

Date..... September 22, 2008

**RESOLUTION APPROVING THE DESIGNATION
OF THE WESTERN GATEWAY CULTURAL AND ENTERTAINMENT DISTRICT**

WHEREAS, the State of Iowa has provided for the designation of cultural and entertainment districts with the purpose of enhancing the quality of life for citizens of Iowa and enriching local economies through developing and sustaining cultural facilities in a synergetic fashion; and,

WHEREAS, to be certified by the Iowa Department of Cultural Affairs, a proposed cultural and entertainment district must be a well-defined, compact, contiguous geographic area that includes both residential and commercial property and a high concentration of cultural facilities; and,

WHEREAS, Orchestrate Hospitality plans to submit an application to the Iowa Department of Cultural Affairs for certification of the proposed Western Gateway Cultural and Entertainment District as a certified cultural and entertainment district; and,

WHEREAS, on September 8, 2008, by Roll Call No. 08-1582, it was duly resolved by the City Council, that the City Council consider the proposal from Orchestrate Hospitality to designate the proposed Western Gateway Cultural and Entertainment District as a cultural and entertainment district, and that such proposal be set down for consideration at a public hearing to be held on September 22, 2008, at 5:00 P.M., in the Council Chambers at City Hall; and,

WHEREAS, due notice of said hearing was published in the Des Moines Register on September 12, 2008, as provided by law, setting forth the time and place for hearing on said proposal; and,

WHEREAS, in accordance with said notice those interested in the said proposal, both for and against, have been given opportunity to be heard with respect thereto and have presented their views to the City Council; NOW, THEREFORE,

BE IT RESOLVED, by the City Council of the City of Des Moines, Iowa, as follows:

1. The City Council hereby finds that the proposed Western Gateway Cultural and Entertainment District at the location described in the accompanying council communication contains a high concentration of cultural facilities and entertainment activities and a mix of both residential and commercial property within a well-defined, compact, contiguous geographic area.

(continued)

Date..... September 22, 2008

-2-

2. The City Council hereby approves the designation of the proposed Western Gateway Cultural and Entertainment District at the location described in the accompanying council communication as a cultural and entertainment district, subject to certification by the Iowa Department of Cultural Affairs.

3. The City Council hereby approves and declares its support for the application to the Iowa Department of Cultural Affairs to certify the Western Gateway Cultural and Entertainment District; and, the City Council hereby further declares its intention to participate in the development and financial support of the District for a period of at least ten years if the District is certified as a Cultural and Entertainment District.

(Council Communication Number 08 - 564)

MOVED by _____ to approve.

Form Approved:



Roger K. Brown

Assistant City Attorney

C:\Rog\Neighborhood\Cultural Districts\W Gateway\RC hrg 08-09-22.doc

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

MOTION CARRIED

APPROVED

.....
Mayor

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.

City Clerk



Council Communication

Office of the City Manager

Date September 22, 2008

Agenda Item No. 50
Roll Call No. 08-
Communication No. 08-564
Submitted by: Larry Hulse,
Director, Community Development

AGENDA HEADING:

Resolution approving the designation of the Western Gateway Cultural and Entertainment District.

SYNOPSIS:

The proposed Western Gateway Cultural and Entertainment District is generally located in the Western Gateway Area between 8th and 18th Streets and between Grand Avenue and Martin Luther King Jr. Parkway. Orchestrate Hospitality plans to submit an application to the State Historic Society for certification of the Western Gateway Area as a Cultural and Entertainment District. The application requires that the City Council hold a public hearing regarding the proposed district, and approve a resolution: 1) designating the district as a Cultural and Entertainment District, subject to certification by the Iowa Department of Cultural Affairs; 2) endorsing the application to the Department for certification of the district; and 3) declaring the City Council's intention to participate in the development and financial support of the district for a period of at least ten years.

FISCAL IMPACT:

Amount: NONE

The administrative rules promulgated by the Iowa Department of Cultural Affairs for designation of Cultural and Entertainment Districts require that the city adopt a resolution that endorses the submission of the application and agrees to participate in the development and financial support of said Cultural and Entertainment District for ten years. City Staff believes the existing city incentives for development and financial contributions to the areas satisfy the criteria of financial support for the Cultural and Entertainment District.

ADDITIONAL INFORMATION:

What is a certified Cultural District?

A cultural district is a well-recognized, walkable, mixed-use, compact area of a city or county in which a high concentration of cultural facilities serves as the anchor. A **certified** cultural district is a district that has been reviewed and approved by the state. Iowa's program was established by Iowa Code 303.3B and is administered through the Department of Cultural Affairs, pursuant to the authority of Iowa Administrative Code Section 221, Chapter 9. The program is managed by the Department's historical division, the State Historical Society of Iowa.

By Roll Calls 05-2092, 2093, and 2094 on August 22, 2005 the City Council approved resolutions of support for three cultural districts: the Court Avenue Cultural and Entertainment District, the Historic

East Village Cultural and Entertainment District, and the Roosevelt Historic District which were duly certified by the Department of Cultural Affairs. The Gateway West Cultural District abuts the Court Avenue District and will complete the Cultural and Entertainment Districts in the downtown area.

Benefits of Cultural and Entertainment District Designation

The state of Iowa provides a substantial benefit to owners who rehabilitate historic properties within certified cultural districts. In Fiscal Year 2009, the Legislature appropriated \$15 million to the state tax credit program. Each year, forty percent of the tax credit amount is reserved for use within certified cultural districts and Iowa Great Places projects. This tax credit provides a strong incentive for the sensitive rehabilitation of historic buildings. It ensures that character-defining features and spaces of buildings are retained and helps revitalize surrounding neighborhoods.

Once a district is certified, the Iowa Department of Cultural Affairs, State Historical Society, works with the community to schedule an announcement ceremony for the district. Four large metal signs are provided to the community, to be placed in highly visible locations and marking the boundaries of the cultural district.

City's Role in Cultural and Entertainment District

The government body must agree to participate in the development and financial support of the Cultural and Entertainment District for a period of at least ten years. The financial support can take many forms including financial incentives for businesses, tax abatement, public improvements such as bike paths, landscaping, transit, or zoning changes.

Western Gateway Cultural and Entertainment District

Significant investments in cultural amenities and mixed use development that define cultural districts have been made and will likely continue in the Gateway area. The new Central Library and Gateway Park were completed in 2006, the Pappajohn Higher Education Center was built in 2004, The Temple For Performing Arts was completed in 2002. A number of independent art galleries are springing up along Walnut Street. The Pappajohn Sculpture Garden should be complete next year in the Western Gateway Park. With Nationwide, Wells Fargo Financial, Meredith, ING, Wellmark's new offices, the Davis Brown tower, the Hotel Fort Des Moines and new and renovated housing in this area, the district exemplifies the compact mixed use definition of a certified cultural district.

The Western Gateway Area Redevelopment Goals and Guiding Principles and the downtown plan (*What's Next, Downtown?*) call for further mixed use development, a combination of new and renovated building stock, pedestrian-oriented development, and new downtown transit. *What's Next, Downtown?* recommends establishing the Gateway area as a Cultural and Entertainment District.

The combination of public and private efforts has produced a high concentration of cultural facilities and supporting mixed uses; the Gateway area is worthy of the recognition and preferred financial standing that goes with the certified Cultural District status.

