Attachment B

American Games
Urban Revitalization Plan



Prepared by

Community Development Department
City of Council Bluffs, Iowa

Adopted by
City Council on _____, 2021

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INTRODUCTION

The Urban Revitalization Act empowers a municipality to designate an area appropriate for commercial and industrial enterprises, public improvements related to housing and residential development, or construction of housing and residential development for low and moderate income families, including single or multifamily housing.

The City of Council Bluffs wishes to utilize property tax abatement incentives under the Urban Revitalization act to facilitate the renovation or construction of new commercial structures resulting in additional employment in the community. The preparation and subsequent adoption of an Urban Revitalization Plan is required by the Iowa Code prior to the provision of property tax abatement.

Section 404.1 of the Iowa Code stipulates that the Council may, by ordinance, designate an area of the City as the revitalization area, if that area is classified as any of the following:

1. An area in which there is a predominance of buildings or improvements, whether residential or nonresidential, which by reason of dilapidation, deterioration, obsolescence, inadequate provision for ventilation, light, air, sanitation, or open spaces, high density of population and overcrowding, the existence of conditions which endanger life or property by fire and other causes or a combination of such factors, is conductive to ill health, transmission of disease, infant mortality, juvenile delinquency or crime and which is detrimental to the public health, safety or welfare.

2. An area which by reason of the presence of a substantial number of deteriorated or deteriorating structures, predominance of defective or inadequate street layout, incompatible land use relationships, faulty lot layout in relation to size, adequacy, accessibility or usefulness, unsanitary or unsafe conditions, deterioration of site or other improvements, diversity of ownership, tax or special assessment delinquency exceeding the actual value of the land, defective or unusual conditions of title, or the existence of conditions which endanger life or property by fire and other causes, or a combination of such factors, substantially impairs or arrests the sound growth of a municipality, retards the provision of housing accommodations or constitutes an economic or social liability and is a menace to the public health, safety or welfare in its present condition and use.

3. An area in which there is a predominance of buildings or improvements which by reason of age, history, architecture or significance should be preserved or restored to productive use.

4. An area which is appropriate as an economic development area as defined in Section 403.17(10) of the Iowa Code which states “an area of a municipality designated by the local governing body as appropriate for commercial and industrial enterprises, public improvements related to housing and residential development, or construction of housing and residential development for low and moderate income families, including single or multifamily housing.”

5. An area designated as appropriate for public improvements related to housing and residential development, or construction of housing and residential development, including single or multifamily housing.

The City of Council Bluffs concluded that the American Games Urban Revitalization Area meets the criteria of element 4. Consequently, on _____, the City Council adopted Resolution No. 21-____, which directed staff to prepare a plan for the proposed revitalization area. Illustration 1 is the City Council Resolution.

American Games Urban Revitalization Area
Illustration 1 – Resolution

RESOLUTION NO._____

A RESOLUTION OF NECESSITY AND INTENT TO ESTABLISH THE AMERICAN GAMES URBAN REVITALIZATION AREA LEGALLY DESCRIBED AS POLLARD GAMES ADDITION, LOT 3.

WHEREAS, the subject area is an appropriate area as defined in Sections 404.1.4 of the Iowa Code; and

WHEREAS, a proposal has been submitted for the expansion of existing commercial structures; and

WHEREAS, a plan for the area must be developed in accordance with Section 404.2 of the Iowa Code; and

WHEREAS, thirty days notice of public hearing is required to be sent to all property owners and occupants within the area; and

WHEREAS, notice of public hearing is also required in accordance with Section 362.3 of the Iowa Code.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF COUNCIL BLUFFS, IOWA

That the development of the area is necessary in the interest of the City and the area substantially meets the criteria of Section 404.1.4.

BE IT FURTHER RESOLVED

That the City Council directs staff to prepare a final plan pursuant to Section 404.2 of the Iowa Code by no later than October 8, 2021.

