

.....
Date February 28, 2011

**RESOLUTION APPROVING THE DRAKE NEIGHBORHOOD PLAN
AND ADOPTING THE PLAN AS AN AMENDMENT TO THE
DES MOINES 2020 COMMUNITY CHARACTER PLAN**

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

WHEREAS, on July 10, 2006 by Roll Call No. 06-1346, the City Council selected the Drake Neighborhood Association to participate in the Neighborhood Revitalization Program; and,

WHEREAS, the Community Development Department staff has worked with the Drake Neighborhood Association to develop and prepare the Drake Neighborhood Plan as attached in Exhibit "A"; and,

WHEREAS, a meeting open to the general citizenship of the Drake Neighborhood was held on December 2, 2010, and the Drake Neighborhood Plan was approved by the Drake Neighborhood Association Board of Directors on December 8, 2010; and,

WHEREAS, the Neighborhood Revitalization Board has advised in the accompanying communication (Exhibit "B") that at its meeting on February 9, 2011, the Board voted to recommend approval of said Drake Neighborhood Plan; and,

WHEREAS, notice was published in the Des Moines Register on February 7, 2011, of a hearing before the City Plan and Zoning Commission to consider the Drake Neighborhood Plan; and

WHEREAS, the City Plan and Zoning Commission has advised in the accompanying communication (Exhibit "C") that after a public hearing held on February 17, 2011, the Commission voted 10-0-1 to recommend adoption of the text of the Drake Neighborhood Plan as an element of the Des Moines' 2020 Community Character Plan, and approval of the future land use plan of the Drake Neighborhood Plan as an amendment to the Des Moines' 2020 Community Character Plan Land Use Map, including the following specific revisions:

- A) From Commercial: Pedestrian-Oriented Neighborhood Commercial Center to Low-Density Residential. (872, 874, & 878 41st Street)

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Date February 28, 2011

- B) From Commercial: Pedestrian-Oriented Commercial Corridor to Low/Medium Density Residential. (East side of 21st Street between University Avenue and Forest Avenue)
- C) From Low-Density Residential to Low/Medium Density Residential. (South side of University Avenue between 38th Street and 4018 University Avenue)
- D) From Commercial: Pedestrian-Oriented Commercial Corridor to Low/Medium Density Residential. (South side of University Avenue between 21st Street and 23rd Street)
- E) From Commercial: Pedestrian-Oriented Commercial Corridor to Mixed Use and Density Residential. (Both sides of Forest Avenue between 21st Street and 24th Street)
- F) From Low-Density Residential to Commercial: Pedestrian-Oriented Neighborhood Commercial Center. (4018 University Avenue)
- G) From Low/Medium Density Residential to Commercial: Pedestrian-Oriented Neighborhood Node. (3104 University Avenue)
- H) From Low/Medium Density Residential to Public/Semi-Public. (Both sides of 30th Street between University Avenue and Carpenter Avenue).

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Des Moines, Iowa:

1. The future land use plan of the Drake Neighborhood Plan is hereby approved and adopted as an amendment to the Des Moines' 2020 Community Character Plan Land Use Map. The text of the Drake Neighborhood Plan is hereby approved and adopted as an element of the Des Moines' 2020 Community Character Plan.
2. All other parts of the Des Moines 2020 Community Character Plan shall remain in full force and effect and all subsequent amendments thereto including the amendment herein shall constitute the official comprehensive plan known as the Des Moines 2020 Community Character Plan.

(continued)

★ Roll Call Number

Agenda Item Number


34

Date February 28, 2011

(Council Communication Number 11 -100)

MOVED by _____ to adopt.

