

Date June 14, 2010

RESOLUTION CONTINUING PUBLIC HEARING  
ON THE PROPOSED URBAN RENEWAL PLAN FOR THE  
NE ECONOMIC DEVELOPMENT DISTRICT URBAN RENEWAL AREA

WHEREAS, on April 26, 2010, by Roll Call No. 10-607, the City Council scheduled a public hearing to be held on June 14, 2010, to consider a proposed Urban Renewal Plan for the NE Economic Development District Urban Renewal Area that is generally located along Hubbell Avenue from about East 40<sup>th</sup> Street eastward to the municipal boundary at Highway 65, and along the west side of Highway 65 between I-80 and Aurora Avenue; and,

WHEREAS, in light of the fact that it is required that agricultural property owners affected by the plan approve of the inclusion of their properties, and it is desired that neighborhoods adjacent to the proposed Urban Renewal Area have an opportunity to have the plan presented at their organizational meetings, the City Council desires to continue the public hearing until these objectives have been completed and the Council and the public can give a more thorough consideration of this matter.

IT IS THEREFORE MOVED by \_\_\_\_\_ to continue the public hearing until August 9, 2010, at 5:00 p.m.

FORM APPROVED:

*Roger K. Brown*

Roger K. Brown

Assistant City Attorney

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(Council Communication No. 10-358)

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

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June 11, 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 May 20, 2010, the following action was taken:

**COMMISSION RECOMMENDATION:**

After public hearing, the members voted 13-0 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 City Council request for the following items with regard to the proposed Northeast Economic Development District in the vicinity of Hubbell Avenue and East Broadway Avenue (Northeast 46<sup>th</sup> Avenue):

A) To amend the Des Moines' 2020 Community Character Plan for the following revisions to the future land use designations: (21-2010-4.06)

- 1) Low-Density Residential to Commercial: Auto-Oriented Small-Scale Strip Development in the vicinity of the Broadway Motel property at 5100 Hubbell Avenue.
- 2) Low-Density Residential to Planned Business Park in the vicinity east of the Broadway Business Park and west of Relocated US Highway 65.
- 3) Low-Density Residential to Medium Density Residential in the vicinity of 4010 East 42<sup>nd</sup> Street (Hickory Grove Senior Living Apartments) and 4041 Hubbell Avenue (Maple Lane Apartments).

And



CITY PLAN AND ZONING COMMISSION  
ARMORY BUILDING  
602 ROBERT D. RAY DRIVE  
DES MOINES, IOWA 50309 -1861  
(515) 283-4182

ALL-AMERICA CITY  
1949, 1976, 1981  
2003

- B) To find the proposed Northeast Economic Development District Urban Renewal Plan in conformance with the Des Moines' 2020 Community Character Plan.

## **STAFF RECOMMENDATION TO THE P&Z COMMISSION**

Part A) Staff recommends approval of the proposed amendments to the future land use designations in the Des Moines' 2020 Community Character Plan.

Part B) Staff recommends that the Commission find the Northeast Economic Development District Urban Renewal Plan in conformance with an amended Des Moines' 2020 Community Character Plan based on the recommended changes to the future land use designations.

## **STAFF REPORT**

### **I. APPLICABLE INFORMATION**

Attached are the following items pertaining to the subject request:

- Map of Proposed Amendments to the Des Moines' 2020 Community Character Plan Future Land Use Map.
- Draft of Northeast Economic Development District Urban Renewal Plan
- City Council Roll Call No. 10-607 setting date of hearing for June 14, 2010.
- City Council Communication 10-233 from the Economic Development Administrator
- Community Development Director's Report on Designation of the Northeast Economic Development District Urban Renewal Area.

The proposed area for the urban renewal plan and tax increment finance district is identified on Map 1 within the attached document. The proposed boundary generally includes properties fronting Hubbell Avenue between the east City limits at Iowa Highway 65 and a point midway between East 38<sup>th</sup> Street and East 42<sup>nd</sup> Street. It also includes large tracts along East 38<sup>th</sup> Street north of East Broadway Avenue that abut Interstate 80 and Iowa Highway 65, as well as tracts south of East Broadway Avenue along Iowa Highway 65. No rezonings are proposed as part of the urban renewal plan.

