

**CITY COUNCIL
COMMUNICATION:**

03-565

AGENDA:

DECEMBER 8, 2003

SUBJECT:

AGREEMENT FOR
PROFESSIONAL
PLANNING
SERVICES FOR THE
INGERSOLL AVENUE
CORRIDOR

TYPE:

RESOLUTION
ORDINANCE
RECEIVE/FILE

SUBMITTED BY:

RICHARD CLARK
DEPUTY CITY
MANAGER

LARRY HULSE
COMMUNITY
DEVELOPMENT
DIRECTOR

ITEM _____

**OFFICE OF THE CITY MANAGER
CITY OF DES MOINES, IOWA**

SYNOPSIS —

On the December 8, 2003 City Council agenda is a roll call for the City of Des Moines to enter into an agreement with RDG Crose Gardner Shukert to provide professional services for the development of a plan for the Ingersoll Avenue corridor in the amount of \$20,000. The City and the Ingersoll Avenue community will evenly split the cost of the consultant.

FISCAL IMPACT —

Consultant costs for this project are \$20,000 and would be split among the following sources:

SOURCES OF FUNDS

City of Des Moines/Economic Development Enterprise Fund - \$10,000

Ingersoll Area Association - \$9,500

North of Grand Neighborhood Association - \$500

Staff time and related costs will also be provided by the City for contract management, plan development, and other related administrative duties.

RECOMMENDATION —

Approval of the selection of and contract with RDG Crose Gardner Shukert for professional services with the understanding that the City has no funds in the current Operating Budget or Capital Improvement Program to undertake new initiatives in the Ingersoll Avenue corridor.

BACKGROUND —

On June 3, 2002, by Roll Call No. 02-1473, the City Council directed staff to work with the Ingersoll Area Association and surrounding neighborhoods to create the Ingersoll Avenue Planning Committee. The Committee's mission is to work with staff to develop a plan to improve Ingersoll Avenue.

At that time, the Council also requested the Committee work with staff to analyze short-term solutions to address temporary increase of traffic expected on Ingersoll Avenue during construction on Grand Avenue, Martin Luther King, Jr., and Interstate 235 (I-235). The Council approved the Committee's recommendations on August 19, 2002, by Roll Call No. 02-2115.

On July 28, 2003, the Committee recommended to the Council that a consultant be hired to assist develop of a plan. The Council approved their recommendation by Roll Call No. 03-1756, and directed staff to release a Request for Proposals (RFP).

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On August 20, 2003, an RFP was released. Seven responses were received by the September 29, 2003 closing date. A selection committee made up of two representatives from the Ingersoll Area Association, one representative from the North of Grand Neighborhood, and three City staff members selected the top three candidates and interviewed them on November 4, 2003. After careful consideration, the committee chose to recommend RDG Crose Gardner Shukert to the Council.

If approved, RDG will work with the committee, stakeholders, and staff over the next four months to develop a plan that is market driven, can be implemented in phases, and explores non-traditional government funding sources. The plan will also consider the use of urban renewal and tax increment finance districts and identify initial projects that will act as a catalyst for further development. The final document will generally include the following elements:

1. Image/theming and streetscape.
2. Land and building use.
3. Parking and transportation enhancements and functional improvements, including street lane configuration and traffic calming, pedestrian and trail linkages, parking concepts, and directional graphics.
4. Redevelopment opportunities, including preliminary redevelopment concepts for specific sites, based on market analysis and physical configuration.
5. Design standards and criteria for new development. This may include pedestrian linkages to the public environment, signage, building form and articulation, graphics, and other features.
6. Implementation: Phasing and Financing. This section will provide a phased program of improvement, detailing the estimated costs and potential financing sources for the Ingersoll development program.

It is anticipated that a draft plan will be presented to the Council for approval in Spring 2004.