PREVIOUS COUNCIL ACTION(S):

Date: August 22, 2005

Roll Call Action: 05-2092, 2093, and 2094

Action: On Resolutions of Support for Designation of the following as Cultural and Entertainment Districts:

- (A) Court Avenue
- (B) Historic East Village
- (C) Roosevelt

(Council Communication No. 05-442 of 8/8/05)

Date: December 19, 2005

Roll Call Action: 05-713

Action: Communication from the Urban Design Review Board regarding review and recommendation of the Western Gateway Area Redevelopment Goals and Guiding Principles. (Council Communication No. 05-713)

Date: March 10, 2008

Roll Call Action: 08-432

Action: Receive and adopt the downtown plan titled "What's Next Downtown". (Council Communication No. 08-110)

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE

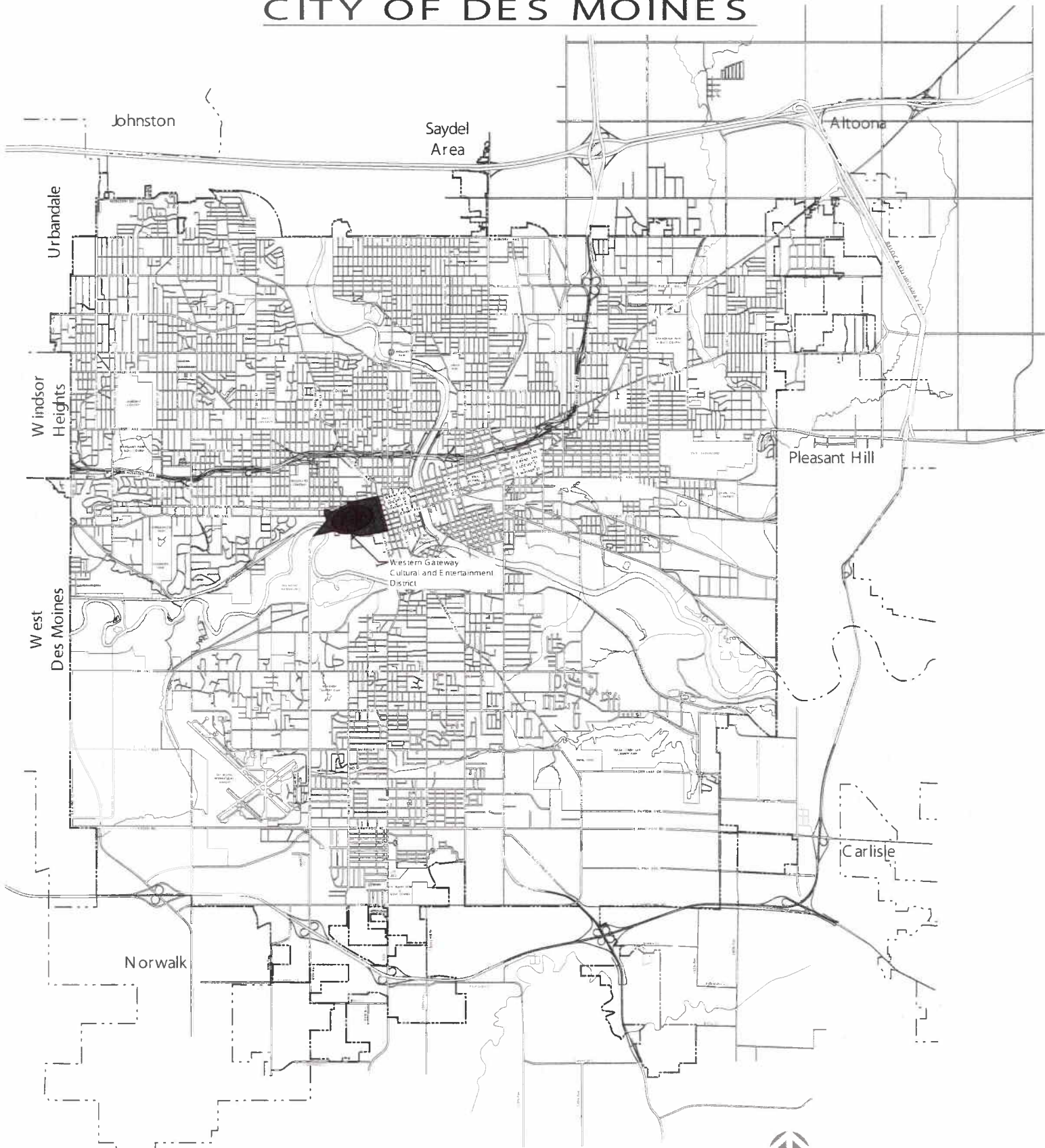
For more information on this and other agenda items, please call the City Clerk's Office at 515-283-4209 or visit the Clerk's Office on the second floor of City Hall, 400 Robert D. Ray Drive. Council agendas are available to the public at the City Clerk's Office on Thursday afternoon preceding Monday's Council meeting. Citizens can also request to receive meeting notices and agendas by email by calling the Clerk's Office or sending their request via email to cityclerk@dmgov.org.



Western Gateway Cultural and Entertainment District

- 1. Crane Building (1440 Walnut Street)
- 2. Chamberlain Building (1312 Locust Street)
- 3. Hallett Flat Apartments (1301-1307 Locust Street)
- 4. Masonic Temple of Des Moines (1011 Locust Street)
- 5. Hotel Fort Des Moines (10th Street & Walnut Street)
- 6. Hubbell Building (904 Walnut Street)
- 7. Standard Glass & Paint Co. Building (112 10th Street)
- 8. Herring Motor Car Company Building (110 10th Street)

CITY OF DES MOINES



DES MOINES COMMUNITY DEVELOPMENT DEPARTMENT


 August, 2007

Western Gateway Cultural and Entertainment District

Date _____

Agenda Item 50

Roll Call # _____

Western Gateway Cultural and Entertainment District



Respectfully Submitted by: Orchestrate Hospitality

Cover Page

Name of Cultural District: Western Gateway Cultural and Entertainment District

Name of Local Jurisdiction: Des Moines, Polk County

Name of Community For-Profit Sponsor: Orchestrate Hospitality Management

Legislative District: Senate District: 33, House District 66

Legal Description dated September 16, 2008:

