



Date March 23, 2015

**RESOLUTION HOLDING HEARING ON REQUEST TO AMEND THE
DES MOINES 2020 COMMUNITY CHARACTER PLAN TO ADOPT THE
SOUTHWEST 9TH STREET CORRIDOR PLAN**

WHEREAS, on August 7, 2000, by Roll Call No. 00-3381, the Des Moines City Council adopted the Des Moines 2020 Community Character Land Use Plan; and

WHEREAS, on November 21, 2011, by Roll Call 11-1964, the City Council selected the Gray's Lake Neighborhood Association to participate in the City's Neighborhood Revitalization Program; and

WHEREAS, a key component of the Gray's Lake Neighborhood Plan is to work with property owners, neighborhood residents, and other stakeholder organizations to develop a plan for the Southwest 9th Street Corridor; and

WHEREAS, on March 5, 2015, the City of Des Moines Plan and Zoning Commission voted 9-0 to recommend APPROVAL of a City-initiated request to amend the Des Moines 2020 Community Character Land Use Plan to adopt the Southwest 9th Street Corridor Plan as an element thereto, as further explained in the communication from the Plan and Zoning Commission attached hereto; and

WHEREAS, on March 9, 2015, by Roll Call No. 15-0390, it was duly resolved by the City Council that the proposed adoption of the Southwest 9th Street Corridor Plan be set down for hearing on March 23, 2015 at 5:00 P.M., in the Council Chamber at City Hall; and

WHEREAS, due notice of said hearing was published in the Des Moines Register, as provided by law, setting forth the time and place for hearing on said proposed amendment to the Des Moines 2020 Community Character Land Use Plan; and

WHEREAS, in accordance with said notice, those interested in said proposed amendment, both for and against, have been given opportunity to be heard with respect thereto and have presented their views to the City Council.

NOW THEREFORE, BE IT RESOLVED, by the City Council of the City of Des Moines, Iowa, as follows:

1. Upon due consideration of the facts, and any and all statements of interested persons and arguments of counsel, any objections to the proposed amendment to the Des Moines 2020 Community Character Land Use Plan to adopt the Southwest 9th Street Corridor Plan as an element thereto are hereby overruled, and the hearing is closed.
2. The attached communication from the Plan and Zoning Commission is hereby received and filed.



Roll Call Number

Agenda Item Number

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Date March 23, 2015

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- 3. The Southwest 9th Street Corridor Plan, as on file in the office of the City Clerk, is hereby approved and adopted as an element of the Des Moines 2020 Community Character Land Use Plan.

(Council Communication No. 15-130)

MOVED by _____ to adopt.

FORM APPROVED:

Glenna K. Frank
 Glenna K. Frank, Assistant City Attorney

(21-2015-4.06)

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
GATTO				
GRAY				
HENSLEY				
MAHAFFEY				
MOORE				
TOTAL				

MOTION CARRIED

APPROVED

CERTIFICATE

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

_____ Mayor

_____ City Clerk

Date 3-23-15

Agenda Item 42



March 17, 2015

Honorable Mayor and City Council
City of Des Moines, Iowa

Members:

Communication from the City Plan and Zoning Commission advising that at their meeting held March 5, 2015, the following action was taken regarding a request to amend Des Moines' 2020 Community Character Plan to adopt the Southwest 9th Street Corridor Plan as an element:

COMMISSION RECOMMENDATION:

After public hearing, the members voted 9-0 as follows:

Commission Action:	Yes	Nays	Pass	Absent
Dory Briles	X			
JoAnne Corigliano				X
Jacqueline Easley	X			
Tim Fitzgerald	X			
Jann Freed				X
John "Jack" Hilmes				X
Greg Jones	X			
William Page				X
Jonathan Rosenbloom	X			
Mike Simonson	X			
CJ Stephens	X			
Vicki Stogdill	X			
Greg Wattier	X			

APPROVAL of a request to amend the Des Moines' 2020 Community Character Plan to adopt the Southwest 9th Street Corridor Plan as an element. (21-2015-4.06)

STAFF RECOMMENDATION TO THE P&Z COMMISSION

Staff recommends that the Des Moines' 2020 Community Character Plan be amended to incorporate the Southwest 9th Street Corridor Plan as an element.

STAFF REPORT TO THE PLANNING COMMISSION

I. BACKGROUND INFORMATION

The process to examine revitalization strategies for the Southwest 9th Street corridor began in 2013 with the development of the Gray's Lake Neighborhood Plan. A key component of this plan was to initiate a process to engage stakeholders along Southwest 9th to see if it would be possible to complete a corridor plan for the street. City of Des Moines staff spent most of the year meeting with South Des Moines stakeholder groups and building a coalition to improve the Southwest 9th Street corridor. Additionally, three surveys were conducted to gather background information and public input on the corridor: a physical property survey, a community stakeholder survey, and a property owner survey.

Based on the stakeholder meetings and the public feedback that was received, a new group, named Friends of Southwest 9th, was created in late 2013 to develop and implement the Southwest 9th Street Corridor Plan. Member organizations included neighborhood associations, business owners, property owners, community groups, government entities, and religious organizations along the corridor. A Corridor Plan Steering Committee met monthly from March 2014 to February 2015 to develop a vision for the corridor and identify goals and action steps for each of the plan's five priority areas: property redevelopment, property improvements, land use and transportation, housing improvements, and organizational capacity and branding.

II. GENERAL PLAN SUMMARY

Southwest 9th—an historic corridor in south Des Moines—is currently characterized by vacant and blighted properties, narrow right-of-way, traffic congestion, and limited pedestrian function. The Southwest 9th Street Corridor Plan articulates an inspiring vision for the revitalization of the corridor. Developed as a collaboration between the City of Des Moines, ISU's Community Design Lab, and Friends of Southwest 9th, the plan develops frameworks for immediate action, continued community effort, and builds a future around the generation of ideas in a rich mixed-use setting.

The Southwest 9th Corridor Plan seeks to enhance the corridor's role as the Southside's Main Street that serves as a gateway to community attractions and downtown, while preserving the area as a place of residence, commerce, and community. Strategies to achieve this vision include:

- Redevelopment of 15 priority properties, identified by the Southwest 9th Corridor Plan Steering Committee;
- Exterior improvements to commercial properties through a new façade improvement program;
- Leveraging the potential of key intersections along the corridor through repurposing these nodes with themes that build on existing assets;
- Promoting rehabilitation assistance programs for housing along the corridor; and
- Creating a non-profit organization to further advocate for Southwest 9th and ensure future project phases and funding becomes a reality.

The Southwest 9th Street Corridor Plan builds upon current momentum along the corridor and emphasizes the importance of an environment that fosters community, action, and innovation. Unique to this plan are the many accomplishments that took place during the plan development process as a result of the growing energy and interest along the corridor. Some of these early achievements include:

- The creation of Friends of Southwest 9th, a diverse coalition of stakeholder groups dedicated to improving Southwest 9th Street;
- The Neighborhood Development Corporation's (NDC) acquisition and redevelopment plans for 2619 Southwest 9th Street, a top priority redevelopment property;
- NDC's acquisition and planned redevelopment of another key property, 2440 Southwest 9th Street;
- Acquisition of the vacant property at 2249 Southwest 9th Street by the NDC;
- \$150,000 Community Development Grant from Polk County for the purpose of developing a façade improvement program;
- Partnering with the ISU Community Design Lab to provide an analysis of history, current conditions, and develop a design strategy for key intersections on Southwest 9th (City contribution of approximately \$25,000);
- \$30,000 from Iowa State Bank to fund 30 single-family home improvements over three years in partnership with Rebuilding Together;
- Hundreds of dedicated residents and stakeholders in attendance at three public meetings;
- Over 7,000 participants at the first DSM Open Street Southwest 9th event in September 2014;
- \$10,000 in fundraising for a Friends of Southwest 9th staff position;
- And, finally – the thousands of volunteer hours that have been logged through planning for events, assisting at public meetings, attending Steering Committee meetings, and other projects along the corridor.

The first phase of corridor implementation projects are anticipated to cost approximately \$1.3 million, with nearly \$900,000 in already-committed funds. With the help of a strong coalition of community stakeholders and volunteers, the plan is achievable, exciting, and will leave a significant impact on the corridor. These impacts will not only result in visible improvements to Southwest 9th Street, but also an improved sense of community and pride for the corridor and the surrounding neighborhoods.

SUMMARY OF DISCUSSION

There was no discussion.

CHAIRPERSON OPENED THE PUBLIC HEARING

Greg Jones asked if anyone was present to speak on this item. None were present or requested to speak.

COMMISSION ACTION:

CJ Stephens moved staff recommendation that the Des Moines' 2020 Community Character Plan be amended to incorporate the Southwest 9th Street Corridor Plan as an element.

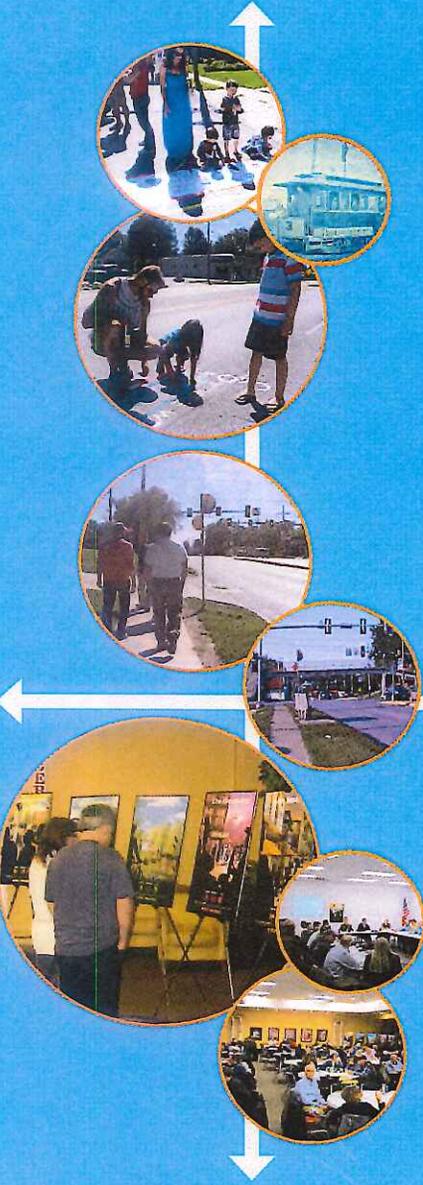
Motion passed 9-0.

Respectfully submitted,


Michael Ludwig, AICP
Planning Administrator

MGL:clw

Attachment



SW 9TH STREET CORRIDOR PLAN

FINAL DRAFT



Prepared by the City of Des Moines,
Iowa State University Community Design Lab,
and Friends of SW 9th

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Acknowledgements

Plan Development and Oversight

SW 9th Corridor Plan Steering Committee

City of Des Moines Neighborhood Revitalization Board

City of Des Moines Plan & Zoning Commission

Des Moines City Council

Polk County Board of Supervisors

City of Des Moines Community Development Staff

Phil Delafield, Director

Chris Johansen, Deputy Director
Overall Plan Development

Anne Famoso, City Planner
Project Lead and Plan Development

Kyle Larson, AICP, Senior City Planner
Project Assistance and Plan Development

Iowa State University Community Design Lab Staff

Carl Rogers, Director

Chad Hunter, Design Fellow

Courtney Long, Design Fellow

Special thanks to David Dunn for his leadership on this project, and to City staff from the Office of Economic Development, Parks & Recreation, Public Works, Engineering, and Community Development Departments for assisting with the development of this plan.

SW 9th Corridor Plan Steering Committee Members

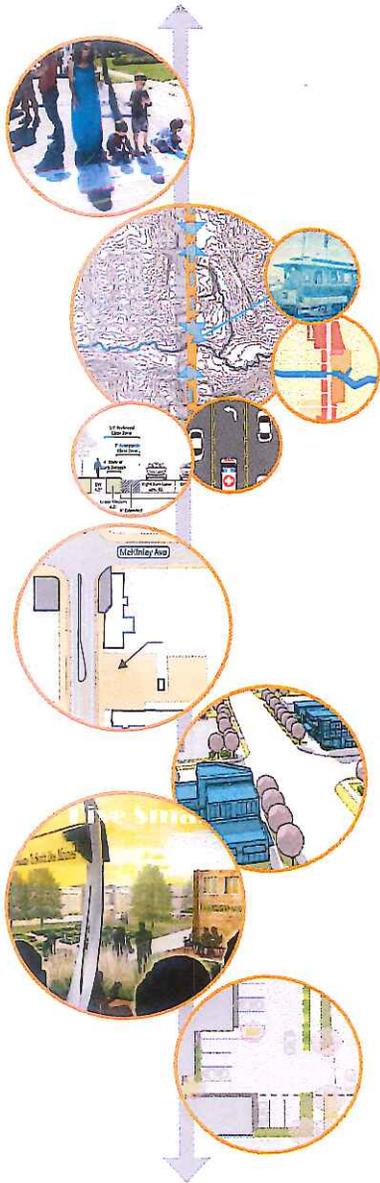
NAMES

John Cacciatore (Tri-Chair)
Joe Gatto (Tri-Chair)
Christine Hensley (Tri-Chair)
Chris Aldinger
Phil Barber
Jim Bollard
Ned Chiodo
James Cox
Bill Good
Fredd Haas
Bill Hansen
Angela Hilbert
Max Knauer/James Spiller
Randy Leapold
Glenn Lyons
Karen McWilliams
Gerry Neugent
Stephanie Preusch
Tricia Rivas
Christy Roland
Ethan Standard
Rick Trower
Sadie Trytten
Chris Tursi/Liz Cosner
Tyler Weig
Jason White
Mark R. White

ORGANIZATIONS

Gray's Lake Neighborhood
City Council
City Council
Christ the King Church
SW 9th Merchant's Association
Easter Lake Neighborhood
Blank Park Golf Course
Fort Des Moines
Des Moines Public Schools
Fredd J. Haas Law Firm
SW 9th Merchants Association
Blank Park Zoo
Watrous South Neighborhood
SW 9th Merchants Association
Neighborhood Development Corporation
First American Bank
Knapp Properties
Neighborhood Finance Company
East and South Chamber
East and South Chamber
DART Representative
Gray's Lake Neighborhood
East and South Chamber
Tursi LLC
South Suburban YMCA
Warren County Economic Development
Indianola Hills Neighborhood





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Executive Summary

The Neighborhood Revitalization Program was created in 1990 to improve and enhance the neighborhoods within the City of Des Moines. Over the years, the City has developed 28 neighborhood plans in partnership with Neighborhood Associations, residents and other stakeholders. The SW 9th Street Corridor Plan, identified as a need through the Gray's Lake Neighborhood Plan, is the city's first attempt at applying neighborhood planning principles along a transportation and business corridor. Utilizing these principles, this unique document is intended to serve as a guide toward decision-making and redevelopment of the SW 9th Street corridor.

SW 9th—an historic corridor in south Des Moines—is currently characterized by vacant and blighted properties, narrow right-of-way, traffic congestion, and a lack of non-vehicular social functions. The SW 9th Street Corridor Plan articulates an inspiring vision for the revitalization of the corridor. Developed as a collaboration between the City of Des Moines, ISU's Community Design Lab, and Friends of SW 9th, the plan develops frameworks for immediate action, continued community effort, and builds a future around the generation of ideas in a rich mixed-use setting.

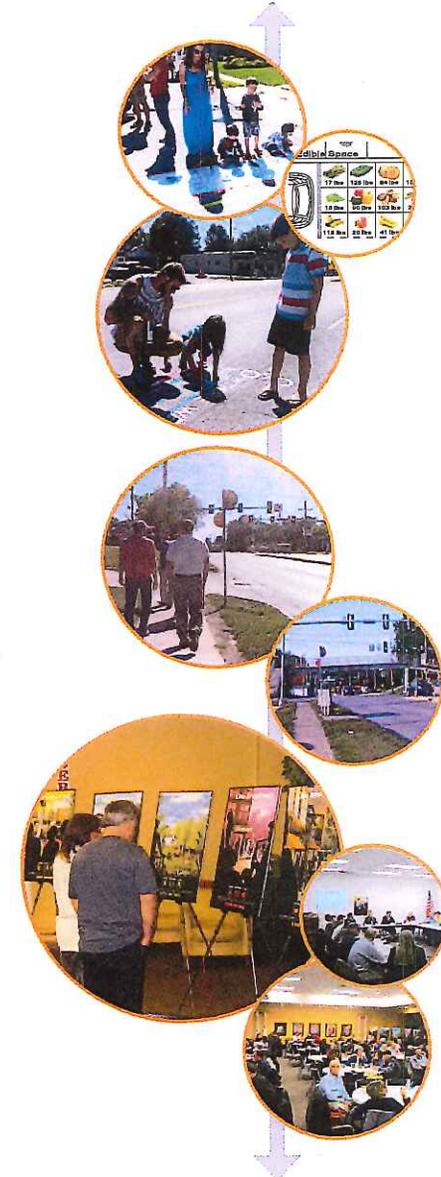
The SW 9th Street Corridor Plan seeks to enhance the corridor's role as the Southside's Main Street that serves as a gateway to community attractions and downtown, while preserving the area as a place of residence, commerce, and community. Strategies to achieve this vision include:

- Redevelopment of 15 priority properties, identified by the SW 9th Corridor Plan Steering Committee.
- Exterior improvements to commercial properties through a new façade improvement program.
- Leveraging the potential of key intersections along the corridor through reimagining these nodes with themes that build on existing assets.
- Developing and targeting rehabilitation assistance programs for housing along the corridor.
- Creating a non-profit organization to further advocate for SW 9th and ensure future project phases and funding becomes a reality.

The SW 9th Street Corridor Plan builds upon current momentum along the corridor and emphasizes the importance of an environment that fosters community, action, and innovation. Unique to this plan are the many accomplishments that took place during the plan development process as a result of the growing energy and interest along the corridor. Some of these early achievements include:

- The creation of Friends of SW 9th, a diverse coalition of stakeholder groups dedicated to improving SW 9th Street.
- Acquisition and planned redevelopment of key priority properties by the Neighborhood Development Corporation.
- \$150,000 Community Development Grant from Polk County for the purpose of developing a façade improvement program.
- Partnering with the ISU Community Design Lab to provide an analysis of history, current conditions, and develop a design strategy for key intersections on SW 9th.
- \$30,000 from Iowa State Bank to fund 30 single-family home improvements over three years in partnership with Rebuilding Together.
- Hundreds of dedicated residents and stakeholders in attendance at three public meetings.
- Over 7,000 participants at the first DSM Open Street SW 9th event in September 2014.
- \$10,000 in fundraising for a dedicated staff position for Friends of SW 9th.
- Thousands of volunteer hours that have been logged through planning for events, assisting at public meetings, attending Steering Committee meetings, and other projects along the corridor.

The first phase of plan implementation projects are anticipated to cost approximately \$1.3 million, with nearly \$900,000 in already-committed funds. With the help of a strong coalition of community stakeholders and volunteers, the SW 9th Street Corridor Plan is achievable, exciting, and will leave a significant impact on the corridor. These impacts will not only result in visible improvements along SW 9th Street, but also an improved sense of community and pride for the corridor and the surrounding neighborhoods.



Process

The process to examine revitalization strategies for the SW 9th Street corridor began in 2013 with the development of the Gray's Lake Neighborhood Plan. A key component of this plan was to initiate a process to engage all of the stakeholders along SW 9th to see if it would be possible to complete a corridor plan for the street.

Stakeholder Meetings

City of Des Moines staff spent most of the year meeting with South Des Moines stakeholder groups and building a coalition to improve the SW 9th Street corridor. The first meeting was in March 2013 with the SW 9th Merchant's Association. This group was very excited about the project and willing to provide technical and other assistance to the process. In September, City staff met with representatives from four local neighborhood associations and the Coalition of Southside Neighborhoods. Finally, staff had individual meetings with over a dozen business owners, community groups, and key residents to gather their thoughts about improving the corridor. It was clear that these stakeholders were very motivated to see change along SW 9th and were dedicated to making it happen.

Physical Property Survey

Essential to the start of any planning process is a comprehensive understanding of the current conditions. In September 2013, a team of volunteers completed a physical survey of each property on SW 9th Street from Thomas Beck Road to County Line Road. The survey had 13 questions and asked things such as property use, business name, vacancy, condition, signs, parking, and whether there was junk and debris on the property. The goal of this survey was to get a baseline set of property conditions along the corridor.

The volunteers surveyed all 305 properties in the project area. Staff found that 38% of the properties along the corridor are single family homes, 21% are retail establishments, 17% are offices, and 8% are both restaurants and apartment buildings and the remaining 10% are other types of uses. The survey revealed that 49 (16%) of properties appeared vacant, while 48 (16%) were considered to be in poor condition. Moving forward, it is anticipated that a similar property condition survey will be completed every 2 years for a 6-10 year period. This will allow community leaders to determine areas of success and areas where improvements are necessary to enhance the corridor.

Other key findings of the physical property survey included:

- **There are approximately 50-60 properties along the corridor that need attention.** Out of the 305 properties surveyed,

approximately 15%-20% of them that exhibited some sort of blight. This may have been a structure or lot in disrepair, the presence of junk and debris, a vacant building, or any combination of the above.

- **The corridor has a mix of uses.** While it was known before the survey that the corridor was very mixed-use in nature, the survey results validated this perception and affirmed that the corridor plan will require the improvement of houses, offices, and retail buildings for true revitalization to occur.
- **Each mile of the corridor is relatively similar.** The property survey covered 4 miles of SW 9th Street, from Thomas Beck Road to County Line Road. While there were small differences among each of these areas – for example, there was a higher concentration of residential uses in the north and south ends of the survey area – there were no statistically significant differences in the property condition, use, and vacancy.

Public Input

Another key piece of the planning process was public input and community engagement. The SW 9th Corridor Plan utilized several opportunities for the public to become engaged in the process. Prior to the Kickoff Meeting in January 2014, two community surveys were distributed. In addition to the surveys, there were opportunities for public input at the Kickoff Meeting and individual stakeholder meetings with staff.

The first survey was a community stakeholder survey to gather opinions and thoughts from all South Des Moines stakeholders. Over 360 people took the online survey thanks in large part to promotion from the Des Moines Register and from the local television stations. The 10-question survey gathered participant thoughts on a variety of issues along the corridor. Some of the key findings from the survey were:

- Over 96% of people wanted to see changes along the corridor.
- Redeveloping and reusing blighted and distressed properties was the top priority of respondents.
- While 65% of respondents drove on SW 9th at least once per day, only 47% used businesses in the area once per week.
- Respondents wanted to see a better mix of businesses along the corridor.

Survey respondents also seemed to have the least amount of concern about the road itself. Topics such as reducing speed, better access to business, and widening the road all had very low values.

A similar survey was completed for property and business owners along SW 9th Street. Twenty people responded to this survey. Many of the findings of this survey were similar to stakeholder survey, with reducing the number of blighted structures being the top property owner priority. One of the notable findings was that many of the respondents either purchased property or owned businesses along SW 9th because of the location and strong ties to the south side of Des Moines. Additionally, survey respondents felt the City of Des Moines could be doing more to help their businesses, specifically through assisting with the marketing of the area, creating financial incentives for owners to improve their properties, and reducing the number of blighted buildings.

Friends of SW 9th

Based on the stakeholder meetings and the public input that was received, a new group, named Friends of SW 9th, was created in late 2013 to develop and implement the SW 9th Street Corridor Plan. Member organizations included government entities, neighborhood associations, business owners, property owners, community groups, and religious organizations along the corridor. Friends of SW 9th seeks to enhance the corridor through three initiatives: implementing the corridor plan, enhancing communication among residents and stakeholder groups, and developing special events and promotions to enhance the corridor.

The SW 9th Street Corridor Plan Kickoff Meeting on January 23, 2014 was very successful, with over 130 residents and stakeholders in attendance. Participants were presented with the input received by the stakeholder and the property owner surveys, and then asked a series of additional questions intended to clarify some of this previous input. The questions were more of a visioning exercise, and aimed to get people to think about the corridor how they remember it, how they see it today, and what they would like to see in the future. Many people remember a vibrant corridor with a variety of local businesses where everything from suits to suitcases could be purchased. Memories of weddings, funerals, and celebrations were also frequently associated with the corridor. Overall, it was clear that many South Des Moines residents had an emotional connection to SW 9th Street, and considered it the Southside's "Main Street."

Additional public meetings were held on July 24, 2014, to give an update on the corridor plan progress and promote upcoming events, and on January 22, 2015 to present the draft corridor plan and celebrate current progress along the corridor. Both of these meetings were also very well attended and with lots of positive feedback from the public.

SW 9th Corridor Plan Steering Committee

Based on the outcomes of the Plan Kickoff event and other early input, a corridor plan Steering Committee of approximately 25 people was created to walk through the planning process. This committee met monthly from March 2014 through February 2015, guiding the development of the corridor plan. The Steering Committee members represent the key groups associated with the Friends of SW 9th: neighborhoods, businesses, residents, elected officials, and non-profit organizations.

Iowa State University Community Design Lab (CDL)

The CDL partnered with the City of Des Moines and Friends of SW 9th to illustrate the corridor plan's vision for key intersections along the corridor and provide expertise related to inventory of the corridor's landscape character. Through monthly meetings since September 2014, the CDL worked with the Steering Committee to identify key strategies for corridor development and has worked to illustrate the "Live SW 9th!" theme through design frameworks at the key intersections and a collection of graphic material to market the plan's concepts to the general public.



SW 9th Corridor Plan Vision Statement

One of the first tasks of the Steering Committee was to set the vision for the SW 9th Street Corridor Plan. Taking into consideration the surveys, public input, and current conditions of the corridor, the Steering Committee developed the following Vision Statement:

The SW 9th Corridor Plan seeks to enhance the corridor's role as the Southside's Main Street that serves as a gateway to community attractions and downtown, while preserving the area as a place of residence, commerce, and community. We strive to achieve this vision by:

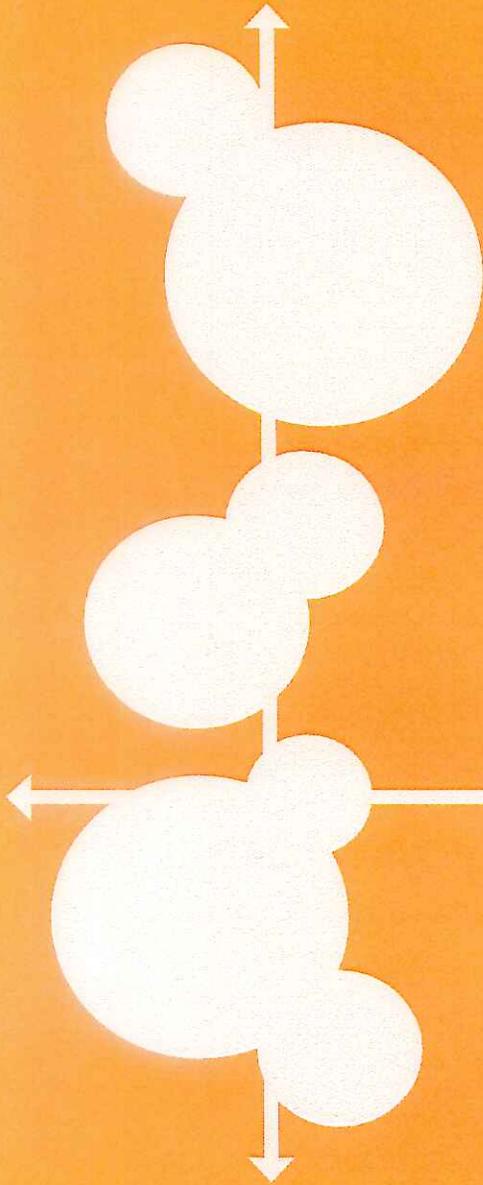
- *Creating a favorable environment for property owners to invest in their property.*
- *Finding new and innovative uses for blighted and commercially obsolete parcels and structures.*
- *Meeting the infrastructure needs of the next generation.*
- *Building connections among corridor assets.*
- *Creation of an organization to lead plan implementation.*
- *Enhancing communication among residents, businesses, and community organizations.*

Once the vision for the corridor was established, the Steering Committee created a series of priority topics to set goals and strategies for the Corridor Plan. These priority areas include:

1. Property Redevelopment
2. Property Improvements
3. Organizational Capacity & Branding
4. Housing Improvements
5. Land Use & Transportation

The following chapters of the plan provide an inventory and analysis of the current conditions along SW 9th, a detailed examination of these priority areas with defined goals and actions, a design and marketing strategy for key intersection on SW 9th Street, and the next steps for implementing the vision of the SW 9th Street Corridor Plan.





