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Council Approval Date

City of Des Moines

BIRDLAND AREA REDEVELOPMENT PLAN

MSA Professional Services

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Executive Summary

The Birdland Area Redevelopment Plan is an Area Specific Plan focused on recommended land uses most appropriate for the area; recommendations on design and building forms that will complement the surrounding neighborhood; how these uses and design forms best transition to the surrounding uses; analysis of existing infrastructure conditions; and recommendations for infrastructure upgrades necessary to support future development.

The Birdland Area is located north of downtown within the boundaries of the Union Park Neighborhood. The Birdland Area sustained flooding during the floods of 1993 and 2008. Flooding was caused by the levee along the Des Moines River being breached. Army Corp of Engineers rebuilt the levee to bring the flood protection for this area up to current standards. That work was completed in November 2011. The Federal Emergency Management Agency (FEMA) has been working to certify the levee under the National Flood Insurance Program. This levee certification should be completed by late 2014 or early 2015.

A number of voluntary buyouts occurred following the floods of 1993 and 2008. These properties were then demolished, leaving a number of vacant lots scattered throughout the study area. The property conditions in Birdland vary greatly with a number of well kept homes intermixed with properties that are in varying states of disrepair. Establishing a plan and vision for this area will go a long way in helping the property owners, City, and other partners determine how best to reinvest in Birdland.

The goal and the challenge of this planning process was to develop a community consensus on the outcomes that are most desirable and feasible, and by doing so creating a vision driven plan to be used by developers and decision-makers as a guide for future development and redevelopment of the Birdland Area.

The Planning Process started following the floods of 2008. The Union Park Neighborhood Association wanted to create a comprehensive plan to establish a vision and process to revitalize the Birdland Area to coordinate and prioritize future improvement efforts in the area. Since this initial meeting the levee has been rebuilt and improved. The infrastructure is in place to allow for development and revitalization efforts to continue and expand. The City will look to dispose of the vacant lots that it owns in order to spark additional development interest in Birdland.

Approval Process

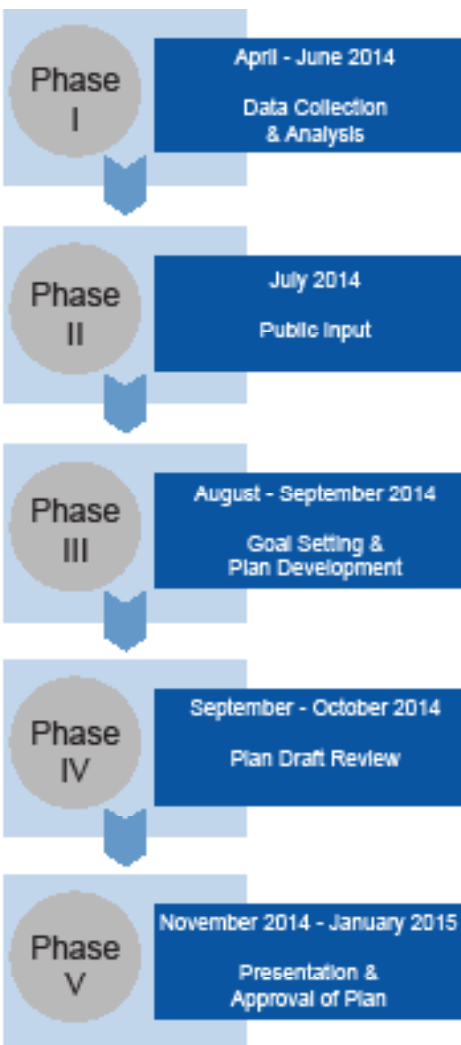


INTRODUCTION

Vision Statement

The Birdland Redevelopment Area is a great place to **live** - because of the close knit, diverse community; **work** - with easy access to major arterials to downtown and beyond; and **play** - with easy access to the Des Moines River, local bike trails and City parks.

Planning Process

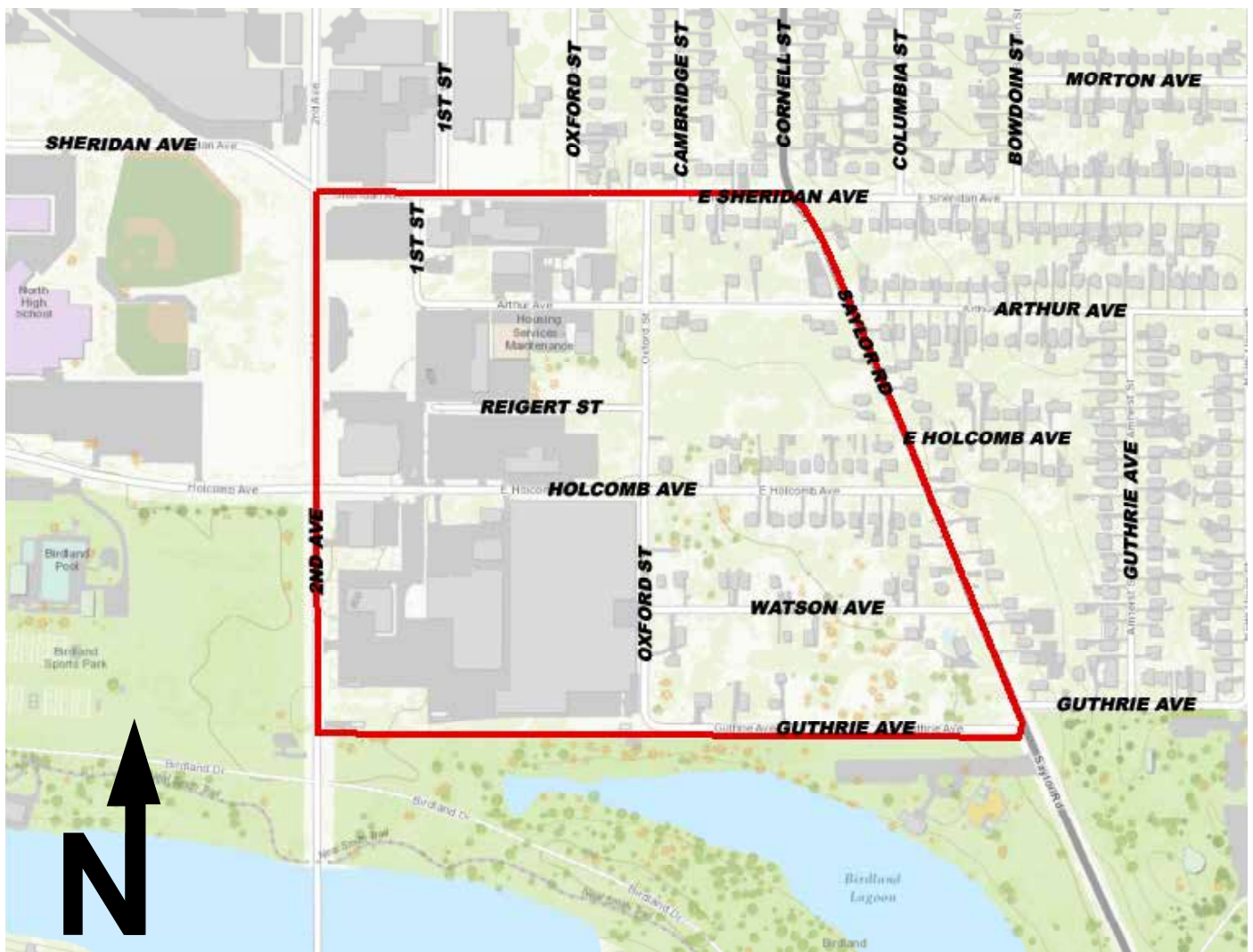


The Union Park Neighborhood Association and the Parks Area Foundation partnered to assist with plans to revitalize the Birdland Area. Both the Union Park Neighborhood Association and Parks Area Foundation are represented in Birdland Planning Committee, along with local business owners, residents membership from all three adjoining neighborhood associations and City staff.

Public participation was a critical element of this planning process. The City appointed a Planning Committee to help guide this planning process and ensure that all draft documents were reviewed by the public, for reactions, modifications and approval. The planning committee assisted with outreach to business and resident stakeholders across the planning area. Stakeholder interviews and a public focus group collected input from interested participants from the planning area and neighborhood.

Planning Area Background

The Birdland Redevelopment Area is located just over one mile north of downtown Des Moines and within the Union Park Neighborhood. It is positioned very close to many amenities such as North High School, Birdland Sports Park, Birdland Park and pool, Union Park, one of Des Moines many bike trails, and the City’s only marina just to name a few. Access to this location is very convenient because it is bordered by 2nd Avenue, Saylor Road and East Sheridan Avenue. The entire planning area encompasses 60 acres of land that has a diverse range of land use from industrial and commercial to single family residential.



Map 1. Plan Area Map

Existing Plans

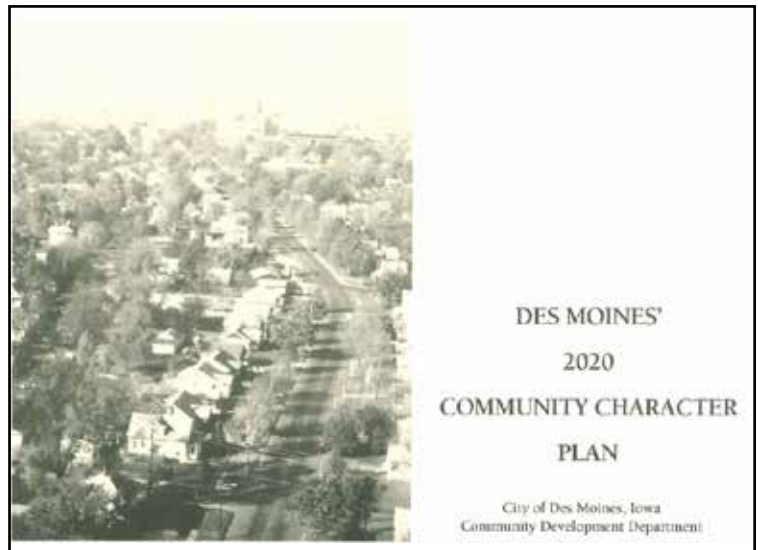
There have been many planning efforts over the last two decades that address the Birdland Area in some way. The documents from these planning efforts are acknowledged here. This section highlights the importance of each plan to the Birdland Redevelopment Planning process.

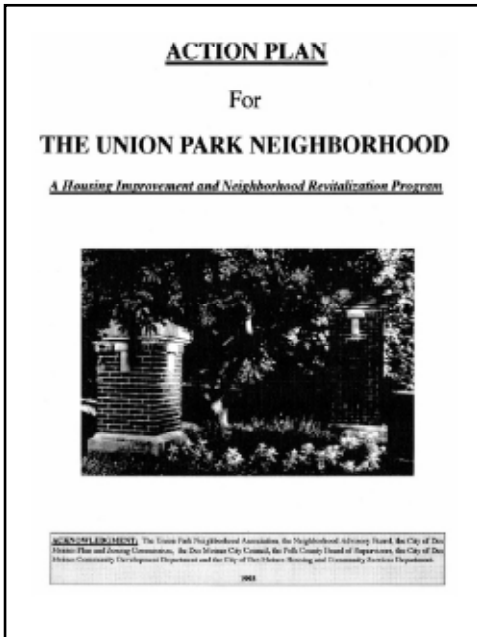
- Des Moines 2020 Community Character Plan (2000)
- Union Park Neighborhood Plan (1993)
- Highland Park Neighborhood Plan (1995)

2020 Community Character Plan (2000)

The 2020 Community Character Plan provides a framework to guide the city's physical development. It specifically looks at public and private development, land use, and transportation. The 2020 Community Character Plan is the Des Moines Comprehensive Plan and combines with other plans.

The Birdland Area falls under Subarea 1 in the plan. There is a major node adjacent to the Birdland Area across 2nd Avenue. The plan states that Union Park, Birdland Marina, North High School, Kiwanis Nature Island, and McHenry Park form a park and open space district, which the Birdland Area is in the middle of this district. This plan and its principles reinforce the importance of this area and the need to build on the existing strengths the area has to offer.





Union Park Neighborhood Plan (1993)

This neighborhood plan was the result of the Des Moines City Council and the Polk County Board of Supervisors initiating a Neighborhood Revitalization Program in 1990 based on “Housing Improvement and Neighborhood Revitalization”.

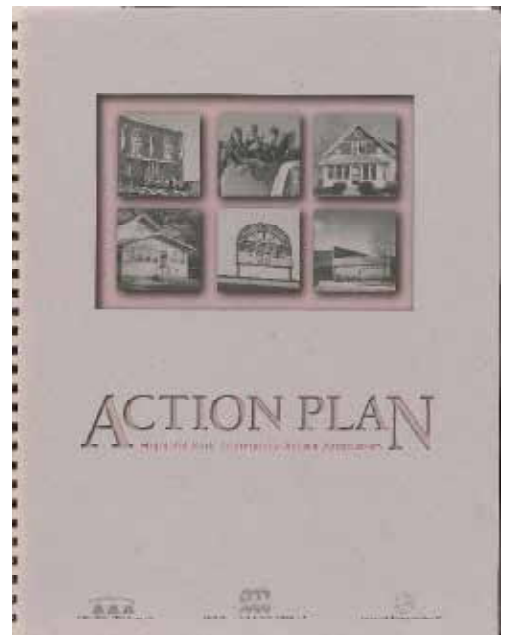
Many of the issues, concerns and goals of this plan are very relevant to the Birdland Area Development Plan process.

One of the public improvements under the Union Park Neighborhood Action Plan is to restore the Birdland Marina Facility and the Parks Area.

Highland Park Neighborhood Plan (1995)

This neighborhood plan was the result of the Des Moines City Council and the Polk County Board of Supervisors initiating a Neighborhood Revitalization Program in 1990 based on “Housing Improvement and Neighborhood Revitalization”.

The plans project area borders the Birdland Area along 2nd Avenue. Though the plans focus is outside the Birdland Area the goals for housing, community engagement and commercial revitalization are all still very relevant to the Birdland Area Development Plan process and goal setting.



