WELCOME TO CHOOSE TOMORROW

Welcome to The Tomorrow Plan's first future fair! This is an opportunity to learn about progress in the plan, compare alternative scenarios, and contribute to a lasting, vibrant future for the Greater Des Moines metro.

The **goals** for tonight are to:

1. Provide input for a regional vision moving forward
2. Compare and interpret scenarios and indicators
3. Learn about and compare *Design My DSM* results
4. React to the draft Sustainability Principles
5. Learn how the plan transitions to implementation and how to get involved in future stages

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DESIGN MY DSM

SPRING/SUMMER 2012

DESIGNMYDSM.THETOMORROWPLAN.COM

HOW DOES IT WORK?

Design My DSM is an interactive, online tool for envisioning the future of Greater Des Moines. **955 responses** are recorded so far, representing all 17 communities. Developed as part of The Tomorrow Plan, Design My DSM offers the communities of the region a chance to learn about planning issues, opportunities, and tradeoffs, and provides a fun, responsive way to explore priorities and spending. Responses to Design My DSM will inform the remaining phases of the planning process.

1. IDENTIFY PRIORITIES

Design My DSM works by first asking users to identify their priorities for the future. Users play with the star rating system to give more stars to the priorities they value most.

2. UNDERSTAND IMPACTS

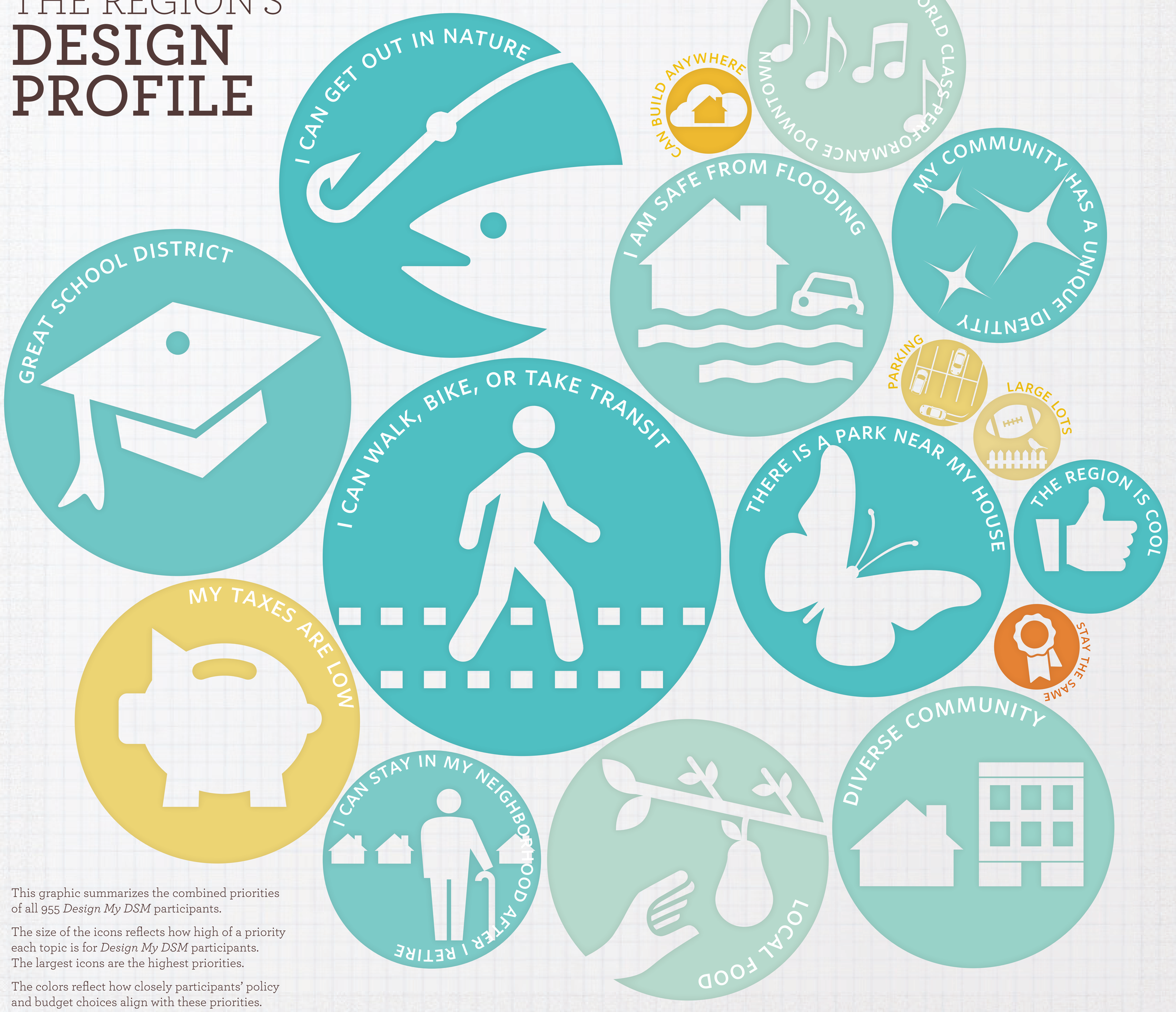
Second, users can learn about how different planning projects and policies impact the priorities they selected. Icons change color as users click on policies that might have a positive, neutral, or negative impact, and clicking on each icon reveals a written explanation.

3. PLAN A SCENARIO

In the third stage, it's decision time: users have 12 coins, and may choose as many policies as they want and as many projects as they can afford.

In the final screens, users can view a comparison map to see what people voted for in different communities. Users can click on individual projects and policies on the left to see where they are receiving the greatest percentage of the votes.

THE REGION'S DESIGN PROFILE



This graphic summarizes the combined priorities of all 955 *Design My DSM* participants.

The size of the icons reflects how high of a priority each topic is for *Design My DSM* participants. The largest icons are the highest priorities.

The colors reflect how closely participants' policy and budget choices align with these priorities.

Color shows how well your budget choices support your priorities

LOW — HIGH

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DESIGN MY DSM

SPRING/SUMMER 2012

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16 PRIORITIES, RANKED

Circles and bars are proportional.

TOTAL STAR VOTES

I can walk, bike, or take transit to important destinations	2818
I live in a great school district	2746
I can get out in nature	2725
There is a park near my house	2576
I can buy local food	2397
My taxes are low	2163
I am safe from flooding	2110
I can live in a diverse community	2040
I can see a world class performance downtown	1817
I can easily stay in my neighborhood after I retire	1620
My community has a unique identity	1605
Our region is cool	1452
I can always find a parking spot quickly	976
I can own an acre of land or more	733
I can build a house wherever I want	569
My community is exactly the way it is today	489

Regional Overview

I am safe from flooding	I can buy local food	I can get out in nature	I can see a world class performance downtown	I can walk, bike, or take transit	I live in a great school district	My taxes are low	There is a park near my house	I live in a diverse community
3 West Des Moines	3 Johnston	3 Windsor Heights	3 Altoona	3 Bondurant	3 Waukee	3 Grimes	3 Urbandale	3 Urbandale
3 Grimes	3 Des Moines	3 Urbandale	2 Clive	1 Urbandale	3 Polk City	3 Carlisle	3 Norwalk	3 Norwalk
3 Cumming	1 Windsor Heights	3 Pleasant Hill	1 Waukee	1 Norwalk	2 Urbandale	2 Norwalk	3 Grimes	2 Windsor Heights
3 Clive	1 Mitchellville	3 Mitchellville		1 Johnston	2 Pleasant Hill		2 Windsor Heights	2 West Des Moines
2 Polk City	1 Bondurant	3 Ankeny		1 Des Moines	2 Mitchellville		2 West Des Moines	2 Waukee
2 Altoona		2 Grimes		1 Cumming	2 Johnston		2 Waukee	2 Ankeny
		2 Des Moines		1 Clive	1 Grimes		2 Ankeny	1 Polk City
		2 Carlisle			1 Cumming		1 Polk City	1 Pleasant Hill
		1 West Des Moines			1 Ankeny		1 Pleasant Hill	1 Carlisle
		1 Altoona					1 Carlisle	2 Bondurant

What are the top 3 priorities for each city, and how to those compare to their peers?

Legend

1 2 3 Rank within each city's total votes

Priority appeared in the top 3 for any city

PUT YOUR MONEY WHERE YOUR MOUSE IS

RANKED COIN TOTALS FOR

PROJECTS

Improve our public transportation system	2003
Increase school funding	1876
Build a major regional attraction downtown	1090
Lower taxes	990
Enhance the storm water system	988
Create new bicycle paths and facilities	916
Buy out floodplain properties and converting to open space	883
Support local placemaking	615
Create new parks and conservation areas	572
Expand the trail network	560
Redevelop vacant properties	525
Spend money to attract new businesses	448
Build more roads	283
Add more parking	260

RANKED "THUMBS UP" TOTALS FOR

POLICIES

Increase mixed-use zoning	417
Require developers to pay for infrastructure expansions	399
Increase floodplain restrictions on development	368
Focus development within incorporated areas and limit development elsewhere	354
Increase residential density	268
Add a form-based zoning code	206
Keep residential density the same	153
Reduce zoning regulations to allow the market more free reign	112
Relax floodplain restrictions	32

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SCENARIO PLANNING

The Tomorrow Plan uses a **scenario planning** process to work toward a shared vision for a more sustainable Greater Des Moines in 2050. Each scenario shows a possible outcome of developing land using a certain set of rules and assumptions. **Scenarios are not plans or forecasts—instead, they are a tool for testing "what if..."** and to spark meaningful discussion about the region's future.

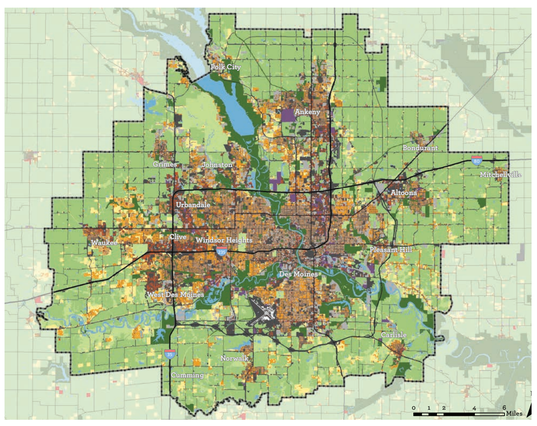
THE SCENARIO PLANNING PROCESS

Scenario planning is both an art and a science. The model used for The Tomorrow Plan scenarios is a Geographic Information System (GIS) that includes hundreds of layers of data as well as rules about how those layers relate to one another. Adjusting these rules and other planning-related assumptions is what allows the creation of different scenarios.

LEARNING FROM **SCENARIOS**

CURRENT LAND USE

This map shows current land use in Greater Des Moines. Each of the scenarios uses current land use as a starting point from which the projected jobs and population (and their related land uses) are allocated.