INVENTORY & ANALYSIS

The inventory and analysis consists of four main categories: general site inventory, corridor history and how it has changed over time, market analysis, and an examination of street widths and lane configurations. This research provides the base information needed to construct the design strategies and generate the node development concepts that follow. The key historical elements and community assets that are identified directly impact the design and branding proposed for each node. Utilizing the theme as a base for development concepts, the market analysis helps to direct decisions about viable uses for properties identified for reuse and infill development. The market analysis along with an examination of street widths and street design alternatives provide the framework for addressing the placement of new development, the design of quality pedestrian space, and the reconfiguration of the roadway.

SW 9th Corridor: History

The current SW 9th Street corridor exists beyond the original boundaries of Des Moines. As the city grew, it extended south, adding many new neighborhoods and making connections to one of its primary assets – and now landmark – Fort Des Moines. Over a century later, the city boundary moved farther and farther south, starting at the Raccoon River and South Park (now MacRae Park). As of 1895, the boundary was located at Park Avenue and incorporated a major node of development that was growing around its intersection with SW 9th. In 1907, the boundary had again moved south, this time to Watrous Avenue. In 1960, the boundary reached Army Post Road; today, it crosses the county line into Warren County and includes Highway 5. The incorporation of the southside into Des Moines led to the development of many new neighborhoods and the need for more infrastructure, schools, businesses, and cultural attractions.

Transit

In the late 1860s, local transit operations got their start with street railway systems springing up in many of the larger communities. They gave city residents the chance to get around town more quickly than one could walk, especially when the streets were full of mud or dust. Even for those with access to their own horses or wagons, the street railways offered increased convenience by avoiding the chores of saddling or hitching up horses for short errands or visits. The development of steam engines and electricity quickly ended the reliance on animal power for public transit. In 1888, Des Moines became the second city in the nation to have electric rail service with the opening of the Broad Gauge Railway Company running along Locust Street and Grand Avenue. During the 1890s and early 1900s, most of the existing street railways were either converted to or replaced by electrified streetcar lines. New lines were also developed through the first couple decades of the 1900s. In many communities, real estate developers established trolley lines to support new outlying neighborhoods that were beyond easy walking distance of the central business district. Others built trolleys to carry people to amusement parks developed outside of town. In many cases, these lines were not profitable in and of themselves, but contributed to the overall success of the developer's projects.

Over time, many of the individual trolley lines failed. In 1911, after several years of operation, the Des Moines City Railway declared bankruptcy. A strike in 1921 kept the trolleys off the streets for four months. From the 1880s to the 1950s, the City of Des Moines street cars carried citizens throughout the city. But January 25, 1964, marked the end of electric curbliner service. A portion of Route #25 provided service to SW 9th Street as it zigzagged its way south from downtown to Army Post Road. One of the route's main hubs was around Park



Watrous, C.L. "Fruit and Ornamental Trees"



State Historical Library & Archives of Iowa photo-stream flickr.com



Denny, Robert R. "Bicentennial Reflections - The History of the Des Moines Public School 1846-1976"

	1673	French explorations into loway territory
	1824	Ioway ceded their land to the United States
	1845	Sac & Fox tribes lost all land in Iowa and were relocated to Kansas.
	1846	Polk County established; Fort Des Moines was made the county seat
	1867	Railroad arrived in Des Moines
	1877	Watrous Nursery established
	1882	Des Moines map shows border just south of Raccoon River
	1888	Electric rail service in Des Moines (second city in U.S.)
	1880's	SW9th Street Bridge built
	1885	Park Avenue School opened for elementary students
	1890	City of Des Moines annexed land south of Hartford Ave; Creation of Des Moines Parks
	1897	Mac Rae Park was established
	1901	Third Fort Des Moines (Army Post) was established
	1907	Map shows city boundary at Watrous Avenue
	1922	Prediction that Des Moines would develop to the south
	1932	Des Moines Airport was established
	1949	Army Post buildings were demolished; created Army Reserve Training Center
	1950's	Street car lines declined
	1962	Mann School was opened for elementary students
	1966	Blank Park Zoo officially opened
	1964	Interstate 235 completed
	2008	Formation of South Des Moines Sculpture Park
	2014	SW 9th Corridor Planning Initiated/Public Meeting
	2013	Creation of Friends of SW 9th
	2015	SW 9th Corridor Plan Ready for Implementation



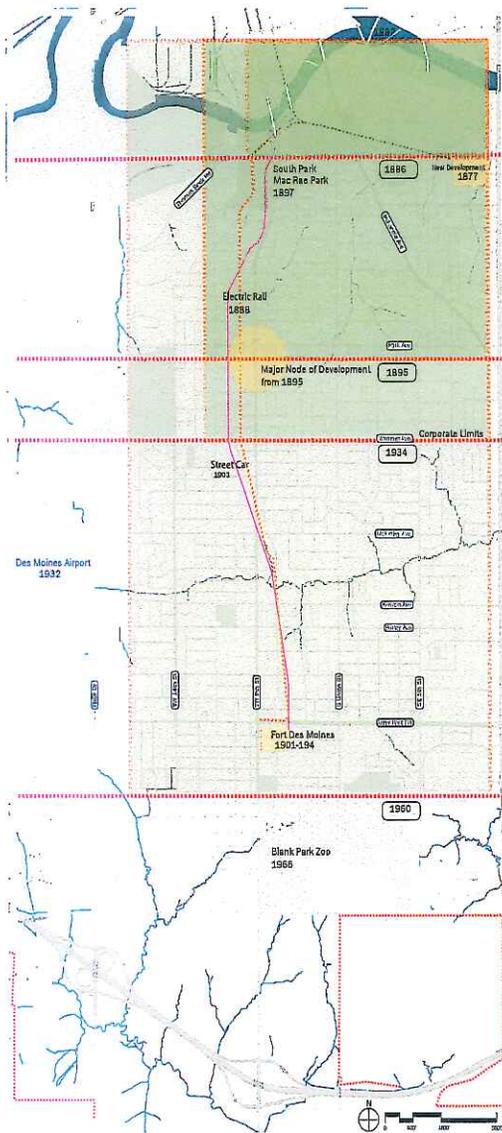
cardcow.com



Digital Inauguration Library; Des Moines University



https://commons.wikimedia.org/wiki/File:1911_Des_Moineer_Historic_Complex_Building_No._40_-_Des_Moines,_%28Polk_County,_Iowa%29.jpg



Des Moines City Boundary 1886-1960

Avenue. In more recent history, the South Des Moines Sculpture Park took up residence, just east of SW 9th Street at McKinley Avenue, in the remaining streetscape track's right-of-way at one of Route #25's former stops. The Sculpture Park was started and developed by resident artists Chuck Mettler and Phil Barber, who have also initiated the annual South Des Moines Art Festival.

The construction of the MacVicar Freeway (I-235) in the mid-1960s forced the removal of the electric power system that served the curbliners. The transit company converted to all gas-powered vehicles and commuters increasingly drove their own cars to work. It was the end of an era. Gas-powered buses came into use during the 1920s and SW 9th Street is still supported by the DART bus route #7.

Fort Des Moines

Established in 1843, the original location of Fort Des Moines was the confluence of the Raccoon and Des Moines Rivers. By 1901, the second incarnation of Fort Des Moines was built approximately four miles south as a cavalry post and was named the Fort Des Moines Provisional Army Officer Training School. During the life of the streetcar transportation system, the Fort served as the terminus for streetcar Route #25. During World War I, Fort Des Moines was the first national training camp for African American officers in the U.S. Army. Following the war, it became a hospital. During World War II, the Fort became a training center for the Women's Army Corps (WAC). After WWII, Fort Des Moines was demolished and much of the land was sold. Today, an Army Reserve training center, the Fort Des Moines Correctional Facility, and a naval center, a memorial park, and an education center remain active on the site. Current plans for the site include renovation of historic stables and barracks into townhouses. The project is slated for completion in 2016 and will create 144 new units for the southside.

Watrous Nursery

One of the southside's most notable figures was Captain Charles Leach Watrous, who moved to Des Moines in 1869 and opened a nursery near SW 9th Street. Capt. Watrous was part of the Horticulture Society and a proponent of pure food laws. He opened his nursery in 1877 and was called Capital City Nurseries. It was located south of the contemporary city boundary, or near today's intersection of SW 7th and Watrous Avenue. With a focus on fruit-bearing trees and shrubs, Capt. Watrous envisioned the Nursery as a testing ground for what could be grown in the Des Moines region, valuing the educational process of trial and error. He continued his entrepreneurial adventures with the Des Moines Buggy Company. His children also grew up to be prominent figures in Des Moines. His son, Edward L. Watrous, also created a nursery, which was located north of the Raccoon River.

Charles A. Watrous, the Captain's second son, started a successful architecture firm, Sawyer and Watrous, with Ralph E. Sawyer in 1905.

Education

A few historic schools still exist in the SW 9th Street corridor. Park Avenue Elementary, the earliest of SW 9th Street's schools, was built in 1885 for elementary students and expanded twice in 1914 and 1950. Located at the intersection of SW 9th Street and Bell Avenue, Abraham Lincoln High School opened as a junior and senior high school in 1923 to take on students from the overpopulated East High School. Incidentally, Bell Avenue is named for a president of Drake University in the early 1900s, Hill B. Bell. Lincoln High School is a Tudor Revival style structure on the National Register of Historic Places and is today one of Des Moines' more recognizable schools. With a population of over 2,000 students, it is one of Iowa's largest high schools. The third major school on the corridor is Horace Mann Elementary School, which opened its doors in 1962, and is situated in the hub of educational facilities near the intersection of SW 9th Street and Porter Avenue.

Sources:

- "Iowa Trolleys", by Norman Carson, ed. Bulletin 114 of the Central Electric Rail fans' Association, 1975. Central Iowa Commuter, February 24, 1982. Des Moines Register, January 27, 1903. Des Moines Register, July 24, 1995. Republished from the DMPL Website.
- dmpl.org/blog/local-history/streetcars-trolleys-curliners-and-buses-des-moines#VGLUnNfif-Uk
- lowadot.gov/transit/history.html
- Des Moines Register - desmoinesregister.com
- LeFew-Blake, Penelope. Fort Des Moines. Arcadia
- Denny, Robert R. Bicentennial Reflections: The history of the Des Moines Public Schools: 1846-1976.
- dmgov.org/Departments/Parks/Pages/MacRae.aspx
- LeFew-Blake, Penelope. Fort Des Moines. Arcadia Publishing, 2006.
- [fortwiki.com/Fort_Des_Moines_\(3\)](http://fortwiki.com/Fort_Des_Moines_(3))
- dmgov.org/Departments/Parks/Pages/MacRae.aspx
- wikipedia.com

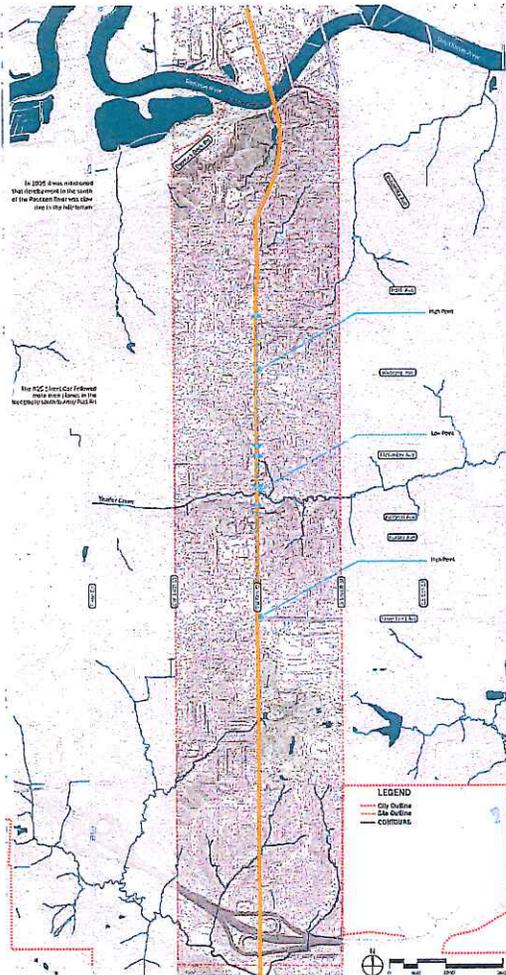
SW 9th Corridor: Present Conditions

SW 9th and the four adjacent neighborhoods are laid out atop rolling terrain extending south from the Raccoon River, giving the area a unique character and providing a variety of changing views as one travels through the corridor. It is a major thread that passes north and south and connects a handful of Southside neighborhoods to downtown Des Moines. The SW 9th Street corridor serves many additional adjacent neighborhoods with amenities including schools, businesses, and grocery.

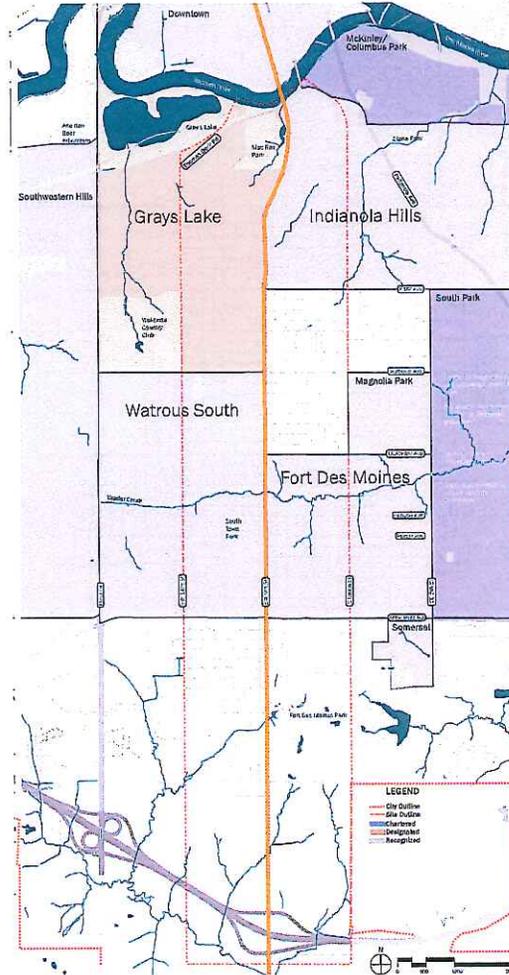
The primary neighborhoods along the corridor are:

- Gray's Lake
- Indianola Hills
- Watrous South
- Fort Des Moines

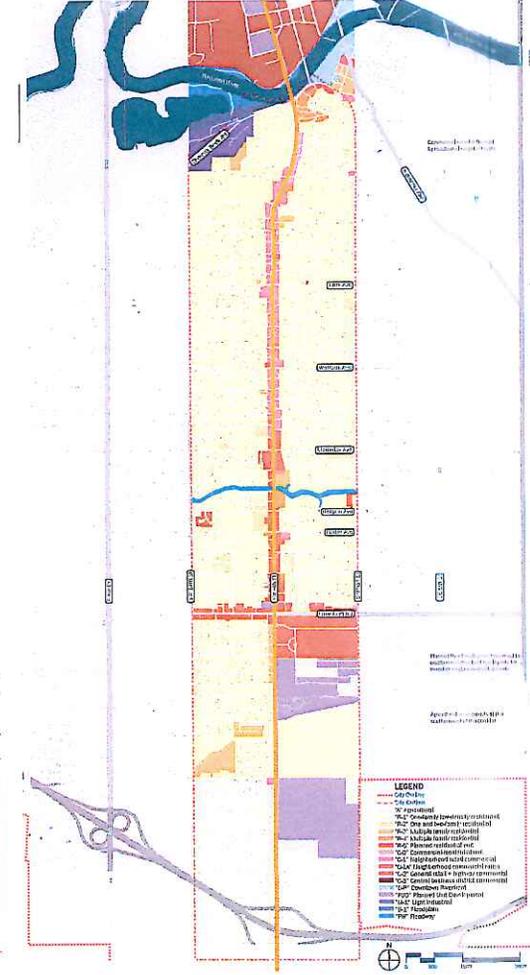
The SW 9th corridor is a thin band of commercial and residential parcels backed by large tracts of residential neighborhoods. SW 9th extends from downtown Des Moines to County Line Road where Polk County meets Warren County just south of the Blank Park Zoo. At this intersection, SW 9th becomes R63 and intersects with Highway 5.



There is over 100 feet of elevation change along SW 9th from the high point at Army Post Road down to the Raccoon River. The average slope for the corridor is approximately 4%.



Approximate populations for each neighborhood are: Gray's Lake - 3,100; Indianola Hills - 6,100; Watrous South - 5,600; Fort Des Moines - 5,100 and an additional 2,300 unrepresented, for a total of over 22,000 residents that the corridor directly serves.



The predominant zoning districts on SW 9th Street from north to south are: C-0 (Commercial and Residential Unit), C-1 (Neighborhood Retail Commercial) C-2 (General Retail and Highway Commercial) and R-3 (Multiple Family Residential).

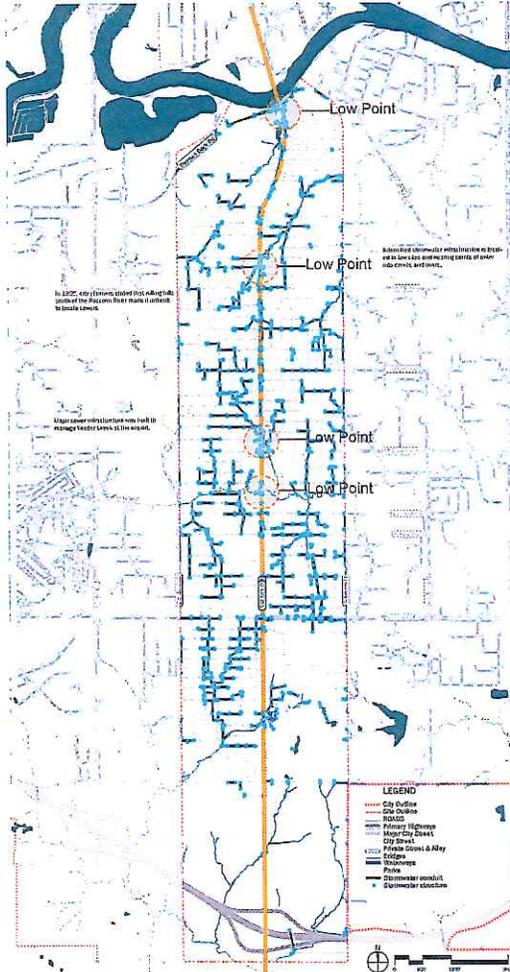
SW 9th Corridor: Present Conditions

Stormwater Runoff, Impervious Surface, Street Widths

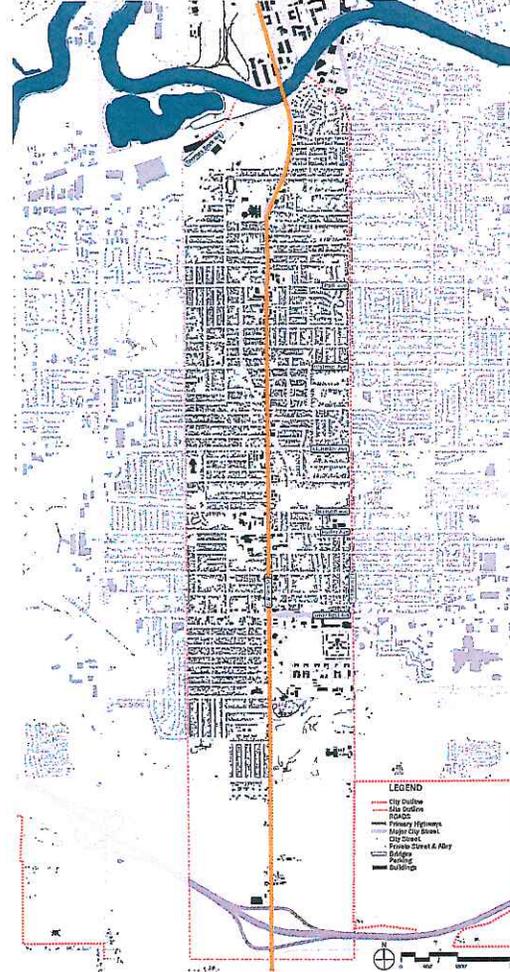
Due to the hilly terrain, many valleys are created along the corridor. This results in stormwater running downhill to low points where it collects. The stormwater runoff is intensified by increased impervious surfaces (streets, sidewalks, alleys, rooftops, urban soils) that escalates the velocity and quantity of stormwater runoff moving into low points.

The prioritization of automobile-based development along the corridor has led to increased impervious surfaces such as: ample parking lots, large building footprints, and wide streets. To combat the intensified stormwater runoff from the aforementioned topography and impervious surface, stormwater infrastructure must be put in place in designated locations to mitigate flooding or ponding in unwanted areas.

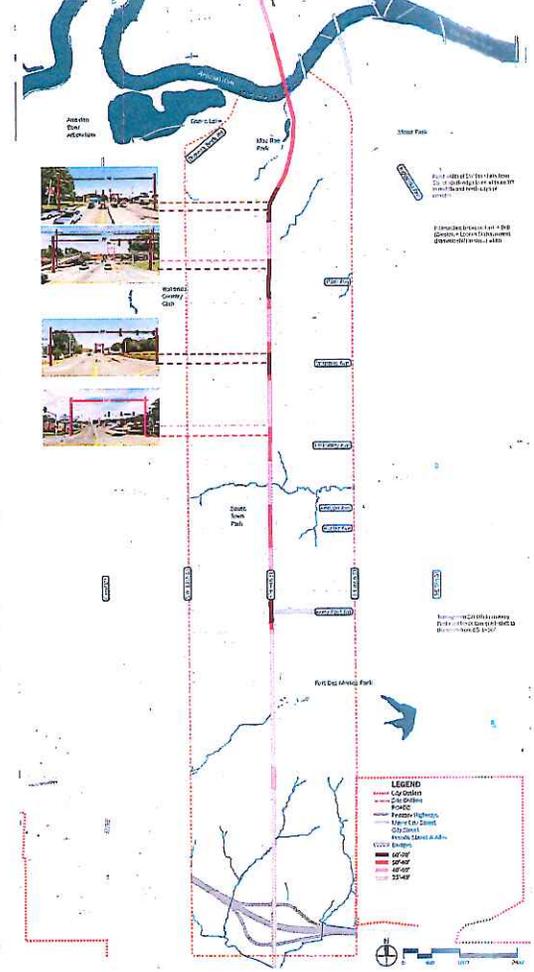
Additional infrastructure constraints along SW 9th include the streets themselves. The street widths along the corridor vary greatly between major intersections. This change is due to the need to accommodate a larger number of turning vehicles at the intersections. Street widths vary up to as much as 40' within a 600' distance -- less than two blocks. As street widths vary, so do the lane configurations and lane widths. SW 9th is primarily a four-lane road with two lanes of traffic in both directions. Some intersections also include left and right turn lanes, in addition to the two travel lanes.



Low points are located at Yeader Creek, Herold Ave, Virginia Ave and approaching the Raccoon River. An increase in conventional stormwater infrastructure has been implemented in these locations to manage excess runoff.



Vehicle-oriented development and urban conditions along the corridor has led to extensive impervious surface areas totaling nearly two times that of permeable surfaces.



The street width of SW 9th varies from 40' at its narrowest to approximately 80' at the major intersections. This fluctuation in street width happens over a 600' distance.

Market Analysis: Southside Property Overview

The following information is a brief overview of research concerning commercial properties on the southside of Des Moines. The overview examines the current occupancy rate, the quantity of properties in each property type, and the average net lease. Overall, the southside is closely aligned to the current property trends throughout the city.

The types of properties that have shown an increase in occupancy over the past two years are: office space, flex properties, and neighborhood and community center retail. The increase suggests that these types of development would be the most successful new types for SW 9th.

The southside currently has no Class A office properties. Since SW 9th is a primary corridor into downtown, this type of development may become a viable choice in the future for corridor improvements.

Neighborhood and community center retail properties are beneficial for SW 9th because they promote pedestrian-oriented development along the corridor and provide businesses that serve the everyday needs of its residents.

The design and location of these developments will greatly affect the role they play in creating a pedestrian friendly environment. Examples of successful neighborhood and community center retail and office building developments are shown to the right. These developments aid in the establishment of other vital pedestrian-oriented corridors, and can serve as positive models for future development of SW 9th.