Public Input

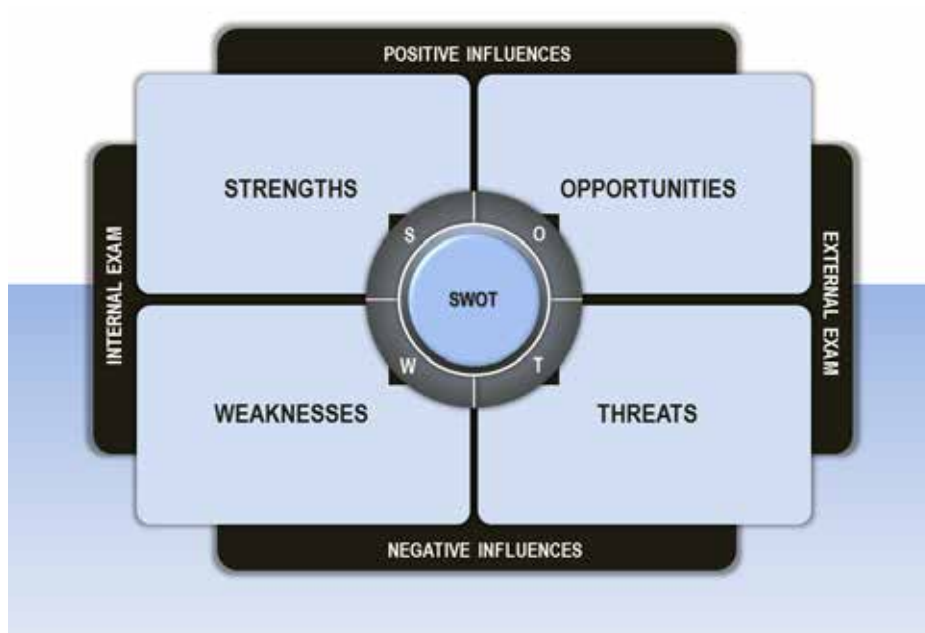
The City of Des Moines appointed a Planning Committee comprised of the Union Park Neighborhood Association and Parks Area Foundation, local business owners, residents, membership from all three adjoining neighborhood associations and City staff to help guide the planning process. Part of this guidance took place on April 22nd, 2014 during the committee meeting. Planning Committee Members took part in a SWOT exercise to determine the area's issues and opportunities. On May 21st, 2014 residents, business owners and community leaders took part in a similar SWOT exercise. These two sessions were used to gather opinions on issues and opportunities for the Birdland Area. The information gathered was divided into four categories:

Strengths - characteristics that give the Birdland Area an advantage over others.

Weaknesses - characteristics that place the Birdland Area at a disadvantage relative to others.

Opportunities - elements the Birdland Area could build upon to advance the area.

Threats - elements in the environment or community that have or could hinder revitalization.



STRENGTH

Access to main roads (+)
 Access to parks and trails (+)
 Connection to bike trails (+)
 Trails to parks (+)
 2nd Avenue on fringe (+)
 New levee (+)
 Bike trials (+)
 Parks (+)
 Close to 2nd Avenue (+)
 Good surface transportation – i.e. trail network (+)
 Parks (+)
 Rebuilt levee & flood gate (+)
 Des Moines River Water Trail (+)
 Schools (+)
 Retail/Commercial/Hospital in area (+)

Bike trails (+)
 Easy access (+)
 Get anywhere you need to go from area quickly (+)
 Close to freeway, interstate, downtown, East Village, Birdland Pool, bike trials, Union Park and Park Fair Mall (+)
 Close to neighborhood elementary, middle and high school (+)
 Close to hospital (+)
 Easy access to shopping, downtown and transportation (+)
 Close to Bike Trails (+)
 River paddling, rowing and boating (+)
 Levee rebuilt (+)



Infrastructure & Connections

OPPORTUNITY

Sustainability (*)
 Possible opportunity with levee (*)
 Need better access to bus (*)
 Need for a sidewalk connection to park (*)
 Incomplete sidewalks (*)

WEAKNESS & THREAT

Conditions of streets and sidewalks (-)
 Road conditions (-)
 Street conditions (-)
 Questions on sewer integrity and added occupants (-)
 Unpaved streets (-)
 Lack of sidewalks (-)
 Potholes (-)
 Condition of storm/sanitary sewer systems (-)
 Isolation of levee – i.e. opportunities for bad behavior (-)
 Image of levee (-)
 Sidewalks (-)
 Gravel streets (-)
 Poor drainage (-)
 Roads in poor condition (-)
 No sidewalks (-)
 Condition of streets and sidewalks (-)
 Sidewalks need improvement (-)

Gravel streets (-)
 Storm/Sanitary Sewer (-)
 Stormwater issues (-)
 Under developed sewer and water system (-)
 Will existing sewer/water handle needs of new development (-)
 Bus lines/routes are too far away (-)
 Unpaved streets (-)
 Not close enough to public transit (-)
 Old curb & gutter (-)

Housing & Land Use

STRENGTH

Affordable housing (+)
Nearby Employers (+)
Nearby Hospitals (+)
Trail access (+)
Near downtown and recreation (+)
Affordable (+)
Well established and connected homeowners (+)
Close to public transportation (+)
Close to schools (+)
Mix of housing styles (+)
Mix of single family housing (+)
Affordable housing (+)
Historic housing (+)
Lots of classic homes (craftsman style etc.) in good condition and affordable (+)
Nostalgia/History – Riverview, Carousel, Union Park, Architecture (+)
Variety of housing/Range of pricing (+)
Close knit community (+)
Potential for redevelopment (+)

OPPORTUNITY

Potential for infill development for affordable housing (*)
Non-Profit Developers – Park Area Foundation, Habitat for Humanity, Home Inc., Anawim, NDC (*)
Blue Living (*)
Work-Live Development – Soho Lofts, NDC Buildings, Aqualand Building (*)
Buyout and rebuild (*)
Multi-family units should be a managed facility (*)
Vacant lots (*)
Opportunity for diverse development (*)
Specialty shops are making a comeback (*)
Tax abatement incentives for developments (*)
Want to see more people (*)
Senior housing complex (*)
Student housing – leverage the energy of students (*)
Open land (*)
Potential for affordable sustainable housing – multifamily development (*)
Buildable lots (*)
Affordable rebuild opportunities (*)
Blank Slate development opportunity (*)
Vacant land (*)
Vacant land (*)
Potential for community gardens (*)
2nd Avenue corridor business opportunities (*)
Vacant land can assemble larger parcels for diverse projects (*)
Possible opportunity with levee (*)

WEAKNESS & THREAT

Older housing stock (-)
Vacant lots (-)
Lots of smaller rundown homes (-)
Over half need repair (-)
Old housing stock in need of repair (-)
One housing type (-)
Ignored abandoned businesses and houses (-)
Low diversity (-)
Some renewal needed (-)
No diversity of housing types (-)
Poor current property conditions (-)
Sidewalks have an erosion issue (-)
What to stay single-family units (-)
Vacant lots (-)
Some house need maintenance (-)
People are used to vacant lots (-)
Keep low density character for housing (-)
Upkeep of City property & mowing could be better (-)
Upkeep of private property could be better (-)
Change is difficult (-)
Threat of gentrification (-)
Open storage (-)
Waiting for FEMA approvals (-)
Mixed zoning (-)
Poor infrastructure (-)
Need for more efficient permitting process (-)
Cumbersome permit process (-)
Over the top regulations (-)
Length of time process takes (-)

STRENGTH

Tony Moro and Eagle Iron Works (+)
 Established employers (+)
 2nd Avenue properties (+)
 Businesses close by (+)
 Good access to mixed retail downtown (+)
 Marina (+)
 Keep existing businesses (+)
 Eagle Iron Works (+)



Business Retention
& Growth

OPPORTUNITY

Affordable business opportunities (*)
 Available space (*)
 Habitat for Humanity's former building (*)
 Large vacant parcel on 2nd Avenue potential business opportunity (*)
 Find funding for property/façade improvements (*)
 Potential for businesses with infill development (*)
 20 Cities in Iowa received grants for Blue Living (*)
 Beautify 2nd Ave Similar to Fleur and 86th & 6th and Euclid Area (*)
 Competitive property tax without shift in burden (*)
 Need to improve industrial/commercial area between Reigert & Arthur (*)
 Old gas station lot is prime location for development due to amount of traffic on 2nd Ave (*)
 Business opportunities resulting from lots of people in the park and on the trails (*)
 Need for burger barge, restaurant, marina boat shop, ice cream, bar & grill (*)
 Brownfield/Grayfield tax credits (*)
 What incentive financially can city/state/county offer for business – enterprise zones, façade grants, TIF (*)
 Develop tourism to create traffic which will support business (*)
 Create unity in the business community, business association possible? (*)
 Give businesses incentive through reducing risk (*)

WEAKNESS & THREAT

Need to address parking issues and make sure there is enough in the future (-)
 Work with restaurants to negotiate grease interceptor requirements (-)
 Some existing businesses need to maintain facilities better – outside storage etc. (-)
 Business growth affected by levee and flooding (-)
 Lack of retail in area (-)
 Aesthetics are lacking except for Tony Moro's building (-)
 Area median income of neighborhood affecting business retention (-)

Recreation & Environment

STRENGTH

- Fishing (+)
- Marina (+)
- River view Island (+)
- Parks (+)
- Parks (+)
- River (+)
- Four Mile and Neal Smith Trails close to area (+)
- Bike Trails (+)
- Bike Trails (+)
- Wildlife, nature, birds and animals in area (+)
- Trails (+)
- Parks (+)
- Parks (+)
- Trails (+)
- River (+)
- Trails (+)
- Parks (+)
- Birdland pool and tennis courts (+)
- Des Moines Rowing Club (+)
- Marina (+)
- Boat ramp (+)
- Park facilities – i.e. Ding Darling Shelter (+)
- Birdland pool and tennis courts (+)

OPPORTUNITY

- Reforestation (*)
- Extend River walk to River (*)
- Connect Four Mile and Neal Smith Trails (*)
- Restaurant at Marina (*)
- Ice Skating (*)
- Bike trail connections (*)
- Lack of park recognition – not as well-known as Gray's Lake (*)

WEAKNESS & THREAT

- Maintenance of public and private property could be better (-)
- Volunteer Trees (-)
- How to design for a flood (-)
- Birdland Drive needs cleaned up (-)
- Possibility of high water (-)
- Industrial neighbors (-)
- Potential for future flooding (-)
- No tree protection plans (-)
- Communication branding/marketing needed to get community to notice (-)



Interview Q & A

Stakeholders from a variety of backgrounds participated in stakeholder interviews either in a one-on-one format or in a focus group. These stakeholders were asked to answer the questions below and a summary of the responses are as follows.

- 1. Why are you located here, and what do you like about this part of Des Moines?**
 - Affordable
 - Close to downtown
 - Recreation and friendly “tight knit” community

- 2. What are some current successes in the Birdland Area?**
 - The new levee is a success
 - Trail signage is nice and can be used to measure the distance traveled
 - Location, access and amenities in the area are a success
 - Property values have appreciated and need to continue to do so

- 3. Please describe traffic and parking conditions in the area.**
 - Speeding and heavy traffic on some streets is an issue and an opportunity for stepping up enforcement
 - Streets are narrow and not good for street parking, school buses and ambulance have a problem getting through when there is on street parking
 - Off street parking is available and must continue to be an option in the future in new developments

- 4. This area is changing. What needs to be preserved through this period of change?**
 - The wildlife and the areas that wildlife use must be preserved
 - Walkability is nice and needs to be promoted better and preserved
 - Family oriented community with no standalone bars in the area is important to residents

- 5. Please describe 3 things that you would like to change about this neighborhood, especially things that would make your organization more successful.**
 - Derelict buildings need to be addressed in the area
 - Roads need to be paved or repaired
 - General aesthetics need to be improved, i.e. floodwall multi colored due to graffiti that was painted over

-
- 6. What role could your organization have in the betterment of the neighborhood/area? How could your skills or services be applied within the neighborhood/area to foster positive changes here?**
- Open to a clean up day - construction company that could help with construction efforts
 - Clean up day or anything to help area - could do painting etc. as needed to beautify
 - Could help with community projects - donate equipment and expertise on construction type projects
- 7. Is there anything else you would like us to know about – information or ideas for the planning area?**
- Would like to see alleys north of Guthrie Avenue vacated to use as owners yard
 - Would be okay with townhomes/townhomes but it must fit with single-family feel/style, prefer single-family unattached homes
- 8. How do you describe your location to anyone from outside the planning area?**
- Great amenities and easy access to anywhere
 - One mile north of downtown Des Moines
 - Working class neighborhood off main arterial close to downtown
- 9. If given \$1M for the betterment of the area, how would you spend it?**
- Could make some of the empty lots part of the park such as a part of a frisbee golf course etc.
 - Better lighting around park and some streets
 - A sustainable development (row houses, townhomes) with a zero energy/carbon footprint
 - Road work where needed
 - Redevelopment of old gas station site on 2nd Avenue
 - Improve storm water issues in the area
 - Residential homes and school improvements in the area
- 10. If given \$10,000 for the betterment of the area, how would you spend it?**
- Speed mitigation i.e. humps, planters to narrow street etc.
 - Community Garden startup
 - Block party, some community event to bring community together
 - More enforcement of municipal codes/traffic laws
 - Branding and marketing effort for the Birdland Area as a distinct district
 - Landscaping such as street trees etc.
 - Financial help to lower income residents in the area
- 11. Are there any vacant sites or buildings that you see as either a major liability or a major opportunity?**
- Liability - corner of Watson Ave. & Oxford St. and Saylor Rd. & Arthur Ave.
 - Opportunity - Old Gas Station Site on 2nd Ave.; Could be a bistro/restaurant, Coffee Shop, Grill

Birdland Branding

The Birdland Area residents and business owners expressed that they would like to create a brand for Birdland to help create an identity for the area and help with marketing efforts. A key part of this effort will be to create a logo. However, branding and marketing goes beyond the creation of a logo. Successful branding will continue to build on the positive perception of the area by reinforcing the strong qualities and values of Birdland.

To the right are some examples of what the branding for the Birdland Area could look like. These examples could be used to revisit the idea further as an action item in this plan.

There were many suggestions on what the name for the area could be which include: Birdland, Birdland District, Birdland Landing, Birdland Area, Birdland Borough, Birdland Community, Birdland Success Zone and Birdland Gateway. The planning committee agreed that Birdland Landing was their preferred name for the area. Below are some examples of various text and wording using the Birdland Landing name.

The committee does not recommend that Birdland become its own neighborhood. The intent is to brand Birdland as a distinct and unique district within the Union Park Neighborhood. This will allow the UPNA and Birdland residents and businesses to better communicate the valuable and attractive amenities of the area in order to build and reinforce positive recognition and encourage investment.