The urban renewal designation is based upon meeting the 'economic development' criteria of the state statute. The creation of this urban renewal area will allow use of tax increment for financial assistance to economic development projects and other projects such as infrastructure improvements. The revitalization of this district will result in new commercial opportunities, new employment, increased tax base and improved livability to residents of Northeast Des Moines. There is a sunset of 20 years on the collection of tax increment revenues from properties located in the District.

### **II. DES MOINES' 2020 COMMUNITY CHARACTER PLAN**

Chapter 1 of Des Moines' 2020 Community Character Plan is titled "Underlying Principles" and includes the following principles in support of the goal to create a livable community for several generations:

- Protect Natural Resources.

- Promote economic growth and efficiency.
- Enhance and preserve Des Moines' urban character.
- Transportation facilities should support and guide the balanced growth concept for the metropolitan area.

Chapter 5 of Des Moines' 2020 Community Character Plan is titled "Existing Character of Commercial Land Use" and includes the following principles:

*Commercial Policies for Implementation*

- Define policies, development standards and design guidelines to ensure pedestrian scale, appeal, and quality environment are balanced with auto safety and convenience.
- Establish marketing strategies for the various commercial categories to attract investors, businesses and customers to the area and to maintain healthy commercial areas.

*Industrial Uses*

- Encourage a mixture of light manufacturing, office, warehousing and distribution jobs in designated Planned Industrial Parks. Ensure design, pedestrian connections, and landscaping are part of an overall plan for the development.
- Encourage industrial development that provides a high density of jobs per acre.

There are three areas of proposed future land use for the Northeast Economic Development District Urban Renewal Plan that do not correlate with the existing future land use designation in the Des Moines' 2020 Community Character Plan. Therefore, the following amendments to the Des Moines' 2020 Community character Plan Future Land Use Map are proposed:

- Low-Density Residential to Commercial: Auto-Oriented Small-Scale Strip Development in the vicinity of the Broadway Motel property at 5100 Hubbell Avenue.
- Low-Density Residential to Planned Business Park in the vicinity east of the Broadway Business Park and west of Relocated US Highway 65.
- Low-Density Residential to Medium Density Residential in the vicinity of 4010 East 42nd Street (Hickory Grove Senior Living Apartments) and 4041 Hubbell Avenue (Maple Lane Apartments).

Attached is a map demonstrating these areas of proposed amendments.

With the recommended amendments to the future land use designations, Staff believes that the proposed Northeast Economic Development District Urban Renewal Plan would be in conformance with the Des Moines' 2020 Community Character Plan.

**SUMMARY OF DISCUSSION**

Brian Millard asked if the district is slum and blight, economic development or both.

Rita Conner, Office of Economic Development stated that the district is economic development meaning it has a 20 year sunset on the tax increment revenues from properties located in the district.

Leisha Barcus asked if it has to be a 20 year sunset or is that the City Manager's choice.

Rita Conner stated the Iowa Code provides cities with the procedures for adopting TIF districts; a 20 year time frame is allowed for economic development districts. This may be less than 20 years if the purpose of the district has been met.

Larry Hulse stated the sunset could be less if the project met completion early but could not be more than 20 years.

JoAnne Corigliano asked if it was written up that way because sometimes they just leave it until it expires. However, if they don't need it for the full 20 years then it would be better for the City not to allow it to continue.

Rita Conner stated that they are setting it forward as a 20 years plan.

Larry Hulse stated that staff will email the Commissioners the presentation. Every year the Council looks at their tax increment districts and the needs to see where they are fiscally and how they are progressing.

**CHAIRPERSON OPENED THE PUBLIC HEARING**

*There was no one to speak in opposition of the applicant's request*

**CHAIRPERSON CLOSED THE PUBLIC HEARING**

**COMMISSION ACTION**

Mike Simonson moved staff recommendation to approve Part A) The proposed amendments to the future land use designations in the Des Moines' 2020 Community Character Plan;

And

Part B) To find the Northeast Economic Development District Urban Renewal Plan in conformance with an amended Des Moines' 2020 Community Character Plan based on the recommended changes to the future land use designations.

Motion passed 13-0.

