

Western Gateway Area Redevelopment

Goals and Guiding Principles

The following *Goals & Guiding Principles* will be used to guide redevelopment efforts in the area of Des Moines' Western Gateway.

Land Use

Goal: **Development surrounding the Western Gateway Park shall contain large-scale office, retail and residential investments that result in added tax base, jobs and increased pedestrian activity.**

Guiding Principles:

- The blocks immediately adjacent to the Western Gateway Park shall have a minimum taxable assessed value of \$20 million per acre. *The residential rollback must be considered when calculating the taxable assessed value of residential developments.*
- Residential developments, both alone and as a part of mixed-use projects, are a key component to enliven the Western Gateway Park and shall be designed, whenever possible, to create pedestrian linkages between the Sherman Hill Neighborhood and redevelopment throughout the Western Gateway Area.
- Large scale office development within the blocks immediately adjacent to the Western Gateway Park shall include underground parking and be designed to accommodate retail uses on the street level. Strong preference will be given to projects that include retail uses on the street level in the initial occupancy of the building.
- Structured and surface parking will not be acceptable in the blocks immediately adjacent to the Western Gateway Park. *Developers/Owners must have a plan to meet their parking needs underground and/or off-site while working with the City and adjacent property owners to jointly meet the district needs.*
- Properties north of Ingersoll Ave. and south of Walnut Street may be exclusively residential but the inclusion of street-level retail is encouraged.
- Pedestrian Corridors -*connections between the Western Gateway Park and development behind those blocks immediately adjacent to the Park-* shall be established to encourage pedestrian flow and additional street-level development.
- Anchor the south-side of the Western Gateway with a substantial 'mixed-use over structured parking' development between Walnut Street and MLK Parkway west of 12th Street which creates another downtown front-door when approached from the SW.

Design Intent

Goal: Development around the Western Gateway Area shall be of high quality and of urban character that supports and contributes to the vitality of the downtown

Guiding Principles:

- Development within the Western Gateway Area shall follow design guidelines that convey qualitative intent in a non-prescriptive way to support dense, high-quality development characteristic of the downtown.

Example: The *minimum* density within the blocks immediately adjacent to the Western Gateway Park shall be 110,000 square feet per acre at the west end of the Western Gateway and 225,000 closer to the downtown core.

- Development within the Western Gateway Area shall include streetscape improvements that establish a pedestrian-friendly environment and conform to the Western Gateway Streetscape Design Guidelines.

Example: Developers/Owners shall work with the City to designate a bicycle route through the Western Gateway Redevelopment Area that connects the Ingersoll Business District and Sherman Hill Neighborhood with the Des Moines River Trails, Meredith/Gray's Lake Trails and Waterworks Park.

Example: Developers/Owners shall work with the City to provide safe and inviting pedestrian connectivity.

Example: Developers/Owners shall work with the City and adjacent property owners to accommodate short-term and on-street parking as required to support approved redevelopment efforts.

Example: Developers/Owners shall work with the City and adjacent property owners to accommodate plans for realignment, extension and abandonment of certain streets as needed to improve developable land parcels and traffic flow.

- Development of structured parking within the Western Gateway Area shall be designed to incorporate street-level retail and encourage pedestrian connectivity
- Development within the existing Sherman Hill Business District, bounded by 15th Street and MLK between Woodland and Ingersoll Avenues, shall conform to the Sherman Hill Action Plan.

Example: Encourage a mix of commercial and residential development between Ingersoll Ave and the Sherman Hill Neighborhood that promotes the unique and historic character of this area while pursuing a balance of on and off-street parking and streetscape improvements consistent with the Sherman Hill Neighborhood Action Plan.

Example: Encourage compatible infill construction using the Architectural Guidelines for New Construction prepared by the Des Moines Plan & Zoning and Historic District Commission.