



# Memo

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**To:** Planning and Zoning Commissioners

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

**Date:** May 19, 2023

**Re:** Review and Consideration of the Proposed Kettlestone Central Commercial Phase 3 Urban Renewal Plan for its Conformance with Imagine Waukeee 2040 Comprehensive Plan

**Attachment:** Proposed Kettlestone Commercial Phase 3 Urban Renewal Plan

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## **GENERAL INFORMATION**

The City of Waukeee is proposing a new urban renewal area identified in the Kettlestone Commercial Phase 3 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 Kettlestone Commercial Phase 3 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 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.

## **DEVELOPMENT PLAN**

The proposed Urban Renewal Area is within the Kettlestone Corridor and was included within the 2015 master plan for the corridor. The land uses shown within the Kettlestone Master Plan for the subject property are Neighborhood Commercial, Office, Single-Family Residential, and Medium Density Residential. The Kettlestone Master Plan is intended to act as a guide for land use while at the same time allowing for flexibility of land uses. The intent is that the land use designations can move based upon market demands and the type of development. The current zoning designation of K-Regional Retail permits office type uses, but also provides additional flexibility for further commercial and retail uses. In general, the proposed districts are placing the more intense uses closer to the Grand Prairie Parkway corridor and transitioning to the less intense use along the eastern boundary which abuts an existing single-family neighborhood located within the City of West Des Moines.

## CURRENT ZONING

The proposed Urban Renewal Area is currently zoned Kettlestone Retail Regional. 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

Kettlestone Commercial Phase 3 Urban Renewal Plan is in conformity with City's general plan for development as a whole. Staff recommends the commission find the Urban Renewal Plan in conformance with Imagine Waukee 2040 Comprehensive Plan.