Respectfully submitted,



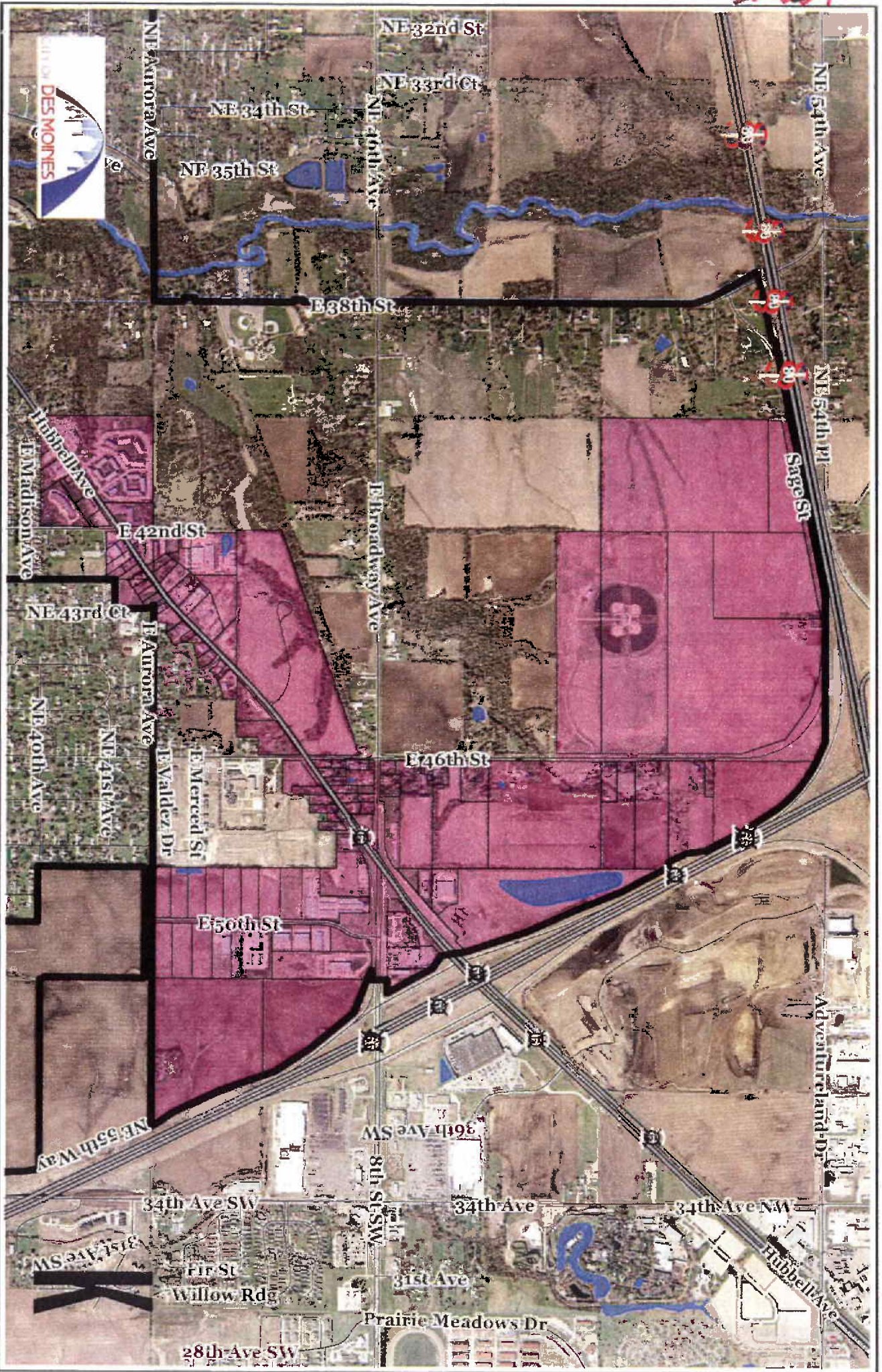
Michael Ludwig, AICP  
Planning Administrator

MGL:clw

Attachment

# Proposed-NE Economic Development District

66



Legend



Proposed Area



Corporate Boundary