Beginning at the intersection of the centerline of 8th Street right-of-way and the centerline of High Street right-of-way; thence southeasterly along said centerline of 8th Street right-of-way to its intersection with the centerline of West Martin Luther King Jr. Parkway right-of-way; thence westerly along said centerline of West Martin Luther King Jr. Parkway right-of-way to its intersection with the centerline of the northbound pavement of Fleur Drive; thence northeasterly along said centerline of the northbound pavement of Fleur Drive to its intersection the centerline of Grand Avenue right-of-way; thence westerly along said centerline of Grand Avenue right-of-way to its intersection with the centerline of 18th Street right-of-way; thence northerly along said centerline of 18th Street right-of-way to its intersection with the centerline of Ingersoll Avenue right-of-way; thence easterly along said centerline of Ingersoll Avenue right-of-way to its intersection with the centerline of 17th Street right-of-way; thence southerly along said 17th Street right-of-way to its intersection with westerly extension of the centerline of the vacated East/West alley right-of-way in Block 46, J. Lyons Addition, an Official Plat; thence easterly along said westerly extension of the centerline of the vacated East/West alley right-of-way in Block 46, J. Lyons Addition and the centerline of the vacated East/West alley right-of-way and the easterly extension of the centerline of the vacated East/West alley right-of-way and continuing easterly along the westerly extension of the centerline of the existing and vacated East/West alley right-of-way in Block 45, J. Lyons Addition and the centerline of said existing and vacated East/West alley right-of-way in Block 45, J. Lyons Addition to its intersection with the northerly extension of the west lot line of Lot 7, Block 45, J. Lyons Addition; thence northerly along said northerly extension of the west lot line of Lot 7, Block 45, J. Lyons Addition to its intersection with the north right-of-way line of the existing and vacated East/West alley in Block 45, J. Lyons Addition; thence easterly along said north right-of-way line of the existing and vacated East/West alley in Block 45, J. Lyons Addition a distance of 4 feet; thence southerly along a line 4 feet east of and parallel to the northerly extension of the west lot line of Lot 7, Block 45, J. Lyons Addition and the west lot line of said Lot 7, Block 45, J. Lyons Addition a distance of 43.6 feet to a point on said line 27.6 feet south of the north lot line of said Lot 7, Block 45, J. Lyons Addition; thence easterly from said point along a line 27.6 feet south of and parallel to the north lot line of said Lot 7, Block 45, J. Lyons Addition a distance of 20 feet to a point on said line said point being 27.6 feet south of the north lot line and 24 feet east of the west lot line of said Lot 7, Block 45, J. Lyons Addition; thence southerly from said point being 27.6 feet south of the north lot line and 24 feet east of the west lot line of said Lot 7, Block 45, J. Lyons Addition along a line 24 feet east of and parallel to the west lot line of said Lot 7, Block 45, J. Lyons Addition a distance of 23.3 feet to a point on said line 50.9 feet south of the north lot line and 24 feet east of the west lot line of Lot 7, Block 45, J. Lyons Addition; thence easterly from said point being 50.9

feet south of the north lot line and 24 feet east of the west lot line of said Lot 7, Block 45, J. Lyons Addition along a line 50.9 feet south of and parallel to the north lot line of said Lot 7, Block 45, J. Lyons Addition and the easterly extension of said line 50.9 feet south and parallel to the north lot line of said Lot 7, Block 45, J. Lyons Addition to its intersection with the centerline of 15th Street right-of-way; thence northerly along said centerline of 15th Street right-of-way to its intersection with the centerline of Linden Street right-of-way; thence easterly along said centerline of Linden Street right-of-way to its intersection with the centerline of 14th Street right-of-way; thence northerly along said centerline of 14th Street right-of-way to its intersection with the centerline of High Street right-of-way; thence easterly along said centerline of High Street right-of-way to the point of beginning, all now included in and forming a part of the City of Des Moines, Polk, County, Iowa.

Primary Contact: Shannon Michelsen

Title: Marketing Coordinator, Orchestrate Hospitality Management

Mailing Address: 200 10th Street, Suite 300, Des Moines, IA 50309

Daytime Phone Number: (515) 331-1753 x 1009

Fax Number: (515) 282-6105

Email Address: smichelsen@ohospitality.com

Website URL: www.ohospitality.com

Project Director: Same as above

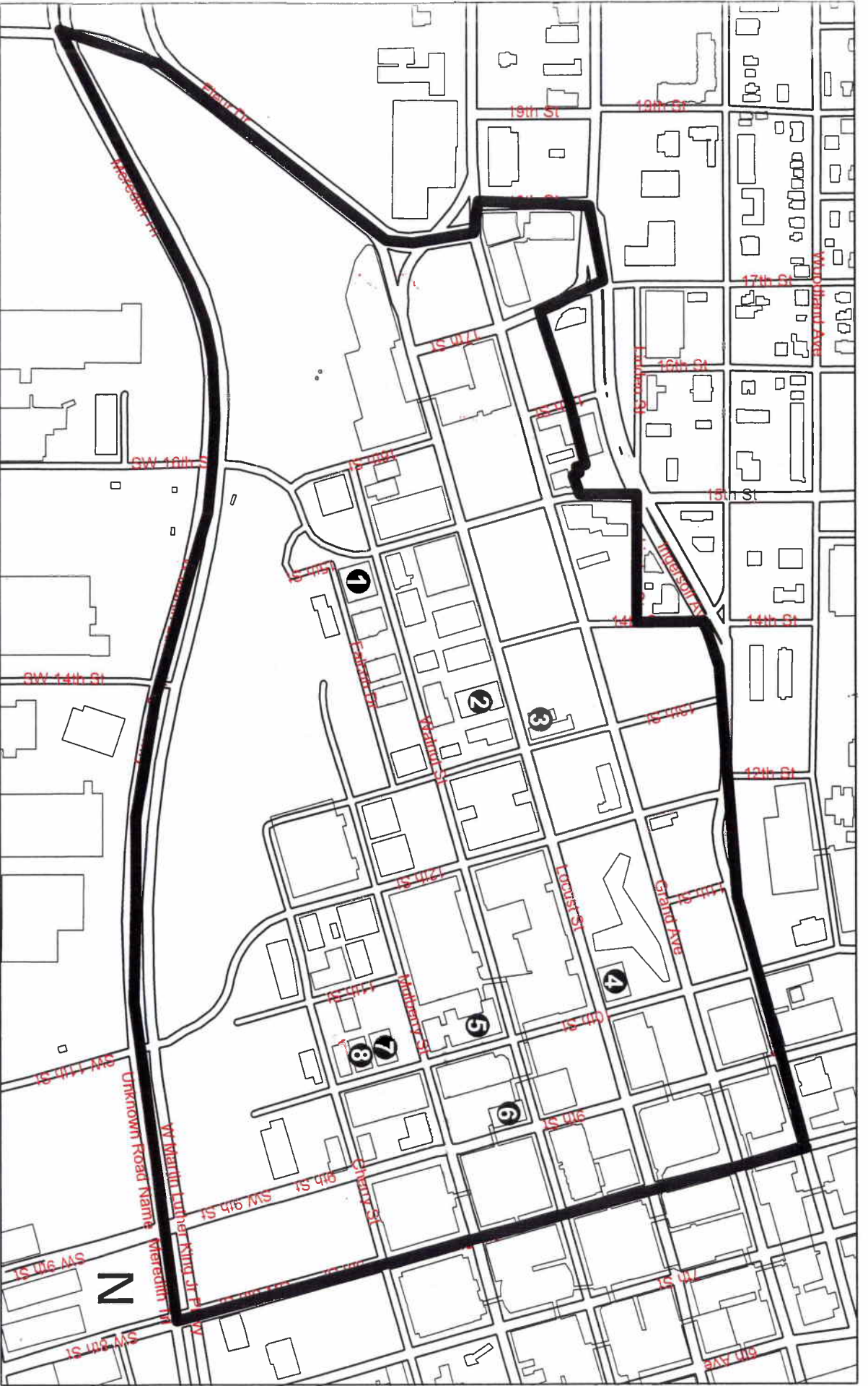
Chief Elected Official: T.M. Franklin Cownie

