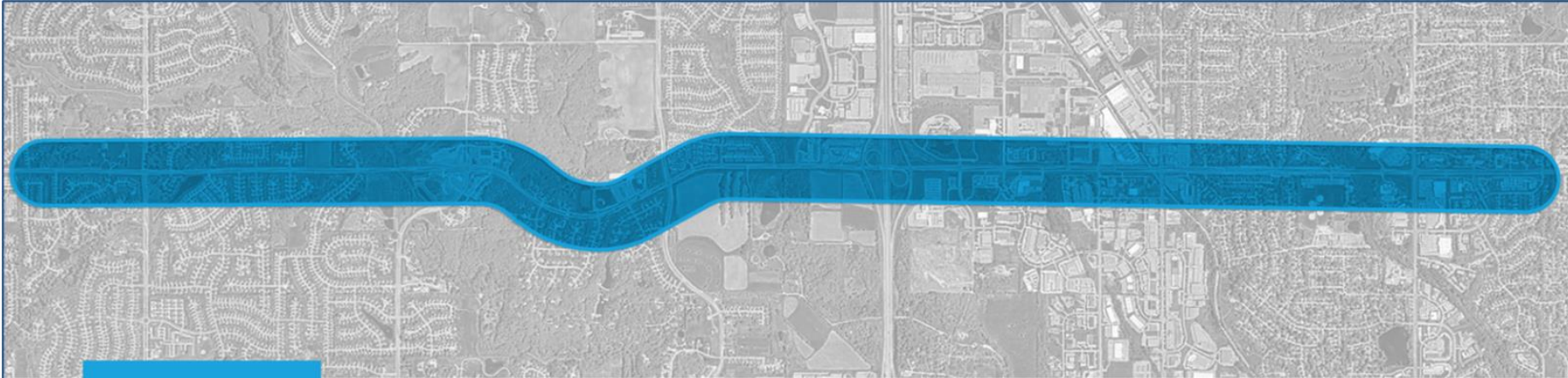




**10841 Douglas Avenue**  
**Affordable Housing Project RFP**  
Pre-Proposal Conference  
September 9, 2025 - 2PM





## DOUGLAS PARKWAY/AVENUE

The Douglas Parkway/Avenue focus area consists of the Douglas Parkway/Avenue corridor between 163rd St and 74th St. This major thoroughfare spans almost the entire length of the City, passing through the downtown and primary commercial areas, connecting established and emerging neighborhoods, and providing residents and visitors access to parks, services, and other destinations. Due to its large size in comparison to the Northpark/Plum Drive and Downtown focus areas, the six-mile-long Douglas Parkway/Avenue Framework Plan provides a broader level of detail and emphasizes the implementation of unifying streetscape and right-of-way treatments to visually unify a corridor with a set of distinct functional subcomponents.

The Douglas Parkway/Avenue corridor consists of three distinct character areas, each possessing its own unique set of land use challenges and needed improvements.

### WEST

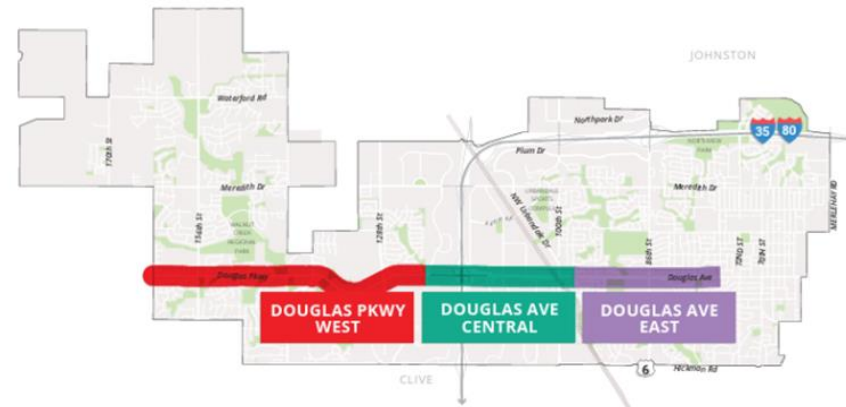
The western portion of the focus area encompasses the corridor between 163rd and 121st Street. It contains primarily residential uses, but also includes entrances to Walnut Creek Regional Park and Living History Farms, two important cultural elements for the City of Urbandale. While commercial development is currently limited, there is a growing desire for additional retail and service uses in the western portion of the community and opportunities exist to create new local-serving commercial hubs.

