



Class A Office Incentive Guidelines

June 2, 2020

The City of Urbandale approved an amended and restated Northwest Market Center Urban Renewal Area Plan in January 2015. One of the scheduled incentives in that plan is a Class A office Incentive for which Developers constructing a Class A Office Development may receive a Tax Increment Finance Rebate that is an enhancement above the Standard Incentive offered in the area. A requirement to receive the Class A Office Incentive is that a developer's proposed project is determined to be a "Class A Office Development."

For a project to achieve the Class A Office incentive, it is expected to meet the following two requirements: 1) Elevated Project Design, and 2) High Quality Employment Tenancy. These requirements will initially be evaluated in an in-person verbal description and presentation of design documents (including at minimum site plan, floor plans, elevations and graphics) by the project design team. The final built project will be required to follow through on the design features and quality as presented.

Requirement #1 – Elevated Project Design. Class A Office projects typically meet the following characteristics:

Two or More Story Office Building Greater than 20,000 SF (building total)	OR	One Story Office Building Greater than 40,000 SF (building total)
AND		

Have the following required elements:

1. Reviewed through MidAmerican Energy's Commercial New Construction program
2. 4-sided architecture
3. Outdoor amenity area of a scale corresponding to building size and occupancy
4. Elevator (if a two or more story building)
5. High quality exterior materials
 - o Examples of products not meeting this requirement typically include; EIFS, vinyl, steel or wood as main material, and similar
6. Floor-to-ceiling heights 10 feet or greater
7. High-quality interior doors, glazing, flooring, ceilings and lighting
 - o Examples of product not meeting this requirement typically include; hollow doors, linoleum, laminate surfaces, vinyl, and similar
8. Sustainability or efficiency upgrades (achieved by incorporating 3 or more of the following)



- Green roof on 50% of building with written roof maintenance plan
- Bike racks equaling 10% of the required parking stalls for the building
- Dedicated indoor bike storage room for employees (1 sf per 100 sf of building sf)
- Permeable paving for 30% or more of paved area
- Rain gardens that absorb 25% of runoff from impervious surfaces during a 10-year rain event
- Uses on-site wind or solar electric generation system to achieve 20% of the expected energy load
- Geothermal heat source as primary source of heating and cooling
- Other innovative HVAC implementation solution
- Electric vehicle charging stalls for 2% of required parking (1% initially constructed, 1% rough-in for future installation)
- Achieve LEED, Living Building Challenge, Passive House Design, or similar sustainability/efficiency certification for the project
- Other project elements described by the applicant meeting the goals of the sustainability requirement

AND

For Two or More Story
Having 4 or more of building elements

One Story
Having 5 or more of building elements

The building elements within Class A office buildings a project may have are as follows:

- 35% of building elevation surface areas have glass
- Multiple landscaping features above the city code requirement
- Public art installation scaled to the size of building and site
- Lobby/reception desk area at main entrance
- Central two story (or more) atrium
- Rooftop or elevated patio
- Design by widely renowned architect
- On-premises trail network or loop (e.g. – Delta Dental property)
- On-site cafeteria (i.e. – staffed service, not a kitchen or vending area)

Requirement #2 – High Quality Employment Tenancy. The description of Class A Office indicates tenancy in structures meeting the requirements of #1 by tenants that would generally be thought of as “primary sector” employers. A primary sector employer is one that:

- Receives a significant amount of its income from outside the State of Iowa or the Region (defined as Polk and Dallas County).



- Able to demonstrate a significant positive economic impact to Urbandale and the Region.
- Primary sector employers *generally* do not include medical offices, professional service firms, or attorney offices. The foregoing uses tend to be of a regional-service nature, owing their ability to grow and invest to a robust local economy, powered by the primary (exporting or wealth-generating) sector.
- Has at least 20 of the employed positions in the facility paying an annual salary (exclusive of benefits) greater than 120% of the Urbandale Laborshed Area as defined by the Iowa Economic Development Authority at the time of each certification.

The Class A Office Incentive specifically does *not* apply to:

- Class B Office Development described in the UR Plan. (utilitarian in nature, emphasis on functionality, conventional and popular architectural design, attracts a wide range of users at average rents)
- Flex Buildings
- Shell Buildings (speculative buildings)
- Showrooms