



THE TOMORROW PLAN^{.COM}

Partnering for a Greener Greater Des Moines

Outreach Series 2

February 2, 2012

Agenda

- ① INTRODUCTION
- ② STATE OF THE REGION
- ③ “BUSINESS AS USUAL??”
- ④ ISSUES & PRIORITIES



What will sustainable
development in Greater
Des Moines look like?

...And how do we get there?

*The baseline is not a destination, but
rather a starting point in considering
what a more sustainable future for
Greater Des Moines would look like.*



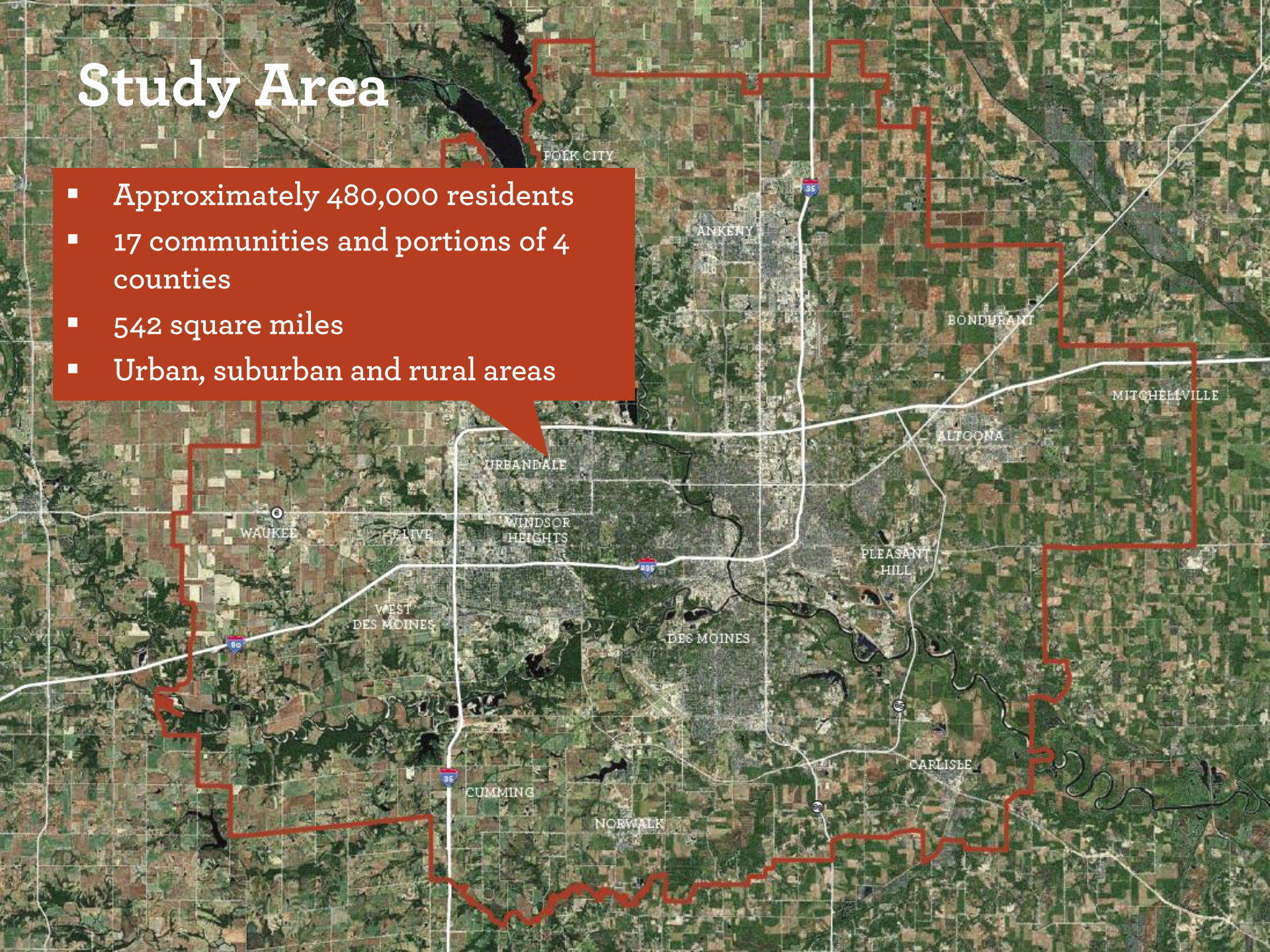
Introduction



- ② STATE OF THE REGION
- ③ “BUSINESS AS USUAL??”
- ④ ISSUES & PRIORITIES

Study Area

- Approximately 480,000 residents
- 17 communities and portions of 4 counties
- 542 square miles
- Urban, suburban and rural areas



PUBLIC INPUT



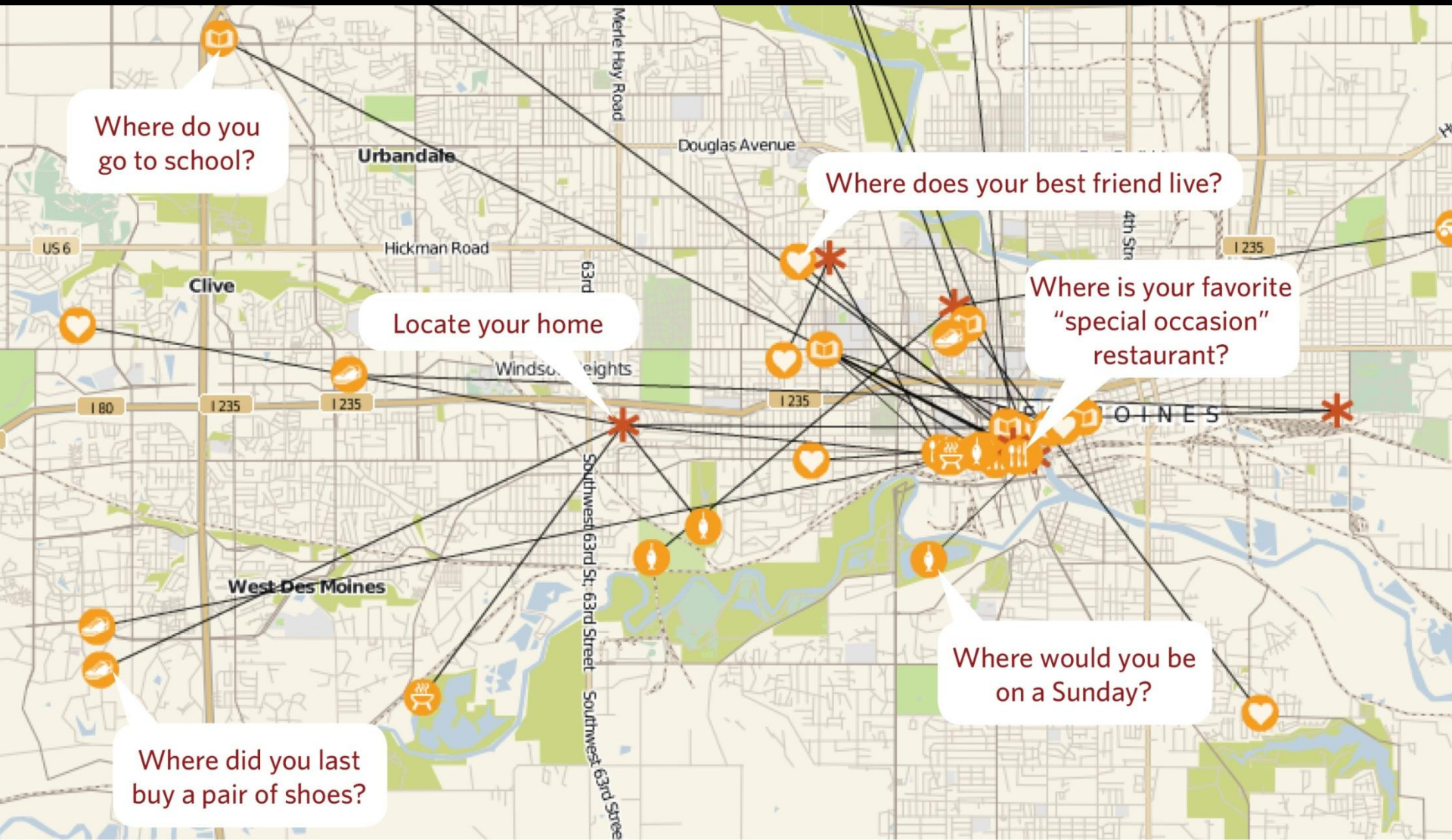
Project Launch, September 2011

PUBLIC INPUT



Outreach meetings, Fall 2011

PUBLIC INPUT





Federal Sustainable Communities Partnership

SIX LIVABILITY PRINCIPLES

1. **Provide more transportation choices.**

Develop safe, reliable and economical transportation choices to decrease household transportation costs, reduce our nation's dependence on foreign oil, improve air quality, reduce greenhouse gas emissions and promote public health.

2. **Promote equitable, affordable housing.**

Expand location- and energy-efficient housing choices for people of all ages, incomes, races and ethnicities to increase mobility and lower the combined cost of housing and transportation.

3. **Enhance economic competitiveness.**

Improve economic competitiveness through reliable and timely access to employment centers, educational opportunities, services and other basic needs by workers as well as expanded business access to markets.

4. **Support existing communities.**

Target federal funding toward existing communities – through such strategies as transit-oriented, mixed-use development and land recycling – to increase community revitalization, improve the efficiency of public works investments, and safeguard rural landscapes.

5. **Coordinate policies and leverage investment.**

Align federal policies and funding to remove barriers to collaboration, leverage funding and increase the accountability and effectiveness of all levels of government to plan for future growth, including making smart energy choices such as locally generated renewable energy.

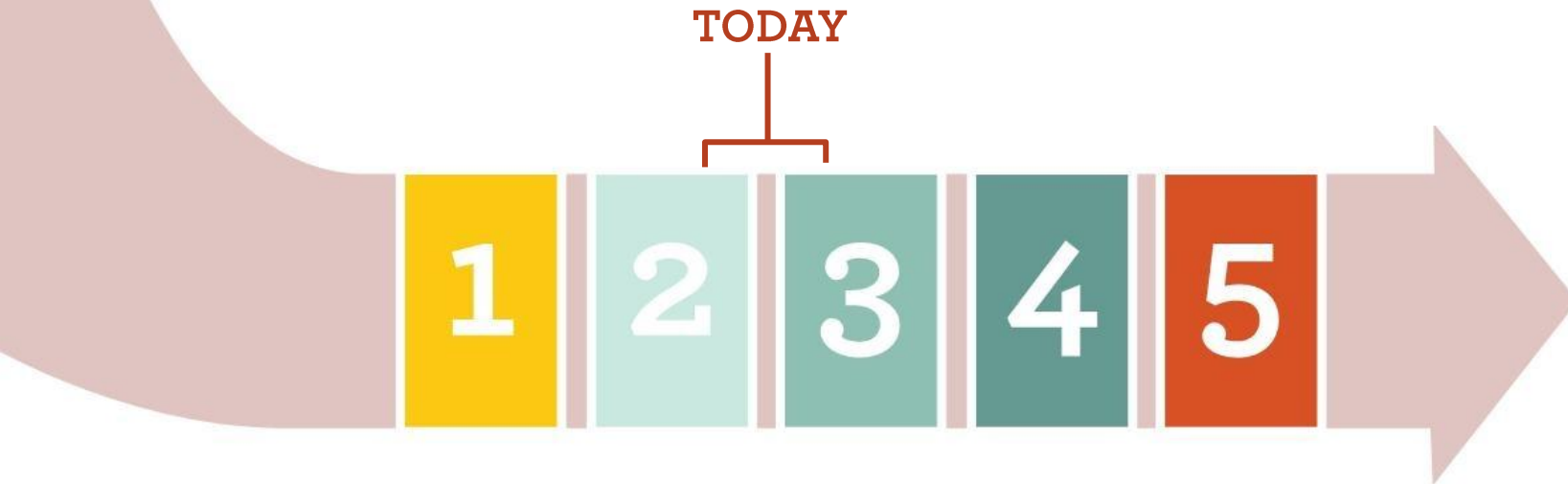
6. **Value communities and neighborhoods.**

Enhance the unique characteristics of all communities by investing in healthy, safe and walkable neighborhoods – rural, urban or suburban.