EXISTING CONDITIONS

Walking Tour Observations

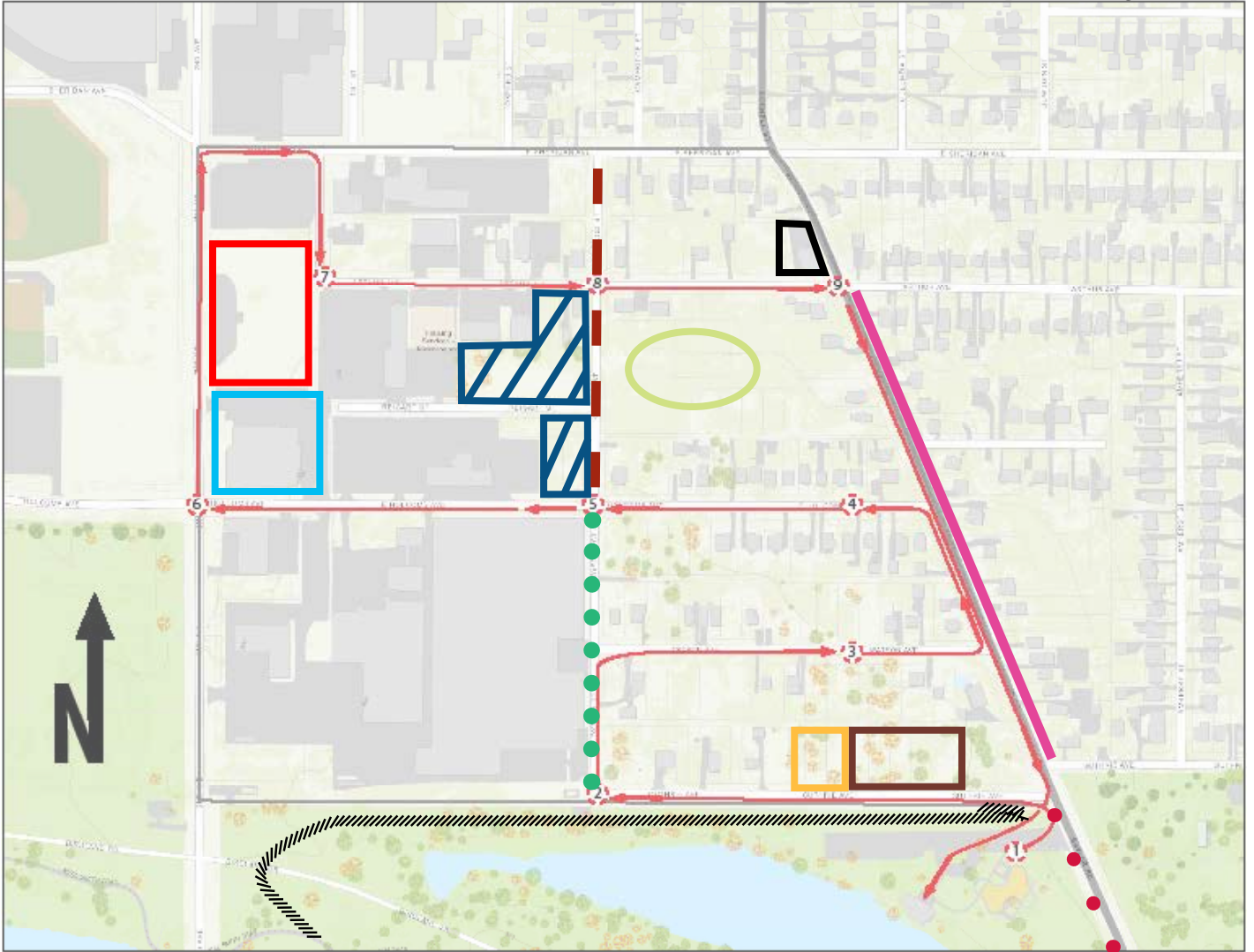
On May 21st, 2014 a group of stakeholders, residents, and city officials conducted a walking tour with MSA staff to assess the condition of the area and discuss improvement opportunities. The route was mapped and there were nine designated spots along the route to stop and get feedback on all things good, bad and anything else that their participants attention.

Comments and Ideas from Walking Tour

-  Multi Family with Parking Under Unit
-  Transition Area Twin-homes/Town-homes
-  Dilapidated Commercial Building
-  Building Under Renovation
-  Redevelopment/Infill Opportunity
-  Potential for High End Shop/Market
-  Residential Pocket Development Possibility
-  Get a Rural Feel in an Urban Setting
-  No Sidewalk/Bike Trail Connection
-  Beautification Area - Trees/Ivy/Industrial Art
-  Rock the Block: Revitalization of Retention Walls Along Saylor Road
-  Multi-Use Path Up Levee and Connecting to Neal Smith Trail System



Map 2. Walking Tour Map



General Comments

Need/Want for a Community Garden

Sidewalk Conditions are in need of repair in various areas

Is there a need for a Birdland Area Sign or Area Designation?

Enterprise Zone to Promote Investment and Development

Infrastructure Issues: Erosion, Plugged Intakes, Potholes, Poor Drainage, Road Surface

Amenities that could be added to Birdland/Marina: Restaurant, Bar, Ice Cream Shop, Boat Shop

Poor Maintenance: Volunteer Trees, Over Growth Etc.

Issues & Opportunities

The existing conditions of the Birdland Plan Area encompass many issues and opportunities. These issues and opportunities were established through observations of the area, steering committee input, and input from residents and local business owners. The illustrations below are examples of issues in a particular location. These issues are not limited to that area alone. Many of these issues are present throughout the Birdland Plan Area.

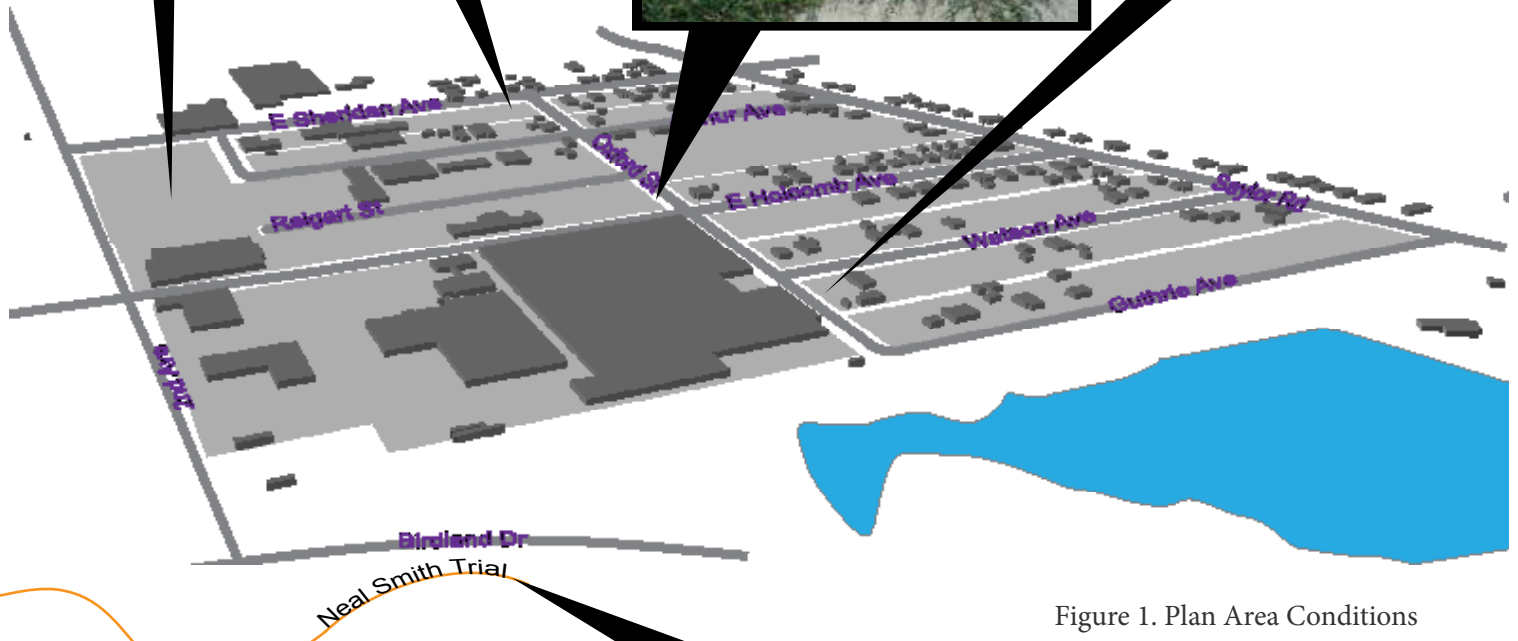


Figure 1. Plan Area Conditions

The issues and opportunities in this section are addressed in the implementation and action section of this plan, which sets realistic strategies to mitigate and improve existing issues and utilize existing opportunities.

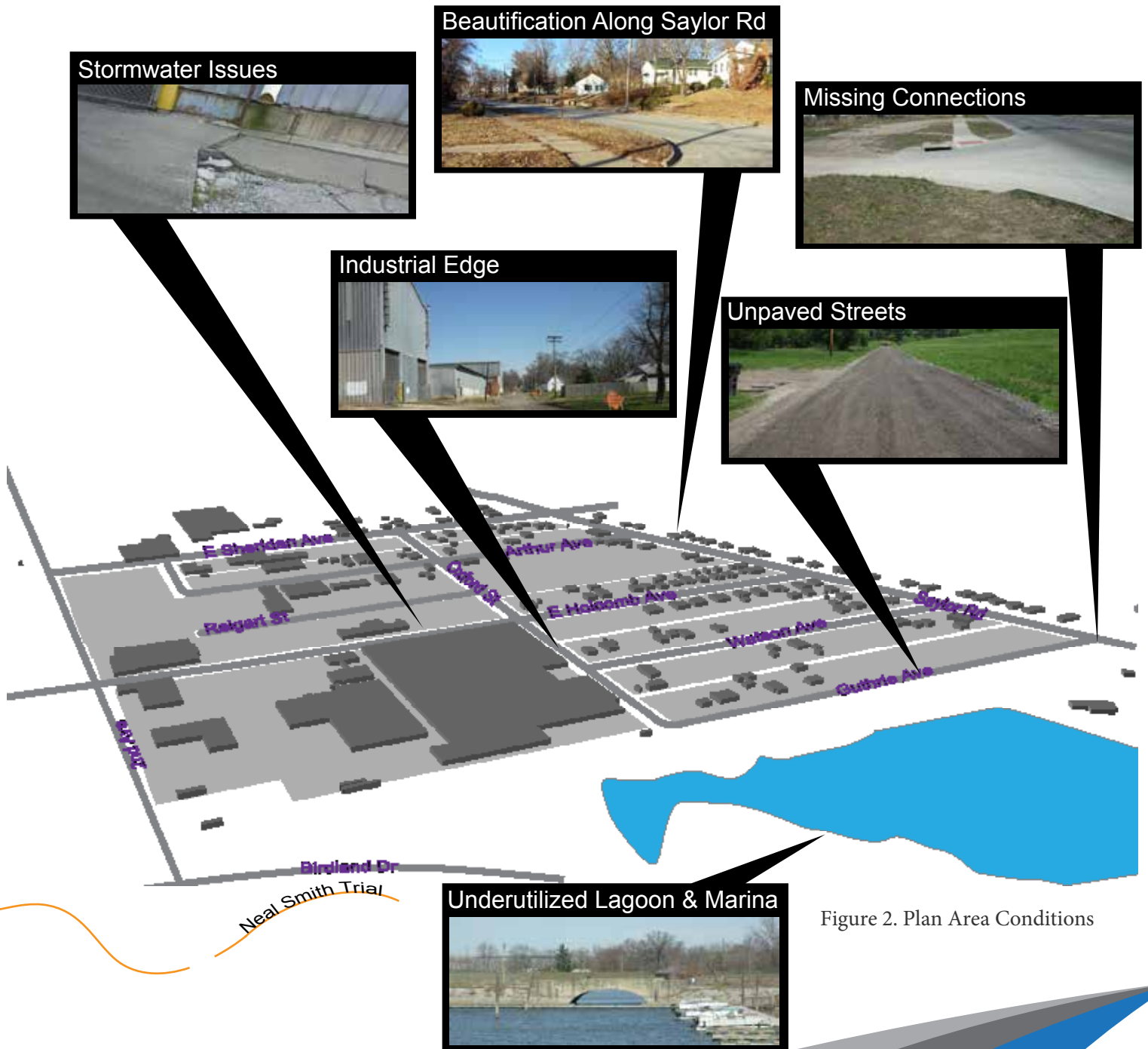
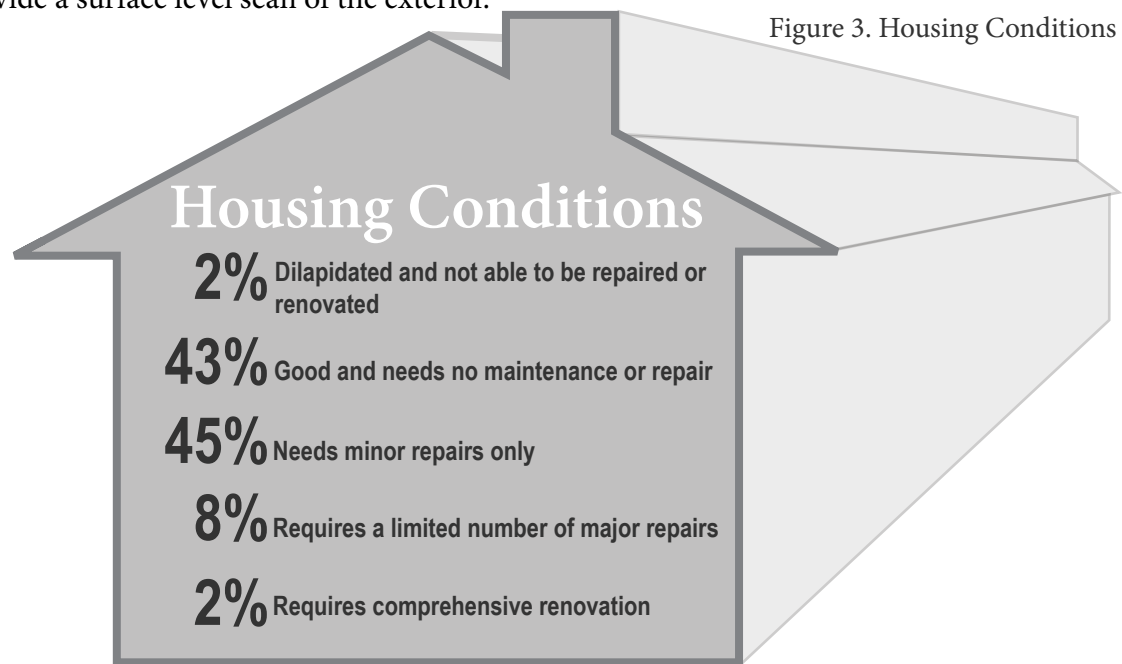


Figure 2. Plan Area Conditions

Existing Housing Conditions

In the Birdland Area the majority of housing conditions are in good repair or need only minor repairs. Only six houses were reported as in need of more than minor repairs. Only one house was reported as dilapidated and not able to be repaired or renovated. Only one home was reported as appearing to be vacant from the evaluation observation. These observations only provide a surface level scan of the exterior.

