



CITY OF PELLA

TENTATIVE WORK SESSION AGENDA

CITY COUNCIL and PLANNING AND ZONING COMMISSION

May 14, 2019 – 6:00 p.m.

Public Safety Complex at 614 Main Street, use the Liberty Street entrance

A. CALL TO ORDER BY MAYOR AND ROLL CALL

B. MAYOR'S COMMENTS

1. Approval of Tentative Agenda

***PUBLIC FORUM (for anyone wishing to address Council regarding agenda items)**

Public comments are limited to three minutes

C. PETITIONS & COMMUNICATIONS

1. Oskaloosa Street Corridor Redevelopment Plan Update

D. OTHER BUSINESS / *PUBLIC FORUM (any additional comments from the public)

Public comments are limited to three minutes

E. ADJOURNMENT

NOTICE: Items to be presented to the City Council must be delivered to the City Clerk no later than 4:00 p.m. the Monday before the week of the Council meeting. A packet containing the agenda and documentation for each item listed on the agenda is then prepared and delivered to each Council member. The next regular Council meeting is scheduled for May 21, 2019. The deadline for items is May 13, 2019. The City of Pella encourages all citizens of Pella to attend Council meetings. Our Council chambers are handicapped accessible and City staff members are available to give assistance if needed. If you are hearing impaired, vision impaired, or have limited English proficiency requiring an interpreter or reader, please contact City Hall at 641-628-4173 by noon the Monday prior to Council meetings to arrange for assistance. **TTY telephone service available for the hearing impaired through Relay Iowa 1-800-735-2942.**



THE
CITY of PELLA

STAFF MEMO TO COUNCIL

ITEM NO: C-1

SUBJECT: Oskaloosa Street Corridor Redevelopment Plan Update

DATE: May 14, 2019

BACKGROUND:

The purpose of this work session is to discuss the Oskaloosa Street Corridor Redevelopment Plan. As background, in 2018 the City Council approved a contract with Snyder & Associates to develop a redevelopment plan for the Oskaloosa Street corridor. The intention of this redevelopment plan is to identify needed commercial development in our community and formalize a strategy for recruiting potential businesses to this corridor. The geographical area for the plan extends from the intersection of Main Street and Oskaloosa Street to the intersection of Oskaloosa Street and 240th Avenue.

This work session will be a joint meeting of the City Council and the Planning and Zoning Commission. During the work session, Snyder & Associates' sub-consultant, Strategic Economics Group, will provide a brief summary of the findings of the Oskaloosa Street Market Analysis and Development Options report, including observations about commercial activity in the city. Development options for various segments of Oskaloosa Street will be discussed. Snyder & Associates will then provide an overview of the public open house and input session held in February. The meeting was well received with approximately 30 attendees. Based on what was heard from City staff, the stakeholder committee, and public input, Snyder is preparing a summary of recommended development guidelines for the project corridor. This will include site plan guidelines such as setbacks for buildings and parking, as well as access management recommendations for parking, pedestrians, and bicycles. This would also address the location of loading areas, building systems and refuse areas, as well as landscape and screening requirements. Recommendations for architecture treatments, such as building scale, massing, and style will also be provided.

Snyder & Associates will also summarize potential economic strategies for the City to contemplate, such as creation of a tax increment financing district to rebate a portion of private property owners' investment in improving the district. Snyder will discuss the potential for the City to consider a catalyst project for this area which would include acquisition of a property or properties that may be available for sale, establishing development criteria and incentives, and partnering with a developer.

Based on the market analysis and input received from the stakeholder committee and the public, the west end of the Oskaloosa Street is envisioned as an entertainment district including restaurants, microbreweries, food trucks, and a park. To implement this vision, Snyder will recommend that a new zoning district be established for the west end of the corridor. This will allow the city to target more specific uses, such as microbreweries, and restrict uses such as single-family residential homes that do not promote the desired character of the corridor. Snyder will propose a boundary for this zoning district for discussion.

Snyder & Associates will also provide recommendations for next steps, including developing a redevelopment and streetscape master plan for the Main Street through Carson Street portion of the corridor. This plan may also include a traffic analysis and may consider alternatives such as roundabouts. A future streetscape improvements project, in conformance with the master plan, may also be considered to increase walkability, improve circulation, and enhance the aesthetics of the corridor.

ATTACHMENTS: None

REPORT PREPARED BY: City Administration

REVIEWED BY: CITY ADMINISTRATOR
 CITY CLERK

RECOMMENDATION: Informational update only