

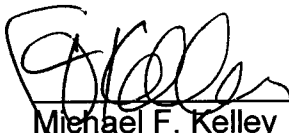
July 9, 2012

Date

COMMUNICATION from the City Plan and Zoning Commission advising that at a public hearing held on June 21, 2012, the members recommended by a vote of 9-1 to find the proposed Ingersoll-Grand Commercial Area Urban Renewal Plan in conformance with the Des Moines' 2020 Community Character Plan.

MOVED by \_\_\_\_\_ to receive and file.

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

**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

June 29, 2012

Date \_\_\_\_\_

Agenda Item 32A

Roll Call # \_\_\_\_\_

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 June 21, 2012 the following action was taken:

**COMMISSION RECOMMENDATION:**

After public hearing, the members voted 9-1 as follows:

Commission Action:	Yes	Nays	Pass	Absent
JoAnne Corigliano	X			
Shirley Daniels	X			
Jacqueline Easley				X
Tim Fitzgerald	X			
Dann Flaherty	X			
John "Jack" Hilmes	X			
Ted Irvine				X
Greg Jones	X			
William Page	X			
Christine Pardee	X			
Mike Simonson				X
CJ Stephens		X		
Vicki Stogdill	X			

**APPROVAL** of a motion finding the proposed Ingersoll-Grand Commercial Urban Renewal Plan is in conformance with the Des Moines' 2020 Community Character Plan.

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

Staff recommends that the Commission find the proposed Ingersoll-Grand Commercial Urban Renewal Plan in conformance with the Des Moines' 2020 Community Character Plan.

**STAFF REPORT**

**I. APPLICABLE INFORMATION**

Included in the Commission packet is a draft of the Ingersoll-Grand Commercial Urban Renewal Plan. The area includes properties which front both Grand Avenue and Ingersoll Avenue generally between M.L. King Jr. Parkway and 43<sup>rd</sup> Street. On June 11, 2012, the City Council referred the draft Urban Renewal Plan to the Plan and Zoning Commission requesting a determination as to whether it is in conformance with the Des Moines' 2020 Community Character Plan.



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

Significant opportunities to revitalize economic viability and promote future private investment exist in the Ingersoll-Grand Commercial Area. This is an area that has served as an important corridor and as a stable regional commercial area, but has opportunity for revitalization and redevelopment. There is an ability to capture additional private investment for the benefit of the City of Des Moines. The creation of an Urban Renewal/TIF Plan is recommended to assist with public improvements, facilitate economic development, and create a future resource to assist development projects in this area.

The draft plan amendment does not propose any revision to the future land use or zoning for the subject Urban Renewal Area. Any subsequent proposal to make amendment to future land use or zoning within the area pursuant to a revised Urban Renewal Plan will be reviewed by the Plan and Zoning Commission.

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## **II. ADDITIONAL INFORMATION**

The creation of an urban renewal area and TIF plan for economic development for the Ingersoll-Grand Commercial Area can provide a source of funding for public and private improvements. Public improvements would typically include sanitary sewer, storm sewer and street infrastructure, streetscape improvements, green infrastructure and sidewalk/trail amenities. Private improvements would typically include the construction of utilities and recreational amenities, and new buildings and facilities for commercial use, generating new taxable valuation and jobs for the community.

The base assessment value of the proposed TIF area will be determined using January 1, 2011 property valuations. Annual tax increment revenues for this area will be estimated using an anticipated increase in value of 1% annually. The amounts generated from the increment revenues may also serve to leverage other sources of funding to finance improvements within the area. The allocation of tax increment revenues is ultimately determined by City Council through separate council actions.

Several variables have prompted evaluation of the Ingersoll-Grand Commercial Area for the creation of an economic development oriented urban renewal area. In 2004, the Ingersoll Business Association in cooperation with the City, worked with RDG Planning and Design to prepare the Ingersoll Area Improvement Plan for the Ingersoll Corridor. This report stated that neighborhood residents wanted to maintain a vibrant business community in the area. However, that document suggested that the overall physical environment could be improved through provision of parking at certain locations, the addition of improved lighting and signage, and installation of streetscape and pedestrian elements such as wider sidewalks, planters, trees, benches, and bike parking. Construction of a pilot segment of Ingersoll Avenue streetscape commenced in 2008. The overall plan contemplated the streetscape theme extending from downtown to 42nd Street.