Mailing Address: 400 Robert D. Ray Drive, Des Moines, IA

Daytime Phone Number: (515) 283-4944

Email Address: fcownie@dmgov.org

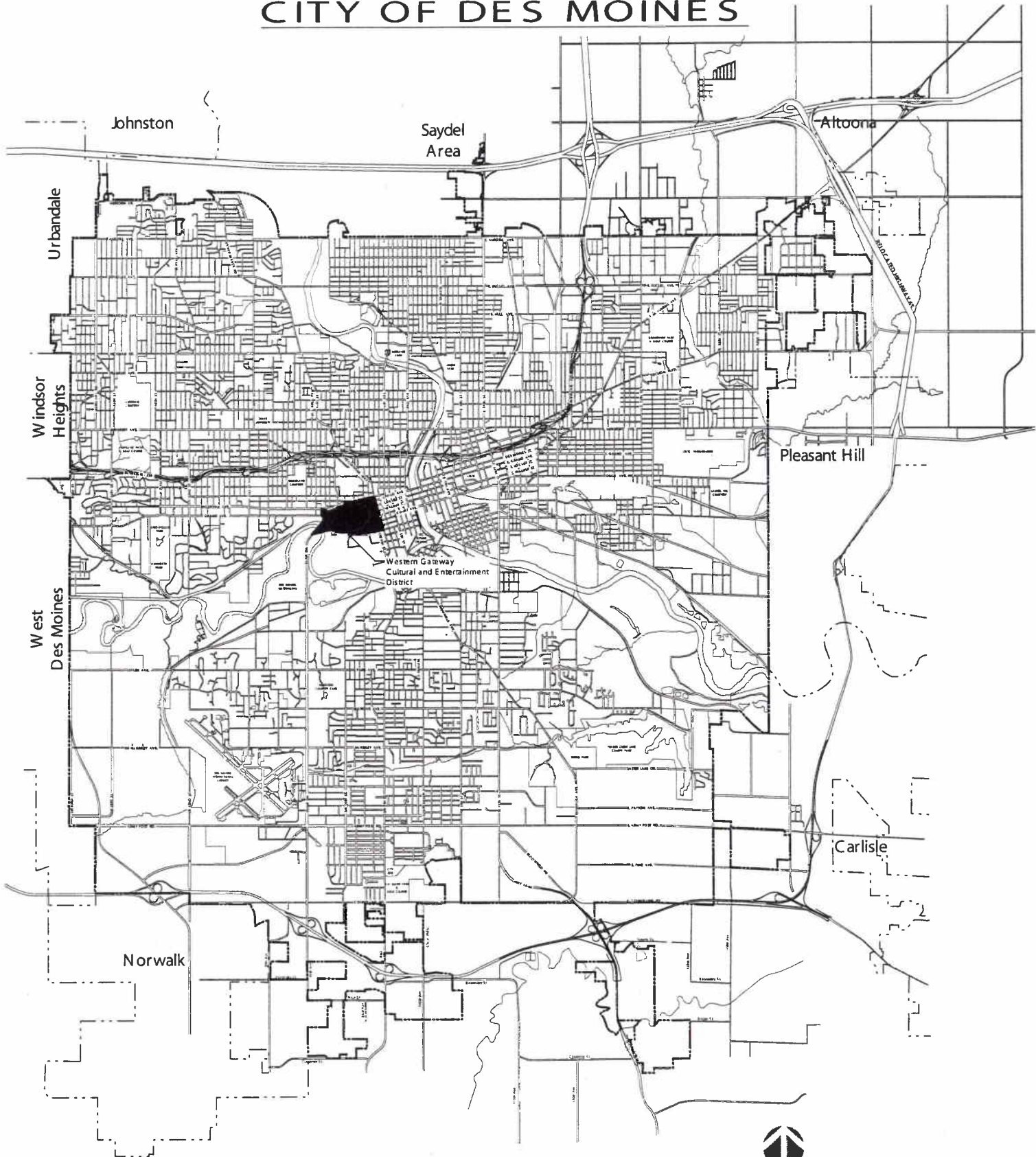
Website URL: www.dmgov.org



Western Gateway Cultural and Entertainment District

1. Crane Building (1440 Walnut Street)
2. Chamberlain Building (1312 Locust Street)
3. Hallett Flat Apartments (1301-1307 Locust Street)
4. Masonic Temple of Des Moines (1011 Locust Street)
5. Hotel Fort Des Moines (10th Street & Walnut Street)
6. Hubbell Building (904 Walnut Street)
7. Standard Glass & Paint Co. Building (112 10th Street)
8. Herring Motor Car Company Building (110 10th Street)

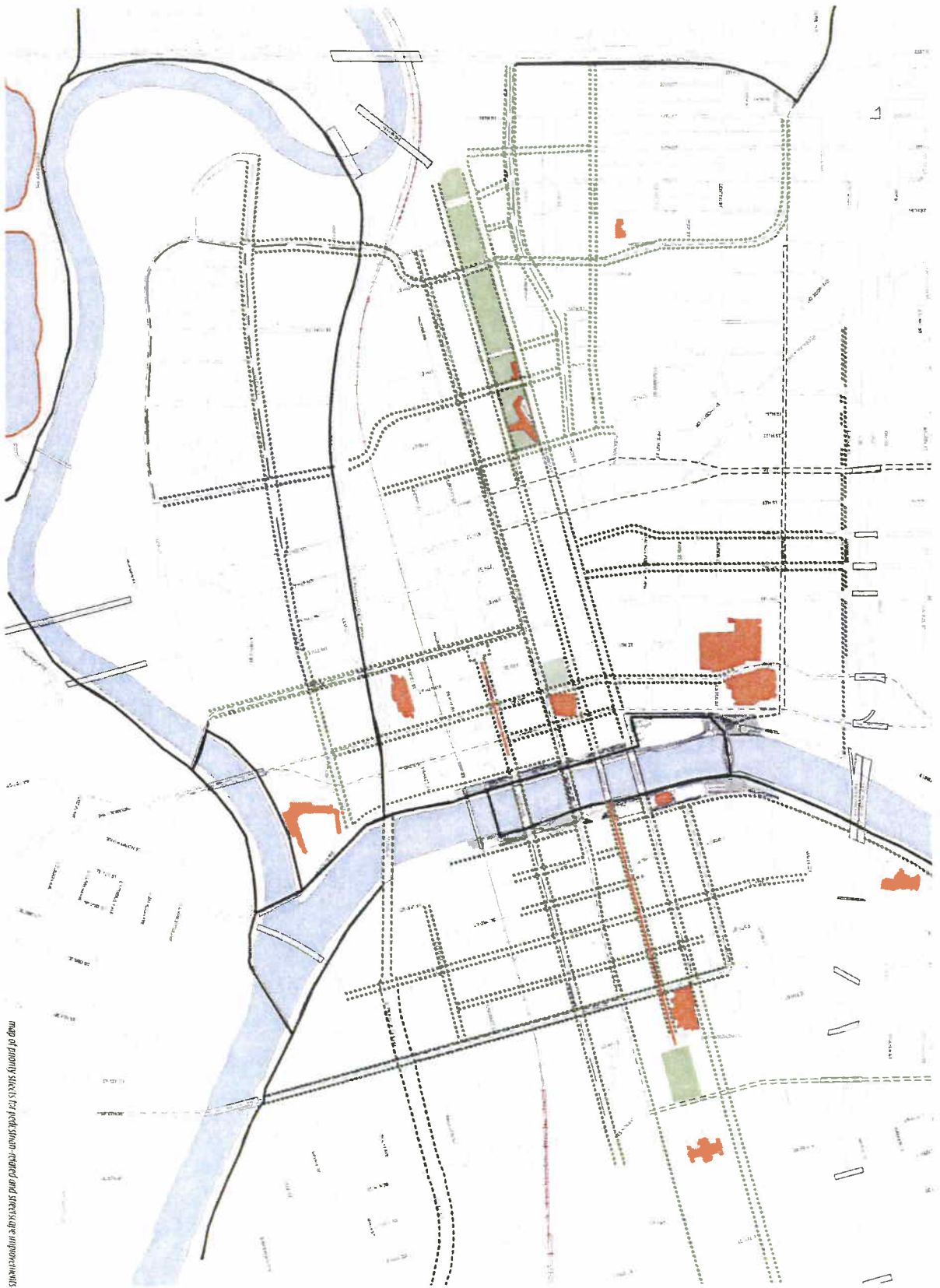
CITY OF DES MOINES



DES MOINES COMMUNITY DEVELOPMENT DEPARTMENT

August, 2007

Western Gateway Cultural and Entertainment District



map of primary streets for redesign - roads and treescape improvements

3.)a. Level of Community Support

Benefits of Cultural District to the Community:

A Cultural and Entertainment District designation for the Western Gateway area would offer many benefits. It would boost current efforts already underway to rehabilitate the area and it would create new opportunities for a growing community. Located in one of the most historically significant areas in downtown Des Moines, Western Gateway offers a necessary character to an area that welcomes visitors from numerous access points.

There are approximately eight buildings on the National Register and many eligible for the registry. These buildings are nationally registered historic sites and add much preservation value to the entire downtown Des Moines. Western Gateway provides housing and jobs to attract an assorted and well-educated workforce, not to mention a booming entertainment list, including The Temple for Performing Arts, Central Library, Downtown Art Center. It is also forecasted to hold the site of a multi-million dollar Sculpture Garden.

Letters of Endorsement (See Appendix A for Letters and Endorsements):

- Letter from Downtown Neighborhood Association President
- Letter from Downtown Community Alliance President
- Letter from Des Moines Downtown Chamber President
- Letter from Art Center Director

OFFICIAL PUBLICATION

R589 NOTICE OF HEARING

Notice is hereby given that on September 22, 2008, at 5:00 P.M., in the Council Chambers at City Hall at 400 Robert D. Ray Drive, in the City of Des Moines, Iowa, a hearing will be held by the City Council concerning a proposal to designate a portion of the Western Gateway Area as a Cultural and Entertainment District pursuant to Iowa Code (2008) Sec. 303.3B. The proposed Western Gateway Cultural and Entertainment District is generally located between 8th and 18th Streets and between Grand Avenue and Martin Luther King Jr. Parkway. A map of the proposed District is on file and available for public inspection in the office of the City Clerk.

At the above designated time and place, opportunity to be heard will be given to proponents and opponents of the proposal.

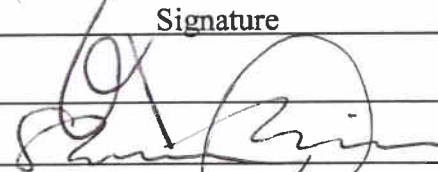


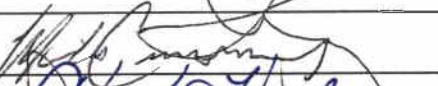
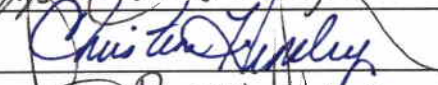
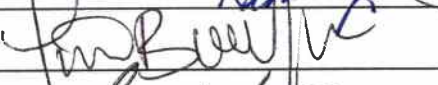


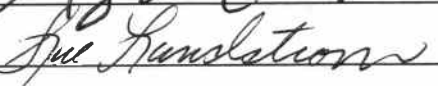
CITY OF DES MOINES, IOWA

Published in the Des Moines Register on September 12, 2008.

We, the undersigned businesses, organizations and residents within the Western Gateway neighborhood, endorse Orchestrate Hospitality's application for establishing a Cultural Entertainment District (CED).

The formation of a CED will attest to visitors and residents alike the importance of the efforts that have gone into preserving and revitalizing the historic Western Gateway district and equally will act as a supportive instrument to all future developments. Marketing, beautification and economic development investments for the Western Gateway district will all benefit by having the CED designation.

We look forward to working in partnership with the City of Des Moines, the Downtown Community Alliance and many others as we continue to make the Court Avenue District a destination that highlights and enhances the diverse cultural aspects of our community.

<u>Organization</u>	<u>Name</u>	<u>Signature</u>
<u>Orchestrate Hospitality</u>	<u>Paul Rottenberg</u>	
<u>Orchestrate Hospitality</u>	<u>Shannon Michelsen</u>	
<u>Hotel Fort Des Moines</u>	<u>Jeff Hunter</u>	
<u>Centro</u>	<u>Mike Crow</u>	
<u>Bank of the West</u>	<u>Christine Hensley</u>	
<u>Gateway Lofts</u>	<u>Trina Braafhart</u>	
<u>Des Moines Public Library</u>	<u>Jan Kaiser</u>	
<u>Philanthropist & Resident</u>	<u>Mary Middleton</u>	
<u>Des Moines Art Center</u>	<u>Sue Lundstrom</u>	

3.)b. Management Structure

Orchestrate Hospitality will assume ultimate responsibility for the district. It will work directly with all marketing outlets addressed in this application. It will also provide communication with the district's businesses and residents on upcoming events, opportunities, and overall awareness. Orchestrate will serve as the business association leader until an official association is established. Other non-profits, such as the Downtown Neighborhood Association and the Downtown Community Alliance have already contributed so much to the Western Gateway district and will continue to improve the area. In addition, the City of Des Moines continues to contribute to the district by investing in infrastructure to help support new development in the district.

Steering Committee/Board:

President – Paul Rottenberg *Orchestrate Hospitality Management*

Vice President – Shannon Michelsen *Orchestrate Hospitality Management*

Treasurer – Jeff Hunter *Hotel Fort Des Moines*

Jan Kaiser – *Des Moines Public Library*

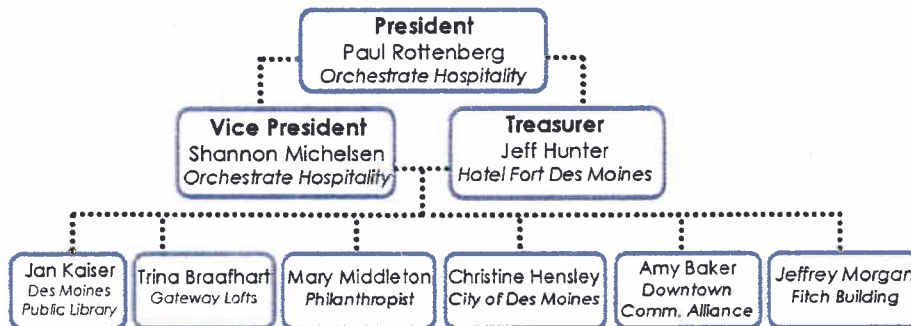
Mary Middleton – *Philanthropist*

Trina Braafhart – *Gateway Lofts*

Christine Hensley – *City of Des Moines*

Amy Baker - *Downtown Community Alliance*

Jeffrey Morgan – *Fitch Building/Jeffrey Morgan Architecture Studio*



President Paul Rottenberg's experience in the hospitality industry, as well as civic involvement, provides the district with an innovative leader who has shown great investment in the area. Rottenberg's visions have and will continue to make the Western Gateway district a Downtown Des Moines gem. As Vice President, Shannon Michelsen brings marketing and project management experience to the group. Jeff Hunter, owner of the Hotel Fort Des Moines has shown, in the history of his hotel, precision and passion in preserving one of the area's most prestigious, historical landmarks. Committee members Jan Kaiser, Mary Middleton, Christine Hensley, Amy Baker, and Jeffrey Morgan complete the board with expertise in a variety of fields providing great opportunity in the district's development planning.