BE IT FURTHER RESOLVED

That the City Council directs the City Clerk to set this matter for public hearing on November 8, 2021.

ADOPTED AND APPROVED: _____, 2021

_____
Matthew J. Walsh Mayor

ATTEST: _____
Jodi Quakenbush City Clerk

LEGAL DESCRIPTION

The American Games Urban Revitalization Area is a tract of land containing one parcel legally described as: Lot 3, Pollard Games Addition.

Illustration 2 shows the location and the boundary of the American Games Urban Revitalization Area, which is approximately 7.8 acres.

American Games Urban Revitalization Area
Illustration 2 – Boundary



PROPERTY OWNERS AND ASSESSED VALUATIONS

The American Games Urban Revitalization Area will be comprised of approximately 7.8 acres on one parcel of land owned by Pollard Realty (U S) LTD. Pollard Realty seeks to expand the manufacturing and warehouse facility for American Games.

Valuation was obtained from the records of the Pottawattamie County Assessor.

Parcel Number	Zoning	Permanent Property Address	Owner Mailing Address	Land Valuation	Building Valuation	Parcel Total Valuation
Pending	I-2/General Industrial District	Pollard Realty (U S) LTD 504 34th Ave Council Bluffs, IA 51501	Pollard Realty (U S) LTD 504 34th Ave Council Bluffs, IA 51501	Pending	Pending	Pending

EXISTING ZONING AND PROPOSED LAND USE

The American Games Urban Revitalization Area is currently zoned I-2. The I-2/General Industrial District is intended to provide for the development of general manufacturing and industrial areas. This district is designed to accommodate industrial uses with moderate external effects. The current and proposed principal uses of the American Games Urban Revitalization Area are manufacturing and warehousing and distribution, which are permitted uses in an I-2/General Industrial District.

Surrounding properties to the north, south, and west are also zoned I-2. Properties east of the subject property (across South Expressway) are zoned C-2/Commercial District and P-C/Planned Commercial District. Illustration 3 depicts the existing on-site and surrounding zoning.

Existing land uses in the general vicinity include: automobile sales and rental, a hotel, and commercial storage to the north; automobile sales to the west; and warehousing and automobile sales to the south. To the east across South Expressway are a bank and retail shopping establishments.

