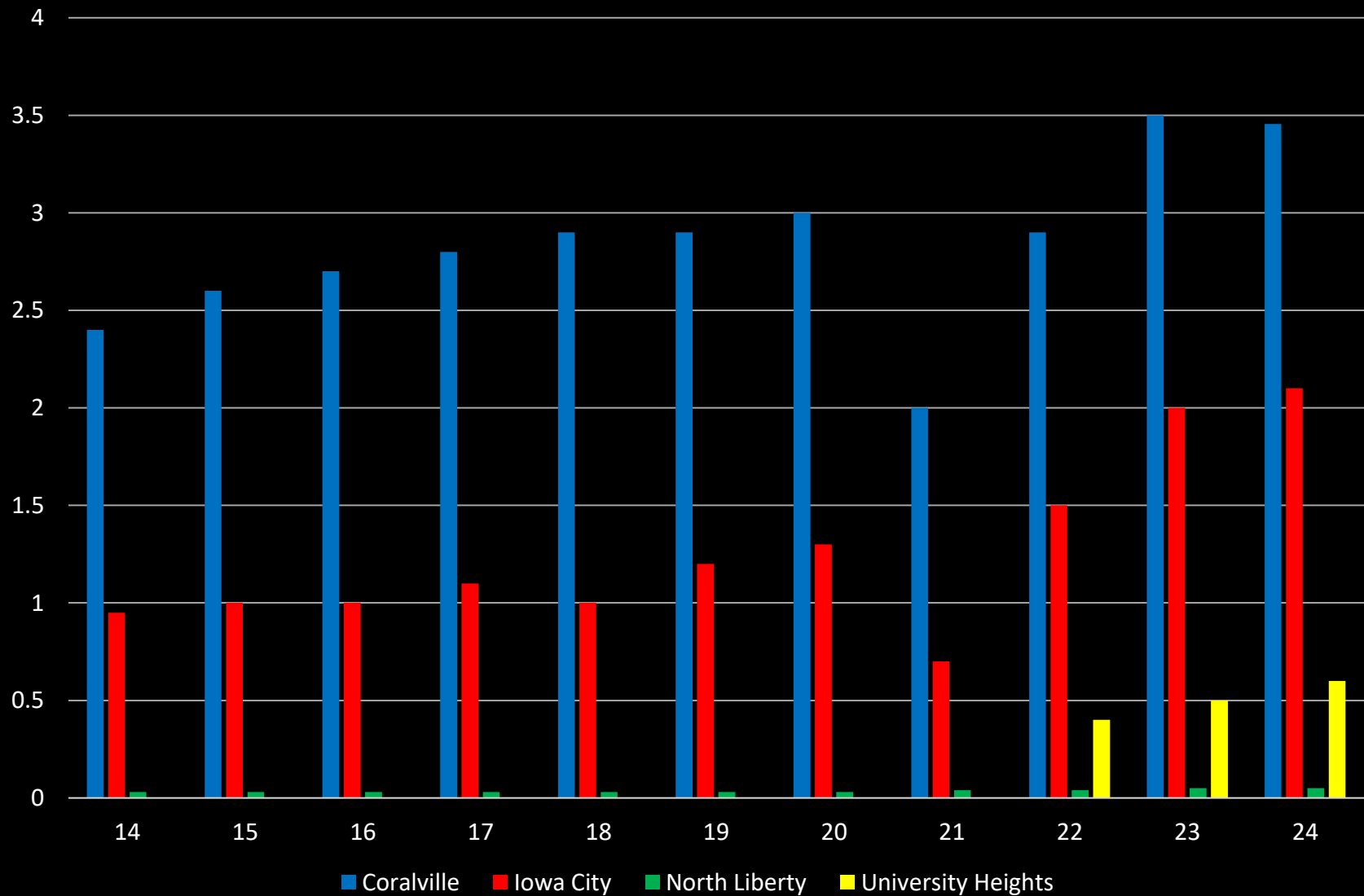
- Incubated in 1979 by Iowa City Area Chamber of Commerce
- 5% hotel/motel referendum was successfully passed in Nov 1983 creating new 501c6 in early 1984; 50/50 rule
- Hotel/motel was increased (by vote) to 7% in 1993
- Iowa City Area Sports Commission formed in 2016 and officially registered as 501c3 in 2018

Funding

- Total operating budget for FY25 is \$2.3M
- 46% hotel/motel tax; 19% from partnership; 35% program revenue



Visitor Tax Revenue (2014 - 2024)