❖ **Protect and enrich natural resources.**

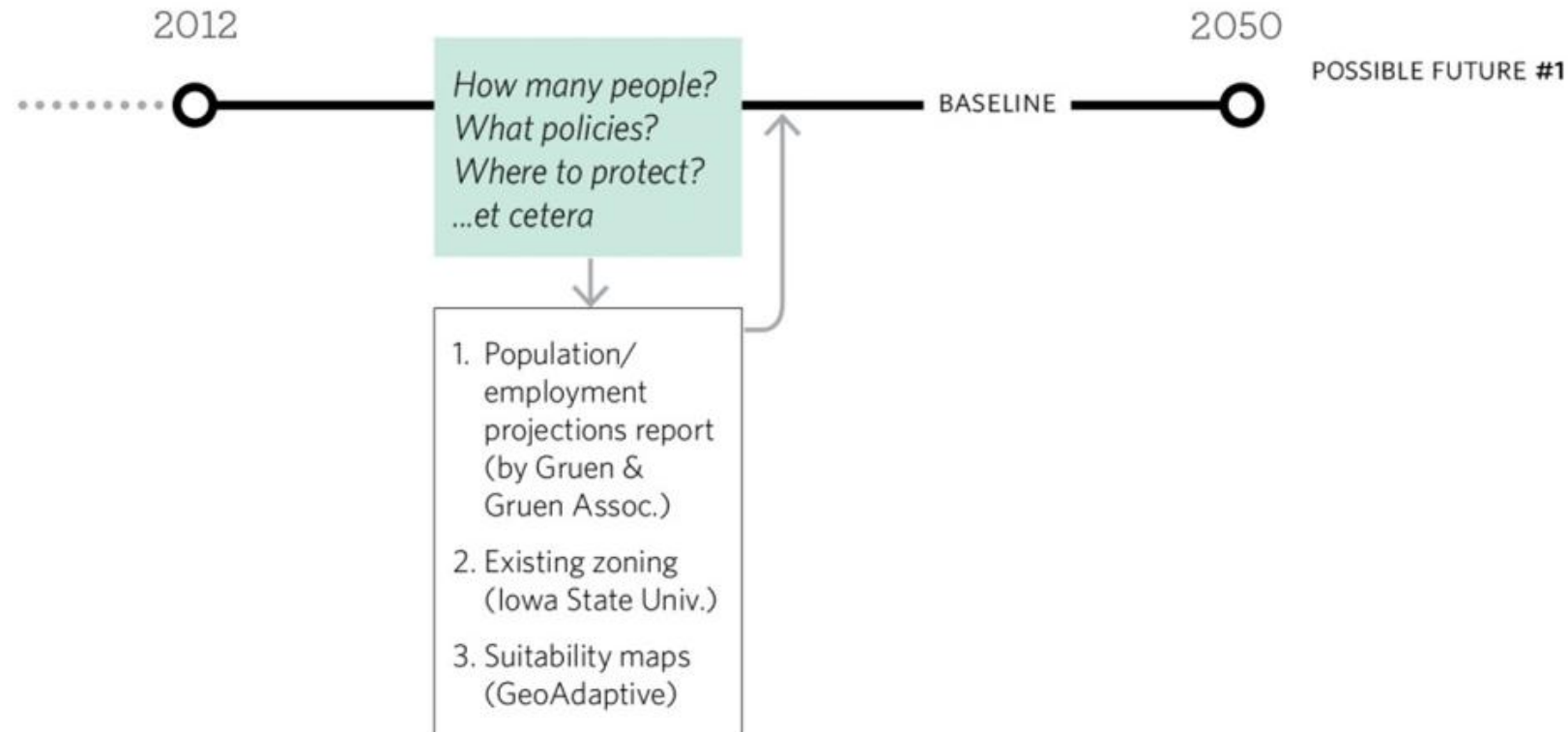
Support the health and accessibility of a range of open space types to allow for recreation, water quality improvement, wildlife habitat protection, and food production at all scales.

Process

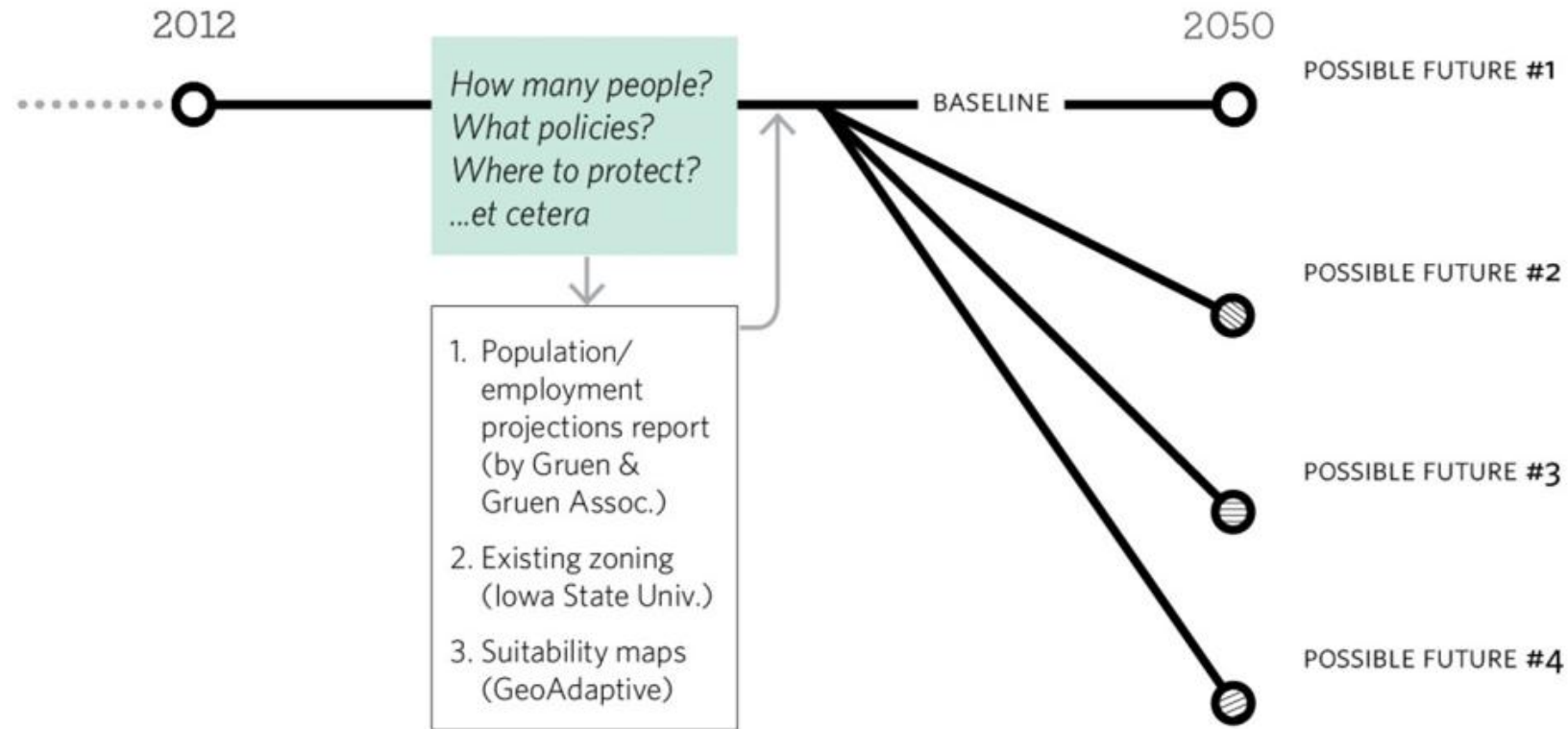


- 1 Kickoff
- 2 Baseline Model
- 3 Alternative Scenarios
- 4 Preferred Scenario
- 5 Implementation

