



THE TOMORROW PLAN^{.COM}

Partnering for a Greener Greater Des Moines

Outreach Series 3

April 19, 2012

Agenda

① INTRODUCTION

② SCENARIOS

Business as Usual

Business as Usual – Smaller Lots Option

Local Community Plans

Best Practices

People's Choice

③ DESIGN MY DSM



Introduction

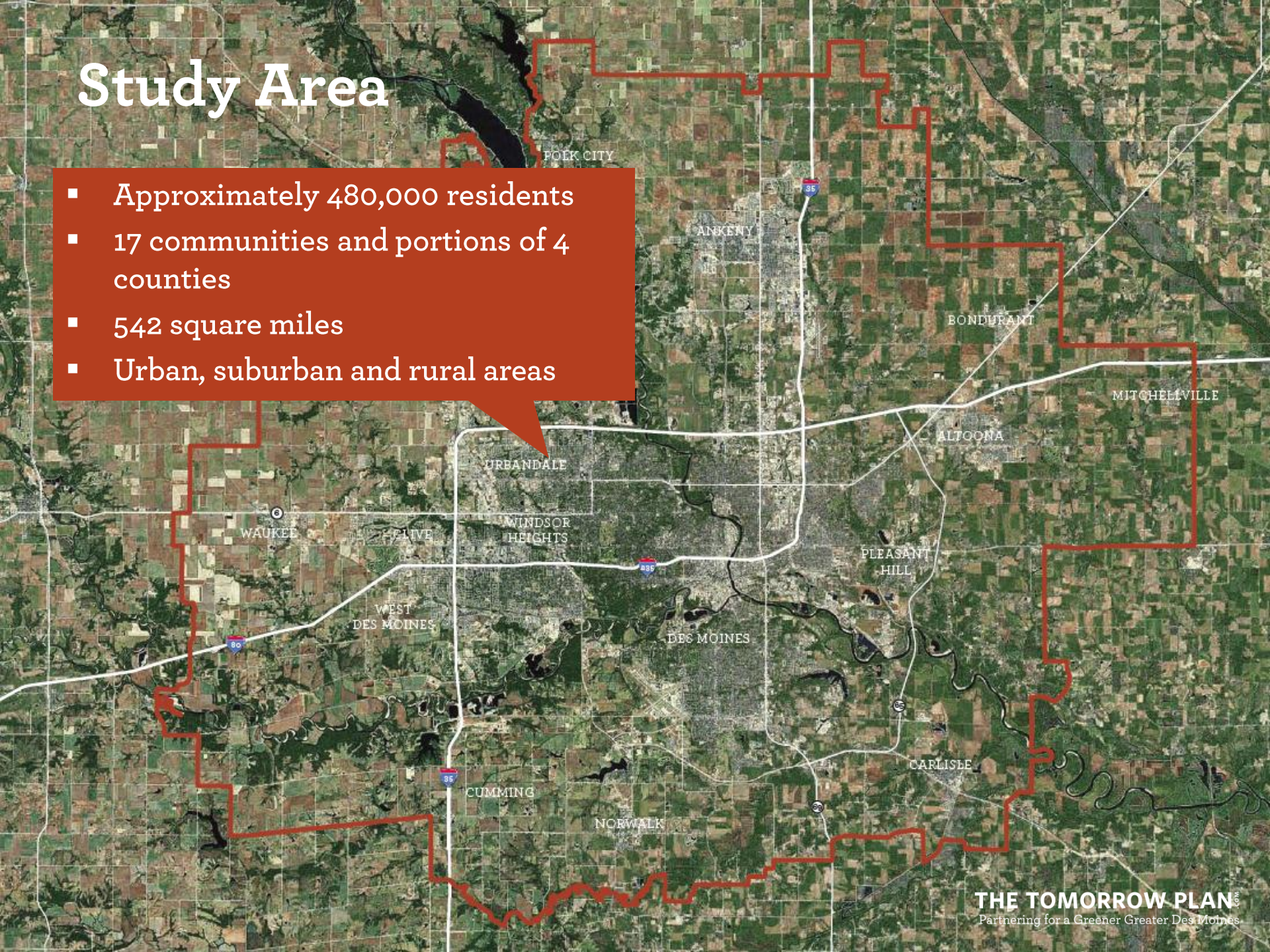
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② SCENARIOS

③ DESIGN MY DSM

Study Area

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



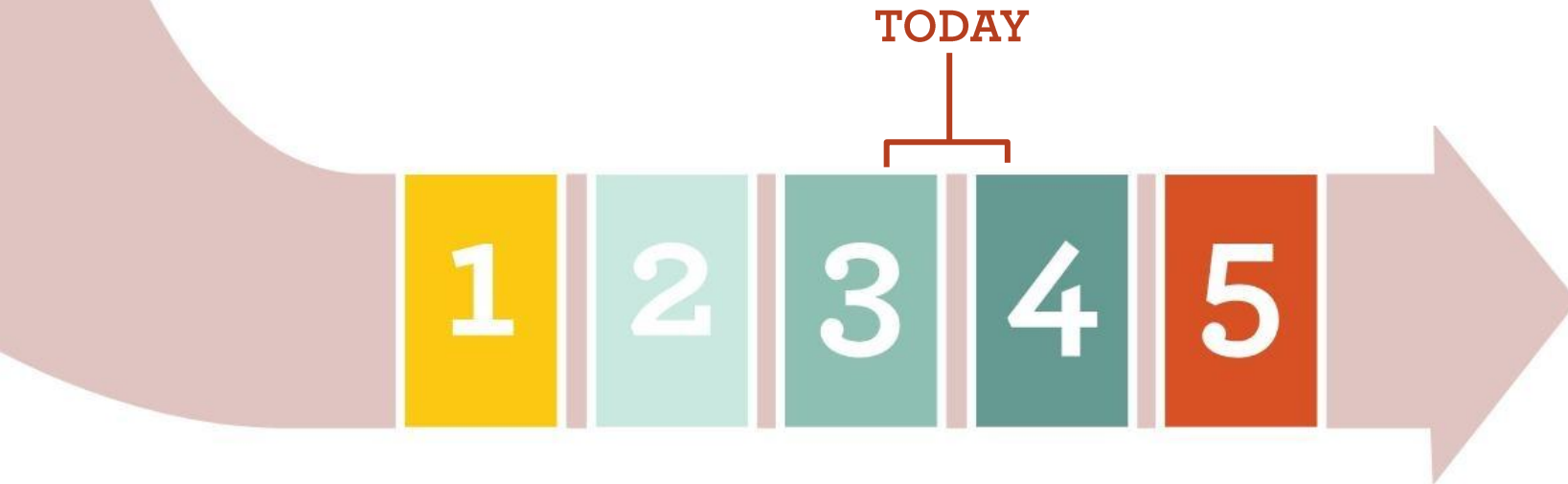
**What will sustainable
development in Greater
Des Moines look like?**

...And how do we get there?

What are the Benefits of Regional Planning?

- When regions collaborate it puts them in the best position to convert their assets and resources to **improve jobs and tax bases and quality of life** in their communities and region as a whole.
- Collaborative communities provide integrated land uses and transportation networks that **foster regional economic development**.
- Investments in **infrastructure** including roads, airports, telecommunications as well as **education and quality of life** amenities are critical for promoting the competitiveness of a region.