Board of Directors



Mitch Gross, Chair
Iowa City Community School District

Jake Moore, Vice Chair
GreenState Credit Union

Meghann Foster, Treasurer
City of Coralville

Brian Flynn, Secretary
30 Hop, Tin Roost, Joe's Place

Kelly Murphy, Past Chair
Courtyard by Marriott & Springhill Suites

Dale Arens, University of Iowa Athletics

Jeff Capps, Iowa **Children's** Museum

Peter Matthes, University of Iowa

Tim Schroeder, University Heights

Brent Smith, City of North Liberty

Shanti Roundtree, Pearson

Laura Soride, REMAX Realtors

Mayor Bruce Teague, City of Iowa City

Matt Traetow, Hyatt Regency

Ex-officio

Rod Sullivan, Johnson County

Josh Schamberger, Iowa City/Coralville Area CVB



Team

Nick Kaeding
Senior VP of Finance & Administration

Monica Nieves Hirsch
VP of Marketing & Communications

Stacey Houseman
VP of Sales & Event Experience

Nick Pfeiffer
VP of Public Affairs

Luke Eustice
Director, Iowa City Area Sports Commission

Kylee Stock
Director of Special Events

Kylee Walker
Manager, Iowa City Area Sports Commission

Anna Haney
Sales & Servicing Manager

Donna Jondle & Angie Jordan
Visitor Services Assistants

Ashley Smith
Operations Manager

Joseph Cress
Digital Media Manager



Visitor Impact: ROI

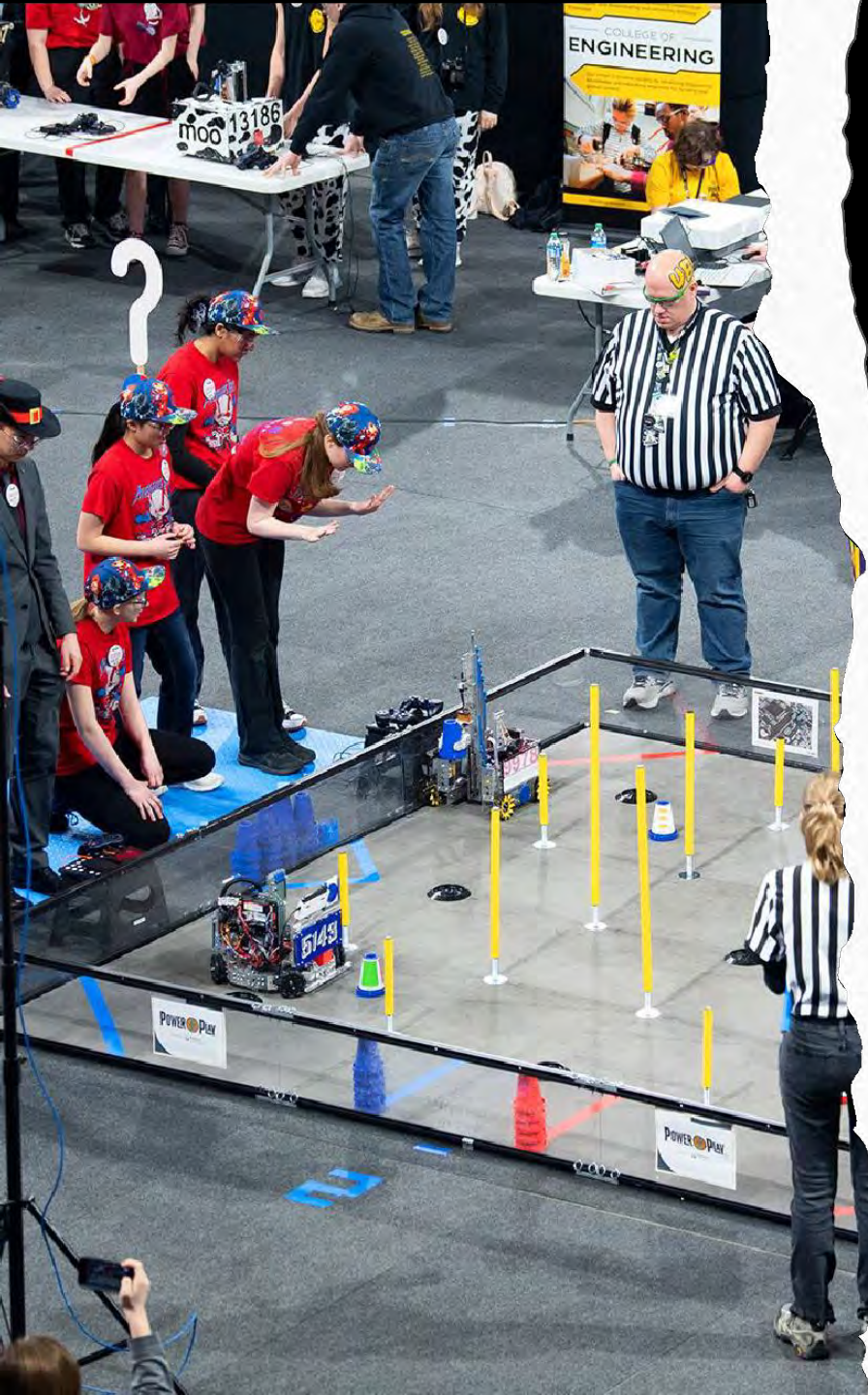
Last year visitors to Johnson County **spent...**

- \$684M on local goods/services
- \$99M in local/state taxes
- \$6M in local hotel/motel tax revenue

For every \$1 of hotel/motel tax received last year, staff efforts brought a return of \$31.62 to **North Liberty** and the community at large.

From just our conference/sports sales efforts.





Again...how do we know that?



IHSAA 3A/4A Boys State Baseball Tournament
IHSAA State Wrestling Dual Team Tournament
IHSAA Boys State Swimming
IHSAA Boys State Singles/Doubles Tennis Championships
IHSAA Boys Team Tennis Championships
IGHSAU Girls State Volleyball Championships
IGHSAU Girls Wrestling State Championships
IGHSAU Girls State Singles/Doubles Tennis Championships
A3 Midwest Swim and Dive Challenge
All Iowa Attack Basketball
Block Party 7's Rugby
Clipper's Baseball Tournament
Conflict For Charity Wrestling Tournament
Dan Gable Donnybrook Wrestling Tournament
David Armbruster Swim Open
First Tech Challenge: Iowa Classic (Robotics)
Girls on the Run
Grizzley's Wheelchair Basketball Tournament
Hawkeye Invite
IASI Long Course Swimming Championships
Iowa Swimming Age Group Short Course Swimming Championships
Iowa/USA Wrestling Kids State Tournament
Irving B. Weber Swim Invitational
UCI Cyclocross World Cup/Jingle Cross (5x)
Level 9 Western Gymnastics Championships (2021 & 2024)
Missouri Valley Conference Swim and Dive Championships
Soldier Salute Wrestling Tournament
Special Olympics Mid-Winter Tournament
Core4 Gravel Race
Splash Out Hunger Swimming Invitational
Sugar Cubed Marathon
Summit League Swimming and Diving Championships (2025 & 2026)
USA Wrestling Senior Nationals
USA Wrestling World Team Challenge Tournament
2022 UWW Women's Wrestling and Men's Freestyle World Cup
Varsity UDA/UCA High School Cheer and Dance Competition
Wrestle Like a Girl Iowa Classic
2023 Big Ten Gymnastics Championships
2023 Iowa Golden Gloves Boxing Championship
2022 UWW Wrestling Training Camp (7 countries in town for 9 days)
Iowa City Ducks

First Tech Challenge: Iowa Classic



Anime Iowa
Heartland District of the Foursquare Church
Farm Futures Summit
Iowa Assn of Justice
Iowa Chiropractic Society
Iowa High School Athletic Directors Assn
Iowa Library Assn
Iowa Limestone Producers Assn
Iowa Paralegal Assn
Iowa State Assn of Assessors
Iowa Public Airports Assn
Society for the Preservation of Barbershop Quartet Singers
Alpha Phi Alpha
Art Educators of Iowa
Brain Injury Alliance of Iowa
Iowa Assn of Business & Industry
Iowa Assn of County Conservation Boards
Iowa League of Cities
Iowa - Illinois Safety Council
Iowa Speech Language Hearing Assn
Blue Knights International Motorcycle Club
Iowa Future Business Leaders of America
Iowa Knights of Columbus
Iowa Utility Assn
Iowa State Assn of Letter Carriers
MEA Energy Assn
School Nutrition Assn of Iowa
TFC Iowa
Catholic Daughters of America
Defenders Law Enforcement Club
Federation of State Boards of Physical Therapy
Iowa Dental Assn
Iowa Credit Union League
Iowa Motor Truck Assn
Iowa Parks & Recreation Assn
Jehovah's Witnesses
National Federation of State High School Assn's
Wyffels Hybrids
UI College of Engineering First Tech Challenge
Special Olympics Iowa
Varsity Spirit

Market Segmentation

- Individual / Group Leisure
- Conferences & Meetings
- Amateur Sports
- Special Events
- Quality of Life

We lead **by...**

Bringing together people and organizations across the area in a way that no other entity can, functioning as a hub for local activity of all kinds and promoting cooperation and collaboration over competition.

Being a nimble force behind identifying promising ideas and standing up proof-of-concept trials more quickly than government and other institutions are able to.

Serving as the official brand authority for the area, keeping a finger on the pulse of the area to understand the essence of the community, to monitor and observe how it is evolving over time, and to promote that identity to potential visitors.



Innovative Sales & Marketing



A “bounce back” year for conferences & meetings...

2024

- 56 groups representing 80,390 attendees;
- \$22,343,292 in direct economic impact



2025

6 tradeshow representing 254 individual planner meetings resulting in...

- 36 future conferences & meetings;
- 47,350 future visitors, 22,936 room nights and \$19.6M of future direct spending

Innovative Sales & Marketing

...record year for digital marketing and engagement.

- 20.6% increase in total website users to 241,251
- 3.9M (+165%) Facebook impressions, 1.7M(1800%) Instagram impressions
- Maximizing data/analytics and AI to better target visitor demographics. E.g., Placer, STR.