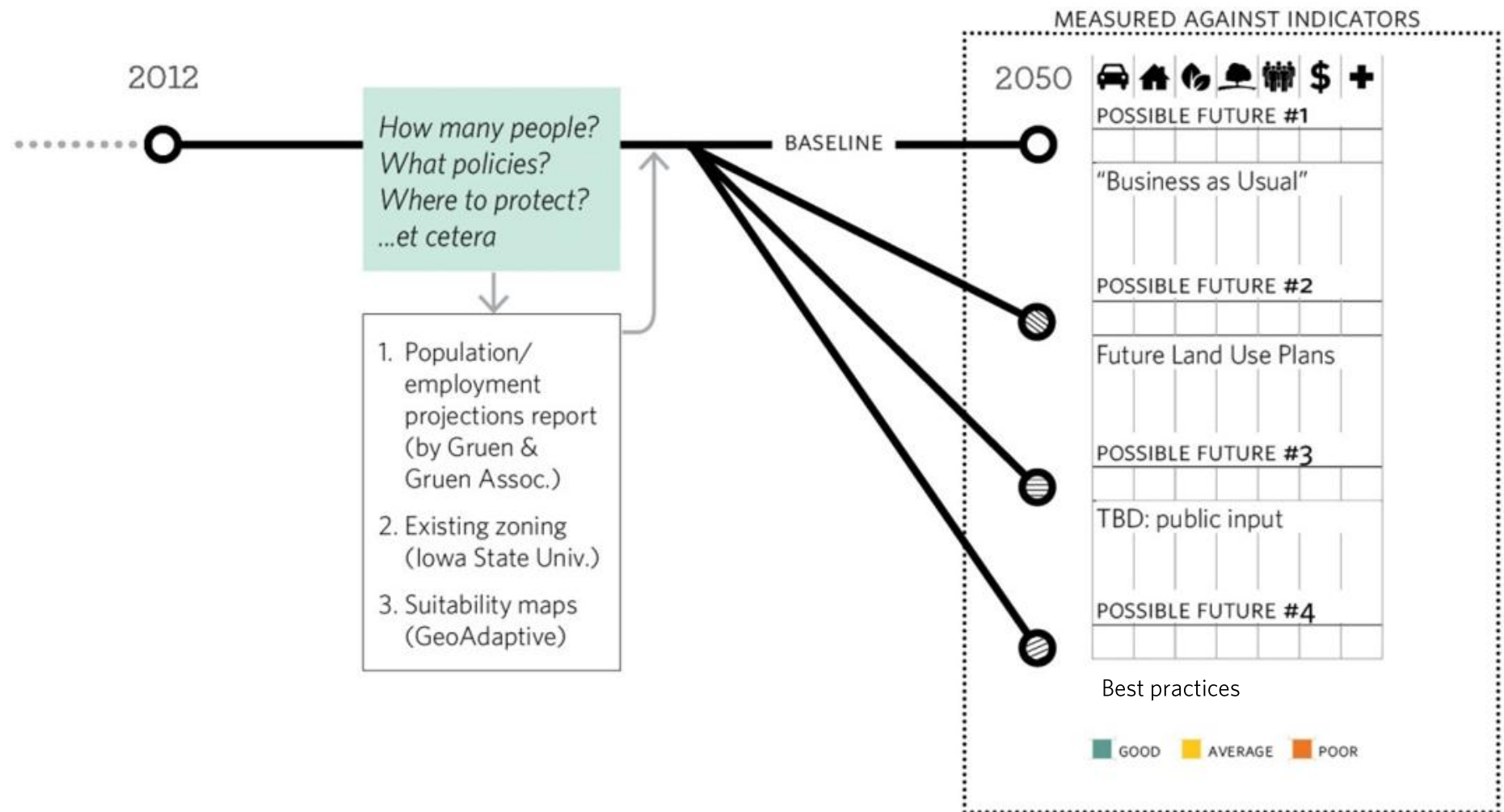
Scenario Planning Process



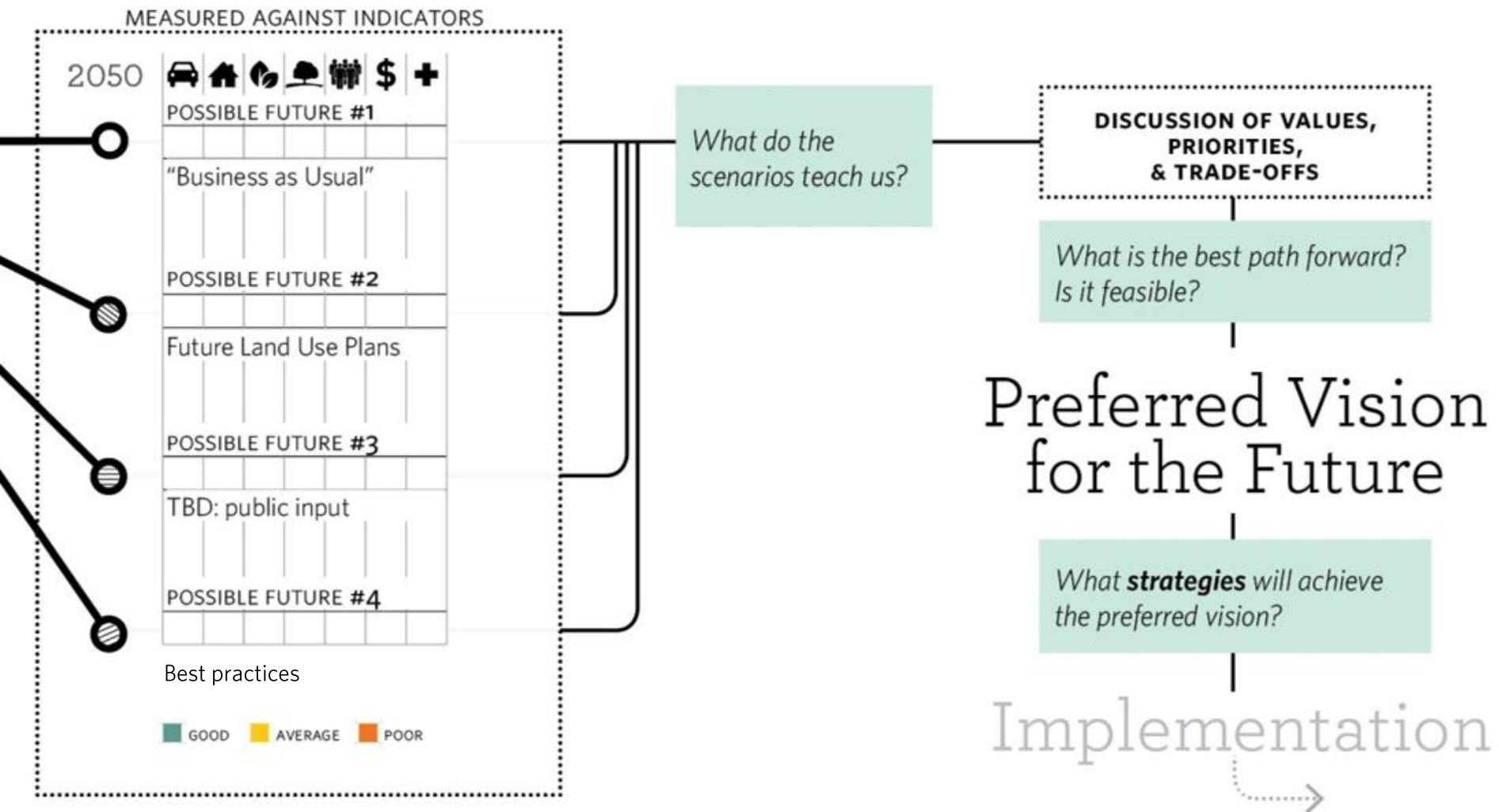
Scenario Planning Process



Scenario Planning Process



Scenario Planning Process



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Provide your ideas and vote on others' to help us plan for a more sustainable Greater Des Moines. Please note that these questions are about the region as a whole – all 17 communities in four different counties.

[f Like](#) 18 [Send](#)

[t Tweet](#) 22

[in Share](#) 6 [+1](#) 2

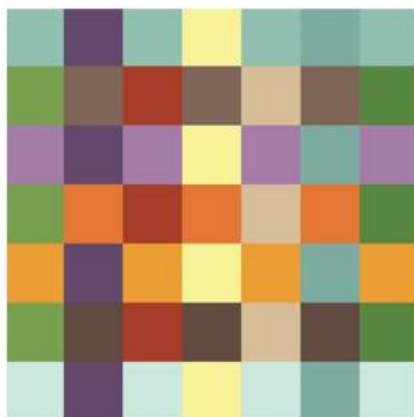
[email](#)

RECENT COMMENTS

- » Thank you. Yes, I agree!
- » When I go to California, I read a magazine called "Urban Farming". They have all kinds of
- » Adam - That is a good point.

Search Ideas

SIGN UP NOW!



PROJECT DETAILS

» The Tomorrow Plan [↗](#)

LEADERBOARD

- | | | |
|---|------------|-----|
| 1 | Nicholas C | 422 |
| 2 | Michael S7 | 396 |
| 3 | Adam H | 188 |

TOPICS

Sort by

RANDOM

NEWEST

POPULAR



What is the most pressing issue for the region?

JAN 16 - MAR 30, 2012 **INSTANT POLL**

38

VOTES



1 TODAY



Quality of Life Prioritization

JAN 16 - MAR 30, 2012 **PRIORITIZE**

22

IDEAS



JOIN NOW



What is the greatest strength of the region?

JAN 16 - MAR 30, 2012 **IDEA SUBMISSION**

5

IDEAS



JOIN NOW



What is the greatest weakness of the region?

JAN 16 - MAR 30, 2012 **IDEA SUBMISSION**

6

IDEAS



JOIN NOW

① INTRODUCTION

State of the Region

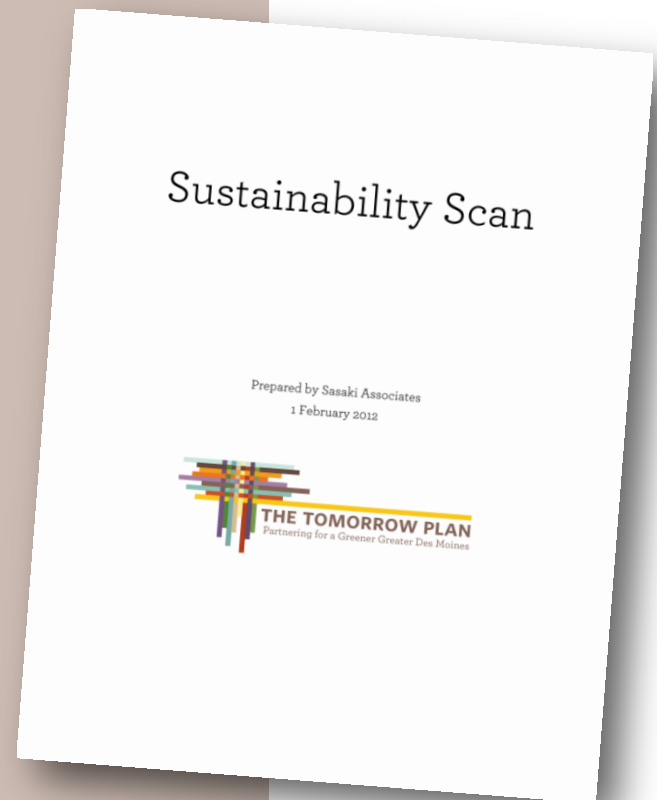
2

③ “BUSINESS AS USUAL??”

④ ISSUES & PRIORITIES

Sustainability Scan

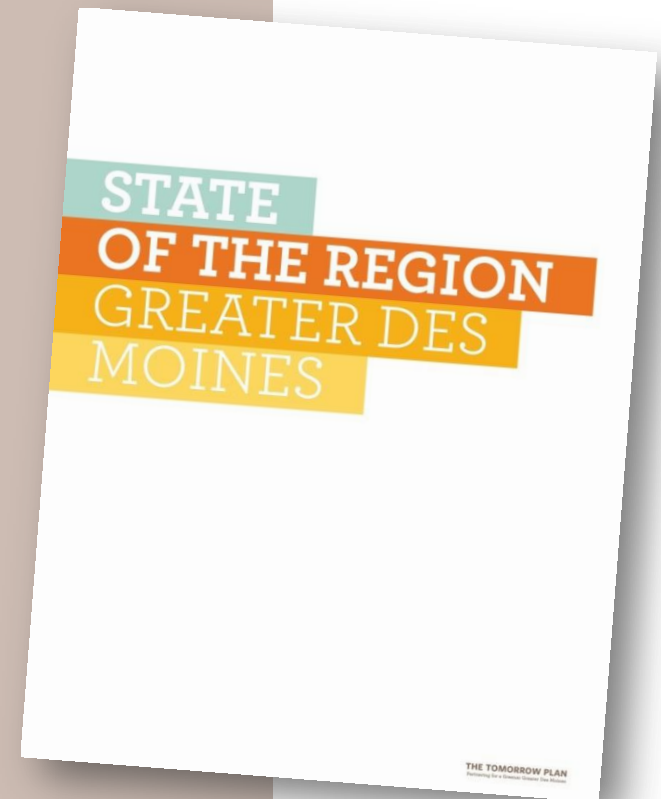
- Getting sustainability on the agenda in Greater Des Moines
- Existing plans and policies
- Opportunities & obstacles
- Definition of sustainability



State of the Region

Existing Conditions Report

- **A well-educated workforce**—35% of adults have a bachelor's or advanced college degree
- **Strong employment growth**—over the past 20 years annual employment growth has been 1.5%, well above the state's average annual rate of 0.9% and the national rate of 0.8%
- **Economic activity is concentrated in professional services and financial activities**; these industries have accounted for approximately half of all new jobs created over the past 20 years



State of the Region

Existing Conditions Report

- **Cars are the dominant mode of transportation**, with 92% of person trips made using a personal vehicle
- **A recreational trail system** with over 115 miles of trails
- Centuries of **land clearing and development** have drastically reduced the region's core natural habitat—90% of natural habitat existing in the 1800s is now gone

① INTRODUCTION

② STATE OF THE REGION

“Business as Usual??”