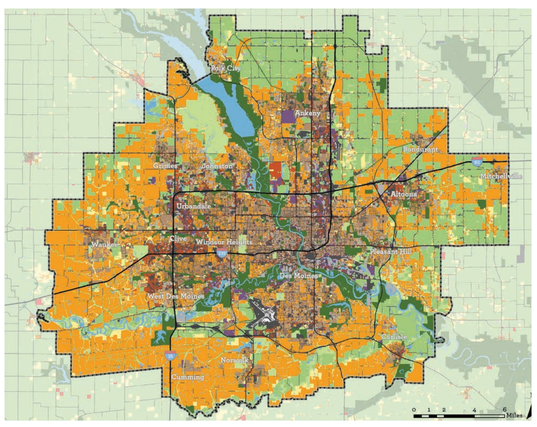


INPUT: *"What if we..."*

OUTPUT: Land Use

1 BUSINESS AS USUAL

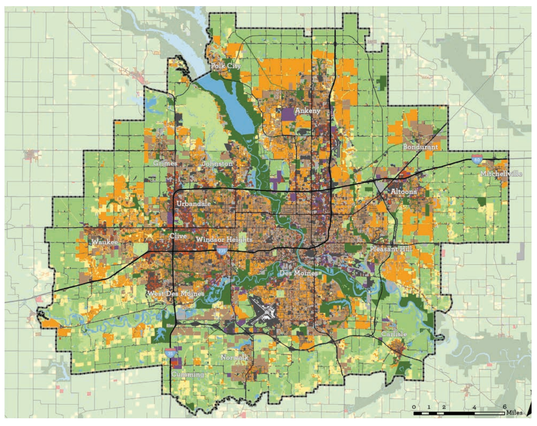
- Maintain the current character of development
- Maintain the current transit and open space system



2 BUSINESS AS USUAL: *Smaller lots*

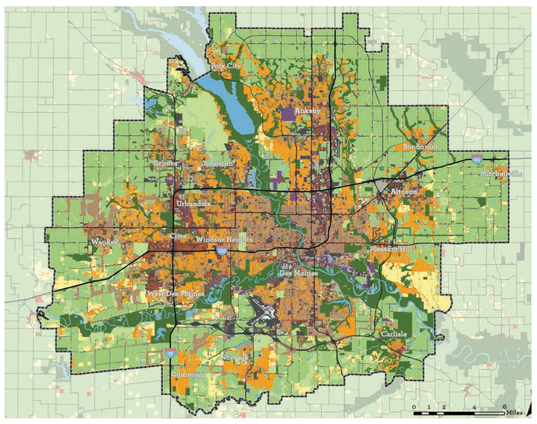
Same as *Business as Usual*, other than the following:

- Develop to highest allowable residential density
- Minimize large-lot residential development



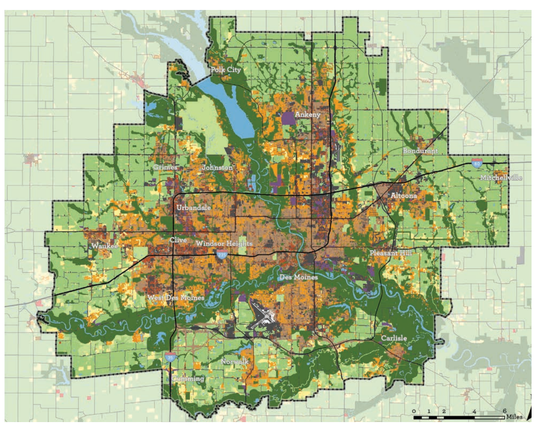
3 FUTURE LAND USE PLANS

- Grow within the framework set by local future land use plans
- Upgrade the park system
- Build new transit lines



4 REGIONAL SYSTEMS

- Prioritize conservation of ecologically valuable land
- Coordinate economic development, housing, transportation, and conservation at the regional level
- Emphasize the reuse of vacant-yet-viable properties.



Built Areas

- Commercial
- Industrial
- Urban residential
- Suburban residential
- Rural residential
- Agriculture
- Parks and conservation
- Vacant
- Other built

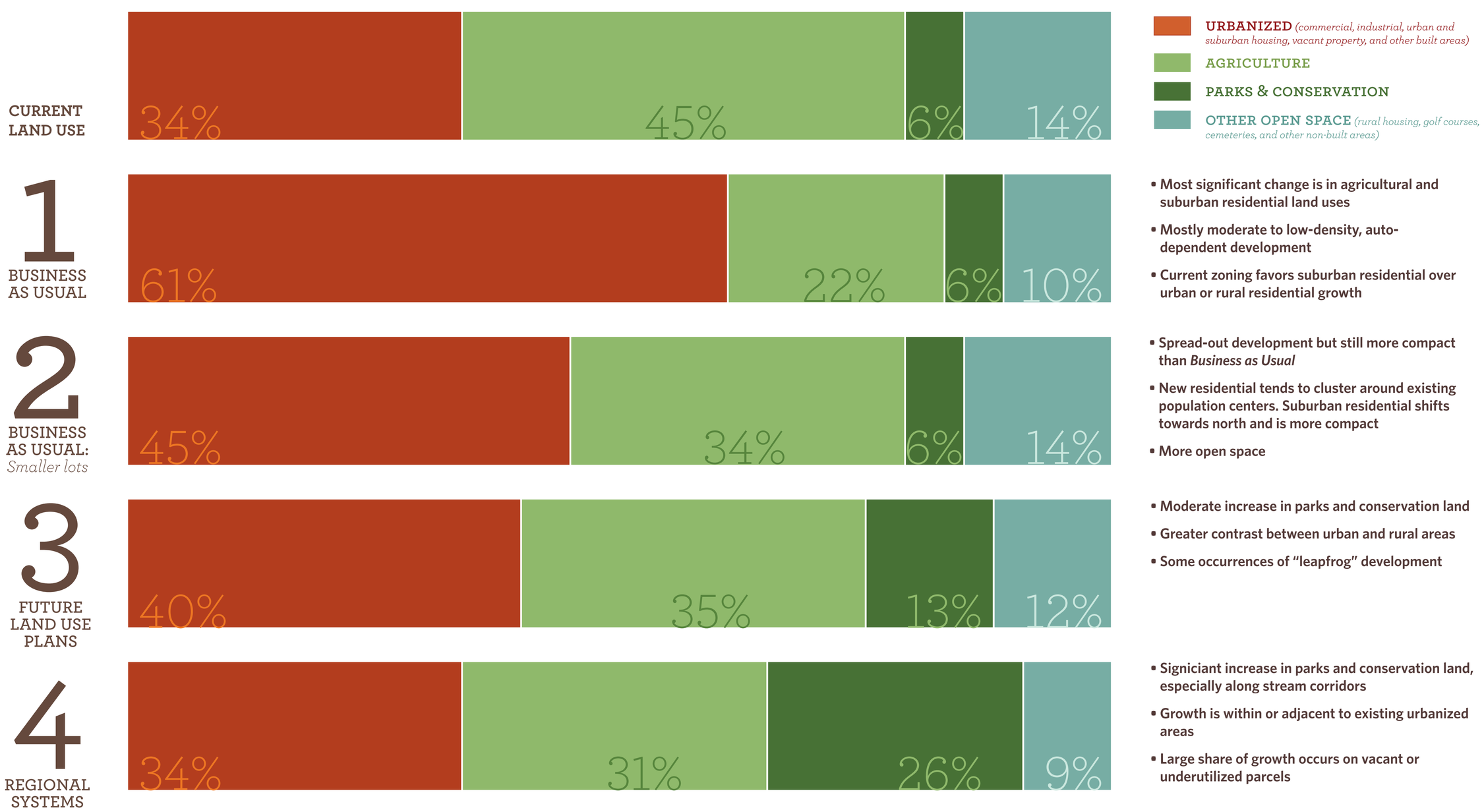
Unbuilt Areas

- Roads
- Water
- Other non-built

LEARNING FROM SCENARIOS:
LAND USE & POPULATION

Because The Tomorrow Plan's scenarios are built using a detailed computer model, the land use map output can be "mined" for data and statistics that tell us more about what each scenario means.

LAND USE COMPOSITION



OUTPUT: Key Characteristics

- **URBANIZED** *(commercial, industrial, urban and suburban housing, vacant property, and other built areas)*
- **AGRICULTURE**
- **PARKS & CONSERVATION**
- **OTHER OPEN SPACE** *(rural housing, golf courses, cemeteries, and other non-built areas)*

- Most significant change is in agricultural and suburban residential land uses
- Mostly moderate to low-density, auto-dependent development
- Current zoning favors suburban residential over urban or rural residential growth

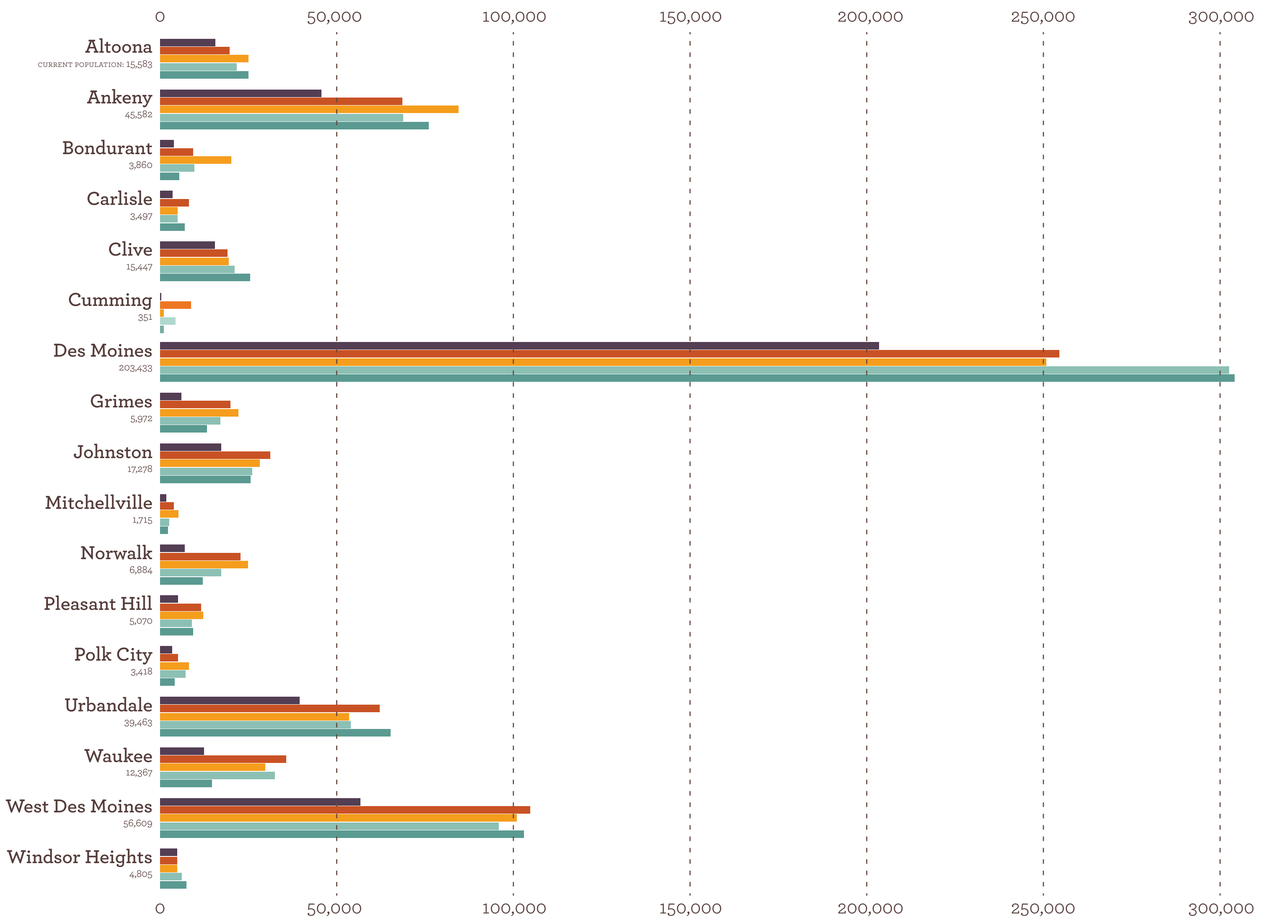
- Spread-out development but still more compact than *Business as Usual*
- New residential tends to cluster around existing population centers. Suburban residential shifts towards north and is more compact
- More open space