Process



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

① INTRODUCTION

Scenarios

③ DESIGN MY DSM



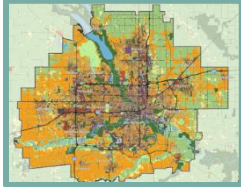
What is a scenario?

sce·nar·i·o

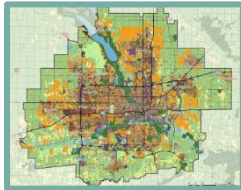
a possible course of action or sequence of events—in this case, underlying patterns of land development

- All scenarios in The Tomorrow Plan assume:
 - 1.1% annual population growth (745,000 people by 2050)
 - 0.84% annual job growth

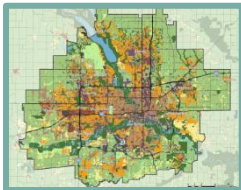
Scenarios for Greater Des Moines



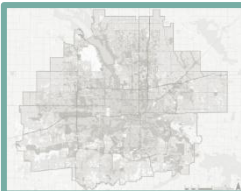
Business as Usual



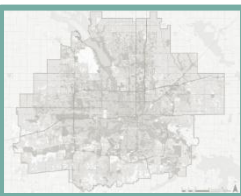
Business as Usual Smaller Lots Option



Local Community Plans



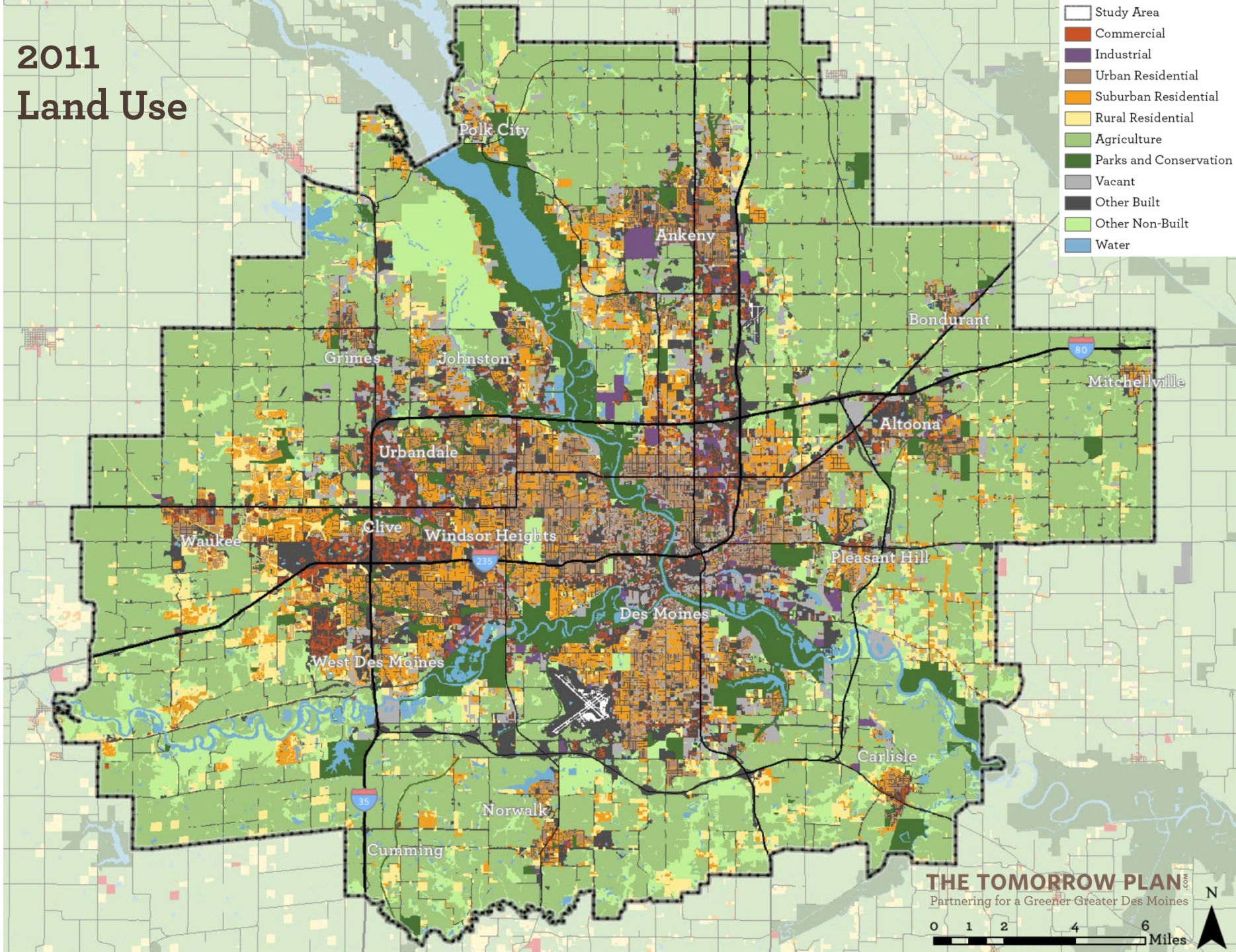
Best Practices



People's Choice

2011 Land Use

- Study Area
- Commercial
- Industrial
- Urban Residential
- Suburban Residential
- Rural Residential
- Agriculture
- Parks and Conservation
- Vacant
- Other Built
- Other Non-Built
- Water