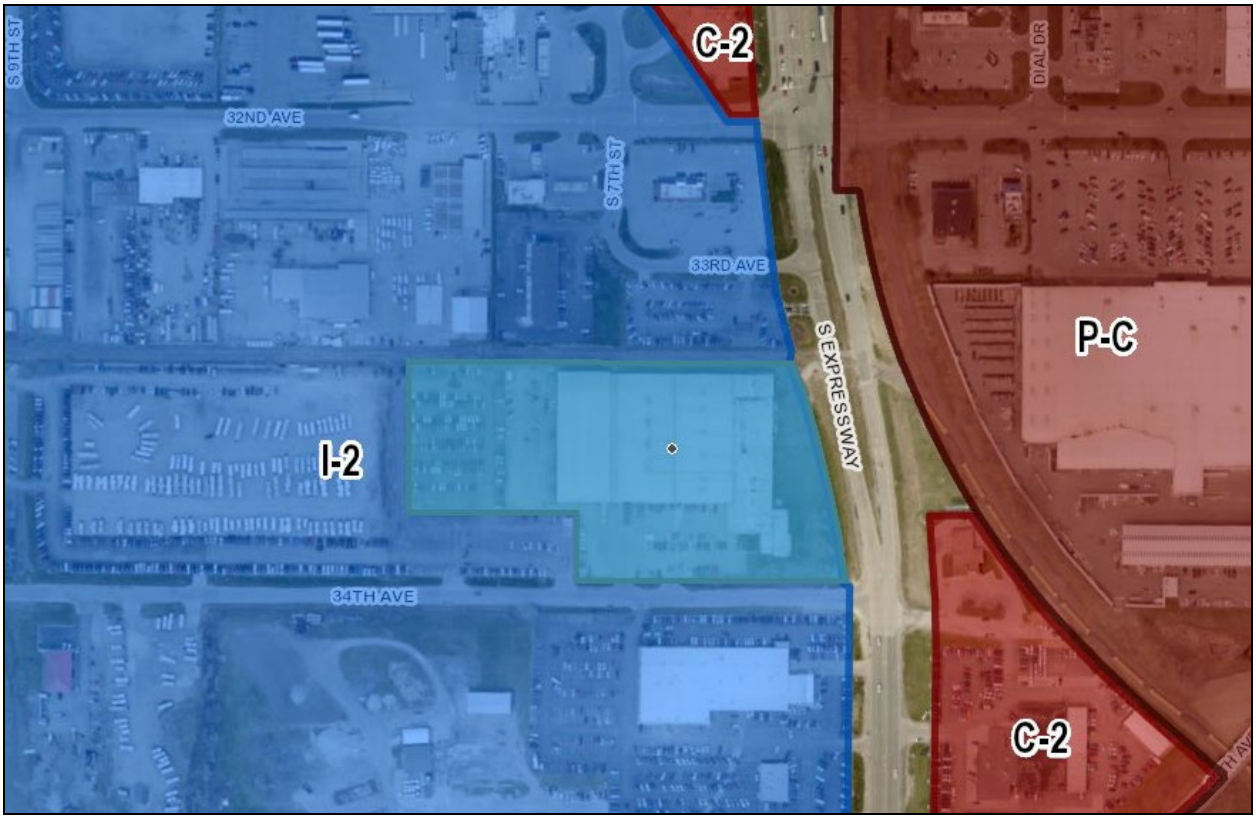
The future land use plan of the Bluffs Tomorrow: 2030 Plan designates the current parcel addressed as 504 34th Avenue as “Local Commercial” and the remainder of the area as “Light Industrial.” According to the plan, local commercial areas include uses oriented primarily towards goods and services that meet the demand of Council Bluffs residents. These include grocery stores, convenience stores, pharmacies, banks, auto services, and small offices. They are typically located along visible corridors or at neighborhood centers, and may be configured as multi-tenant shopping centers or individual developments on smaller lots. Light industrial development includes those areas used for industrial purposes that create minimal impacts on surrounding uses. Activities tend to occur inside structures, with outdoor areas limited to storage or distribution.

Final plat approval of a three-lot minor subdivision to be known as Pollard Games Addition which includes this parcel was approved by City Council on 10/12/2020. The proposed subdivision is consistent with the Bluffs Tomorrow: 2030 Plan (comprehensive plan) as well as the purpose and intent of the Council Bluffs Subdivision and Zoning Ordinances. The Pollard Games Addition final plat was recorded on 8/27/2021 in Book 2021, Page 13933.

With the purchase of land from an adjacent property owner, Pollard Games will complete a 40,000 SF expansion to their existing American Games facility at 504 34th Avenue.