FORM APPROVED:


Michael F. Kelley, Assistant City Attorney

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

Date _____ 7

Agenda Item 34

Roll Call # _____

February 23, 2011

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 February 17, 2011, the following action was taken:

COMMISSION RECOMMENDATION:

After public hearing, the members voted 10-0-1 as follows:

Commission Action:	Yes	Nays	Pass	Absent
JoAnne Corigliano	X			
Shirley Daniels	X			
Jacqueline Easley				X
Dann Flaherty	X			
John "Jack" Hilmes	X			
Joel Huston	X			
Ted Irvine	X			
Greg Jones	X			
Jim Martin				X
Brian Millard			X	
William Page	X			
Mike Simonson				X
Kent Sovern	X			
CJ Stephens	X			

APPROVAL of a request from the Neighborhood Revitalization Board for review and adoption of the Drake Neighborhood Plan as an element to the Des Moines' 2020 Community Character Plan to include the following amendments to the existing future land use designations: (21-2011-4.03)

- A) From Commercial: Pedestrian-Oriented Neighborhood Commercial Center to Low-Density Residential. (872, 874, & 878 41st Street)
- B) From Commercial: Pedestrian-Oriented Commercial Corridor to Low/Medium Density Residential. (East side of 21st Street between University Avenue and Forest Avenue)
- C) From Low-Density Residential to Low/Medium Density Residential. (South side of University Avenue between 38th Street and 4018 University Avenue)
- D) From Commercial: Pedestrian-Oriented Commercial Corridor to Low/Medium Density Residential. (South side of University Avenue between 21st Street and 23rd Street)



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

- E) From Commercial: Pedestrian-Oriented Commercial Corridor to Mixed Use and Density Residential. (Both sides of Forest Avenue between 21st Street and 24th Street)
- F) From Low-Density Residential to Commercial: Pedestrian-Oriented Neighborhood Commercial Center. (4018 University Avenue)
- G) From Low/Medium Density Residential to Commercial: Pedestrian-Oriented Neighborhood Node. (3104 University Avenue)
- H) From Low/Medium Density Residential to Public/Semi-Public. (Both sides of 30th Street between University Avenue and Carpenter Avenue)

STAFF RECOMMENDATION TO THE P&Z COMMISSION

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

- A) From Commercial: Pedestrian-Oriented Neighborhood Commercial Center to Low-Density Residential. (872, 874, & 878 41st Street)
- B) From Commercial: Pedestrian-Oriented Commercial Corridor to Low/Medium Density Residential. (East side of 21st Street between University Avenue and Forest Avenue)
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STAFF REPORT

APPLICABLE INFORMATION

1. **Background:** The Drake neighborhood was selected to participate in the Neighborhood Revitalization Program in July 2006 as a “Transitional Negative” neighborhood. During the fall of 2008, City staff conducted an online survey, receiving input from 267 Drake residents, business owners, and other stakeholders. On January 20, 2009, City staff and the Drake Neighborhood Association (DNA) held a neighborhood-wide input meeting at First Christian Church. Input from this meeting and the online survey helped set the priority focus areas for the plan. Due to the size of the neighborhood and the breadth of the issues involved, seven separate planning committees were formed, each focusing on a specific priority area for the plan. Board members from the Neighborhood Association acted as co-chairs for each planning committee, and reported back to the DNA Board each month. Other entities involved in the planning process included Drake University, the Drake Area Business Association (DABA), and various non-profit housing agencies. After nearly two years of monthly planning committee meetings, a second neighborhood-wide meeting was held on December 2, 2010 to present the plan goals and strategies to neighborhood residents and stakeholders.

The Drake neighborhood is bounded by I-235 on the south, Franklin Avenue on the north, Martin Luther King Jr. Parkway on the east, and 42nd Street on the west. Drake shares areas with the Beaverdale, Kirkwood Glen, Drake Park, and Carpenter Neighborhood Associations. Drake University is located in the center of the neighborhood. The neighborhood is very diverse in both demographics and land uses, with a range of housing types and sizes, several commercial areas, and the University campus. With a population of over 10,300 as of the 2000 census, Drake is one of the largest and most densely populated neighborhoods in the City of Des Moines. Because of the size and diversity, the revitalization issues faced by the neighborhood are complex; therefore the goals and strategies outlined by the plan are also complex.