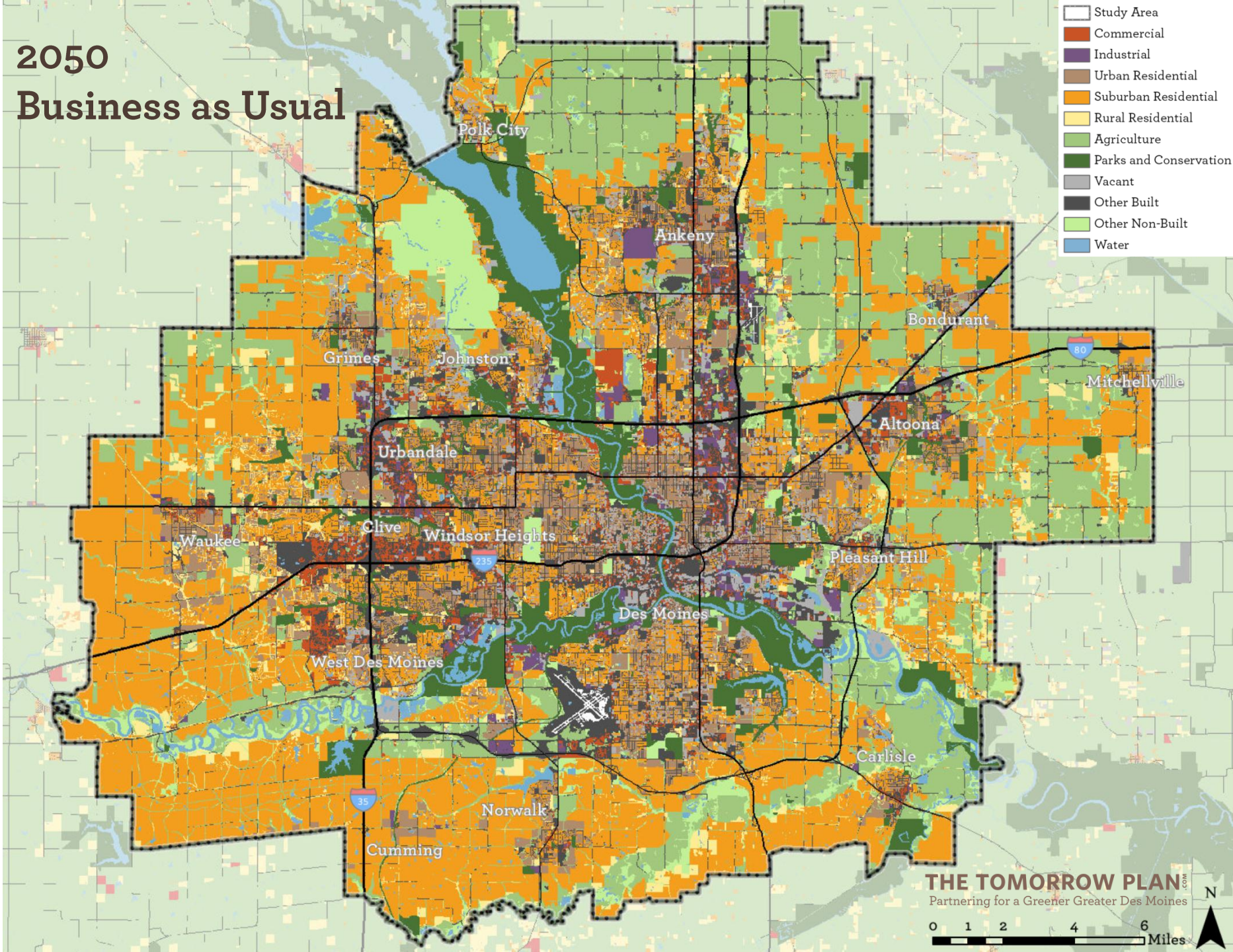


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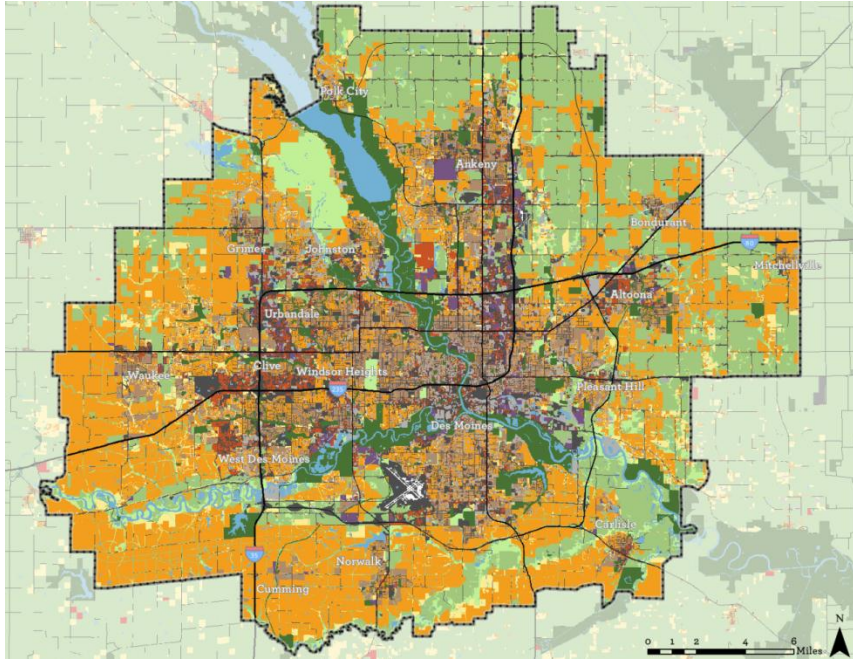
0 1 2 4 6 Miles

2050 Business as Usual

- Study Area
- Commercial
- Industrial
- Urban Residential
- Suburban Residential
- Rural Residential
- Agriculture
- Parks and Conservation
- Vacant
- Other Built
- Other Non-Built
- Water



Business as Usual



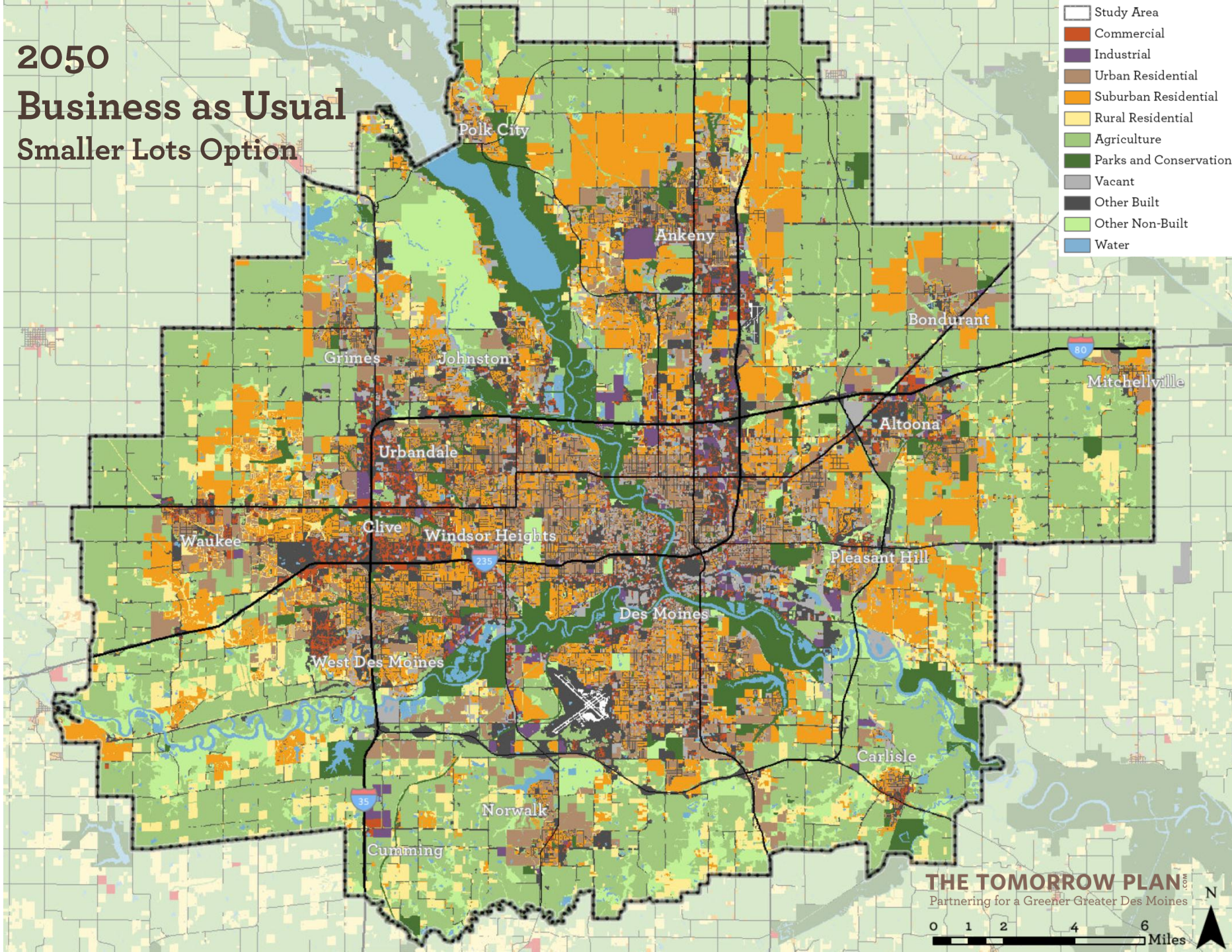
Assumptions:

- Maintain current character of development
- Maintain current public transportation system
- Minimal infill and redevelopment

- Most significant change is in agricultural and suburban residential land uses
- Available land supply exceeds demand forecast for 2050
 - Demand is 105,000 acres
 - Supply is 174,000 acres (plus infill and redevelopment)
 - Land prices are likely to remain low
- Mostly moderate to low-density, auto-dependent development
 - Current zoning favors suburban residential over urban or rural residential growth