Class B and C Office Space:

- Occupancy: 95%; with 5% increase since 2012; consistent with city totals
- Properties: 22
- Average Net Lease Rate: \$16.50 or less per square foot (/sf)
- The southside currently has no Class A office space which typically see rents between \$16.50-\$23/sf

Warehouse Space

- Occupancy: 93%; constant
- Properties: 56
- Average Net Lease Rate: \$2.50-\$4.95/sf

Flex Properties

- Occupancy: 97%; 20% increase since 2012; 7% higher than that of the city total
- Properties: 5
- Average Net Lease Rate: Avg \$9.50/sf finished; \$4.50/sf Unfinished

Big Box Stores

- Occupancy: 99.4%
- Properties: 20

Neighborhood and Community Center Retail

- Occupancy: 75%; with 10% increase since 2012; city totals at 85% with a 5% increase since 2012
- Properties: 31
- Retail markets for Des Moines were down in 2012 but are on the rise.
- As of the end of the 2nd quarter of 2014, there was 200,000 sf of retail space available on the southeast side of Des Moines, which includes the SW 9th corridor.
- Overall vacancy is at 4.7% while it is highest, 23%, in larger Strip Centers, others include: Neighborhood Centers 4%, Community Centers 2%, and Freestanding 0%.
- Neighborhood Centers and Community Centers are aggregates of businesses that offer services and goods to support their local community and are often anchored by grocery or drug stores. Neighborhood Centers pull from a client base within a 3 mile radius while Community Centers tend to draw from a larger base with a 6 mile radius and offer a wider variety of goods including apparel.
- Aggregate properties with retail bays under 20,000sf

Sources

- "Des Moines Metro Real Estate Market Survey 2014" cbre.us/a/desmoines/AssetLibrary/Hubbell_Market_Survey.pdf
- "Des Moines, IA Market Trends" - loopnet.com/Des-Moines_Iowa_Market-Trends
- "Des Moines, IA 2nd Quarter 2014 Retail Market Trends" - xeelligent.com
- Google Earth



Market Analysis: Zoning & Traffic

The SW 9th Street corridor is zoned for single family residential, multi-family residential, and multiple commercial land uses. The two primary zoning classifications are:

- **C-1: Neighborhood Retail Commercial District** is intended to provide convenience shopping for persons living in neighborhood residential areas for general uses with active retail and personal service character. It aims to satisfy the local needs which occur so frequently as to require commercial facilities in proximity to residential areas.
- **C-2: General Retail and Highway-Oriented Commercial** is intended to provide for major retail shopping areas. It accommodates both the general retail consumer and the needs and services of the automobile traveling consumer.

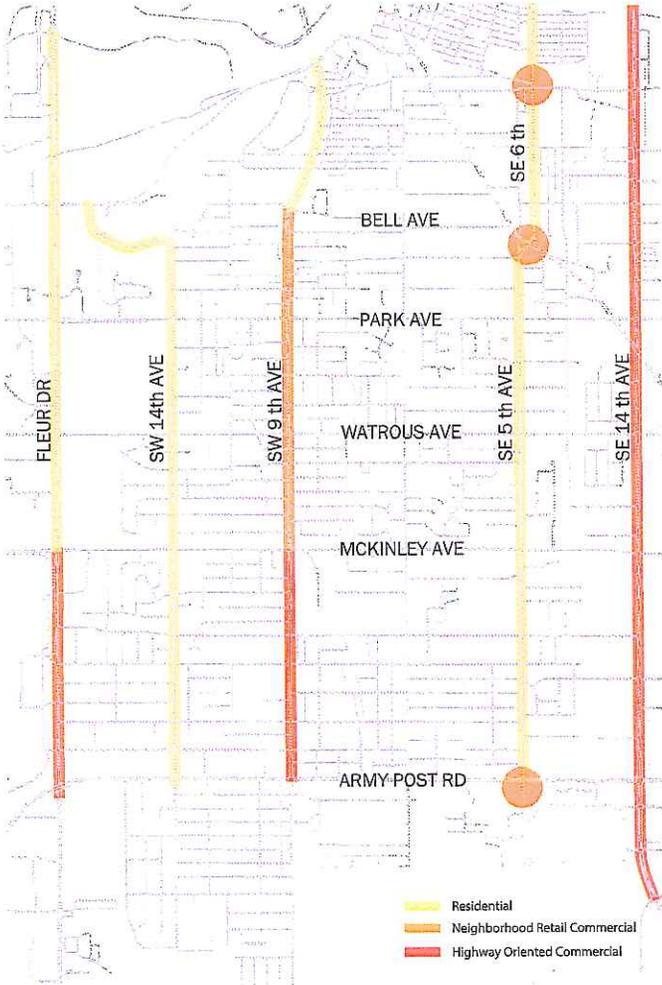
The following map shows other nearby corridors and compares the general zoning classification and average daily traffic counts with SW 9th. To establish SW 9th as a pedestrian-oriented corridor, a movement toward C-1 classification is proposed.

The goal of establishing a vibrant business and commercial node on SW 9th must also entail looking at street configuration for parking, turning, and moving about the corridor safely.

SW 14th is a quiet street and could be paired with SW 9th as it becomes more of a pedestrian corridor. Another option would be to view the corridor as a combination of a "through street" and a "pedestrian corridor." The Complete Streets model of Neighborhood Connector fits this concept. Neighborhood Connectors are vital thoroughfares that connect multiple neighborhoods, managing a balance between large flows of traffic and the more immediate needs of the communities that it connects.

Sources:

- City of Des Moines Municipal Code
- Boston Complete Streets - bostoncompletestreets.org
- Statewide Urban Design and Specifications (SUDAS) - iowasudas.org



ROAD CLASIFICATION AND DAILY VEHICLE TRAFFIC COUNTS

- SW 14th**
- Single family residential
 - Army Post Rd to Watrous Ave - 3000 vehicles per day (vpd)
 - Watrous Ave to Thomas Beck Rd - 1500 vpd
- Fleur Drive**
- Residential (north of Watrous); Highway-Oriented/General Commercial (south of Watrous)
 - Vehicular traffic-focused four lane road (two driving lanes in each direction), no bike or parking lanes & many dedicated left turn lane intersections
 - Army Post Rd to McKinley Ave - 20,000 vpd
 - McKinley Ave to Bell Ave - 28,700 vpd
 - Bell Ave to Raccoon River - 30,850 vpd
- SW 9th Avenue**
- Residential (river to Bell); Neighborhood Retail Commercial (north of bell to McKinley); General Retail and Highway-Oriented Commercial (McKinley to Army Post Rd)
 - Army Post Rd to McKinley Ave - 14,425 vpd
 - McKinley Ave to Bell Ave - 18,675 vpd
 - Bell Ave to Raccoon River - 21,000 vpd
- SE 6th/SE 5th**
- Single Family Residential with Neighborhood Retail Commercial nodes
 - 5,800 vpd
- SE 14th Street**
- Highway-Oriented Commercial and General Retail
 - Army Post Rd to McKinley Ave - 28,200 vpd
 - McKinley Ave to Indianola Ave - 36,400 vpd
 - Indianola Ave to Raccoon River - 31,000 vpd

Walkable, Pedestrian-Oriented Communities

Creating more walkable, pedestrian-oriented communities along the corridor will help meet the Steering Committee's vision of establishing SW 9th as the Southside's Main Street, and is directly tied to the strategies of creating favorable environments for property owners to invest in their property and meeting the infrastructure needs of the next generation. Developing pedestrian-oriented communities offers many benefits to the environment, neighborhoods, and property owners. Achieving these benefits will serve as guiding principles in the development of design strategies for the major nodes and overall corridor plan.



Detroit - Public Art Installation



New York City - Wayfinding and Seating

Benefits of Creating Pedestrian-oriented Communities

- Encourages healthy lifestyles.
- Increases property values for homes and businesses adjacent to sidewalk networks.
- Increases local pedestrian business traffic.
- Creates safe connections between businesses and residences.
- The inclusion of street trees and other vegetation reduces air and water pollution.
- Encourages social connections.
- Builds strong social and cultural centers.



Active Sidewalk with Outdoor Seating and Street Trees



Indianapolis - Separated Pedestrian, Bicycle and Vehicle Traffic

Keys To Encouraging Pedestrian Friendly Environments

Pedestrian Realm

- Eyes on the street.
- Outdoor dining at restaurants to encourage public encounters.
- Public art displays.
- Public space for engagement.
- Adequate site furniture.
- Buffering from the street.
- Pedestrian scale street lighting.
- Street trees for safety and shade.
- Wide and continuous sidewalks.
- Create more sustainable streets through the addition of native landscaping, bioswales and permeable pavement.

Streets

- Safe access across and to elements along the street.
- Medium to narrow width roads to ensure lower speeds and safe gathering spaces along the street.
- Connectivity between streets.
- Addition of on-street parking to slow traffic.
- Adequate access to public transit options.
- Move utilities underground.

Structures & Facades

- Human scale building facades.
- Facades closer to the street to provide greater engagement between activities in the building and on the street.
- Frequent breaks in the facade.
- More active commercial elements on the street level.
- Reduce vacant spaces and blank facades.
- Pedestrian supported commercial uses.

Signage & Wayfinding

- Landmarks for wayfinding.
- Pedestrian oriented wayfinding and signage.
- Identity and branding to create a strong sense of place.

Sources:

- Institute for Public Administration, University of Delaware - ipa.udel.edu
- Subregional Planning - subregional.in-gac.com
- Change Lab Solutions - changelabsolutions.org
- Statewide Urban Design and Specifications (SUDAS) - iowasudas.org
- Boston Complete Streets - bostoncompletestreets.org
- thecityfix.com

Street Width Study

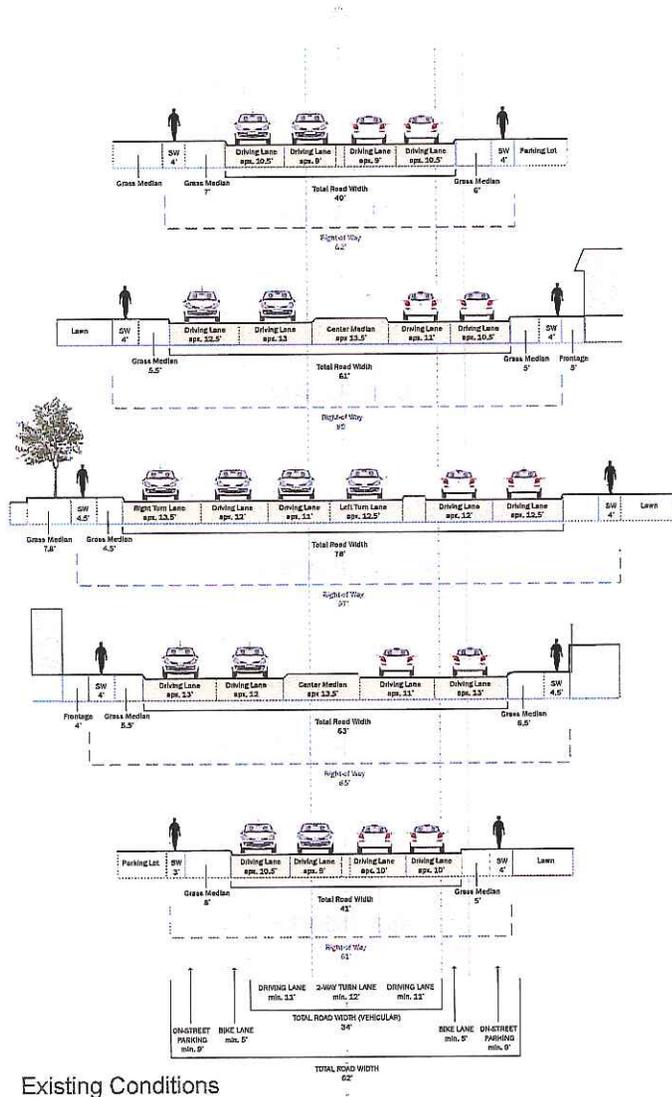
Along SW 9th, street widths vary greatly. Approaching each major node there is a general shift in street width from approximately 40' to 80' over the course of 600' in length. This width change also represents shifts in lane configuration. While a four-lane configuration with narrow lane widths is sufficient away from the major intersections, wider lanes and turning lanes are introduced closer to the nodes to reduce potential congestion.

Often the outer lane edge is unmarked, creating wide lanes and the feel of highway-like lane conditions. Having wide lanes is often correlated with increased vehicle speeds.

Context Sensitive solutions suggest: 11' lanes where posted speed limits are 35 mph or greater and 10' lanes where speed limits are less than 35 mph, with wider curb-side lanes at intersection for larger turning vehicles.

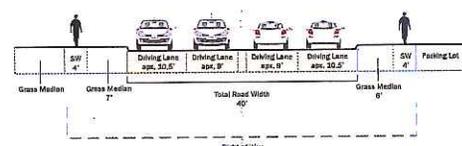
The background image in the "Existing Conditions" diagram shows the potential for a three-lane road with recommended lane widths. Even with reduced lane widths, the opportunity for additions to the roadway such as bike lanes and on-street parking does not exist along the entire corridor without lane reconfiguration.

- Sources:
- Federal Highway Administration - fhwa.dot.gov/planning/csstp/integrating/
 - Institute of Transportation Engineers - ite.org/css/online/DWUT09.html

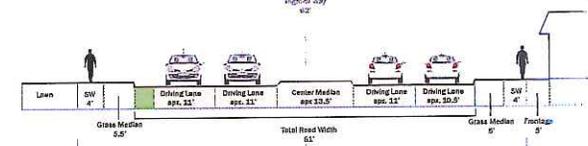


Existing Conditions

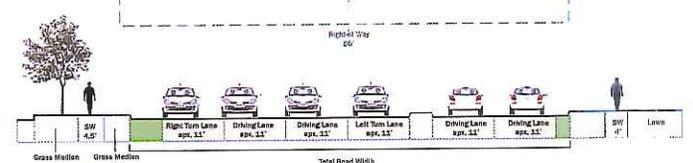
ROSE AVE



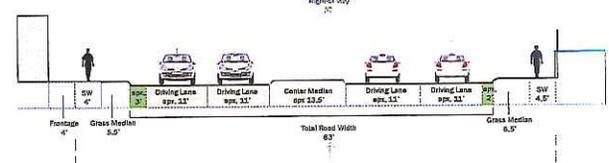
MAISH AVE



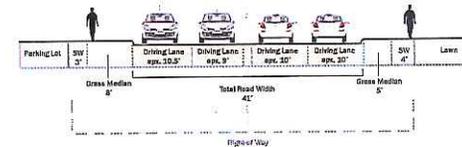
WATROUS AVE



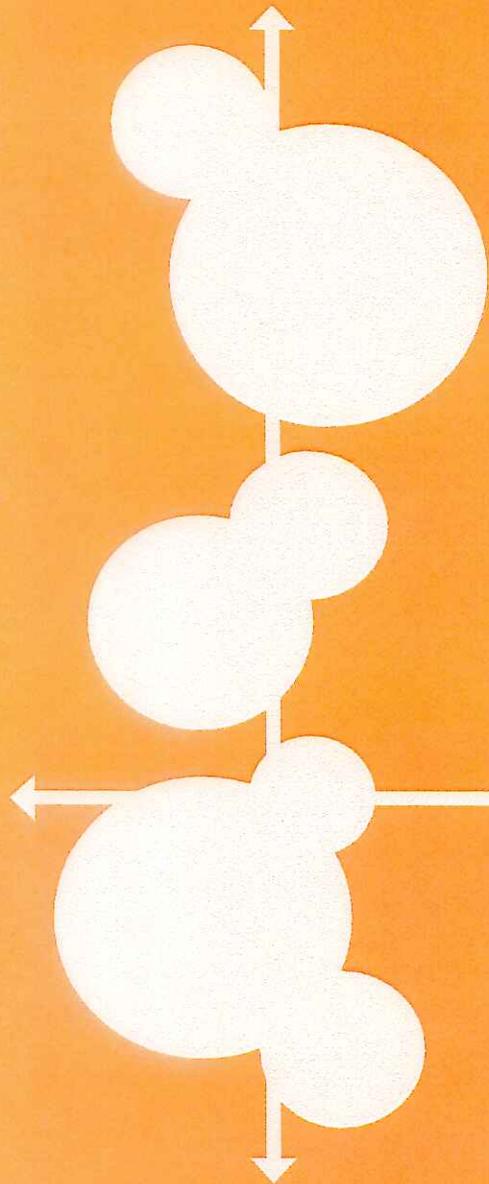
MARION ST



LEACH AVE



Excess Right-of-Way
Created by reducing lane widths to minimum recommendations, based on City of Des Moines traffic standards. Clear zone requirements recommend a 10 foot clearance from lane edge to planting. Reducing lane widths allows the clear zone to begin within the paved street area and increases the ability to plant along the roadway.



PRIORITY AREAS

1. Property Redevelopment
2. Property Improvements
3. Housing Improvements
4. Organizational Capacity & Branding
5. Land Use & Transportation

Property Redevelopment

The top priority of the Steering Committee and outside stakeholders was to redevelop blighted and boarded-up buildings. The committee identified 15 blighted properties along the corridor that should be the top candidates for redevelopment. In addition to individual properties, the committee prioritized key intersections for redevelopment along the corridor: Beil Avenue (near Lincoln High School), McKinley Avenue, and Army Post Road.

The Steering Committee believes that redevelopment strategies should build off of local projects that mix old and new development, like Beaverdale, Ingersoll Avenue, and the East Village.

The goal of this priority area is to spur the private market to redevelop many of these sites and to utilize City funds and organizations such as the Neighborhood Development Corporation (NDC) to redevelop properties where the private market may need assistance. Within the 15 properties identified as "Tier 1" redevelopment priorities, the top three properties were 2619 SW 9th Street, 2440 SW 9th Street, and 6305 SW 9th Street, an abandoned brown warehouse at the northeast corner of SW 9th Street and Army Post Road.

The former pizza parlor at 2619 SW 9th Street was acquired by the NDC in October 2014. The property was previously owned by a defunct corporation, and city staff and the NDC worked with the tax sale certificate holder to acquire the tax sale certificate and turn the certificate into a tax deed. The building will be demolished in early 2015, with redevelopment likely to begin in the fall of 2015. The NDC will work with area stakeholder groups when developing plans for the site to ensure it enhances the neighborhood and the area near Lincoln High School.

Other properties identified by the Steering Committee where renovation or redevelopment plans are already underway include 2440 SW 9th Street (property will be acquired by the NDC and demolished), and 4611 SW 9th Street (redevelopment plans include a car lot and significant improvements to the building and parking lot). City staff has also been working with the property owner of 6305 SW 9th Street to develop a plan to combine this property with the city-owned lot to the south, which will create a significant redevelopment opportunity for the area.

Christ the King Church is also working on redeveloping the south west corner of SW 9th and Porter Avenue (5602 SW 9th) into a 26-unit affordable and market rate housing development for persons over the age of 55. Currently, a vacant single family home sits on the

property. The project will utilize City HOME funds and will provide additional housing options and significant aesthetic improvements to the corridor.



Property Redevelopment: Goals, Action Steps, and Potential Partners

GOAL	ACTION STEPS	POTENTIAL PARTNERS
Redevelopment of the 15 priority properties and key intersections identified by the Steering Committee.	Work with property owners on a voluntary, case-by-case basis.	<ul style="list-style-type: none"> • Neighborhood Development Corporation (NDC) • Polk County • Christ the King Church • City of Des Moines
	Based on available funding, utilize city funds and organizations such as the Neighborhood Development Corporation (NDC) to redevelop properties where the private market may need assistance.	
	If issues with property owners arise, the City's existing code enforcement and public nuisance process will be utilized. This is not an urban renewal plan and eminent domain will not be used.	

Property Improvements

Through the surveys and public input process, it was clear that another priority of the plan should be to assist property owners in making improvements to their properties. If blighted properties are eliminated, but other properties are not enhanced, it is only a matter of time before a new batch of blighted properties becomes problematic. Therefore, creating an environment where property owners feel inclined to invest in their properties is of the utmost importance.

The Steering Committee looked at two ways the City can assist property owners in making these investments. The first way is to provide financial incentives to spark property improvement through a façade improvement program. The second was to provide technical assistance for property owners to make improvements to their properties.

In February 2015, the Friends of SW 9th were awarded a \$150,000 Community Development Grant from Polk County for the purpose of starting a SW 9th Street Façade Improvement Program. The program will consist of a 50/50 matching grant, up to \$15,000 for a single tenant property and \$25,000 for a multiple tenant property. The purpose of the program is to make exterior improvements to commercial properties. The program will be administered by the Des Moines East and South Chamber, and a review committee will evaluate applications on a first-come, first-served basis.

Marketing the program to eligible property owners will be vital to the success of the initiative. Many of the property owners along the corridor have not substantially invested in their properties for decades and convincing them to make investments will require significant amount of time, effort, and energy.

The other concern that was raised by SW 9th business owners and the corridor plan Steering Committee was that it was difficult to navigate the City's various building, zoning, and site plan requirements. Many of the sites along SW 9th are difficult to redevelop due to site limitations including: lot size, parking requirements, and building code issues. To ensure that the project development review and approval process is clear and user-friendly, the City will work to create a video tutorial and development guide that provides a basic overview of building code, zoning code, site plan ordinance, and other applicable regulations.

Property Improvements: Goals, Action Steps, and Potential Partners

GOAL	ACTION STEPS	POTENTIAL PARTNERS
Create an environment where private property owners will invest in property improvements.	Develop a façade improvement program for the corridor. The program will be administered by the Des Moines East and South Chamber and will consist of a 50/50 matching grant, up to \$15,000 for a single tenant commercial property and \$25,000 for a multiple tenant commercial property. Program will remain in place as long as funding is available.	<ul style="list-style-type: none"> • Des Moines East and South Chamber of Commerce • City of Des Moines • Property owners • Polk County • Community Foundation of Greater Des Moines
	Develop a marketing strategy for the façade improvement program.	
	Pursue additional funding for 2015 and beyond.	
Ensure that the project development review and approval process is clear and user-friendly by better educating applicants on the City's permitting process.	Create a video tutorial on various city codes and ordinances that govern development. The video will provide a basic overview of building code, zoning code, site plan ordinance, and other applicable regulations.	
	Create a development guide to provide the video tutorial information in a written format.	



Housing Improvements

Single family homes make up 36% of the properties along SW 9th and another 8% of properties are apartment buildings. While other components of the plan call for new programs to be created, many of the housing programs needed to enhance the corridor are already in place. Therefore, the primary strategies for the housing priority area are program awareness-driven.

The most significant housing program the City supports is the Neighborhood Finance Corporation (NFC). The NFC matches mortgages and home improvement loans with forgivable funds so property owners can make repairs or improvements to their property. Currently, some areas of SW 9th are not included in NFC lending areas, so one housing improvement strategy is to look at making NFC lending available to all property owners who live on the corridor.

The City uses HUD funds for two housing repair programs, the Emergency Repair Loan and the Comprehensive Rehab Program. Both of these programs serve low-income property owners, who are either low-income or agree to rent to a low-income family. While these programs are available citywide, one of the plan implementation strategies is to prioritize and market these programs to SW 9th Street homes. Other housing improvement programs such as Rebuilding Together and Rock the Block should also be prioritized along SW 9th Street.

At the Corridor Plan Review Public Meeting in January 2015, Iowa State Bank announced that they would be partnering with Rebuilding Together to make improvements to residences along SW 9th Street. Beginning in 2015, this new program will provide home repairs to ten homes per year for three years, for a total of 30 homes. This exciting initiative will provide needed improvements to housing on the corridor.



Housing Improvements: Goals, Action Steps, and Potential Partners

GOAL	ACTION STEPS	POTENTIAL PARTNERS
Improve the conditions of single-family housing along the SW 9th Street corridor.	Work with Rebuilding Together and Iowa State Bank in 2015, 2016, and 2017 to make improvements to owner-occupied residences.	<ul style="list-style-type: none"> • Neighborhood Finance Corporation (NFC) • Rebuilding Together • Habitat for Humanity • City of Des Moines • Iowa State Bank
	Work with NFC to explore expanding their lending areas to be more consistent along the corridor.	
	Involve other housing partners, such as Habitat for Humanity, in housing improvements along SW 9th Street.	
	Utilize the City's existing housing programs, such as the Emergency Repair Loan program and the Comprehensive Repair Program.	
Improve the conditions of multi-family housing along the SW 9th Street corridor.	Develop a "Neighbors Helping Neighbors" program.	
	Encourage property owners and managers to participate in the Crime Free Multi-Family Housing Program.	
	Market available resources for multi-family properties using city CDBG and HOME funds.	
	Support LIHTC applications for rehab projects along SW 9th Street.	

Organizational Capacity & Branding

Essential to the success of the SW 9th Street Corridor Plan is the continued development of organizational capacity and branding along SW 9th Street. Friends of SW 9th is a community coalition of 24 organizations dedicated to enhancing the SW 9th Street Corridor through implementing the corridor plan, community events, and enhanced communication.

To carry this momentum forward, the Steering Committee strongly believes that Friends of SW 9th should become a 501(c)(3) organization in 2015. The organization would have regular meetings and a board of directors, as well as provide funds to utilize the existing staff of the Des Moines East and South Chamber to meet the organizational needs of the coalition. Friends of SW 9th would continue to develop SW 9th capacity and branding through events, corridor promotion, and communication with stakeholders.

City staff and Friends of SW 9th coalition members worked throughout 2014 to enhance communications among the public. A Friends of SW 9th newsletter is produced quarterly to keep stakeholders updated on planning progress, events, and activities along the corridor. It is anticipated the newsletter will continue during plan implementation. Additionally, a Facebook page has been created and email information from residents has been collected during the planning process to send mail and email pieces of information out to interested community members.

Community events have been another way to build community input and excitement for the corridor plan. The SW 9th Merchants Association has been instrumental in developing community enhancement events and activities. The MacRae Park Clean Up Day was started in 2013 as a way to get neighbors out into the community to help clean up the park and get to know one another. In both 2013 and 2014, over 75 volunteers came out to help clean up the park and meet their neighbors. This event has become an annual spring tradition for the SW 9th Merchants Association and will expand into the future.

In September 2014, Friends of SW 9th and the East and South Chamber organized and held the first DSM Open Street SW 9th Event. This open street event was marketed as a family friendly community festival, with over 7,000 people in attendance and 65 vendors set up shop on SW 9th Street. Overall, the event was extremely successful and a survey found that over 70% of participants had an improved perception of the area because of the event.

Organizational Capacity & Branding: Goals, Action Steps, and Potential Partners

GOAL	ACTION STEPS	POTENTIAL PARTNERS
Establish Friends of SW 9th as the leader for implementing the SW 9th Street Corridor Plan.	Create a Friends of SW 9th 501(c)(3) organization with a functioning board of directors, regular meetings, and opportunities to enhance the community.	<ul style="list-style-type: none"> • Des Moines East and South Chamber of Commerce • SW 9th Merchants Association • NDC • NFC • City of Des Moines • Local banks • Friends of SW 9th
	Raise funds to utilize the existing staff of the Des Moines East and South Chamber to coordinate Friends of SW 9th activities.	
Continue to develop organizational capacity and branding through regular events, marketing, and communication with the public.	Maintain regular communication with the public through email contact, the Friends of SW 9th Facebook page, and mailings.	
	Continue to have and promote regular events along the corridor each year, such as the MacRae Park cleanup day, DSM Open Street SW 9th, etc.	



Land Use & Transportation

A fundamental issue on the SW 9th Street corridor is the lack of compatibility between land use and transportation. Although the roadway functions as a key arterial street between downtown Des Moines and the Highway 5 bypass, the current land use along the corridor is largely neighborhood commercial. This has impacts on the current conditions of the corridor – traffic speed, volumes, and lane configurations all have an effect on businesses and residents, while small lot sizes, narrow right-of-way, and high numbers of driveway access points have an effect on those traveling on SW 9th Street. After looking at several issues related to land use and transportation along the corridor, the committee determined that the two main priorities should include enhancing the pedestrian experience and making the street more viable for business.

Only the north end and the south end of the corridor are dominated by one type of land use. The rest of the corridor is a mix of commercial, residential, church, and school properties, as well as vacant lots. As part of the mixed land uses along the corridor, varying lot sizes are another noticeable characteristic of SW 9th Street. While the lot sizes vary from property to property, generally, the properties with smaller lots and narrow right-of-way are on the north end of the corridor. As one travels south on SW 9th, the properties and right-of-way grow larger. However, the highest average daily traffic along SW 9th is actually on the north end – the area near Mac Rae Park carries approximately 20-25,000 vehicles per day. On the south end of SW 9th, near County Line Road, the average daily traffic is about 10,700 vehicles per day.

