

.....
Date March 22, 2010

WHEREAS, on August 7, 2000, by Roll Call No. 00-3381 the City Council adopted the Des Moines 2020 Community Character Land Use Plan; and


WHEREAS, the City Plan and Zoning Commission has advised in the attached letter that at a public hearing held March 4, 2010, the members voted 12-0 to recommend **APPROVAL** of a request from the Douglas Acres Neighborhood Association to amend the Des Moines' 2020 Community Character Plan to incorporate the Douglas Acres Neighborhood Plan as an element, including the following revisions to the future land use designations:

- A) Amend the future land use designation for the northwest corner of East Euclid Avenue and East 33rd Street, 3274 East Euclid Avenue, from Low-Density Residential to Medium-Density Residential.
- B) Amend the future land use designation for the northwest and southwest corner of East 29th Street and Madison Avenue. 3940 and 4000 East 29th Street, from Low-Density Residential to Commercial: Pedestrian-Oriented Neighborhood Node Commercial.

NOW THEREFORE, BE IT RESOLVED, by the City Council of the City of Des Moines, Iowa, that the proposed amendments to the Des Moines 2020 Community Character Land Use Plan described above, is hereby approved and adopted.

MOVED by _____ to adopt and approve the proposed amendment.

FORM APPROVED:



 Michael F. Kelley
 Assistant City Attorney

(21-2010-4.02)

| COUNCIL ACTION | YEAS | NAYS | PASS | ABSENT |
|----------------|------|------|------|--------|
| COWNIE | | | | |
| COLEMAN | | | | |
| GRIESS | | | | |
| HENSLEY | | | | |
| MAHAFFEY | | | | |
| MEYER | | | | |
| MOORE | | | | |
| TOTAL | | | | |

MOTION CARRIED

APPROVED

CERTIFICATE

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

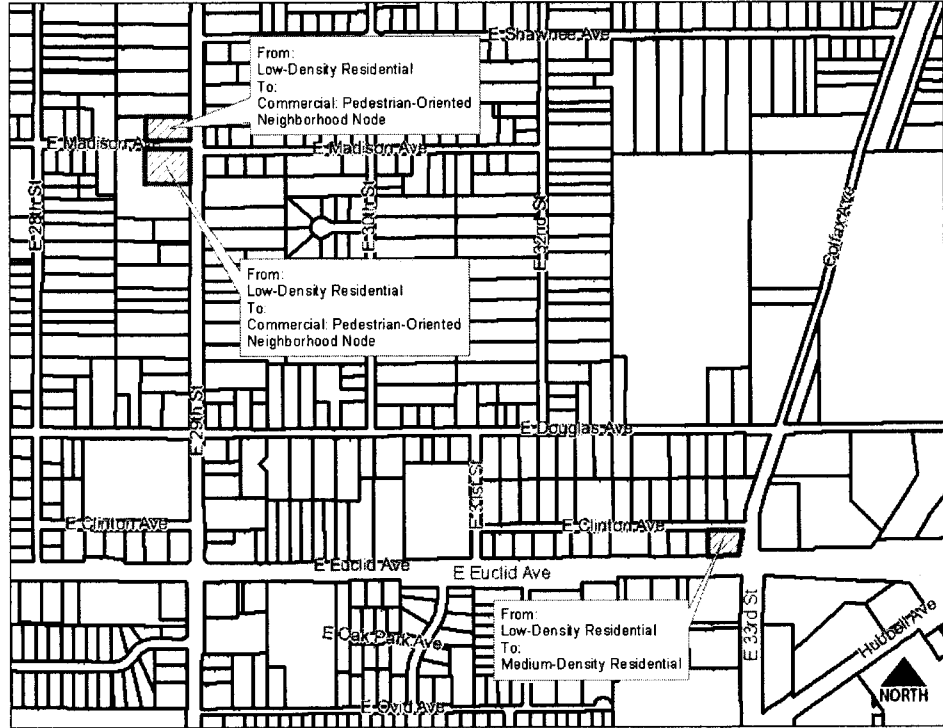
IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

