

**City Planning Commission**

Department: Community Development Case No.: URV-17-004 Applicant: Community Development Department	Resolution No.: 17-	Planning Commission: 3-14-17 Resolution of Intent: 2-27-17 City Council Pub. Hearing: 4-10-17 First Reading: 4-10-17 Second Reading: 4-24-17 Third Reading: 5-8-17 (will ask to be waived)
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**Subject/Title**  
Adoption of the Valley View Urban Revitalization Plan and Area

**Location**  
Undeveloped land lying north of 30 Valley View Drive

**Background/Discussion**

Background  
Chapter 404 of the Iowa Code authorizes a City to designate an area as an urban revitalization area. Improvements to qualified real estate within designated areas may then be eligible to receive a total or partial exemption from property taxes for a specified number of years. The exemptions are intended to stimulate private investment by reducing the tax increase that would normally result from making improvements to real estate property.

Urban revitalization tax abatement incentives can apply to residential, commercial and industrial development. Both new construction on vacant or unimproved land and rehabilitation of existing structures are eligible for tax abatement.

Discussion  
A development proposal has been submitted by Presbyterian Homes Housing and Assisted Living, Inc. on behalf of PHS Council Bluffs Senior Housing, LLC for the construction of a multi-component project that will include independent living, assisted living, assisted living memory care, skilled care and a "Town Center" with supportive and amenity space for all residents.

The unit mix includes 36 independent living apartments (three story building over a one-story parking structure), 24 assisted living units, 18 memory care units and 72 care center beds for a total of 150 units. Future phases may include additional independent living apartments and brownstone apartments.

A two story "Town Center" building will connect all of the different project components. It will have approximately 21,000 square feet with an entry lobby, dining areas, bistro, commercial kitchen, community room, salon, wellness and fitness rooms, library and media center, mailroom, administrative offices, conference rooms and a guest suite. Special site and landscaping considerations will be designed to include Porte Cocheres at the Town Center, large windows, outdoor pathways, a water feature and garden. Additionally, connectivity to the New Horizon Church will be featured with a driveway and sidewalk adding synergy for programming and a volunteer base.

The project is designed to provide a full continuum for all levels of care and housing. This will

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allow residents to stay within the campus and maintain social connections for a stronger connected community.

The entire project is expected to cost over \$38 million. Once all components of the project are completed, the equivalent of 95 full time positions will have been created. These positions will range from skilled nursing, administrative, nutrition/culinary, engineering/maintenance, housekeeping/laundry, activity coordinators, spiritual care, wellness, resident services and clinical care workers such as home health aides/CNAs.

Iowa Code permits the City to establish urban revitalization areas, which satisfy one of the five conditions outlined in Section 404.1. Staff believes a finding would be consistent under 404.1.4. Section 404.1.4 discusses an area, which is appropriate as an economic development area as defined in section 403.17. Discussions are ongoing with the Assessor as to the nature of the assessment for the various components of the project.

On February 27, 2017, City Council approved Resolution 17-48 which directed staff to initiate the process of creating the Valley View Urban Revitalization Plan and Area. This resolution set April 10, 2017 as the date of the public hearing.

We specifically ask that the Commission consider finding the following:

- That the proposed Valley View Urban Revitalization Plan furthers the goals of the City’s Comprehensive Plan by “providing quality senior housing or support services to allow senior citizens to remain in the community;” and
- That the Valley View Urban Revitalization Area is an area appropriate for urban revitalization designation as specified in Iowa Code Section 404.1.4. Section 404.1.4 discusses areas that are appropriate for economic development as defined by Section 403.17.

**Staff Recommendation**

The Community Development Department recommends approval of the Valley View Urban Revitalization Plan.

**Attachments**

Valley View Urban Revitalization Plan

Submitted by: Brenda Carrico, Program Coordinator, Community Development Department