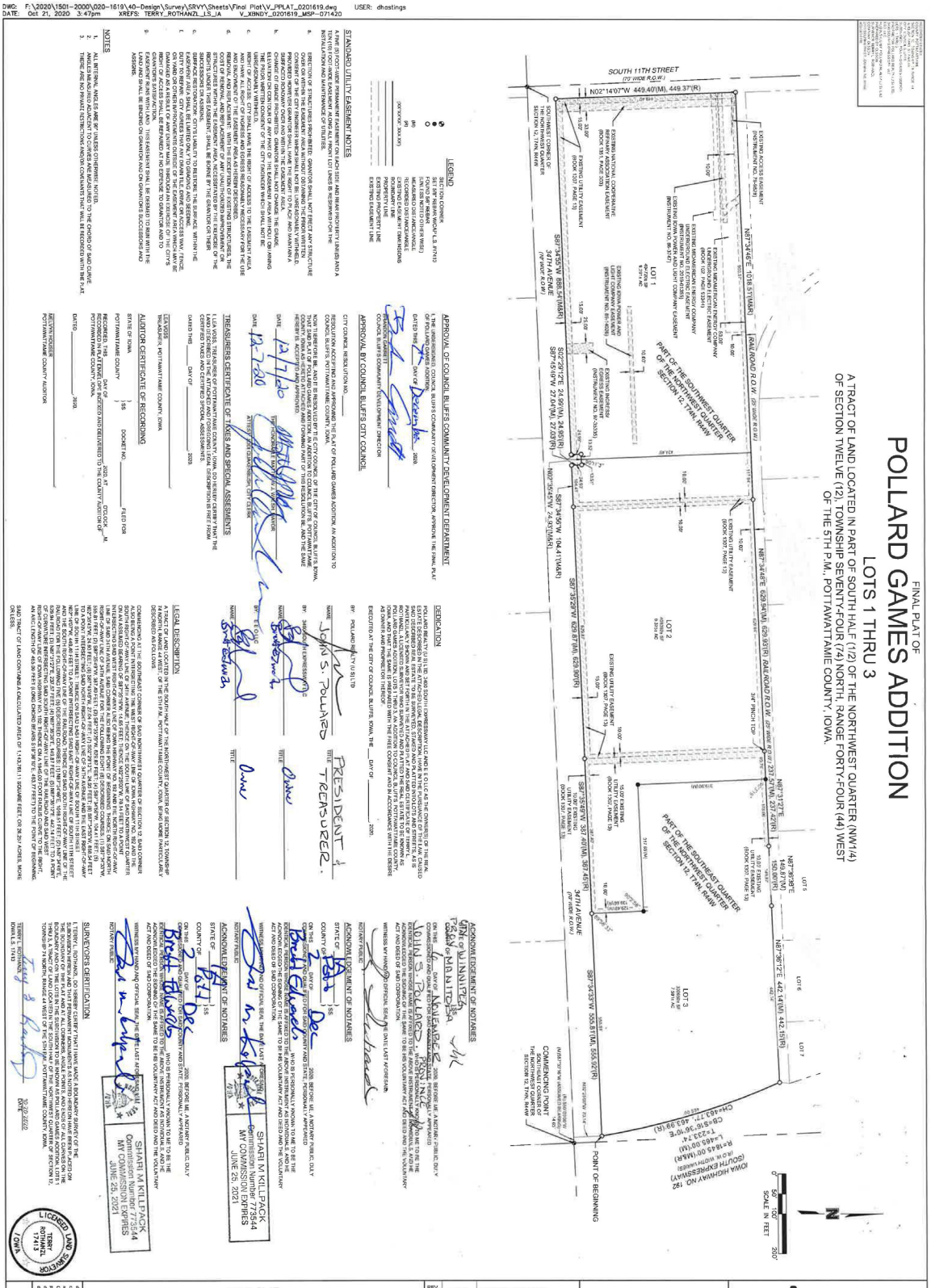
American Games Urban Revitalization Area

Illustration 3 – Zoning



American Games Urban Revitalization Area

Illustration 4 – Pollard Games Addition



PROPOSALS FOR IMPROVING OR EXPANDING CITY SERVICES

The proposed American Games Urban Revitalization Area is currently served with all municipal services (sanitary sewer, water and storm sewer) and can be accessed by a dedicated roadway. Electricity and gas service are also available to the project. The project is located along South 34th Avenue, which is adequate to handle the additional traffic generated by this proposed project.

RELOCATION PROVISIONS

The proposed American Games Urban Revitalization Area has one commercial entity operated by the current owner at the 504 34th Avenue location. There are no other tenants at the location; therefore, the City will not displace any residential or non-residential tenants as a result of proposed improvements in the urban revitalization area.

OTHER PUBLIC ASSISTANCE

The developer is requesting property tax exemption. Tax abatement will be used as the local match required for the Targeted Jobs Withholding Tax Credit. The developer has not requested any additional public assistance.