Figure 3. Housing Conditions



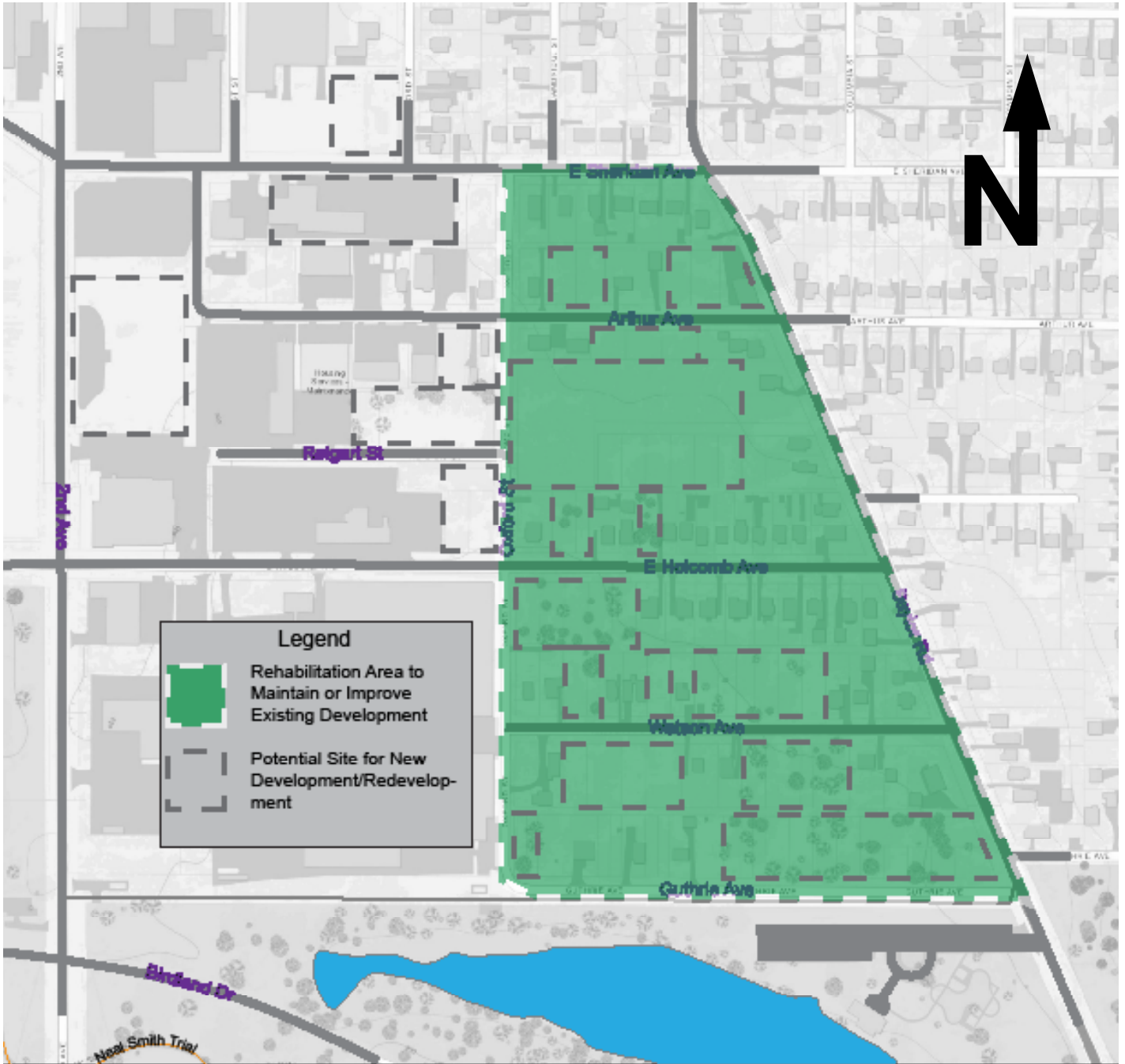
Habitat for Humanity: Property Conditions Evaluation Birdland Area 2014

Evaluation Method

NR8 Residential Property Scan: This was the tool used for the property conditions evaluation in Birdland. This instrument helps create an inventory of the physical conditions of individual parcels in the Birdland Neighborhood. Observations are to be completed over time (before and after development work has been done) to demonstrate the positive physical impacts of revitalization work completed by Habitat and its coalition partners. This data collection effort provides the baseline data for the NR8 Residential Parcel survey. Follow-up data should be collected after work has been done in the neighborhood and change has been affected.

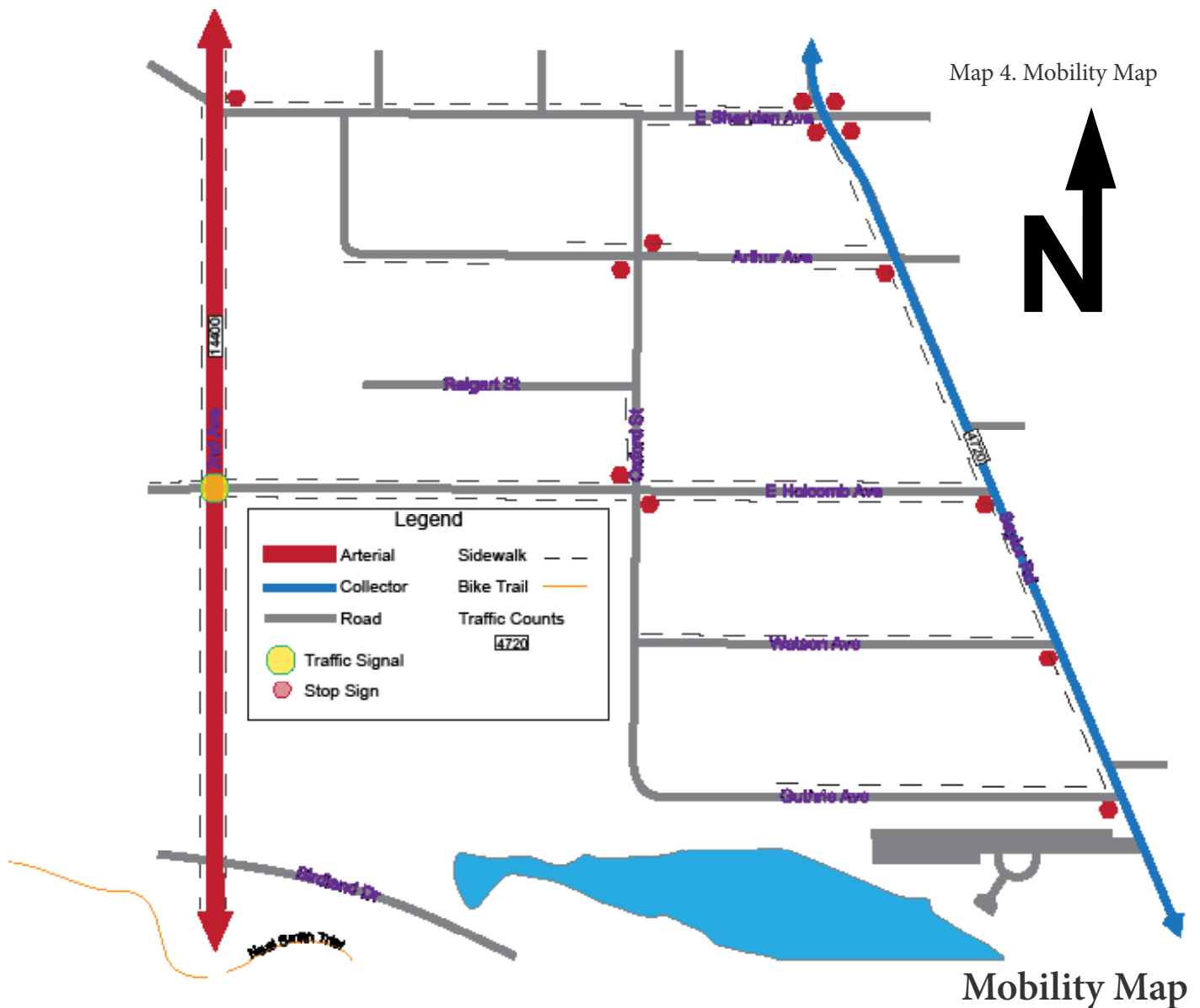
Success Measures Data System: The tool used for this observation comes from the Success Measures Data System (SMDS). Success Measures is managed by Neighborworks® America and includes a collection of outcome evaluation tools. In addition to the tools within the system, SMDS can run simple reports based on the data input into the system and its Evaluation Learning Center (ELC) offers numerous resources, tips, and best practices on engaging in successful evaluation work.

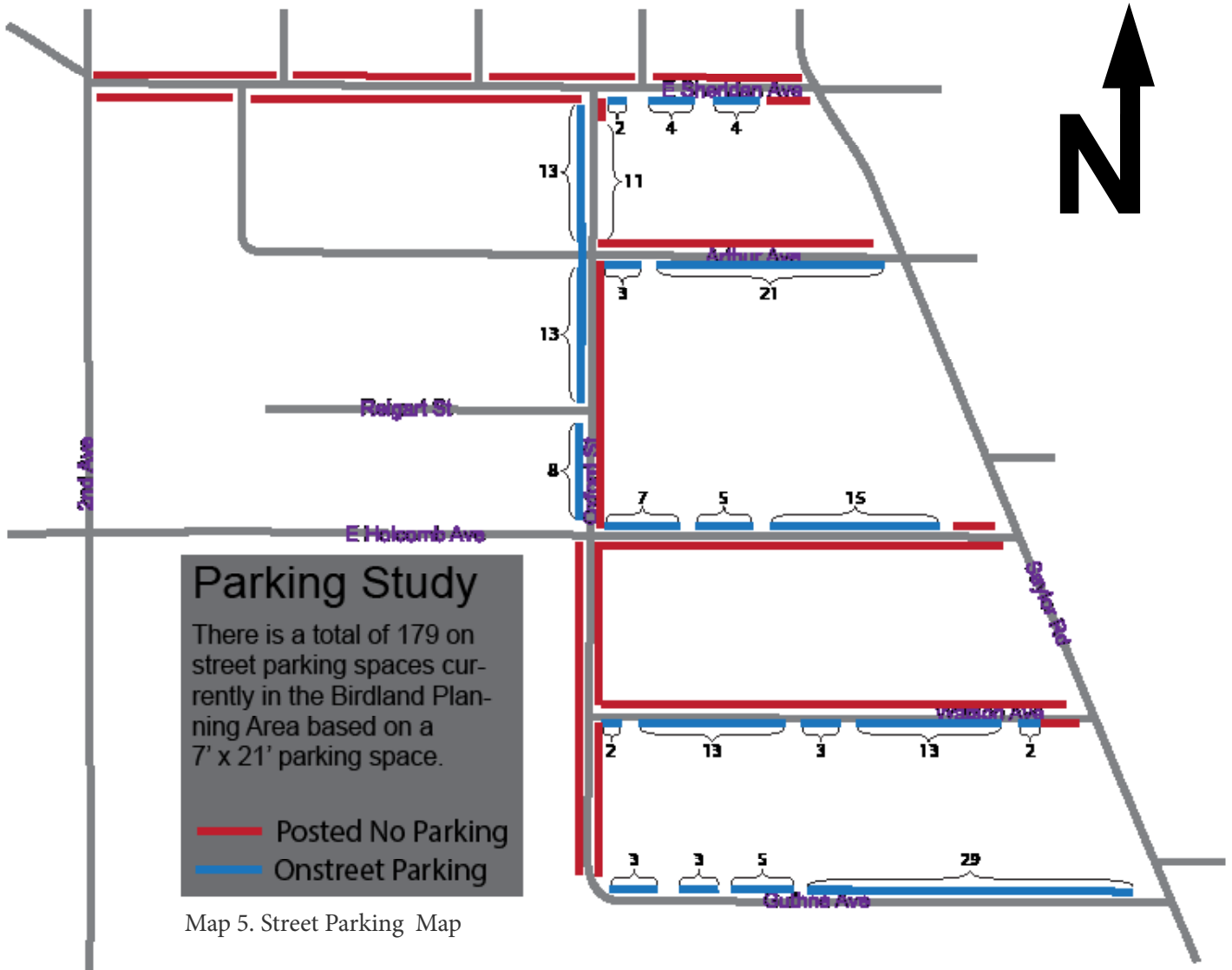
Redevelopment and Rehabilitation Opportunities Map



Existing Transportation Conditions

The Birdland Area residents and business owners appreciate the easy access the current transportation network provides. The area is easily accessed east to west leading to 2nd Avenue and Saylor Road for quick routes north and south to area amenities, Des Moines Metro and beyond. Continued maintenance and improvements to the current transportation network will ensure user can safely drive, walk and bike in the Birdland Area.





Map 5. Street Parking Map

Street Parking Map

The availability of parking can leave a lasting impression residents and visitors alike. Parking that is inadequate will frustrate residents and their guests. In order to understand the existing parking inventory within the residential side of the Birdland Plan Area, a parking study was conducted. The purpose of the study was to observe the current available street parking and identify related issues and opportunities.

The results of the study indicate that street parking is not an issue, however during the winter months no parking is allowed on residential streets during snow removal operations. Because of this ordinance current and future residential units should have adequate off-street parking available.