- Moderate increase in parks and conservation land
- Greater contrast between urban and rural areas
- Some occurrences of "leapfrog" development

- Signiciant increase in parks and conservation land, especially along stream corridors
- Growth is within or adjacent to existing urbanized areas
- Large share of growth occurs on vacant or underutilized parcels

CURRENT & PROJECTED POPULATION
By city for each scenario

Economists prepared population and employment projections for the region as a whole. Population is estimated to grow from 479,300 in 2010 to 745,400 in 2050. Jobs are estimated to grow from 295,000 to 408,300. Each scenario takes this same population projection but distributes the growth differently throughout the region to demonstrate potential patterns of development. This graph shows the current and projected population in each scenario for all of the communities in Greater Des Moines.



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Draft SUSTAINABILITY PRINCIPLES

Shared regional sustainability principles are an important outcome of The Tomorrow Plan.
They will be an articulation of the needs and wants of our specific region.
The Steering Committee drafted these to start the conversation and would like your feedback.

1. Allow for sustainable options that offer flexibility and that enhance mixed uses, walkability/accessibility, and sense of place through zoning, land use planning, and development

2. Support existing neighborhoods by redeveloping/repurposing underused and vacant properties and by cultivating public-private partnerships

3. Increase housing and transportation options while maintaining neighborhood character and enhancing sense of place

4. Improve efficiency, equity, quality, and performance through a concerted effort to regionalize infrastructure services and standards where appropriate and practical

5. Maintain, enhance, and connect parks, recreation, and conservation opportunities to promote the health of natural resources and people

6. Preserve agricultural lands and natural systems by encouraging infill development

7. Increase the region's commitment to economic development and job creation

8. Enable local stakeholders to work together to achieve regional goals while respecting individual institutions

9. Promote regional approaches to stormwater and flood management

10. Foster support for the continued evolution of entertainment, culture, and the arts in the region

Themes

Each of the topic areas shown here has been identified as a top priority for the public, the Steering Committee, or both. This section of the open house discusses the themes in more detail and compares how they are affected in each scenario.

SCENARIO TERMINOLOGY

Current conditions

THE REGION AS IT IS TODAY

1. Business As Usual

   PAST TRENDS CONTINUED

2. Business As Usual: Smaller Lots

   GUIDED BY CURRENT POLICY, MORE COMPACT THAN PAST TRENDS

3. Future Land Use Plans

   LOCAL COMPREHENSIVE PLANS COMBINED

4. Regional Systems

   COORDINATED REGIONAL SYSTEMS PLANNING

DESIGN MY DSM

#3. I can get out in nature

#4. There is a park near my house

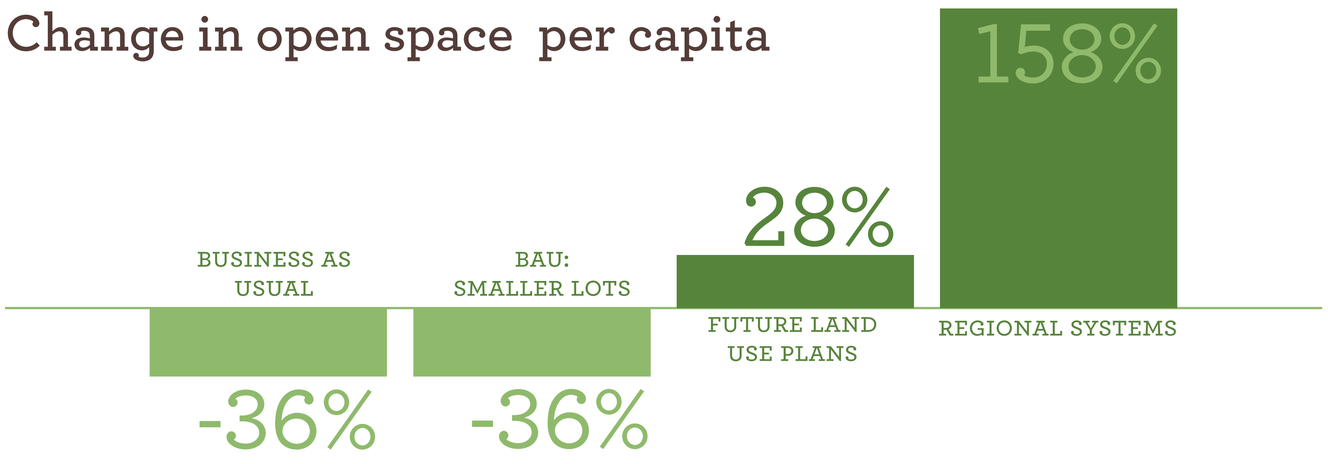
PARKS + RECREATION

EVERYONE LOVES PARKS

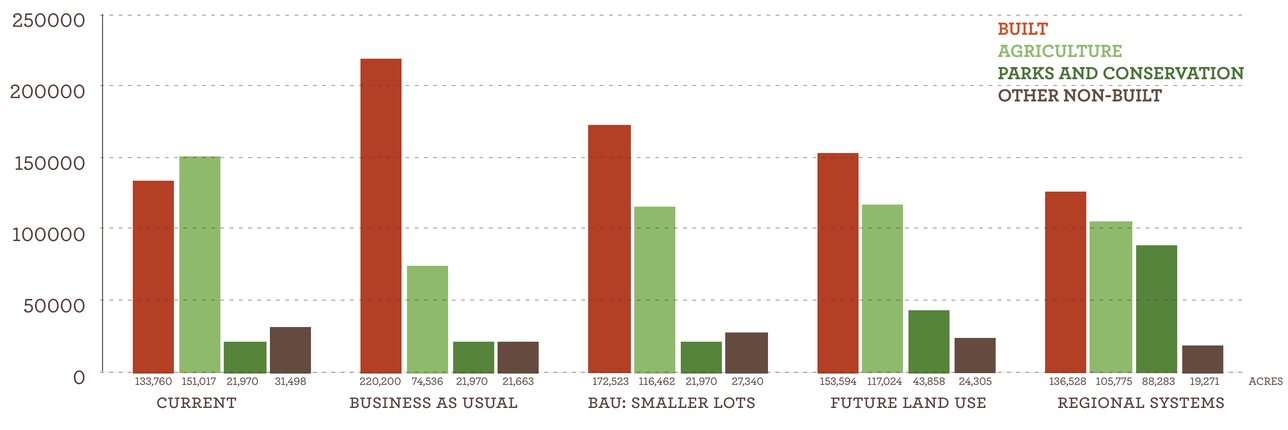
Parks and recreation are consistently identified as top priorities for the future of Greater Des Moines. These amenities **benefit public health, the economy, and the environment, encourage physical activity, increase property values, aid in stormwater management, and provide habitat for plants and animals**.

Still, Greater Des Moines faces a number of challenges for the ongoing success of its parks, recreation, and trails system, and supporting regional parks for the growing population of Greater Des Moines. For example, **the region has seen low levels of investment in open space over the past 40 years: 88% of all public interest land was set before 1970.** Efficient, intentional regional planning of the parks and greenways systems can go far towards addressing these needs and challenges.

Change in open space per capita



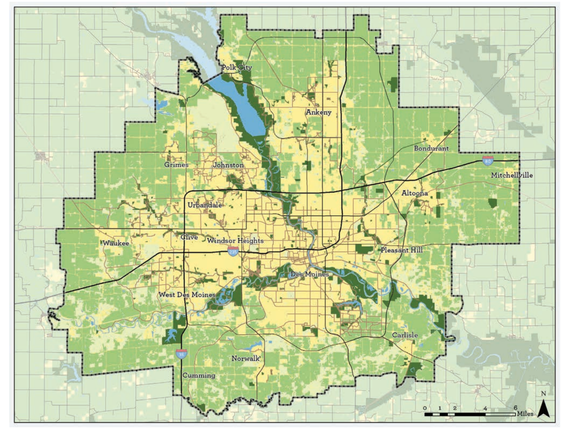
Built and open space (acres)



Built = Commercial, Industrial, Urban Residential, Suburban Residential, Vacant, and Other Built

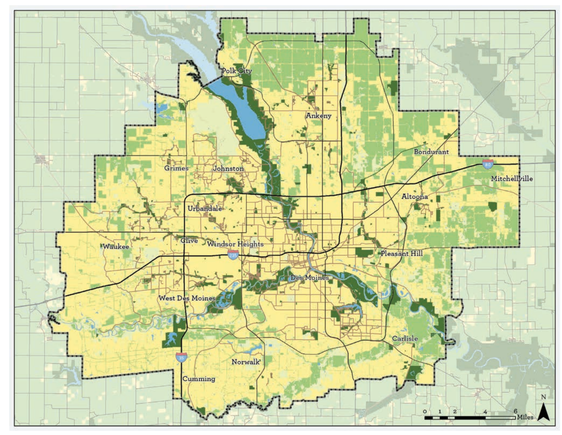
COMPARING SCENARIOS

Greater Des Moines has the foundation of a great regional park system, but there is need for increased investment in large, regional parks to support a growing population. Suburban and exurban growth patterns create challenges for regional parks, as they compete for valuable land. While the region possesses a great trail system, adjacent areas face real development pressure toward suburban development. If prioritizes, Greater Des Moines has the potential to create a model parks and recreation system.



1 BUSINESS AS USUAL

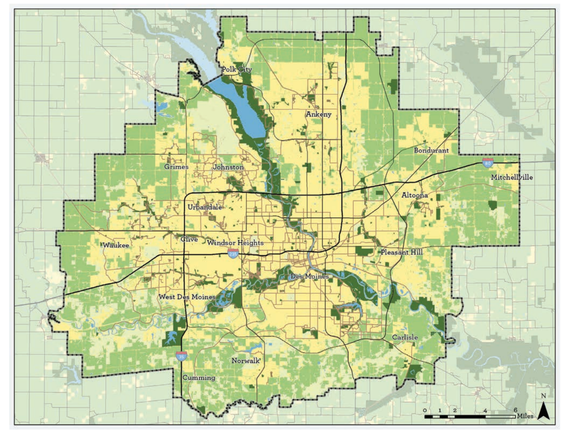
The trend of low levels of investment in open space continues in this scenario, with no new major parks or expansion of existing open space. As acreage stays the same while the population grows, **open space per capita goes down to slightly over half of what it is today**.



