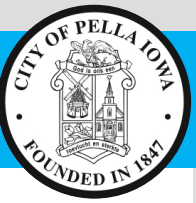


# Oskaloosa Street Corridor *Redevelopment*

I-2



- The purpose of this item is to discuss redevelopment of the Oskaloosa St. corridor
- In 2018/2019, Snyder & Associates developed guidelines for this corridor
- The corridor extends from Oskaloosa/Main to Oskaloosa/240<sup>th</sup>





## Key Principles of the Plan

- Focuses on the promotion of infill development to utilize existing infrastructure

## Development Opportunities

- The market analysis indicated the community could support additional entertainment and dining establishments
- The analysis concluded an office park located in the eastern half of the corridor could help facilitate relocation of professional services located in the Central Business District







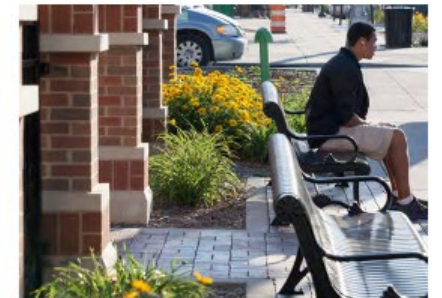
## Western Geographical Area of the Plan

- For Main to Carson, the consultant recommends a separate branding campaign to promote shopping, dining, and entertainment activities
- To accomplish this goal, the consultant is recommending redevelopment efforts to focus on creating a cohesive and walkable atmosphere

## Streetscape Master Plan

- The development guidelines recommend a streetscape master plan be developed for Main to Carson
- A key component is developing a beautification plan for the old power plant site

### Streetscape



## Zoning Recommendations

- The guidelines recommend zoning amendments from Main to Carson
- Included in the regulations are allowing brewpubs, microbreweries, and cocktail lounges to operate by right; currently these uses require a special use permit
- In addition, the consultant made other recommendations for limiting the allowable uses in this geographical area



VILLAGE OF SOUTH PELLA ZONING DISTRICT



## Economic Development Incentives

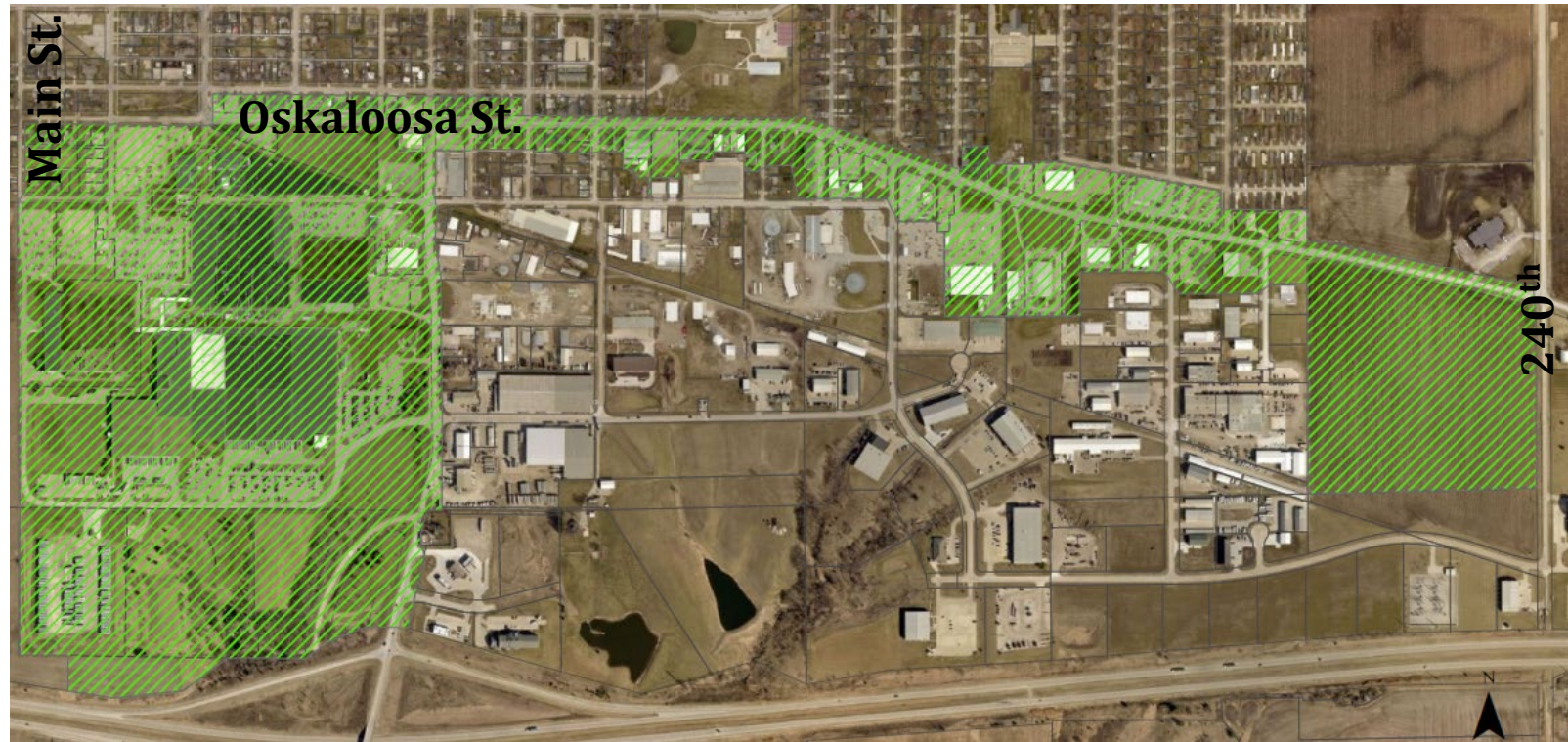
- The plan recommends the use of tax increment financing and other related economic development strategies to encourage commercial growth in the corridor



## Staff recommends the following course of action for redevelopment:

### 1. Establish new Urban Renewal Plan (URP)

- To offer economic development incentives, a new URP will need to be established
- Location: Main/Oskaloosa to Oskaloosa/240<sup>th</sup>
- Includes commercial property abutting Oskaloosa Street and the Pella Corp campus
- The proposed principles and goals would be similar to those stated in the Oskaloosa Street corridor study approved by Council in 2019



## 2. Zoning Recommendations

- The Oskaloosa Street Corridor Development Guidelines contained zoning recommendations related to uses and setbacks
- Staff suggests prioritizing these recommendations and focusing on the following for all Community Commercial (CC) districts:
  - Review allowing microbreweries, brewpubs, and cocktail lounges to operate in CC zoning districts by right rather than special use permit
  - Consider discontinuing the ability of property owners to construct new single and two-family residential uses in the CC zoning district



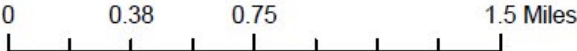


# Community Commercial (CC) Zoning Districts



### CC Districts Along Oskaloosa and Washington

- Marion County Parcels
- ▨ CC Districts Along Oskaloosa and Washington





## 3. Huber Street Redevelopment Plan

Goals of the plan:

- Promote infill development
- Use existing public infrastructure
- Eliminate blight