### CENTRAL

The central portion of the focus area is the shortest segment of the three, spanning from 121st Street to Patricia Drive. This section contains very little residential development and benefits from access to I-35/80 which anchors a variety of commercial and industrial development. With limited vacant property available, lot consolidation and redevelopment will be needed to accommodate new investment and development in order to significantly grow the tax base.

### EAST

The eastern portion of the focus area spans Patricia Drive to 74th Street and contains the most diverse mix of land uses. A combination of commercial, mixed-residential, public/semi-public, and parks make this an interactive and amenity-rich corridor. Recommended improvements to this area are primarily focused on enhancing the pedestrian environment.



## DOUGLAS PARKWAY/AVENUE CENTRAL FOCUS AREA PLAN

Business park and commercial development should continue to be the focus of new investment along the central portion of the Douglas Parkway/Avenue corridor. Vacant sites should continue to be marketed as part of the broader Urban Loop initiative. Aging retail uses, motels, and apartments, and smaller industrial sites should be considered for consolidation and comprehensive redevelopment with an emphasis on high-quality design that will add value to the corridor's image.

### Small-scale Commercial

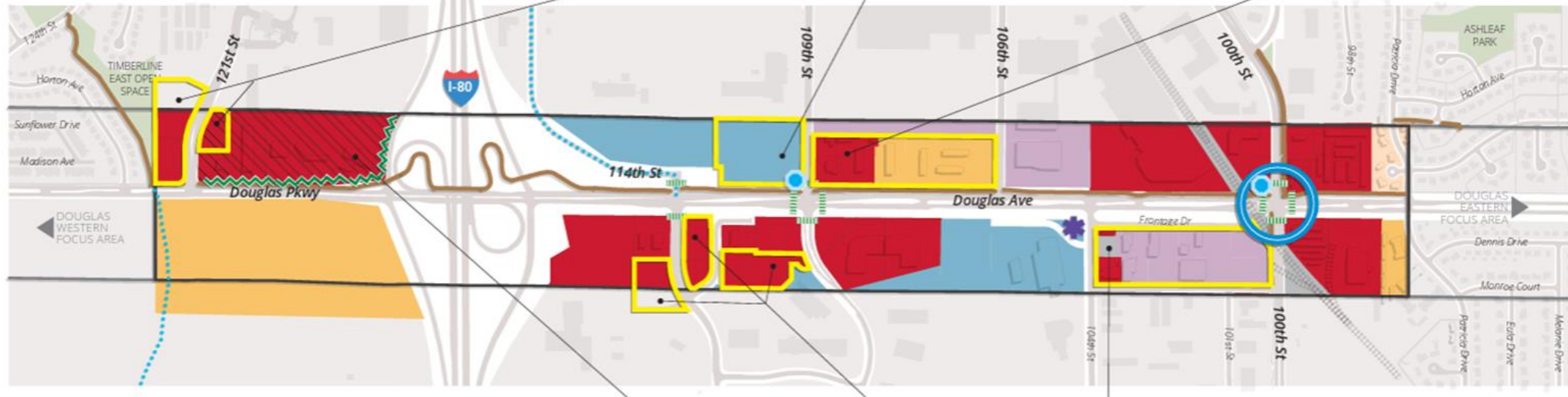
These two sites collectively total 5.5 acres within the 121st Street Corridor Business Park. Commercial development should be considered for these sites as their small size limits potential for light industrial development. Low impact design strategies should also be considered to limit impacts to the adjacent creek corridor.

