


COUNCIL COMMUNICATION

	Number:	19-481	Meeting:	November 4, 2019
	Agenda Item:	56	Roll Call:	19-1761
	Submitted by:	Erin Olson-Douglas, Economic Development Director		

AGENDA HEADING:

Approving Amendment to PlanDSM Creating our Tomorrow Plan, to approve the Market District of the East Village Master Plan as an element of the comprehensive plan.

SYNOPSIS:

HDR, Inc., with the help of a planning committee comprised of area business and property owners, developers, design professionals, and other stakeholders, has developed a master plan and infrastructure needs analysis for the southern portion of the East Village Neighborhood, bounded roughly by Scott Avenue on the south, East 14th Street on the east, East Court Avenue on the north and the Des Moines River on the west (see vicinity map below). The plan is intended to provide a vision, framework, principals and guidelines to ensure that redevelopment can meet the urban design goals of the City, and provide analysis and prioritization of infrastructure needs to support the level of redevelopment envisioned. Staff recommends approval of the Market District of the East Village Master Plan as a component of the PlanDSM comprehensive plan.

The entirety of the draft master plan can be found at this link -

http://www.marketdistrictdsm.com/assets/documents/Market%20District%20of%20the%20East%20Village%20Master%20Plan_Sept2019.pdf

FISCAL IMPACT:

Amount: Future capital improvements related to the construction of infrastructure projects in the district, ongoing maintenance and operations of City infrastructure.

Funding Source: N/A

ADDITIONAL INFORMATION:

- The Market District of the East Village Study consists of master planning efforts and an infrastructure needs analysis for a redevelopment area in a portion of the downtown Historic East Village neighborhood, which includes the area referred to as the Market District. The Market District Study will build from the basic ideas that were proposed in the 2010 “Market District of East Village Urban Design Study”.

- PlanDSM – Creating Our Tomorrow Comprehensive Plan was adopted by City Council on April 25, 2016, under Roll Call No. 16-0717. PlanDSM recognized the significant redevelopment potential of the area as an emerging mixed-use downtown neighborhood that could incorporate green building techniques and design and further bolster the strength of the Historic East Village. The GuideDSM strategic plan identified Market District development as a high priority in the 2017-2018 Action Agenda.
- On December 4, 2014, by Roll Call No. 17-2042, the City Council authorized a Professional Services Agreement (PSA) for the Market District of the East Village Master Plan with HDR, Inc, to perform a scope of services related to creation of a master plan and infrastructure needs analysis for the area.
- An extensive public outreach and visioning process was a component of the study. Over 25 interviews were scheduled with existing property owners, designers, utility companies, government entities, DART, the DMPS and others to gain feedback for the plan. A series of public visioning workshops and design charrettes were held to gain further input on what elements should be incorporated within the plan. Property owners within the district boundaries received mailings providing notification of meeting dates and times, which were also published and received coverage with the local media. A project website (www.marketdistrictdsm.com) was established to keep the public up to date on the latest news with the plan and to capture additional feedback for those unable to make the scheduled workshops.
- The study focuses on mobility enhancements, key infrastructure that needs to be addressed to support the development, a park and open space system, and urban form within the district. Sustainability features are proposed throughout the district and will help define the area as one (1) of the most “green” neighborhoods in the State of Iowa. In general, the plan addresses the following:
 - Mobility- Road network, City block structures, street hierarchy, street section programming, transit opportunities, bike and pedestrian networks
 - Key Infrastructure- Sanitary and Storm Sewer, stormwater basin and pump station, and public street improvements
 - Park and Open Space System- Destination riverfront park, “natural” recreational park in regional stormwater basin, urban plaza, trail/promenade locations, Market Street Shared Use Street concept
 - Sustainability- Stormwater detention using conservation development practices, storm water planters (bioswales, rain gardens), permeable pavers, geothermal energy loop feasibility, solar energy, wind energy, green roofs, community gardens, dark skies provisions, parking structure retrofit
 - Urban Form- Buildings to be preserved, land uses, building frontage requirements and setbacks, required ground floor building entrances, height limitations, mandated first floor activation and commercial uses, real estate market needs, parking stall inventory and analysis, site vehicle access and loading, viewshed protection

- The intent for the Market District of the East Village is a dense, walkable, urban, mixed-use neighborhood that provides a variety of housing options for a range of incomes, new office/workplace opportunities, neighborhood retail offerings, and new recreational, quality of life and park amenities. The plan attempts to largely bolster, support, and seamlessly integrate into the more established portions of the Historic East Village Neighborhood. If developed according to the master plan, the Market District of the East Village could bring over 3,400 new housing units and 300,000 square feet of new commercial office and retail space to the Historic East Village.

Boundaries of Study Area:



PREVIOUS COUNCIL ACTION(S):

Date: December 4, 2017

Roll Call Number: [17-2042](#)

Action: [Approving](#) Professional Services Agreement with HDR Engineering, Inc. for master planning and an infrastructure analysis for the Market District Study, not to exceed \$452,747. ([Council Communication No. 17-831](#)) Moved by Hensley to adopt. Motion Carried 7-0.

BOARD/COMMISSION ACTION(S):

Board: Plan and Zoning Commission

Date: October 3, 2019

Resolution Number: N/A

Action: Francis Boggus made a motion for approval of an amendment to the PlanDSM - Creating Our Tomorrow Comprehensive Plan to adopt the Market District of the East Village Master Plan as an element. Motion passed 10-0.

Board: Urban Design Review Board

Date: September 17, 2019

Resolution Number: N/A

Action: The Board provided additional feedback and input on the Plan, but no formal action was taken.

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:

Future City Council approval for Capital Improvement Projects related to the master plan and ongoing redevelopment of the area.

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