In 2011, the Des Moines Area Regional Transit Authority (DART) in furtherance of the DART Forward 2035 Transit Services Plan began conducting a Bus Rapid Transit (BRT) study looking at five alternative routes. A selected route for further study, known as Route 60, included the Ingersoll Avenue and University Avenue corridors from downtown to 42nd Street. This would include developed fixed stops along Ingersoll spaced further apart than standard transit service. Development of this program has looked at funding sources from the Federal Transit Administration under the "Very Small Starts" which funds BRT projects under \$50 million in total cost.

Further analysis of needs and opportunities has been provided in the Ingersoll and Grand Avenue Revitalization Strategy which was received on May 21, 2012. This was an independent effort of the Restoration Ingersoll group in cooperation with the adjoining recognized neighborhood associations, the West Side Chamber of Commerce, Ingersoll Business Association, Downtown Community Alliance, Des Moines Area Regional Transit, and City of Des Moines Community Development. This strategic document considered a slightly larger geographic area within its scope than proposed in this Urban Renewal/TIF Plan.

This Urban Renewal/TIF Plan is a potential economic development tool identified within the strategy to serve the same general area. While the TIF revenue will not be used directly for residential benefit, the large amount of medium and high density residential property along Grand Avenue is included in the area due to the symbiotic relationship it has with the commercial area along the Ingersoll Avenue corridor.

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The ability to realize the potential of this area to promote development and reinvestment for the City of Des Moines will be greatly assisted by the creation of meaningful economic development tools. An Urban Renewal/TIF plan will allow for public and private projects to assist in achieving the greatest possible benefit to citizens and businesses.

Chapter 1 of Des Moines' 2020 Community Character Plan is titled "Underlying Principals" 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.

No changes are proposed to the 2020 Community Character Future Land Use Map or the City Zoning Map at this time. Staff believes that the proposed Ingersoll-Grand Commercial Urban Renewal Plan is in conformance with the Des Moines' 2020 Community Character Plan.

**SUMMARY OF DISCUSSION**

Mike Ludwig presented staff report and recommendation.

CJ Stephens expressed concern that Grand Avenue is being called a slum and blighted area. Also she has heard that the City has no commitment in this. She believes that the City does have commitment in this because if TIF money is being taken away from other projects that could be funded from the total City and designating to one property or to one project. It also goes on to say that numerous places that the City will commit to aggressively seeking Federal and Polk County funds to do this project. She thinks that this is aggressive and she wonders what the people who live in the area of Salsbury Oaks or Greenwood Historic feels about their neighborhoods being called slum and blighted but she would certainly take offense if it was her neighborhood.

Mike Ludwig stated that this Urban Renewal Plan is based on Economic Development. The plan does not say that Salsbury Oaks and/or Greenwood Historic's are slum and/or blighted conditions. Appendix C – Final Condition Report under Subparagraph B. General Background, references Chapter 403 Code of Iowa which requires the area to contain one or more of the following conditions: a Slum and/or Blighted designation is an option under state code. This area qualifies as an Economic Development area. The Ingersoll-Grand Commercial Urban Renewal Area has been determined to be an area appropriate for commercial enterprises and designation as an urban renewal area.

CJ Stephens states that it goes on to say in another place it says that the tax money will not be used for residential housing or development. If it is not going to be used in neighborhoods for residential housing why are they including that in the TIF territory?

Mike Ludwig stated that the boundary that is shown is any property that had frontage on Ingersoll or Grand corridor. Some of those properties do extend a distance off of those corridors. Staff has to choose a legally describable boundary so they follow the lot lines rather than arbitrarily setting a boundary that bisects a parcel. The plan recognizes that there is a significant amount of density of multi-family residential that exists along the Grand Avenue Corridor and it is because of that density along Grand Avenue Corridor that you have the commercial uses along Ingersoll. If TIF is used for any residential use under an Economic Development based Urban Renewal Plan, the total time period for use of TIF is only 10 years. If solely used for non-residential the period is 20 years.

John "Jack" Hilmes stated the Commission has one issue to decide tonight and that is the proposal is in conformance with the Des Moines 2020 Community Character Plan. The 2020 Community Character Plan designates the area as a significant corridor, designed integrity corridor, scenic corridor, and gateway corridor which seems to be the major features of these neighborhoods.

**CHAIRPERSON OPENED THE PUBLIC HEARING**

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

32A

**COMMISSION ACTION:**

John "Jack" Hilmes moved staff recommendation to approve the request to find the proposed Ingersoll-Grand Commercial Urban Renewal Plan in conformance with the Des Moines' 2020 Community Character Plan.

Motion passed 9-1 (CJ Stephens voted in opposition)

Respectfully submitted,



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Michael Ludwig, AICP  
Planning Administrator

MGL:clw

cc: File