The City's current long range transportation plan calls for SW 9th to be widened to five lanes from downtown to Army Post Road. Since the 1980's, all of the major intersections along the corridor have been widened, and an additional stretch of the corridor from Kenyon to Porter has been widened with traffic safety funds. The complete widening project would likely be a mid-level priority for the City with completion sometime between 2035-2050. However, the impact of the project would be significant—30-55 structures would need to be acquired and demolished to make way for the widened road. The cost would also be substantial, with an estimated cost of the project (not including property acquisition) to be \$20-\$30 million.

For these reasons, the Steering Committee does not believe a five-lane SW 9th corridor is a feasible solution. The idea of reducing the number of lanes on SW 9th from four to three is an idea the Committee believes deserves additional discussion. While it is not likely that lanes would be reduced on the entire corridor, reducing lanes between Lincoln and McKinley would help make some of the smaller buildings more viable for commercial uses. In addition,

examining on-street parking could assist many of the businesses that do not have adequate parking available.

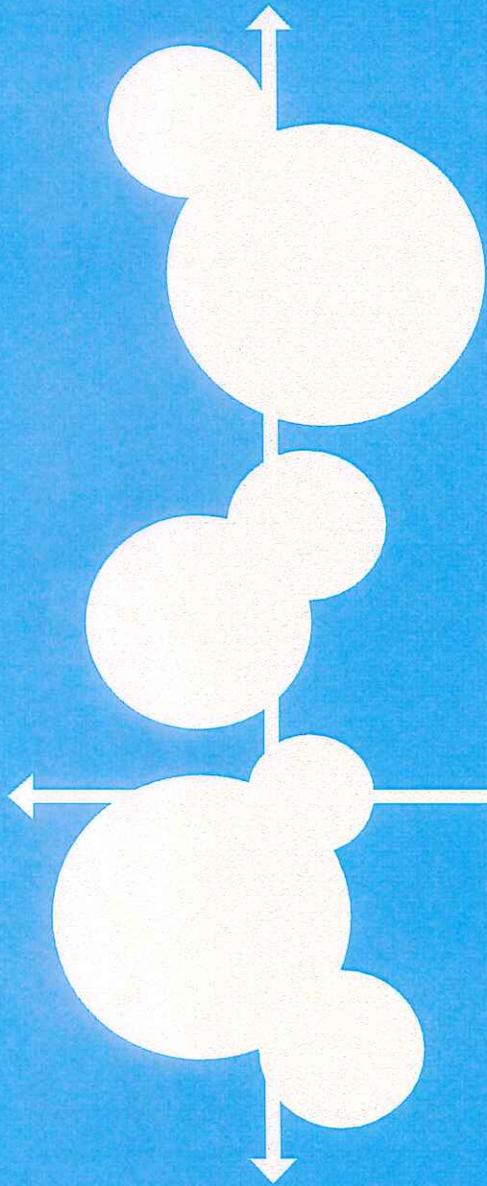
There are advantages and disadvantages to reducing the lanes along the corridor. Lane reductions will reduce speed in the area and could provide more parking and pedestrian enhancement opportunities. However, there is a concern that lane reductions along SW 9th would result in increased traffic on South Union, SW 14th Street, Fleur Drive, and SE 14th Street. Many transportation experts believe that three travel lanes can effectively hold traffic levels of 15,000-18,000 vehicles per day. Traffic volumes exceed this number north of Park Avenue on SW 9th. Therefore, there is a concern among traffic engineers that reducing lanes on SW 9th in this area would lead to

an additional amount of traffic using neighborhoods as a cut-through.

Because of the mismatch between land use and transportation, a team of City staff members further examined the issue and partnered with the Iowa State University Community Design Lab (CDL) to develop a set of recommendations to enhance the corridor for pedestrians and businesses while still allowing traffic to flow through the area. The CDL developed a design framework in four parts: a design strategy that defines common action steps for the development of the major intersections, node development conceptual ideas that bring identity and vision to five major nodes, a street and parking lot analysis, and site improvement strategies for commercial and residential properties.

Land Use & Transportation: Goals, Action Steps, and Potential Partners

GOAL	ACTION STEPS	POTENTIAL PARTNERS
Enhance the pedestrian experience on SW 9th utilizing the existing right of way.	Apply recommendations from the ISU Design Lab to improve pedestrian access and safety along SW 9th Street.	<ul style="list-style-type: none"> • City of Des Moines • ISU Community Design Lab • DART • Des Moines East and South Chamber • SW 9th Merchants • Des Moines Area MPO
	Improve aesthetics along the corridor by developing beautification and enhancement projects along priority nodes.	
Utilize transportation and land use tools to create a street that is more viable for businesses and effectively moves existing and future traffic volumes.	Decide on a long-range street lane configuration (5-lane, 4-lane, 3-lane, and/or combination) that considers both transportation and land use needs along the corridor.	
	Develop strategies for enhancing transit ridership.	
	Address safety concerns along the corridor.	
	With new development along the corridor, look at the potential for site assembly of multiple lots on a case-by-case basis. Site assembly could include properties along SW 9th Street as well as consider the residential impacts of adjoining neighborhoods.	
	Examine parking and driveway access needs along SW 9th Street.	
	Use the City's Comprehensive Plan update process as an opportunity to examine zoning along SW 9th.	



DESIGN STRATEGY

The design strategy defines common action steps for the development of the major intersections and utilizes complete streets principles to encourage pedestrian-based development. The design of these major intersections will serve as a model and catalyst for revitalization of the entire SW 9th corridor. The four steps of the strategy work in conjunction with one another though often an individual tactic used to improve one step is also vital to other stages in the strategy. The strategy seeks to look beyond the individual parcels and visualize the transformation of the larger fabric that spans the length of the SW 9th and envelops the corridor from streetwall to streetwall.

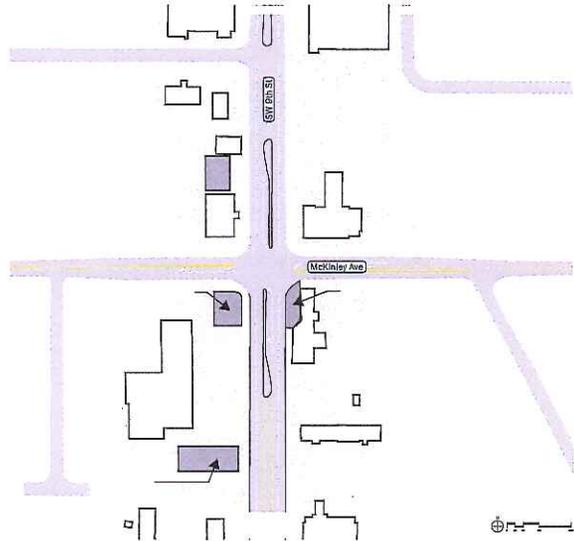
Node Development Strategy

1. Creating an active street wall encourages new business development close to the street, and forms a more accessible and welcoming environment for pedestrians. Street walls also include amenities such as plazas and gateways that link the sidewalk and the adjacent businesses.

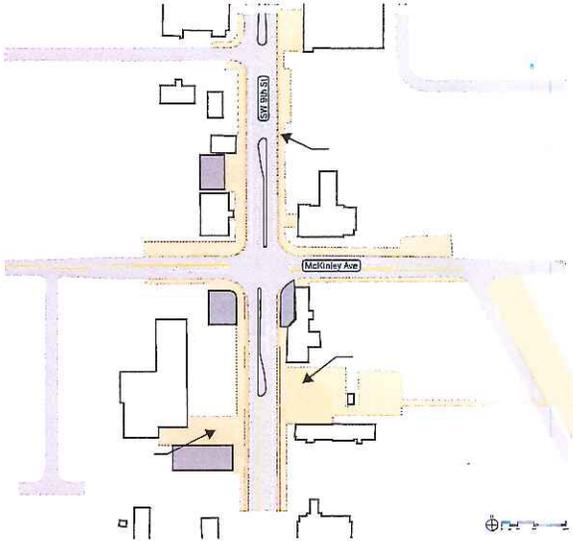
2. Enhancing the pedestrian experience of users along the corridor creates a more welcome and safe place for people to walk and engage in the community. This includes planting street trees and other vegetation while **expanding the pedestrian realm** to give pedestrians priority and create safer interaction between pedestrians and vehicles.

3. Developing comfortable streets patterns involves reducing the breadth of the street to manage the traffic that it serves; this may include providing lanes for turning to reduce congestion of through traffic.

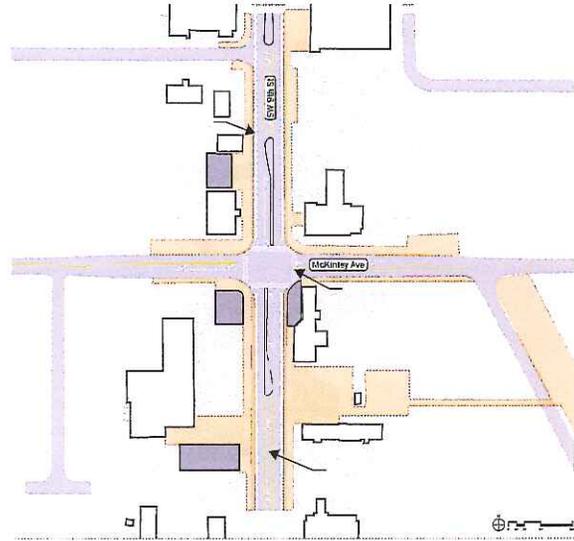
4. Establishing node identities for the major intersections will reinforce and enhance the story of the community surrounding those nodes. These identities will be extended into the larger branding campaign and revitalization plan for the SW 9th corridor.



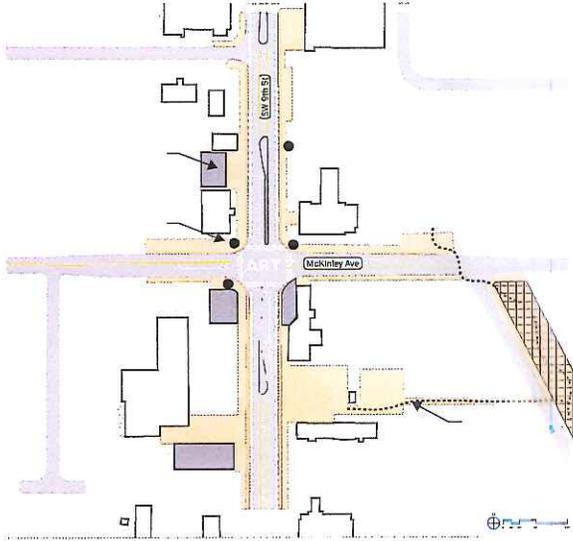
1. Create an Active Street Wall



2. Expand and Enhance the Pedestrian Realm



3. Develop Comfortable Street Patterns



4. Establish Node Identity



Existing Conditions

Tactics

Start Now! Move Forward! Go Big!

The goals of this project are to move the node designs and overall SW 9th Corridor vision into implementation. As the project progresses there are three different pieces to consider: **Start Now!** - immediate, **Move Forward!** - progress, and **Go Big!** - the future vision for the node.

While there are many steps that can be taken now to move toward the bigger vision for the identity of each node, the ISU Community Design Lab developed specific strategies to act as catalysts and get the ball rolling. These catalysts do not have to be costly or require large amounts of infrastructural change.

Start Now! offers tactics that are more immediate and cost-effective. These are achievable goals that can be implemented in the short term, but will continue to be vital catalysts throughout the various stages of the

project. As the corridor **Moves Forward!** the need for greater investment and time changes the scope of work, but contributes more to the creation of the bigger vision. This step continues to advance the vision of the node. **Go Big!** captures the identity of the node through key projects or landmarks. These projects require greater amounts of capital and are long term visions that may be implemented in the future, but planning for them should be considered as part of the Start Now! phase.

The table below provides lists of possible tactics at a variety of price ranges. Availability of grants, donations, and volunteers can increase the community's ability to implement these projects sooner and with less capital from the community.



Less than \$500

- Buskers
- Selling produce in parking lots
- Community Map of SW 9th Corridor
- Corridor business advertising
- Site signage
- Murals
- Initiation of orchard (with grant funding)
- Rain barrels

\$500 - \$10,000

- Sculptures
- School gardens
- Landscape development
- Large cistern
- Rain gardens
- Infiltration basin
- Corridor signage
- Gateway development
- Painting crosswalks
- Painting lane demarcations

\$10,000 and Over

- Street trees
- Infrastructural improvements
- Curbside biofiltration network
- Alternative energy production systems
- New pedestrian bridge
- Sculpture gallery
- New grocery store
- Art studios
- Theater
- Student fitness center
- Student cafe and hang out
- Mixed-use development

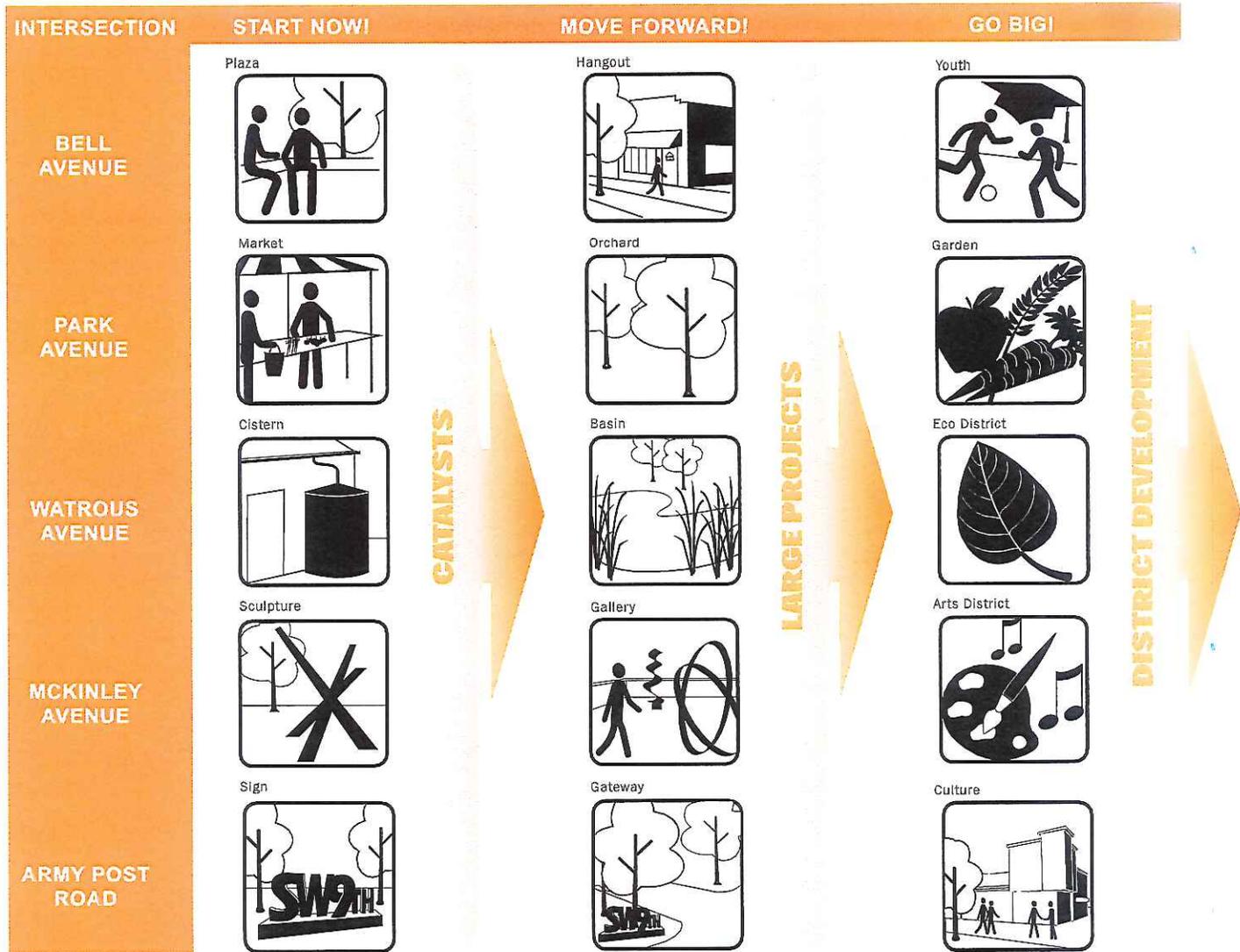
Node Phasing Strategy

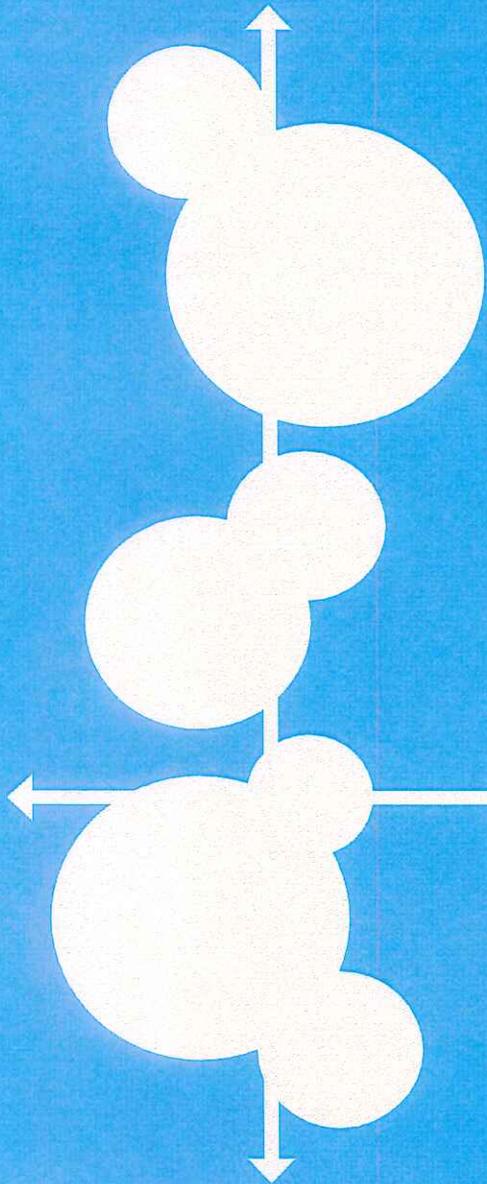
The phasing framework offers ideas for catalyst projects which could be implemented quickly and require little infrastructural change, leading to more developed, site specific projects, and finally envisioning the future transformation of each major intersection into a themed district.

Start Now! calls for community citizens to initiate change through small yet impactful ideas.

Move Forward! continues the community action and enlists new partners to expand on the grassroots effort.

Go Big! draws all participants together to envision a new environment along SW 9th. This strategy requires the most capital and is built from the first two stages in order to reuse the required and necessary capital.



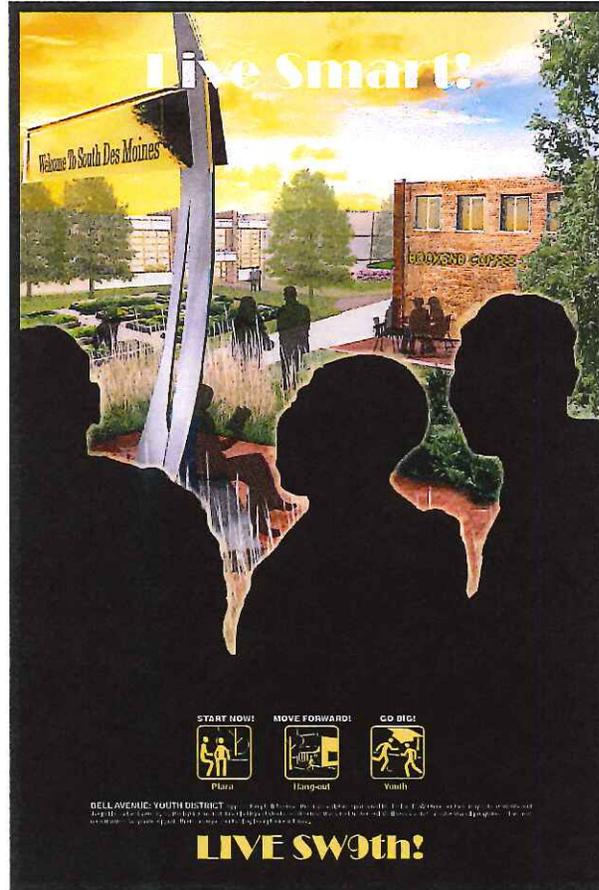


NODE DEVELOPMENT

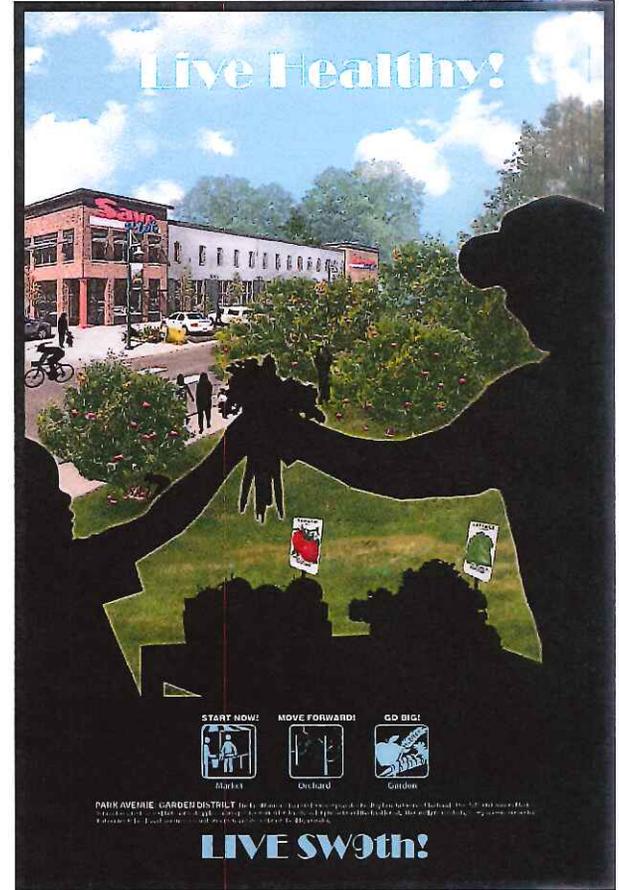
The following images represent conceptual ideas about how each of the five major nodes might progress based on the four-part design strategy. These visualizations include representations of many of the "Start Now!" and "Move Forward!" tactics and paint the broader "Go Big!" vision of the future. The locations of tactics represented in the images are those identified as blighted properties by the Steering Committee, vacant properties, or open land that would allow for further development by the current property owners. The individual tactics define the theme established for each node which builds upon existing community assets and key historical elements. The posters/banners were created as marketing tools to generate excitement and support within the SW 9th community and express larger branding concepts for the corridor through their slogans such as "Live Smart!" The tactics proposed for each node, based on their themes, will be prominent at their respective node, but many ideas including: public art, stormwater best management practices, youth-based opportunities, and agricultural urbanism projects can be interwoven throughout the corridor to solidify a branding for SW 9th.

Live SW 9th! : Marketing Strategy

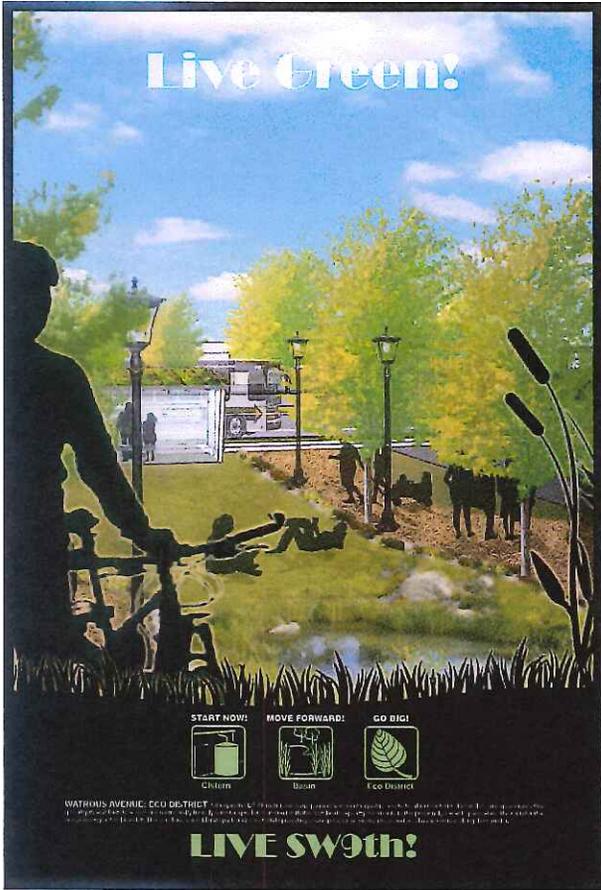
"Live SW 9th!" is intended as the all-inclusive slogan that ties together the grassroots spirit of "Start Now!" the entrepreneurial drive of "Move Forward!" and the visionary motivation to "Go Big!" This slogan is directed at the residents, students, and workers in the communities connected by SW 9th. The corridor is part of their lives everyday, it is where they learn, work, play, and live. The goal of the proposed tactics and posters is to establish an identity that builds upon the positive qualities and assets in these communities and provide a vision for how it can evolve. The posters serve as a marketing and promotional tool to assist in showcasing the work accomplished by the Friends of SW 9th. They also help garner support and generate excitement around the vision for the future of the corridor. Like the "Coming Soon!" posters featured at local movie theaters, these posters represent a glimpse into the future stories of each node. The posters will be located an and around their respective node. They will be displayed in the windows of local businesses, on streetlight banners that line SW 9th and plastered across temporary installations at construction sites and on boarded up windows. The posters provide a hopeful vision of what is to come and minimize the inconvenience of temporary walls or barriers.