Existing Sidewalk Conditions Map



Map 6. Existing Sidewalk Conditions Map



Example of a sidewalk needing maintenance

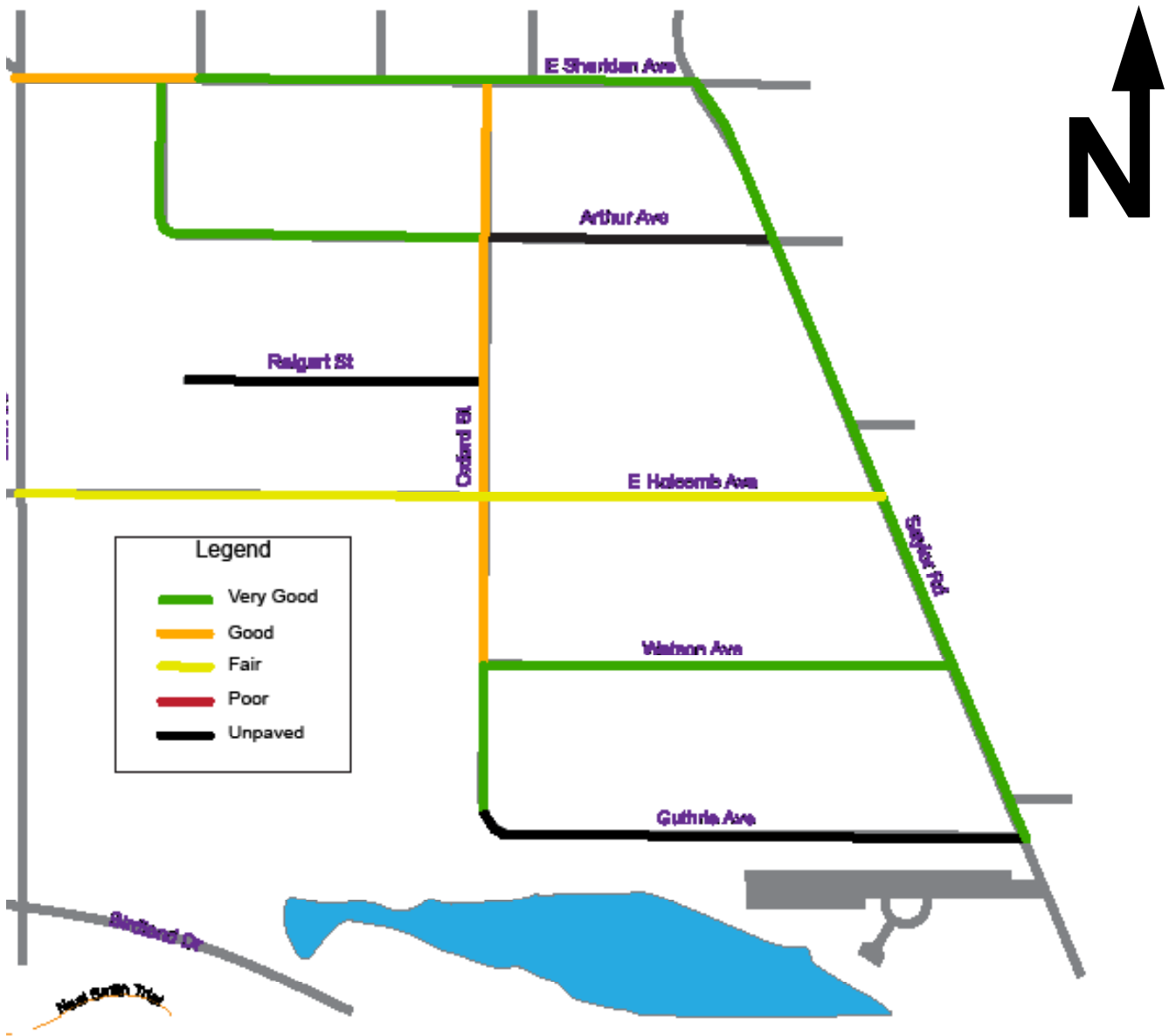


Example of a sidewalk needing replacement

The current sidewalk network has areas missing connections, including a connection from the residential area to Birdland Park. A connected sidewalk system is essential to the quality of life for current and future residents. The overall condition of the existing sidewalk network is in fair condition with some areas needing basic maintenance such as edging and weeding. The poor condition areas of sidewalk need replacement.

Existing Pavement Condition Index Map

The Pavement Condition Index (PCI) is an index the City of Des Moines uses to rate the condition of paved streets throughout the City. The PCI is a measurement from 0 to 100 with 100 being a newly paved street. All paved streets in the Birdland Plan Area are in fair to very good condition. Reigert Street and Guthrie Street are not considered paved streets and do not have a PCI score.



Map 7. Existing PCI Map

LAND USE & DEVELOPMENT

Goals and Objectives

Support and Revitalize the Existing Neighborhood

Some of the existing homes in the neighborhood are in need of revitalization. The rehabilitation of existing homes in the area will lead to increased property values and attract future development and investment in infill locations.

- Provide CDBG or Polk County Housing Trust Fund funds for LMI residents to rehab existing housing
- Enforce city building code
- Remove derelict buildings in the area that are too far beyond rehab efforts
- Promote city tax abatement

Preserve Natural Features and Wildlife Habitat

The existing natural features and wildlife are important elements that make the Birdland Area such a unique and attractive place to current residents and need to be protected for future residents.

- Preserve existing mature trees when possible
- Retain natural vegetation when possible

Enhance and Support Beautification Efforts

Beautification projects help with the perception and pride of the community, first impressions of visitors and increased property values. The support of beautification efforts is essential to attracting new residents and private investment in the Birdland Area.

- Encourage beautification of the industrial edge on the west side of Oxford Street
- Enforce maintenance of public and private property
- Establish a working group of volunteers to participate with Habitat for Humanity Rock the Block Program



Promote Private Development and Investment

The success of development is determined through the ability to attract and attain private investment.

- Streamline city permitting process
- Actively market vacant lot opportunities for business and residential
- Use public investment to leverage private investment
- Explore tax abatement and other incentives to entice private investment



Support and Promote Diverse Housing Choices

The Birdland Area is in the process of recreating an identity. The future of the area will depend on the ability to create a cohesive residential area that is inviting and available to current and future residents to reach a critical mass that will allow for more services and upgrades to the current infrastructure.

- Meet the demand of Housing needs and preferences for a variety of demographics
- Explore unique housing options and styles to address future needs



Support, Promote and Revitalize Area Business Environment

Birdland Area businesses are an important piece of the study area and the support of those businesses will benefit the surrounding area through improved aesthetics and property values.

- Organize & support business owners efforts to beautify the business and planning area
- Explore available funding options to help with aesthetic improvements



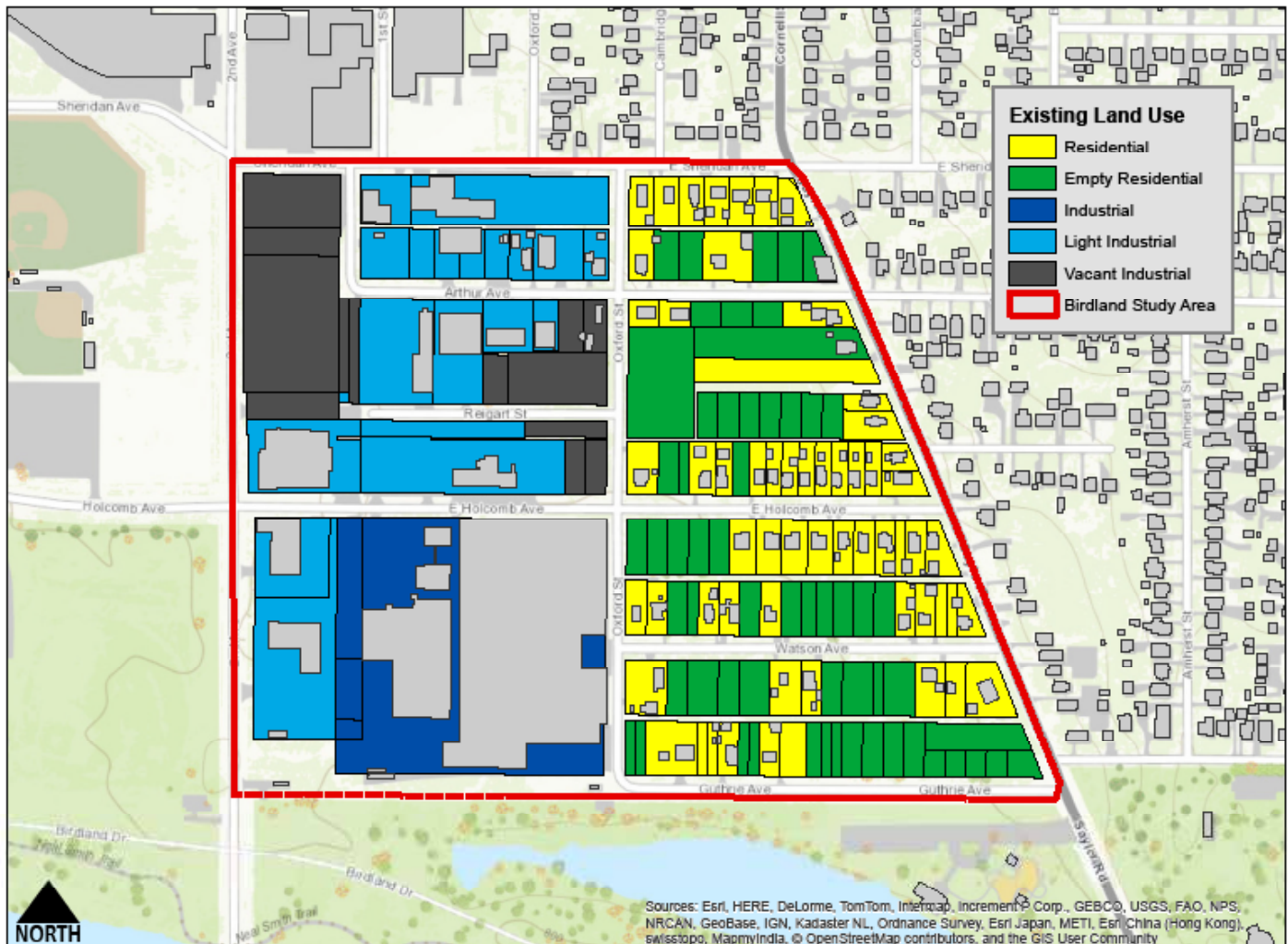
Existing Land Use

The map and table below illustrates the existing land uses within the Birdland Area. Based on the table to the right 65.4% of the area is covered by three land uses; Single-Family Unattached Residential, General Industrial and Empty Residential Lots.

Table 1. Existing Land Use Table

Residential	Acres	%
Single-Family	10.84	24.2%
Multi-Family	0.00	0.0%
Commercial		
Restaurant	0.00	0.0%
General Retail	0.00	0.0%
Service	5.75	12.8%
Industrial		
General Industrial	9.59	20.6%
Light Industrial	6.07	13.6%
Undeveloped		
Empty Residential Lots	9.22	20.6%
Vacant Industrial Land	3.29	7.4%
ROW	15.24	25.40%
Total	60.00	

Map 8. Existing Land Use Map



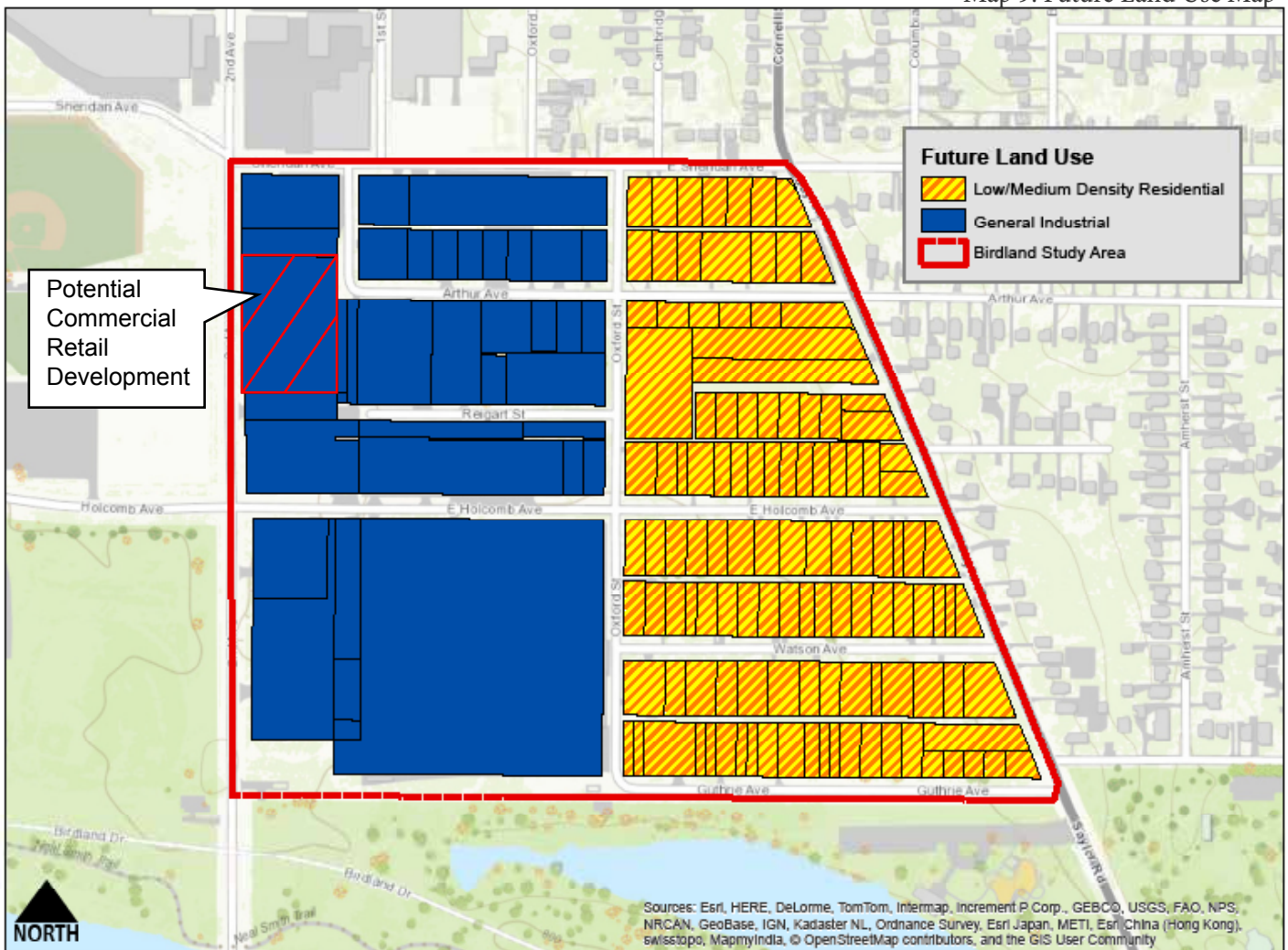
Future Land Use

The map below illustrates the proposed future land use within the Birdland Area. The area is covered by two land uses Low/Medium Density Residential and General Industrial. A distinct separation of land use is made on Oxford Street with residential to the east and nonresidential to the west. A prime redevelopment parcel located on Second Avenue provides a great opportunity for the area. The planning committee would be supportive of a land use change to allow for commercial use that would be compatible and complimentary to the neighborhood.