Marketing Plan:

The Western Gateway district has already received support by numerous downtown organizations, which will only continue and expand with the Cultural and Entertainment certification.

The Downtown Community Alliance has agreed to host a designated Western Gateway webpage on their Downtown Des Moines website. The content of this page will be provided by the Western Gateway steering committee and manually updated by the DCA marketing team. The page will include the historical background of the district, a list of buildings on the National Register of Historic Places, a calendar of events, a directory of all affiliated establishments, pictures portraying the vibrancy of Western Gateway, as well as information on getting involved, along with the benefits it provides.

Through membership with the new Downtown Chamber of Commerce, Western Gateway CED receives marketing resources and networking opportunities while encouraging chamber participation among its district's business. The Convention and Visitors Bureau is another organization that supports the Western Gateway district and will provide a strong channel to populations outside of the district in an effort to attract potential visitors. This partnership will provide marketing opportunities for business to target an additional audience showcasing the remarkable character and exciting experiences available in Western Gateway.

Planned events for the district currently include: the Des Moines Arts Festival, Destination 10th Street, involvement in the Des Moines Marathon, as well as a desire to hold the 2nd annual 80/35 Music Festival. In addition to that, the many traditional festivals/activities/parties that are held by our business residents yearly will continue.

Voluntary Registration:

All establishments within the Western Gateway boundaries will have the ability to submit business backgrounds and contact information to be displayed on the Downtown Community Alliance's Western Gateway webpage. Submission will offer businesses a marketing outlet and overall awareness to the community. All information will be submitted through the district's steering committee and transferred to the appropriate party.

3.)c. Presence of Cultural Assets

The Western Gateway Cultural and Entertainment District is Des Moines' newly designated symbolic "front door." New York City architect Mario Gandelsonas identified this functional role and its scenic placement with its northward approach being framed by Water Works Park, Gray's Lake and the Raccoon River bridges. The resulting Gateway West green space is increasingly the favored venue for any municipal event that requires open space and that draws large crowds. A recent and major newcomer to this prominent venue is the annual Des Moines Art Festival. This three-day event relocated to a downtown site in 1997 and moved to the Western Gateway in 2006. It draws 200,000 persons each year.

Western Gateway has hosted concerts and a myriad of other outdoor events and these events are frequently interlinked with the Pappajohn Educational Center or the Des Moines Public Library. Unlimited potential best summarizes the prospects for this venue's becoming the city's principal large-scale outdoor celebratory stage. The full re-development of the open areas and historic buildings that front on Gateway West remains an on-going process, all indications point towards a role for this neighborhood as the hub for a great range of events. Proximity to the aforementioned parks to the south links the Western Gateway by paved trails to those venues. The Des Moines Marathon course utilizes the parks and the Martin Luther King Boulevard. To the west, the close-in portion of Ingersoll Avenue is emerging as a combination residential/retail market area, symbolized by the Gateway West Café and Market.

The historical antecedents of the Western Gateway were Auto Row, the state's largest automobile sales and servicing district. The automobile symbolized the new mobility and the related city expansion that resulted from that transportation revolution. Auto Row itself represented the westward growth of the downtown proper. The dealerships moved to the suburbs and the buildings served as business incubators, sheltering emerging new businesses. Art and artists were also housed there. The Fitch Building was and still is largely filled with artist's lofts and studios and 1408 Locust Street was long a venue for art-related happenings, an architectural salvage yard and the occasional political office. The Western Gateway recently emerged as the favored location for high-end public art and major pieces of art have been relocated to it.

Grand Avenue is the district arterial from the west and Locust Street from the east. Locust Street was first the key cross-city thoroughfare, the venue of parades and paraded dignitaries. Grand Avenue displaced Locust during the early 1920s and links the western point of entry with the State Fair Grounds to the distant east.

With the eastern portion of the district, the cultural and entertainment focus centers on Locust and Tenth streets. The diamond is the former Masonic Temple, now a mixed venue with restaurant, coffee house and the Temple for the Performing Arts. The Temple's range of programs is varied in scale but its events are wired into all of the major cultural institutions in the city. To the south, the Hotel Fort Des Moines continues

to provide the staging area for a broad range of events. In its remodeled state, Western Gateway's centrality as the city's largest venue for these events will be enhanced.

The twin developments of corporate headquarters relocation and the emergence of a substantial downtown residential population translate to daytime and evening opportunities (and demands) for entertainment and recreation. The first indications of a developing commercial response to this opportunity, in the form of eateries and a microbrewery are at hand. The relocation of the main city library as the east-end anchor for the Western Gateway Park is another sign that downtown "energy" within a revitalized downtown, is finding a home here.

See attached list of cultural and entertainment establishments.

3. D Incentives

1.) Tax Abatements

The city of Des Moines offers Tax Abatement incentives for both residential and commercial, construction and renovation in the Gateway West Cultural and Entertainment District. Taxes for improvements to commercial property are abated at either a 100% for three years or a diminishing scale for ten years. Taxes for improvements to residential properties and new construction of residential properties are abated at a rate of 100% for a period of ten years in the Gateway West Cultural and Entertainment District. Renovations and new construction must conform to design guidelines to qualify for tax abatement.

2.) Des Moines Action Loan Fund

The Des Moines Action Loan Fund is offered by the city to provide long-term financing for commercial expansion that creates permanent, private sector employment opportunities for new and expanding businesses in the Gateway West Entertainment District. Eligible borrowers include operating companies and developers: industrial retail, office, service or commercial. This loan is offered for the acquisition of land and buildings, new construction and building rehabilitation.

3.) Tax Increment Financing

Through the Tax Increment Financing (TIF) the City Council may use the property taxes resulting from the increase in taxable valuation due to construction of new commercial facilities and residential housing units to provide economic development incentives to a business or housing development within the Gateway West Cultural and Entertainment District. Tax increment financing may be used to pay the cost of public improvements and utilities which will serve the new private development, to finance direct grants or loans to a company, or to provide a local match for federal or state economic development assistance programs.

4.) MicroLoan Program

The MicroLoan Program is offered to create and stimulate a healthy and sustainable community by stimulating economic activity, successful business development and growth, and job creation for low- and moderate-income residents within the Gateway West Cultural and Entertainment District. MicroLoan funds can be used for business start-up, existing business expansion, or relocation costs in the Gateway West Cultural and Entertainment District.

5.) Enterprise Zone Incentives

The Enterprise Zone Incentives for Business Expansion is offered by the City of Des Moines to promote new economic development and attract private investment in the Enterprise Zone of which the Gateway West Entertainment District is a part. Some of the tax benefits include: 10% State of Iowa Investment Tax Credit (with a carry forward of 7 years), 13% Research and Development Activity Corporate Tax Credit (refundable), 100% sales, services, and use tax refund on materials and services provided including utilities, in construction contracts, and Property Tax Abatement on Value-Added Improvements.

6.) The Revolving Loan Fund (RLF)

The Revolving Loan Fund exists to provide short-term financing for fixed assets, equipment, inventory or working capital for businesses in the Gateway West Cultural and Entertainment District. The RLF is offered to new or existing for-profit corporations, partnerships or proprietorships.

