

 <p style="text-align: center;"><b>Council Communication</b> Office of the City Manager</p>	<b>Date</b>	August 10, 2009
	<b>Agenda Item No.</b> 42 <b>Roll Call No.</b> <u>09-</u> <b>Communication No.</b> <u>09-558</u> <b>Submitted by:</b> Larry Hulse, Community Development Director	

**AGENDA HEADING:**

Approval of general streetscape guidelines for City assisted streetscape projects.

**SYNOPSIS:**

Formal adoption of the general streetscape guidelines will provide a clear process for the City and community stakeholder groups on streetscape projects that involve public funding. These guidelines provide a road map for successful planning and implementation, as well as clearly defining expectations of the City and community stakeholder groups throughout the process.

**FISCAL IMPACT: NONE**

Amount: N/A

Funding Source: N/A

**ADDITIONAL INFORMATION:**

Streetscape projects serve to improve the image of a commercial district by unifying streetscape elements such as; sidewalk, lighting, plantings, street furniture, etc. Streetscape elements have been implemented in several neighborhood commercial areas throughout Des Moines in recent years. The success of these projects has resulted in an increasing number of stakeholder groups requesting that the City invest similar improvements in their neighborhood.

The City would like to encourage these neighborhood commercial streetscape projects to continue. These streetscape improvements support two of the twelve City Goal Statements that have been adopted by the City Council. Those goal statements are, “enhancement of neighborhood retail and commercial districts” and “pride in community assets.” As a result, the City Council has committed Capital Improvement Program funds for the planning and construction of approved streetscape improvements in neighborhood commercial districts.

The development of a streetscape project involves several steps that should be completed in sequence. The guidelines outline each step of the process in detail, including:

- Submitting a Request
- Concept Plan
- Community Fundraising

- Final Design & Construction Documents
- Bidding Process
- Construction
- Maintenance & SSMID

These guidelines are intended to clearly define a process for neighborhood commercial streetscape projects that involve public funding. In addition to providing a road map for successful planning and implementation, the guidelines also define the expectations of the City, as well as the expectations of the community stakeholder group requesting streetscape improvements.

The City of Des Moines is committed to enhancing neighborhood commercial districts. The success of past projects has shown the benefits that streetscape improvements can make. At the same time many lessons have been learned along the way on what works and what does not. Having a defined process will benefit the City and stakeholder groups when partnering in these important community revitalization efforts.

**PREVIOUS COUNCIL ACTION(S): NONE**

**BOARD/COMMISSION ACTION(S): NONE**

**ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE**

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