2 BUSINESS AS USUAL: *Smaller Lots*

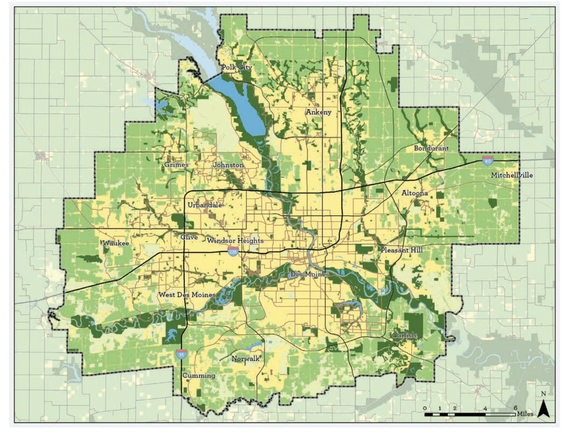
Like Business As Usual, there are **no significant increases in regional parks and open space**.

This scenario **does retain more agricultural land** at the edge of the region. Although this land is not open for recreation, its preservation maintains the visual character of the landscape.



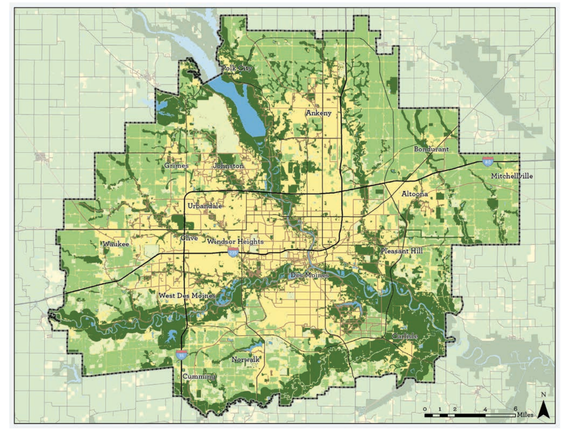
3 FUTURE LAND USE PLANS

This scenario reflects the level of park and open space investment in local land use plans, which **doubles the current acreage.** This **increases acreage per capita from 0.05 to 0.06**. These plans protect some of the areas contiguous to the current trail network, but many of those which are unprotected experience moderate- to high-density development.



4 REGIONAL SYSTEMS

This scenario places the highest priority on parks and open space. In addition to the areas designated by the local comprehensive plans, it **adds 40,000 acres of valuable, public-interest land**. As urbanized areas accommodate the majority of population growth, rural areas and areas contiguous to the existing trail network remain undeveloped, even if not explicity protected.

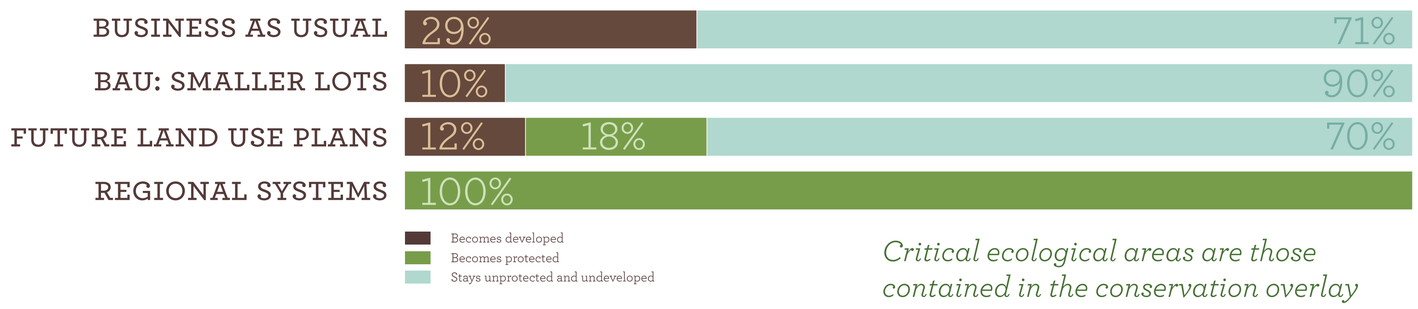


DESIGN MY DSM
#3. *I can get out in nature*
#7. *I am safe from flooding*

ECOLOGY

Greater Des Moines has a limited reserve of natural land, much of which is of poor quality. More detailed information and better awareness can inform decision making in support of the health of these natural areas.

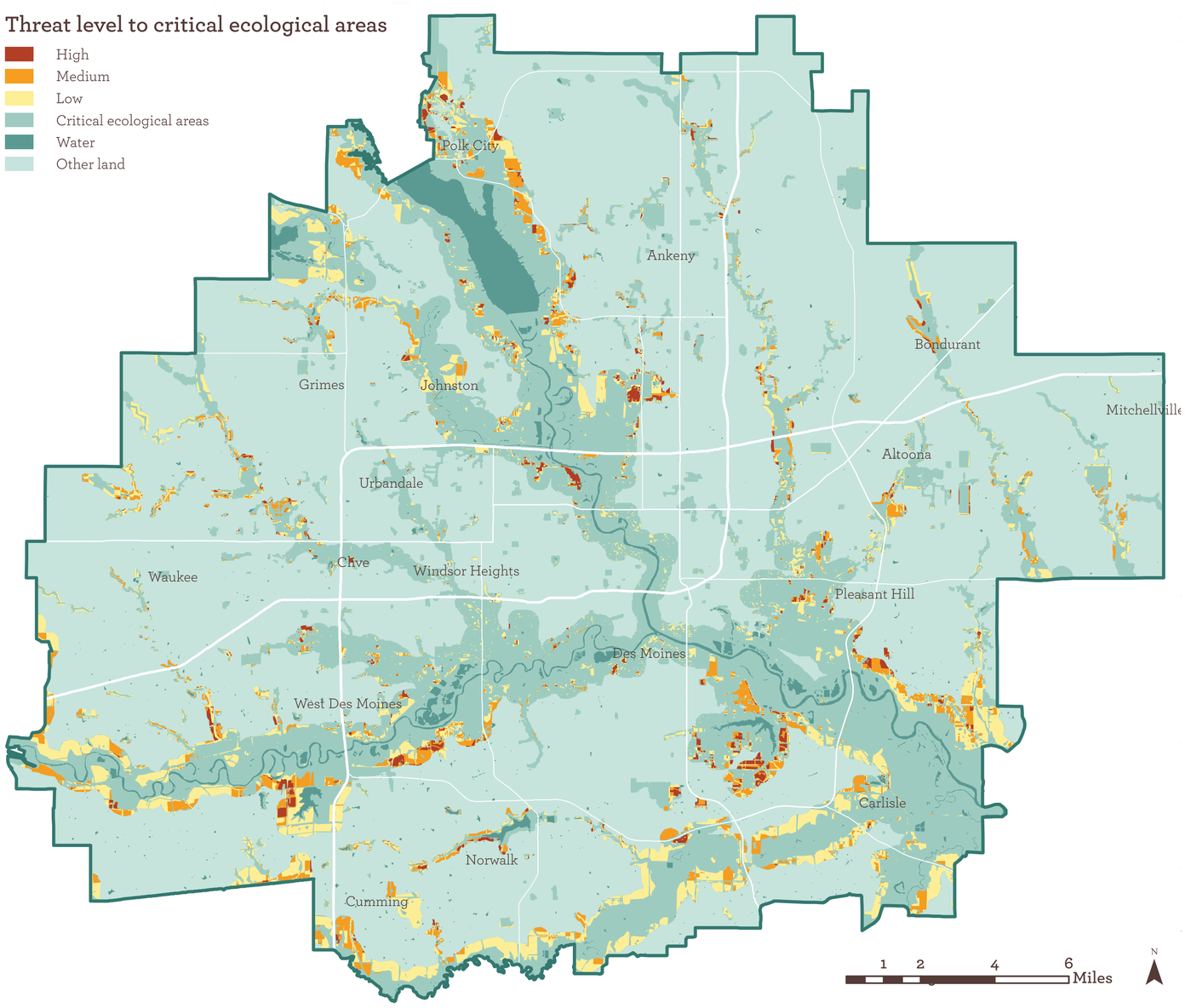
What happens to critical ecological areas that are currently unprotected and undeveloped?



Critical ecological areas are those contained in the conservation overlay used in the regional systems scenario

AT-RISK AREAS

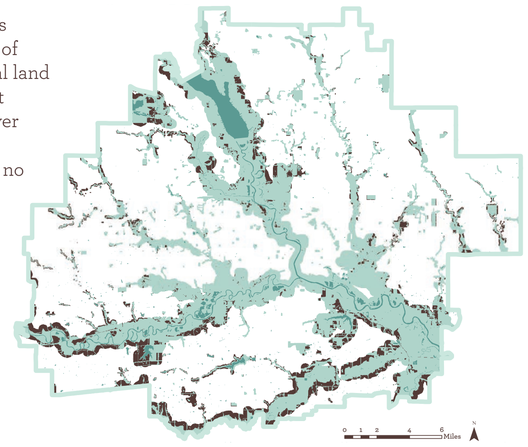
There are significant opportunities for creating a robust, regional ecological network in Greater Des Moines. Critical ecological areas are under direct development pressure in many scenarios, however. The map below highlights **at-risk areas** that are likely to be developed in multiple scenarios. Ecological areas marked with medium and high threat levels are likely to be lost unless they are proactively protected. It is especially urgent to **protect greenways and corridors**: if they are broken, they no longer serve their intended ecological purpose.



COMPARING SCENARIOS

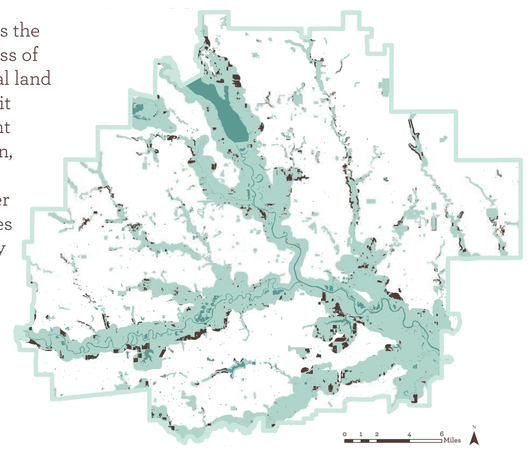
1 BUSINESS AS USUAL

This scenario has the greatest loss of critical ecological land (29%). Consistent with the trend over the last several decades, there is no significant new conservation to offset these losses.