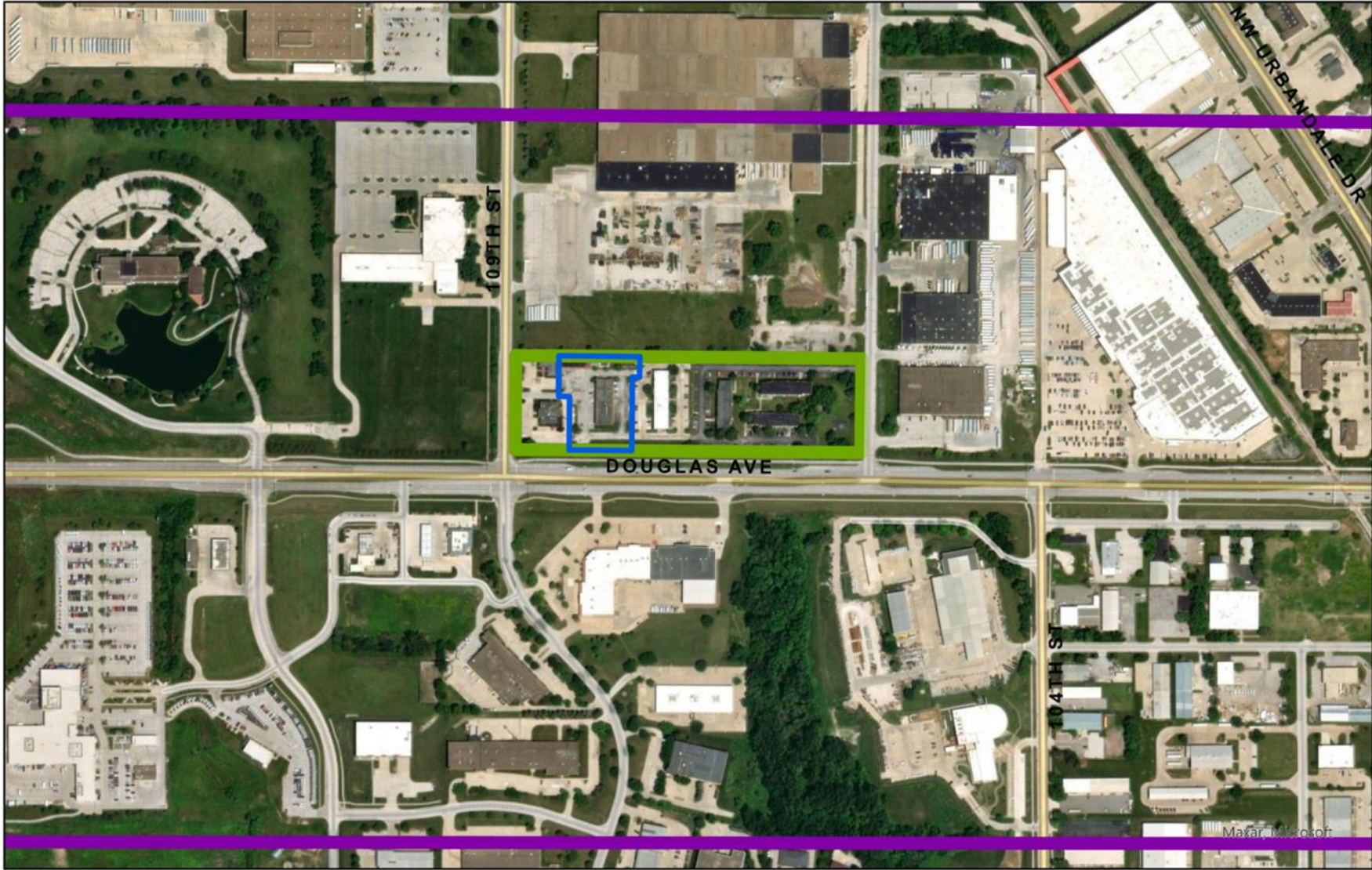
### 109th Street Commercial/Business Park

This site is approximately 7 acres in size and has been vacant for several decades. It is currently zoned for commercial. The City should consider this site for larger-scale commercial development or business park development. Regardless of use, future development should orient toward the intersection with high-quality architecture and landscaped parking areas that improve the aesthetic of the corridor.

### Mixed Residential

These sites currently provide a mix of office, hotel, and multi-family housing which are appropriate for this section of the corridor, but building condition and design are problematic. The City should encourage site assembly and the comprehensive redevelopment of the site to implement modern best practices and include a greater variety of housing types.