④ ISSUES & PRIORITIES

3

“Business as Usual??”

The Baseline Model

- Draws a picture of the region as a whole in 2050 if current development practices continue
 - Regional scale
 - Based on current trends and policies
- A learning tool, rather than a precise forecast of the future
 - Discussion starter
 - What are possible alternatives?

Model Input

- Combination of numeric projections and geographic analysis

Agriculture

Airports

Built structures

Business locations

Cemeteries

Conservation land

Demographic trends

Educational facilities

Employment trends

Fire stations

Floodplain

Greenways

Habitat

Health services

Historic development
patterns

Historical sites

Hydrology

Land price

Libraries

Parcels

Police stations

Public landmarks

Public transportation

Recreation areas

Road network

Slope

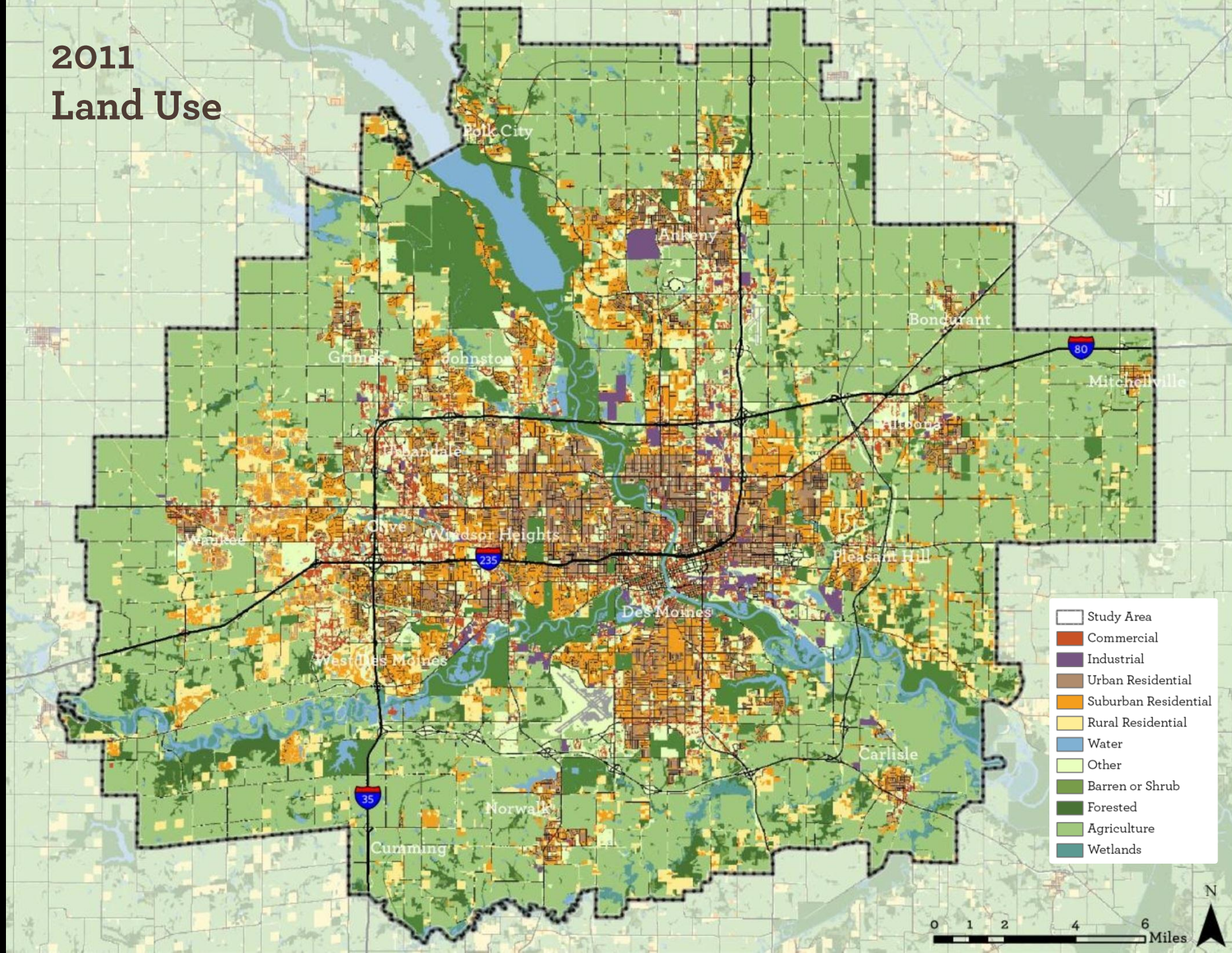
Trail network

Wetlands

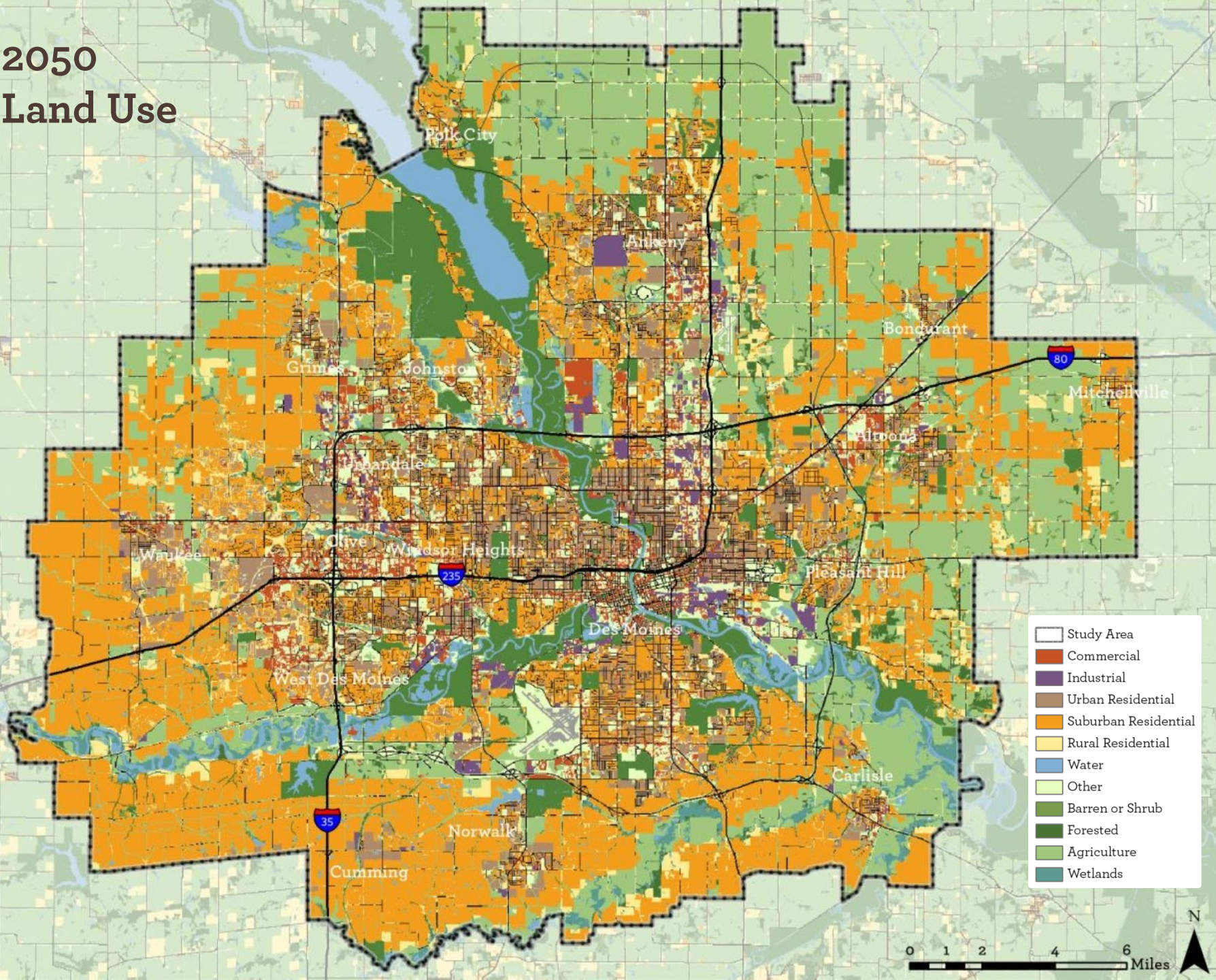
Wildlife management
areas

Zoning

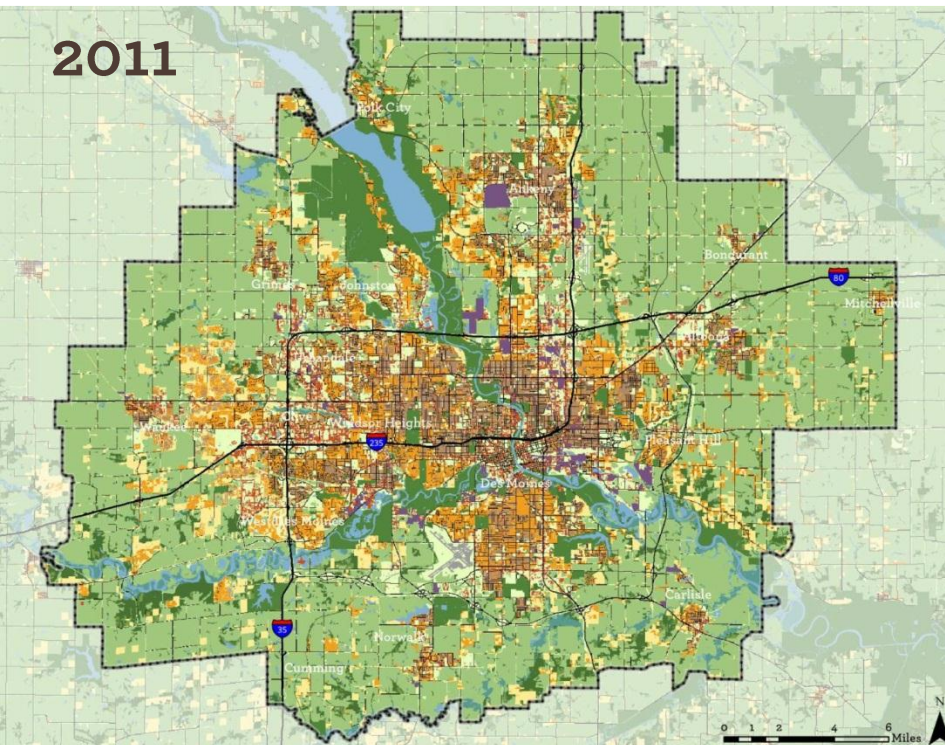
2011 Land Use



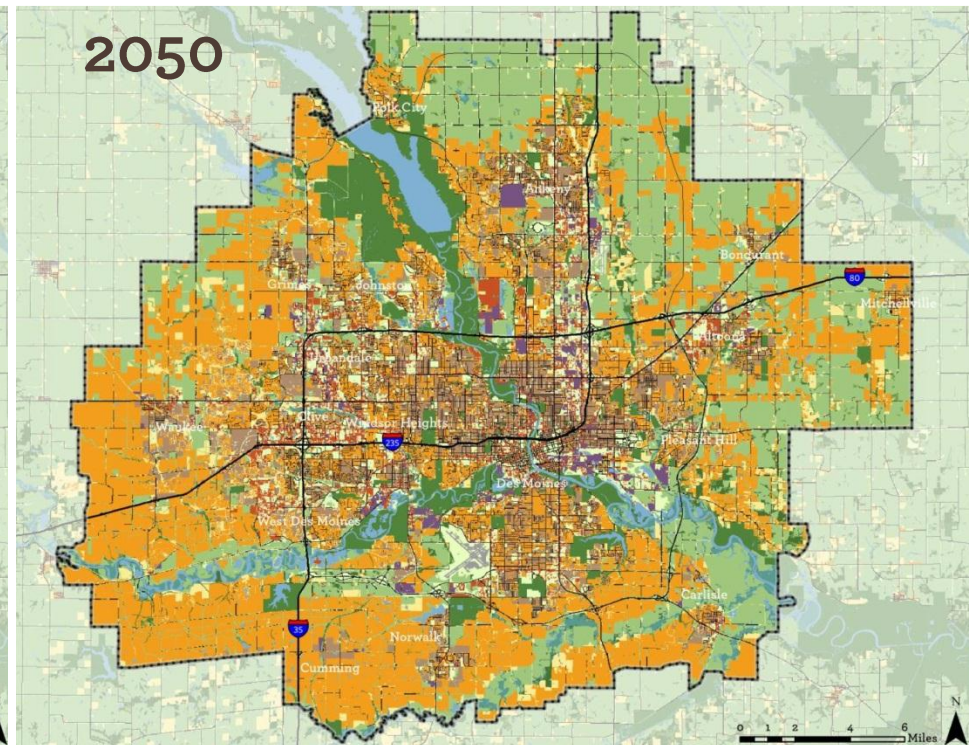
2050 Land Use



2011



2050



% OF STUDY AREA

LAND USE	2011	2050