APPLICABILITY AND TAX EXEMPTION SCHEDULE

1. Eligibility – The American Games Urban Revitalization Plan will apply to commercial and industrial land uses.

Both new construction and rehabilitation of existing structures will be eligible for tax abatement under the plan. Rehabilitation may include renovation of a structure to bring it to code standards, remodeling and expansion.

2. Term - The term of this Plan shall be until December 31, 2041 or amended by City Council.

3. Commercial and Industrial

Ten Year - All eligible commercial and industrial real estate is eligible to receive a partial exemption from taxation on the actual value added by the improvements. The exemption is for a period of ten years. The amount of the partial exemption is equal to a percent of the actual value added by the improvements, determined as follows:

a. For the first year, eighty percent.
b. For the second year, seventy percent.
c. For the third year, sixty percent.
d. For the fourth year, fifty percent.
e. For the fifth year, forty percent.
f. For the sixth year, forty percent.

g. For the seventh year, thirty percent.
h. For the eighth year, thirty percent.
i. For the ninth year, twenty percent.
j. For the tenth year, twenty percent.

-OR-

Three Year - All eligible commercial and industrial real estate is eligible to receive a one hundred percent exemption from taxation on the actual value added by the improvements. The exemption is for a period of three years.

4. Improvements - Improvements shall include commercial and industrial rehabilitation and additions to existing structures as well as new construction on vacant land or on land with existing structures. In addition, all improvements must result in the following increases in value:

- For non-residential property, improvements must increase the actual value of the structure by at least 15%. If more than one building is located on the property, the 15% increase requirement applies only to the structure or structures upon which the improvements were made.

- If no structures were located on the property prior to the improvements, any improvements may qualify.

5. Actual Value - Actual value added by the improvements means the actual value added as of the first year for which the exemption was received. However, if such construction was begun one year prior to the adoption by the City of a Plan of Urban Revitalization pursuant to Chapter 404 of the Iowa Code, the value added by such construction, shall not constitute an increase in value for purposes of qualifying for the exemptions listed in this section.

APPLICATION AND REVIEW PROCESS

Upon completion of all improvements made within the assessment year for which the exemption is first claimed, the owner shall use the following procedure to secure the tax exemption.

1. The applicant requests a conference with the Community Development Department to discuss applicability of the request to established policy and review the application process.

2. The applicant completes the required forms and submits them along with all required data by February 1st to the Community Development Department. As part of the acceptance procedure, the Community Development Department shall review the submission for completeness. If there is a deficiency, the Department shall notify the applicant within seven (7) days.

3. The Department shall review the application according to the following criteria: 1) conformance with the Urban Revitalization Plan; 2) a finding that the site is within

a designated area; 3) a finding that the work has been completed within the time required to qualify for abatement in the assessment year; 4) a finding that the application is consistent with Chapter 404 of the Iowa Code; and 5) a finding that the application is consistent with all applicable city codes and ordinances.

4. Upon review of the application, the Community Development Department will prepare a recommendation and schedule the proposal for City Council consideration.

5. By resolution, the City Council will accept the application and improvements as consistent with the intent of this plan and state law.

6. The City Council will then direct the Community Development Department to transmit a copy of the case file to the Assessor's Office by March 1st as required by Chapter 404 of the Iowa Code.