# 10841 Douglas Avenue



**Before Acquisition  
and Demolition**



**After Demolition,  
Investment Ready**

# 10841 Douglas Avenue

## Request for Proposals *Timeline*

- Questions answered at the end of the presentation
- Open now at [www.urbandale.org/rfp](http://www.urbandale.org/rfp)
- Questions received through **September 16**
- Posted by **September 23**
- Proposals due **October 7**
- Letter of Intent **November 3**
- Timelines subject to adjustment

# 10841 Douglas Avenue Request for Proposals *Objectives*

- **Primary Goal: a successful project, delivered timely, meeting the minimum criteria**
- Encourage creativity; lean on developer experience and knowledge

# 10841 Douglas Avenue

## Request for Proposals *Minimum Criteria*

- Serving households at or below 60% AMI
- Provides 2- and 3- bedroom units
- 20+ year affordability

# 10841 Douglas Avenue

## Request for Proposals *Previous Examples*

- **The View on Hickman**
  - 18 units/30% reserved for households at or below 60%AMI
  - Studio/efficiency, two 1BR
- **Line Seven Apartments**
  - 14 units/10% reserved for income qualifying HH
  - 6 units reserved for 60%AMI; 1, 2, and 3BR
  - 8 units reserved for 50% AMI; 2 and 3BR

# 10841 Douglas Avenue

## Request for Proposals *Considerations*

### Provide **tenant service coordination**

- Supports housing stability for tenants
- Delivers services in a coordinated way to tenants
- Developers have a wide variety of successful models; partnership welcome

# 10841 Douglas Avenue Request for Proposals *Considerations*

Leverage *lowa Thriving Communities*  
additional points for LIHTC project

- Longer affordability periods
- Serve more lower income households at lower incomes
- Experienced developers will be best positioned to develop and evaluate success of LIHTC application.

# 10841 Douglas Avenue

## Request for Proposals *Considerations*

### Incorporate **environmental stewardship** measures

- Consider MidAmerican Energy's Commercial New Construction program in design phase
- Efficient or reduced electric, natural gas and water consumption
- Stormwater management

# 10841 Douglas Avenue

## Request for Proposals *Considerations*

Incorporate **indoor/outdoor quality of life** amenities. For example:

- Spaces for people to live outside apartment
- Children's play areas
- Green spaces
- Community rooms
- Connections to sidewalks and trails
- Spaces for bicycles

# 10841 Douglas Avenue Request for Proposals *Considerations*

**Engage** the community. For example:

- Connect with neighboring properties
- Responds to Council-approved plans:  
Comprehensive Plan, Strategic Plan, Human  
Services Strategic Plan
- Partner with non-profits

# 10841 Douglas Avenue Request for Proposals *Considerations*

## **Affordability** levels

- More affordability (more units, available to lower-income households) is desirable
- Developers pencil out what is feasible with the project