2050 Business as Usual Smaller Lots Option

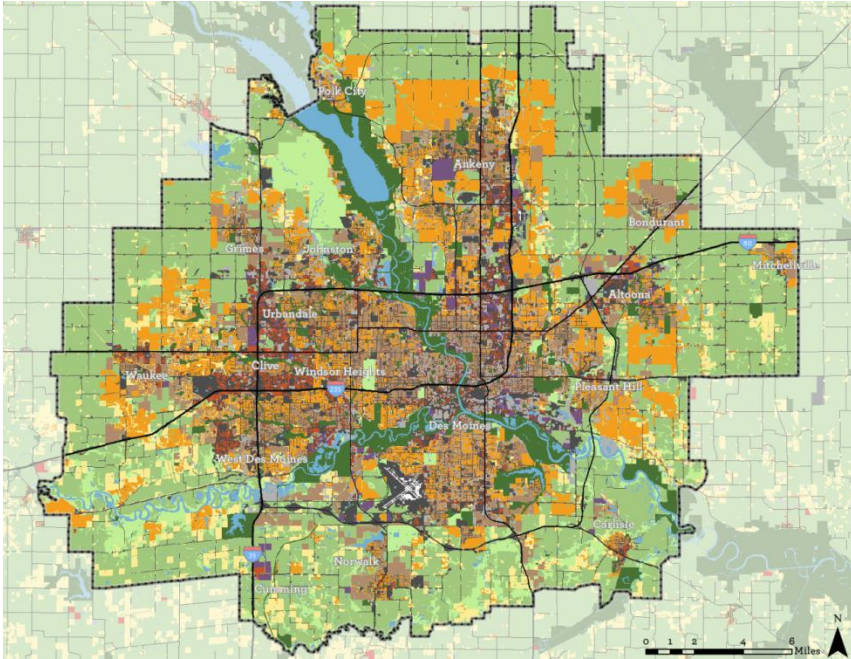
- Study Area
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THE TOMORROW PLAN
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0 1 2 4 6 Miles

Business as Usual – Smaller Lots Option



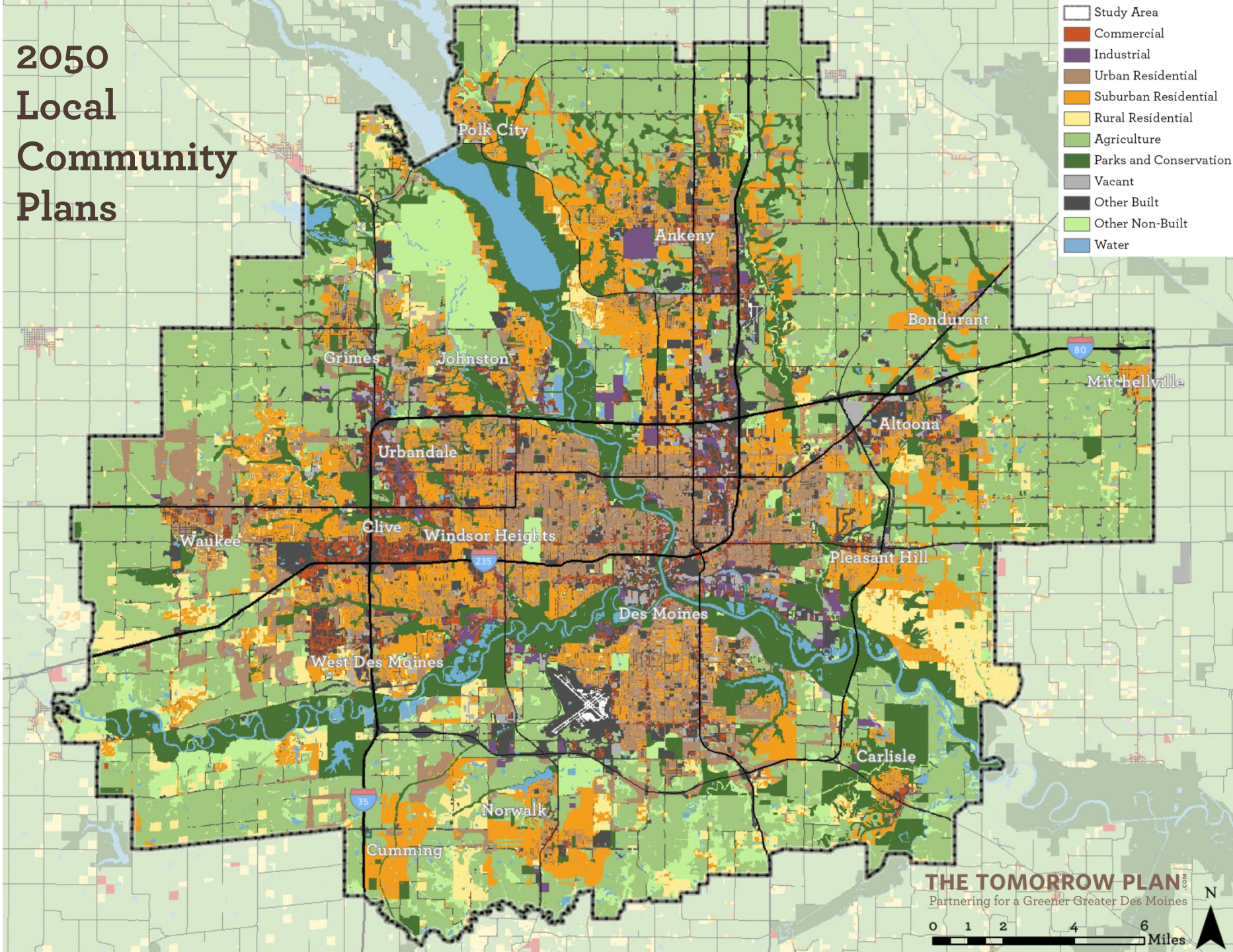
Assumptions:

Same as Business as Usual, other than the following:

