

★ Roll Call Number

Agenda Item Number

39 E

Date March 26, 2007

Communication from Beaverdale Main Street Initiative.

Moved by _____ to receive and file.

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
HENSLEY				
KIERNAN				
MAHAFFEY				
MEYER				
VCLASSIS				
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

39E

NYEMASTER, GOODE, WEST, HANSELL & O'BRIEN

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REPLY TO:
DES MOINES OFFICE

March 21, 2007

VIA HAND DELIVERY

Lorna Davros
City Hall
400 E. 1st Street
Des Moines, IA 50309

RE: Beaverdale Rezoning Requests

Dear Lorna:

Enclosed please find eight copies of correspondence from the Beaverdale Main Street Initiative regarding the Rice Partners and Joe's Square rezoning matters to be addressed at next week's council meeting. Please distribute the copies to Mayor Cownie and the members of the City Council.

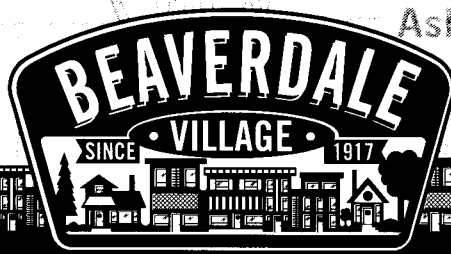
If you have any questions regarding this letter, please let me know. Thank you for your assistance.

Sincerely,



Neal K. Westin

NKW/psw
Enclosure



March 21, 2007

P.O. Box 13395
Des Moines, Iowa 50310
(515) 283-3120

VIA FIRST CLASS MAIL and EMAIL

The Honorable Mayor of the City of Des Moines
and Members of the City Council
City of Des Moines
400 Robert D. Ray Drive
Des Moines, Iowa 50309

Re: Beaverdale Rezoning Requests by
Rice Development Partners, LLC and Joe's Square, LLC

To Mayor Cownie and Members of the City Council:

The purpose of this letter is to convey the support of the Beaverdale Main Street Initiative ("BMSI") for two proposals to be considered by the City Council on March 26, 2007 meeting. BMSI fully supports the request by Rice Development Partners, LLC ("Rice Partners") to rezone the former Rice Elementary School property at 3001 Beaver Avenue as a Planned Unit Development ("PUD") and adopt a mixed-use PUD conceptual plan for the site. We also fully support the proposal by Joe's Square, LLC ("Joe's Square") to create a NPC, Neighborhood Pedestrian Commercial, for a mixed-use pedestrian-oriented development at 4049 Fagen Drive.

BMSI is actively engaged in neighborhood revitalization matters in Beaverdale, with much of its focus on development along Beaver Avenue. BMSI was formed by members of the Beaverdale Neighborhood Association ("BNA"), the Beaverdale Business Coalition ("BBC") and Des Moines elected representatives as a result of a 2002 effort to promote revitalization in Beaverdale's commercial district. In 2004, BMSI was selected for participation in the Main Street Iowa program which, through the National Main Street Center, provides revitalization assistance to more than 2,000 communities across the United States. Membership in BMSI consists of approximately 850 neighborhood leaders, business owners, residents and commercial property owners.

The Main Street Iowa program encourages forward-thinking economic development while emphasizing preservation of community identity through its "Four-Point Approach." In implementing the Four-Point Approach, BMSI has been developing a comprehensive, long-term design plan for future property use and development in the neighborhood. One of the key components of this plan calls for making physical improvements to the neighborhood's three distinct

March 21, 2007
Page 2

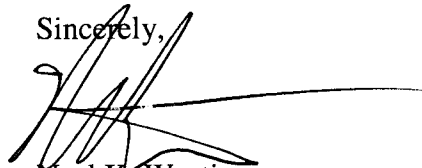
commercial areas while providing protections to keep the commercial areas from encroaching upon existing residential properties.

The proposals by Rice Partners and Joe's Square are consistent with this Main Street Iowa approach, and the broadened residential, retail and office opportunities in Beaverdale will enhance the entire neighborhood. By locating its retail and office space at the southern end of the site, the Rice Partners proposal creates residential buffers surrounding the commercial area to protect the adjacent residential areas. Additional retail and office space will encourage more pedestrian traffic by providing additional services to neighborhood residents within walking distance. New housing options will attract a broader group of individuals into the neighborhood and allow current neighbors who want more accessible, low-maintenance homes to remain in the neighborhood.

The neighborhood has devoted significant resources to the future of the Rice Elementary site, with public input obtained at each step in the process. The early efforts led to the creation of the Beaverdale Neighborhood Revitalization Strategy (the "Revitalization Strategy"), developed in 2004 by RDG Planning & Design on behalf of the BNA and BBC to address the future development issues. The Revitalization Strategy devotes an entire chapter to the Rice site, with several of the suggested uses for the site, consistent with the Rice Partners proposal, include a combination of residential, retail and office space. When the Des Moines Independent School District finalized plans to sell the Rice site, representatives from BMSI, BNA and BBC served as members of the school district's committee that evaluated proposals from developers. The evaluation committee members reviewed the proposals and conducted a public meeting at which the Rice Partners proposal received the largest number of votes in an informal poll of the audience. While developers offered more money for the site, the evaluation committee and school board both determined that the Rice Partners plan was the most appropriate proposal for the neighborhood.

The continued success of Beaverdale depends on maintaining strong residential and commercial areas, and we are committed to protecting and enhancing these aspects of the neighborhood. Rice Partners and Joe's Square have submitted proposals consistent with our vision of the future for Beaverdale, and we ask that you approve both rezoning requests.

Sincerely,



Neal K. Westin

President, Beaverdale Main Street Initiative

cc: Mr. Richard Clark, City Manager (via email)
Mr. Richard Clark, Rice Development Partners, LLC (via email)
Mr. Joseph Giudicessi, Joe's Square, LLC (via email)