



Date January 23, 2012

COMMUNICATION from City Staff in the Community Development and Engineering Departments regarding the Beaver Avenue Streetscape Project.

WHEREAS, on March 9, 2009, by Roll Call No. 09-367, the City Council approved a professional services agreement with Genus Landscape Architects, P.C. to provide a conceptual design for the Beaver Avenue Streetscape; and,

WHEREAS, on June 28, 2010 by Roll Call No. 10-1094, the City Council approved the Beaver Avenue Streetscape Concept Plan, including the construction of a roundabout at the intersection of Beaver Avenue and Urbandale Avenue as the preferred intersection design; and,

WHEREAS, in 2011 City Staff from the Community Development and Engineering Departments worked with the Beaverdale Business Coalition, Beaverdale Neighborhood Association, as well as various commercial property owners and business operators within the streetscape project area to further refine and improve the Beaver Avenue Streetscape Concept Plan to ensure the streetscape design will accommodate the community's needs; and,

WHEREAS, a public meeting was held on November 15, 2011 at the Northwest Community Center to present the revised streetscape plans and gather additional feedback from the public on the proposed project; and,

WHEREAS, City Staff followed the public meeting with an online survey to gather more detailed feedback from the Beaverdale community on the revised project design alternatives and to gauge support from the commercial property owners and business operators on the establishment of a Self-Supported Municipal Improvement District (SSMID) for ongoing maintenance costs of the enhancements; and,

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Des Moines, Iowa to receive and file the revised Beaver Avenue Streetscape Concept Plan and the City online survey summary report on the Beaver Avenue Streetscape project.

MOVED by _____ to receive and file.

FORM APPROVED:

(Council Communication No. 12039)

 **Roll Call Number**

Agenda Item Number

34

Date January 23, 2012



Michael Kelley, Assistant City Attorney

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



Rauh, Diane <dirauh@dmgov.org>

Additional Council Item

1 message

Larson, Kyle <knlarson@dmgov.org>

Wed, Jan 18, 2012 at 8:45 AM

To: Diane Rauh <DIRauh@dmgov.org>, Emily Collins <elcollins@dmgov.org>

Cc: "Delafield, Phil" <pmdelafield@dmgov.org>, Larry Hulse <ldhulse@dmgov.org>, "Chris M. Johansen" <CMJohansen@dmgov.org>

Diane and Emily,

Phil and I have been asked by Councilman Coleman to add an item on the Council agenda for Monday.

Councilman Coleman has asked staff to prepare a report to Council on the results of a recent online survey related to the project. He also informed us that there is a petition circulating within the Beavertdale business district to move forward with the next steps of the project. We have been told that the petition could come in as early as tomorrow. If the petition for some reason does not come in by the end of the week I believe we will need to pull the item. I will prepare a blue letter this morning and get it to you as soon as I can along with the preferred agenda item 'title'. Thank you.

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Kyle Larson

City Planner

City of Des Moines

[515.283.4164](tel:515.283.4164)knlarson@dmgov.org

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Kyle Larson, AICP

City Planner

City of Des Moines

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Beaver Avenue Streetscape Project Summary of the Online Survey

The City of Des Moines conducted a public meeting on November 15th, 2011 to once again gather public input on the Beaver Avenue Streetscape Project. In conjunction with that public meeting, the City also conducted an online survey to gather additional feedback on specific questions related to the project. The survey was open from November 16th to December 2nd, 2011 and received a total of 329 total responses. The purpose of the survey was to capture public opinion on the different project options. The results represent a snap shot in time and are not meant to be an end-all-be-all solution. Rather they will be used as a reference for community stakeholders and decision makers to consider as the project continues to progress. The following is a summary of the survey responses.