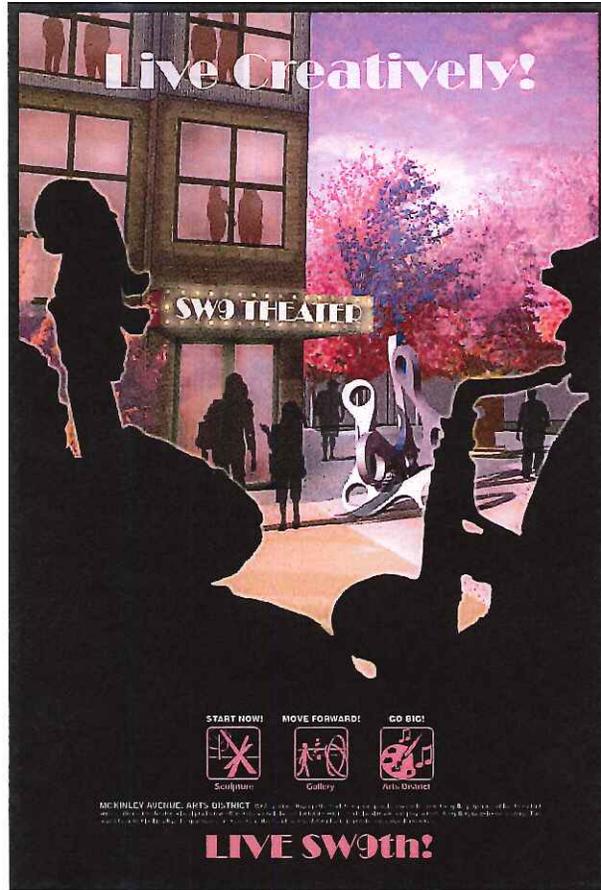
Bell Avenue



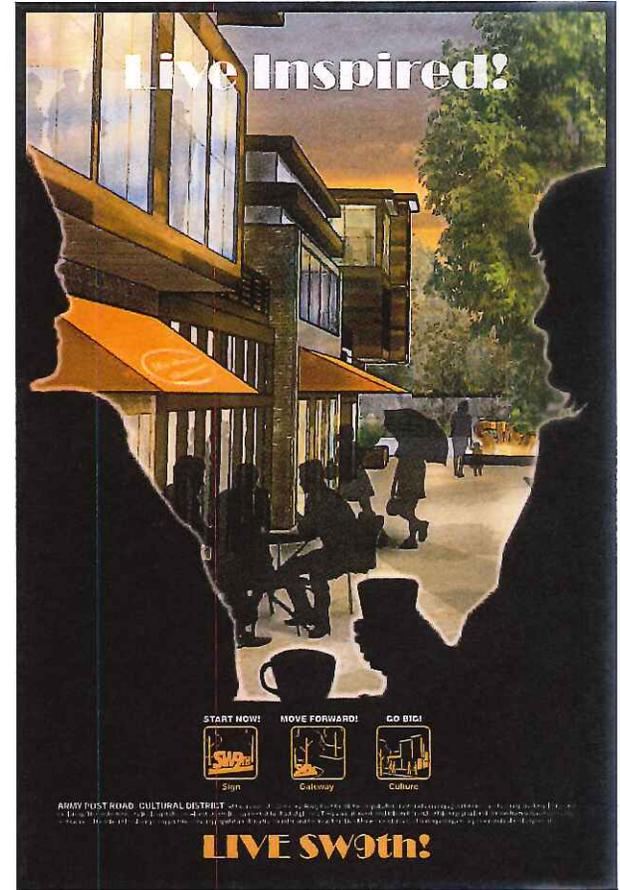
Park Avenue



Watrous Avenue



McKinley Avenue



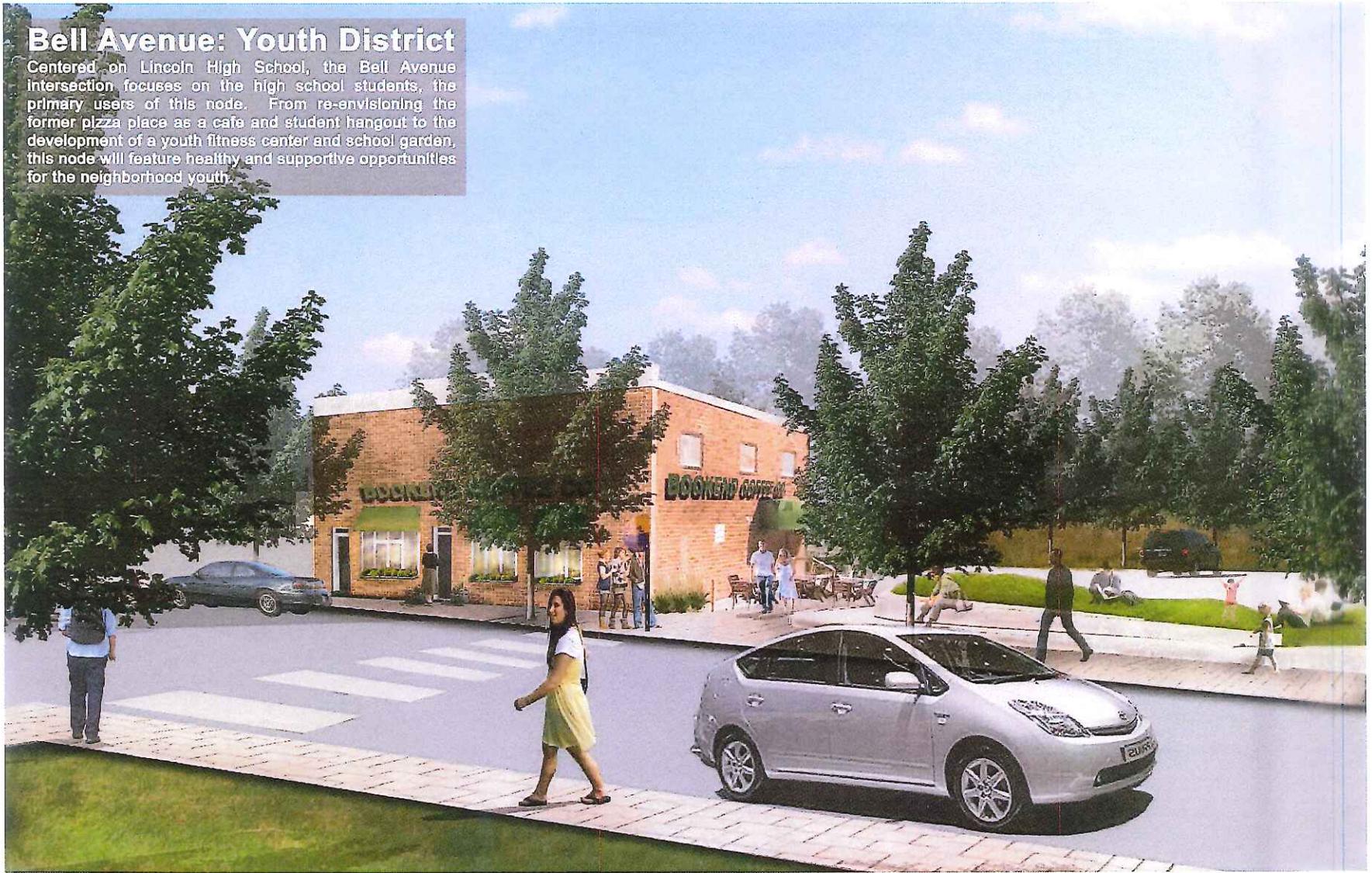
Army Post Road

SW 9TH CORRIDOR

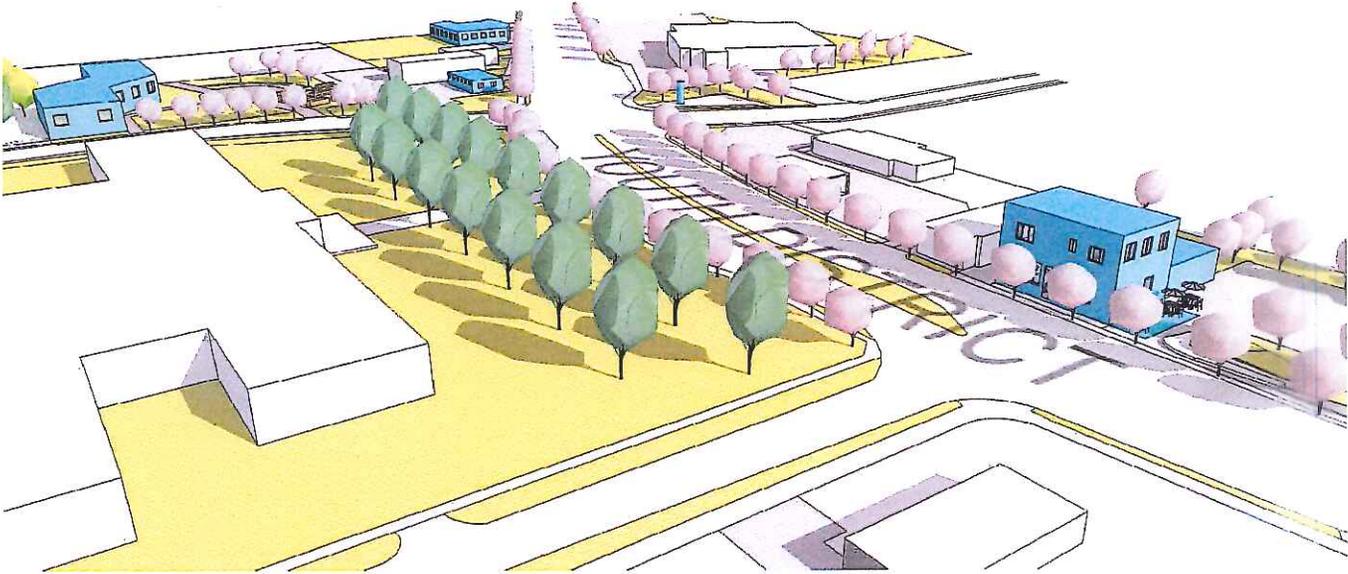
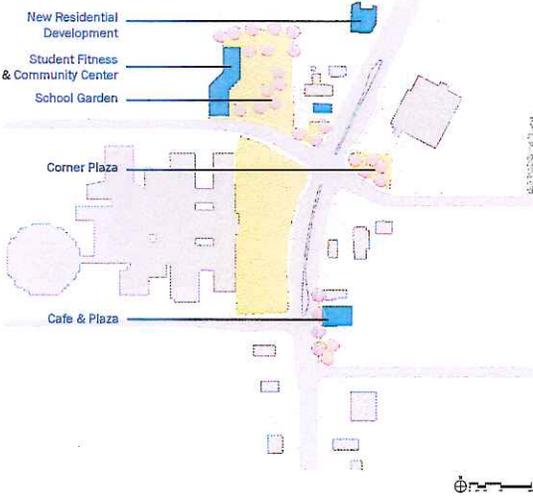


Bell Avenue: Youth District

Centered on Lincoln High School, the Bell Avenue intersection focuses on the high school students, the primary users of this node. From re-envisioning the former pizza place as a cafe and student hangout to the development of a youth fitness center and school garden, this node will feature healthy and supportive opportunities for the neighborhood youth.



Bell Avenue: Youth District



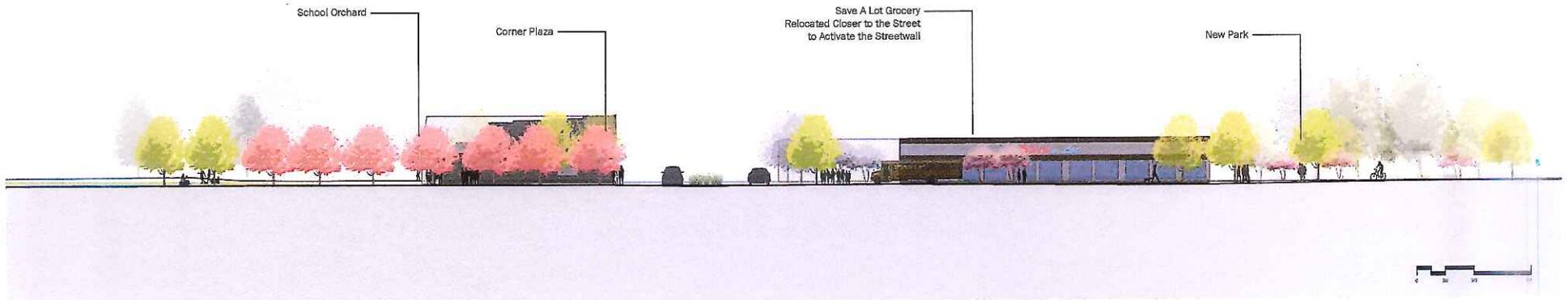
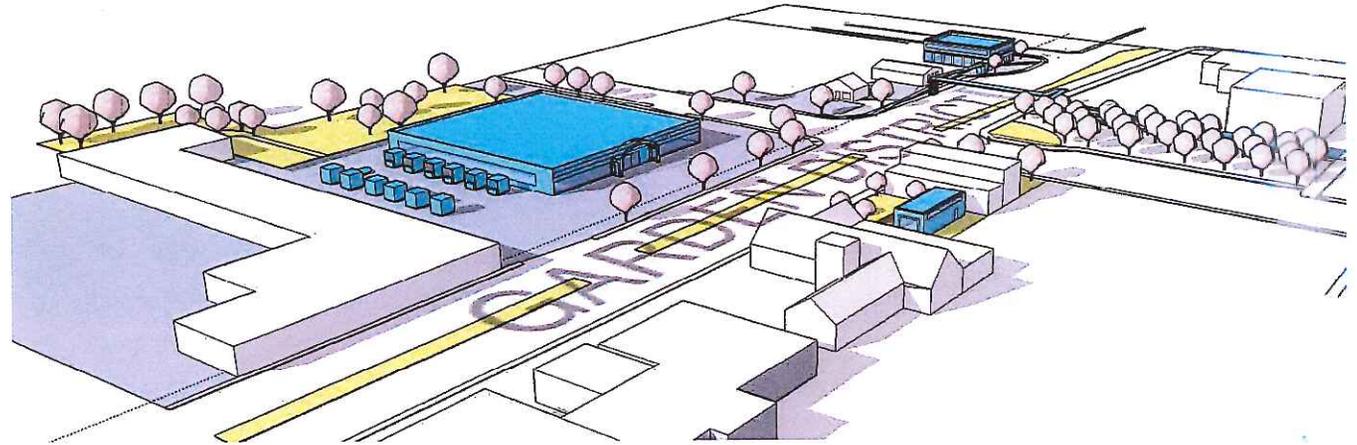
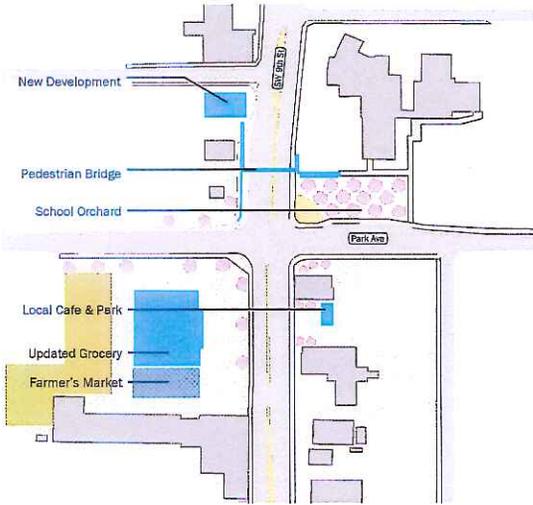
SW 9TH CORRIDOR

Park Avenue: Garden District

Developed to feature opportunities for increased access to food and iconic corridor landmarks, the Park Avenue intersection envisions a garden district. Elements of the district include a farmers market near a newly expanded grocery store; developing the pedestrian bridge as an icon that also allows access to the school bus pick up zone; and the creation of an edible hub, with the addition of an urban orchard at the elementary school.



Park Avenue: Garden District



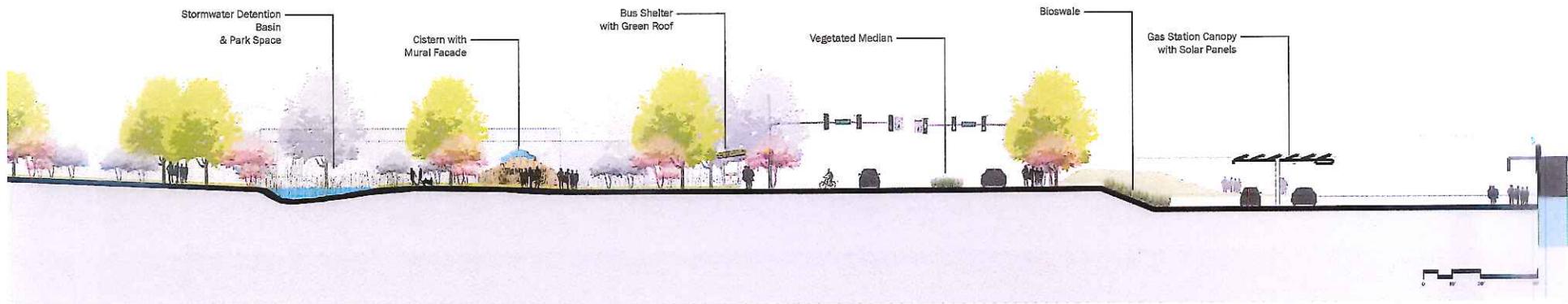
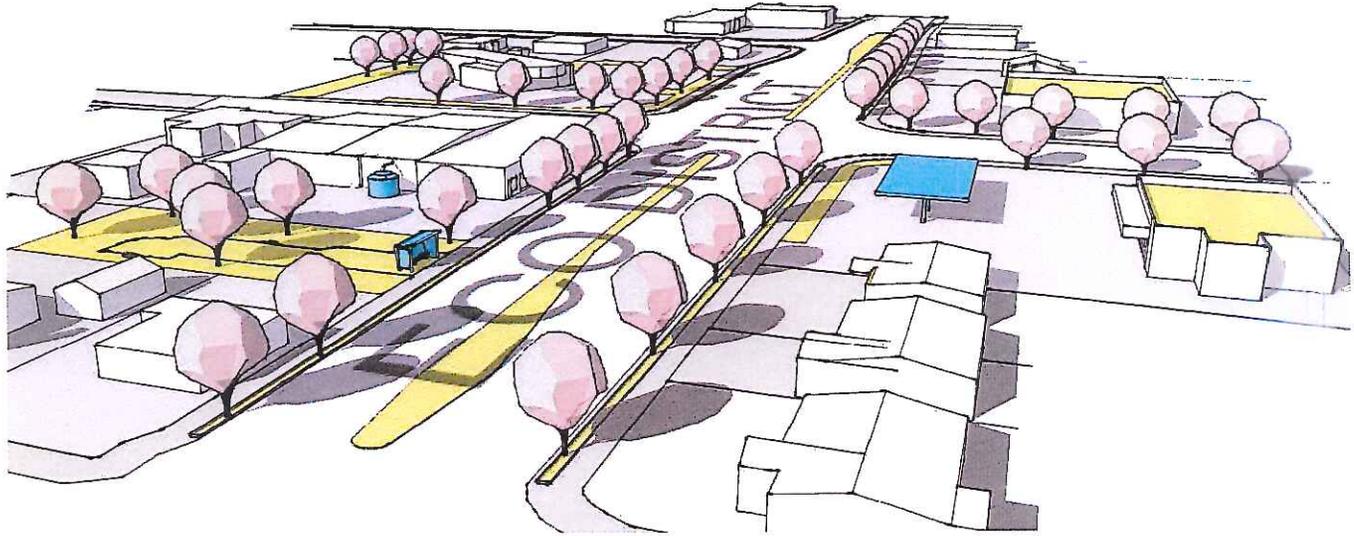
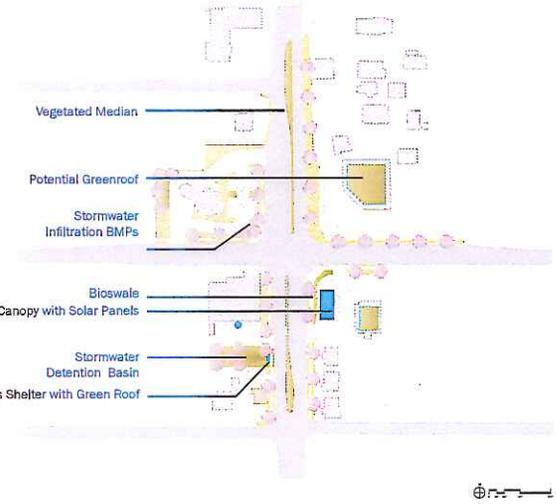
SW 9TH CORRIDOR

Watrous Avenue: Eco District

Focused on creating environmentally and socially sustainable options for the SW 9th Corridor and its surrounding communities, the Eco District at Watrous and SW 9th would include amenities such as green roof systems, solar panels, stormwater best management practices (BMPs), and incorporation of a new bus shelter for patrons of the DART bus services.



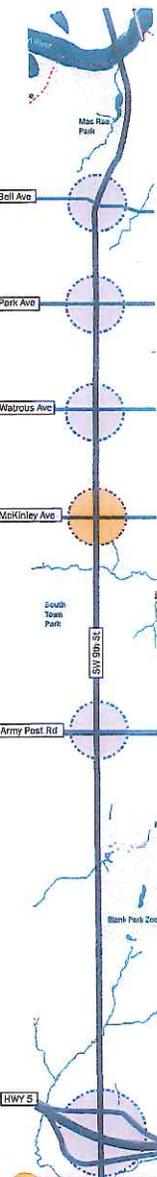
Watrous Avenue: Eco District



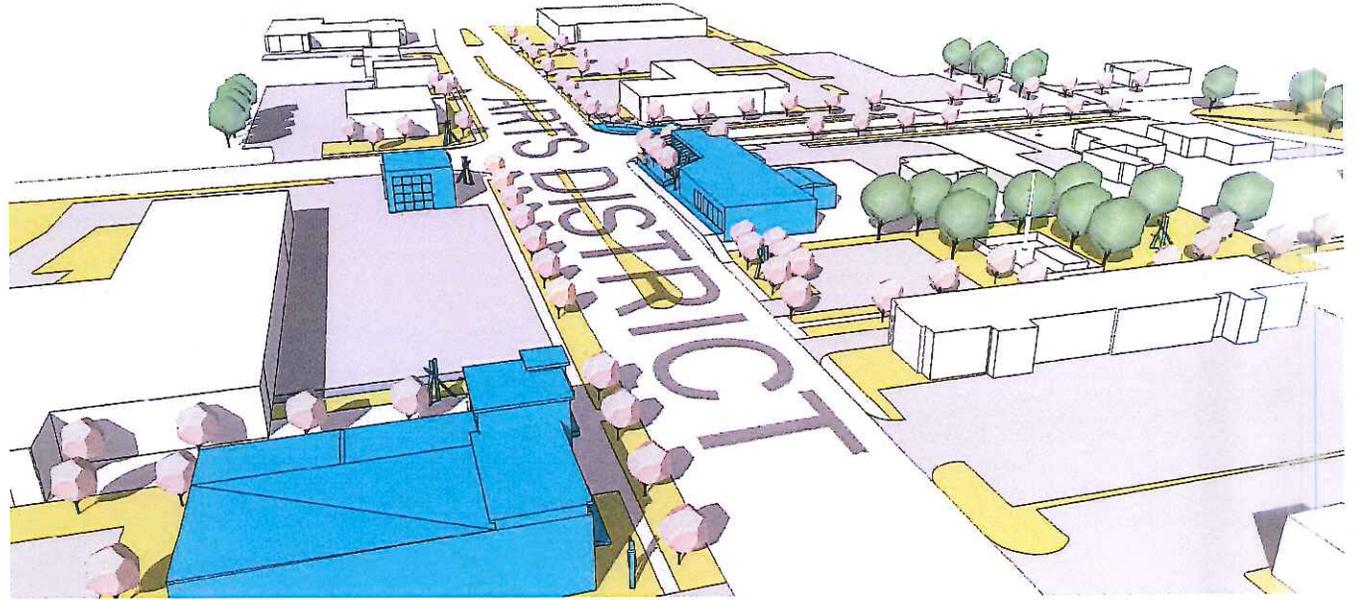
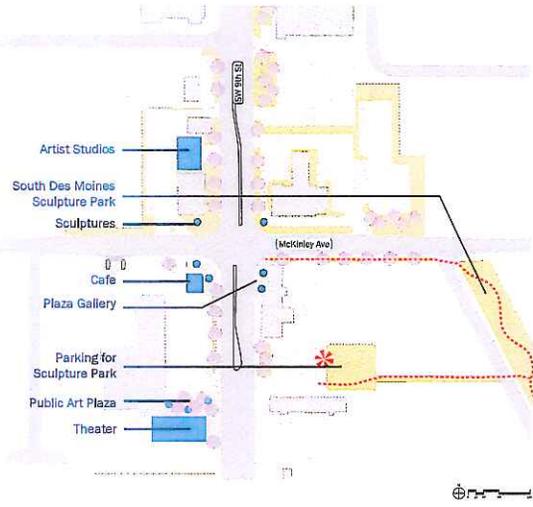
SW 9TH CORRIDOR

McKinley Avenue: Arts District

Building on the existing South Side arts community, the McKinley intersection expands the opportunities for exploring resident art projects from SW 9th and the City of Des Moines. These opportunities include an incubator artist studio, a sculpture walk throughout the node including an outdoor plaza gallery, connection to the existing sculpture park, and a new theater for art, plays, and film production.



McKinley Avenue: Arts District



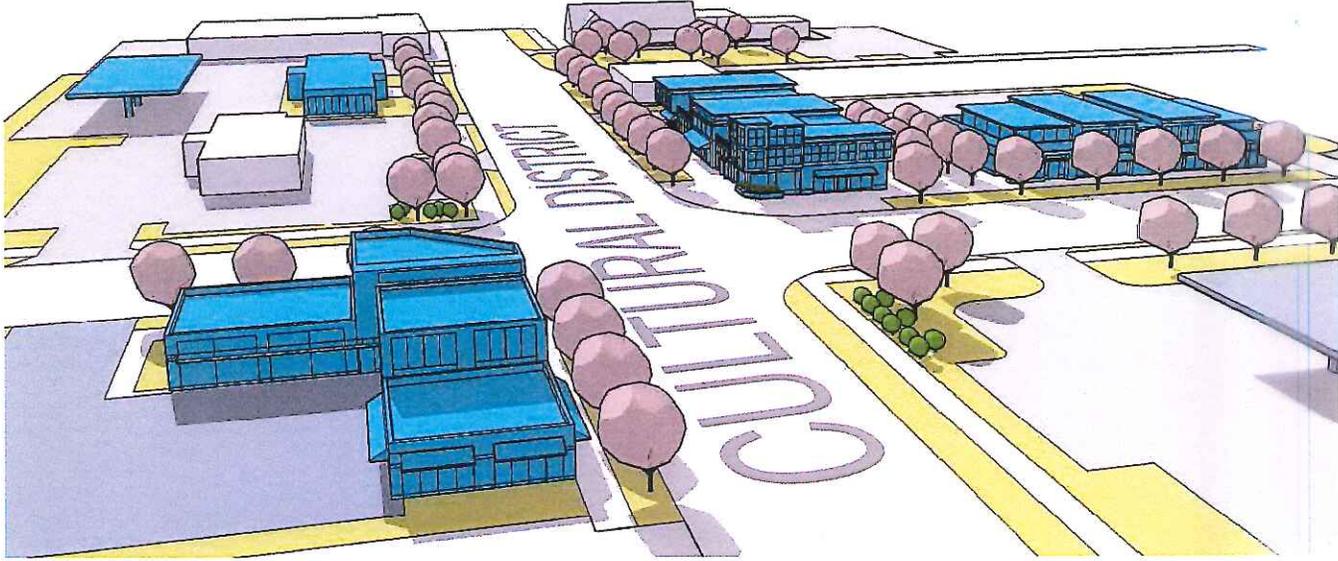
SW 9TH CORRIDOR

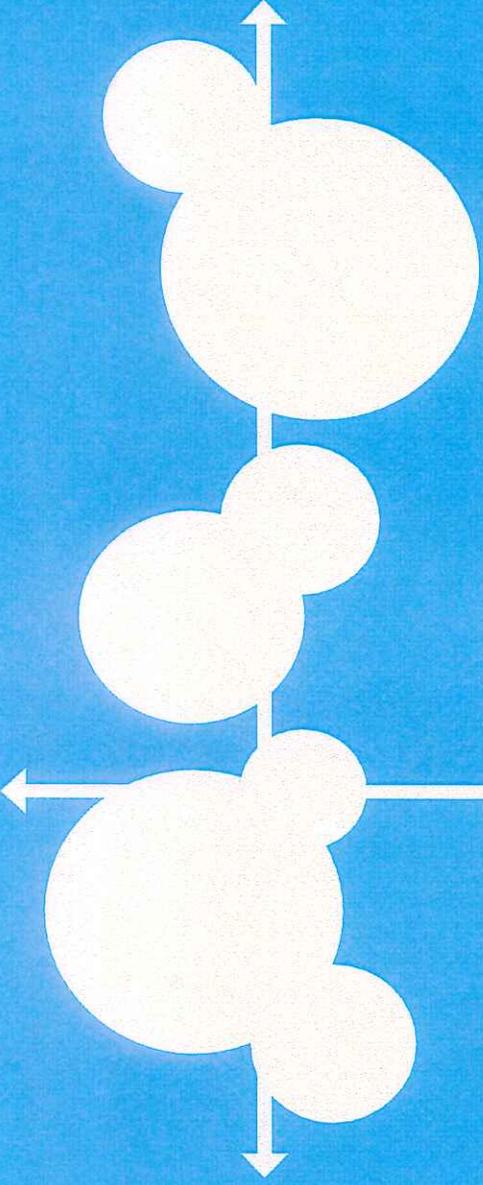
Army Post Road: Cultural District

Designed as a vibrant, cultural gateway on the southern end of the SW 9th Corridor, the Army Post Road intersection invites residents and tourists to explore and visit new local businesses through innovative signage and gateway landscaping. Visitors will be intrigued to check out the new mixed-use and living options on the corridor and will choose SW 9th as a destination for shopping, walking, living and exploring in Des Moines.