2024

ALL SUMMER

ALL SUMMER

JULY 3 - 4

JULY 13

AUGUST 10

AUGUST 10

AUGUST 23

FALL

SEPTEMBER 28

OCTOBER 2 - 6

OCTOBER 14 - 20

OCTOBER 17 - 20

OCTOBER 30 -
NOVEMBER 2

NOVEMBER 8 - 9

Summer of the Arts

Northside Outside

Coralville 4th Fest

North Liberty Blues & BBQ

5th St. Social - Coralville

LibCon - ICPL

Iowa City Latino Fest

Free Shakespeare - Riverside Theatre

Kick - It Expo

IARGUS: Russian Guitar Festival

Iowa City Book Festival

ReFocus Film Festival

FEaST Festival

Mic Check Poetry Fest

2025

JANUARY 26 -
FEBRUARY 1

FEBRUARY 20

FEBRUARY 28 -
MARCH 1

APRIL 3 - 5

APRIL 4 - 6

MAY 17

MAY TBD

JUNE

Beat the Bitter - North Liberty

Black History Month Soul Food Dinner

FIRST Tech Challenge Iowa Championship

Mission Creek

ICE CREAM (Iowa City Expo for Comics and Real Eclectic Alternative Music)

Asian Festival - Coralville

Prompt for Autonomy: A Community Showcase

Juneteenth

Authentic Placemaking

Notable 2024 Programs (and Accomplishments)

- Community Grant Program
- North Liberty Centennial Park
- Riverfront Crossings Park
- Iowa River Landing
- University Heights **Placemaking** Plan

Authentic Placemaking

Johnson County Conservation Bond

Nick Pfeiffer, Campaign Manager

Josh Schamberger & Pat Heiden, Campaign Co-Chairs





Intentional Community Engagement

There is not enough local awareness and understanding of all that we do.

While it's not critical that we are top of mind for everyone, we are after all an organization charged with growing the visitor tax base, we are working to strengthen our exceptional "connector role" among disparate groups. The more familiar they are with our mission and activity, the better for the good of the whole.



South of 6 Diversity Market



Intentional Community Engagement



\$95,000 donated to...

- Iowa City Community School District
- Clear Creek Amana School District
- Solon School District





IOWA CITY AREA
SPORTS COMMISSION

Bike Iowa City



Home to 9 IGHSAU & IHSSA State Tournaments





Regional Sports Authority Districts

Varsity UDA/UCA High School Cheer & Dance Competition
Iowa 7v7 Football State Tournament
Miss Dance Team Iowa
A3 Midwest Challenge
Solon Spartan Bullseye Tournament
Summit League Men's and Women's Swimming and Dive Championships
Junior Heartlanders Hockey Tournament
Iowa Swimming Age Group Short Course Championships
2025 National Collegiate Women's Wrestling Championships
Special Olympics Mid-Winter Tournament
Universal Ballet Competition Semi Finals
Vicious Circle Disc Golf Challenge #11
Irving B Weber Invitational
Armbruster Open
Sugar Cubed Marathon
IHSAA Boys State Singles & Doubles Tennis
IGHSAU Girls State Singles & Doubles Tennis
Splash Out Hunger Invitational
Sweet Sugar Bottom Open
Block Party 7's Rugby Tournament
Altmaier Farm Classic





We Got Next.



Other notable wins...

- 2025 Iowa Middle School Basketball Championships (March 21 – 23...over 100 teams and using courts all over Johnson County)
- 2025 IGHSAU 3A and 4A State Golf Championships
- 2025 – 2028 IGHASU Girls State Swimming & Diving Championships
- 2026 Summit League Men's and Women's Swimming & Diving Championships
- 2026 Missouri Valley Conference Women's Basketball Championships
- 2028 – 2029 Missouri Valley Conference Swimming & Diving Championships
- 2026 Senior Wrestling Pan American Games*

Community & Economic Development Leadership

Air, Rail, and Trail | An Iowa Great Place





Thank
you.

THINK
IOWA CITY





Cedarhurst Rezoning



March 4, 2025

Chris Hoffman, Mayor
City of North Liberty
360 North Main Street
North Liberty IA 52317

Re: Request of Dover Development for a Comprehensive Plan Future Land Use Map amendment from Urban Medium Intensity to Urban High Intensity on approximately 9.18 acres and a Zoning Map Amendment (Rezoning) from RM-12 Multi-Unit Residence District to RM-21 Multi-Unit Residence District on approximately 9.18 acres.

Mayor Hoffman:

The North Liberty Planning Commission considered the above-referenced request at its March 4, 2025 meeting. The Planning Commission took the following action:

Findings:

1. The Future Land Use Map amendment request from Urban Medium Intensity (ULI) to Urban High Intensity (UHI) on approximately 9.18 acres would achieve consistency with Comprehensive Plan locational standards for the UHI Future Land Use; and
2. The rezoning request from RM-12 Multi-Unit Residence District to RM-21 Multi-Unit Residence District would achieve consistency with the approval standards enumerated in Section 165.09 of the Zoning Code.

Recommendation:

The Planning Commission accepted the listed findings and forwards the request of Dover Development for a Comprehensive Plan Future Land Use Map amendment from Urban Medium Intensity to Urban High Intensity on approximately 9.18 acres and a Zoning Map Amendment (Rezoning) from RM-12 Multi-Unit Residence District to RM-21 Multi-Unit Residence District on approximately 9.18 acres to the City Council with a recommendation for approval.

The vote for approval was 5-0.

Amy Yotty, Chairperson
City of North Liberty Planning Commission



To City of North Liberty Planning Commission
From Ryan Rusnak, AICP
Date February 28, 2025
Re Request of Dover Development for a Comprehensive Plan Future Land Use Map amendment from Urban Medium Intensity to Urban High Intensity on approximately 9.18 acres and a Zoning Map Amendment (Rezoning) from RM-12 Multi-Unit Residence District to RM-21 Multi-Unit Residence District on approximately 9.18 acres. The property is located on the north side of West Forevergreen Road approximately 515 feet east of South Kansas Avenue.

North Liberty City staff has reviewed the subject submission, and offer comments presented in this memo.

1. Request Summary:

The purpose of the request is to facilitate a senior housing development consisting of independent living, assisted living and memory care.



The conceptual site plan for proposed development depicts a total of 133 units - 65 independent living, 47 assisted living, 21 memory care. The preliminary site plan is planned to be considered by the Planning Commission on April 1 and by the City Council on April 22, which would be the third reading on the proposed rezoning.