2. **Land Use and Zoning Analysis:** Land use and zoning was a key point of discussion during the planning process. A committee comprised of individuals from the DNA board, housing and commercial planning committees worked with Community Development staff to review the land use and zoning designations in the Drake neighborhood. The committee members established goals to help preserve the original character of the residential areas of the neighborhood while ensuring appropriate levels of density to sustain a healthy neighborhood. Revisions A and B protect existing residential properties by changing the future land use designations from commercial to residential.

Second, the committee also discussed the need to provide quality multi-family housing with the major corridors (University Avenue, Forest Avenue, and MLK Jr. Parkway) through the neighborhood being the most appropriate locations for higher density developments. Revisions C, D, and E reflect the intent to encourage future multi-family redevelopment projects to locations along the major corridors.

Third, the committee established goals to promote and preserve compact, pedestrian friendly neighborhood commercial districts that are found throughout the Drake area. These commercial districts are part of the fabric of the Drake neighborhood and provide

a number of valuable goods and services to residents in and around Drake. Revisions F and G seek to protect existing commercial uses.

Finally, the plan recommends changing the land use designation for Drake University-owned property along both sides of 30th Street, between University Avenue and Carpenter Avenue, from low/medium density residential to public/semi-public under Revision H. The revision makes the land use consistent with the rest of the University-owned property.

In addition to the land use amendments, the plan also proposes several potential rezonings. These rezoning requests will be initiated by City Council at the request of the Drake Neighborhood Association. It will be the responsibility of the Drake Neighborhood Association to initiate these zoning changes in the future.

II. GENERAL PLAN SUMMARY

The seven Planning Committees each focused on a specific topic, including: housing; parks, trails and open space; community relations and partnerships; crime and safety; infrastructure/streetscape; commercial areas; and land use and zoning. The following is a summary of the issues and potential solutions that were discussed and incorporated into the plan.

- 1. Housing:** The Drake neighborhood has over 6,000 housing units, only 43% of which are single family homes. The remainder of the housing stock is comprised of built-as multi-family apartments (33%), conversions with three or more units (16%) and duplexes or conversions with two units (9%). As of the 2000 Census, 56% of the housing in Drake is renter-occupied. In addition, Drake has many historic homes that may be eligible for the National Register of Historic Places. Thus housing revitalization priorities include improving rental property conditions, increasing homeownership, and promoting historic preservation.

Major activities recommended in this section of the plan include:

- Form a coalition with various non-profit housing agencies and other developers to rehabilitate housing stock, including both rental and owner-occupied projects.
- Develop resource materials and relationships with realtors, the NFC, and area employers to promote homeownership in the neighborhood.
- Encourage the downsizing of conversions in order to reduce density and improve housing conditions. Encourage construction of quality multi-family dwellings in proximity to major transportation corridors.
- Undertake a historic survey of the entire Drake neighborhood to determine eligibility for the National Register / historic tax credits and potential historic districts (Funded by CDBG for 2010-2011).
- Focus attention on the NE part of the neighborhood, where contract sales and vacant or foreclosed properties are prevalent. The Polk County Housing Trust fund recently received a \$250,000 grant from the Wells Fargo Foundation, which will be targeted towards this area.

- 2. Parks, Trails & Open Space:** The Drake Neighborhood has two City parks located in its boundaries, Drake Park and Witmer Park. The plan identifies ways that the two parks can be improved and better utilized. For example, Witmer Park has the potential

to be marketed as a park of four seasons and potentially host winter activities such as ice skating, snow shoeing, and cross country skiing. The plan also recommends ways to better link the Drake area to the greater Des Moines trail system, as well as how to further the neighborhood beautification efforts that the DNA is already undertaking.