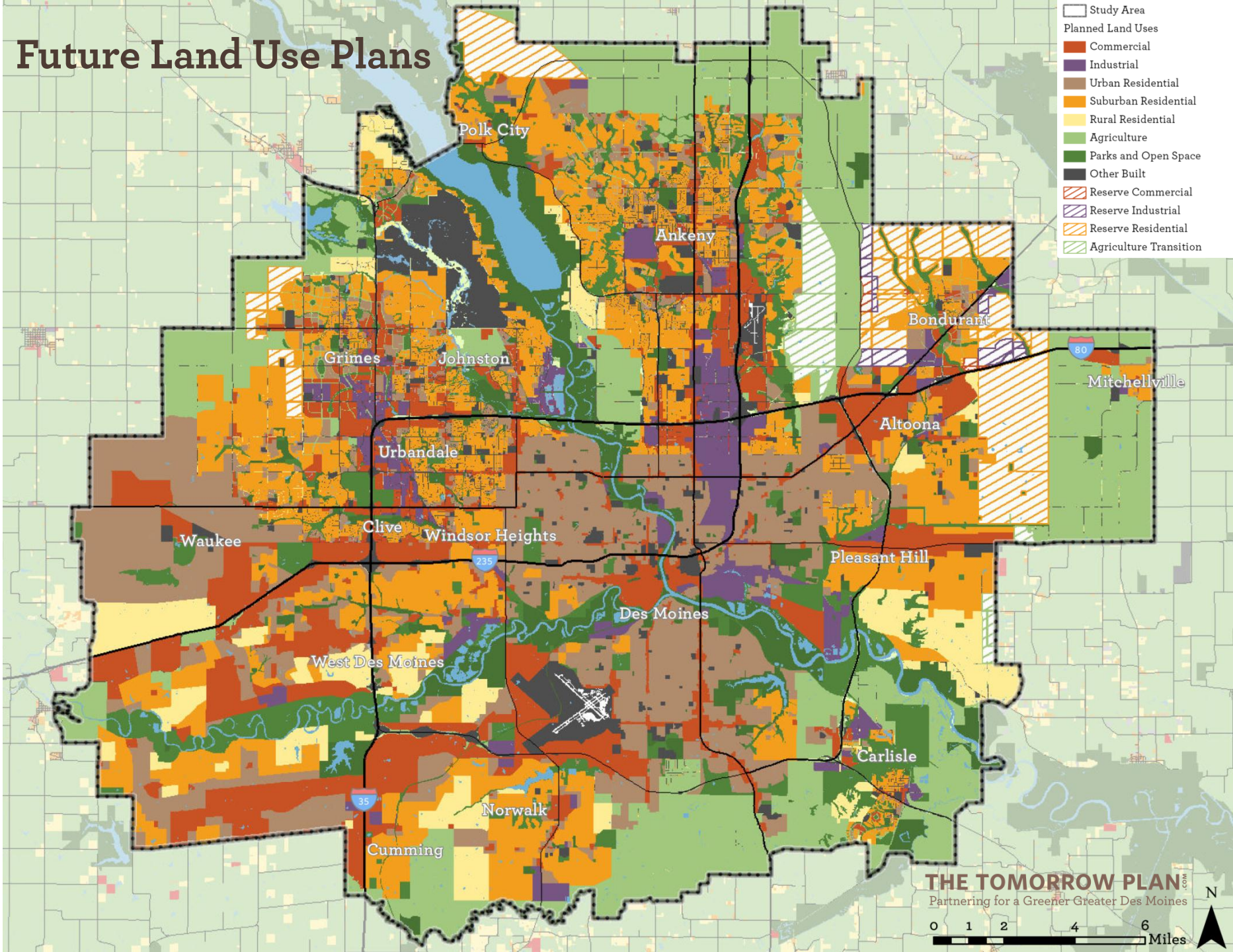
- Highest allowable residential density
- Minimize large-lot residential development

- Spread out development, but still more compact than Business as Usual
- New residential tends to cluster around existing population centers
- Suburban residential shifts towards north and is more compact
 - 34% of study area in BAU
 - 15% of study area in BAU – Smaller Lots Option
- More of region remains open space
 - 100,000 acres in BAU
 - 140,000 acres in BAU – Smaller Lots Option

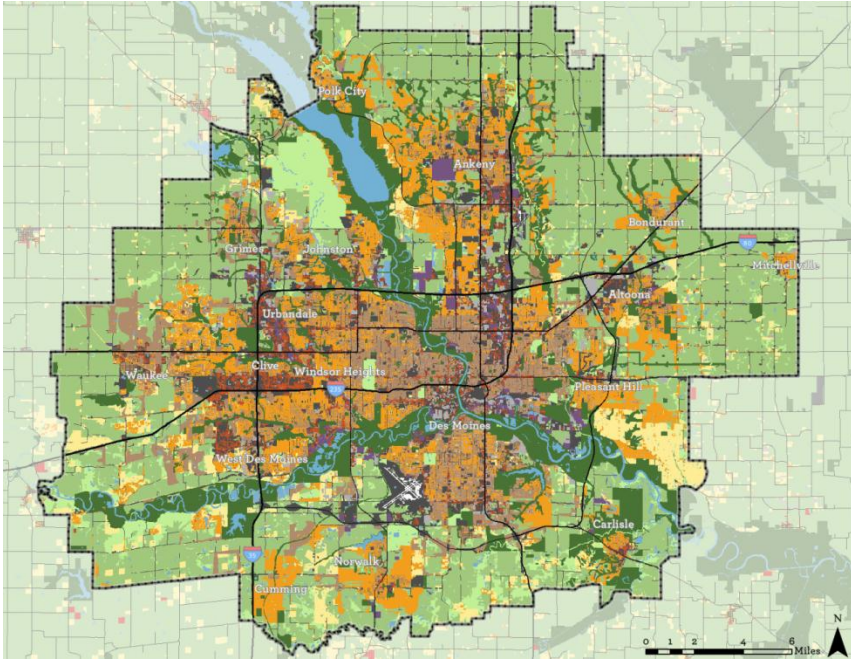
2050 Local Community Plans



Future Land Use Plans



Local Community Plans



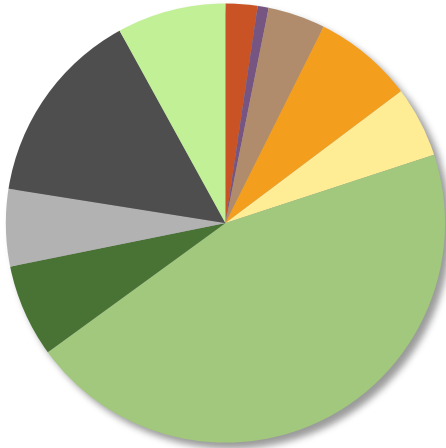
Assumptions:

- Growth within framework set by local future land use plans
- Upgrades to park system
- New transit lines
- Infill and redevelopment

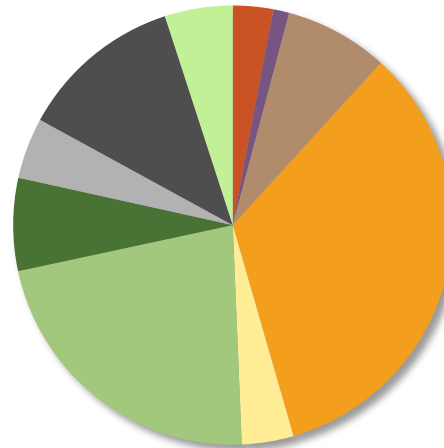
- Altogether, communities are planning for a population of 2.5 million people by 2050
 - The Tomorrow Plan scenarios estimate a population of 745,000
- Significant increase in parks and conservation land, especially along river corridors
- Greater contrast between urban and rural areas
- Some occurrences of “leapfrog” development

Land Use

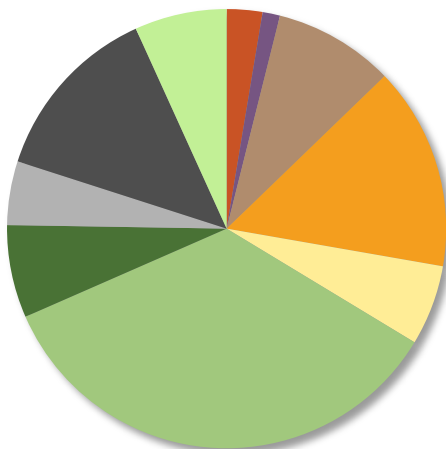
Current



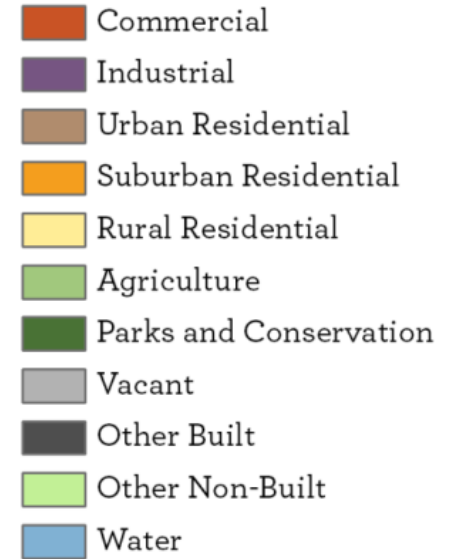
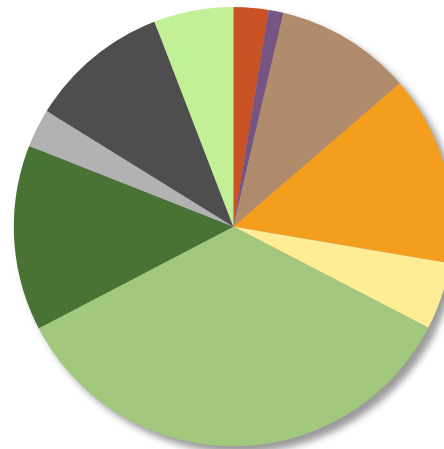
Business as Usual