Definitions:

- Low/Medium Density Residential up to 12 units per net acre
- General Industrial

Map 9. Future Land Use Map



Priority Redevelopment Sites

The redevelopment illustration shown in Figure 5 is an example of the redevelopment potential in the Birdland Area. There are many vacant lots with access to infrastructure, making future development very viable because of the proximity to services and sites that require minimal grading.

Housing Redevelopment Sites

According to the Polk County Assessor there are currently 120 residential lots in the Birdland Area. Of the 120 residential lots, 67 are vacant and 53 are single-family homes. Approximately 66% of the homes have a Homestead exemption, which is a good indication of owner-occupied versus non-owner occupied.

The redevelopment concept of the area consists of 28 unattached single family homes, three semi-attached single family homes, eight row houses and 21 unattached homes in the pocket development.

The pocket development proposed embodies the idea of bring neighbors and residents from the development and larger neighborhood together. Several spaces in the pocket development are designed to bring people together: a community garden, a splash/reflection pool area, a common area and a playground.

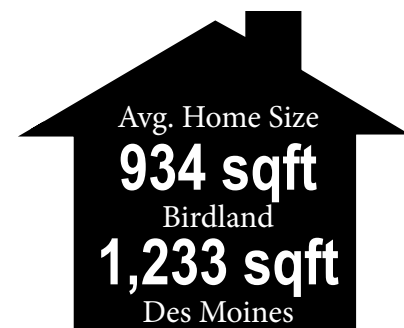
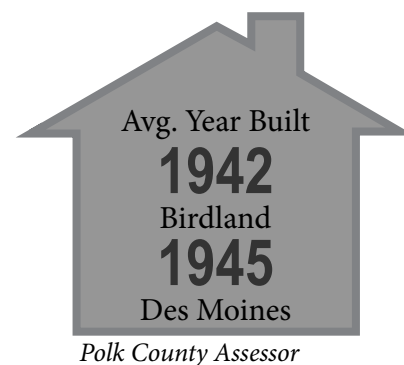
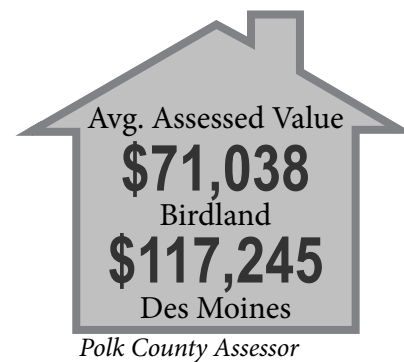
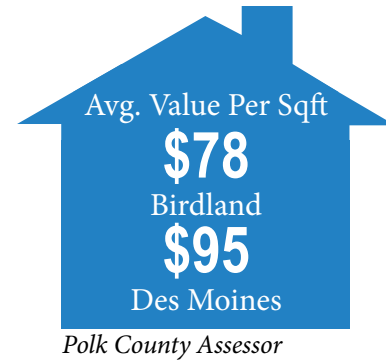
- 1 Pocket Development
- 2 Row Housing
- 3 Semi-Attached Single Family

Commercial Redevelopment Sites

There are currently four commercial sites prime for future development in the Birdland Area west of Oxford Street. The former gas station site along 2nd Avenue is a prime location for a possible retail site due to the high traffic from 2nd Avenue.

- 4 Commercial and/or Retail Building Along 2nd Avenue
- 5 New Commercial or Light Industrial Sites

Figure 4. Housing Comparison

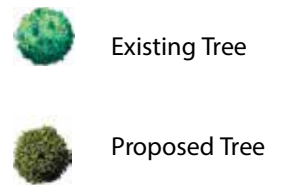


Birdland Area Future Development Concept



- 1 Pocket Development
- 2 Row Housing
- 3 Semi-Attached Single Family
- 4 Commercial and/or Retail Building Along 2nd Avenue
- 5 New Commercial or Light Industrial Sites

Figure 5. Future Development Concept



Preferred Development Design Guidelines

Development provides the City with economic stability. However, too often buildings are designed without significant consideration to its neighboring parcels and the overall effect on the area. To ensure **high-quality** and **long-lasting projects** the following guidelines will provide assistance in guiding future (re)development in the Birdland Plan Area:

- **Relationship to the Street:** Design the building such that the primary building façade is orientated towards the street. Provide a public entrance on the primary façade. Ensure building setbacks are complementary to the surrounding neighborhood.
- **Architectural Character:** Design the building using architectural elements that provides visual interest and human scale that relates to the surrounding neighborhood's overall character.
- **Building Materials:** Use high-quality, long-lasting finish materials such as kiln-fired brick, stucco, and wood. All exposed sides of the building should have similar or complementary materials as used on the front façade.
- **Building Projections:** Canopies and awnings should be provided along facades that give access to the building.
- **Signage:** Use pedestrian-scaled sign types: building-mounted, window, projecting, monument, and awning. Signs should not be excessive in height or square footage.
- **Parking:** Fit the parking below the building or place it on the side/back of the building, wherever feasible. Provide shared parking and access between properties to minimize the number of curb cuts. Provide vegetative buffers between pedestrian circulation routes and vehicular parking/circulation. Access drive lanes should have adequate throat depths to allow for proper vehicle stacking.
- **Landscaping and Lighting:** Provide generous landscaping, with an emphasis on native plant species. Landscaping should be placed along street frontages, between incompatible land uses, along parking areas, and in islands of larger parking lots. Exterior lights should be full-cut-off fixtures that are directed towards the ground to minimize glare and light pollution.
- **Stormwater:** Use rain gardens and bio-retention basins on-site (i.e. in parking islands) in order to filter pollutants and infiltrate runoff, wherever feasible.
- **Service Areas:** Trash and recycling containers/dumpsters, street-level mechanical, rooftop mechanical, outdoor storage, and loading docks should be located or screened so that they are not visible from a public street. Screening should be compatible with building architecture and other site features.

Visual Preference Survey

A visual preference survey was developed to collect input at a Steering Committee Meeting and the Public Open House. The survey contained these eight categories with four choices in each category. Each image could be voted on with either a yes or no for preference.

Although we received minimal input from the survey. The images to the left reflect the most liked (yes) and disliked (no) housing preferences by category.

This survey can be used to evaluate future development proposals as an example of the area's preferences regarding style, housing type, quality of construction and materials.



One Story Housing

Two Story Housing

Row Housing

Town Homes

Twin Homes

Senior Housing

Apartments

Condos

Job Creation & Retention Opportunities

Job Creation Strategies

- Support existing businesses in the area to promote growth within Birdland
- Actively seek new business opportunities to fill empty commercial sites
- Tax abatement, SBA loans and other incentives to new businesses

Esri's Retail MarketPlace data was used to measure retail activity by trade area and to compare retail sale to consumer spending by NAICS industry classification. The retail marketplace analysis is based on three trade areas: 1-minute, 2-minute and 5-minute drive times from the middle of the Birdland Area. The 1 minute drive is roughly 1/4 mile and considered the walking radius for pedestrians, the 2 minute drive time is a quick ride on a bike and the 5 minute drive is a short drive to nearby amenities. Based on this analysis there are some areas of the retail market that have a local demand (customers spending money on that type of retail) that is not met in the area and leaking to other areas of the Des Moines Metro (customers going to other areas to spend money on retail).

Some examples of retail that is in short supply are as follows:

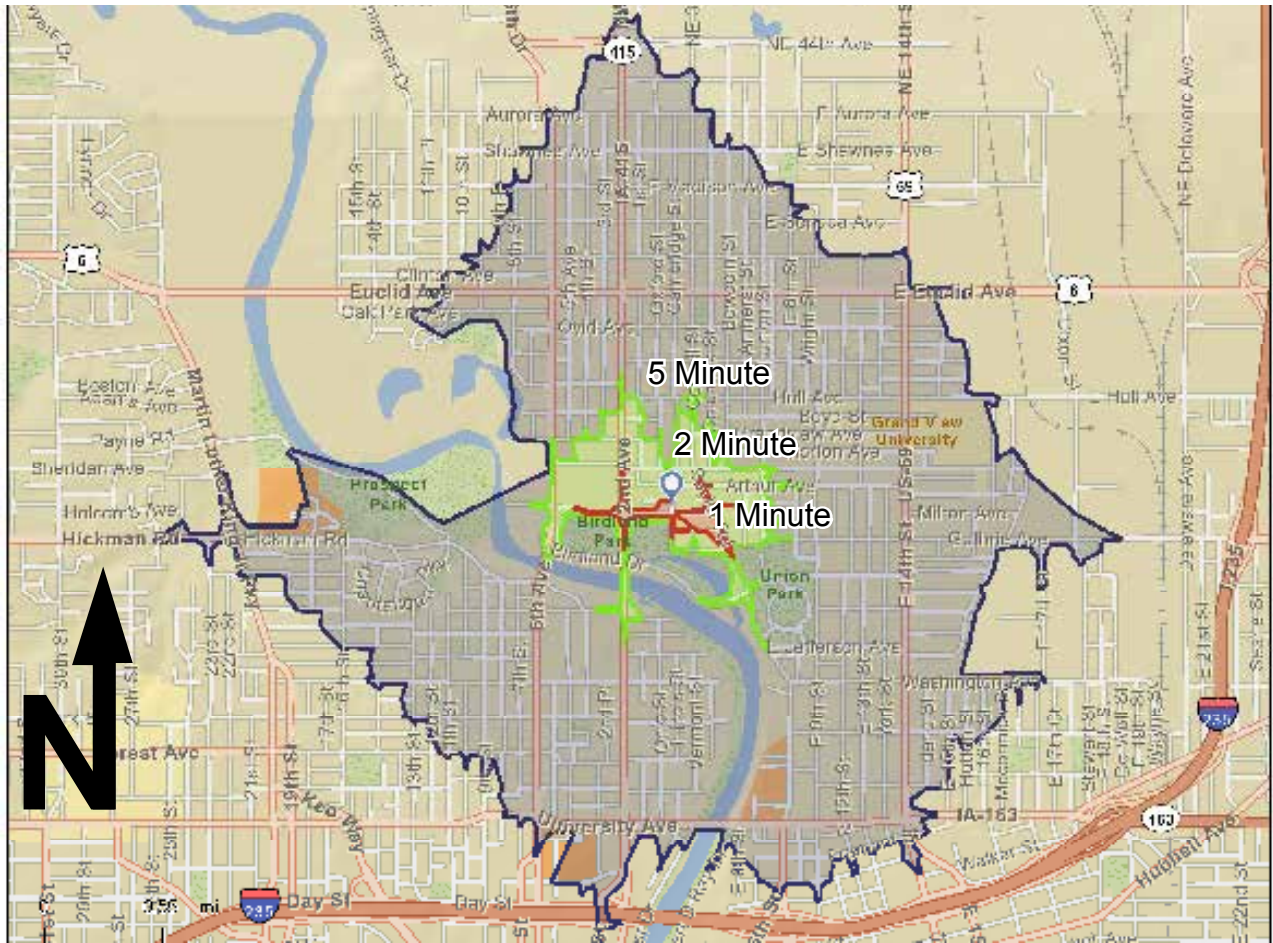
- electronics & appliance stores
- building materials & garden equipment
- food & beverage stores
- clothing stores, sporting goods
- general merchandise
- food service & drinking places

These indicators are a good measure of the retail gap in the Birdland Area, however some indicators do not account for outside factors. An example of this is the leakage of the group Music Stores. The need for a standing music store may not be needed as it once was because of things like iTunes digital buying and selling of music.

Job Retention Strategies

- Explore any incentives available to businesses in the Birdland Area
- Assure affordable housing is available to employees in the Birdland Area
- Improve safety/security such as additional street lighting to protect businesses in the area
- Support beautification efforts to improve and protect commercial value and customer base

Map 10. Retail Market Place Map



Retail MarketPlace Profile

203 E Holcomb Ave, Des Moines, Iowa, 50318
 Drive Time: 2 minute radius

Latitude: 41.6161
 Longitude: -93.61654

Leakage/Surplus Factor by Industry Subsector

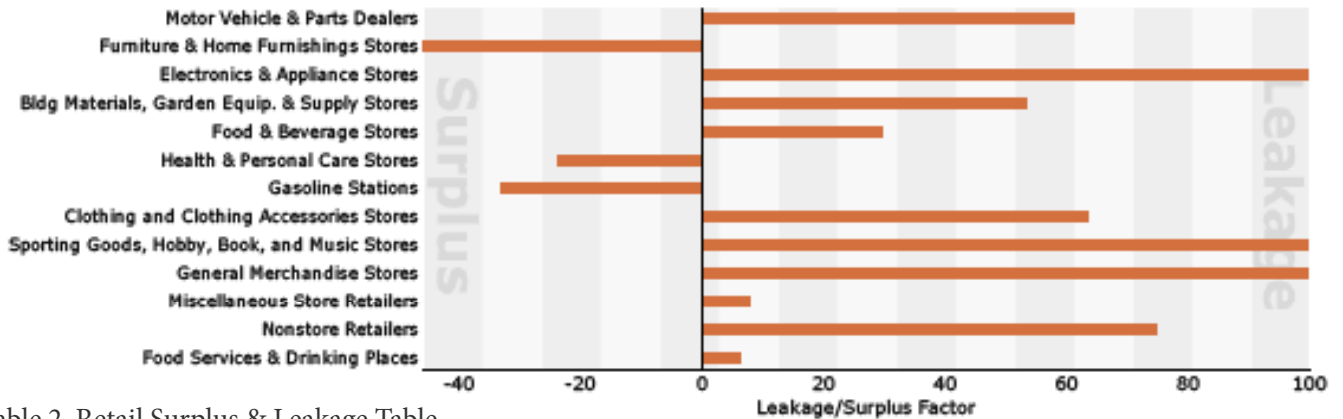


Table 2. Retail Surplus & Leakage Table

PUBLIC IMPROVEMENTS & INFRASTRUCTURE

Goals & Objectives

Enhance Public Safety

The importance of public safety is essential to the growth of both residence and businesses. The enhancement of public safety in the Birdland Area is vital to the future of the area.