Army Post Road: Cultural District





PARKING LOT & STREET DESIGN ANALYSIS

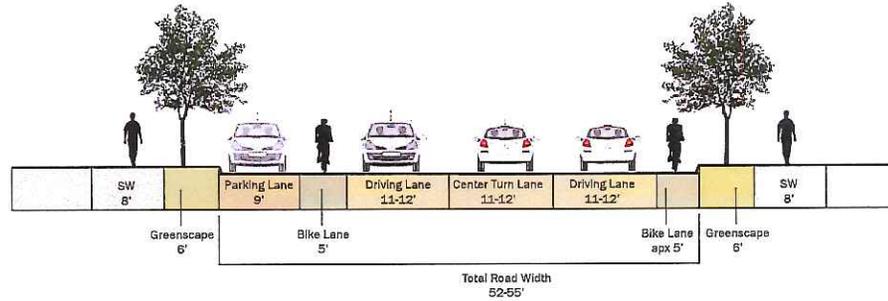
The prominence of vehicular-oriented development along SW 9th Street has led to a corridor with wide traffic lanes, narrow sidewalks, and minimal buffer between the pedestrian and vehicular realms. These conditions have also established a landscape with an abundance of parking lots and stretches of road with what appear to be redundant curb-cuts and driveways. This analysis investigates street design guidelines and local examples of successful street designs and envisions alternative pedestrian-oriented development strategies for SW 9th. The analysis also identifies locations where properties might share surface parking lots and reduce the number of access points into the lots.

Alternative Pedestrian Oriented Street Examples

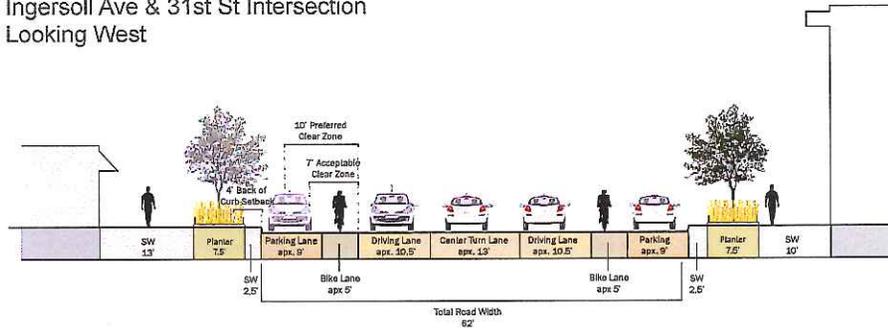
Ingersoll Avenue, Beaver Avenue, and Complete Streets guidelines were reviewed in a comparison study to understand the qualities and elements of a successful pedestrian-oriented street. Ingersoll went through a streetscape renovation process to slow traffic, enhance business development options, and allow for enhanced pedestrian traffic. This involved creating wide sidewalks, between 10-13', enhanced stormwater and vegetation along the perimeter of the street including street trees and native plantings, street-side parking, bike lanes at 5' width, and three-lane traffic configuration. The traffic lane widths were reduced to mitigate high traffic speeds. This reflects the complete street design guidelines. Ingersoll's use of Complete Streets was an effective strategy because arterial, high-traffic roads existed adjacent to Ingersoll, i.e. Grand Avenue. Grand thus allowed for traffic to move quickly, while Ingersoll became a business district and mixed-use development area. Beaver Avenue's streetscape design did not incorporate street trees or create wide sidewalks; however, they did implement a 6' bike lanes and incorporated a three-lane configuration with 10' lane widths.

- Sources:
- Statewide Urban Design and Specifications (SUDAS) - iowasudas.org
 - Boston Complete Streets - bostoncompletestreets.org

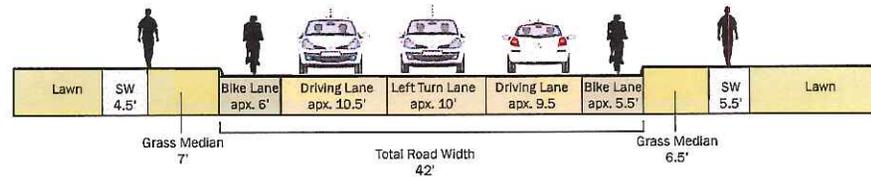
Complete Streets Alternative
Based on the Neighborhood Connector Model



Ingersoll Ave & 31st St Intersection
Looking West

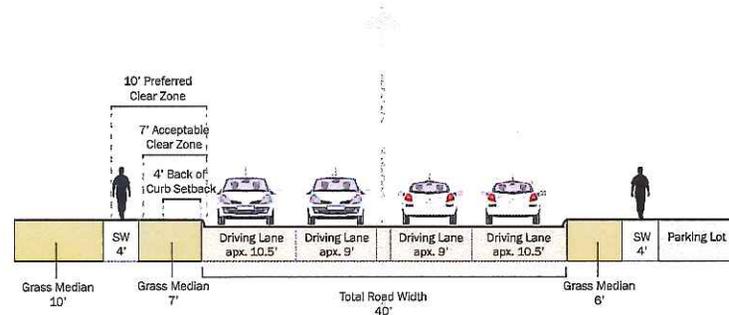


Beaver Ave & Urbandale Ave Intersection
Looking North



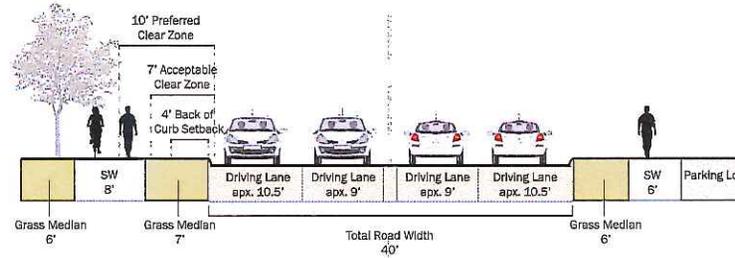
Rose Ave Alternatives

After exploring the Complete Street guidelines, alternatives for wide and narrow street widths along SW 9th were developed. These alternatives visualize possibilities for comfortable street patterns and expansion and enhancement of the pedestrian realm. Reducing lane widths allows for the possibility to expand sidewalks and introduce plantings in the right-of-way. Lane width changes along with plantings create safer streets by developing buffers between the pedestrian and vehicular space and encouraging reduced traffic speeds.



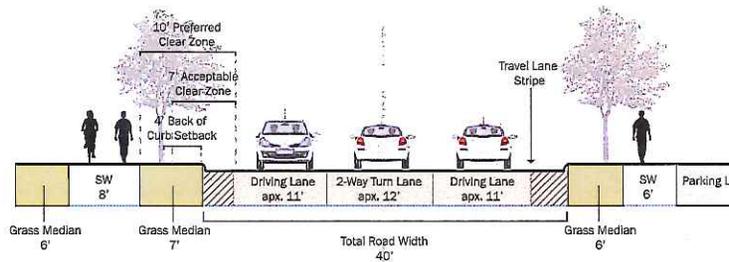
Existing

- Narrow Sidewalks
- Minimum Road Widths
- Grass Median Buffers



Alternative 1

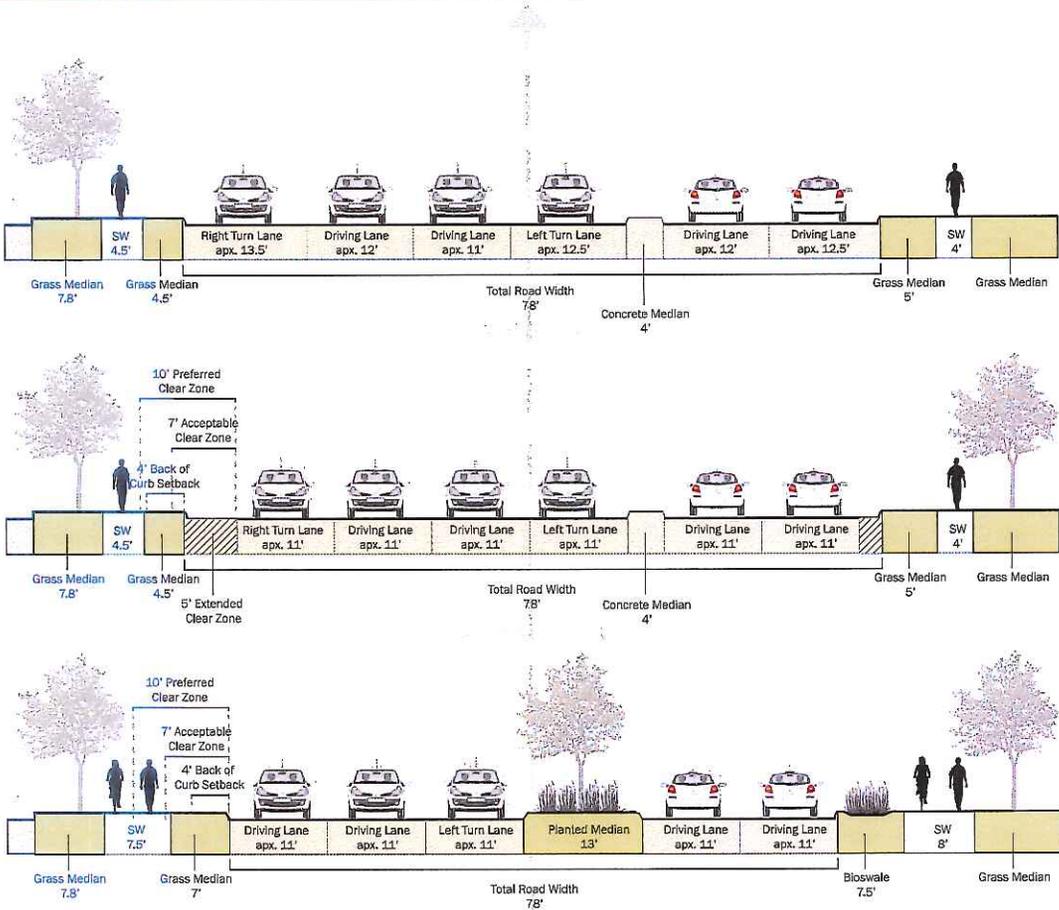
- Widened Sidewalks
- Trees Planted Adjacent to Right-of-Way
- Maintained Road Configurations



Alternative 2

- Widened Sidewalks
- 3-Lane Road Configuration
- Travel Lanes Marked at 11'
- Clear Zone Extended
- Street Trees Adjacent to Street

Watrous Avenue Alternatives



Existing

- Narrow Sidewalks
- Grass Median Buffers
- Varied Lane Widths
- Outer Edge Traffic Lanes Unmarked
- Landscaping Adjacent to Sidewalk on the West Side of the Street

Alternative 1

- Road Widths Reduced to Recommended Standards (11' for 35mph Speed Zones)
- Landscaping Added Adjacent to Right-of-Way
- Outer Traffic Lane Edges Marked for Traffic Calming

Alternative 2

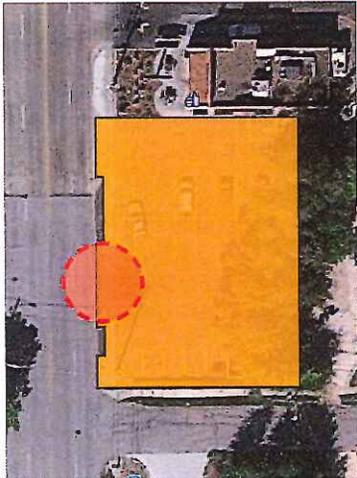
- Road Widths Reduced to Recommended Standards (11' for 35mph Speed Zones)
- Sidewalks Widened on Both Sides to Accommodate Multiple Users
- Landscaping Added Adjacent to Right-of-Way
- Outer Traffic Lane Edges Marked for Traffic Calming
- Southbound Lane Removed - Right Turn Lane and Driving Lane Combined
- Proposed Bioswale in Median Adjacent to the Roadway
- Center Median Planted and Expanded to 13' to Create a Safer Pedestrian Crossing

Parking Lot Reconfigurations

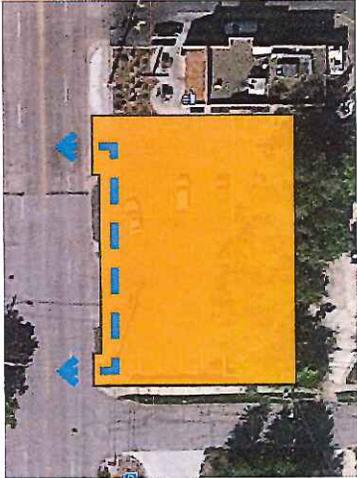
There are approximately 180 driveways along the SW 9th Street corridor, averaging two to three per block. Some blocks have over ten access points. Near the McKinley Avenue intersection, a 350-foot portion of SW 9th Street has nine access points -- accounting for more than half of the distance in this stretch. In general, the greater number of driveways per block, the greater chance for pedestrian/vehicle conflicts.

Parking lots with three or more curb cuts or access points were identified to look at options for reducing the number of access points. These lots may serve one or more businesses. When more than one business has a surface lot that intersects with that of another business, the proposed images look to treat these as a single, shared lot. In most cases, parking arrangements and quantity of parking bays would stay the same or increase. In all cases accommodation for through truck traffic was considered for loading purposes. These routes are indicated by the dashed lines.

2727 SW 9th

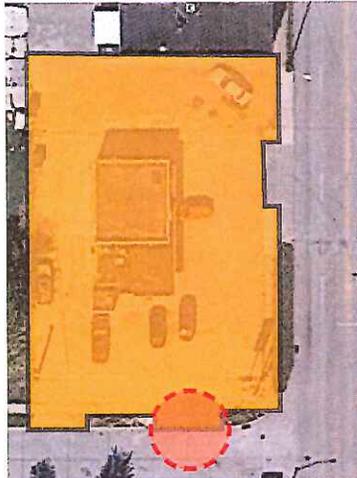


Existing

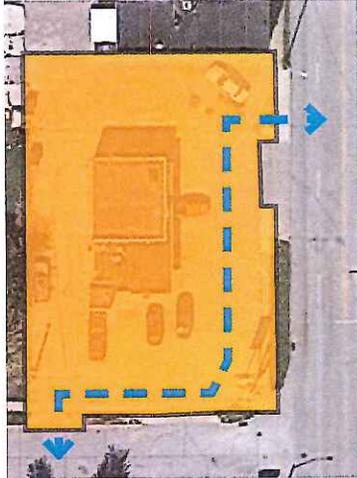


Proposed

2924 SW 9th



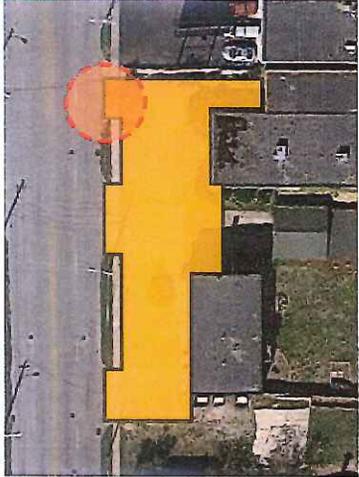
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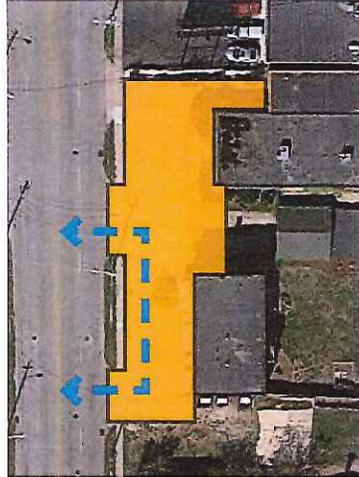
Proposed

Parking Lot Reconfigurations

3511 SW 9th

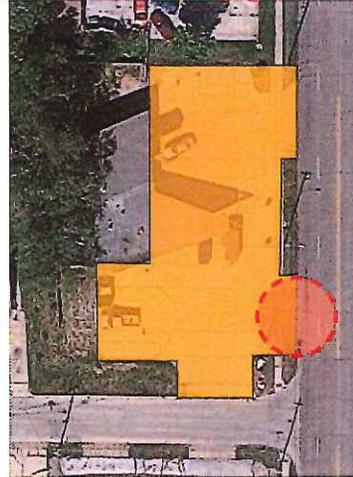


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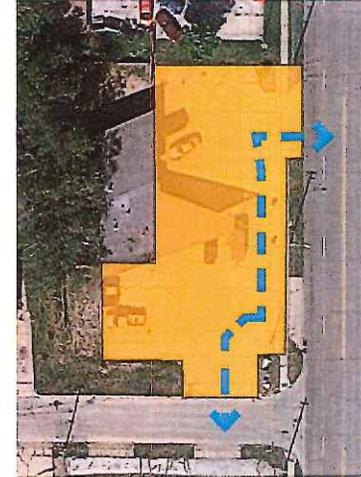


Proposed

4454 SW 9th

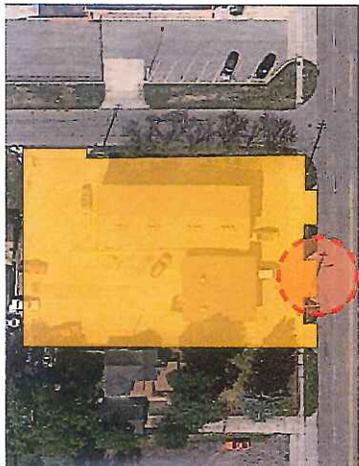


Existing



Proposed

4307 SW 9th

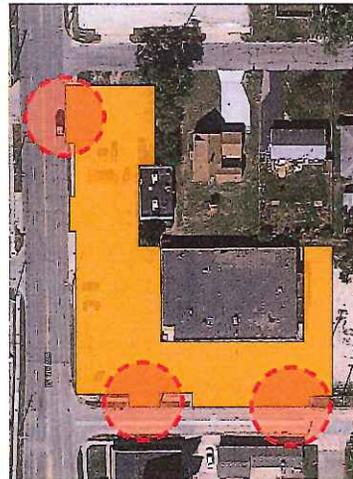


Existing

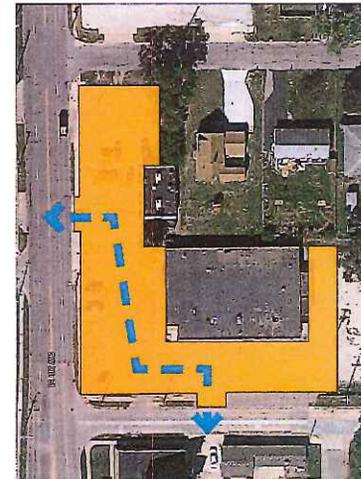


Proposed

4503 SW 9th



Existing



Proposed

Parking Lot Reconfigurations

4800-4814 SW 9th

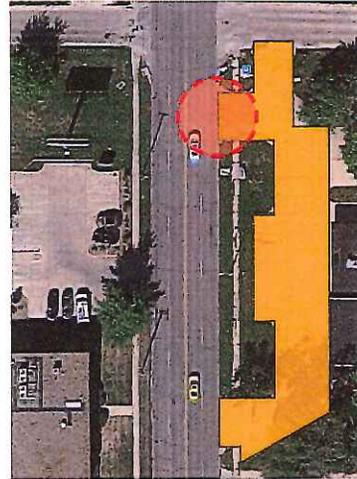


Existing



Proposed

6007 SW 9th

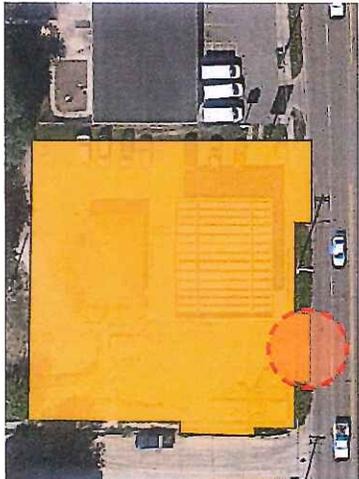


Existing

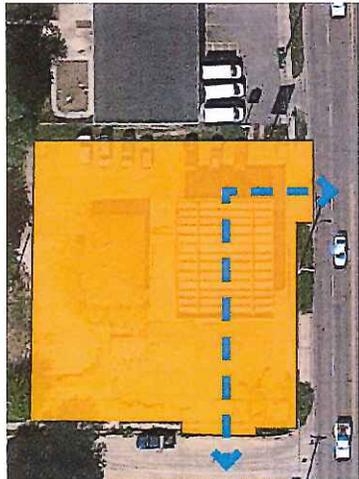


Proposed

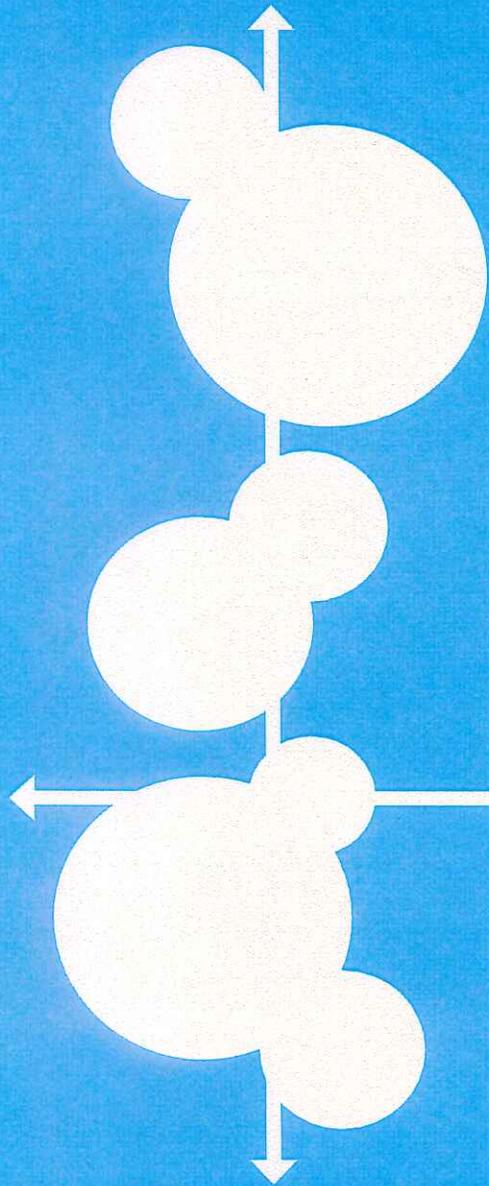
5800 SW 9th



Existing



Proposed



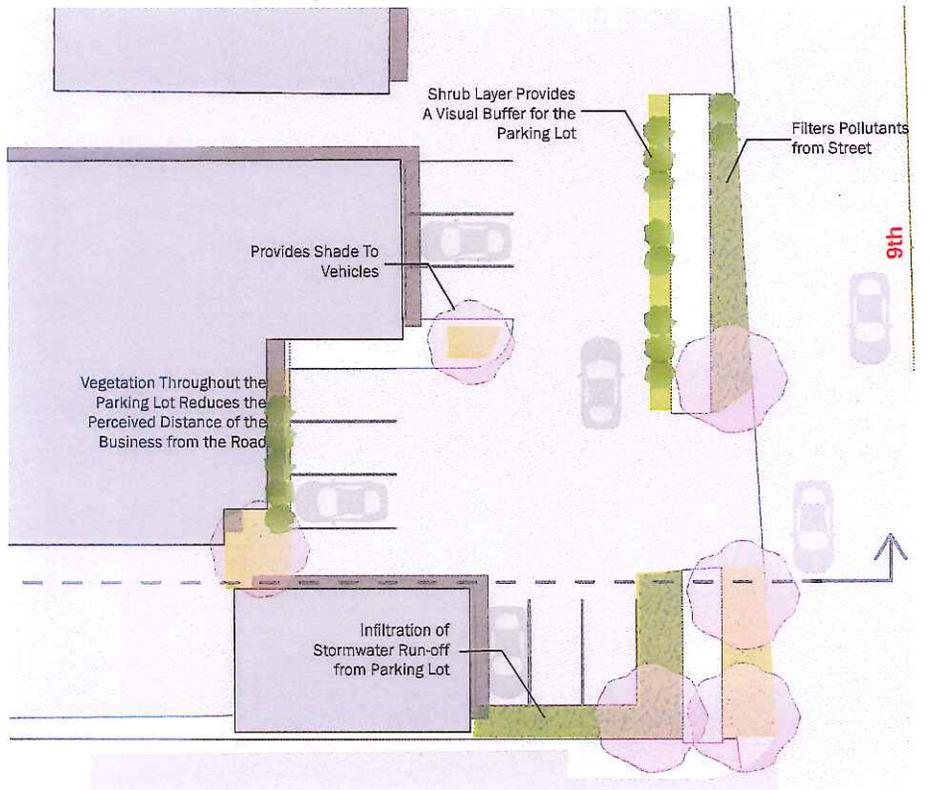
PROPERTY SITE IMPROVEMENTS

The following property site design strategies take a look at landscape improvements to enhance individual commercial and residential properties. These improvements can provide added curb appeal, visual buffer, overall aesthetic improvement, and environmental benefits.