Overall Survey Results Summary (329 Survey Responses)

Survey respondents were asked to identify what their relationship to Beaverville and the Beaverville Business District. They were asked to check all the options that applied to them:

10.0% (33)	Beaverville business owner/operators
7.9% (26)	Employees of Beaverville businesses
2.7% (9)	Commercial property owners
56.2% (185)	Patrons of Beaverville businesses/services
81.5% (268)	Beaverville neighborhood residents
5.7% (19)	Other

Survey respondents were asked if they support streetscape improvements along Beaver Avenue. The results were:

85.7% (282)	'I support streetscape improvements'
14.3% (47)	'I do not support streetscape improvements.'

When asked to rank the most important factors of an improved streetscape in Beaverville, survey respondents once again identified 'Pedestrian Safety' as their top priority. 'Improved Traffic Flow' was second and 'Beautification Enhancements' was third. 'Parking Improvements' was the least important factor identified in the survey results.

When asked what proposed improvement option for the Beaver Avenue and Urbandale Avenue intersection they preferred the results were:

13.4% (44)	'I feel the intersection needs improvement and I support Option A . (Option A: Minimal change, long pedestrian crosswalks remain, adds on-street parking, traffic signal remains)'
13.4% (44)	'I feel the intersection needs improvement and I support Option B . (Option B: Narrowed intersection, shorter pedestrian crosswalks, adds some on-street parking, traffic signal remains)'
58.4% (192)	'I feel the intersection needs improvement and I support Option C . (Option C: Roundabout, improved pedestrian safety and traffic safety, improved traffic flow, reductions in vehicle emissions and fuel consumption, traffic signals are removed)'
14.9% (49)	'I feel the existing intersection is adequate as is and I do not feel a change is necessary'

Survey respondents were asked how often they shop or access services in the Beaverville Business District.

The results were:

- 31.0% (101) 'Daily'
- 48.5% (158) 'Multiple times per week'
- 17.5% (57) 'A couple times per month'
- 2.1% (7) 'Once a month'
- 0.9% (3) 'Every couple months'
- 0.0% (0) 'I do not shop or access services here'

Survey respondents were asked if they would be more likely to visit the Beaverville Business District if the proposed streetscape improvements occur. The results were:

- 58.2% (185) 'Yes, I would be more likely to visit the district'
- 41.8% (133) 'No, the district already has what I want'

There are 20 commercial properties that adjoin the Beaver Avenue streetscape project area. Of these 20 commercial properties, there are 15 different property owners. Each of these business/property owners received a special invitation to complete the online survey. 12 of the 15 business/commercial property owners responded to the survey. Their feedback is especially important to this ongoing process. The following is a summary of the 12 responses from business/commercial property owners.

Business and Commercial Property Owners Survey Results Summary (12 Survey Responses)

Survey respondents were asked if they support streetscape improvements along Beaver Avenue. The results were:

- 83.3% (10) 'I support streetscape improvements'
- 16.7% (2) 'I do not support streetscape improvements'

When asked what proposed improvement option for the Beaver Avenue and Urbandale Avenue intersection they preferred the results were:

- 8.3% (1) 'I feel the intersection needs improvement and I support **Option A**. (Option A: Minimal change, long pedestrian crosswalks remain, adds on-street parking, traffic signal remains)'
- 25.0% (3) 'I feel the intersection needs improvement and I support **Option B**. (Option B: Narrowed intersection, shorter pedestrian crosswalks, adds some on-street parking, traffic signal remains)'
- 50.0% (6) 'I feel the intersection needs improvement and I support **Option C**. (Option C: Roundabout, improved pedestrian safety and traffic safety, improved traffic flow, reductions in vehicle emissions and fuel consumption, traffic signals are removed)'
- 16.7% (2) 'I feel the existing intersection is adequate as is and I do not feel a change is necessary'

Business and Commercial Property Owners were asked if they support the establishment of a Self-Supported Municipal Improvement District (SSMID) to fund the ongoing maintenance of the streetscape improvements.

