

DRAKE NEIGHBORHOOD PLANNING MEETING
COMMERCIAL AREAS SUB-COMMITTEE
Tuesday, February 16, 2010 at 6:30pm

I. Welcome and Introductions (10-15 min)

- a) Introduce Members of the Planning Committee

II. Overview of Neighborhood Planning Process (15 min)

Amber Kobler, City of Des Moines Community Development Dept.

- a) How does the planning process work?
- b) Role of the Drake Neighborhood Association Board
- c) Role of the Planning Committee
- d) Role of the Planner / City Staff

III. Review and Discuss the Results of the SWOT Analysis (20 min)

- a) Any additional thoughts or ideas?
- b) What are the broad goals for commercial areas in the neighborhood?

IV. Discuss Individual Commercial Areas (30 min)

- a) How healthy is each area?
- b) Agree upon discussion topics for future agendas
- c) How can we involve business owners in the planning process?
- d) Does anyone else need to be added to the committee?

V. Future Meeting Dates, Times and Location (5 min)

Third Tuesday of the month at 6:30 pm? Next meeting – March 16th, 2010

VI. Conclusion

Notes:

Overview of Neighborhood Planning Process

Amber Kobler, City Planner, gave a brief overview of the neighborhood planning process and discussed the role of the DNA Board, the planning committee, and the role of City staff. The DNA Board is the lead entity responsible for plan implementation. As the Board representative and subcommittee co-chair, Deric Gourd acts as liaison between the Board and subcommittee. For the Commercial Areas plan goals, it is expected that various groups will be responsible for implementation. For example, the Drake Area Business Association may take the lead on goals related to Dogtown. The planning committee will discuss the issues then come up with goals and strategies to deal with the issues. The planner will lead the meetings, take notes, gather necessary data, draft the plan document, and guide it through the approval process. City staff from the Office of Economic Development will also attend the meetings and be available for technical assistance.

Review and Discuss the Results of the SWOT Analysis

The results of the SWOT analysis and survey were reviewed and discussed. The group discussed the need to engage business owners in the planning process to understand the issues and needs from their perspective. Heidi Wessels suggested involving a commercial broker at some point as well.

Discuss Individual Commercial Areas

The group discussed the various commercial areas in the neighborhood and agreed that each area has its own individual needs and will probably have its own set of plan goals and strategies, although there may be some overlap. It was decided that the group will not look at the Dahl's node up at the corner of Franklin and 41st/Beaver. The consensus was that this commercial area identifies more strongly with the Beaverdale neighborhood.

The subcommittee decided to start with the commercial areas that seem the healthiest and may have the least needs and save the areas with more complex needs for later in the process. The tentative order will be: Roosevelt Cultural District (March); Uptown Shopping Center (April); west side of Drake University, including the businesses along Forest between 33rd and 30th as well as the University Corridor from 36th to 29th (May); Dogtown (June); MLK Corridor (July); Forest Ave (August); and scattered commercial sites (September).

The subcommittee agreed to try and host each meeting in the commercial area of focus and invite those area business owners to attend. There was some discussion about trying to get business owner input through a survey or other personal outreach. Heidi Wessels from NDC stated that she already has a survey developed that could be a starting point if needed. The group agreed to wait on the survey for now, and utilize it if there is low participation from a particular area.

Future Meeting Dates, Times and Location

The group agreed to continue holding meetings on the third Tuesday of the month at 6:30 pm. The March meeting will focus on the Roosevelt Cultural District and the efforts of the 42nd Street streetscape initiative. Jen Sayers will check into having the meeting at The Playhouse. Deric will confirm the meeting location and notify the committee via email.