Commercial Property Site Improvements

Landscape improvements for curb appeal, visual buffer, aesthetic improvement, and environmental benefit

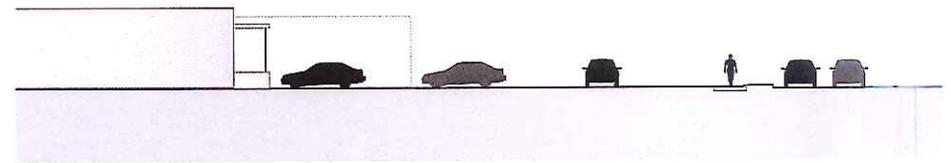
Commercial Property Set Back from the Street



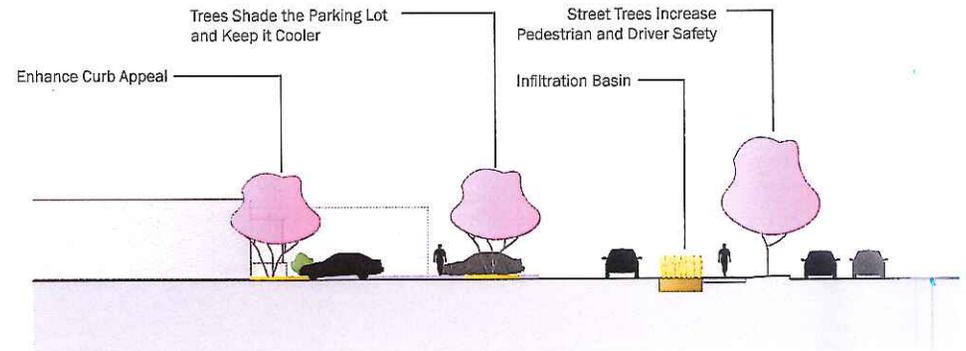
Proposed

Considerations

- Per city regulations, all properties must have 20% of their total paved area planted.
- Sidewalks should be a minimum of 5' in width, 7-8' is preferred.
- Add or increase landscaping between storefront and sidewalk and street where possible.
- Buffer width of 8' with a soil depth of at least 3' is recommended for planting trees in the right-of-way.
- Buffer width of 5' or more would allow for stormwater infiltration BMPs.
- Utilize native plants to decrease maintenance needs and improve sustainability.
- Landscaping should include a mix of groundcover, shrubs and/or trees.
- Parking should be separated from the roadway by a minimum of 9' buffer.



Existing



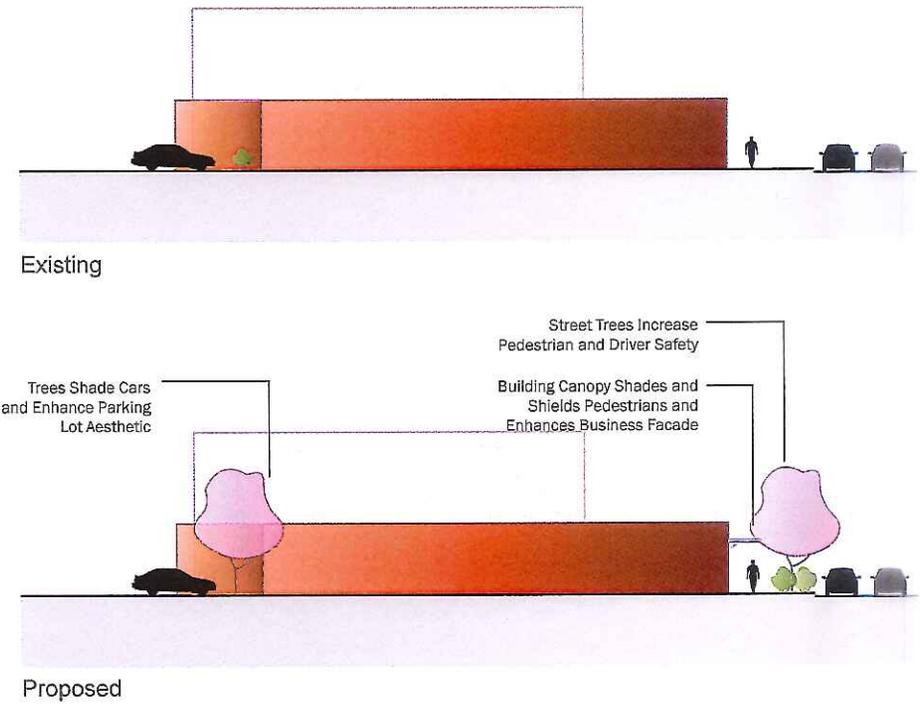
Proposed

Commercial Property Near the Street



Considerations

- Sidewalks should be a minimum of 5' in width, 7-8' is preferred.
- If sidewalk widths are met, expand landscape buffer widths.
- Add or increase landscaping between storefront and sidewalk and street where possible.
- Utilize native plants to decrease maintenance needs and improve sustainability.
- Buffer width of 8' with a soil depth of at least 3' is recommended for planting trees in the right-of-way.



Residential Property Site Improvements

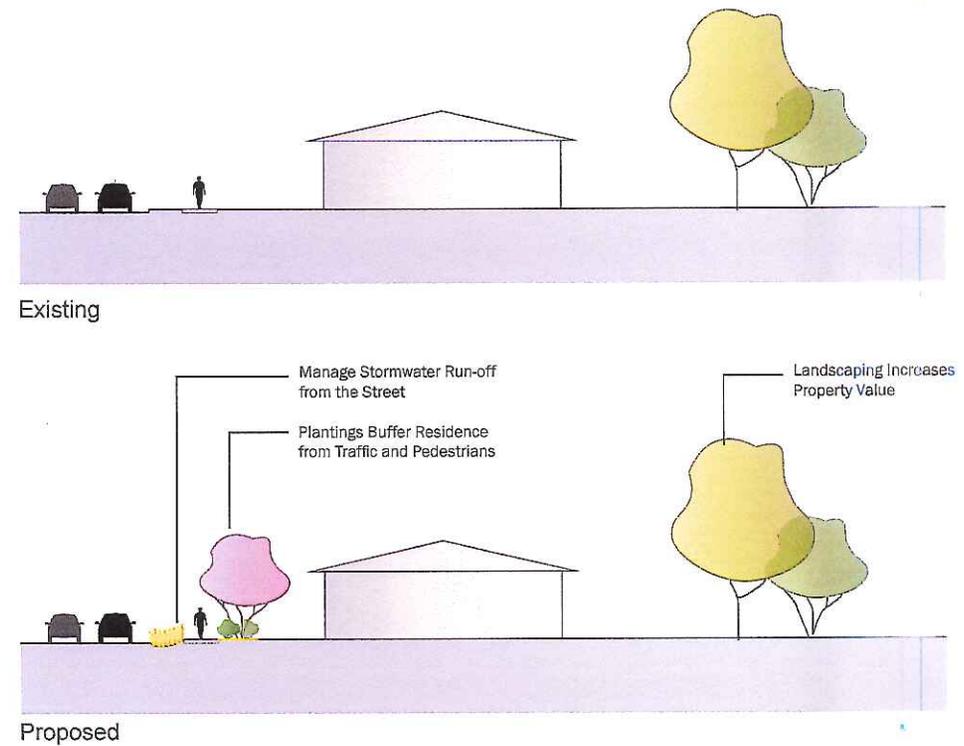
Landscape improvements for curb appeal, visual buffer, aesthetic improvement, and environmental benefit.

Residential Property Set Back from the Street



Considerations

- Planting trees between the sidewalk and the house will create a more active streetscape and act as a buffer between public and private space.
- Landscaping should include a mix of groundcover, shrubs and/or trees.
- Utilize native plants to decrease maintenance needs and improve sustainability.
- Buffer width of 5' or more between street and sidewalk would allow for stormwater infiltration BMPs.



Residential Property Set Back from the Street

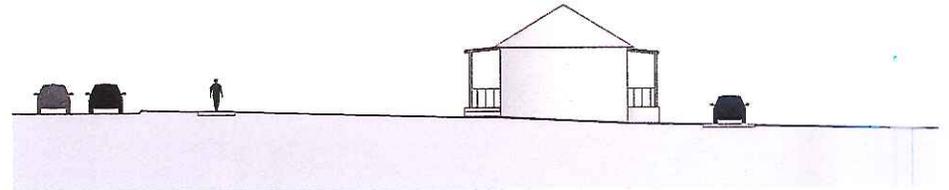


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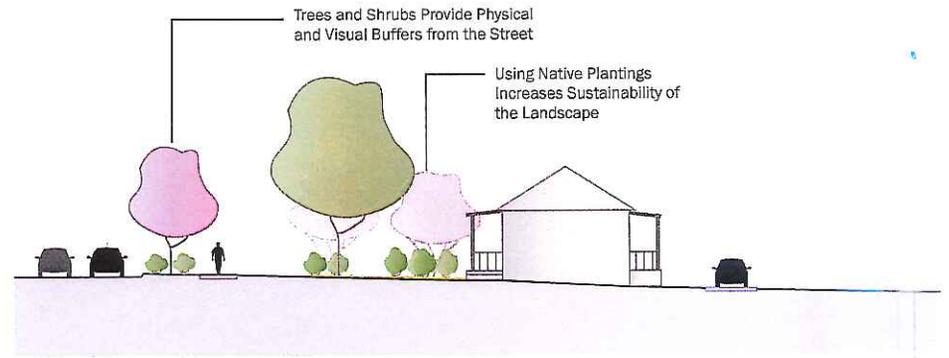


Considerations

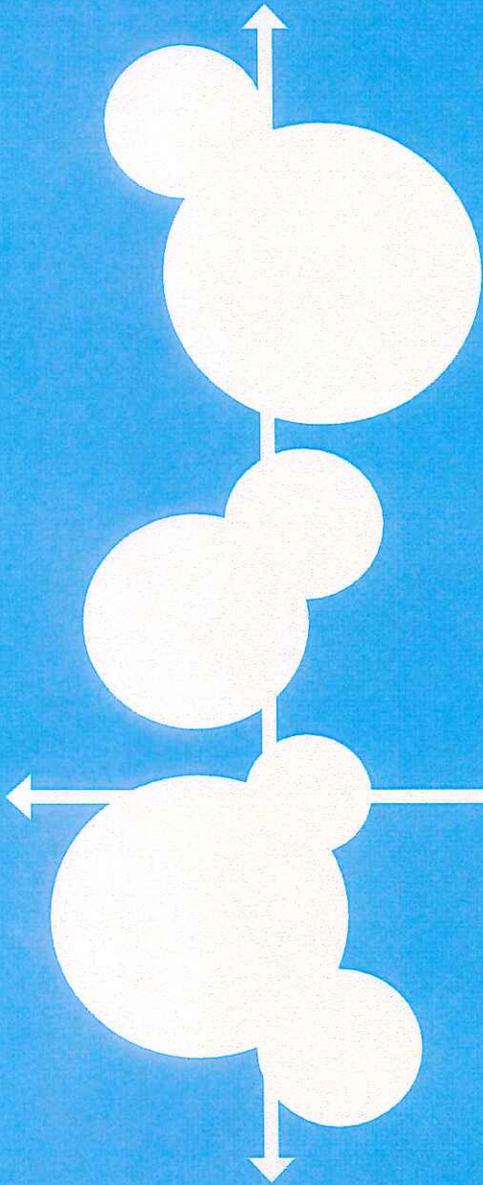
- Planting trees between the sidewalk and the house will create a more active streetscape and act as a buffer between public and private space.
- Buffer width of 8' with a soil depth of at least 3' is recommended for planting trees in the right-of-way.
- Landscaping in the right-of-way will create a buffer between pedestrians and vehicular traffic.
- Landscaping should include a mix of groundcover, shrubs and/or trees.
- Buffer width of 5' or more between street and sidewalk would allow for stormwater infiltration BMPs.
- Utilize native plants to decrease maintenance needs and improve sustainability.



Existing



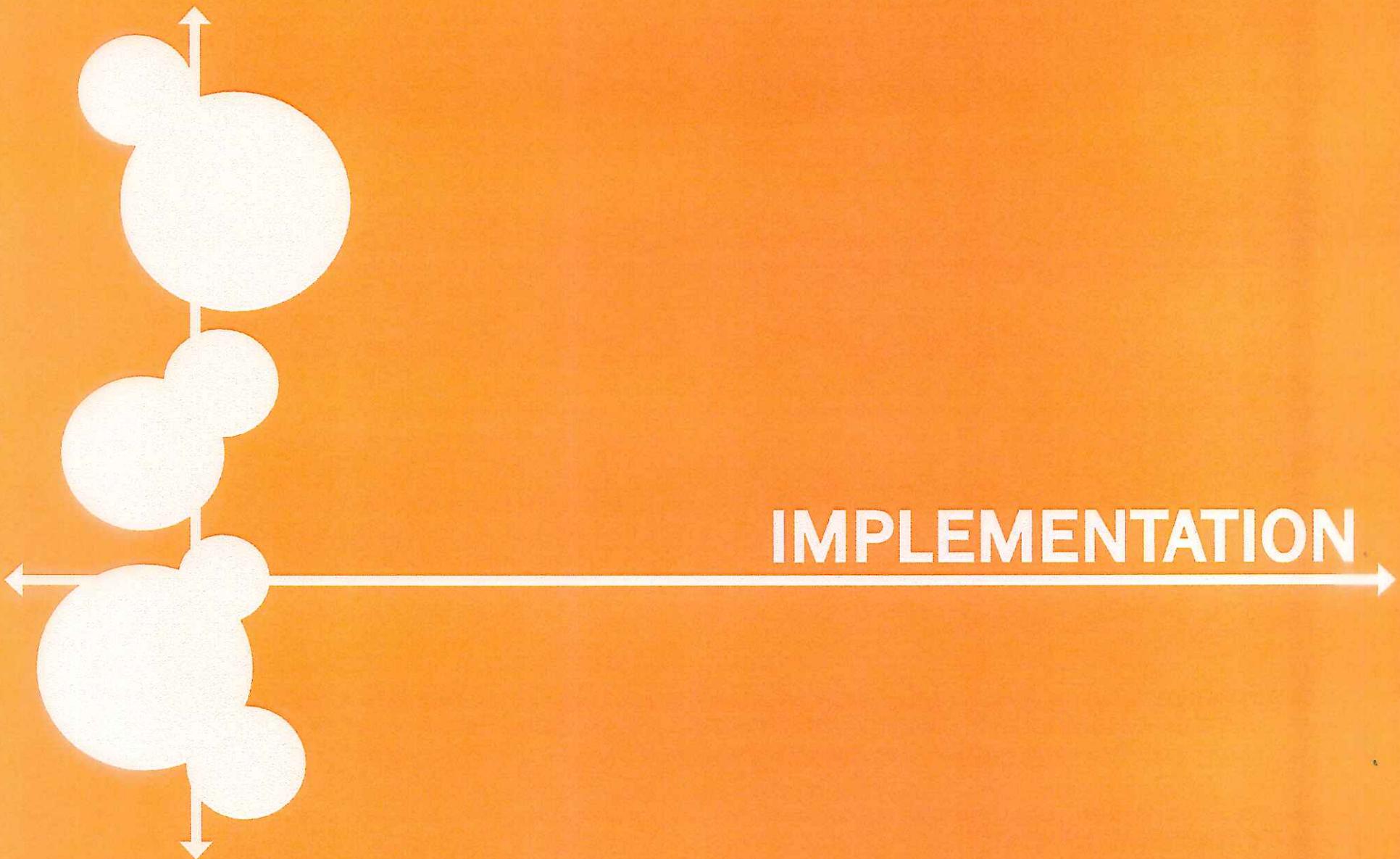
Proposed



DESIGN SUMMARY

Exploration of SW 9th Street's history, present conditions, primary assets, varying street configurations, and market analysis led to the development of a design strategy for SW 9th's primary nodes, with a focus on creating a pedestrian-oriented corridor. This framework takes into consideration the experience of the user -- from the building placement, into the pedestrian realm, and through the street. The vision for each node envelops an even wider breadth as the theme spreads out into the community and empowers its identity. To fully address the corridor, it is vital to see the SW 9th corridor not as a street, but as a linear fabric, that ties together businesses, residences, communities, people, and experiences

Starting Now! SW 9th can take these strategies and begin catalyst projects that will embolden the community, garner support, and bring attention to the corridor revitalization efforts. **Moving Forward!** The attention and support from catalyst projects will drive revitalization and development efforts along the corridor, encouraging new business and projects focused on improving the character of the existing assets. Looking ahead, the community's **Go Big!** enthusiasm will support the development of a vision for SW 9th that empowers its youth, offers quality access to healthy foods, is a model for sustainability, supports local artists, and is a vital cultural gateway into downtown Des Moines.



IMPLEMENTATION

Implementation

Friends of SW 9th is a community coalition of 24 organizations dedicated to enhancing the SW 9th Street Corridor through implementing the corridor plan, community events, and enhanced communication. The group was formed to lead revitalization efforts along the SW 9th Street Corridor. It is anticipated in 2015, Friends of SW 9th will become a 501(c)(3) organization with a functioning board of directors, regular meetings, opportunities to enhance the community.

The SW 9th Corridor Plan Steering Committee believes strongly in this concept and that staffing is necessary to continue the momentum along the corridor. Additionally, Steering Committee feels that best way to meet the professional organizational and staffing needs of the coalition is to provide funds to utilize staff of an existing organization.

After discussion among the Steering Committee, the Des Moines East and South Chamber of Commerce, and City staff, it was felt that the best existing organization to meet these needs is the East and South Chamber. The Chamber is an organization dedicated to enhancing the East and South Des Moines community and has a professional staff that has been involved with the project.

The East and South Chamber would be responsible for:

- Facilitating and staffing the Friends of SW 9th Board of Directors.
- Administering the SW 9th Façade Improvement Program.
- Providing technical assistance for corridor events. (DSM Open Street SW 9th, Clean Up day, etc.)
- Promoting activities among coalition members.
- Message sharing through newsletters, Facebook posts, and emails.

To implement the proposal, it is believed it would take approximately 3-4 hours per week of time from the Executive Director to serve as the spokesperson and facilitator. An additional 4-6 hours a week of staff time is estimated for newsletters, social media, and other types of activities at a total cost of approximately \$12,500 annually.

The funds for this position would come from a variety of sources. The East and South Chamber would provide an in-kind contribution of \$2,500 to handle the indirect costs associated with this proposal. The remaining funds would come from the SW 9th Merchants Association, NDC, NFC, local banks, and other Friends of SW 9th

Coalition members.

In addition to fundraising for a staff position to move the coalition forward, finding funds to implement the physical components of the Plan is a priority. City staff have put a preliminary price on many of the proposed actions in the Plan. *Table 1* (on the next page) has more detail on estimated implementation costs and funding sources.

To implement the first phase of property redevelopment priorities, a budget of \$363,000 has been estimated. This includes the acquisition and/or demolition of seven properties, including 2619 SW 9th Street and 2440 SW 9th Street by the Neighborhood Development Corporation. Other public nuisance properties would be demolished with City's Community Development Block Grant (CDBG) funds. The primary sources of funds for completing this first phase are from the NDC and the City's CDBG funds.

The estimated cost for the Façade Improvement Program over four years is \$700,000. The goal of the program in 2015 is to spend the \$150,000 that has been committed by Polk County for this program. In 2016, it is anticipated that the program will be funded from the sale of the City's property at Army Post Road and SW 9th Street. At this point, approximately 20-25 properties will have utilized this program and there should be some very visible improvements along SW 9th Street. Funds will need to be raised for the program in the following years and another grant from Polk County may be an option in 2017.

Housing improvements along SW 9th Street are estimated to cost \$167,500 and touch approximately 55 properties. These funds come from a variety of sources, including \$30,000 from Iowa State Bank to improve 30 houses on SW 9th over three years. Additionally, the Friends of SW 9th coalition will work to ensure that property owners are aware of existing programs, such as the Neighborhood Finance Corporation's Home Improvement Loans and the City's Emergency Repair Loan and Comprehensive Repair programs.

The total cost for these improvements is expected to be about \$1.3 million. Currently, approximately \$866,000 has been committed from the City of Des Moines, Polk County, NDC, Iowa State Bank, and other sources. These commitments provide an excellent starting point in the initial years of plan implementation, though funding the remaining \$394,500 to fully implement these activities will be necessary. Additionally, a second phase of implementation projects detailing improvements to the right-of-way may be necessary. There

are several funding options that the Friends of SW 9th can explore, such as the creation of a Self-Supported Municipal Improvement District (SSMID) on SW 9th.

In addition to funding, the commitment of local stakeholders is extremely important to the success of the SW 9th Street Corridor Plan. The high level of grassroots energy and local leadership shown throughout the planning process puts the SW 9th Street corridor in a unique position for seeing some very positive change in the near future. It is possible that certain activities in this plan may be further investigated and found not to be feasible or require an unreasonable demand on resources. Additionally, priorities may need to be reevaluated periodically as conditions and opportunities change.

The support and dedication of the Friends of SW 9th coalition will be essential in achieving the group's vision for the corridor: the Southside's Main Street, a gateway to community attractions and downtown, and a place of residence, commerce, and community.



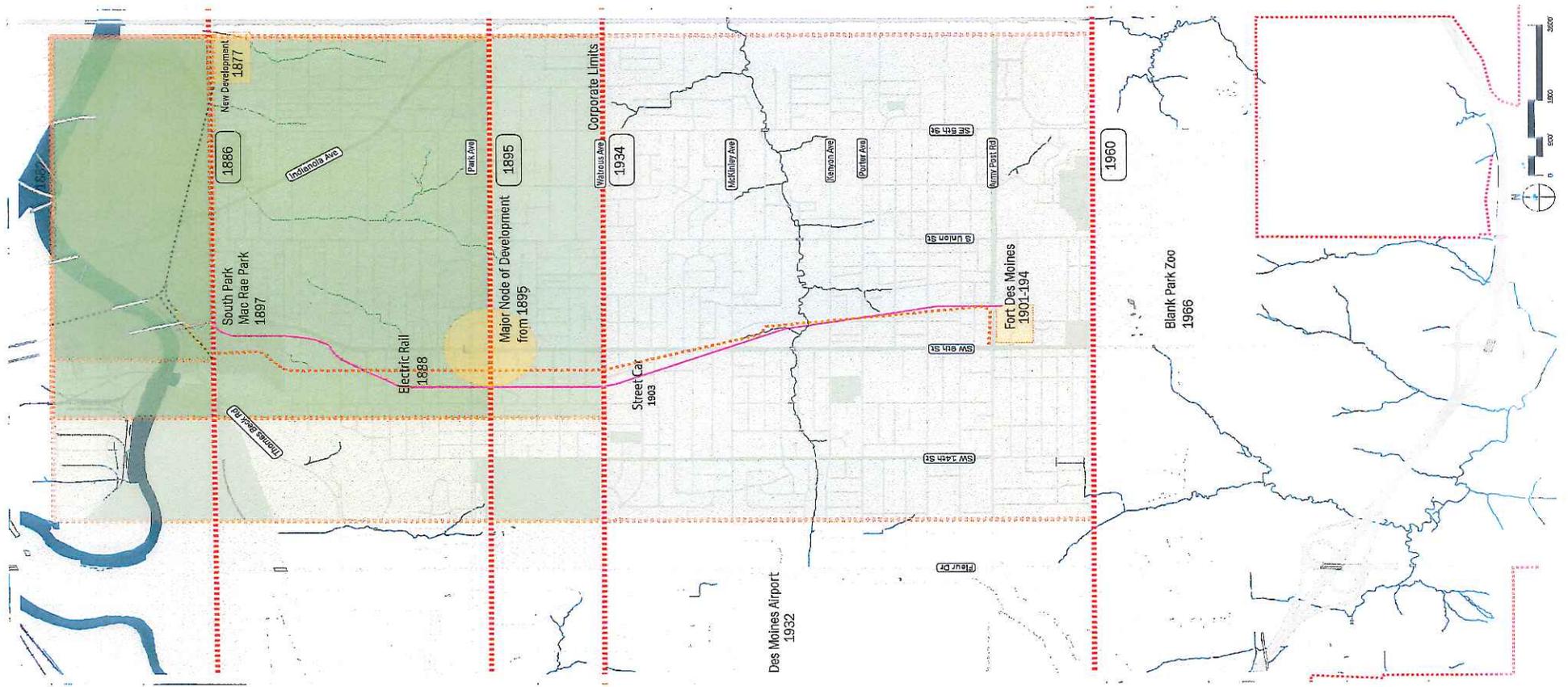
Table 1: SW 9th Corridor Implementation Cost Estimates and Funding Sources

Property Redevelopment Acquisition/Demolition - Phase I				
Address	Activity	Partner	Estimated Amount	Funding Source
2619 SW 9th	Acquisition	NDC	\$53,000	NDC Funds
	Demolition	NDC	\$60,000	City CDBG
2440 SW 9th	Acquisition	NDC	\$62,000	NDC Funds
	Demolition	City	\$38,000	City CDBG
2101 SW 9th	Demolition	City	\$40,000	City CDBG
5911 SW 9th	Demolition	City	\$25,000	City CDBG
5800 SW 9th	Acquisition	Christ the King		
	Demolition	Christ the King	\$20,000	City CDBG
2815 SW 9th	Demolition	City	\$25,000	City CDBG
2249 SW 9th	Acquisition	NDC	\$40,000	NDC Funds
Facade Improvement Program				
Year	Projects	Avg. Sub/project	Total Matching Funds	Funding Source
2015	10	\$15,000	\$150,000	Polk County
2016	10	\$25,000	\$250,000	City Sale Army Post/SW 9th
2017	10	\$15,000	\$150,000	TBD/Polk County
2018	10	\$15,000	\$150,000	TBD
Housing Improvements				
Program	Projects	Avg. Sub/project	Total Funds	Funding Source
Rebuilding Together	30	\$1,000	\$30,000	Iowa State Bank
NFC Lending	5	\$5,500	\$27,500	NFC
ERL/CRP (City)	5	\$25,000	\$125,000	City ERL/CRP
Neighbors Helping	15	\$1,000	\$15,000	TBD/Friends of SW 9th
Friends of SW 9th Staff				
Year	Chamber in-kind	Funds Needed	Total Funds	Funding Source
2015	\$2,500	\$10,000	\$12,500	Fundraising
2016	\$2,500	\$10,000	\$12,500	TBD/SSMID
2017	\$2,500	\$10,000	\$12,500	TBD/SSMID