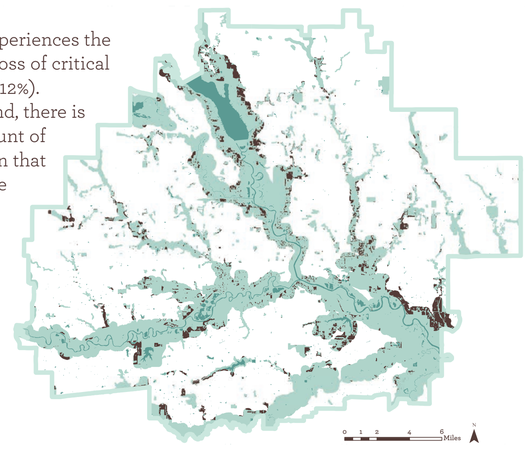
2 BUSINESS AS USUAL: *Smaller Lots*

This scenario has the second lowest loss of critical ecological land (10%). Although it has no significant new conservation, the impacts are lighter than other scenarios due to higher densities and a shift in development away from the south and west.



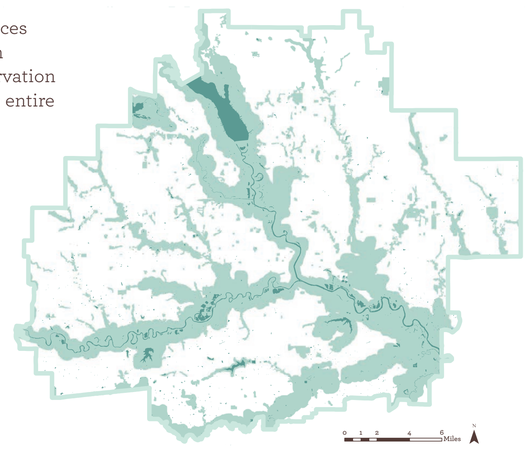
3 FUTURE LAND USE PLANS

This scenario experiences the second highest loss of critical ecological land (12%). On the other hand, there is a moderate amount of new conservation that helps offset these impacts.



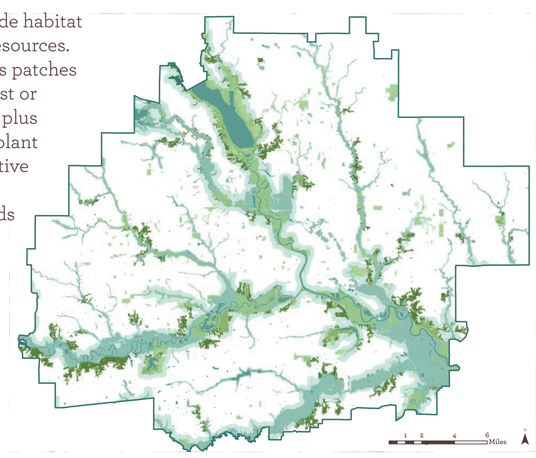
4 REGIONAL SYSTEMS

This scenario places a high priority on ecological conservation by protecting the entire network.



CRITICAL ECOLOGICAL AREAS

Critical ecological areas provide habitat and/or protect regional water resources. Habitat is defined as continuous patches of natural land cover—such forest or prairie—that are over 100 acres, plus smaller areas that contain rare plant species. It also includes connective greenways that link key habitat areas, and corridors and wetlands around streams and lakes that are important for water management. Buffers around habitat and water management areas protect them from human impact.



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DESIGN MY DSM
#3. I can get out in nature
#7. I am safe from flooding

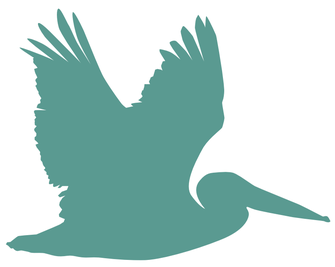
FLORA AND FAUNA OF THE REGION

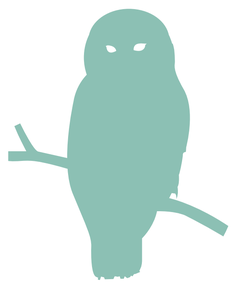
WETLAND FOREST CROPLAND DEVELOPED

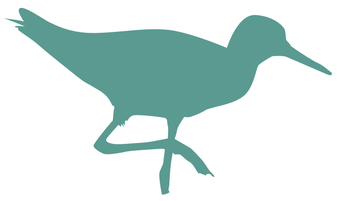
Although it appears that the Greater Des Moines region has plenty of forests and wetlands, it has very few high quality ones. Past land uses and ongoing neglect have changed the land. Today, many once common species are now rare. It is already known that prairies and savannas are nearly gone from the region, but few people know that high-quality natural land of any kind is a rare commodity; we are now used to a diminished natural world.

The plants and animal species shown here, some rare and some common, illustrate the diversity of species found in the region. Many of these creatures are *indicator species*, meaning that their presence is a signal for the health of the land.


Bald eagle

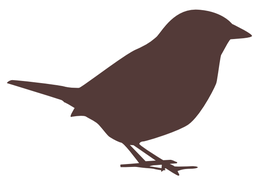

American white pelican


Barred Owl


Lesser yellowlegs


Sedge Wren


Pileated Woodpecker


Nelson's sharp-tailed sparrow


Northern Harrier

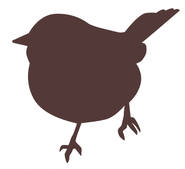

Big Brown Bat


American Rubyspot

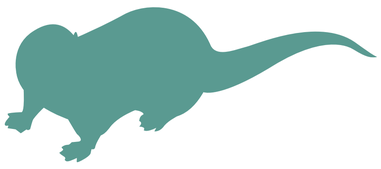

Plains Clubtail


Regal Fritillary


Yellow-billed cuckoo

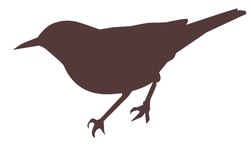

Field sparrow


Cottontail Rabbit

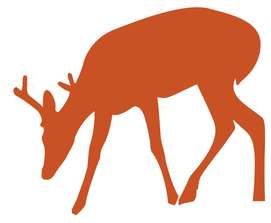

River Otter

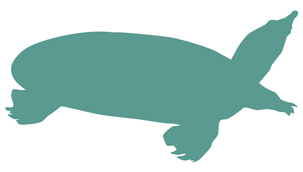

Cottonwood


Red-headed woodpecker

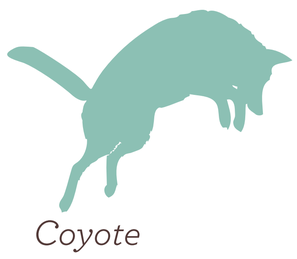

Black-and-white warbler


Le Conte's sparrow


White-Tailed Deer


Spiny softshell turtle


Interrupted fern


Coyote


Eastern meadowlark


Dickcissel


Ornamental Shrubs


Crayfish


Silver Maple


Northern cricket frog

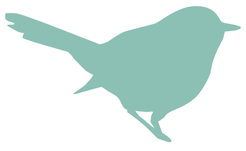

Prairie chicken

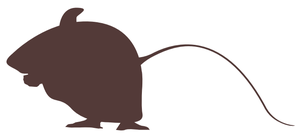

Bobolink


Crabapple


Waterlily


Black Willow


Bell's vireo


Meadow Mouse


Alfalfa


Red Clover


Cordgrass

Bulrush

Willow flycatcher

Garter Snake

Perennial Rye

Kentucky Bluegrass

THE TOMORROW PLAN.com
Partnering for a Greener Greater Des Moines

DESIGN MY DSM

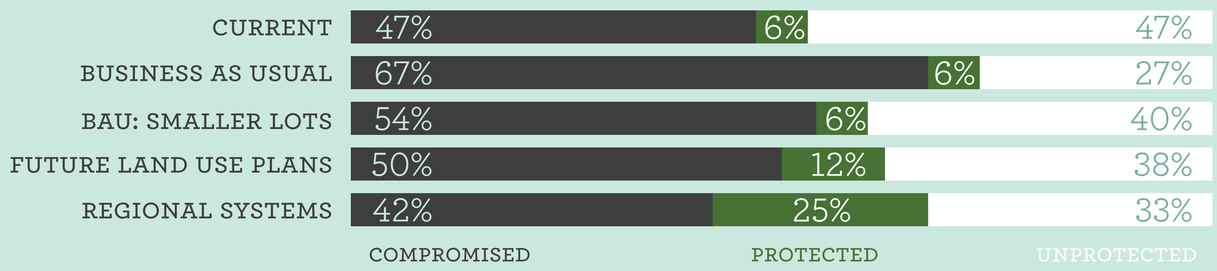
#3. I can get out in nature

#7. I am safe from flooding

WATER

Greater Des Moines is faced with poor water quality and damaged waterways, which incur costs, pose health and safety issues, and are perceived of as liabilities instead of amenities for the community.

Drainage Types in Percentages



Most waterways in the Des Moines region are eroding, polluted, and unsafe. Streams are overburdened by direct flows of rainfall from storm sewers and rural ditches. The resulting **stormwater runoff** raises stream levels, removes vegetation, undercuts streambanks, and downcuts streambeds. The increase in annual rainfall and number of storms since the 1980s further adds to the stress on streams.

While the Des Moines River is relatively clean and its flow fairly stable, **the Raccoon River is among the most polluted rivers in the country**, according to the U.S. Geological Survey. It is characterized by steep eroding banks, high levels of nitrogen, and bacteria levels that often exceed safe levels.

WATER QUALITY AND WATER QUANTITY

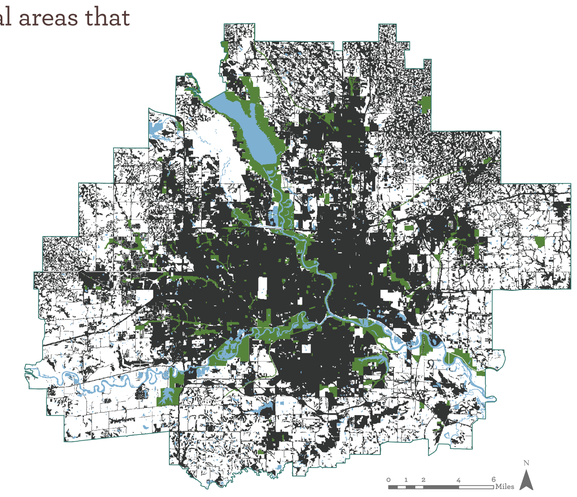
The two key sources of stormwater issues for the region are water quality and quantity. Water quality challenges stem from **"non-point pollution,"** or pollution originating from the land, and water quantity challenges stem from **excess stormwater runoff**. Because both are serious issues, the best policy approach would aim to improve both, and would support coordination between municipalities to address continued pollution downstream by communities upstream.

The benefits of improving runoff management are clear:
better water quality, reduced property damage, less localized flooding, and more attractive and useable streams.