Business as Usual—Smaller Lots Option

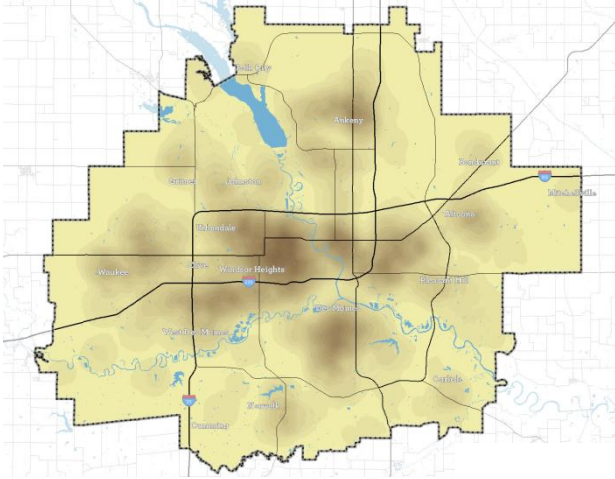


Local Community Plans

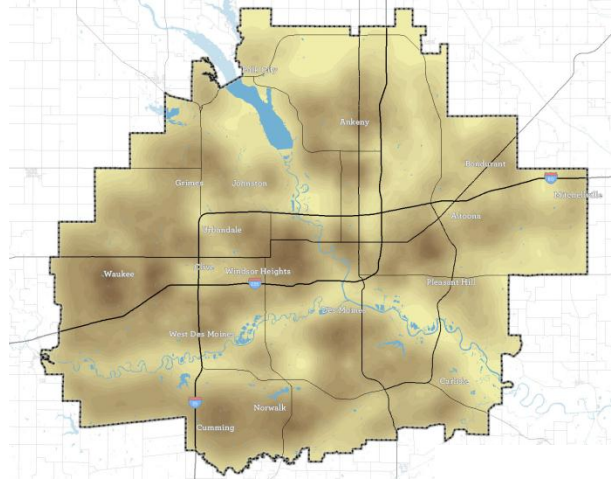


Population Density

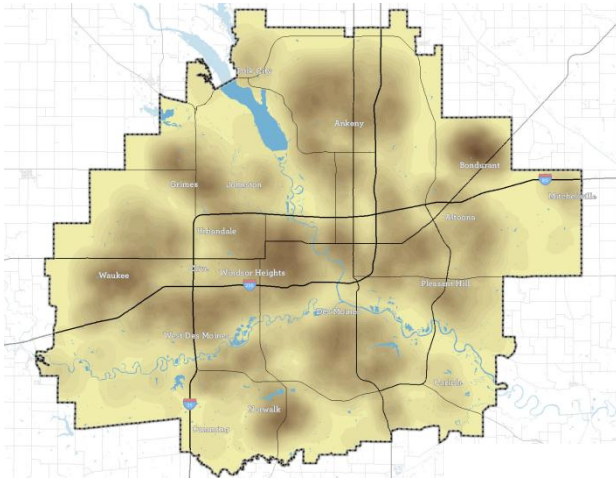
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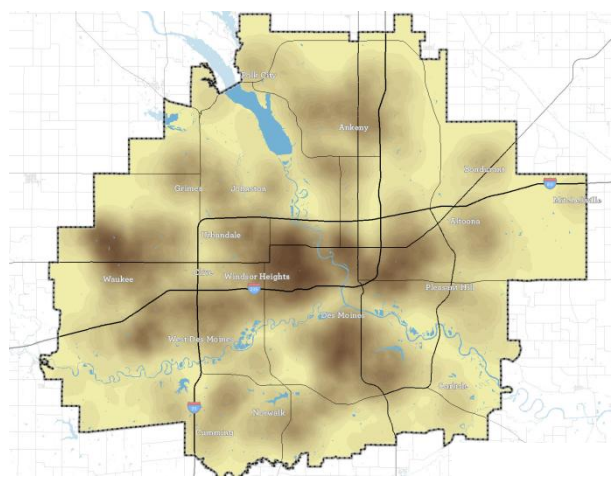
Business as Usual



Business as Usual—Smaller Lots Option



Local Community Plans



Population Density

High

Low

- Population density is determined by the type of housing in a given area
- Business as Usual shows a more spread out population than the other scenarios



parks and conservation acres per capita

NOW

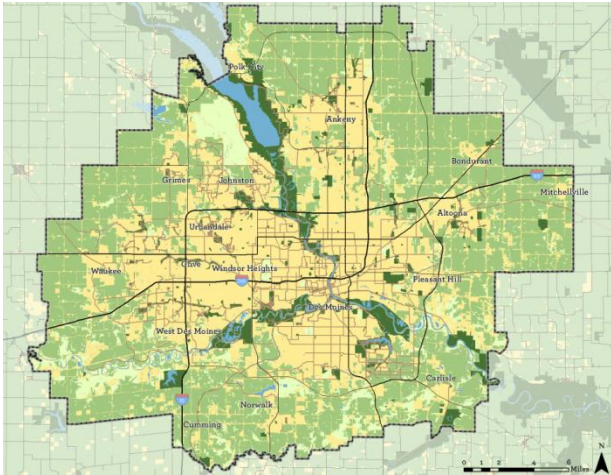
0.05

acres per capita

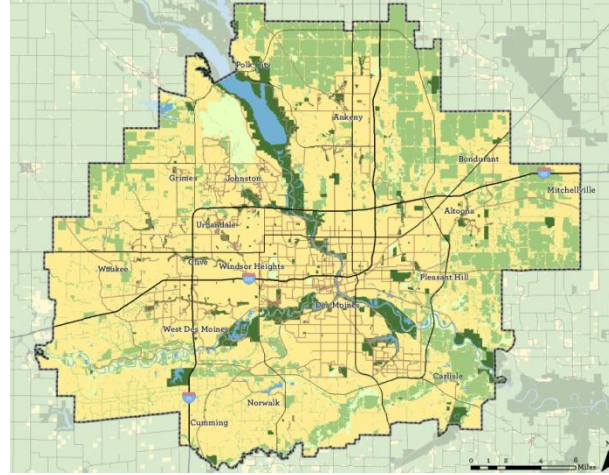
- 0.03** Business as Usual
- 0.03** Business as Usual – Smaller Lots Option
- 0.06** Local Community Plans