- Improved enforcement of traffic laws
- Improved sidewalks and street lighting
- Collaborate with Neighborhood Based Service Delivery (NBSD) Team and the Union Park Neighborhood Association to address property and crime issues



Maintain High Quality Services & Facilities

There are a number of essential services provided in the Birdland Area from sewer and water service to fire and police protection. The quality, efficacy and efficiency of these services have a direct relationship to the quality of life for residents and the vitality of local businesses.

- Support drinking water improvement and relationship with Des Moines Water Works
- The city is addressing drainage issues through the Lower Oak Park and Highland Park Sewer Separation Program
- A study of the area will commence in 2015 and design and implementation of improvements to infrastructure will follow the study



Safety of People and Property

The City of Des Moines is committed to protecting people and property from hazards.

- Existing transit network should allow for quick emergency response and ensure multiple entrances and exits are safe and clear
- Preserve sensitive natural areas to allow natural stormwater drainage
- Promote education and awareness regarding hazards and risks in the community



A Safe, Efficient, Multi-Modal Transportation Network















Access and amenities are the reasons people live, work and play here. The safe movement of people throughout the Birdland Area is vital to unlocking the full potential of the area.

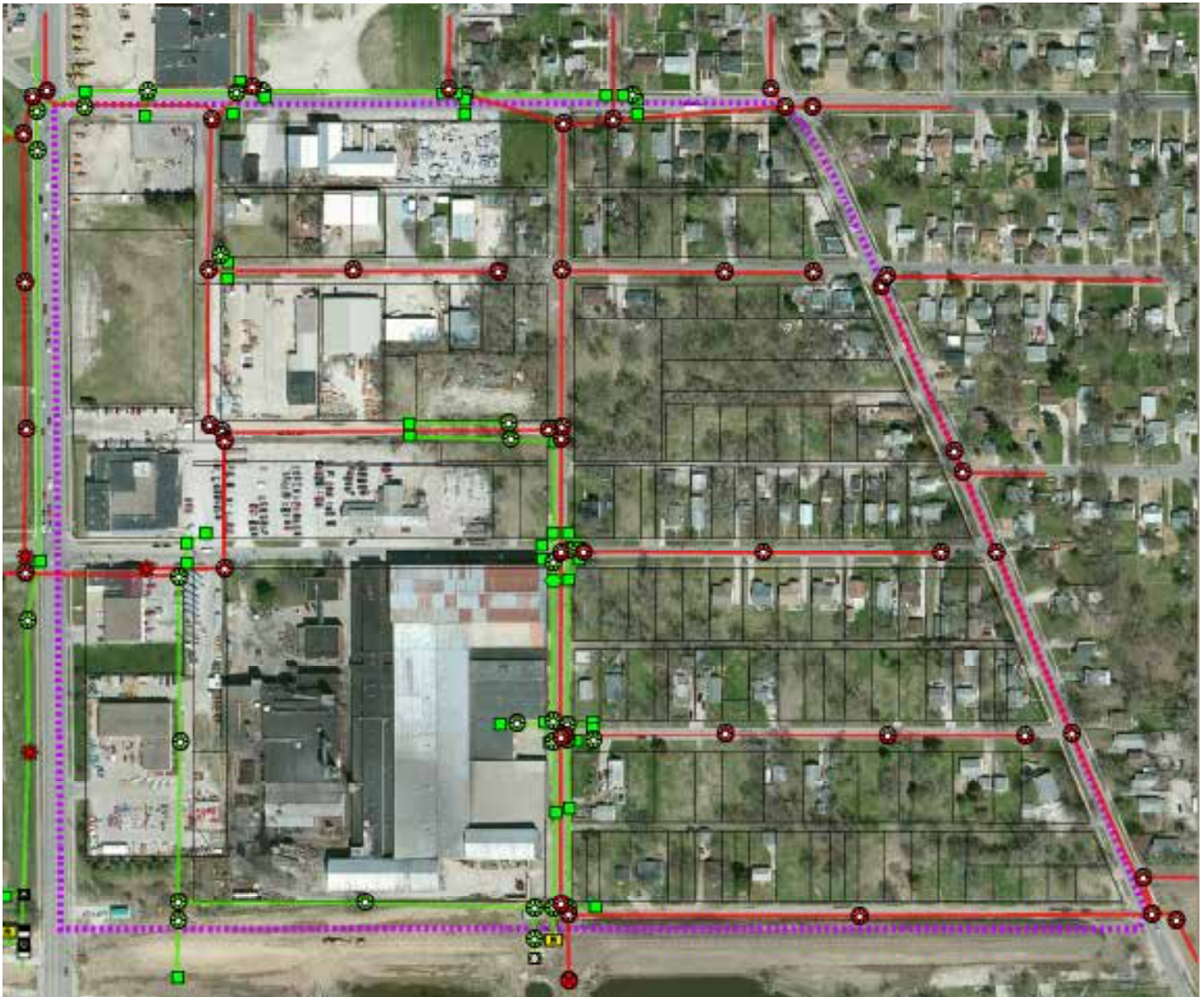
- Evaluate the safety and functional integrity of city streets
- Ensure future road improvements meet Des Moines Complete Streets Policy
- Promote connectivity of the Birdland Area to area public amenities



Public Infrastructure & Investment

The map below illustrates the existing stormwater and wastewater utilities within the Birdland Area.

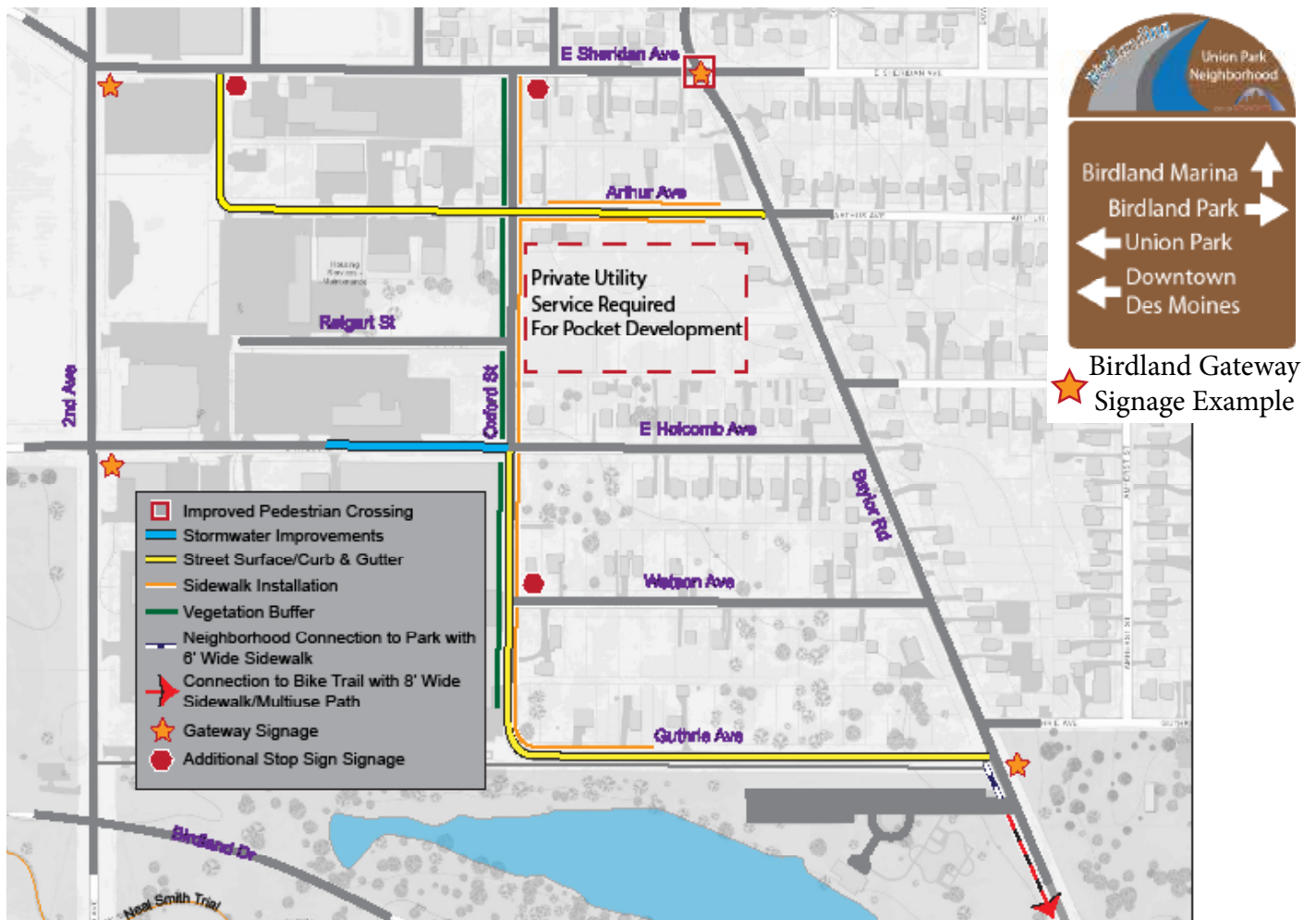
- | | | | |
|---|--|--|---|
|  Sewer Manholes |  Stormsewer Discharge |  Stormsewer Joint |  Area Parcels |
|  Sewer Structure Unknown |  Stormsewer Gatewell |  Stormsewer Manhole |  Study Area Boundary |
|  Sewer Overflow |  Stormsewer Inlet |  Stormsewer Pump | |
|  Sewer Mains |  Stormsewer Intake |  Stormsewer Mains | |



Map 11. Existing Storm water/Waste water Map

The Public Improvements Map below illustrates potential public and private initiated improvements to the Birdland Area. Private development and investment is essential to complement any public investment in the Birdland Area. As the area grows through infill and new development, infrastructure such as road resurfacing and new sidewalks will be needed to accommodate new residents.

The sewer separation project involves installing storm sewers to provide an outlet for the storm water runoff. Currently these combined areas have storm sewer inlets flowing directly into the sanitary sewer. The study of the area will occur and be completed in 2015. The study will identify areas to be uncombined and will specify storm sewer locations and needs in certain areas. Once the study is completed the detailed design of each area of storm sewer can begin. The construction will occur over the next few years to complete the storm sewer improvements in this area. The Birdland area lies within the larger overall project area known as the Lower Oak Park Sanitary/Storm Sewer Improvement Project.



Future Public Improvements Map

Map 12. Future Public Improvements Map

IMPLEMENTATION

Key Funding Tools & Sources

The implementation section is a guide to help City officials, neighborhood leaders, and developers prioritize investment within the Birdland Area. In order to implement any of the actions embodied in this plan, the City will need to consider multiple funding sources. On pages 39-40 potential funding sources are presented for the recommended actions. This is not an exhaustive list and it should consider other applicable funding sources.

Potential Funding Sources

There are four general funding sources available to help offset costs to complete the projects listed in this Plan.

- **General Municipal Funding** - The Des Moines City Council may choose to allocate some general municipal funds/borrowing to assist with the completion of projects or as a matching source for state or federal grants. The City of Des Moines also has allocations of Community Development Block Grant (CDBG) and Home Investment Partnerships Program that can be utilized for participant projects.
- **Special Assessments** - Particular projects that benefit individual properties (i.e. water, sewer, or sidewalk installations) could be funded through special assessments whereby the City recoups initial design and construction costs through a special lien on those properties for a set period of time collected by the county treasurers office.
- **Private Donations, Developers/Impact Fees** - Some of the way-finding projects could be partially or fully funded through private donations and fund raising. Funding for other infrastructure projects can also be offset by using funds from impact fees the City collects as part of the approval of new development in the plan area. The City currently has no impact fees and such fees have been challenged in Iowa.
- **State and Federal Grants** - There are many different state and federal grants that may be able to offset costs of some of the identified projects. Potential grants available to the area are listed on page 39-40. This is not an exhaustive list and there is likely many other resources available based on the type of project proposed.

Available Grants Funding Sources

	Funding Programs	Maximum Award	Application Due Date	Granting Agency
Transportation	Safe Routes to School (SRTS)			
	Safe Routes to School programs encourage children ages k-8 to walk and bike to school by creating safer walking and biking routes. Project must be in a 2 mile radius of an elementary or middle-school.	Reimbursement program; 80% Federal share, 20% Local share funded. Infrastructure project must be \$25,000 and over; non-infrastructure projects must be \$10,000 and over.	Typically first part of October for statewide applications.	Applications through Metropolitan Planning Organization. Administered through Iowa Department of Transportation. Transportation Alternatives Program.
	Special Assessment Subsidy Program			
	The Special Assessment Subsidy Program is a program adopted by the City Council to assist low and moderate income home owners in paying assessments in conjunction with construction of new public improvements such as sanitary sewers, storm sewers, sidewalks, curb construction, and street paving. The Subsidy Program also covers the repair of sidewalks.	Income based awards	180 calendar days of the date of the Notice to Repair Sidewalk	City of Des Moines
	Transportation Enhancement Program (TEP)			
	The following projects are funded: facilities for pedestrians and bicyclists; safety and educational activities for pedestrians and bicyclists; scenic or historic highway programs; acquisition of scenic or historic sites; landscaping and scenic beautification; historic preservation; rehabilitation and operation of historic transportation facilities; preservation of abandoned railway corridors; control and removal or outdoor advertising; archaeological planning and research; mitigation of water pollution due to highway runoff; or transportation museums.	Construction projects must be \$200,000 and over. All other projects must be \$25,000 (federal share) and over. Reimbursement program to project sponsor. 20% local match funds required.	Typically first part of October for statewide applications.	Applications through Metropolitan Planning Organization. Administered through Iowa Department of Transportation.
Recreational Trails Program				
Funding for public recreational trails, including trail extensions.	Varies each year	Typically first part of October.	Iowa DOT	

Available Grants Funding Sources

		Funding Programs	Maximum Award	Application Due Date	Granting Agency
Housing	Community Development Block Grant (CDBG)				
		Federal funding for housing, public facilities, and economic development to benefit low-and moderate income residents. Rehabilitation and infill projects, directed to projects that benefit low and-moderate-income households or eliminate blighted areas. Water and wastewater projects.	Varies by funding area	Varies by funding area, typically December/ January time frame.	HUD & State of Iowa
	Section 42 Low Income Housing Tax Credit				
		Tax credits for developers of affordable housing. Projects may be mixed-income but credits are available for households below 60% of median income.	N/A	Typically a December application with a March award.	Iowa Finance Authority
Housing Investments Partnership Program (HOME)					
	Funds to develop and support affordable housing. Rehabilitation of rental and owner-occupied homes; new construction of rental housing; assistance to home buyers; assistance to tenants; administrative costs. HOME funds may be used in conjunction with Section 42 Low Income Housing Tax Credits.	Dependent on size of development.	Announced via IFA or City website.	City of DSM Neighborhood Conservation Services Division	
Beautification	Funding Programs		Maximum Award	Application Due Date	Granting Agency
	Resource Enhancement and Protection (REAP)				
		Funding for projects that enhance and protect natural and cultural resources. Grants available in categories such as: Parkland expansion, multi-purpose recreation developments, management of roadside vegetation.	Varies. Authorized for up to \$20 million annually until 2021	Varies by funding area	Iowa DNR
	Land and Water Conservation Fund				
	Federal funding for outdoor recreation area development and acquisition, improvements to existing recreation facilities and development of new facilities.	Varies	March 15th or closest work day	Iowa DNR	

Other Resources

Housing

Neighborhood Inspection Division

City of Des Moines

This Division has three primary responsibilities: rental inspections, the oversight of condemned buildings, and the abatement of junk and debris, which includes junk vehicles.

