Neighborhood Strategy
Follow-Up Discussion

Council Work Session
September 17, 2018
A1. Union Park area

- Union Park
- Lutheran Hospital
- Grand View University
A2. Oak/Highland Park Area
Comparison

Union Park
- Approx. 200 properties

Assets
- Union Park
- Captain Roy’s
- Birdland Marina
- Neal Smith Trail
- Near Grand View University

Oak/Highland Park
- Approx. 297 properties

Assets
- Highland Park business district
- McHenry Park / Trail
- Riverview Park ($)
- E Euclid Streetscape ($)
- Near Grand View University
B. Drake Opportunity Zone Area

Drake Opportunity Zone Area

Drake

Stadium

Drake

University

Nelson

Development

Future

Development

Project

NDC

Development
C. 48th & Franklin Area

Franklin Jr. High
Hubbell / Mercy Clinic Redev. Site
Library & Polk Co. Senior Center
“Downtown” Beaverdale
Snookies & Price Chopper
Perkins Elementary
D. Two Rivers Area

- Bici Flats
- Jackson Crossing
- Madison Flats
- Graziano’s
- McKinley Elementary
- Dunham Square
- Italian American Cultural Center
## Decisions

1. Approve selection of pilot target areas
2. Funding commitment
   - Activities in pilot target areas
   - Other neighborhood initiatives citywide (i.e. demolition, matching grants)
   - Operational expenses

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
<th>Year 6</th>
<th>Year 7</th>
<th>Year 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4.5M</td>
<td>$7M</td>
<td>$10M</td>
<td>$10M</td>
<td>$10M</td>
<td>$10M</td>
<td>$10M</td>
<td>$10M</td>
</tr>
</tbody>
</table>
Contract w/ czb

Two components:
1) Small area plans for each of the four (4) pilot areas
2) Redesign Implementation System
   a) HOW do we best accomplish what needs to be done?
   b) WHO does what?
Contract w/ czb: Deliverables
Four Small Area Plans

Plan Content

• Finalize planning area boundaries

• Existing conditions
  • Market, demographic, socioeconomic, housing, commercial areas, public space/infrastructure, transportation networks, schools, etc.

• Vision, goals, objectives

• Implementation framework:
  • Actions, costs, responsible parties
  • Tools, activities, outputs
  • Success measures

• New planning process
• New resident engagement process
• Training for City staff
Contract w/ czb: Deliverables
Redesign System

HOW do we best do what needs to be done?
Who does what?  City + Partners

At least three systems:
- Lending and Investment
- Real Estate Development
- Resident Leadership Development

Organization
Governance
Activity sets
Processes
### Contract w/ czb: Timeline

<table>
<thead>
<tr>
<th>Work by Month</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>Aug</th>
<th>Sept</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plans</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drake</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>42nd/Franklin</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6th/Euclid</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Plan Engagement Opportunities</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>System/Org Design</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Determine Activity Sets and Complete Organizational Analysis</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Review Best Practices and Establish Framework</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Design System’s Capabilities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Finalize Recommendations and Documents</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Implement System Changes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Site Visits</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>
Contract w/ czb

Team from czb
Charles Buki        Thomas Eddington
Eric Ameigh        Karen Beck-Pooley
Peter Lombardi

Subconsultants
Blue Wall Real Estate  Real Estate Finance & Development
MJB Consulting       NH Retail Analysis & Strategy
Fall Creek Consultants NH Resident Organizing
Ingalls Planning & Design Urban Design, Planning & Zoning
Contract w/ czb

Two components

1) Small area plans for four (4) pilot areas $ 290,950
2) Redesign Implementation System $ 149,400

$ 440,350
Council Action 9/24/18:

1) Authorize program implementation
2) Select Pilot Areas
3) Approve Contract with czb