Appendix A

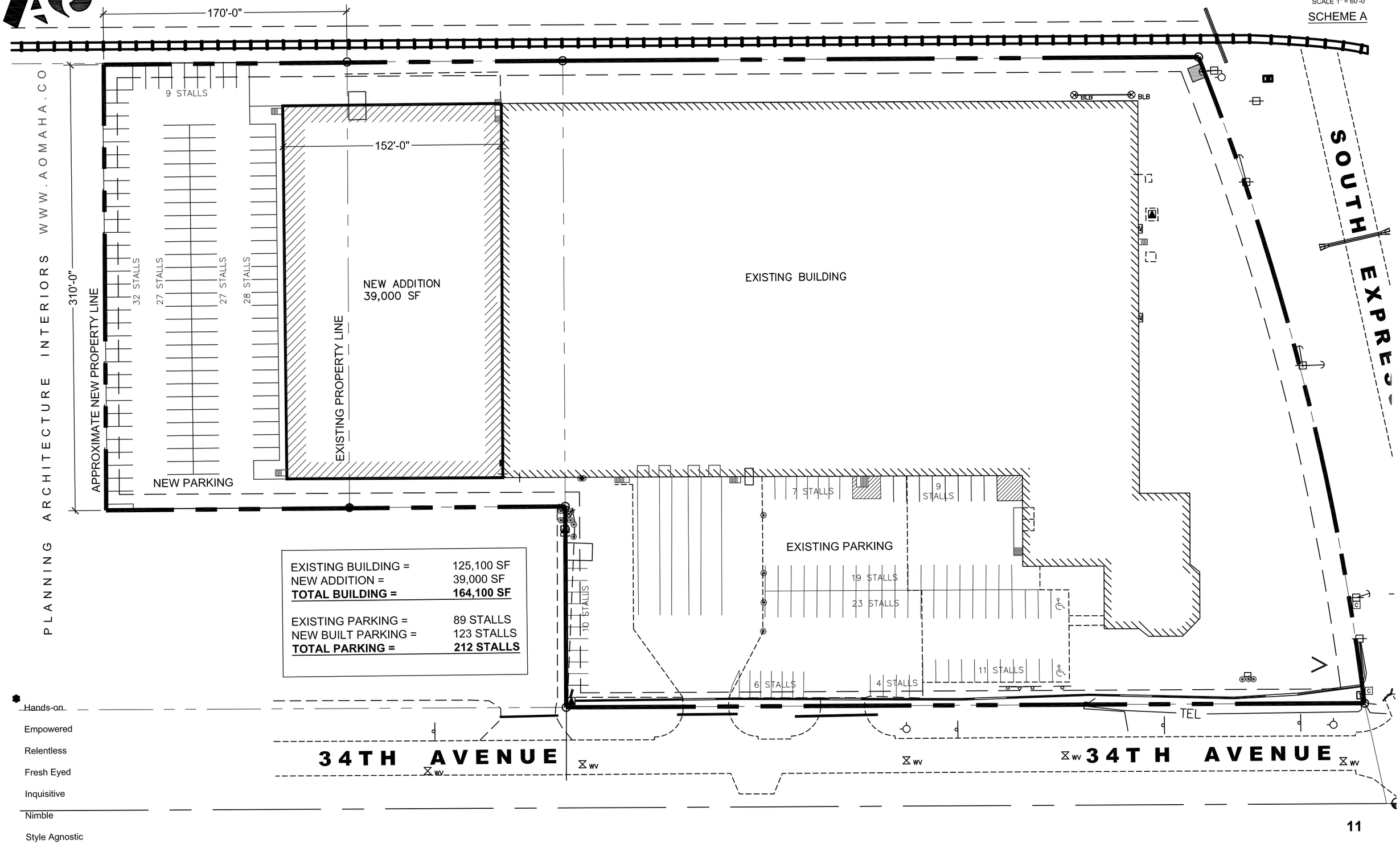
AMERICAN GAMES EXPANSION STUDY

SITE USABILITY STUDY

DECEMBER 05, 2019

SCALE 1" = 60'-0"

SCHEME A



EXISTING BUILDING =	125,100 SF
NEW ADDITION =	39,000 SF
TOTAL BUILDING =	**164,100 SF**
EXISTING PARKING =	89 STALLS
NEW BUILT PARKING =	123 STALLS
TOTAL PARKING =	**212 STALLS**

Hands-on
Empowered
Relentless
Fresh Eyed
Inquisitive
Nimble
Style Agnostic