# 10841 Douglas Avenue

## Request for Proposals *Considerations*

### Return on City investment

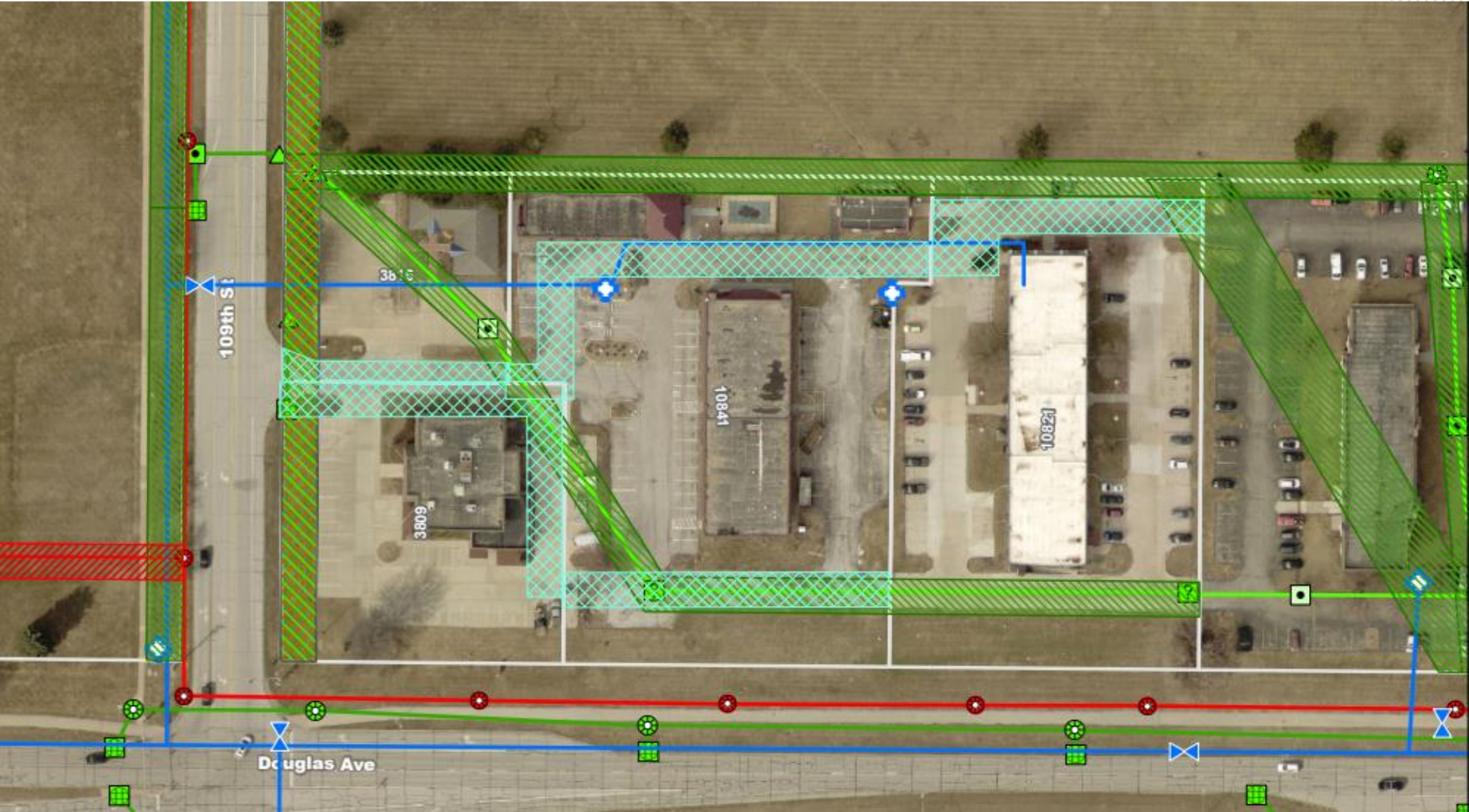
- City proposes sale of the property to developer (possible financial compensation at closing)
- Long-term property tax revenue
- Project helps to meet Council goals: redevelopment of blighted site, more housing options, quality of life environmental stewardship, financial sustainability
- Overall value of proposed projects; not just one measure

# 10841 Douglas Avenue

## Request for Proposals *City Support*

- Development site contribution
- *Possible* property-tax based assistance (TIF **rebates**) if financial model clearly demonstrates necessity for success
- Rezoning process support
- Technical assistance with site development (engineering, entitlements)

# 10841 Douglas Avenue Request for Proposals *Site Overview*



# 10841 Douglas Avenue

## Request for Proposals *Proposal Submission Notes*

- **Brevity and clarity** – timelines are tight
- **Financial plan** – best estimate of capital stack; *status* of sources
- **Property expansion** – not required, but could add value to a project
- **Architectural concepts** – may be limited at this point
- **Amendments to RFP** – watch for amendments to RFP and official Q&A

# 10841 Douglas Avenue

## Request for Proposals *Objectives Reiterated*

- **Primary Goal: a successful project, delivered timely, meeting the minimum criteria**
- Encourage creativity; lean on developer experience and knowledge
- Fair, responsive, open process for a wide range of developers, focused on meeting the primary goal
- Previously successful projects could be a model for projects on this site

# 10841 Douglas Avenue Request for Proposals

## Questions