Commercial	2.9%	3.4%
Industrial	1.0%	1.3%
Urban residential	4.6%	8.0%
Suburban residential	8.4%	33.8%
Rural residential	6.4%	4.4%
Water	2.9%	2.9%
Barren or shrub	1.6%	1.1%
Forested	5.0%	2.7%
Agriculture	46.0%	23.9%
Wetlands	3.4%	3.4%
Other	17.7%	15.0%
TOTAL	100%	100%

“Business as Usual” Model

- 1.1% annual population growth (745,000 people by 2050)
- 0.84% annual job growth

Most significant change in agricultural and suburban residential land uses

“Other” includes missing data, roads, parking lots, government buildings, institutions, stadiums, golf courses, etc.

What does the model tell us?



Available land supply exceeds demand forecast for 2050

SUPPLY

174,000 acres
(plus infill and redevelopment)

DEMAND

105,000 acres

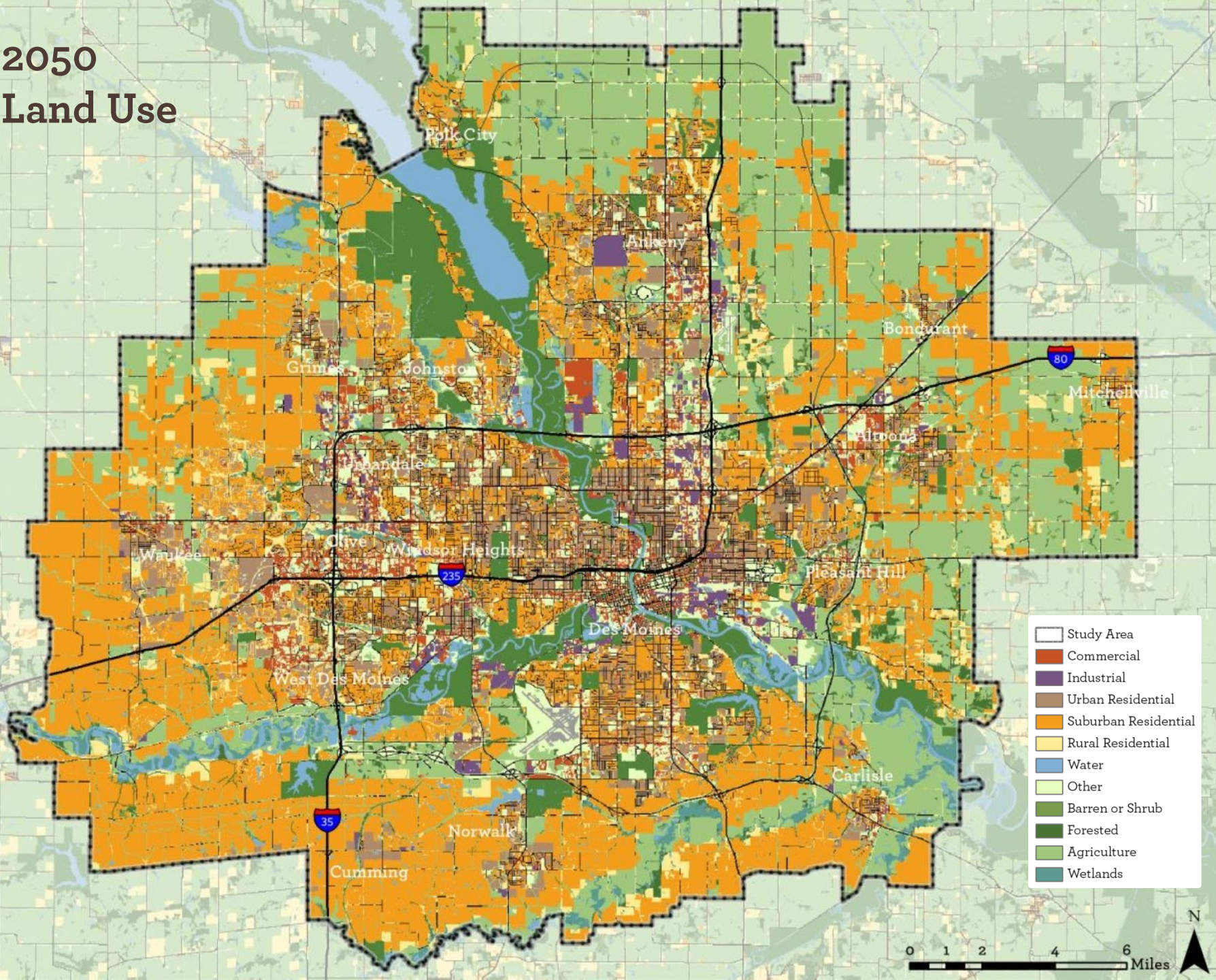
- Land prices are likely to remain low
- Difficult land use tradeoffs may be avoided

Mostly moderate to low-density,
auto-dependent development

- Current zoning favors suburban residential over urban or rural residential growth



2050 Land Use



① INTRODUCTION

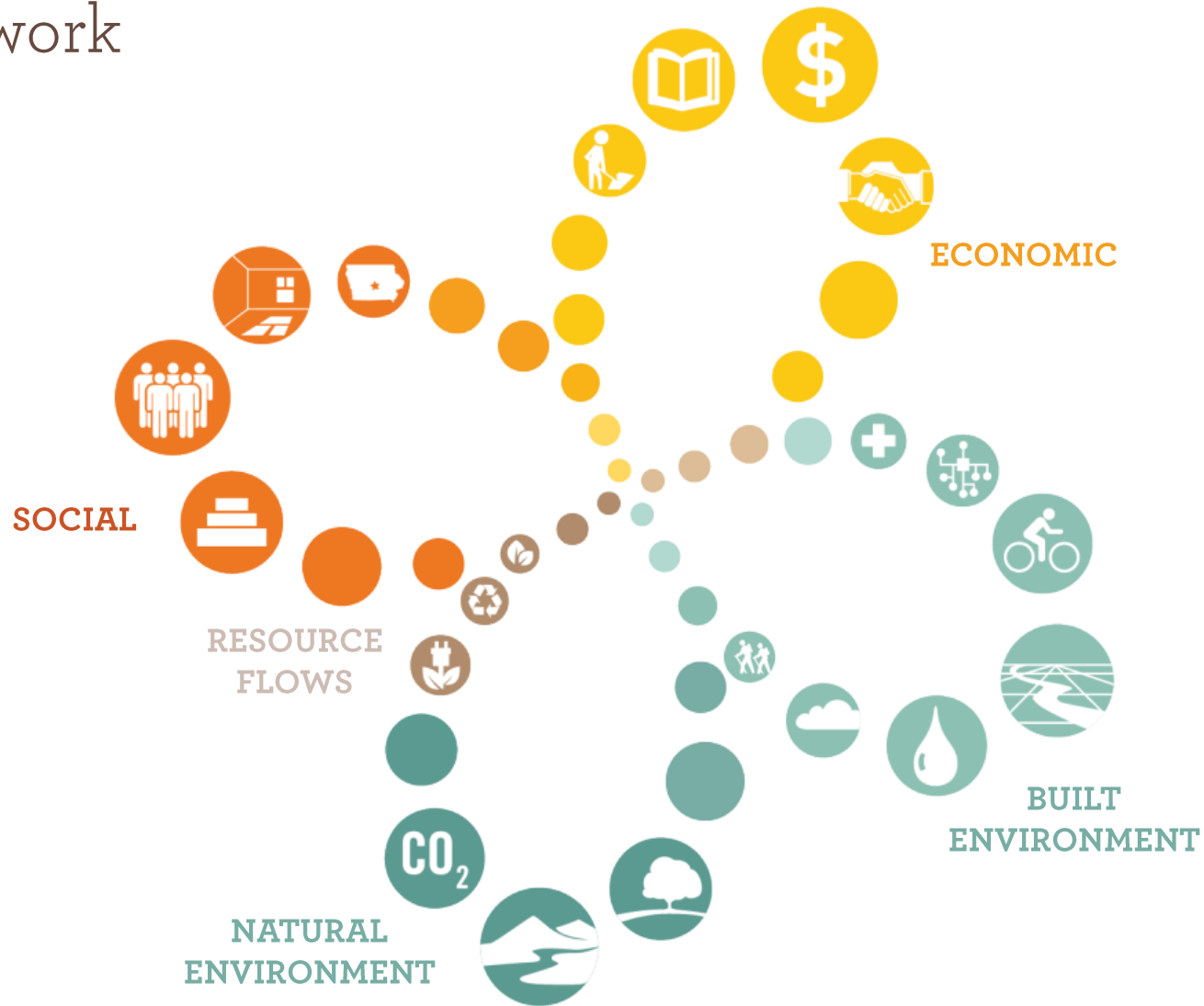
② STATE OF THE REGION

③ “BUSINESS AS USUAL??”