COMPARING SCENARIOS

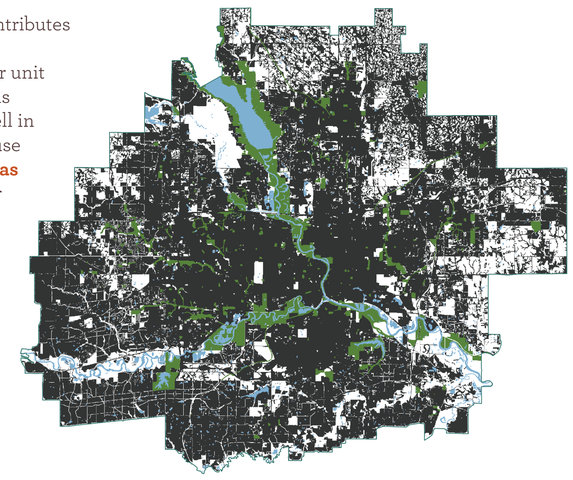
Each scenario experiences a reduction in stormwater runoff volume, which reduces flooding. In Scenarios 1 and 2, runoff volume reductions are achieved by **converting agriculture to housing developments**. Scenarios 3 and 4 achieve these reductions by **establishing protected drainage areas without losing farm land**.

Water quality is another major consideration. Without site-scale water management best practices, trading farms for housing only replaces one source of pollutants for another, making water quality in Scenarios 1 and 2 the same, if not worse, than current conditions. Scenarios 2 and 3 improve on current conditions since they protect stream buffers, wetlands, and other natural areas that enhance water quality.



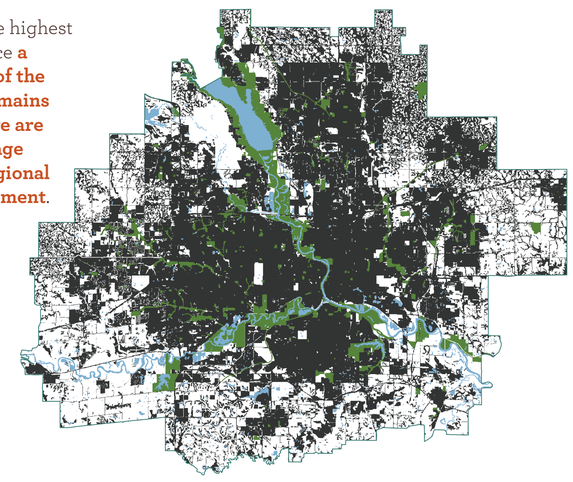
1
BUSINESS AS USUAL

Agricultural land, contributes a higher volume of stormwater runoff per unit area than houses. This scenario performs well in terms of runoff because it **converts large areas of agriculture to residential**. Water quality is still an issue since streets, rooftops and parking lots will drain directly into streams over a large portion of the region.



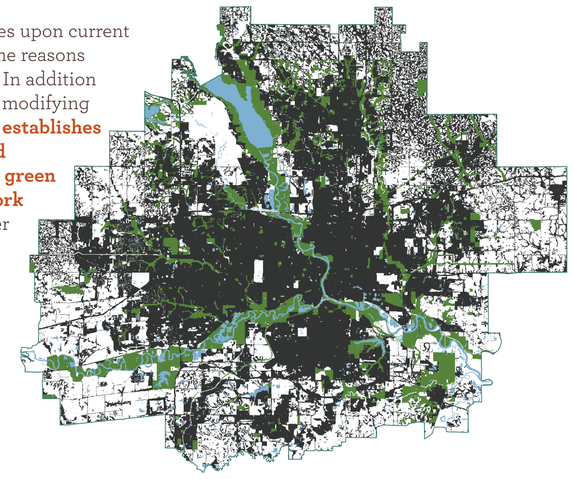
2
BUSINESS AS USUAL:
Smaller Lots

This scenario had the highest volume of runoff since **a significant portion of the agricultural area remains unchanged and there are no additional drainage areas to improve regional stormwater management**. Water quality, on the other hand, would improve slightly over *Business As Usual*.



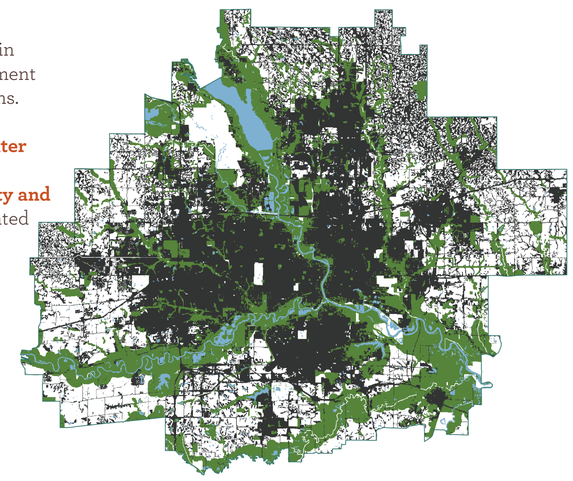
3
FUTURE LAND USE PLANS

This scenario improves upon current conditions for the same reasons as *Business As Usual*. In addition to reducing runoff by modifying land use types, it also **establishes stream corridors and wetlands as part of a green infrastructure network** to improve stormwater management.



4
REGIONAL SYSTEMS

This scenario results in the greatest improvement over current conditions. **Extensive stream buffers and other water management areas improve water quality and absorb runoff** generated by agriculture.



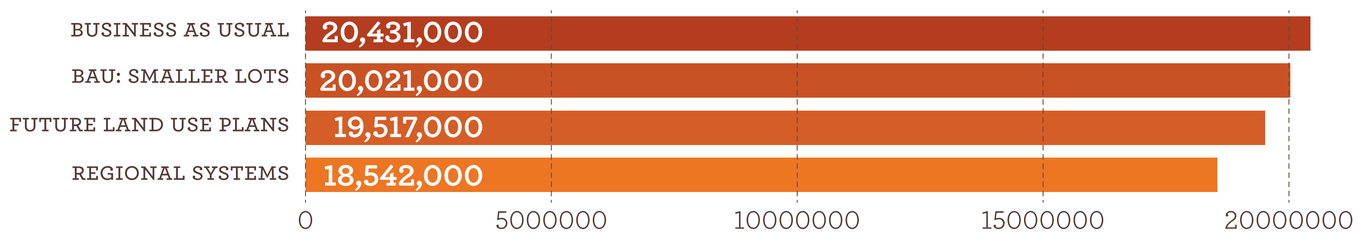
TRANSPORTATION

DESIGN MY DSM

#1. I can walk, bike, or take transit to important destinations

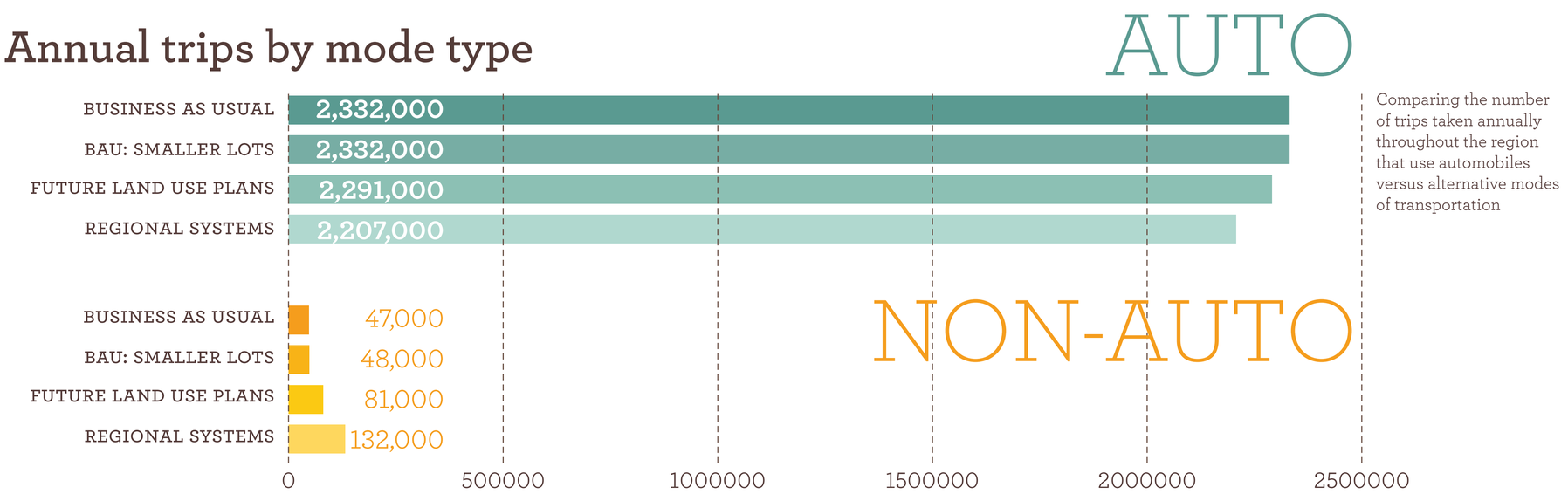
The land use patterns in each of The Tomorrow Plan's scenarios impact the ways in which people get around Greater Des Moines. Ease of mobility is an important contributor to the region's high quality of life. Reducing trips means less time spent in the car and fewer carbon emissions. Analysis shows that the current road network can comfortably support the increased population in the scenarios without creating congestion, freeing up money for investment in alternative transportation options, such as taking transit, walking, and bicycling.

Annual vehicle miles traveled



The total number of miles driven on the region's roads throughout a year. Each scenario assumes the same number of people live and work in the region, but their trip lengths vary by how far they need to travel to work and shop as well as the mode options available to complete those trips.

Annual trips by mode type



Comparing the number of trips taken annually throughout the region that use automobiles versus alternative modes of transportation

INTER-REGIONAL CONNECTIVITY

Expanded mobility options will become increasingly important as Greater Des Moines grows. Connections between cities also promote the exchange of goods, services, and ideas, and are thus important for the economy of Greater Des Moines.

Intercity bus service is currently a popular and cost-effective transportation option in the region.

PARKING

Current requirements call for the equivalent of 35 more football fields worth of parking, much of which will remain unused.

TRANSPORTATION DEMAND MANAGEMENT

Greater Des Moines is prepared to make major investments in transportation systems to meet growing demand, yet numerous precedents show that the expansion of these systems only creates additional demand.

Transportation Demand Management (TDM) programs can help shift existing demand and accommodate growing demand. Strategies to help ensure efficiency and cost-effectiveness include:

- Shifting demand from single-occupant vehicles to higher capacity or lower impact modes; and,
- Encouraging usage in off-peak times when excess capacity is available.

DESIGN MY DSM

#1 *I can walk, bike, or take transit to important destinations*

#7. *I am safe from flooding*

INFRASTRUCTURE

Infrastructure represents a key opportunity for sustainability.

Infrastructure—which includes roadways, transportation networks, sewers, and utilities—forms an essential base for development. As shared facilities, infrastructure systems are optimized when used to their full capacity: **a greater number of users results in a greater distribution of cost.**

One example of a best practice for infrastucture is to optimize for multi-purpose use. For example, a road project could be planned not only for transportation (cars, bicycles, and pedestrians) but also for sustainable stormwater management and sidewalk improvements.