More information is available at:

<http://www.dmgov.org/Departments/CommunityDevelopment/Pages/NeighborhoodInspections.aspx>

City of Des Moines Tax Abatement

City of Des Moines

The City of Des Moines tax abatement program encourages new construction and rehabilitation of existing structures through property tax incentives. The City Council has adopted the tax abatement program to stimulate community revitalization, improve existing housing stock, retain and attract City residents and homeowners to the City of Des Moines, and to reduce development costs for high quality commercial and industrial projects.

More information is available at:

<https://www.dmgov.org>

Neighborhood Conservation

City of Des Moines

The NCS Division will actively provide housing opportunities for low and moderate income families and individuals to maintain and expand the housing stock and to encourage the revitalization of neighborhoods. . NCS strives to implement affordable housing programs using a friendly, service oriented delivery system that maintains human dignity for low-mod income families and individuals while satisfying all federal requirements and being good stewards of public funding.

More information is available at:

<http://www.dmgov.org>

Work Force Housing - Iowa Economic Development Authority

State Agency

Through applications, provides tax credits and incentives to developers rehabilitating or building single-family or multi-family housing.

More information is available at:

<http://www.iowaeconomicdevelopment.com>

Polk County Housing Trust Fund

County Agency

The Polk County Housing Trust Fund is the comprehensive planning, advocacy and funding organization for Affordable Housing in Polk County Iowa.

More information is available at:

<http://www.pchtf.org>

Other Resources continued

Housing *continued*

Rebuilding Together Greater Des Moines

Local Nonprofit

Rebuilding Together Greater Des Moines brings together volunteers to improve the homes and lives of low-income homeowners through the generosity of volunteers and sponsors who are committed to keeping our city and its neighborhoods strong.

More information is available at:

<http://www.rebuildingdm.org>

Greater Des Moines Habitat for Humanity

Local Nonprofit

Greater Des Moines Habitat for Humanity is dedicated to eliminating substandard housing locally and worldwide through constructing, rehabilitating and preserving homes; by advocating for fair and just housing policies; and by providing training and access to resources to help families improve their shelter conditions.

More information is available at:

<http://www.gdmhabitat.org>

Neighborhood Finance Corporation (NFC)

Local Nonprofit

NFC provides unique lending programs and other services to facilitate neighborhood revitalization in Polk County, Iowa through partnerships with residents, governments, community based organizations and the business community.

More information is available at:

<http://www.neighborhoodfinance.org>

Home Inc.

Local Nonprofit

Home Opportunities Made Easy, Inc. (HOME, Inc.) was founded in 1967 through the efforts of citizens concerned about the lack of decent, affordable housing. We are the oldest private, non-profit housing organization in Des Moines. Our mission is to create opportunities for quality, affordable housing. Study after study report that quality, affordable housing enables people to stabilize their lives. To accomplish our mission, HOME, Inc. develops affordable housing, and provides both rental and home ownership counseling and education.

More information is available at:

<http://www.homeincdsm.org>

Parks and Trails

Des Moines Bicycle Collective

Local Nonprofit

The Des Moines Bicycle Collective promotes bicycling as a means of active transportation, wellness, and recreation in Central Iowa

More information available at:

<http://dsmbikecollective.org>

Friends of Des Moines Parks

Local Nonprofit

First established as a group of citizens in 1993, it is working to become a primary advocate and information resource for parks, greenways and recreational programming in the City of Des Moines.

More information available at:

<http://www.friendsofmparks.org>

Beautification

Trees Forever

Nonprofit Agency

Trees Forever is a non-profit organization that connects people to the environment through the planting and care of trees, prairie, and other natural areas. Their mission is “To plant and care for trees and the environment by empowering people, building community, and promoting stewardship.

More information available at:

<http://www.treesforever.org>

Keep Iowa Beautiful (KIB)

Nonprofit Agency

The Keep Iowa Beautiful mission is to empower Iowans to make Iowa the cleanest and most attractive state in the nation. KIB offers various assistance in beautification efforts

More information available at:

<http://www.KeepIowaBeautiful.com>

Tree Des Moines

Local Nonprofit

Tree Des Moines is a non-profit organization located in central Iowa that was created to educate citizens about the need to protect, restore and nurture our urban tree canopy.

More information available at:

<https://www.treedesmoines.com>

Energy Efficiency

MidAmerican Energy Rebates

Corporation

Many of MidAmerican Energy’s EnergyAdvantage® programs feature rebates that defray the often higher cost of energy-efficient equipment and materials. Save money and energy, and add comfort to your home with a free HomeCheck energy assessment from MidAmerican Energy.

More information available at:

<http://www.midamericanenergy.com>

Green Iowa Americorps Program

Nonprofit Agency

Helping make Iowans more energy efficient through low-impact home weatherization, energy education, and community outreach. This program offers

- Residential energy audit services to underserved communities across Iowa.
- Weatherization services with free materials for low-income, elderly, veterans and persons with disabilities
- Energy-related education programs to engage communities in volunteer generation

More information available at:

<http://www.greeniowaamericorps.org>

Action Plan

The Action Plan is designed as a guide to help City officials, neighborhood leaders, and developers prioritize investment within the Birdland Area. The desired vision for this area cannot be created over night. However, by incrementally implementing the recommendations within this plan the Birdland Area can achieve the desired outcomes set forth in this redevelopment plan.

Action

Housing

- 1.a Market Owner Occupied Housing Rehabilitation Program to Rehabilitation Area. Send information to rehab area residents. (see map on page 19)
- 1.b Enforce Building Code & Zoning Code
- 1.c Promote/Support variety of housing types and choices in the area through program and funding incentives.
- 1.e Market vacant lots (see map on page 19). Educate developers and real estate agents about the programs available for development of these vacant sites.
- 1.f Address buildings beyond repair to make land available for new development (i.e. building at corner of Saylor Rd. and Arthur Ave.)
- 1.g Complete residential energy audit for residents the Birdland Plan Area. Contact Green Iowa Americorps Program.

Development

- 2.a Market & Promote priority development sites to incoming developers and local real estate professionals. (see map on page 19)
- 2.b Promote/support restaurant at Birdland Marina.
- 2.c Educate applicants on City permitting process. Create marketing material to advise applicants the steps of the process and set expectations.
- 2.f Create a Birdland Community Garden

UPNA - Union Park Neighborhood Association

Priority			Responsibility	Potential Funding & Other Resources
2015-2017	2017-2020	2020+		
			City - Neighborhood Conservation Services - Neighborhood Planning	CDBG, Habitat for Humanity, NFC
On Going			City - Neighborhood Inspection Division	
			City - NCS, Developer, UPNA	HOME Fund, Section 42 Tax Credits, CDBG
			City - Neighborhood Planning, Property Owners	City Tax Abatement, NFC, HOME Inc., Polk Co. Housing Trust Fund, Habitat for Humanity
			City - Office of Economic Development - Neighborhood Planning	
			City, UPNA	Green Iowa Americorps Program, MidAmerican Energy
			City, UPNA	City Tax Abatement, NFC, HOME Inc., Polk Co. Housing Trust Fund, Section 42 Tax Credits, Habitat for Humanity
			City, Developer	
			City	
			UPNA, City - Parks	Trees Forever, Habitat for Humanity

Action

Beautification

- 3.a Address buildings beyond repair (i.e. building at corner of Watson Ave. & Oxford St.)
- 3.b Evaluate a 2nd Avenue beautification project
- 3.c Add ivy to the side of Eagle Iron Works along Oxford Street
- 3.d Beautification project along Saylor (such as “Rock the Block” to address retaining walls)
- 3.e Plant trees in new developments along Oxford
- 3.f Cleanup/Beautification of Birdland Drive
- 3.g Preserve existing mature trees when possible
- 3.h Deter outside storage through enforcement of Junk & Debris Ordinance

Infrastructure

- 4.a Repaint floodwall for a uniform neutral color
- 4.b Address Stormwater issue north of Eagle Iron Works on East Holcomb
- 4.c Install sidewalk connection from Guthrie Avenue to Birdland Park (see Map page 37)
- 4.d Install sidewalk to complete network (see Public Improvements Map page 37)
- 4.e Address maintenance issues on sidewalks in Birdland Plan Area as needed (see map page 22)
- 4.f Evaluate the need for additional streetlights on Arthur Avenue between Oxford St. & E Sheridan Ave.
- 4.g Evaluate the need for additional stop signs as needed (see Improvements Map page 37)
- 4.h Design, purchase and install Birdland Gateway Signage (see Improvements Map page 37)
- 4.i Evaluate the need to pave street with curb & gutter on Guthrie Ave. and Oxford Street
- 4.j Connect Neal Smith Trail with Birdland Park (see Public Improvements Map page 37)
- 4.k Consider installing passive speed control (i.e. radar speed limit signs, planters to narrow street etc.)

Programming

- 5.a Create a Birdland Business Association
- 5.b Create a Birdland Area brand for future marketing efforts
- 5.c Better marketing effort for Birdland Park (i.e. marketing of Grays Lake)
- 5.d Reestablish ice skating on Birdland Lagoon
- 5.e Promote neighborhood events/activities (block party, etc.)
- 5.f Promote neighborhood cleanup days with residents/area businesses

Priority			Responsibility	Potential Funding & Other Resources
2015-2017	2017-2020	2020+		
Red			City, Property Owner	
		Green	City	TEP, Trees Forever
	Yellow		Business Owner	Keep Iowa Beautiful, Trees Forever
	Yellow		UPNA	Keep Iowa Beautiful, Habitat for Humanity Rock the Block
Red			City, Developer	Trees Forever
	Yellow		City, UPNA	Keep Iowa Beautiful, Habitat for Humanity Rock the Block
Red			City, Developer	
Red			City - Neighborhood Inspection Division	
	Yellow		City	General Fund
	Yellow		City	
Red			City	General Fund
	Yellow		City, Developer, Property Owners	SRTS, Special Assessment Subsidy program
Red			City, Property Owners	Special Assessment Subsidy program
	Yellow		MidAmerican	MidAmerican
	Yellow		City	General Fund
	Yellow		City, UPNA	General Fund
		Green	City, Developer	General Fund
		Green	City	Recreational Trails Program, REAP, DM Bicycle Collective, Friends of DM Parks
		Green	City, UPNA	General Fund
	Yellow		Birdland Businesses, PAF	
	Yellow		UPNA	
	Yellow		City, UPNA	
			City	
Red			UPNA, Residents	Habitat for Humanity Block Party
Red			UPNA, Residents, Businesses	Keep Iowa Beautiful, Habitat for Humanity Rock the Block

Policy & Regulatory Recommendations

The Birdland Area Redevelopment Plan is intended to be a policy guide for future land use and zoning discussion. The plan should be considered a guideline for development and not a strict determinant so that it can be flexible enough to allow for changing environments, contemporary practices and other unforeseen needs of the planning area.

Some of the recommendations in this plan may require future changes to zoning and land use. This section lists the potential changes to the zoning ordinance. The Plan and Zoning Commission should work with City staff to review and implement these potential changes, and seek input from local developers and property owners.

Although the Birdland Area is an established part of the Union Park Neighborhood, due to flood related buyouts there are several noted opportunities for redevelopment to occur on vacant or underutilized commercial and residential properties. In particular there are several properties along Guthrie Avenue, Oxford Street and between Arthur Avenue & Holcomb Avenue that are available for redevelopment. Because of the location of the Birdland Redevelopment Area, along 2nd Avenue in the heart of Des Moines, and its redevelopment potential, the Birdland Planning Committee

discussed possible future uses of several of the vacant areas. A pocket housing development, multi-family row or town houses, single-family housing are all residential options east of Oxford Street. West of Oxford Street the Planning Committee saw expanded light industrial or additional commercial development on vacant or underutilized properties. These concepts are included in the Development Concept of this Redevelopment Plan found on page 29 of this plan.

The overall consensus from stakeholders and residents is that they would like to see redevelopment, population growth and business growth in the Birdland area. It is recommended that for most of the redevelopment sites, especially those whose contiguous areas offer advantages to development or are along Oxford Street and affect both commercial and residential interest, a Planned Unit Development (PUD) zoning classification be considered. A PUD will allow the neighborhood association the opportunity to provide input on the conceptual plan for any proposed development. This will ensure any development is reviewed and in harmony with the existing neighborhood character and meets the intent and principles of the Birdland Area Redevelopment Plan.

In addition to the recommendation for PUD zoning, the Planning Committee also recommended that the following actions be included in policy and regulations decisions for the planning area:

- Review City permitting process and amend as needed for efficiency.
- Allow for rezoning within the residential area east of Oxford Street to increase housing density (units/acre), that is in line with the Low/Medium Density Residential Land Use Classification.
- Oxford Street, which services both residential (east) and light industrial/commercial properties (west), should be viewed as a public space that effectively blends these two uses. As properties along Oxford Street redevelop, whether through PUD, public improvements, or as single lots, recommendations which assist Oxford Street in blending the uses to reduce land use conflicts should be requested and enforced by City officials, such as enhanced landscaping, street trees, and/or screening.
- Adopt a policy where new construction or significantly redeveloped single family housing requires at least two (2) street or front yard trees and one (1) backyard shade tree to be planted or retained per lot and maintained by property owners. New multifamily housing development will be reviewed and uphold the City's landscaping regulations through the site plan review process and multi-family design guidelines.