2. Current and Proposed Zoning:

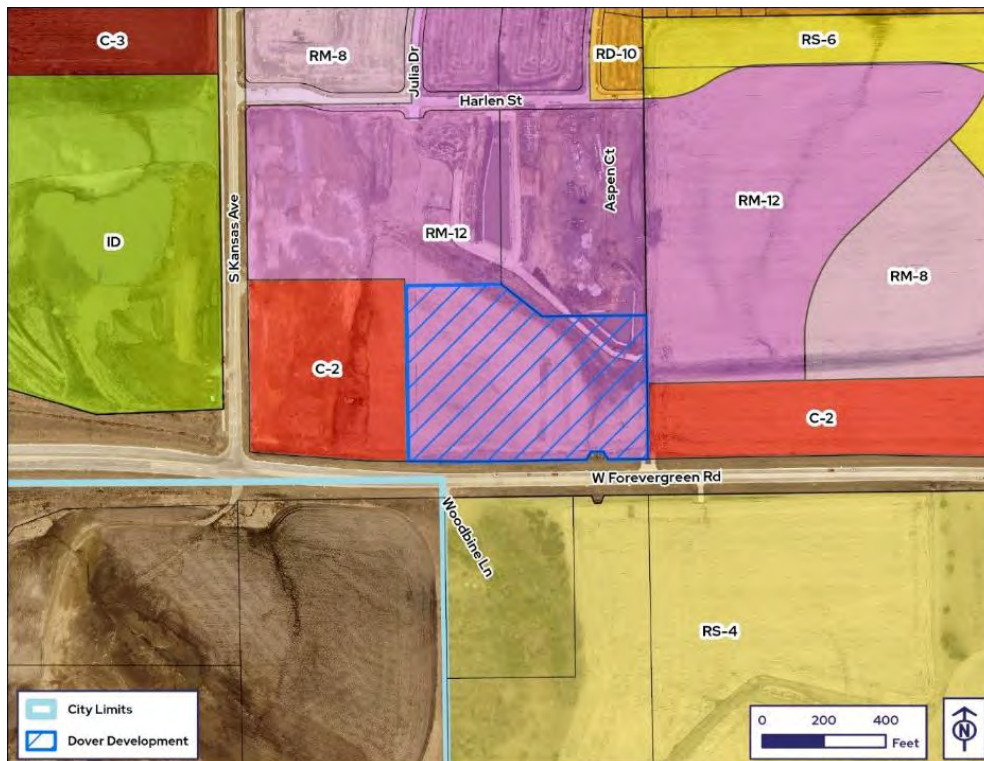
Current Zoning

The RM-12 District is intended to provide and maintain medium-density, multiple-unit housing residential neighborhoods. Limited non-residential uses that are compatible with the surrounding residential neighborhoods may be permitted in the RM-12 District.

Proposed Zoning

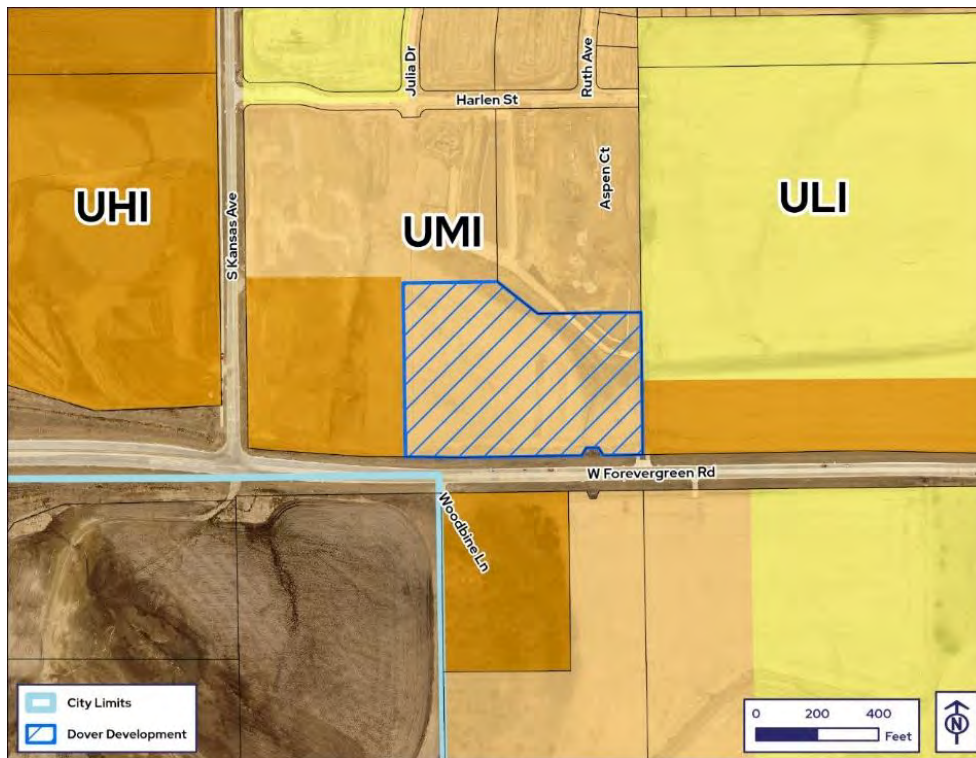
RM-21 Multi-Unit Residence District. The RM-21 District is intended to provide and maintain high-density, multiple-unit housing residential neighborhoods. Limited non-residential uses that are compatible with the surrounding residential neighborhoods may be permitted in the RM-21 District.

Unfortunately, there isn't an RM district between RM-12 and RM-21. The development proposes 133 units on 9.18 acres, which equates to 14.49 units/acre. It is staff's opinion that an RM-15 District would be appropriate in the Zoning Code, but staff has not proposed the amendment.



3. Consistency with Comprehensive Plan:

Future Land Use Map (FLUM) designation: Urban Medium Intensity. There is a separate request to amend the FLUM to Urban High Intensity.



Urban Medium Intensity Description

More variety in housing arrangements and more allowance for activity areas that draw people from outside the immediate area for services or recreation. Increased intensity (compared to ULI) improves opportunities for economic activity and social interaction. Medium intensity areas include mostly a horizontal mix of residential and non-residential uses at compatible moderate densities and scale, although there may be opportunities for vertical mixed-use.

Residential

Uses include a variety of housing types that may be on smaller lots. Housing mix can include single-family detached homes, duplexes, townhomes, and multifamily buildings to create integrated neighborhoods.

Form and Features

- » General aggregate development density of 7 to 14 dwelling units per acre. Innovative designs should allow more public spaces than ULI.
- » Attached housing developments maintain the identity of the individual housing units.
- » High connectivity with multiple access points into neighborhoods. As compared to ULI, UMI encourages closer proximity between transportation, housing, and commercial services.

Urban High Intensity Description

These areas have increased economic activity and a higher frequency of diverse and complementary uses. High-intensity areas include more urban services with a horizontal and vertical mix of high-density residential uses and community to regional commercial uses of compatible densities and scales.

Residential

Developments have more focus on non-residential buildings but still offer residential uses ranging from townhomes and apartments. Mixing residential with commercial uses on the same site is encouraged when feasible from a design and market capitalization standpoint.

Form and Features

- » Aggregate development density at 14+ units per acre at sites with direct access to major arterial and collector streets. Development should avoid the creation of isolated multi-family development.
- » Edges of UHI residential developments transition to lower intensity uses or buffer from industrial/commercial uses through design, landscaping, and buffering.

Non-Residential

More prevalent and focus in the UHI district that can include larger offices, medical buildings, commercial, and larger institutional uses such as places of worship, community centers, and indoor recreation.

4. Public Input:

A virtual good neighbor meeting was held on February 17, 2025. No one outside of City representatives (City staff, one Planning Commission member and one City Council member) and the applicant attended the meeting. There are no objections to the request.

5. Zoning Map Amendment Approval Standards

Section 165.09(4)(D)(1) of the Zoning Ordinance sets for the approval standards for zoning maps amendments.

Approval Standards. The Planning Commission recommendation and the City Council decision on any zoning text or map amendment is a matter of legislative discretion that is not controlled by any particular standard. However, in making their recommendation and decision, the Plan Commission and the City Council must consider the following standards. The approval of amendments is based on a balancing of these standards (ordinance language in *italics* and staff analysis in **bold**).

Map Amendments.

- (a) *The consistency of the proposed amendment with the Comprehensive Plan and any adopted land use policies.*

Figure 3.4 within Connected to Tomorrow Comprehensive Plan was utilized to determine which zoning district would be compatible with the Future Land Use Map.