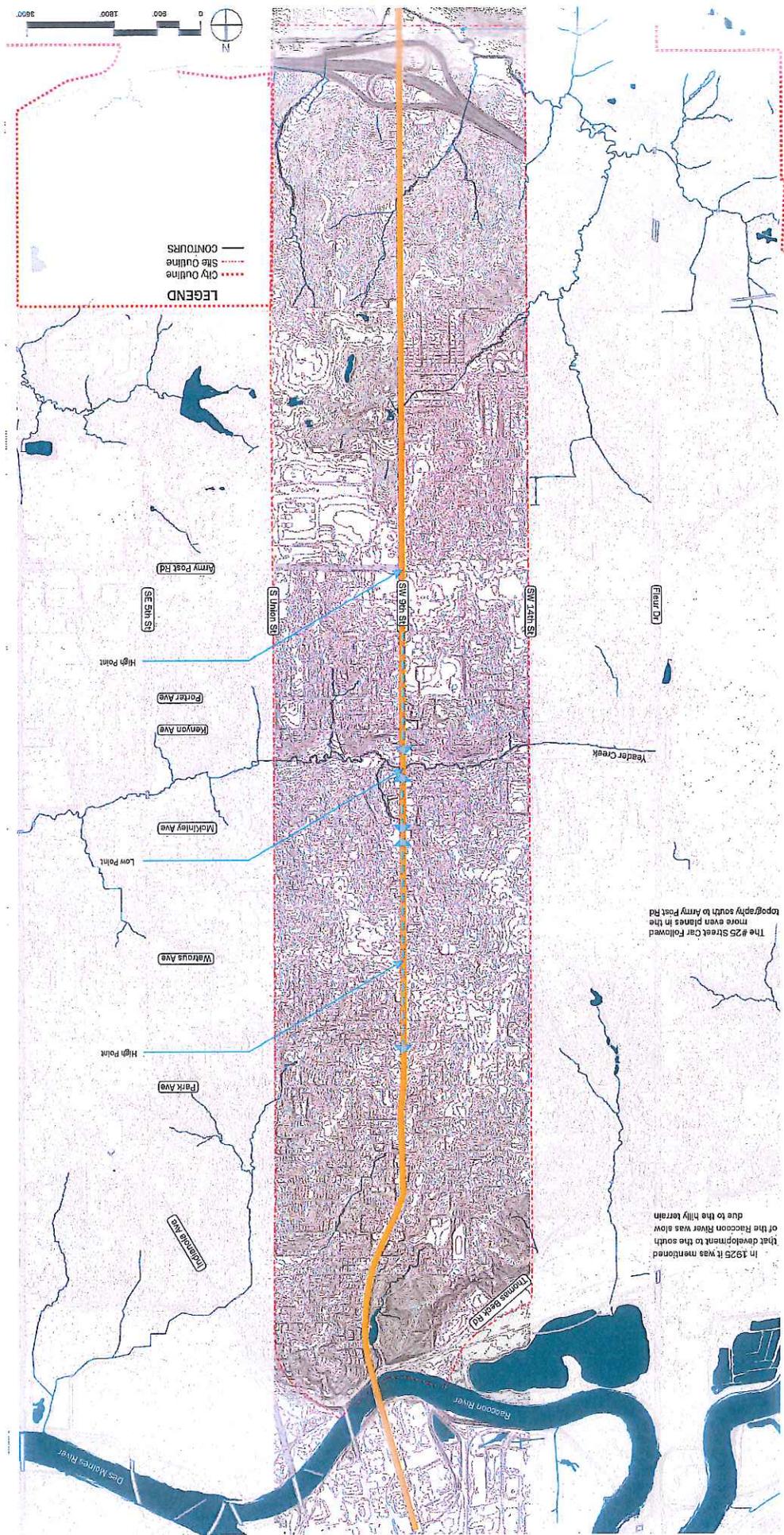
Program Totals	
Acquisition/Demolition	\$363,000
Facade Improvement	\$700,000
Housing Improvements	\$167,500
Friends of SW 9th	\$30,000
Total	\$1,260,500
Sources of Funds	
City CDBG	\$148,000
NDC Funds	\$153,000
Polk County	\$150,000
City Sale Army Post/SW 9th	\$250,000
City ERL/CRP	\$125,000
Iowa State Bank	\$30,000
Fundraising for Staff	\$10,000
Existing Funds	\$866,000
Project Total	\$1,260,500
Existing Funds	\$866,000
Funds Needed	\$394,500

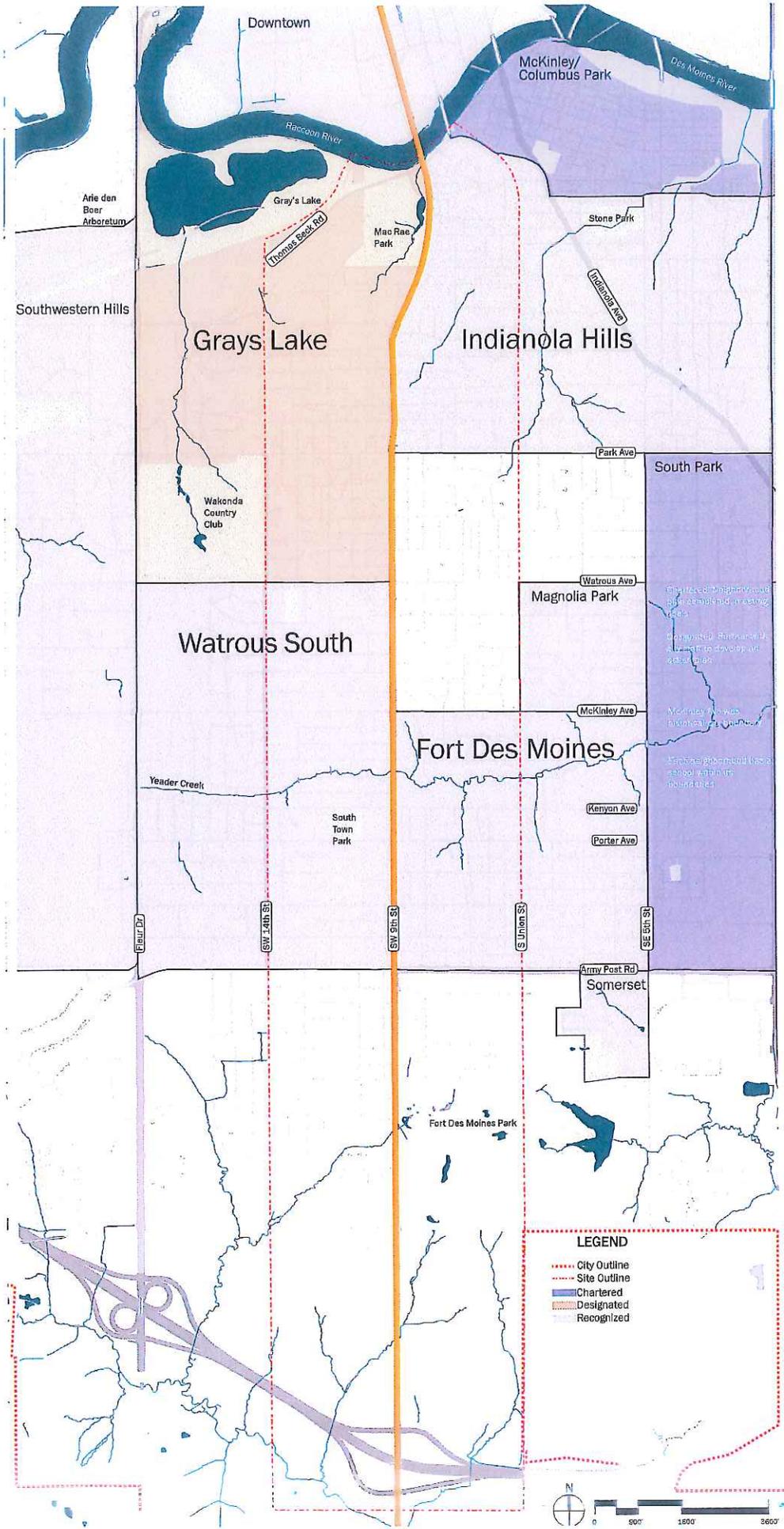
Appendix: Inventory & Analysis Maps

History of Development

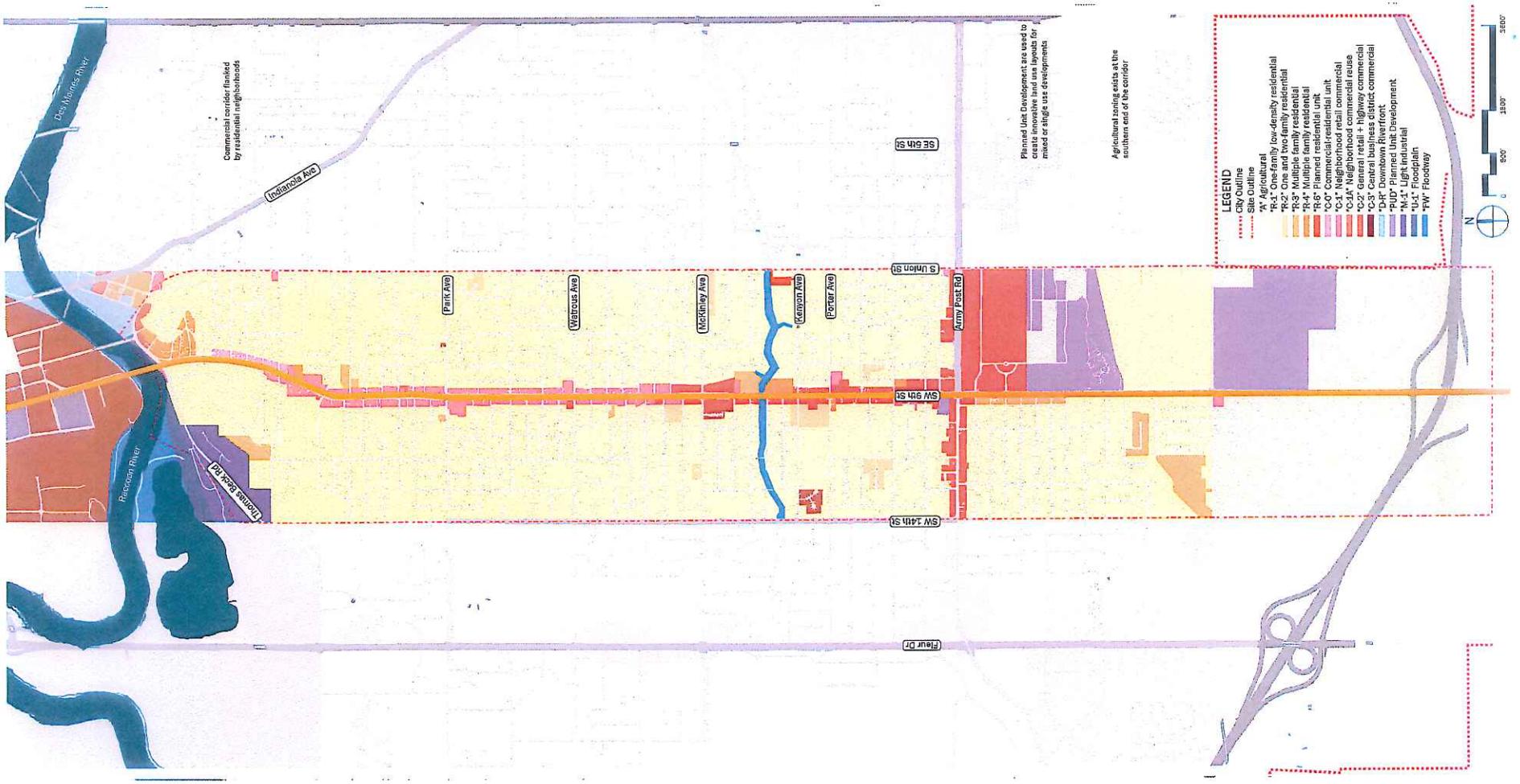


Topography

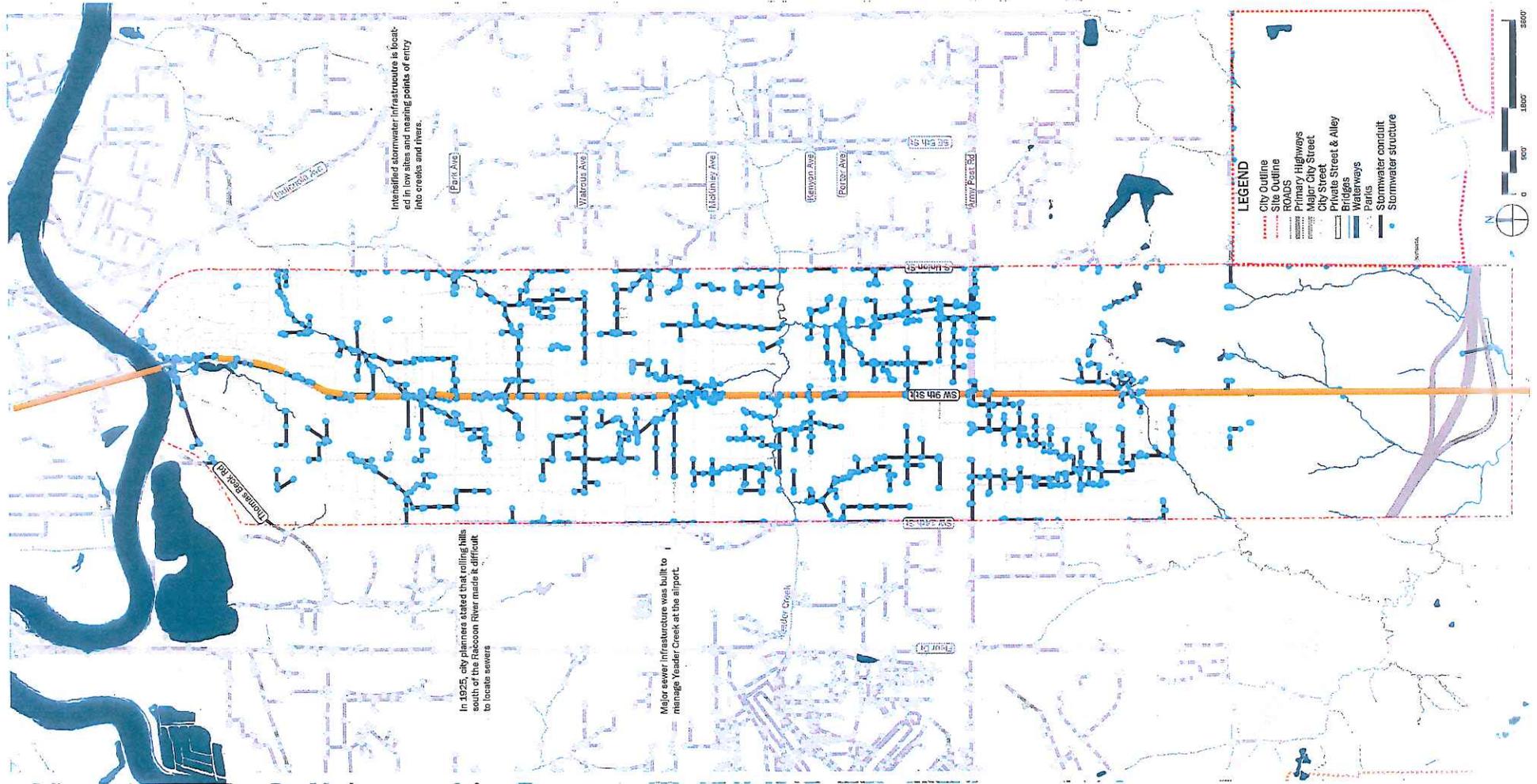




Zoning



Stormwater Infrastructure

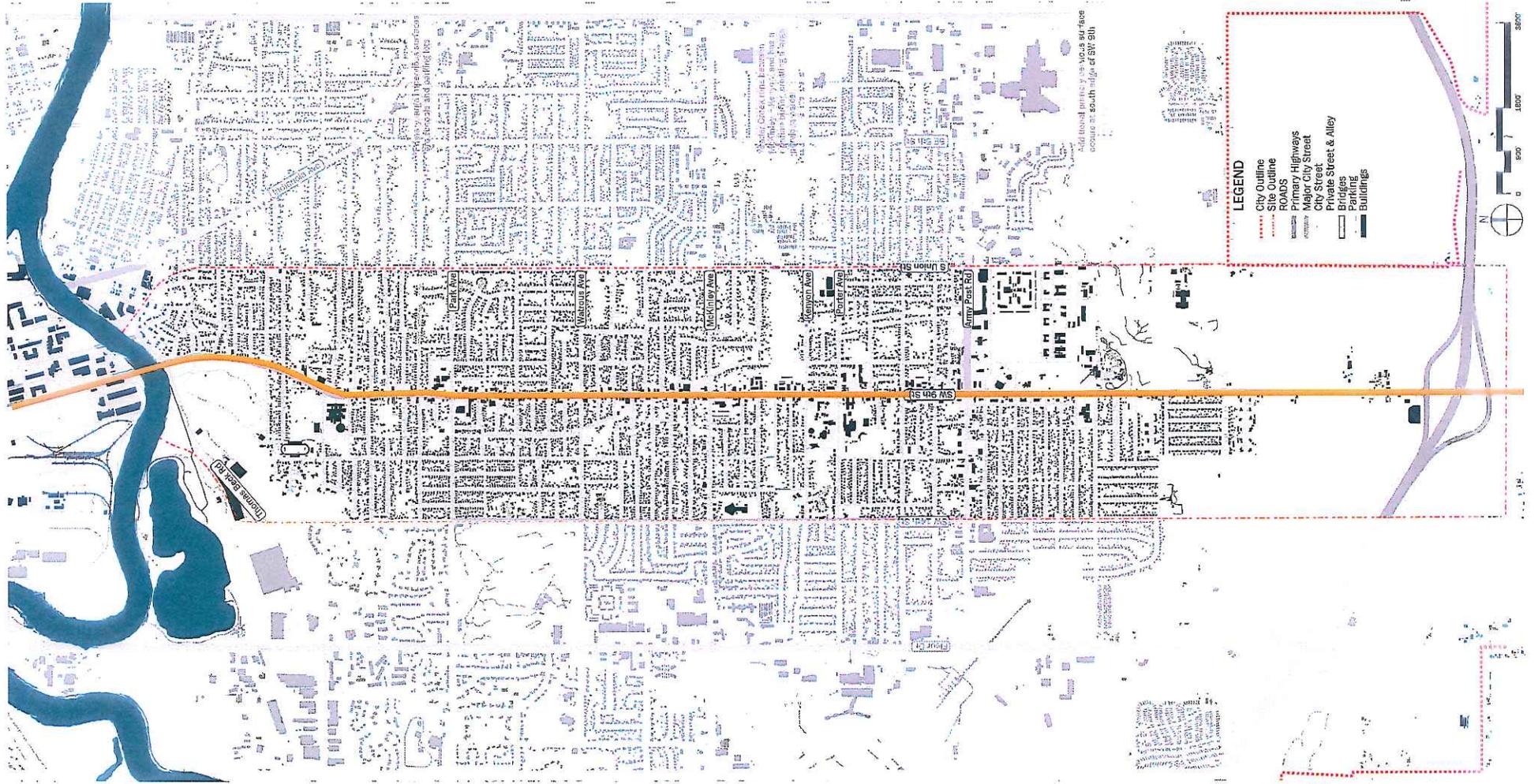


Intensified stormwater infrastructure is located in low sites and raising points of entry into creeks and rivers.

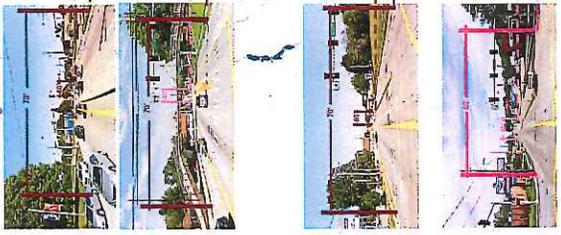
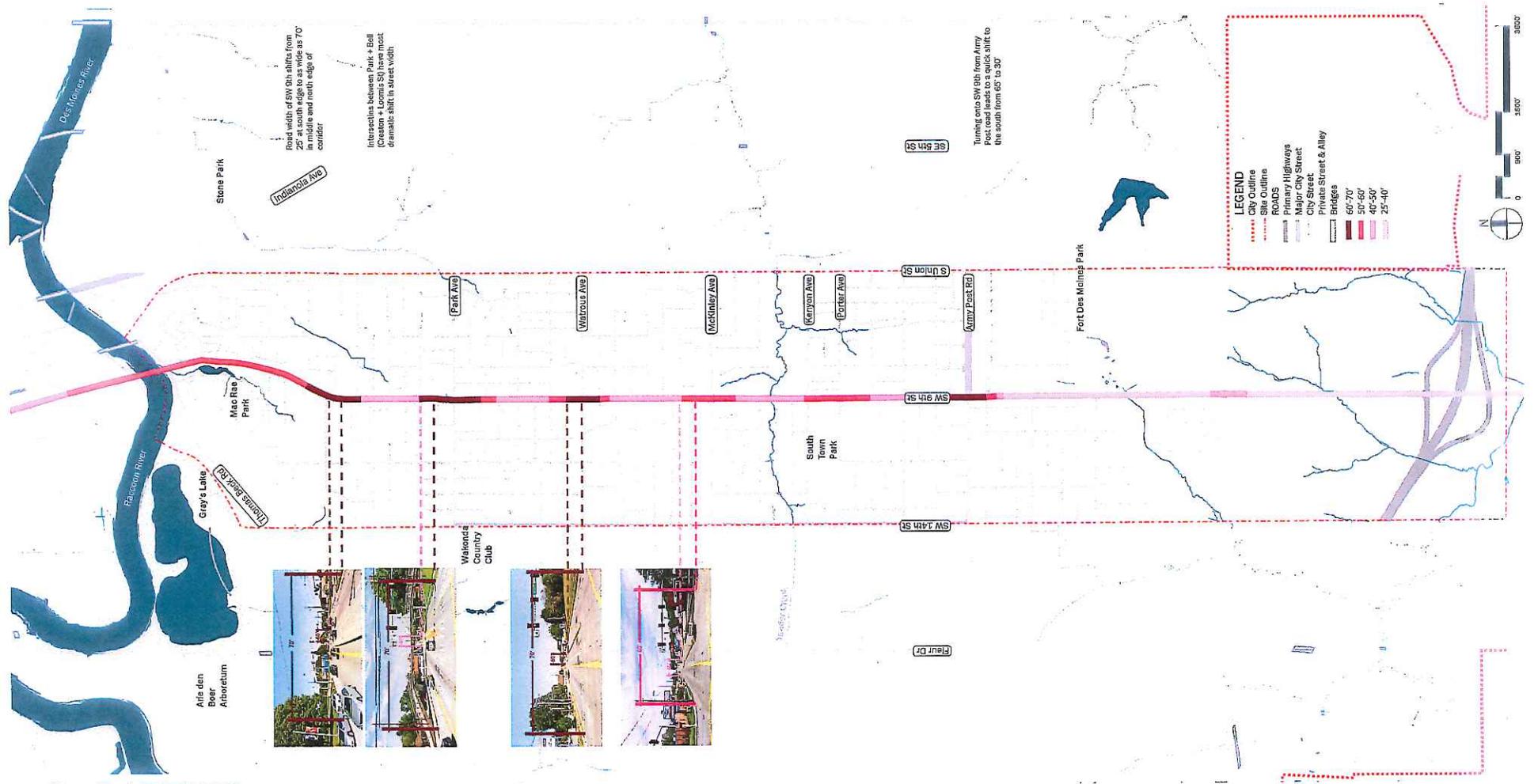
In 1925, city planners stated that rolling hills south of the Habesoon River made it difficult to locate sewers.

Major sewer infrastructure was built to manage Leader Creek at the airport.

Impervious Surfaces



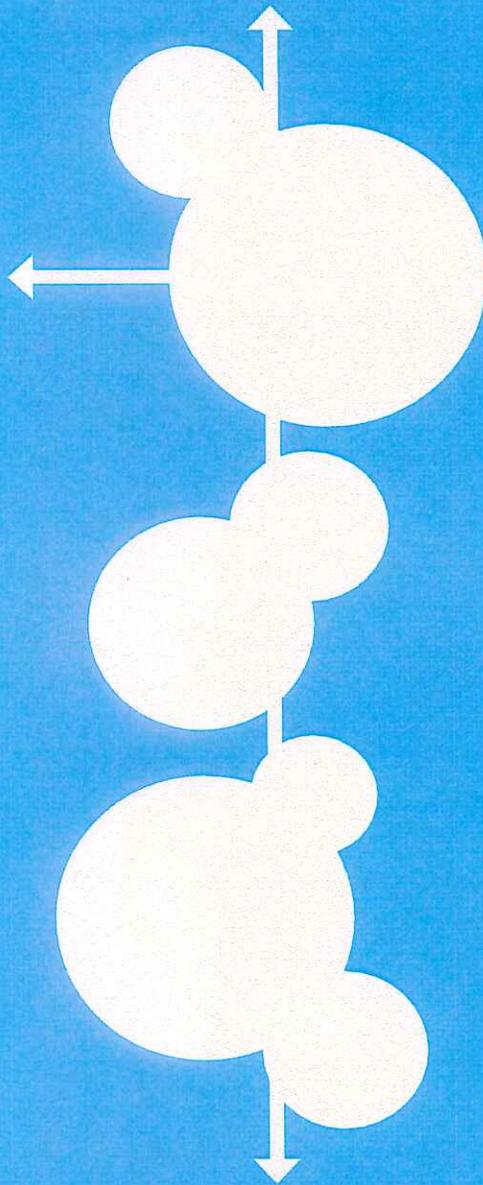
Street Widths



Road width of SW 9th shifts from 25' at south edge to as wide as 70' in middle and north edge of corridor

Intersections between Park + Ball (Cremon + Lomis St) have most dramatic shift in street width

Turning onto SW 6th from Army Post road leads to a quick shift to the south from 60' to 30'



IOWA STATE UNIVERSITY COMMUNITY DESIGN LAB

Co-Directors: Carl Rogers & Nadia Anderson

Design Fellows: Chad Hunter & Courtney Long

Research Assistants: Zeinab Amiri, Clark Colby, Wenjuan Feng, Kristen Greteman,
Kelly Kalvelage, Sonal Mangain, Ronald Reyes & Xiaofei Zhao

The Community Design Lab (CDL) is a partnership between the Iowa State University College of Design and the Office of Extension and Outreach. We work with community leaders, non-profit organizations, and government agencies throughout the State of Iowa, using design knowledge and research expertise to help shape vibrant and empowered communities.

The CDL works closely with city officials, community leaders, and local residents to develop concepts to enhance their respective community. Our process involves attending community meetings, facilitating design charrettes with the public and working as a team to investigate and establish key moves that will best serve each community.

Our studio is located in the ISU Research Park. We share space with Community and Economic Development Extension programs including Communities to Communities (C2C) and Community Visioning. We work across scales, connecting regional issues to local solutions and finding synergy between urban and rural issues.

OUR MISSION:

- To PARTNER with communities and organizations to address issues of public space, housing, neighborhood development, capacity building, and sustainable infrastructure.
- To provide LEADERSHIP THROUGH DESIGN by addressing and integrating issues of affordability, equity, and resilience through beautiful, place-based, and inclusive tactics.
- To demonstrate NEW MODELS for design practice, education, and research that build on existing assets while looking to the future.

Plan Presentation and Approval

February 12, 2015 – SW 9th Corridor Plan Steering Committee
March 4, 2015 – Neighborhood Revitalization Board
March 5, 2015 – Plan & Zoning Commission
March 23, 2015 – Des Moines City Council
March 24, 2015 – Polk County Board of Supervisors