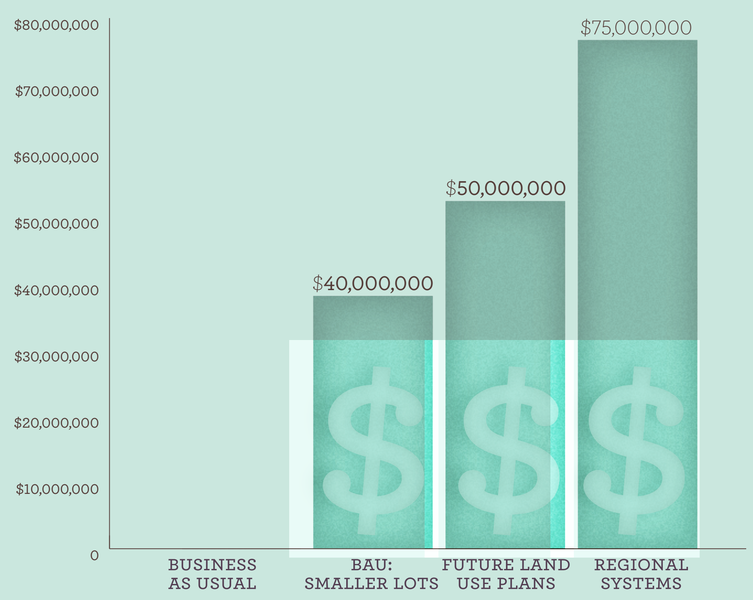
Long-range infrastructure planning should pursue land use patterns that can be served efficiently and sustainably.

COMPARING COST SAVINGS ACROSS SCENARIOS

Land use patterns directly affect the cost of providing infrastructure and other public services.[1] The four scenarios help us estimate the impact future land use configurations will have on government spending.

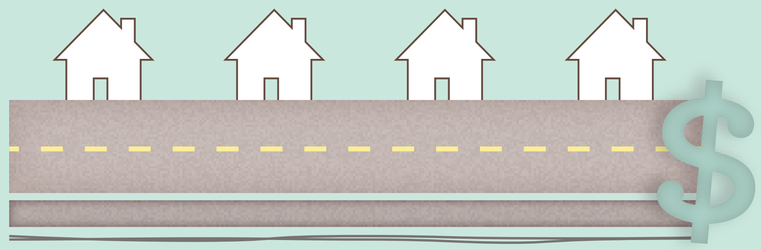
As a rule of thumb, **compact developments cost less government dollars per capita** than those that are spread out.

Annual Savings in Public Dollars Regionally by 2050

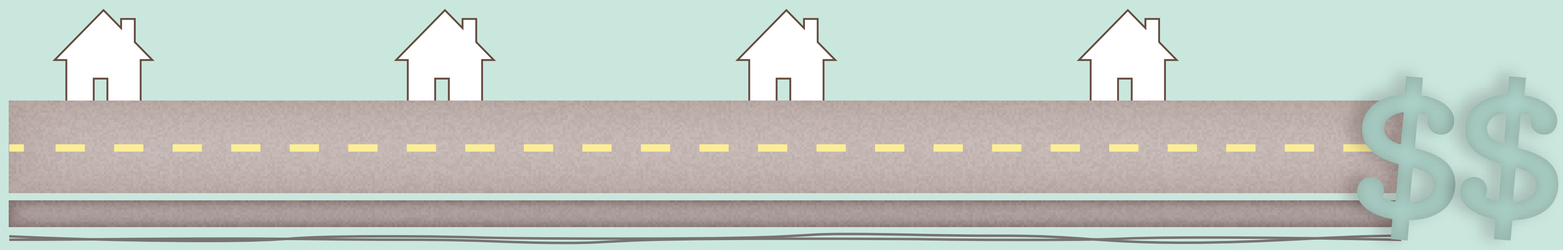


Business As Usual is the most expensive scenario. To illustrate the savings inherent to each of the other scenarios, we used data from 2007 to 2012 to create a "trend-line" toward a hypothetical 2050 budget. This is meant to show the magnitude of potential savings, not to forecast the budget.

[1]Examples of public services considered include schools, roads, sidewalks, bridges, airports, trains, buses, police, fire, emergency medical services, public parking, trash, sewer, street cleaning, libraries, parks, game fields, playgrounds, swimming pools, golf courses, and cultural institutions.



1 HOUSE PER 25 FEET
equals
4 HOUSES PER 100 FEET
of road, sewer, and utility lines



1 HOUSE PER 50 FEET
equals
4 HOUSES PER 200 FEET
of road, sewer, and utility lines

4 houses separated by 25 feet each will require 100 feet of road, whereas 4 houses separated by 50 feet each will require 200 feet of road and thus would cost twice as much in terms of road construction.

DESIGN MY DSM

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

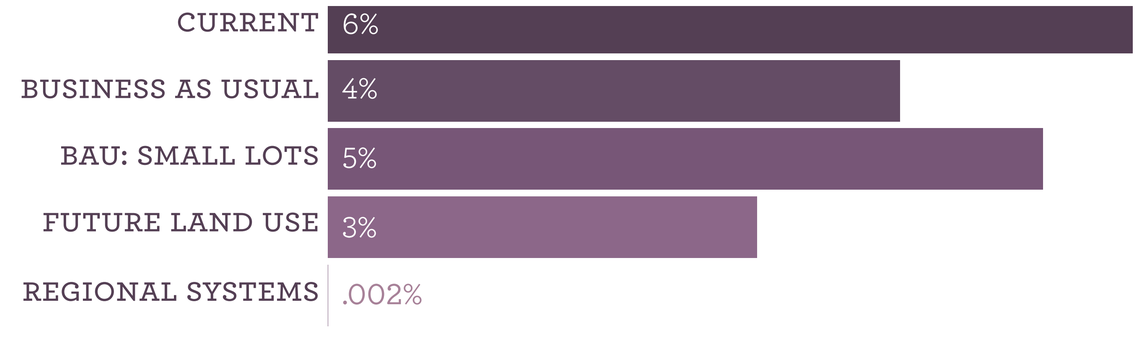
#4 There is a park near my hous

INFILL + REDEVELOPMENT

There is no one-size-fits-all solution to the redevelopment of vacant or commercial properties in the Greater Des Moines area.

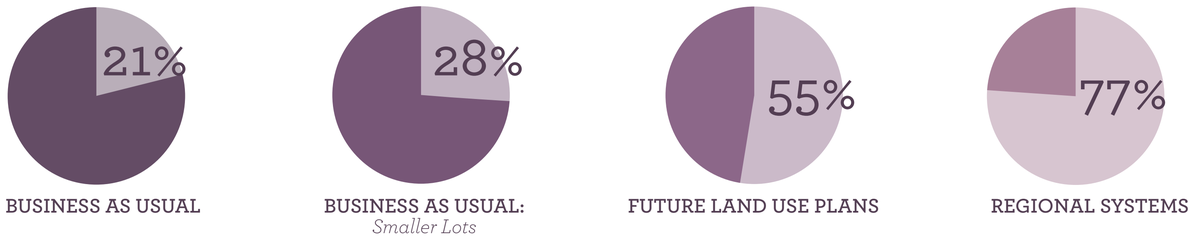
Acres of vacant space

Percentage of vacant space in study region



Rate of infill

Percentage of new growth attributed to infill vs greenfield development



The redevelopment of underused and vacant properties presents a great opportunity for Greater Des Moines. Benefits include:

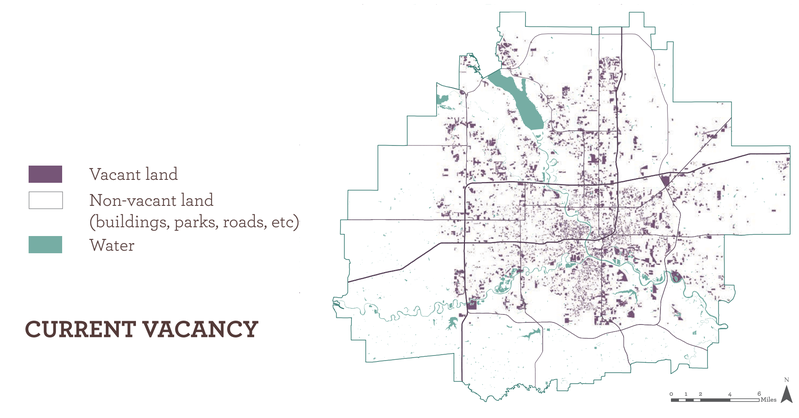
- Revitalized neighborhoods and higher property values
- Increased viability of public transportation at redevelopment sites facilitated by increased density
- Reduced development pressure on farmland and ecologically-sensitive sites

The high cost of redevelopment compared to greenfield development, however, presents a challenge. Public-private partnerships are crucial, as publicly-provided incentives such as tax abatements increase project feasibility.

On a regional level, the MPO and local governments can work together to prioritize redevelopment sites in coordination with land use goals and transportation plans. Local governments can then revise local regulations as needed and work with communities and private developers to implement appropriate plans.

COMPARING SCENARIOS

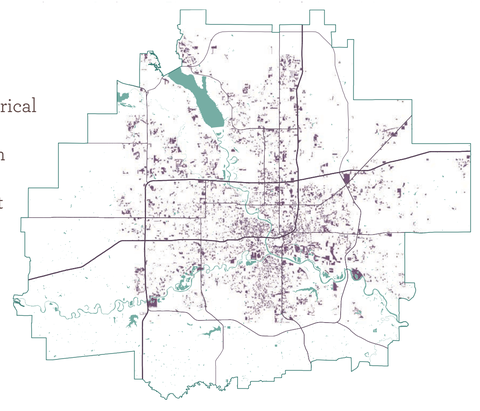
Greater Des Moines has lower vacancy rates than many nearby metro regions, but there is still a significant amount of underused space suitable for infill or redevelopment. Much of this is located in or near regional centers, where development yields a higher economic return than in the outer edges of the region.



CURRENT VACANCY

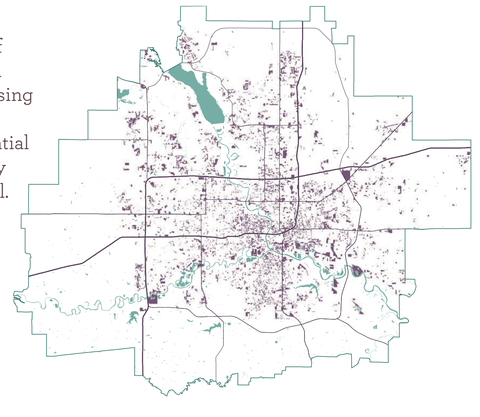
1 BUSINESS AS USUAL

This scenario continues the historical pattern of moving outward rather than redeveloping land in the urban core. It experiences little infill and redevelopment.



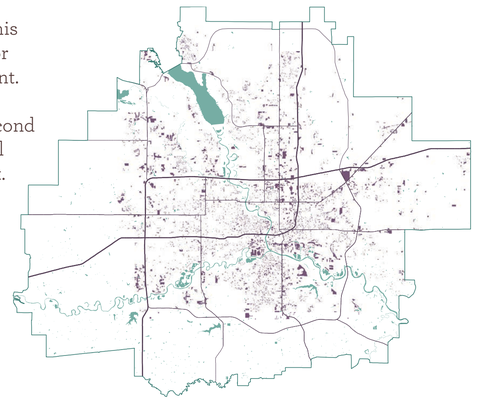
2 BUSINESS AS USUAL: *Smaller Lots*

This scenario also follows the trend of using undeveloped land instead of reusing vacant areas, albeit with a different spatial pattern and slightly higher level of infill.