3. **Community Relations & Partnerships:** Participants identified improving neighborhood identity and strengthening relationships with Drake University and other community resources as planning priorities. The Neighborhood Association will work to engage more residents and area stakeholders to participate by providing events, volunteer opportunities and improving communication. The DNA will look for opportunities to partner with the University and other area institutions like churches, schools, and businesses. In addition, the DNA is hoping to combat negative perceptions of the Drake area by highlighting positive aspects, branding the neighborhood, and celebrating successes.
4. **Crime & Safety:** The Neighborhood Based Service Delivery (NBSD) team was heavily involved throughout the planning process. The NBSD team discussed a variety of neighborhood issues with the planning committee and worked to find solutions ranging from better communication to policy change. The Drake neighborhood was involved with and supported the recent policy change in licensing requirements for the sale of wine and/or beer. The plan also recommends ways to make the most of NBSD and to better promote the program and services provided to residents and businesses in the Drake area.
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 and prioritize improvements based on available funding. The sources and uses of NIRP funds are listed below. The City completed approximately half of the NIRP improvements needed in the neighborhood during the 2010 construction season. Staff anticipates that most of the remaining needs will be addressed in 2011.

<i>NIRP Improvements</i>	<i>2010</i>	<i>2011 (Anticipated)</i>
Street HMA Overlay	\$ 868,840 – CIP/CDBG NIRP	\$ 741,580
Concrete Pavement Restoration	\$ 0 – CIP/CDBG NIRP	\$ 35,750
Interim Paving	\$ 0 – CIP/CDBG NIRP	\$
99,580		
Curb Replacement	\$ 308,220 – CIP/CDBG NIRP	\$ 140,800
Sidewalk Repair	\$ 198,000 – CIP/CDBG NIRP	\$ 308,000
<hr/>		
Total NIRP for Drake	\$1,375,060 – CIP/CDBG NIRP	
\$1,325,710		
<i>(Anticipated)</i>		

6. **Streetscape Improvements:** The Plan recommends implementation of two streetscape projects: 1) the Drake Streetscape Plan, which outlines improvements to University and Forest Avenues as well as major neighborhood gateways; and 2) the Roosevelt Cultural District (RCD). The Drake Streetscape Plan was prepared by Genus Landscape Architects in 2007 and the City has obtained approximately \$280,000 in funding for construction. The Roosevelt Cultural District recently submitted a

streetscape application and will need to go through the formal concept planning phase. Both projects will follow City streetscape project guidelines and require establishing a SSMID.

7. **Commercial Areas:** The Drake neighborhood has several commercial districts within its boundaries, some that are well-established, and others that may experience additional development or redevelopment in the future. In general, the plan recommends that commercial areas in the Drake neighborhood be compact and pedestrian friendly. Other recommendations include creating synergy among the various areas through the use of similar design elements, encouraging owners to invest in property improvements, and promoting arts and cultural venues. The City and the Neighborhood Development Corporation will continue to work on redeveloping Forest Avenue into a mixed-use corridor that positively contributes to the neighborhood. Other areas with potential for redevelopment are identified to guide future private sector investment.

Plan Approval Timeline: The draft plan was approved by the Drake Neighborhood Association Board on December 8, 2010 and by the City of Des Moines Neighborhood Revitalization Board on February 9, 2011. It is anticipated that the plan will be considered by the City Council on February 28, 2011 and by the Polk County Board of Supervisors on March 1, 2011.

SUMMARY OF DISCUSSION

There was no discussion

CHAIRPERSON OPENED THE PUBLIC HEARING

There was no one to speak in support or in opposition of applicant's request

CHAIRPERSON CLOSED THE PUBLIC HEARING

COMMISSION ACTION

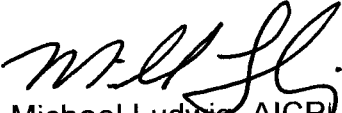
Kent Sovern moved staff recommendation to approve that the Des Moines' 2020 Community Character Plan be amended to incorporate the Drake Neighborhood Plan as an element, including the following revisions to the future land use map:

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Motion passed 10-0-1 (Brian Millard abstained due to it not addressing and resolving the issue of four other comingled neighborhood associations)

Respectfully submitted,



Michael Ludwig, AICP
Planning Administrator

MGL:clw

Attachment