Issues & Priorities

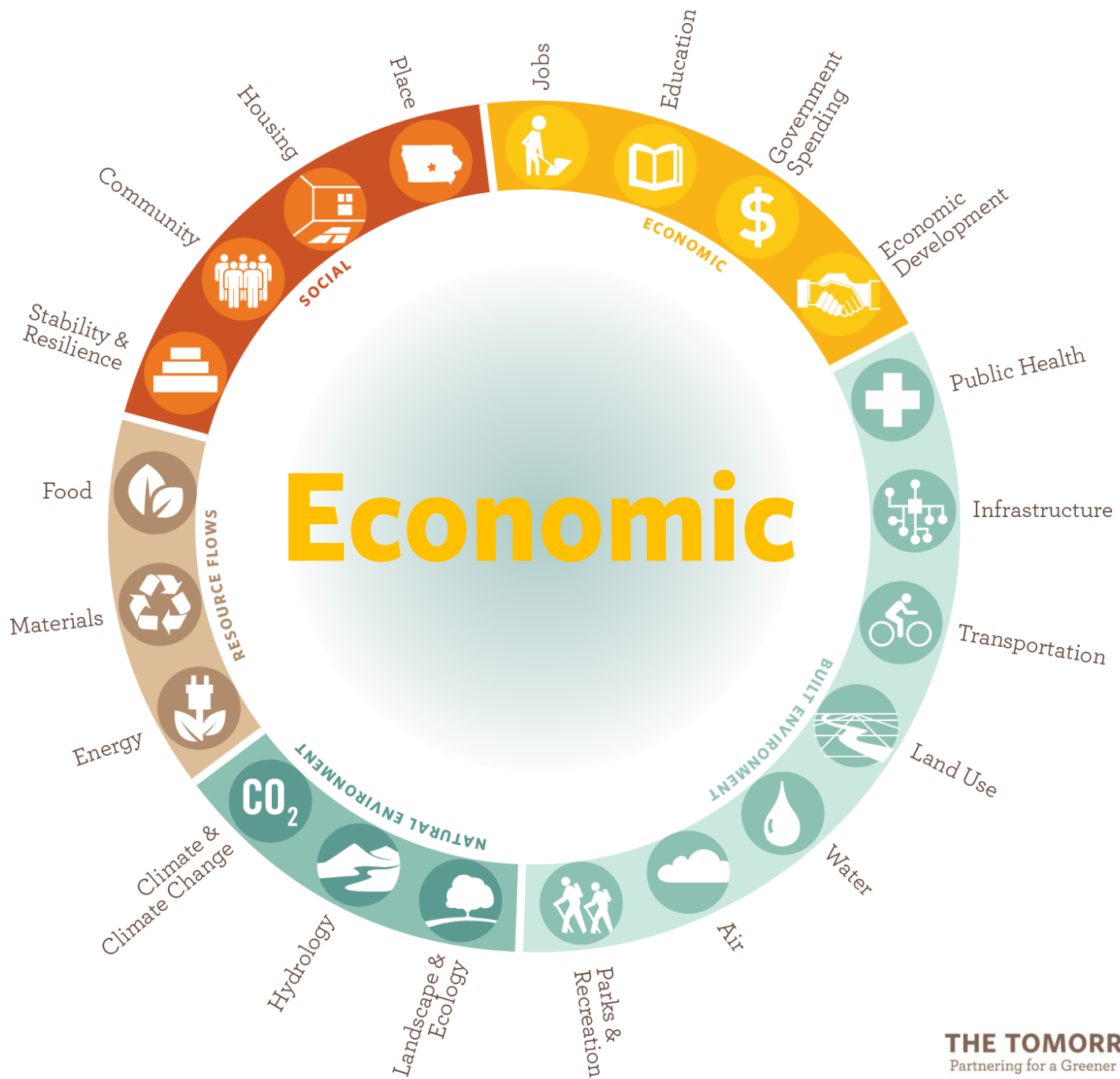
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Integrated Framework



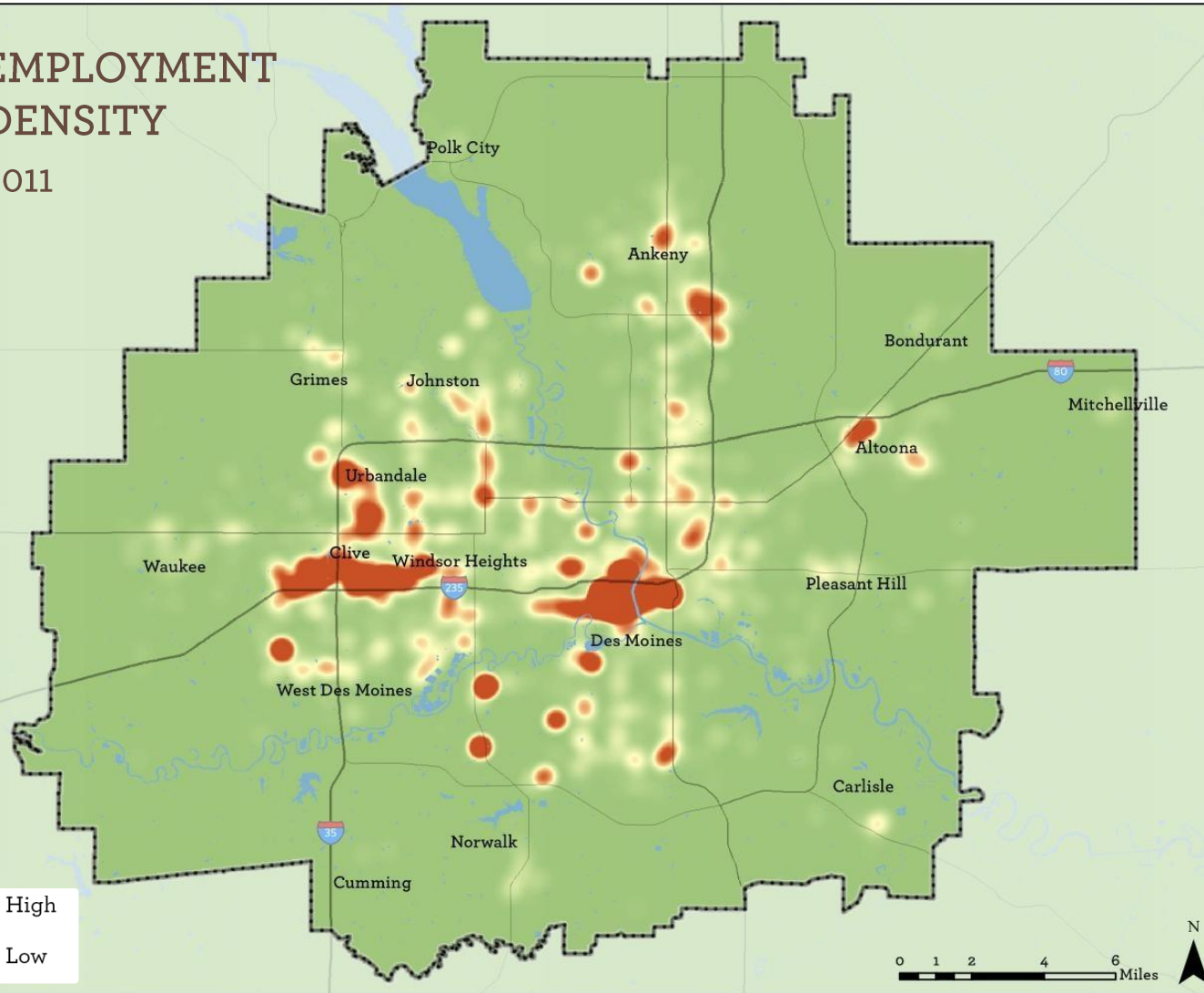
Integrated Framework





CURRENT CENTERS OF EMPLOYMENT

EMPLOYMENT DENSITY 2011



Downtown Des Moines and West Des Moines are currently the primary job centers for the region

Secondary job centers tend to occur at regular distances along transportation corridors

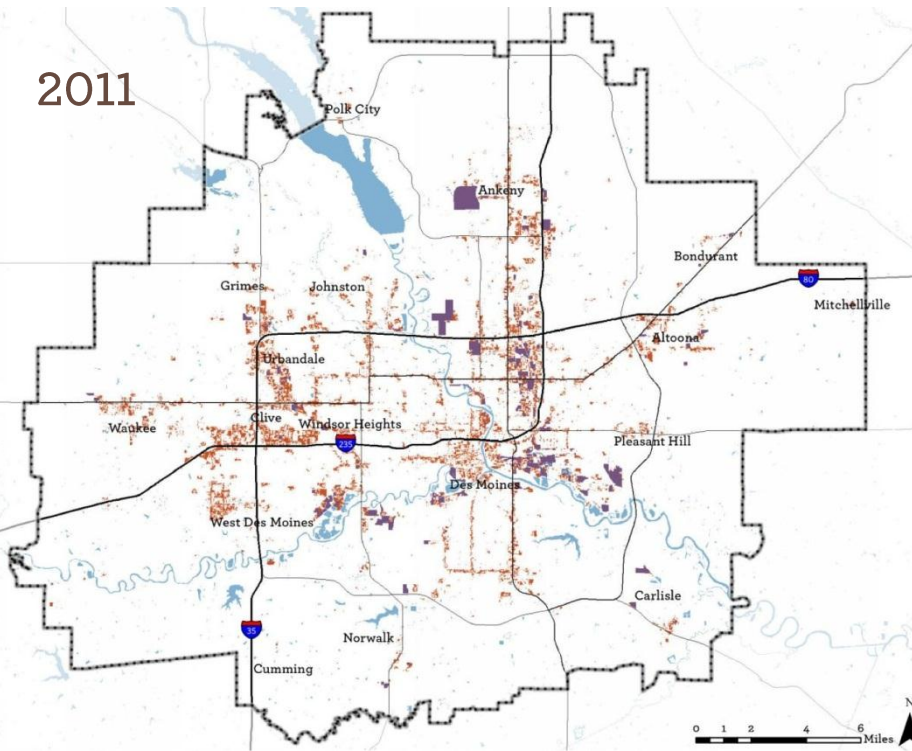
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EMPLOYMENT TYPES

