

Meeting Agendas/Info

CITY COUNCIL
COMMUNICATION:

REVISED

01-597

ITEM _____

OFFICE OF THE CITY MANAGER CITY OF DES MOINES, IOWA

AGENDA:

SYNOPSIS -

DECEMBER 3, 2001

SUBJECT:

FLEUR GATEWAY
STUDY

On the December 3, 2001 Council agenda is a roll call to receive and file the Plan and Zoning Commission's favorable recommendation on the Dunbar-Jones Partnership (Tom Dunbar, Principal, 104 SW 4th Street, Des Moines) study of Fleur Drive Gateway area. This study represents an initial economic development study of the Fleur Drive area from Army Post Road to Gray's Lake/Water Works Park area by professional consultants who will present their preliminary recommendations for the area.

TYPE:

RESOLUTION
ORDINANCE
RECEIVE/FILE

FISCAL IMPACT -

No additional funding is requested at this time.

SUBMITTED BY:

RICHARD CLARK
DEPUTY CITY
MANAGER

RECOMMENDATION -

To receive and file the Fleur Drive Gateway Plan as prepared by Dunbar-Jones, and authorize the City Manager to develop a more cost-effective implementation strategy, consistent with funding that will be allocated in the Capital Improvement Program (CIP). Although the streetscape concepts contained in the proposed plan will be closely examined, the proposed funding level of \$16 million is not feasible, and a more modest approach will be needed. It is also recommended that staff pursue implementation strategies for the commercial/retail/residential development opportunities along Fleur Drive. It is anticipated that a complete recommendation will be submitted to Council by June 1, 2002. Staff will continue to work with the neighborhood organizations, property owners, businesses, and the Mayor's Landscape Committee as the implementation strategy is developed.

BACKGROUND -

On June 5, 2000, the Council received \$30,000 in private contributions from Farmland Insurance (\$25,000), Des Moines Water Works (\$2,000), Companies of Clarke and Michael Coppola (\$3,000) to contract for a professional study on beautification and redevelopment recommendations for Fleur Drive. The City of Des Moines also provided \$22,000 in cash and in-kind assistance from staff. These services were provided by the Dunbar-Jones Partnership for landscaping recommendations with John Mandelbaum and Doug Wells providing the redevelopment portion of the report.

Board and Commission Review

At its October 12th special meeting, Council received this report and requested review and comments from various boards and commissions: the Mayor's Landscaping Committee which is working with Douglas Hoerr Landscape Architecture, Inc.; the Architecture Advisory Committee; the Urban Renewal Board; and the Park and Recreation Board.

These groups have approved the report's conceptual designs and recommended continuation of the consultants' work with the Mayor's Landscaping Committee to beautify the Fleur Drive Gateway area.

In its discussion of the report, the Urban Renewal Board recommended that incentives be examined to encourage desired development along Fleur Drive.

The Plan and Zoning Commission recommended 9-0 that the overall concepts of the Fleur Gateway Development Project Master Plan are consistent with the vision, goals, and policies of the 2020 Community Character Plan, but a "critical issues" section should be added to the report by the consultant.