_____ Mayor

_____ City Clerk

| | | | | |
|--|---|--------------|--|--------------|
| Request from the Douglas Acres Neighborhood Association to amend the Des Moines' 2020 Community Character Plan to incorporate the Douglas Acres Neighborhood Plan as an element. | | | File # 21-2010-4.02 | |
| Description of Action | Amend the Des Moines' 2020 Community Character Plan to incorporate the Douglas Acres Neighborhood Plan as an element, including the following revisions to the future land use designations. A) Amend the future land use designation for the northwest corner of East Euclid Avenue and East 33rd Street, 3274 East Euclid Avenue, from Low-Density Residential to Medium-Density Residential. B) Amend the future land use designation for the northwest and southwest corner of East 29th Street and Madison Avenue. 3940 and 4000 East 29 th Street, from Low-Density Residential to Commercial: Pedestrian-Oriented Neighborhood Node Commercial. | | | |
| 2020 Community Character Plan | Low-Density Residential | | | |
| Horizon 2025 Transportation Plan | No Planned Improvements | | | |
| Current Zoning District | A) "R-3" Multiple-Family Residential District B) "C-1" Neighborhood Retail Commercial | | | |
| Proposed Zoning District | A) "R-3" Multiple-Family Residential District B) "C-1" Neighborhood Retail Commercial | | | |
| Consent Card Responses | In Favor | Not In Favor | Undetermined | % Opposition |
| Inside Area | | | | |
| Outside Area | | | | |
| Plan and Zoning Commission Action | Approval | 12-0 | Required 6/7 Vote of the City Council | Yes |
| | Denial | | | No X |

Douglas Acres Neigh. Assoc. - 3940, 4000 E 29th St & 3274 E Euclid Ave 21-2010-4.02



March 15, 2010

Honorable Mayor and City Council
City of Des Moines, Iowa

Members:

Communication from the City Plan and Zoning Commission advising that at their meeting held March 4, 2010, the following action was taken:

COMMISSION RECOMMENDATION:

After public hearing, the members voted 12-0 as follows:

| Commission Action: | Yes | Nays | Pass | Absent |
|--------------------|-----|------|------|--------|
| Leisha Barcus | X | | | |
| JoAnne Corigliano | X | | | |
| Shirley Daniels | X | | | |
| Jacqueline Easley | X | | | |
| Dann Flaherty | X | | | |
| Joel Huston | X | | | |
| Ted Irvine | X | | | |
| Jeffrey Johannsen | X | | | |
| Greg Jones | X | | | |
| Jim Martin | X | | | |
| Brian Millard | | | | X |
| William Page | X | | | |
| Mike Simonson | | | | X |
| Kent Sovern | X | | | |

APPROVAL of a request from the Douglas Acres Neighborhood Association to amend the Des Moines' 2020 Community Character Plan to incorporate the Douglas Acres Neighborhood Plan as an element, including the following revisions to the future land use designations: (21-2010-4.02)

- A) Amend the future land use designation for the northwest corner of East Euclid Avenue and East 33rd Street, 3274 East Euclid Avenue, from Low-Density Residential to Medium-Density Residential.
- B) Amend the future land use designation for the northwest and southwest corner of East 29th Street and Madison Avenue. 3940 and 4000 East 29th Street, from Low-Density Residential to Commercial: Pedestrian-Oriented Neighborhood Node Commercial.



CITY PLAN AND ZONING COMMISSION
ARMORY BUILDING
602 ROBERT D. RAY DRIVE
DES MOINES, IOWA 50309 -1881
(515) 283-4182

ALL-AMERICA CITY
1949, 1976, 1981
2003

STAFF RECOMMENDATION TO THE P&Z COMMISSION

Staff recommends that the Des Moines' 2020 Community Character Plan be amended to incorporate the Douglas Acres Neighborhood Plan as an element, including the following revisions to the future land use designations:

- A) From Low Density Residential to Medium Density Residential for property located at 3274 East Euclid Avenue (apartments).
- B) From Low Density Residential to Commercial: Neighborhood Node for property located at 3940 East 29th Street (gas station, commercial strip) and 4000 East 29th Street (commercial).