7.) The SBA 504 Loan Program (SBA 504)

The SBA 504 Loan Program is offered to assist small business formation and expansion, thereby creating new jobs, in the Gateway West Cultural and Entertainment District. The SBA 504 is designed to meet the start-up and expansion needs of for-profit corporations, partnerships and proprietorships with a net worth smaller than \$6 million and after-tax profit under \$2 million in each of the last two years. The program is available for land, buildings, construction and renovation in the Gateway West Cultural and Entertainment District.

8.) The Neighborhood Commercial Revitalization (NCR)

The Neighborhood Commercial Revitalization is also offered to the Gateway West Cultural and Entertainment District. The purpose of these low-interest loans- made for property and sight improvements- is to assist in the revitalization of older commercial buildings in the Gateway West Cultural and Entertainment District. These loans are available to both property owners and tenants – with written leases and permission in writing from the owner to make improvements. This program allows the City of Des Moines to work with the Gateway West Cultural and Entertainment District to revitalize the area.

9.) Self Supporting Municipal Improvements District – “Operation Downtown”

“Operation Downtown” Ambassadors currently work to keep the community clean, safe, friendly and beautiful. They tend to the flower planters, street banners, as well as sidewalk clean up. This plays a huge role in the safe and beautiful appeal of the city. Most of the Western Gateway district presently benefits from this service.

3.)e. Plan for Developing and Sustaining the Cultural District

Coordination with other economic development programs:

The Western Gateway district is improving by the minute. Businesses in the area are successfully expanding which is proven by the increase in pedestrian traffic and vibrancy that can be seen when transporting through the area. This business increase has also come along with breathtaking green spaces and continual, top-notch maintenance on the flowers, sidewalk pick-up, and other various beautification efforts. Operation Downtown has worked and will continue to work to keep the Western Gateway district clean, safe, friendly and beautiful.

Meredith's campus continues to provide a very impressive entrance from the west as well as for visitors coming in from near the airport. An immerging local art scene has shown a talent that adds great value to downtown Des Moines. Along with the local will come the world renowned art in the Pappajohn Sculpture Garden that once developed will put Des Moines on a whole new level.

Along the southern most part of the district runs the Meredith Trail that will connect to the Principal Riverwalk and provide access, not to mention a beautiful view, of the Western Gateway region. Specific goals and guiding principals have been outlined in the redevelopment of the area. The goal for the intent of design is to develop a high quality and urban character that supports and contributes to the vitality of the downtown. All developments must include streetscape improvements that establish a pedestrian-friendly environment and conform to specific guidelines.

Another economic development program that the Western Gateway district works with is the Downtown Banner Program, which is managed by the Downtown Community Alliance. This program schedules and approves banners for placement at approximately 135 sites throughout downtown Des Moines.

Affordable Housing Space:

See Appendix for list of District Housing

Proposed Activities:

- Establish business association
- Increase business and resident communication among district
- Update and maintain Western Gateway business listings on downtown business directory
- Increase chamber participation
- Continue development based upon city guidelines for area
- Branding efforts for Western Gateway Cultural and Entertainment District

Budget Investment:

Orchestrate Hospitality will oversee the initial steps in the development of a business association and a strong web presence to all visitors to the downtown website. These first steps have been arranged at minimal costs in the first year as participation among area businesses is established. The budget will be a combination of resources and efforts from Orchestrate Hospitality, the City of Des Moines, The Downtown Community Alliance, Operation Downtown, Downtown Events Group, Downtown Neighborhood Association and a few additional event-specific entities. Expenditures are primarily focused on promotion and marketing for the Western Gateway area, events and activities that bring people, business and vibrancy to the Court Avenue area and environmental enhancements that make Western Gateway look and feel welcoming, safe and attractive.

Expenditures	1 st Year	2 nd Year	3 rd Year	Combined Total
Marketing and Promotion:	\$100,000	\$110,000	\$120,000	\$330,000
Programs and Events:	\$2,000,000	\$2,000,000	\$2,000,000	\$6,000,000
Beautification and Infrastructure:	\$120,000	\$120,000	\$120,000	\$360,000

Transportation and Walking

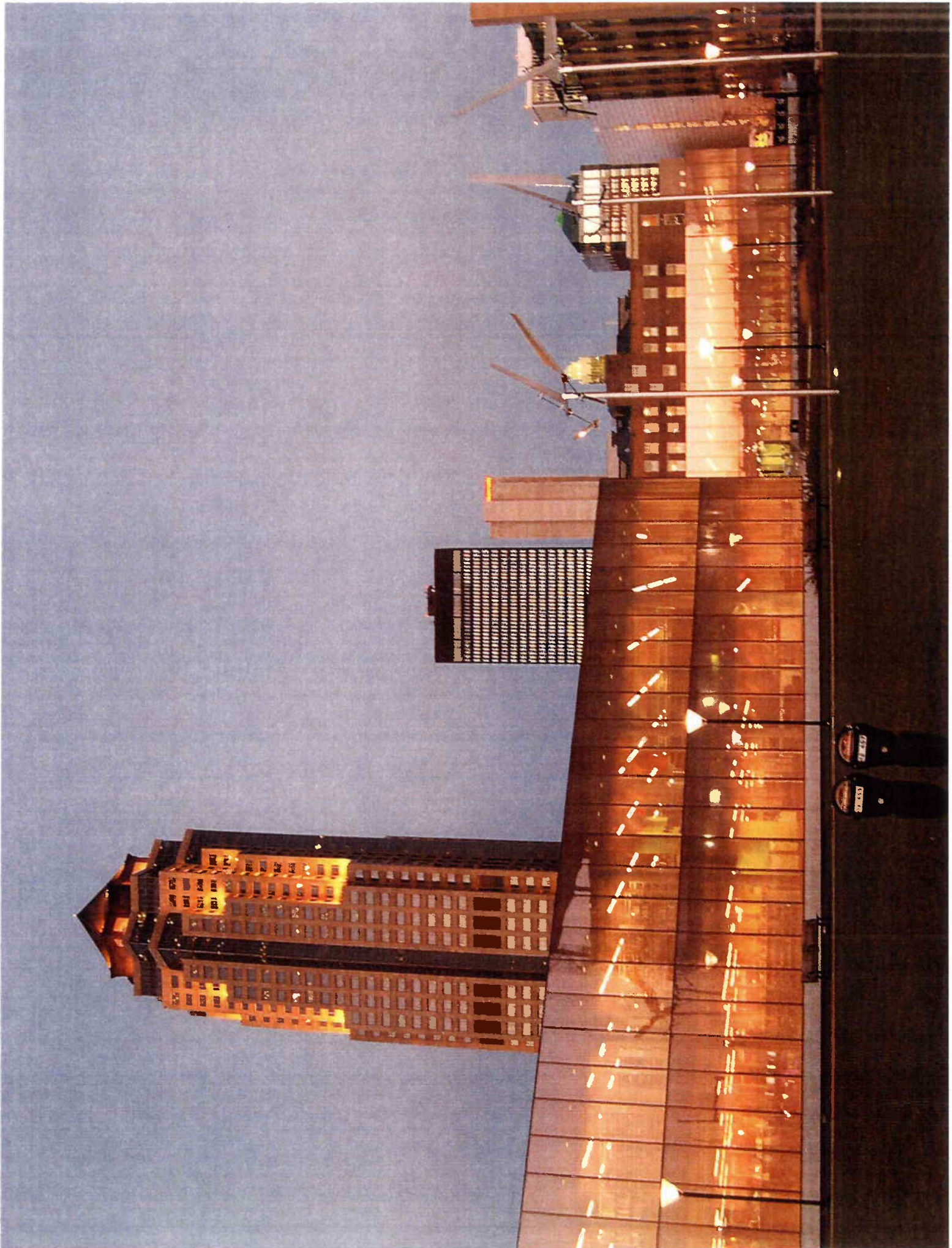
With the vast amount of sidewalk beautification and landscaping Western Gateway offers one of the most enjoyable areas for pedestrians and recreation. With the help of the new free downtown shuttle transporting within the district is made even easier for residents and visitors. It provides a great link for transfer from all sides of downtown Des Moines. The Meredith trail provides a beautiful path through the southern part of the Western Gateway on towards the Court Avenue district and onto the Principal Riverwalk, that once finalized will bring an even greater foot traffic and scenic appeal to the area.

