



# Memo

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**To:** Planning and Zoning Commissioners

**From:** Jennifer Brown –Director of Economic Development

**Date:** December 13, 2022

**Re:** The Quarter Commercial Urban Renewal Plan

**Attach:** Proposed Quarter Commercial Urban Renewal Plan

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## GENERAL INFORMATION

The City of Waukeee is proposing a new urban renewal area which is identified in the Quarter Commercial Urban Renewal Plan. The proposed plan is before the Planning & Zoning Commission for a recommendation as to whether the Urban Renewal Plan is in conformity with City’s general plan for development as a whole.

## PURPOSE

The purpose of the proposed Quarter 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.

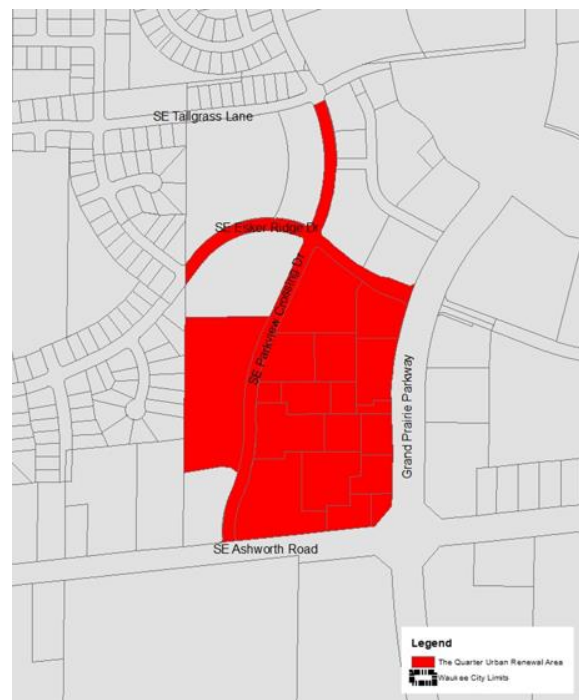
## BACKGROUND INFORMATION

On April 1, 2019, the City of Waukeee adopted its Comprehensive Plan, Imagine Waukeee 2040; a prerequisite for adopting urban renewal plans.

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 comprehensive plan classifies the proposed Urban Renewal Area Kettlestone Retail Community. The descriptions classifications are provided below.

Kettlestone Retail Community





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Retail areas intended to be larger scale than Retail Neighborhood and located in closer proximity to employment centers to provide a greater range of retail services for a wider population area. Districts are generally 10 to 20 acres with a building floor area ratio of 0.35. Building sites may be smaller. Franchise architecture should be limited and sites should be designed to accommodate both pedestrians and vehicular traffic.

**STAFF RECOMMENDATION**

All goals and objectives of the Quarter Commercial Urban Renewal Plan are in conformance with the City's Comprehensive Plan. Staff recommends the commission find the Urban Renewal Plan in conformance with Imagine Waukeee 2040 Comprehensive Plan.