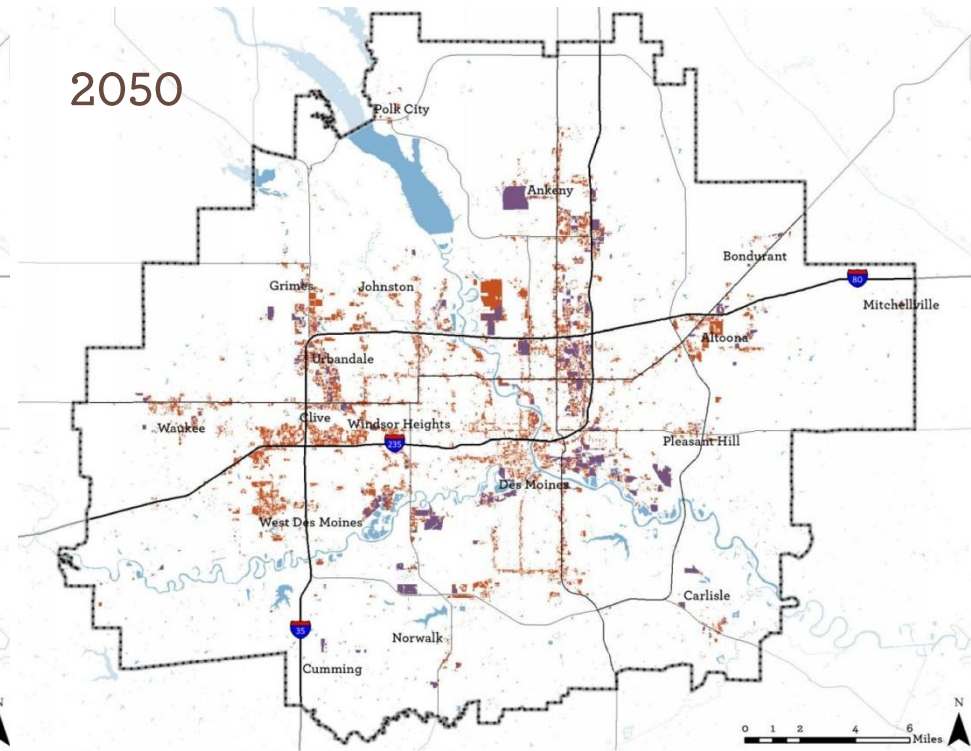
East Des Moines	CBD	South Des Moines	SW Suburbs	NW Des Moines	NW Suburbs	Ankeny Area
Wholesale Trade	Government	Construction	Retail Trade	Education & Healthcare	Wholesale Trade	Manufacturing
Manufacturing	Financial Activities		Financial Activities		Construction	Retail Trade
Transportation	Information		Prof. & Bus. Services			
Leisure & Hosp	Prof. & Bus. Services		Leisure & Hosp			
	Education & Healthcare		Information			

COMMERCIAL / INDUSTRIAL

2011



2050



Annual job growth is projected at 0.84%

113,000 jobs are forecast to be added by 2050—nearly half of these are expected to be Downtown and in the southwest suburbs

Projected job growth is slower than projected population growth, reflecting an aging population

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POPULATION SHIFTS

GENERATION	BORN	2010 AGE (year-end)	% OF DES MOINES	% OF IOWA	% OF NATION
Greatest Generation	Before 1946	66+	10%	14%	12%
Baby Boomers	1946 - 1964	47 - 65	23%	29%	24%
Generation X	1965 - 1978	33 - 46	20%	17%	19%
Gen Y	1979 - 1996	15 - 32	25%	24%	25%
Gen Z?	1996 and After	0 - 14	22%	30%	20%

- Baby Boomer and Gen Y are the two largest housing market audiences
- They prefer non-single family housing at higher rates than other groups
- In the “business-as-usual” model, the region’s housing stock is becoming increasingly dominated by single-family housing

SOURCE: US Census 2010

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POPULATION SHIFTS

- Population in the region is forecast to grow from 479,000 people today to 745,000 in 2050
- This increase of 266,000 people is equivalent to 1.1% growth annually (same as average growth rate for the region for past 60 years)
- Population **distribution** shifts towards older age groups

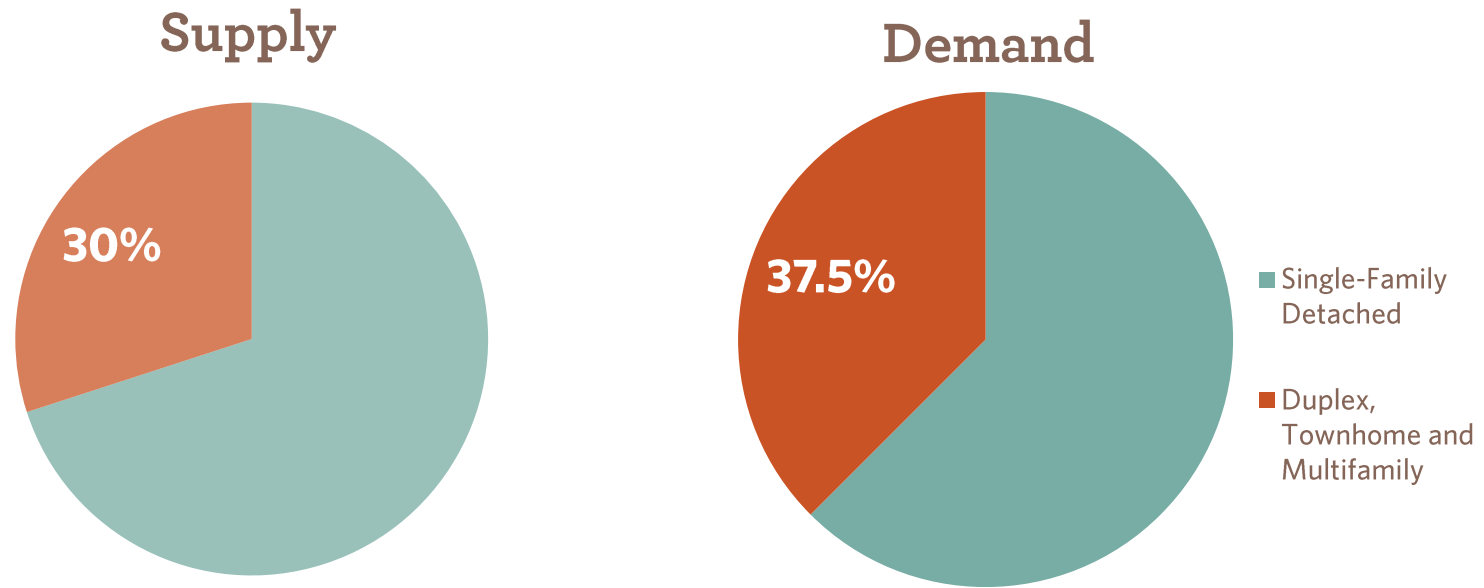
Projected Age Distribution of the Greater Des Moines Region

	2010 %	2050 %	Shift 2010-2050 Pct Points
Ages 0-19	28.4	27.5	-0.9
Ages 20-34	21.3	18.5	-2.8
Ages 35-49	21.4	18.3	-3.1
Ages 50-64	17.8	15.0	-2.8
Ages 65-79	7.7	13.3	5.5
Ages 80+	3.4	7.5	4.1

Sources: REMI, Inc.; Gruen Gruen + Associates.

The current mismatch between housing demand and housing supply in Des Moines is large

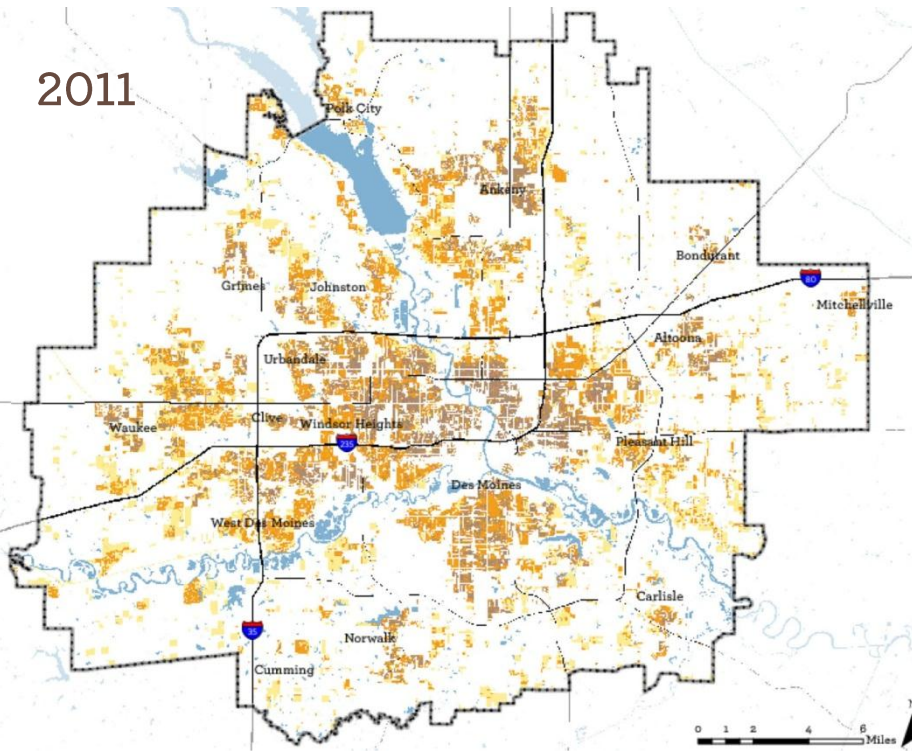
The 7.5% difference represents approximately 10,000 multifamily residential units



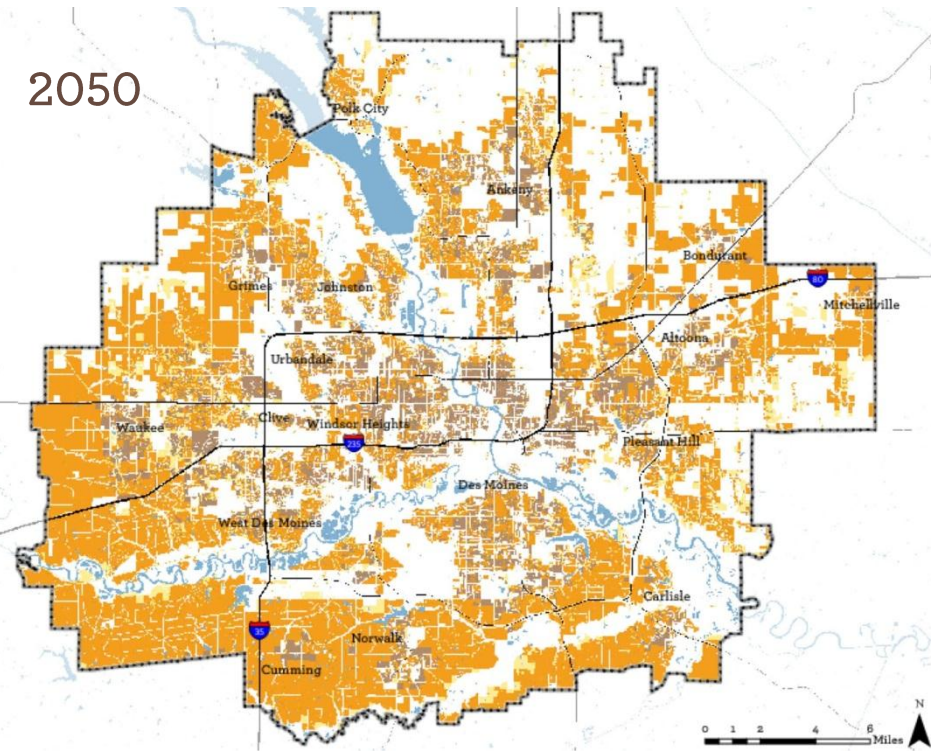
The mismatch will become more pronounced with the projected demographic shifts

HOUSING

2011



2050



	2011	2050
 Urban Residential	16,355	28,055
 Suburban Residential	29,663	119,496
 Rural Residential	22,531	15,626

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A regional challenge will be providing the housing choices that matches the changing needs and wants of the population.