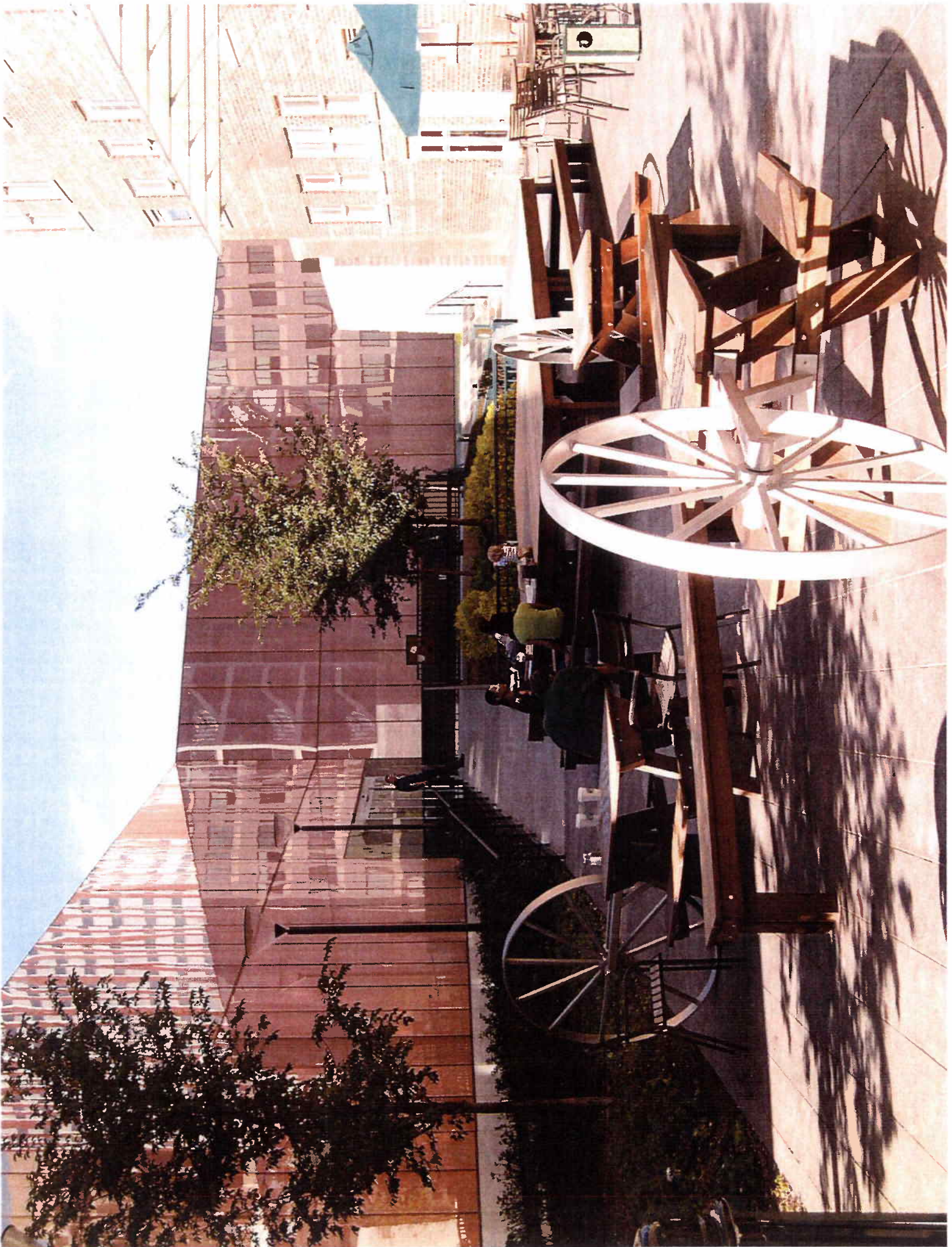
Americans with Disabilities Features:

The proposed District is one of Des Moines' most accessible areas in two senses: accessibility as legislated by the Americans with Disabilities Act (ADA) and accessibility gained through multiple transportation options.

The cultural sites – the Central Library, Pappajohn Higher Education Center, Gateway Park, the Temple for Performing Arts -- and new and renovated buildings in the proposed District were designed and constructed after the adoption of ADA accessibility guidelines. These places integrate accessibility features into their design to provide people with disabilities equal access. Ramps, grade level entries, prominent public elevators, street crossings, and designated accessible parking spaces are prevalent throughout the District. New paths through the John and Mary Pappajohn Sculpture Park have been designed to allow people with disabilities to explore the park and experience the full sculpture collection. As the Walnut Street Transformation proposal from the Downtown Plan is implemented, this major street in the proposed District will become increasingly accessible by adding on-street parking with accessible spaces, adding accessible connections between the grade level and skywalk level, and increasing the mobility options in this area.

This area is highly accessible by its location as a hub for regional transportation by vehicle. The area is easily accessible by the recently re-built I-235 and the recently constructed Martin Luther King Jr. Parkway. These high capacity roadways serve people entering the potential District every direction from downtown. Parking in this area is abundant; on-street metered parking is available throughout the area and several thousand parking spaces are available in parking structures in the proposed District. This area serves as the hub for regional bus lines operated by DART (Des Moines Area Regional Transit). A feasibility study is currently underway to study the potential for implementing a tram system proposed in the Walnut Street Transformation section of the Downtown Plan. This tram system would traverse this proposed District and increase transportation accessibility to and through the District. The Central Iowa Trails network runs along the southern edge of the proposed District; a proposed network of downtown bike lanes would access the heart of the District. Bike racks are available throughout the proposed District, including designated bike parking spaces in parking structures. Streets lining Gateway Park create a highly appealing pedestrian environment with benches, trees, and colorful seasonal plantings. A policy adopted early this year by the Des Moines City Council for "Complete Streets" will help ensure additional attention to the pedestrian in the future.















ITCHELL TRANSMISSION

L 1051

SEWAGE ENTRANCE

UNAVAIL

1.50
2.00
3.00
4.00
5.00
6.00
7.00
8.00
9.00
10.00
11.00
12.00
13.00
14.00
15.00
16.00
17.00
18.00
19.00
20.00
21.00
22.00
23.00
24.00
25.00
26.00
27.00
28.00
29.00
30.00
31.00
32.00
33.00
34.00
35.00
36.00
37.00
38.00
39.00
40.00
41.00
42.00
43.00
44.00
45.00
46.00
47.00
48.00
49.00
50.00