The results were:

- 66.7% (8) 'Yes, I support the establishment of a SSMID'
- 25.0% (3) 'No, I do not support the establishment of a SSMID'
- 8.3% (1) 'No response to the question'

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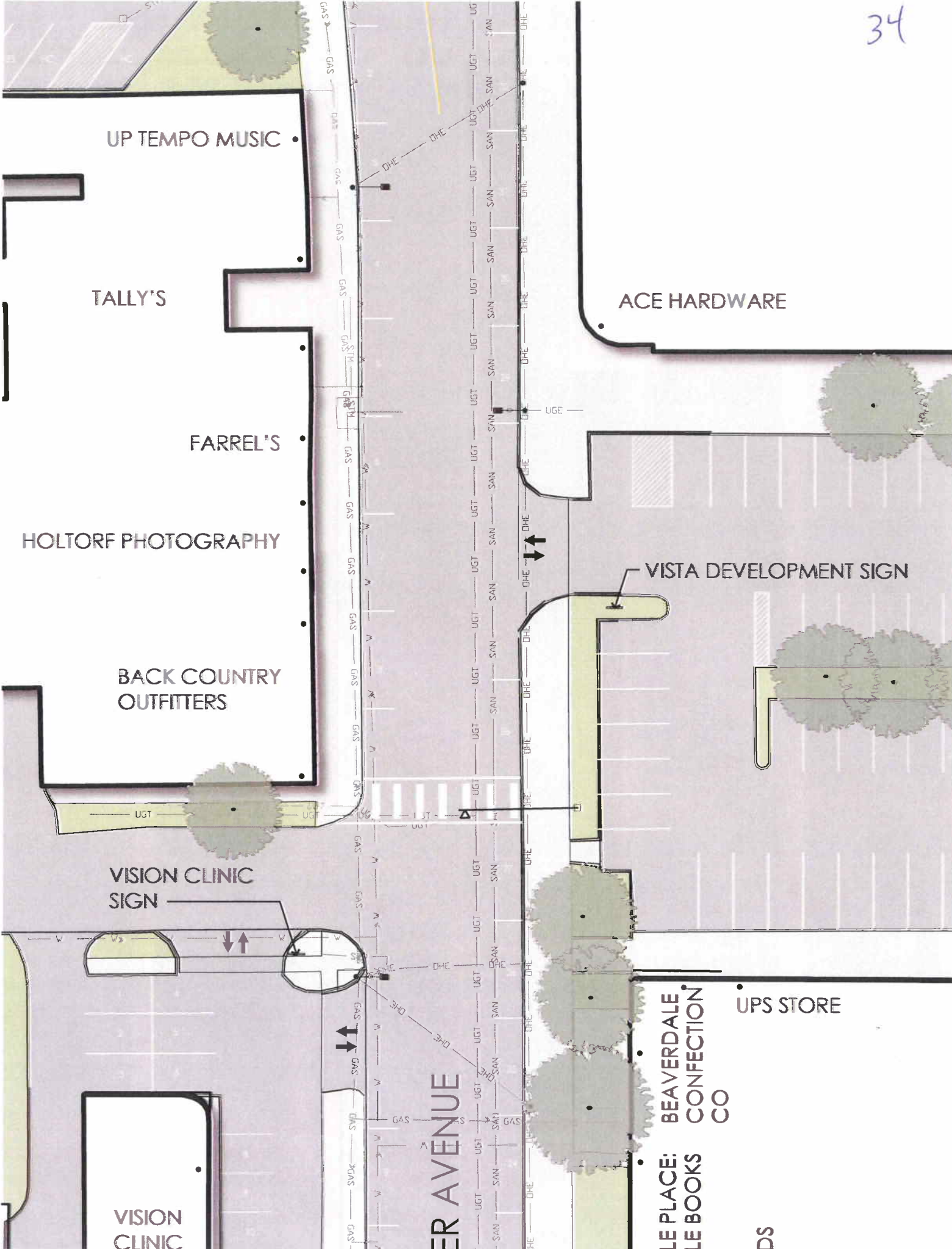
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