STAFF REPORT

I. APPLICABLE INFORMATION

1. **Background:** The Douglas Acres Neighborhood Association (DANA) was selected to participate in the Neighborhood Revitalization Program in July 2006 as a "Transitional Neighborhood". In January 2009, City staff met with the DANA Planning Committee for the first time. On February 16, 2009, the Planning Committee and staff held a neighborhood-wide input meeting at Staves Methodist Church. Input from this meeting helped set the Planning Committee agenda for the next twelve months. A second neighborhood-wide meeting was held February 9, 2010 to present the goals and strategies of the plan to residents.
 1. Douglas Acres is primarily a residential neighborhood with commercial uses concentrated along East Euclid Avenue, the southern boundary of the neighborhood. One of the unique characteristics of the neighborhood is the large lot single-family residential development pattern that is mostly concentrated in the eastern portion of the neighborhood. Much of the neighborhood development occurred sporadically over the first half of the twentieth century. The exception of this is the Eastview Manor subdivision, which was built between 1968 and 1971.
2. **Land Use and Zoning Analysis:** A land use and zoning analysis was completed as a part of the planning process. Three parcels that contain uses that do not match the 2020 Community Character Plan's future land use designation were identified. The first parcel contains an eight-unit apartment building that was constructed in the late 1970s. The Neighborhood Plan calls for changing the land use designation of this property from Low-Density Residential to Medium-Density Residential. This property is located on East Euclid Avenue, which is a major arterial. The Planning Committee believes that this is an appropriate use for this location.

The second proposed change in the land use designation is at the commercial node at East 29th Street and East Madison Avenue. The plan calls for changing the land use designation of these two properties from Low-Density Residential to Commercial: Neighborhood Node. East 29th Street is the only minor arterial street in the neighborhood. These two properties have been occupied by commercial buildings for

an extended period of time, and the neighborhood supports the continued commercial use of these properties.

The Planning Committee also discussed areas with potential for future development in the neighborhood. The two properties that were identified are the Adams Elementary School site at 3720 East 29th Street, currently zoned "R1-60", and a farm property at 3260 East Douglas Avenue, currently zoned "R1-70". At this time, the Douglas Acres Neighborhood Association's preference is for future development of these two sites to consist of single-family dwellings, unless the school property is re-used for a school.

II. GENERAL PLAN SUMMARY

The Planning Committee discussed a wide range of topics, including: infrastructure; land use and zoning; housing; neighborhood identity; traffic and transportation; parks, trails and recreation; and plan implementation. The following is a summary of the issues and potential solutions that were discussed and incorporated into the plan.

1. **Property Maintenance:** Improving property maintenance and general neighborhood appearance was one of the main desires expressed at the neighborhood input meeting. To increase compliance with the City's junk and debris ordinance, the Neighborhood Association has committed to educating residents about the ordinance and enforcement, as well as providing information on SCRUB days. In addition, the Neighborhood Association will encourage pride in property by hosting a "yard of the week" competition and organizing "neighbors helping neighbors" events that provide volunteers to help elderly residents with home repair projects. The DANA will also notify rental property owners if there is a maintenance issue or other concern with their property.
2. **Housing Market:** Attracting new homebuyers and young families to the neighborhood was another concern expressed at the neighborhood input meeting. Analysis of home sales shows that sale prices in the neighborhood have decreased over the past several years, partly due to non-traditional transactions such as estate sales or foreclosures. Another related concern is the functionality of the housing stock, which consists of modest, well-maintained homes built pre-1970. Many of these homes lack the amenities today's homebuyers want, giving Douglas Acres a market disadvantage.

The plan recommends actively promoting and utilizing the Neighborhood Finance Corporation (NFC) programs to improve the amenities of the housing stock. In 2009, the NFC closed six loans in the neighborhood totaling approximately \$400,000. Staff and the Planning Committee agreed that there is additional opportunity to utilize the NFC. The Neighborhood Association has committed to working with the NFC to improve marketing efforts in Douglas Acres.

