

# MARSHALLTOWN

— I O W A —

## City Administrator's Office

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To: Mayor Greer and the City Council  
From: Jessica Kinser, City Administrator  
Date: May 23, 2019  
RE: Set Public Hearing for UR Area #3

**Policy Issue:** Council must set a public hearing for all urban renewal plan changes

**Recommendation:** To approve the resolution as proposed

**Background:** Urban renewal area #3 is referred to as the southern commercial area. It includes Center Street from Olive Street south to Highway 30 and Iowa Avenue from South 12<sup>th</sup> Street to an area near Governor Road.

This amendment seeks to do two things: add land and specify public improvement projects.

The land to be added to the area includes a section we previously attempted to add but had errors in the legal description, which is from the western city limits to the current border of S. 12<sup>th</sup> Street. Iowa Avenue has been a growing commercial area which does involve some blighted properties. By having an urban renewal area extend the entire length of Iowa Avenue, the Council will have an economic development tool to allow for incentives to be provided.

The other land to be added is on the eastern border of the area, specifically the quarter sections of agricultural land behind Walmart. The property owners had to sign an Ag Land Consent form and have done so (see Exhibit C in the plan).

This amendment also seeks to establish authority for the City to pursue public improvement projects utilizing tax increment financing as well as specific development agreements. The public improvement projects are mostly road development projects and are ones which enhance the development potential for the area. The other development agreements specifically outlined are for a storage unit project as had been previously included in the 2018 draft, and to fund economic development activities. The plan also outlines some broad authority for future tax rebate agreements for which the

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Urban Renewal Plan would not have to be amended for the Council to consider. The consideration of any development agreement will occur separately from this amendment.

The Urban Renewal Plan has not been in compliance with State regulations, and the City does not have authority to continue use tax increment financing to support Marshall Economic Development if this plan is not adopted.

**Budget Impact:** None

**Attachment:** Urban Renewal Area Map

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