Figure 3.4: Land Use Compatibility

TRADITIONAL LAND USES	AGRICULTURE (AG)	URBAN RESERVE (UR)	URBAN LOW INTENSITY (ULI)	URBAN MEDIUM INTENSITY (UMI)	URBAN HIGH INTENSITY (UHI)	COMMERCIAL/ INDUSTRIAL FLEX (FLX)	PUBLIC AND SEMI PUBLIC (PUB)	PARK AND OPEN SPACE (P, OS)
Agriculture	●	●						○
Rural residential		●						
Low-density residential			●	○				
Medium-density residential			●	●	○			
High-density residential				●	●	○		
Rural commercial		●						
Neighborhood commercial			○	●	●	●		
Community commercial				○	●	●		
Regional commercial					○	●		
Low/medium intensity office			○	●	●	●		
High-intensity office				○	●	●		
Limited industrial		○				●		
Heavy industrial						○		
Parks and civic uses	●	●	●	●	●	○	●	●
Major public/civic facilities					○	○	●	○
Residential density range (du/A*)	≤40	≤40	3-8	7-14	14+	14+	NA	NA

● Permitted ○ Permitted with special review
*Dwelling Units per Acre

Unfortunately, there isn't an RM district between RM-12 and RM-21. The development proposes 133 units on 9.18 acres, which equates to 14.49 units/acre. It is staff's opinion that an RM-15 District would be appropriate in the Zoning Code, but staff has not proposed the amendment.

Considering the location, it is staff's opinion that the Urban High Intensity (UHI) Future Land Use designation and higher density zoning would be appropriate in this location.

(b) *The compatibility with the zoning of nearby property.*

Considering the properties to the east and west are zoned C-2 Highway Commercial District, it is staff's opinion that the proposed zoning would be compatible with nearby property.

(c) *The compatibility with established neighborhood character.*

It is staff's opinion that the proposed zoning would be compatible with established neighborhood character.

(d) *The extent to which the proposed amendment promotes the public health, safety, and welfare of the City.*

It is staff's opinion that the proposed zoning would promote the public health, safety, and welfare of the City.

(e) *The extent to which the proposed amendment creates nonconformities.*

It is staff's opinion that the proposed zoning would not create any nonconformities.

6. Additional Considerations:

This would be a large building located along a major gateway into North Liberty. Staff has expressed and has been working with the applicant regarding the building design to ensure a higher-quality building design.

Related subdivision construction improvements include Julia Drive, which would be extended to West Forevergreen Road. The access would be right in/right-out only.



7. Staff Recommendation:

Findings:

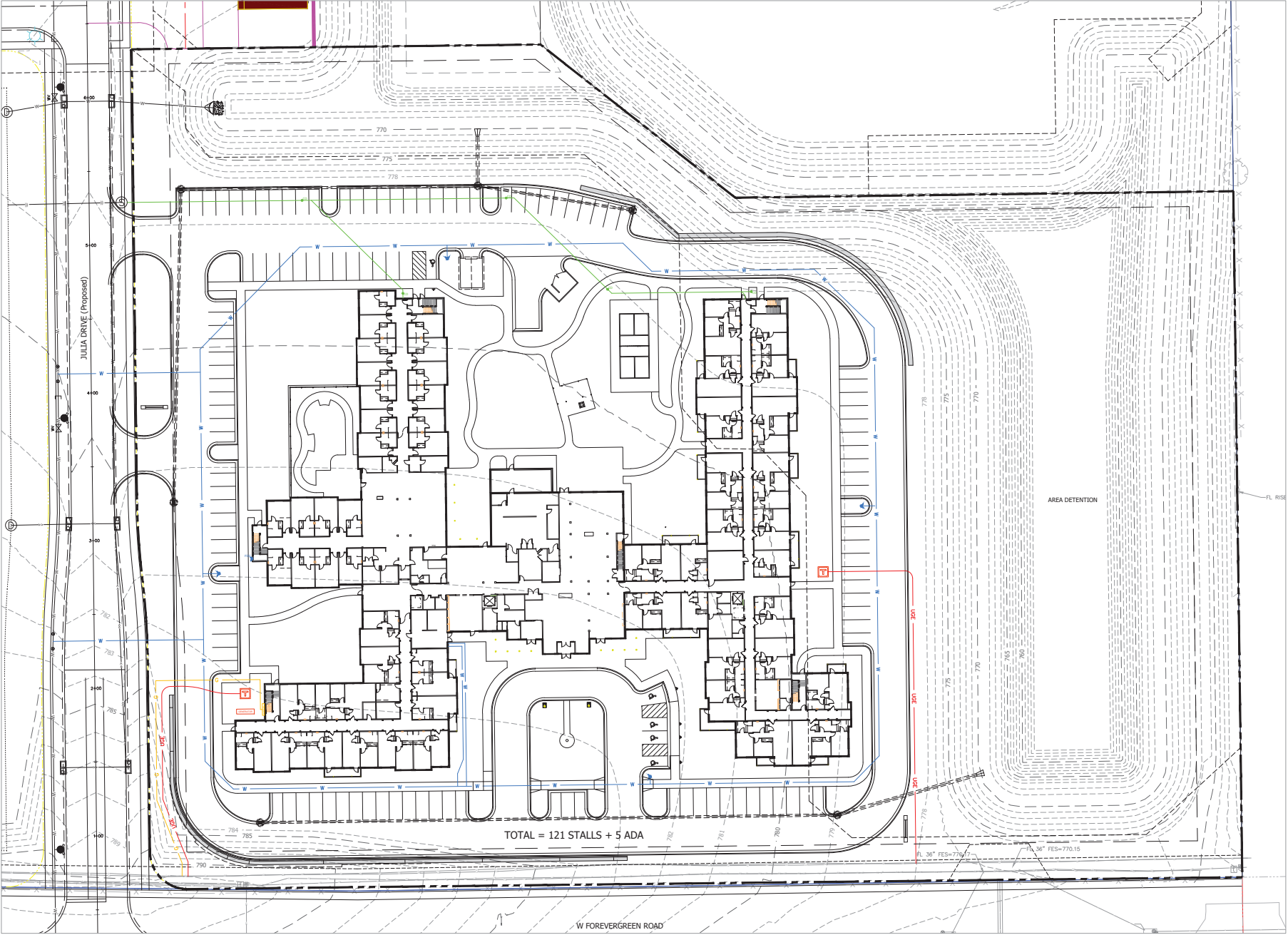
1. The Future Land Use Map amendment request from Urban Medium Intensity (ULI) to Urban High Intensity (UHI) on approximately 9.18 acres would achieve consistency with Comprehensive Plan locational standards for the UHI Future Land Use; and
2. The rezoning request from RM-12 Multi-Unit Residence District to RM-21 Multi-Unit Residence District would achieve consistency with the approval standards enumerated in Section 165.09 of the Zoning Code.

Recommendation:

Staff recommends the Planning Commission accept the listed findings and forward the request for a Comprehensive Plan Future Land Use Map amendment from Urban Medium Intensity to Urban High Intensity on approximately 9.18 acres and a Zoning Map Amendment (Rezoning) from RM-12 Multi-Unit Residence District to RM-21 Multi-Unit Residence District on approximately 9.18 acres to the City Council with a recommendation for approval.

Suggested motion:

I move that the Planning Commission accept the listed findings and forward the Future Land Use Map amendment and zoning map amendment to the City Council with a recommendation for approval.