Lack of awareness about the neighborhood was also cited as an obstacle to attracting new homebuyers. With little thru-traffic, Douglas Acres and the assets it offers are relatively unknown to the general community. To increase visibility, the Neighborhood Association has committed to hosting events that will draw newcomers into Douglas Acres. Other strategies include developing a promotional brochure for the neighborhood and working with realtors to better promote the area.

3. **Traffic & Transportation:** Speeding was identified as an issue by residents. The Neighborhood Association has agreed to work with the Des Moines Police Department to reduce speeding in the neighborhood. The plan also proposes adding a stop sign at the corner of East 23rd Street and East Madison Avenue. In addition, the Planning Committee would like to see aesthetic improvements to the medians along East Euclid Avenue, many of which have a green surface coating that has fallen into a state of disrepair.

4. **Parks & Trails:** The Douglas Acres Neighborhood is home to Sargent Park and the Gay Lea Wilson Trail. The Parks and Recreation Department is currently moving forward with plans to install a natural playscape in Sargent Park. This will be the first playground of its kind in Des Moines, and is designed to give children an unstructured opportunity to play and interact with nature. Future improvements to the park may include construction of an open air shelter. Polk County has plans to extend the Gay Lea Wilson Trail further north to Mally's Park in Berwick and eventually to Ankeny, making it a 35 mile arm of the Greater Des Moines trail system.

5. **Neighborhood Infrastructure Rehabilitation Program (NIRP):** Planning Committee members worked with City of Des Moines Public Works staff to examine the infrastructure in the neighborhood. Based on this input, staff provided an initial list of proposed improvements, which was amended and approved by the Planning Committee. The use and source of NIRP funds is listed below. NIRP improvements in the neighborhood were all completed during the 2009 construction season.

| | |
|-------------------------------|-----------------------------------|
| Street HMA Overlay | \$ 342,000 – CIP/CDBG NIRP |
| Concrete Pavement Restoration | \$ 89,050 – CIP/CDBG NIRP |
| Interim Paving | \$ 124,670 – CIP/CDBG NIRP |
| <u>Sidewalk Repair</u> | <u>\$ 234,740 – CIP/CDBG NIRP</u> |

Total NIRP for Douglas Acres \$ 790,460 – CIP/CDBG NIRP

6. **Implementation Activities:** The following are possible implementation activities that are identified in the plan.

Potential City Projects

- Add a stop sign at the intersection of East 23rd Street and East Madison Avenue
- Explore options for removing and improving the surface of the medians along East Euclid Avenue
- Install a natural playscape in Sargent Park
- Secure funding for an open air shelter on the west side of Sargent Park

Neighborhood Enhancement Projects

- Develop an informational brochure highlighting the assets of the Douglas Acres Neighborhood
- Educate residents about tools available for home repair / improvement and improve NFC promotional efforts
- Host a “Grand Opening” celebration for the new playscape in Sargent Park

7. Plan Approval Timeline: The draft plan was approved by the Douglas Acres Neighborhood Association Board of Directors on February 9, 2010 and by the City of Des Moines Neighborhood Revitalization Board on March 3, 2010. It is anticipated that the plan will be considered by the City Council on March 22, 2010 and by the Polk County Board of Supervisors on March 30, 2010.

SUMMARY OF DISCUSSION

There was no discussion.

CHAIRPERSON OPENED THE PUBLIC HEARING

There was no one to speak in opposition.

CHAIRPERSON CLOSED THE PUBLIC HEARING


COMMISSION ACTION

Kent Sovern moved staff recommendation that the Des Moines' 2020 Community Character Plan be amended to incorporate the Douglas Acres Neighborhood Plan as an element, including the following revisions to the future land use designations:

- A) From Low Density Residential to Medium Density Residential for property located at 3274 East Euclid Avenue (apartments).
- B) From Low Density Residential to Commercial: Neighborhood Node for property located at 3940 East 29th Street (gas station, commercial strip) and 4000 East 29th Street (commercial).

Motion passed 12-0.

Respectfully submitted,


 Michael Ludwig, AICP
 Planning Administrator

MGL:clw

Attachment