Open Space

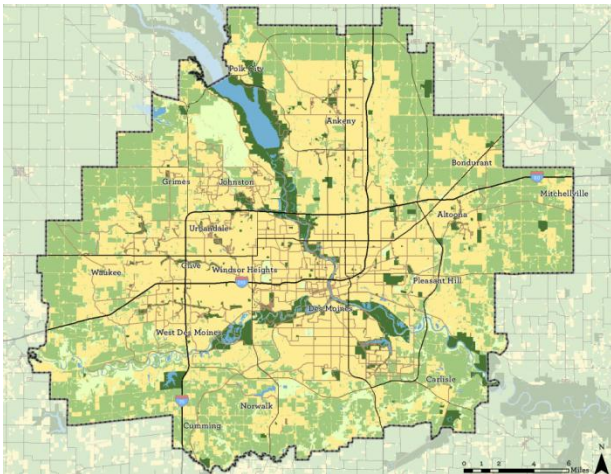
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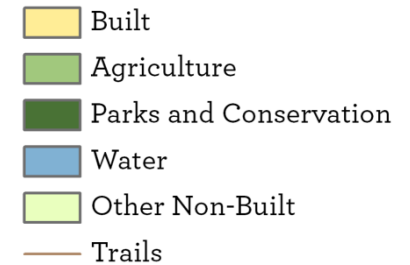
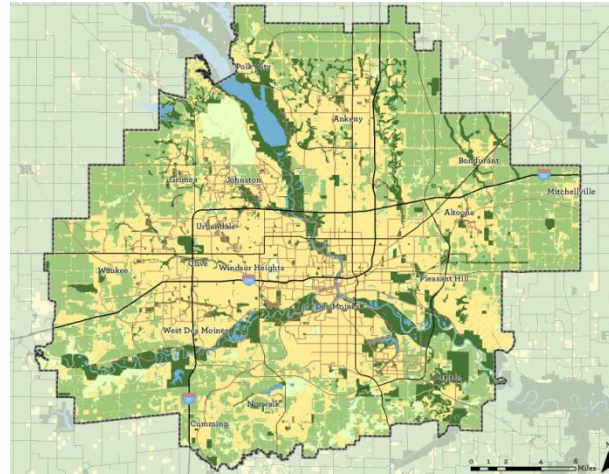
Business as Usual



Business as Usual—Smaller Lots Option



Local Community Plans



- Open space per capita falls in Business as Usual scenarios
- Local Community Plans scenario conserves additional land along rivers

impervious surfaces

buildings, pavement, parking, tile-drained agriculture, lawns

percent of study area

NOW

13%

21%

Business as Usual

18%

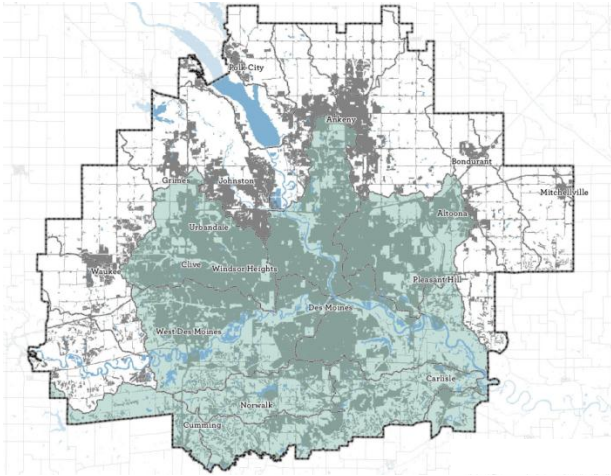
Business as Usual – Smaller Lots Option

17%

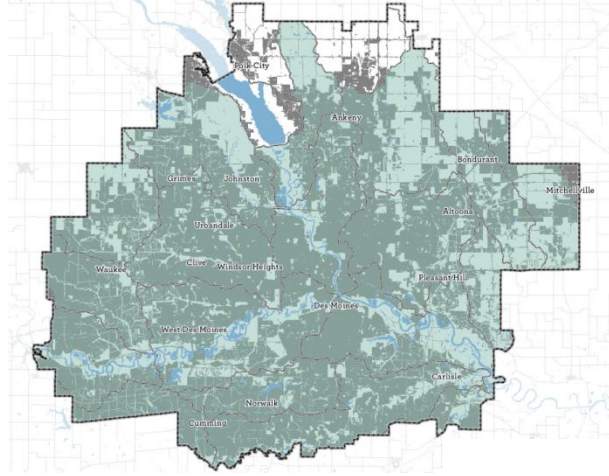
Local Community Plans

Watershed Health

Current

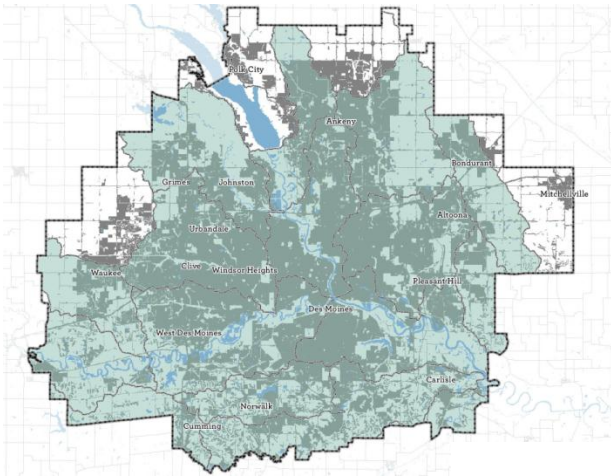


Business as Usual

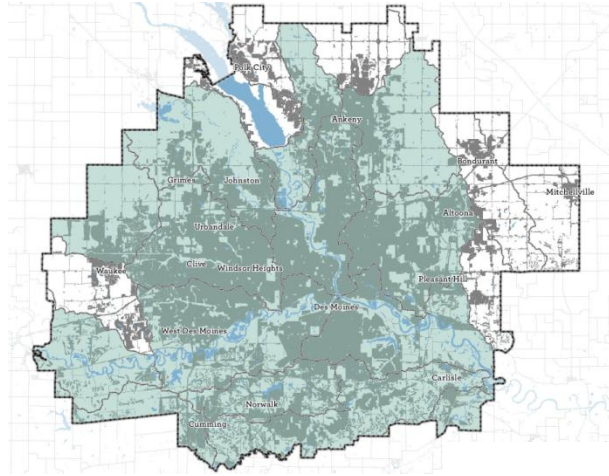


- Impervious Surfaces
- Volatile Watershed

Business as Usual—Smaller Lots Option



Local Community Plans



- Having over **10% impervious surface** greatly impairs the health of a watershed
- **Watershed volatility** increases downstream flood risk

INTRODUCING

Design My DSM

DESIGNMYDSM.THETOMORROWPLAN.COM

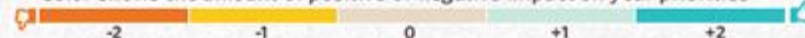


NEXT

 Lower taxes



















Color shows the amount of positive or negative impact on your priorities



Click the Design Profile icons for explanations

1. Identify priorities

	<input type="radio"/> ★★☆☆	I can walk, bike, or take transit to important destinations
	<input type="radio"/> ★	there is a park near my house
	<input type="radio"/> ★★☆☆	I am safe from flooding
	<input type="radio"/>	I can get out in nature
	<input type="radio"/> ★★☆☆	I live in a great school district
	<input type="radio"/> ★★	my taxes are low
	<input type="radio"/>	I can easily stay in my neighborhood after I retire
	<input type="radio"/> ★	I can buy local food
	<input type="radio"/> ★★☆☆	I can live in a diverse community
	<input type="radio"/> ★★	my community is exactly the way it is today
	<input type="radio"/> ★★☆☆	our region is cool
	<input type="radio"/>	I can own an acre of land or more
	<input type="radio"/> ★★☆☆	I can always find a parking spot quickly
	<input type="radio"/> ★★☆☆	my community has a unique identity
	<input type="radio"/> ★★	I can see a world class performance downtown
	<input type="radio"/>	I can build a house wherever I want