FRONT ELEVATION



SIDE ELEVATION - TWO STORY



REAR ELEVATION



SIDE ELEVATION - THREE STORY



AERIAL PERSPECTIVE

CEDARHURST SENIOR LIVING COMMUNITY

NORTH LIBERTY, IOWA





Ordinance No. 2025-06

AN ORDINANCE AMENDING THE ZONING MAP DISTRICT DESIGNATION FOR CERTAIN PROPERTY LOCATED IN NORTH LIBERTY, IOWA FROM RM-12 MULTI-UNIT RESIDENCE DISTRICT TO RM-21 MULTI-UNIT RESIDENCE DISTRICT

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF NORTH LIBERTY, IOWA:

SECTION 1. AMENDMENT. The Official Zoning Map incorporated in Chapter 168.01(2) of the North Liberty Code of Ordinances is hereby amended such that the below-described property (the "Property") is assigned a zoning designation of RM-21 Multi-Unit Residence District:

Auditor's Parcel 2024099, to North Liberty, Iowa, in accordance with the Plat thereof recorded in Plat Book 68, Page 161 of the Records of the Johnson County Recorder's Office. Said rezoning parcel contains 9.18 acres and is subject to easements and restrictions of record.

SECTION 2. CONDITIONS IMPOSED. At the March 4, 2025, meeting the Planning Commission accepted the listed finding and forwarded the request for a zoning map amendment to the City Council with a recommendation for approval with no conditions.

SECTION 3. RECORDATION. The City Clerk is hereby authorized and directed to record this ordinance at the Johnson County Recorder's office upon final passage and approval.

SECTION 4. REPEALER. All Ordinances and parts of ordinances in conflict with the provisions of this Ordinance are hereby repealed.

SECTION 5. SCRIVENER'S ERROR. The correction of typographical errors which do not affect the intent of the ordinance may be authorized by the City Clerk or the Clerk's designee without further public hearing.

SECTION 6. SEVERABILITY. If any section, provision or part of this Ordinance shall be adjudged invalid or unconstitutional, such adjudication shall not affect the validity of the Ordinance as a whole or any section, provision or part thereof not adjudged invalid or unconstitutional.

SECTION 7. WHEN EFFECTIVE. This ordinance shall be in effect from and after its final passage, approval and publication as provided by law.

First reading on

Second reading on

Third and final reading on

CITY OF NORTH LIBERTY:

CHRIS HOFFMAN, MAYOR

ATTEST:

I, Tracey Mulcahey, City Clerk of the City of North Liberty, hereby certify that at a meeting of the City Council of said City, held on the above date, among other proceedings, the above was adopted.

TRACEY MULCAHEY, CITY CLERK

I certify that the forgoing was published as Ordinance No. 2025-06 in *The Gazette* on the ____ of _____, 2025.

TRACEY MULCAHEY, CITY CLERK



Urban Central District

SET DATE FOR HEARING ON
DESIGNATION OF EXPANDED URBAN
RENEWAL AREA AND URBAN RENEWAL
PLAN AMENDMENT

421033-98

North Liberty, Iowa

March 25, 2025

The City Council of the City of North Liberty, Iowa, met on March 25, 2025, at __:____ p.m., at the _____, in the City, for the purpose of setting a date for a public hearing on the designation of an expanded urban renewal area and on a proposed urban renewal plan amendment. The Mayor presided and the roll being called, the following members of the Council were present and absent:

Present: _____

Absent: _____.

The Mayor announced that an amendment to the boundaries of the North Liberty Urban Renewal Area had been prepared, along with an amendment to the urban renewal plan for the area, and that it was now necessary to set a date for a public hearing on the proposed amended area and proposed amendment to the urban renewal plan. Accordingly, Council Member _____ moved the adoption of the following resolution entitled "Resolution Setting Date for a Public Hearing on Designation of the Expanded North Liberty Urban Renewal Area and on Urban Renewal Plan Amendment," and the motion was seconded by Council Member _____. Following due consideration, the Mayor put the question on the motion and the roll being called, the following named Council Members voted:

Ayes: _____

Nays: _____.

Whereupon, the Mayor declared the resolution duly adopted as follows:

Resolution No. 2025-37

**RESOLUTION SETTING DATE FOR PUBLIC HEARING ON DESIGNATION OF
THE EXPANDED NORTH LIBERTY URBAN RENEWAL AREA AND ON
URBAN RENEWAL PLAN AMENDMENT**

WHEREAS, this City Council of the City of North Liberty, Iowa (the "City") by resolution previously established the North Liberty Urban Renewal Area (the "Urban Renewal Area") and adopted an urban renewal plan (the "Plan") for the governance of projects and initiatives therein; and

WHEREAS, a proposal has been made which shows the desirability of expanding the Urban Renewal Area to add and include all the property (the "Property") lying within the legal description set out in Exhibit A; and

WHEREAS, this City Council is desirous of obtaining as much information as possible from the residents of the City before making this decision; and

WHEREAS, an amendment (the "Amendment") to the Plan has been prepared which (1) covers the addition of the Property to the Urban Renewal Area; and (2) authorizes the undertaking of a new urban renewal project in the Urban Renewal Area consisting of providing financial support to a private developer (the "Developer") in connection with the undertaking by the Developer of the Urban Central District Revitalization Project consisting of the acquisition of the Property and the redevelopment thereof including site preparation and the construction of public infrastructure improvements; and

WHEREAS, it is now necessary that a date be set for a public hearing on the designation of the expansion of the Urban Renewal Area and on the Amendment;

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of North Liberty, Iowa, as follows:

Section 1. This City Council will meet at the Council Chambers, North Liberty, Iowa, on April 22, 2025, at 6:00 p.m., at which time and place it will hold a public hearing on the designation of the expanded Urban Renewal Area described in the preamble hereof and on the Amendment.

Section 2. The City Clerk shall publish notice of said hearing, the same being in the form attached hereto, which publication shall be made in a legal newspaper of general circulation in North Liberty, which publication shall be not less than four (4) and not more than twenty (20) days before the date set for hearing.

Section 3. Pursuant to Section 403.5 of the Code of Iowa, the City Administrator and/or the Assistant City Administrator, or their designees, are hereby designated as the City's representatives in connection with the consultation process which is required under that section of the urban renewal law. It is hereby directed that representatives of Johnson County, the Iowa

City Community School District and the Clear Creek Amana Community School District be invited to participate in the consultation.

Section 4. The proposed Amendment is hereby submitted to the City's Planning and Zoning Commission for review and recommendations, as required by Section 403.5, Code of Iowa.

APPROVED AND ADOPTED this 25th day of March, 2025.

CITY OF NORTH LIBERTY:

CHRIS HOFFMAN, MAYOR

ATTEST:

I, Tracey Mulcahey, City Clerk of the City of North Liberty, hereby certify that at a meeting of the City Council of said City, held on the above date, among other proceedings, the above was adopted.

TRACEY MULCAHEY, CITY CLERK

NOTICE OF PUBLIC HEARING ON DESIGNATION OF EXPANDED NORTH
LIBERTY URBAN RENEWAL AREA AND ON PROPOSED URBAN RENEWAL
PLAN AMENDMENT

Notice Is Hereby Given: That at 6:00 p.m., at the Council Chambers, North Liberty, Iowa, on April 22, 2025, the City Council of the City of North Liberty will hold a public hearing on the question of amending the urban renewal plan (the "Plan") for the North Liberty Urban Renewal Area and designating expanded North Liberty Urban Renewal Area (the "Urban Renewal Area"), pursuant to Chapter 403, Code of Iowa, by adding certain real property (the "Property") situated in the City of North Liberty, Johnson County, State of Iowa, bounded by the following rights-of-way:

Beginning at the west right-of-way line of Ranshaw Way at the point at which it intersects the north right-of-way line of Cherry Street; thence easterly along said north right-of-way line of Cherry Street to a point at which it intersects the east right-of-way line of Stewart Street; thence southerly along said east right-of-way line of Stewart Street to a point at which it intersects with the south right-of-way line of Zeller Street; thence westerly along said south right-of-way line of Zeller Street to the point at which it intersects the west right-of-way line Ranshaw Way; thence northerly along said west right-of-way line of Ranshaw Way to the place of beginning, and including the full public rights-of-way said boundary streets.

