

To: Planning and Zoning Commissioners

From: Jennifer Brown –Director of Economic Development

Date: October 21, 2022

Re: Towne Center Commercial Urban Renewal Plan

Attach: Proposed Towne Center Commercial Urban Renewal Plan & Resolution

GENERAL INFORMATION

The proposed urban renewal area consists of approximately 48-acres of property located west of SE Alice’s Road and south of SE Laurel Street, the property was recently rezoned from C-1A/PD-1 and C-1/PD-1 to C-1/PD-1.

PURPOSE

The purpose of the proposed Towne Center Commercial Urban Renewal Plan is to provide opportunities, incentives, and sites to promote economic development (commercial and industrial) within the Urban Renewal Area. Additionally, the proposed plan is intended to facilitate new development in order to create employment opportunities and activate new economic investment leading to increased taxable valuation.

BACKGROUND INFORMATION

Imagine Waukeee 2040 Comprehensive Plan: A prerequisite for an urban renewal plan is a comprehensive plan. After a comprehensive plan is adopted, the municipality may prepare, adopt, and implement an urban renewal plan for the purpose of rehabilitation, conservation, redevelopment, development, or a, combination thereof, of a designated urban renewal area to promote the public health, safety, or welfare of the residents of the municipality.

The City’s Comprehensive Plan, Imagine Waukeee 2040, was adopted on April 1, 2019. The future land use shows a mix of Neighborhood Commercial and Community Commercial. The descriptions of both land use classifications are provided below.

Neighborhood Commercial

These areas include commercial uses consisting of retail, office, or personal services with a gross leasable area ranging from 20,000 to 125,000 square feet. They are intended to serve surrounding neighborhoods, in a trade area of up to 3 miles in radius. These centers may or may not have an anchor tenant, such as a grocery store or hardware store. Neighborhood Commercial centers usually consist of more than one tenant and encompass 3 to 5 acres of land. Neighborhood Commercial uses typically are located along collectors, or at the intersections of collectors and minor arterials. As the name indicates, Neighborhood Commercial would primarily serve surrounding neighborhoods, and provide primarily day-to-day goods and services for residents. Neighborhood Commercial centers should be walkable from nearby residential neighborhoods.

Community Commercial

These areas include commercial uses with a combined or total gross leasable area of 125,000 to 400,000 square feet that provide goods and services for a 3 to 6 mile trade area radius. Community Commercial centers often have two or more anchor tenants which could include a discount store or supermarket, and are developed on 10 to 40 acres of land. Community Commercial uses typically are located along minor or major arterials and would serve a large portion of the Waukeee community.

STAFF RECOMMENDATION

All goals and objectives of the Towne Center Commercial Urban Renewal Plan are in conformance with the City's Comprehensive Plan. Staff requests the commission find the Urban renewal plan in conformance with Imagine Waukeee 2040 Comprehensive Plan.