- Assign stars to your top priorities
- Each priority receives 0-5 stars; you have 35 stars total














pri·o·ri·ty

something that you value highly—the things most important to you

2. Understand impacts

- See how projects and policies impact the priorities you identified

- Click on icons to learn more about each impact

PROJECT	
	Spend money to attract new businesses
	Redevelop vacant properties
	Build a major regional attraction downtown
	Increase school funding
	Enhance stormwater system
	Buy out floodplain properties and convert to open space
	Add more parking
	Improve our public transportation system
	Build more roads
	Create new bicycle paths and facilities
	Expand trail network
	Create new parks and conservation areas
	Support local placemaking (examples: public art, festivals, and street beautification)

POLICY	
	Reduce zoning regulations to allow the market more free reign
	Keep residential density the same
	Increase residential density
	Increase mixed-use zoning
	Adopt a zoning code that relies on the size and shape of buildings rather than their use
	Focus development within incorporated areas and limit development elsewhere
	Require developers to pay for infrastructure expansions
	Increase floodplain restrictions on development
	Relax floodplain restrictions: stop participating in FEMA's National Flood Insurance Program

How might supporting local placemaking contribute to a Greater Des Moines where...

Identity

my community has a unique identity

The main reason that communities undertake planning and gateway corridor enhancement projects is in the attempt to create a unique identity. These projects may or may not succeed in the long run, however, increasing support for these projects may improve community identity.

In many cases, it is difficult to determine how a project or policy might affect a community. Do you agree or disagree with some of the explanations? Join the discussion with [Midwest](#). The Greater Des Moines community forum.

How might building a major regional attraction downtown contribute to a Greater Des Moines where...

I can see a world class performance downtown

Building a major regional attraction downtown means you are much more likely to be able to see a world class performance there. The attraction may itself be a performance venue drawing top tier artists. Even if the attraction is not a venue, it is likely to draw large numbers of people downtown, increasing the potential audience for a world class performance and thus making it much more likely to happen.

The Mississippi sculpture park with the Corcoran & Iowa, both located in downtown Des Moines, draw visitors to the region each year.

How might keeping residential density the same contribute to a Greater Des Moines where...

I live in a great school district

Keeping residential density the same will increase the time and distance it takes to get to existing school facilities. Such growth may create need for additional facilities, which might the school district limited budget.

In many cases, it is difficult to determine how a project or policy might affect a community. Do you agree or disagree with some of the explanations? Join the discussion with [Midwest](#). The Greater Des Moines community forum.

How might relaxing floodplain restrictions contribute to a Greater Des Moines where...

I am safe from flooding

Floodplains perform an important ecological service for the region. This is the land that acts like a sponge or a bathtub during big storms, soaking up and holding the rainwater. In other words, they help keep other places safe because they provide a place for the flood water to go. If the land that acts like a natural bathtub were to change into a neighborhood with houses, less things might happen. First, the water might not try to flow to that one point in the landscape, putting those houses at risk. Second, if the new neighborhood has lots of things that are not permeable, the flood water might not soak into the ground, so the water is going to go somewhere else. And there are more things that floodplains do.

Floodplains perform an important ecological service for the region. This is the land that acts like a sponge or a bathtub during big storms, soaking up and holding the rainwater. In other words, they help keep other places safe because they provide a place for the flood water to go. If the land that acts like a natural bathtub were to change into a neighborhood with houses, less things might happen. First, the water might not try to flow to that one point in the landscape, putting those houses at risk. Second, if the new neighborhood has lots of things that are not permeable, the flood water might not soak into the ground, so the water is going to go somewhere else. And there are more things that floodplains do.

Relaxing floodplain restrictions on development in the floodplain and increasing participation in FEMA's National Flood Insurance Program will do the opposite of keeping you safe from flooding. Instead, it will put you more at risk. This could happen in two ways. First, new developments

How might focusing development within incorporated areas and limiting development elsewhere contribute to a Greater Des Moines where...

I can walk, bike, or take transit to important destinations

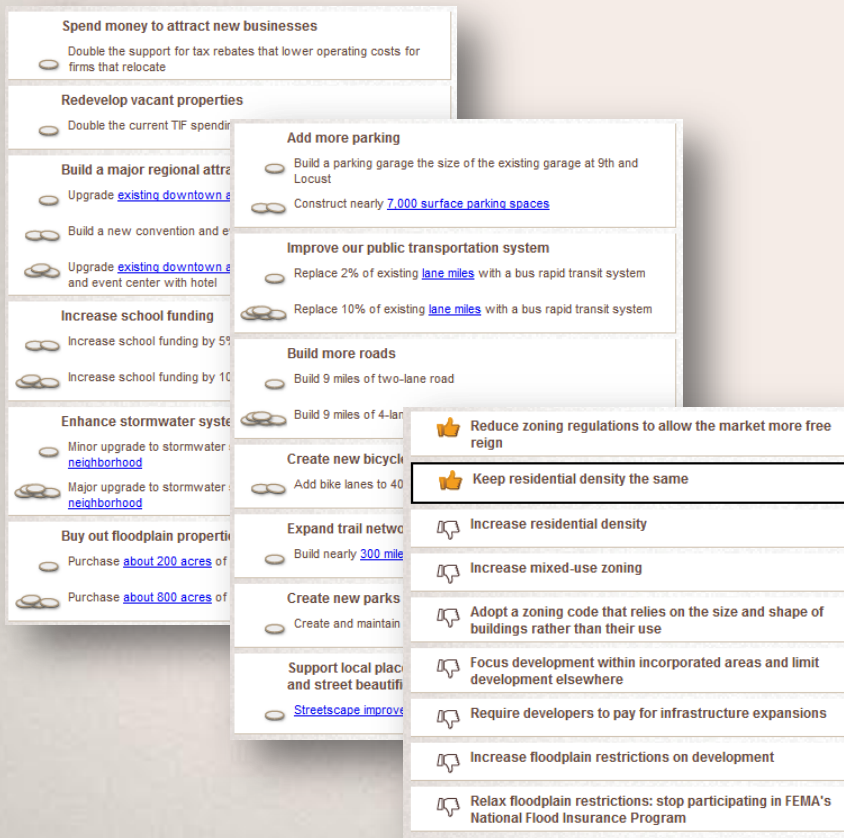
Encouraging development within the boundaries of existing communities not only energizes communities with new amenities and provides additional housing choices, but also takes advantage of existing transportation options. This helps to improve the efficiency of public works investments, like roads, trails, and bus services. Also, developing within already incorporated areas will keep people closer to one another and to jobs, schools, and stores, with less distance to travel, commuting and customers are more likely to walk or bike or take a bus along the trail network, or have access to public transportation.

At the Polk County border in northern Ankeny, a suburban development is the border with farmland beyond the city of Ankeny. The city of Ankeny is to the north and the city of Polk County is to the south.

In many cases, it is difficult to determine how a project or policy might affect a community. Do you agree or disagree with some of the explanations? Join the discussion with [Midwest](#). The Greater Des Moines community forum.

3. Plan a scenario

- Spend up to 12 coins on projects
- Choose policies to enact
- See how spending and policy choices impact your priorities
- Try to put your money where your mouth is!



Your spending and policy choices will be combined with everyone else's to create the People's Choice scenario

4. Share!

- Show your friends your priorities and choices
- See responses from around Greater Des Moines
- Learn how your priorities fare in each of the scenarios



DesignMyDSM.thetomorrowplan.com

Try it out!



Single person
living downtown



Young family
living on the
Eastside



Large family
living in Ankeny



Retiree couple
living in
Urbandale