The proposed amendment to the Plan makes the Property subject to the provisions of the Plan. The amendment includes the authorization of a new urban renewal project in the Urban Renewal Area consisting of providing financial support to a private developer (the "Developer") in connection with the undertaking by the Developer of the Urban Central District Revitalization Project consisting of the acquisition of the Property and the redevelopment thereof including site preparation and the construction of public infrastructure improvements.

At said hearing any interested person may file written objections or comments and may be heard orally with respect to the subject matters of the hearing.

Tracey Mulcahey
City Clerk

• • • • •

On motion and vote the meeting adjourned.

CHRIS HOFFMAN, MAYOR

Attest:

TRACEY MULCAHEY, CITY CLERK

EXHIBIT A
Legal Description
Expanded North Liberty Urban Renewal Area
(April, 2025 Addition)

Certain real property situated in the City of North Liberty, Johnson County, State of Iowa, bounded by the following rights-of-way:

Beginning at the west right-of-way line of Ranshaw Way at the point at which it intersects the north right-of-way line of Cherry Street; thence easterly along said north right-of-way line of Cherry Street to a point at which it intersects the east right-of-way line of Stewart Street; thence southerly along said east right-of-way line of Stewart Street to a point at which it intersects with the south right-of-way line of Zeller Street; thence westerly along said south right-of-way line of Zeller Street to the point at which it intersects the west right-of-way line Ranshaw Way; thence northerly along said west right-of-way line of Ranshaw Way to the place of beginning, and including the full public rights-of-way said boundary streets.

STATE OF IOWA
JOHNSON COUNTY
CITY OF NORTH LIBERTY

SS:

I, the undersigned, City Clerk of the City of North Liberty do hereby certify that pursuant to the resolution of its City Council fixing a date of public hearing on the question of designating the expanded North Liberty Urban Renewal Area for the City and on a proposed urban renewal plan amendment, the notice, of which the printed slip attached to the publisher's affidavit hereto attached is a true and complete copy, was published on the date and in the newspaper specified in such affidavit, which newspaper has a general circulation in the City, and copies were sent to the county and school district.

WITNESS my hand this ____ day of _____, 2025.

TRACEY MULCAHEY, CITY CLERK

(Attach here publisher's affidavit of publication of notice.)

(PLEASE NOTE: This certificate must not be dated until the publication has been made and you have reviewed it to be sure that the notice was published on the date indicated in the attached affidavit.)

STATE OF IOWA
JOHNSON COUNTY
CITY OF NORTH LIBERTY

SS:

I, the undersigned, City Clerk of the City of North Liberty, do hereby certify that as such I have in my possession or have access to the complete corporate records of the City and of its officers; and that I have carefully compared the transcript hereto attached with those records and that the attached is a true, correct and complete copy of the corporate records relating to the action taken by the City Council preliminary to and in connection with setting a date for public hearing on the question of designating the expanded North Liberty Urban Renewal Area for the City and on an urban renewal plan amendment.

WITNESS my hand this ____ day of _____, 2025.

TRACEY MULCAHEY, CITY CLERK



To **North Liberty Mayor & City Council**
From **Ryan Heiar, City Administrator**
Date **March 6, 2025**
Re **Lion Development Group - Urban Central District**

For nearly three years, staff has been in conversations with Jeff Schweitzer about the potential redevelopment of the east portion of the ground depicted in the image to the right. Initial discussions pertained to the southern part of this (eastern) ground. However, staff challenged Jeff to expand the area to include the entire east side to further the Council goal of a Cherry Street reinvestment district facilitating a vibrant, pedestrian-oriented, mixed-use district that builds community identity and attracts additional shopping, dining, entertainment and housing options in a central core of North Liberty. A year ago, Brandon Pratt and Scott Wilson entered the conversation alongside Jeff, where the group proposed expanding the redevelopment to encompass nearly



20 acres of aging industrial property in the center of North Liberty, being referred to in their proposal as the Urban Central District (UCD). Significantly, the UCD was informed by the adopted 2022 Comprehensive Plan regarding the Cherry Street district.

The proposed concept for the UCD is attached to this memo and Jeff, Brandon and Scott will attend the March 11 Council meeting to further elaborate on their plans. In short, this 20-acre redevelopment would include approximately 65,000 square feet of commercial space fronting Ranshaw Way and a minimum of 350 residential units on the east side. This tremendous placemaking effort would significantly change the character of this part of North Liberty. The location lends itself to higher density to encourage walkability and the commercial component would further enhance the Ranshaw Way corridor.

This project is complex. For starters, it includes 15 separate parcels with eight different owners. A portion of the property is in a flood zone, drainage from the Liberty Centre Pond flows through the site, and a significant amount of fill will be required. There is approximately 80,000 square foot of existing building space that will require removal and numerous businesses that will need to relocate. The existing building stock of these properties stands in stark contrast to the more recent buildings in the area, which help emphasize the importance design standards have on our community. Admittedly, higher design standards equate to increased cost of material and labor. Even with greenfield developments, the cost of construction makes it difficult for developers to provide market rate leasable space. All of these factors contribute to very expensive development costs. Acquisitions and site preparation are estimated at \$27 million. It is anticipated that vertical construction costs will exceed \$100 million. The developers are requesting an up-front investment from the City in the amount of \$20 million.

In nearly all its previous economic development agreements, the City has provided a post-development tax rebate for a period of years. Meaning, after the development is constructed and paying property taxes, the City rebates the developer or building owner a portion of property taxes paid. In this case, for the reasons mentioned above, the developer is asking for the City's investment to come up front, before any development occurs and/or taxes paid. This approach to economic development is not uncommon but it is much riskier for the City than a traditional rebate agreement.

To invest upfront, the City would need to borrow \$20 million and then rely on the taxes generated by this redevelopment to repay the loan. If the project does not progress as proposed or the state makes a

change in how TIF is collected, it could impact the City's ability to pay from the taxes generated by this redevelopment, forcing the City to use other TIF revenues or even its

