

CITY OF WEST DES MOINES STAFF REPORT COMMUNICATION

Meeting Date: November 14, 2022

ITEM: University Avenue Corridor, University Avenue from 22nd St to I-35 and I-235 to University Avenue – Approval and Adoption of University Avenue Corridor Study – City of West Des Moines – MI-005847-2022

Resolution: Approval and Acceptance of University Avenue Corridor Study

Background: The City of West Des Moines, along with City of Clive, released a Request For Proposals (RFP) for the preparation of redevelopment plan of the University Avenue Corridor in September 2019. Confluence, Inc. was hired in December 2019 to complete the study. Since that time Confluence has researched, studied, and analyzed the area to prepare the final University Avenue Corridor Study as presented.

Staff Review & Comment:

- **History:** The City of West Des Moines, along with the City of Clive, determined the need for this study based on the age of the area and its developments, the changing economy, and opportunity for redevelopment. A grant from the Metropolitan Planning Organization (MPO) was also included in the study. The grant from the MPO was used to fund transportation elements of the Study.
 - The goals of the Study include:
 - Increase economic vitality and desirability
 - Enable a vibrant and sustainable live, work and play environment
 - Incorporate new residential uses
 - Generate a variety of day and nighttime uses and amenities
 - Create a connected transportation network for vehicles and pedestrians
 - Develop new future land use plan
 - Identify redevelopment buildings and areas
 - Identify opportunities to improve traffic
 - Identify roadway enhancements to increase bike and ped safety and comfort
 - Develop a master storm water management plan
 - Integrate, enhance and connect green spaces
 - Incorporate placemaking and arts.
- **Outreach:** A variety of outreach efforts were utilized in the preparation of the Study. Unique to this study is that it happened during COVID-19. This resulted in a change in anticipated outreach efforts.
 - Outreach efforts include:
 - Corridor Plan Advisory Committee
 - Project logo/branding
 - Stakeholder interviews
 - Interactive project website

- **Authority of the Study:** The Study will guide future redevelopment of the area. City staff have been reviewing the recommendations and selecting those they feel can be implemented in a short period of time. Many of the recommendations will not happen until the redevelopment of particular sites occur.
- **Future Documents & Actions:** Future actions include implementing some of the recommendations in the Study. Likely those actions will include a policy document to address potential incentives to encourage redevelopment and a streetscape and marketing and branding plan for the University Avenue Corridor.

Outstanding Issues: There are no outstanding issues.

Plan and Zoning Commission Action:

Date:

Vote:

Recommendation:

Plan and Zoning Commission Meeting Discussion:

Recommendation: The Planning & Zoning Commission recommends that the City Council approve and accept the Study.

Lead Staff Member: Christine Gordon, AICP, Housing & Community Development Manager

Approval Meeting Dates:

Plan and Zoning Commission	November 14, 2022
City Council	

Staff Report Reviews:

Plan & Zoning Commission	<input checked="" type="checkbox"/> Community & Economic Development Director
City Council	<input type="checkbox"/> CED Director <input type="checkbox"/> Legal Department <input type="checkbox"/> Appropriations/Finance <input type="checkbox"/> Agenda Acceptance

Publications (if applicable)

Published In:	Des Moines Register Community Section
Date(s) Published	n/a
Date(s) of Mailed Notices	n/a

Council Subcommittee Review (if applicable)

Committee	Development & Planning
Date Reviewed	n/a
Recommendation	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Split

Location Map



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