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|  <p style="text-align: center;">Council Communication Office of the City Manager</p> | Date | March 23, 2009 |
| | Agenda Item No. 42 Roll Call No. <u>09-</u> Communication No. <u>09-185</u> Submitted by: Matt Anderson, Office of Economic Development | |

AGENDA HEADING:

Resolution designating support of the River Bend Neighborhood Association participation in the Main Street program; approving an economic development grant, and approving a commitment to designate a City official to represent the City on the local nonprofit Main Street governing board of directors upon its creation.

SYNOPSIS:

On February 18, 2009, the River Bend Neighborhood Association submitted a letter of intent to the Iowa Department of Economic Development (IDED) for consideration as a candidate to the Urban Neighborhood District Program (Program). This project will be administered through IDIED and the National Trust for Historic Preservation Main Street Center. The ultimate goal of this project is to develop economically, physically and socially healthier River Bend and Cheatom Park neighborhoods. To support this project, the City will contribute \$30,000 to assist with the administrative costs associated with the project.

FISCAL IMPACT:

Amount: \$10,000 a year annually for a period of three (3) years. Payment will commence upon designation of 6th Avenue as an Urban Neighborhood District.

Funding Sources: Economic Development Enterprise Account, Account: 528190, Fund: SP743, Organization: CMO980717

ADDITIONAL INFORMATION:

Since 1999, The River Bend and Cheatom Park Neighborhoods have been active in revitalization efforts. In 1999, RDG prepared “The Sixth Avenue Revitalization Plan” for the City, which was updated in 2003 at the request of Neighborhood Development Corporation (NDC). The Plan provided guidelines for improvements to the 6th Avenue commercial corridor. In January 1992, the City prepared a River Bend Neighborhood Action Plan.

Over the last 10 years, these neighborhoods have seen dramatic improvements in housing stock, from rehabilitations of historic houses to new in-fill development. In addition, 6th Avenue has seen an increase in commercial development, including the McDonald’s at the corner of 6th and University Avenues and the Wherry Building at 6th and College Avenue. There are over 60 buildings along 6th Avenue that were constructed prior to 1959, with more than 15 on the National Register of Historic Places.

In July 2008, the River Bend and Cheatom Park Neighborhood Associations, along with 6th Avenue business owners, formed a committee to discuss the future plans for the 6th Avenue Corridor. A vision statement was created and formalized in September, with more than 70 residents and business owners in attendance. In December 2008, a letter was submitted to Community Development requesting to partner with the City to make improvements to the 6th Avenue Corridor.

The Urban Neighborhood District Program will provide the opportunity to hire and train a director who will organize and promote local-area businesses, which will increase sales and help form a 6th Avenue brand identity. The program will also provide training for business owners.

Proposed Boundaries:

Sixth Avenue from I-235 north to the Des Moines River, from the street to the alleys; and Seventh Street from I-235 to where it joins Sixth Avenue south of University Avenue, from the street to the alleys.

PREVIOUS COUNCIL ACTION(S): NONE

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:

Pending acceptance to the Program, Council will be required to appoint a Staff member to the Board for the 6th Avenue Urban Neighborhood District.

For more information on this and other agenda items, please call the City Clerk's Office at 515-283-4209 or visit the Clerk's Office on the second floor of City Hall, 400 Robert D. Ray Drive. Council agendas are available to the public at the City Clerk's Office on Thursday afternoon preceding Monday's Council meeting. Citizens can also request to receive meeting notices and agendas by email by calling the Clerk's Office or sending their request via email to cityclerk@dmgov.org.