Year	Incremental Taxes Generated	20-Year Debt Service	Non-TIF Taxes Generated
1	\$ 226,771	\$ (1,870,000)	\$ 63,458
2	\$ 487,993	\$ (1,870,000)	\$ 136,558
3	\$ 768,245	\$ (1,870,000)	\$ 214,982
4	\$ 935,552	\$ (1,870,000)	\$ 261,801
5	\$ 1,112,078	\$ (1,870,000)	\$ 311,199
6	\$ 1,298,222	\$ (1,870,000)	\$ 363,288
7	\$ 1,341,492	\$ (1,870,000)	\$ 375,397
8	\$ 1,386,060	\$ (1,870,000)	\$ 387,869
9	\$ 1,431,965	\$ (1,870,000)	\$ 400,714
10	\$ 1,479,247	\$ (1,870,000)	\$ 413,946
11	\$ 1,527,948	\$ (1,870,000)	\$ 427,574
12	\$ 1,578,109	\$ (1,870,000)	\$ 441,611
13	\$ 1,629,775	\$ (1,870,000)	\$ 456,069
14	\$ 1,682,992	\$ (1,870,000)	\$ 470,961
15	\$ 1,737,805	\$ (1,870,000)	\$ 486,299
16	\$ 1,794,262	\$ (1,870,000)	\$ 502,098
17	\$ 1,852,413	\$ (1,870,000)	\$ 518,371
18	\$ 1,912,308	\$ (1,870,000)	\$ 535,131
19	\$ 1,974,001	\$ (1,870,000)	\$ 552,395
20	\$ 2,037,544	\$ (1,870,000)	\$ 570,177
21	\$ 2,103,439	\$ -	\$ 588,369
22	\$ 2,170,866	\$ -	\$ 607,230
23	\$ 2,239,526	\$ -	\$ 626,656
24	\$ 2,311,035	\$ -	\$ 646,666
25	\$ 2,384,688	\$ -	\$ 667,275
Total	\$39,404,336	\$ (37,400,000)	\$ 11,026,093
25-Year Return on Property Taxes			\$ 15,034,766

debt service levy to make payment. Additionally, debt payments will most certainly be due prior to taxes being paid on this parcel because property taxes are always in arrears. The chart above projects incremental property taxes generated, a debt repayment schedule and non-TIF taxes paid by the redevelopment.

This proposed borrowing would count against the City's debt limit. Fortunately, the City has substantial capacity remaining, currently using approximately 40% of its capacity. When factoring in this proposed project, along with all other proposed projects in the CIP, capacity would peak at approximately 65%. The City's financial advisor's general recommendation is that the City stay at or below 85% of its borrowing capacity. In FY 26, the City's total General Obligation borrowing capacity is \$132 million.

All that being said, this property has and continues to deteriorate and the significance of this group bringing all of these properties together cannot be overstated. Without City intervention, the more likely the property will continue to sit, and if redeveloped, most certainly will be in a piecemeal fashion.

It cannot be denied that this development is considerably riskier than others of which the City has been involved; however, staff will work with bond counsel – should the City Council agree that this project has merit – to create an economic development agreement that includes various claw-backs and clauses to protect the City's investment and limit its financial risk.

The intrinsic value of this redevelopment in the center of the community contributes to community identity, enhances the inter-modal transportation network, with trail and street upgrades, and provides additional services and housing opportunities to the City. Given the previous projects and investment these gentlemen have made in North Liberty, staff is confident that they can deliver.

Staff is seeking direction from the Council in the form of approval to proceed with updating the City's urban renewal plan, creating a TIF district and starting to develop an economic development agreement outlining the terms of the development.



Additional Information

March 17, 2025

Ref: MPIN-380-6(719)0--ON-52

Dear City Council:

This is official notification to your City Council that the Iowa Department of Transportation (DOT) proposes to let the project as referenced above on March 18, 2025. This project, or a portion thereof, lies within your city. The project is proposed for construction during 2025 and will consist of PCC patching on I-380 from I-80 to US-218 in Waterloo.

The work will be done in accord with the current Form 810034 "Agreement for Primary Road Extension Maintenance and Operation". Project costs will be paid from the Primary Road Fund and no charges will be made against the city.

The contract will be administered by the Manchester Resident Construction Engineer's Office. If the City would like to be notified of the preconstruction meeting schedule, contractor's proposed work schedule, or has any other questions and/or concerns, please contact Hugh Holak, P.E., Resident Construction Engineer of the Manchester RCE Office by calling 563-927-2397, or by email at hugh.holak@iowadot.us

We would appreciate this project notification being included on your next City Council meeting agenda as a matter of information for the Council members. If you have any questions concerning the work involved, please contact this office as soon as possible to expedite any possible changes.

Sincerely yours,



Jesse Tibodeau, P.E.
Assistant District Engineer

JLT:JWP

To: Thorsten Johnson, City Clerk, City of Coralville
Tracey Mulcahey, City Clerk, City of North Liberty
Abigail Hora, City Clerk, City of Tiffin
Leah Kolar, City Clerk, City of Shueyville
Alissa Van Sloten, City Clerk, City of Cedar Rapids
Kari Graber, City Clerk, City of Hiawatha
Lisa Goodin, City Clerk, City of Robins
Sarah Tritle, City Clerk, City of Center Point
Jennifer Burkhart, City Administrator/Clerk, City of Urbana



KIM REYNOLDS, GOVERNOR

SCOTT MARLER, IOWA DOT DIRECTOR

IOWA DEPARTMENT OF TRANSPORTATION
DIVISION/BUREAU
5455 Kirkwood Blvd. SW
Cedar Rapids, IA 52404
319-364-0235
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Cc: Jim Schnoebelen, P.E., Iowa DOT District Engineer, District 6
Jesse Tibodeau, P.E., Iowa DOT Assistant District Engineer, District 6
Danielle Alvarez, P.E., Iowa DOT District Construction Engineer, District 6
Hugh Holak P.E., Manchester Resident Construction Engineer, Manchester RCE Office
Brian Stelken, Iowa DOT Engineering Tech Senior, Manchester RCE Office
Diane Recker, Iowa DOT Engineering Office Assistant, Manchester RCE Office
Mark Harle, Iowa DOT Area Engineer, District 6 Office
Tom Storey, Iowa DOT Area Engineer, District 6 Office

March 17, 2025

Ref: MPIN-380-6(720)3--ON-52

Dear City Council:

This is official notification to your City Council that the Iowa Department of Transportation (DOT) proposes to let the project as referenced above on March 18, 2025. This project, or a portion thereof, lies within your city. The project is proposed for construction during 2025 and will consist of HMA resurfacing (spot resurfacing and joint repairs) on I-380 from North Liberty to US-30.

The work will be done in accord with the current Form 810034 "Agreement for Primary Road Extension Maintenance and Operation". Project costs will be paid from the Primary Road Fund and no charges will be made against the city.

The contract will be administered by the Manchester Resident Construction Engineer's Office. If the City would like to be notified of the preconstruction meeting schedule, contractor's proposed work schedule, or has any other questions and/or concerns, please contact Hugh Holak, P.E., Resident Construction Engineer of the Manchester RCE Office by calling 563-927-2397, or by email at hugh.holak@iowadot.us

We would appreciate this project notification being included on your next City Council meeting agenda as a matter of information for the Council members. If you have any questions concerning the work involved, please contact this office as soon as possible to expedite any possible changes.

Sincerely yours,



Jesse Tibodeau, P.E.
Assistant District Engineer

JLT:JWP

To: Tracey Mulcahey, City Clerk, City of North Liberty

Leah Kolar, City Clerk, City of Shueyville

Alissa Van Sloten, City Clerk, City of Cedar Rapids

Cc: Jim Schnoebelen, P.E., Iowa DOT District Engineer, District 6

Jesse Tibodeau, P.E., Iowa DOT Assistant District Engineer, District 6

Danielle Alvarez, P.E., Iowa DOT District Construction Engineer, District 6

Hugh Holak P.E., Manchester Resident Construction Engineer, Manchester RCE Office

Brian Stelken, Iowa DOT Engineering Tech Senior, Manchester RCE Office

Diane Recker, Iowa DOT Engineering Office Assistant, Manchester RCE Office

Mark Harle, Iowa DOT Area Engineer, District 6 Office

Tom Storey, Iowa DOT Area Engineer, District 6 Office



KIM REYNOLDS, GOVERNOR

SCOTT MARLER, IOWA DOT DIRECTOR

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