

 <p style="text-align: center;">Council Communication Office of the City Manager</p>	Date:	September 24, 2018
	Agenda Item No.	42
	Roll Call No.	[_____]
	Communication No.	<u>18-490</u>
	Submitted by:	Scott E. Sanders, City Manager

AGENDA HEADING:

Authorizing redesign of the Neighborhood Revitalization Program, including:

- A. Selecting four (4) pilot target areas for planning and revitalization work.
- B. Approving professional services agreement with czbLLC.

SYNOPSIS:

Recommend approval of the staff recommendation to redesign the Neighborhood Revitalization Program and related system, including, at this time: A) select four (4) neighborhood areas as pilots for planning and plan implementation work, and B) retain the consulting services of czbLLC for planning services and Program redesign technical assistance.

FISCAL IMPACT:

Amount: \$440,350

Funding Source: 2018- 2019 CIP, Miscellaneous - New Project Sheet to be added to the CIP in the amended budget, “Neighborhood Strategy Implementation”, Transfer of \$440,350 from Unassigned General Fund Balance, FY2019 Operating Budget Page 97, ND405643 - General Fund Non – Departmental

ADDITIONAL INFORMATION:

- On June 25, 2018, following a year-long evaluation of the Neighborhood Revitalization Program, Des Moines’ City Council received and filed a report from czbLLC entitled Neighborhood Revitalization Planning Program Review (“Report”). Council referred the recommendations contained within the report to a working group assigned by the City Manager for further review and to come back to City Council with specific actions.
- Staff recommends redesigning the Neighborhood Revitalization Program based on the recommendations outlined in the Report. This includes: 1) new or revised policies, which will require further consideration and later Council action; 2) a data and principle-driven process for selecting target areas for revitalization work; and 3) changes or additions to Program’s organizational structure, as well as the resources, programs and tools utilized by the City and its partners for neighborhood revitalization purposes.
 - A. Based on the principles contained in the Report and additional data analysis, staff recommends the following target areas for small area plans and subsequent revitalization work (with exact boundaries to be determined during the planning phase):

1. Oak/Highland Park area, concentrated in the vicinity of 12th Street to 5th Avenue, from Douglas Avenue to Ovid Avenue. This area chooses residential blocks that are adjacent to the business district located at the intersection of Euclid Avenue and 6th Avenue. With both previous and future City investments in streetscaping along Euclid Avenue, the renovation of River View Park, Polk County's investments in the North Side Senior Center on 6th Avenue, building renovation completed by the Parks Area Foundation, and other related project, there is existing momentum in this area upon which to build.



2. Drake area, concentrated in the vicinity of 35th Street to 24th Street, from University Avenue to I-235. This area is directly to the south of Drake University's campus and includes residential blocks adjacent to where private commercial development is occurring along University Avenue. The area overlaps with the federally-designated Opportunity Zone, in order to guide, leverage and support the possibilities that increased investment through that program may bring. Drake University is currently very active in promoting revitalization of the surrounding neighborhood, soliciting some of the commercial development and recently resurrecting streetscape planning efforts for University Avenue.



3. 48th Street and Franklin area, concentrated in the vicinity of 50th Street to 42nd Street, from Beavercrest Avenue to Forest Avenue. This area centers residential blocks around the redevelopment possibilities at the node located at 48th Street and Franklin Avenue. Other adjacent assets include the Franklin Avenue Library and Senior Center on one (1)

end, and Snookies and Price Chopper at the other end of the target area. The housing stock has a variety of sizes, types, and character, high owner-occupancy rate, and generally good levels of maintenance and care. However, many blocks have two (2) or three (3) properties that are in poorer condition and so this effort would aim to address those properties before they multiply in number.



4. Two Rivers area, concentrated in the vicinity of Indianola Road to SE 6th Street, from the river to Hartford Ave. This area has seen several recent multi-family developments by the private sector, as downtown continues to grow in its success. Many local, well-known, family-owned businesses are located in this area as well. While a land use plan was completed for this area in 2005, market conditions have changed substantially since then. This process would revisit and revise the 2005 plan given the current context, affirm any land use changes, and provide an updated guide for future development as well as recommendations on how to best support the existing residential blocks.



- All four (4) small area plans will include a property-by-property inventory of existing conditions, assets, and important issues, engage residents and other area stakeholders in

developing a vision for the area with related goals and strategies, and recommend an implementation framework with actions, costs, needed tools, and resources.

- B. To complete the four (4) small area plans and redesign the Neighborhood Revitalization system needed to implement them, staff will need technical assistance and guidance from an experienced consultant. As the consultant who conducted the latest evaluation, and with considerable experience in planning, neighborhood revitalization systems, and related policy-work, czbLLC is uniquely equipped to provide such assistance. The contract will involve two (2) components:
- Planning services to complete the four (4) small area plans and train City staff on the approach. This component includes working with staff to develop a new planning process and new approach to resident engagement, as well as the plan content, which is detailed under item “A” above. Each plan will be reviewed and adopted as an amendment to Plan DSM by the Plan and Zoning Commission and City Council.
 - Work with the City and its partners to redesign the implementation system for revitalization work, with specific recommendations on roles/responsibilities, organizational structure and governance (how the City relates to its partners), funding, activity sets, and processes. Part of this item is the evaluation of current roles and recommendations for how existing partners might change -- or if a new organization is needed -- to coordinate revitalization work. A final report will be prepared and presented to City Council and relevant partners, at which time additional action may be required.

PREVIOUS COUNCIL ACTION(S):

Date: June 25, 2018

Roll Call Number: [18-1099](#)

Action: [Receive](#) and file [report](#) entitled Neighborhood Revitalization Planning Program Review prepared by czbLLC; and approving referral of findings to Working Group to develop recommendation on next steps. ([Council Communication No. 18-322](#)) Moved by Gatto to adopt. Motion Carried 6-1. Nays: Westergaard.

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:

Approval and adoption of the four (4) small area plans. Receive and file final report on program redesign, with subsequent related actions.

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