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|  <p style="text-align: center;">Council Communication Office of the City Manager</p> | Date: October 20, 2014 |
| | Agenda Item No. 32 Roll Call No. <u>14-1643</u> Communication No. <u>14-509</u> Submitted by: Phillip Delafield, Community Development Director |

AGENDA HEADING:

Approving the Viva East Bank! Coalition Memorandum of Understanding.

SYNOPSIS:

Approving the City of Des Moines to sign Memorandums of Understanding to participate in Viva East Bank!, a coalition of partner organizations and residents working together to implement the Neighborhood Revitalization Plans for Capitol Park, Capitol East, and Martin Luther King Jr. Park.

FISCAL IMPACT: NONE

ADDITIONAL INFORMATION:

In 2011, the City selected Martin Luther King Jr. Park to participate in the Neighborhood Revitalization Program as a designated neighborhood. At the same time, Capitol East and Capitol Park were selected to go through a special pilot process to update their neighborhood plans, in partnership with the City and Iowa State University. All three (3) neighborhood plans were completed and adopted by the City in 2014.

Throughout the planning process, potential implementation partners, including neighborhood stakeholders such as schools and businesses, as well as community non-profit organizations and other units of government, helped develop strategies and action steps to achieve plan goals. Many of these organizations continue to have interest in implementing the neighborhood plans. Because the priorities expressed by the three (3) neighborhoods are very similar, and because the neighborhoods are geographically adjacent to one another, there are many opportunities for collaboration. The three (3) neighborhoods and many partner organizations have decided to come together under a single revitalization initiative, entitled Viva East Bank!, to implement the plans in a coordinated way.

Taking lessons from the successful Thrivent Builds Neighborhoods program implemented in King Irving and Mondamin Presidential from 2008-2011, the City and other organizing entities (Greater Des Moines Habitat for Humanity, Community Housing Initiatives, Child and Family Policy Center) created a similar organizational structure for the Viva East Bank! Coalition. A Steering Committee made up of representatives from the organizing entities, Neighborhood Associations, the Des Moines Public School District (pending), United Way (pending), and major funders, will provide oversight, guidance, and accountability. Partner organizations and neighborhood residents will come together via work groups on specific topics to move projects forward. Currently, Viva East Bank! has between 20-30 organizations formally committing as Partners. The main work groups include: Community

Programming (youth, adult education & health), Infrastructure / Public Spaces, Business Districts, and Housing. Additional work groups may focus on special projects like marketing and perception. A project management team oversees work groups, resident engagement opportunities, and neighborhood capacity building.

Staff from the City's Community Development Department is currently overseeing the project management team, and helping the work groups get up and running. This provides continuity in the transition from the planning phase to the implementation phase. Staff from other City departments may be requested to participate in work groups. Each work group will be responsible for creating an annual work plan and budget. Projects that require City funding or staff resources will either be approved on a departmental basis through incorporation into annual department work plans or, if necessary, come before Council for consideration. The term of the MOUs is two (2) years, however, it is anticipated that the Viva East Bank! initiative will be a minimum of five (5) years. After two (2) years, the City and other partners' roles will be reevaluated.

PREVIOUS COUNCIL ACTION(S):

Date: August 11, 2014

Roll Call Number: [14-1225](#), [14-1226](#), and [14-1227](#)

Action: Items regarding Martin Luther King Jr. Park Neighborhood Revitalization Plan: ([Council Communication No. 14-378](#))

- (A) [Receive](#) and file recommendation from the Plan and Zoning Commission. Moved by Mahaffey to receive and file. Motion Carried 7-0.
- (B) [Receive](#) and file recommendation from the Neighborhood Revitalization Board. Moved by Mahaffey to receive and file. Motion Carried 7-0.
- (C) [Resolution](#) adopting the Martin Luther King Jr. Park Neighborhood Revitalization Plan as an element, including the following revisions to the future land use designations: Moved by Mahaffey to approve. Motion Carried 7-0.
 - 1) Amend from Low/Medium Density Residential to High Density Residential for property located at 1731 Cleveland Avenue (Logan Park Apartments).
 - 2) Amend from Low/Medium Density Residential to Public/Semi-Public for property located at 1740 East 17th Court (Joshua Christian Academy).
 - 3) Amend from Low/Medium Density Residential to Park/Open Space for Crowley Park property fronting Garfield Avenue between East 17th Court and Stewart Street.
 - 4) Amend from Commercial: Auto-Oriented Small-Scale Strip Development to Public/Semi-Public for property located on the south side of Walker Street between East 14th Street and Johnson Court.
 - 5) Amend Public/Semi-Public to Commercial: Auto-Oriented Small-Scale Strip Development for property located on the north and south sides of Buchanan Street from East 14th Street to Johnson Court.
 - 6) Amend future land use designation on the north side of East University Avenue from East 15th Street to Easton Boulevard from Low/Medium Density Residential and Commercial: Auto-Oriented Small-Scale Strip Development to Mixed Use and Density Residential.

Date: April 21, 2014

Roll Call Number: [14-0606](#)

Action: [Adopting](#) the Capitol East Neighborhood Plan Update. ([Council Communication No. 14-177](#)) Moved by Hensley to approve. Motion Carried 7-0.

Date: April 21, 2014

Roll Call Number: [14-0607](#)

Action: [Adopting](#) the Capital Park Neighborhood Plan Update. ([Council Communication No. 14-180](#)) Moved by Hensley to approve. Motion Carried 7-0.

Date: November 21, 2012

Roll Call Number: [11-1964](#)

Action: [Approving](#) designating three new neighborhoods to be included in the City's Neighborhood Revitalization Program: Grays Lake, Lower Beaver, and Martin Luther King Jr. Park. ([Council Communication No. 11-700](#)) Moved by Hensley to adopt. Motion Carried 7-0.

Date: November 21, 2012

Roll Call Number: [11-1965](#)

Action: [Approving](#) the selection of five Charter neighborhoods into the Neighborhood Revitalization Program's Charter Pilot Project: Beaverdale, Woodland Heights, Capitol East, Capitol Park, and River Bend. ([Council Communication No. 11-702](#)) Moved by Hensley to adopt. Motion Carried 7-0.

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:

Any projects that are required to come before Council for funding or procurement purposes will be brought forward on a case by case basis.

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