



Agenda Item:

28

## COUNCIL COMMUNICATION City Manager's Office

### GENERAL INFORMATION

Agenda Date: 10/24/05  
606

Communication No.: 05-

Agenda Item Type: Resolution

Roll Call No.:

Submitted by: Richard Clark, Acting City Manager

### SUBJECT—

Resolution Recommending Approval of \$22,500 in Matching Funds for the South Side Revitalization Partnership Revitalization Strategy (SE 14<sup>th</sup> Street and Army Post Road Corridors)

### SYNOPSIS—

Council is requested to approve of \$22,500 in matching funds to develop a land use and economic development strategy to revitalize SE 14<sup>th</sup> Street from the viaduct over the railroad tracks south of Court Avenue to the SE Bloomfield Road intersection *and* along Army Post Road from Indianola Avenue to Fleur Drive. The South Side Revitalization Partnership (Jo Corigliano, Chairperson, 2611 SE 7<sup>th</sup> Street, Des Moines, Iowa 50315) is coordinating the effort in cooperation with its consultant, RDG SWB, Inc., headquartered at 900 Farnam Street, Suite 100, Omaha, Nebraska 68102.

### FISCAL IMPACT—

The project cost is \$50,000. The City will contribute \$22,500 from the Economic Development Enterprise Account and will forward \$5,000 from the Wal-Mart Foundation, Inc. designated for this project. The South Side Revitalization Partnership will invest the remaining \$22,500.

### RECOMMENDATION—

Approval.

## **BACKGROUND—**

SE Des Moines has experienced substantial residential growth, especially in the Easter Lake area, that may support new retail and professional services. At the same time, the southern beltway, Iowa Highway 5, has been completed, linking travelers to I-80 and I-35 and providing access to other shopping destinations. The South Side Revitalization Partnership (SSRP) is attempting to study how SE 14<sup>th</sup> Street and Army Post Road can remain vital in the face of burgeoning commercial growth that is occurring westward. In addition, it is assessing the impact that new development along Iowa Highway 5 will have on these commercial corridors.

In April 2005, the SSRP hired RDG SWB, Inc. to provide consultant services to develop a revitalization strategy. To date, RDG has completed the necessary data collection to determine existing conditions, including a market study. In August 2005, the consultant completed focus group meetings and a charrette to assist in creating the vision for future development. Currently, RDG is in process of drafting the corridor revitalization plan, which will specify new land use and zoning recommendations, new design standards, major redevelopment opportunities within the corridors, needed and/or desired public improvements, marketing prospectuses for four sites, implementation strategies and potential funding sources. The consultant anticipates completing work by May 1, 2006.

The Wal-Mart Foundation has donated \$5,000 to the City of Des Moines for this project. Wal-Mart maintains a store at 5101 SE 14<sup>th</sup> Street and is interested in furthering economic development in the area.

The SSRP is requesting that the City match its investment of \$22,500 to complete the project. It plans to discuss the revitalization strategy with the City Council in spring 2006.