URBAN RESIDENTIAL

< 1/8 acre lot



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SUBURBAN RESIDENTIAL

1/8 – 2.5 acre lot



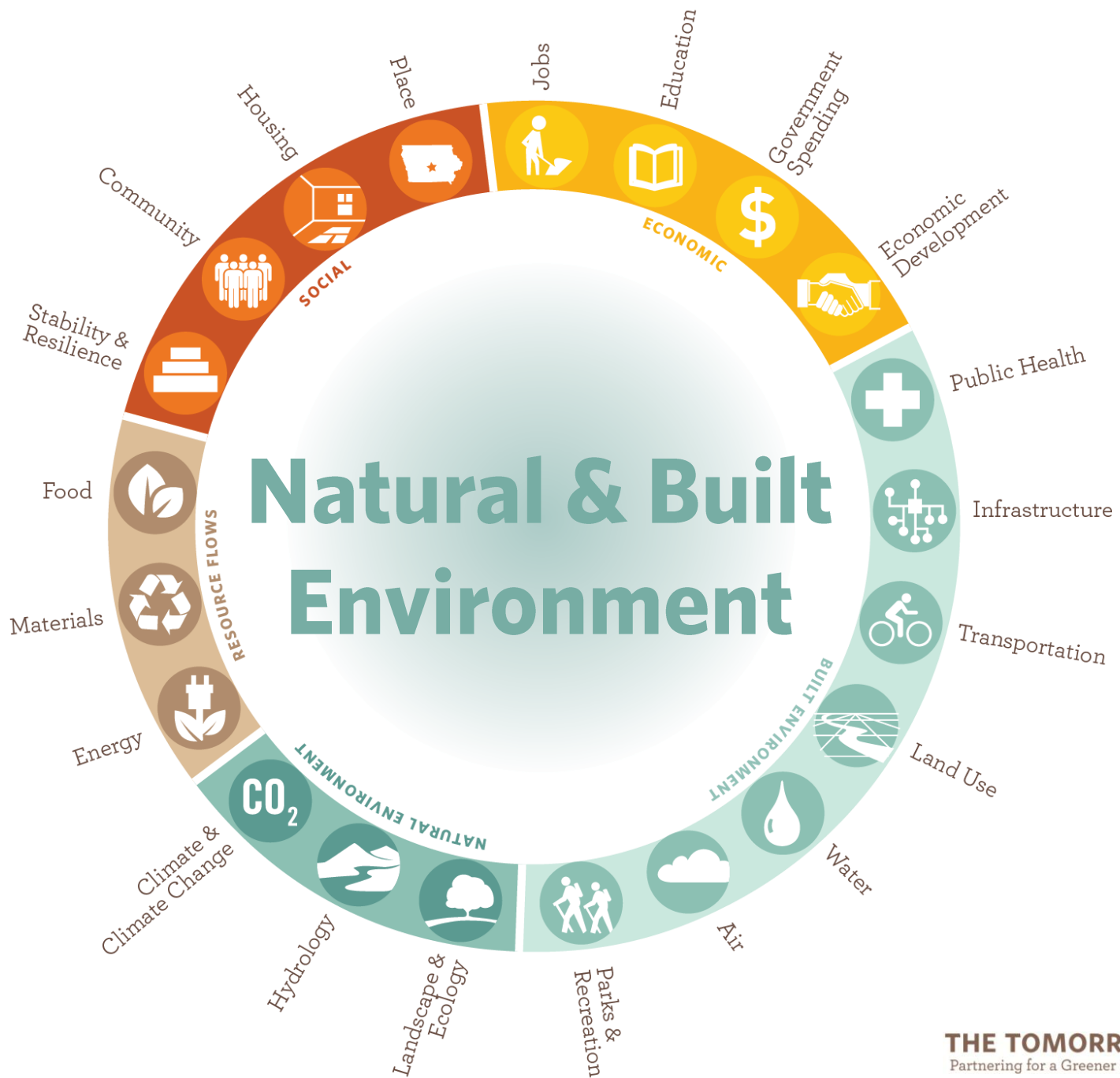
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RURAL RESIDENTIAL

> 2.5 acre lot



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INCREASING LAND DEVELOPMENT

2011




2050



- Study Area
- Development
- Water
- Barren or Shrub
- Forested
- Agriculture
- Wetlands
- Trails

- Extensive development of agricultural land
- Shift in character of natural landscape
- Implications for trails and conservation priorities

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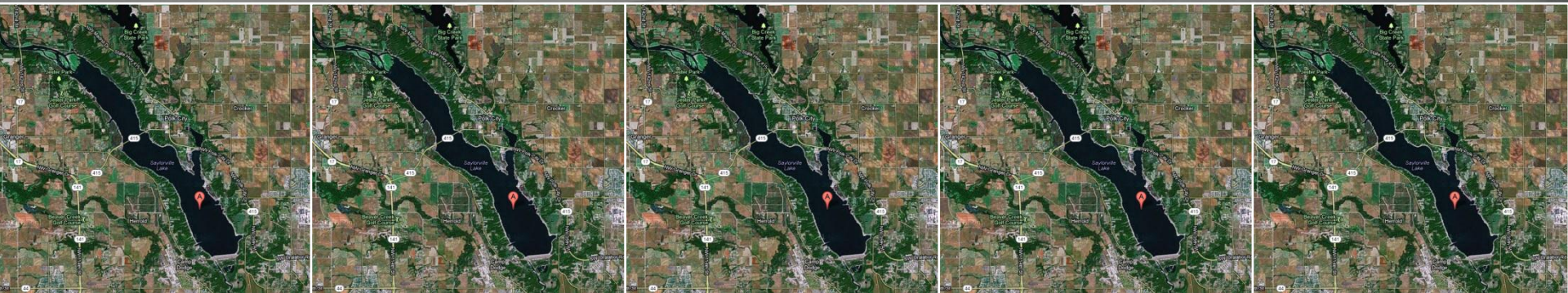
A scenic view of a lake with a line of bare trees in the background under a cloudy sky. The text is overlaid on the image.

40% decline in
parks and recreation
space per capita

In the baseline scenario, the impervious cover is 63,000 acres in 2050—double what it is today.



This increase of ~30,000 acres is equivalent to paving Saylorville Lake 5 times:

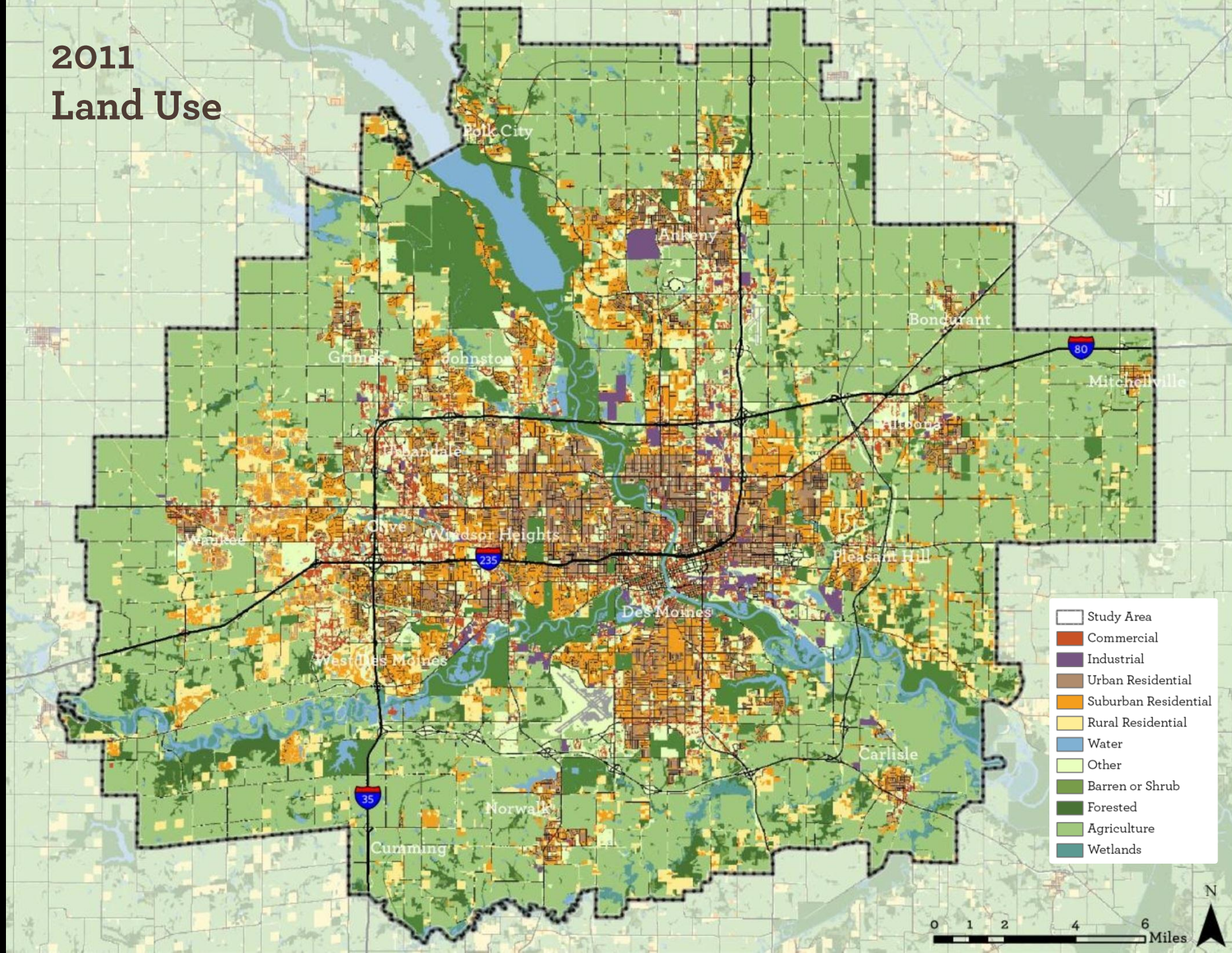


A photograph of a stream with exposed tree roots and eroded banks, illustrating stream instability. The water is murky and brown. The banks are dark brown soil with many exposed, light-colored tree roots. There is some dry, yellowish grass or moss on the roots. The stream flows from the top left towards the bottom right.

Stream instability may cause:

- Erosion of streambanks and streambeds
- Deteriorated fish habitat
- Dirtier streams for longer periods of time
- Increased local flooding
- Damage to constructed infrastructure
- Diminished opportunity for recreation in and around the water

2011 Land Use





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