

 <p style="text-align: center;">Council Communication Office of the City Manager</p>	Date: August 29, 2011
	<p>Agenda Item No. Extra 1</p> <p>Roll Call No. <u>11-1535</u></p> <p>Communication No. <u>11-582</u></p> <p>Submitted by: Richard A. Clark, City Manager</p>

AGENDA HEADING:

Resolution supporting the intent for Des Moines Area Community College (DMACC) to locate at Southridge Mall, and for City Council to work with mall ownership and various entities to pursue a repurposing of Southridge Mall.

SYNOPSIS:

Southridge Mall ownership, DMACC and the City of Des Moines have conducted a preliminary review of a proposal for DMACC to locate at Southridge, and conversation commenced in regards to exploring repurposing of the mall. The location of a premier educational institution on this site is seen as a strong benefit to the area, adding population and activity that can provide support to existing commercial services, as well as assist with prompting new investment.

The opportunity to explore the mall’s repurposing will further the goals and objectives for revitalization and new economic investment set forth in the approved Southside Economic Development District Urban Renewal Plan, the Southeast Revitalization Plan and the Amended Conceptual SuperBlock Master Plan. It will also complement significant public and private investment in the Blank Park Zoo and other area amenities. To further these endeavors, the City will work with Southridge Mall ownership and DMACC, as well as other key stakeholders.

FISCAL IMPACT: NONE

Amount: N/A

Funding Source: N/A

ADDITIONAL INFORMATION:

Numerous planning activities have taken place in recent years to evaluate how to further the regional recreational and commercial opportunities that exist in southeast Des Moines. Home to recreational attractions such as Blank Park Zoo, Fort Des Moines County Park, Blank Park Golf Course and Historic Fort Des Moines, the area also features many commercial businesses and services, including Southridge Mall.

Public and private entities, business owners and neighborhoods have participated in visioning exercises and planning efforts through the SuperBlock Master Plan process, the Southeast Des Moines Revitalization Plan and the Southside Economic Development District Urban Renewal Plan process. Each of these efforts has highlighted Southridge Mall as an area of both challenge and opportunity. In

acknowledgement of the significance of Southridge Mall to this area, an ongoing dialogue has been maintained between the City of Des Moines and the mall's ownership, and will form the basis for further planning.

It is recognized that establishment of new regional retail centers in the Greater Des Moines Metro Area have impacted Southridge Mall, as well as other factors such as population and demographic shifts, online purchasing and national market changes. The mall is currently experiencing high vacancies and reduced patronage. Across the country, other established malls have faced the same challenges, and many have responded with plans for repurposing these facilities through the incorporation of new uses. New uses may be varied, with the intent to create a bright, attractive, mixed-use destination district. This may include educational facilities, housing, local retail establishments, new national retail, recreational features, hotels and public gathering spaces.

Further study is needed to determine the best repurposing for Southridge Mall. Additional information will be provided at a future Council meeting to define a planning process, a timeframe for action and provide identification of partners and stakeholders.

PREVIOUS COUNCIL ACTION(S):

Date: April 25, 2011

Roll Call Number: 11-0708

Action: [Amended](#) Conceptual Superblock Master Plan. **Moved by Coleman to adopt. Motion Carried 7-0.**

Date: April 25, 2011

Roll Call Number: 11-0715

Action: [Urban](#) Renewal Economic Development Agreement with the Blank Park Zoo Foundation for an \$8,100,000 grant. ([Council Communication No. 11-254](#)) **Moved by Coleman to adopt. Motion Carried 7-0.**

Date: December 6, 2010

Roll Call Number: 10-2019

Action: [Resolution](#) of Necessity finding the Urban Renewal Area to be an economic development area appropriate for redevelopment for commercial use. **Moved by Meyer to adopt. Motion Carried 7-0.**

BOARD/COMMISSION ACTION(S):

Board: Plan & Zoning Commission

Date: December 2, 2010

Resolution Number: N/A

Action: Members recommended by a vote of 12-0 to find the proposed Southside Economic Development District Urban Renewal Area Plan is in conformance with the Des Moines' 2020 Community Character Plan.

Board: Urban Design Review Board

Date: November 16, 2010

Resolution Number: N/A

Action: Motion to approve proposed Southside Economic Development District Urban Renewal Plan by Todd, seconded by Mormann. Motion carried.

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:

Continue work with various entities toward facilitating the location of DMACC and developing a plan of action for the repurposing of Southridge Mall.

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