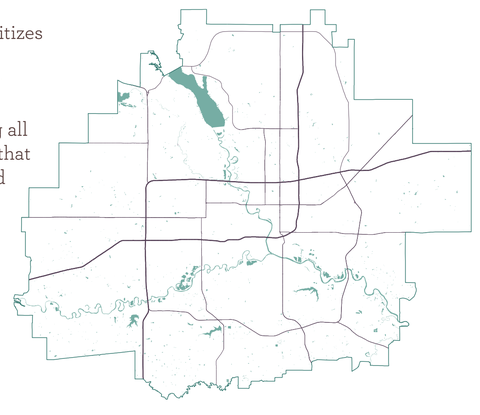
3 FUTURE LAND USE PLANS

Local plans drive this scenario and call for some redevelopment. This scenario experiences the second highest rate of infill and redevelopment.



4 REGIONAL SYSTEMS

This scenario prioritizes the reuse of vacant land. 75% of all new growth is infill: the highest rate among all scenarios. Policies that encourage this kind of development, including bonuses and tax credits, drive this scenario.

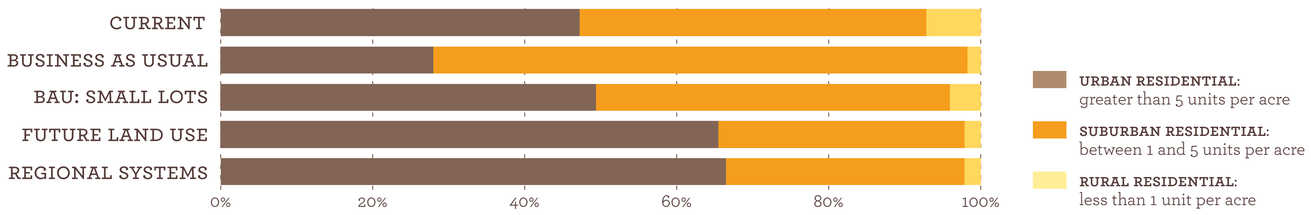


DESIGN MY DSM
#8 I can live in a diverse community
#10 I can easily stay in my neighborhood after I retire

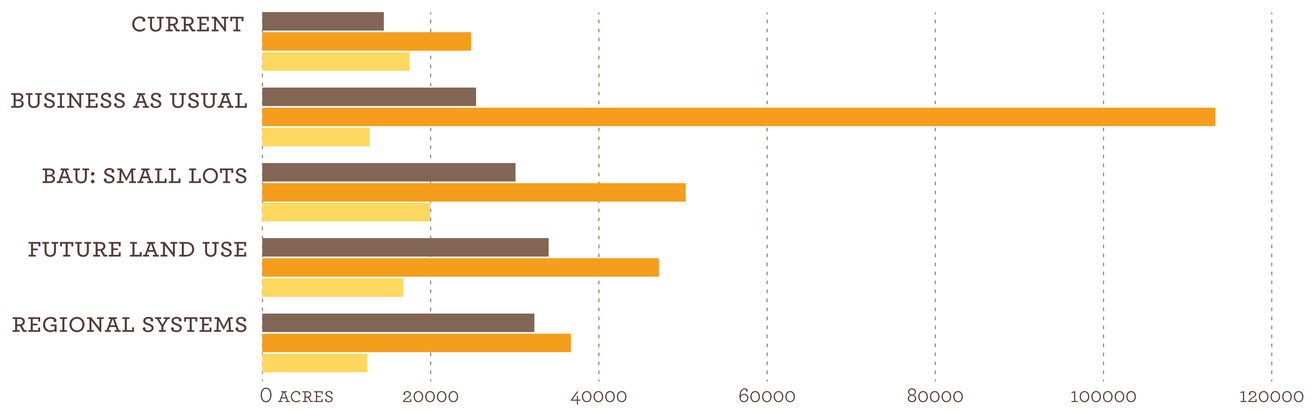
HOUSING

Demographic, social, and economic trends drive the need for expanded housing choice in Greater Des Moines.

Percentages of dwelling units by type



Acres of housing by type



CHOICE

Population projections indicate that **Greater Des Moines will need an additional 112,000 housing units** over the next 40 years. Coupled with shifting demographics and social trends, this growth represents an opportunity for the region to meet the needs of its diverse population through an increase in housing options.

For example, the trend in the region is toward aging population, as **residents over the age of 65 will compose 20 percent of the population** in the region by 2050. In addition, **the average household size in the region is shrinking.**

AFFORDABILITY

Housing choice is also essential to maintain housing affordability and access to jobs. **Residents need affordable housing options within a commutable distance to their place of work.** In turn, an appropriate jobs-to-housing balance supports the competitiveness of the housing market.

Key strengths and weaknesses in housing access and affordability in Greater Des Moines are:

- The housing market in the Des Moines metro area is relatively affordable compared to many nearby comparison communities.
- An increasing proportion of households are "burdened" by housing costs (spend over 30% of household income on housing).
- Greater Des Moines lacks rental housing affordable to the lowest-income households.

Cost-Burdened Households in Greater Des Moines*

	1990 (%)	2010 (%)	Shift (% points)
HOMEOWNERS	14.0	23.8	9.8
RENTERS	36.6	45.9	9.3

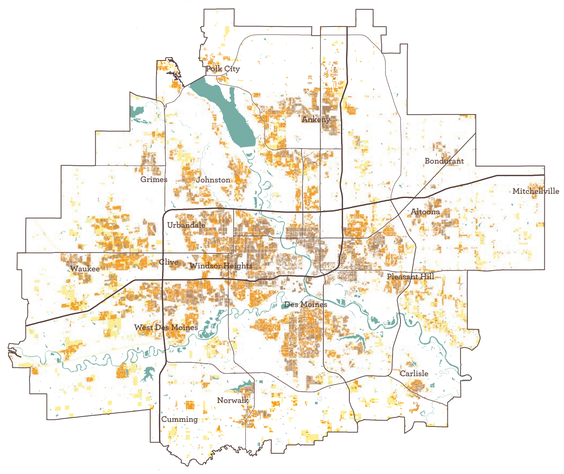
* Percent of households spending more than 30 percent of their before-tax income on housing and related expenses (utilities, taxes, insurance, etc).

Sources: U.S. Census Bureau, 1990 Census, 2010 American Community Survey; Gruen Gruen + Associates.

COMPARING SCENARIOS

The *Business as Usual* scenario shows what might happen if the long-term housing trend toward increased suburbanization continues. The other scenarios present a more balanced mix of housing types. The policies present in Scenarios 3 and 4 lead to a tighter pattern of new housing development.

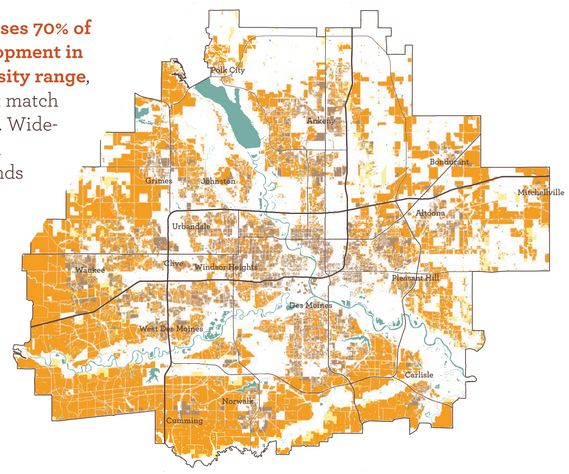
Urban residential
Suburban residential
Rural residential
Water



CURRENT HOUSING

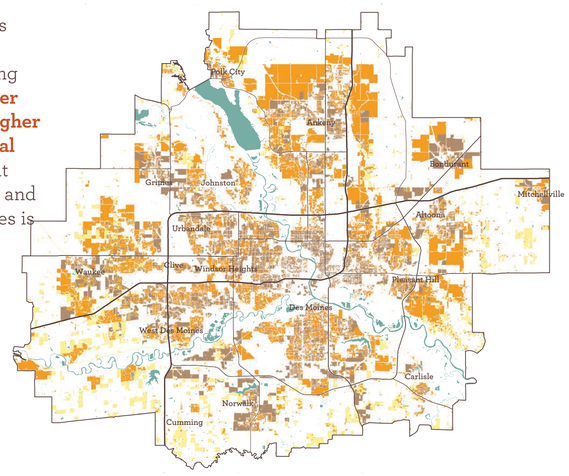
1 BUSINESS AS USUAL

This scenario **focuses 70% of its housing development in the suburban density range**, using lot sizes that match current conditions. Wide-reaching suburban development extends toward the edges of the region, particularly on the western side.



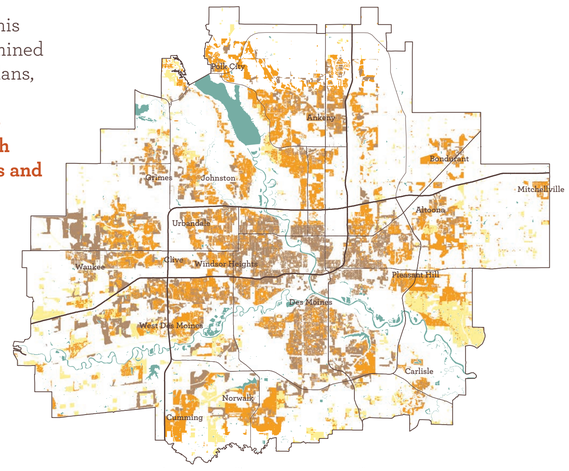
2 BUSINESS AS USUAL: *Smaller Lots*

This scenario takes a more balanced approach to housing types, **using smaller lots to produce higher average residential densities**. The split between suburban and urban housing types is roughly even.



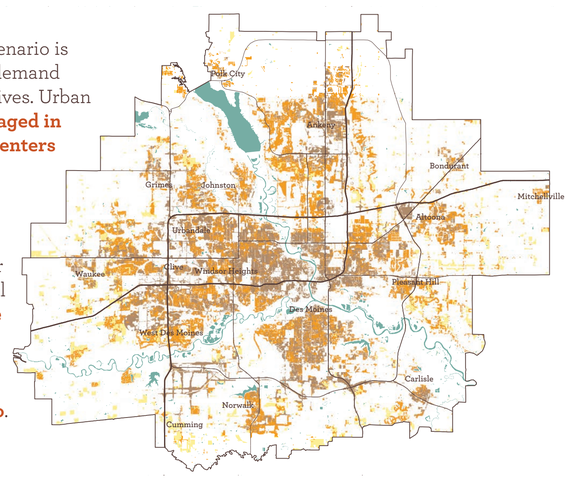
3 FUTURE LAND USE PLANS

Housing types in this scenario are determined by local land use plans, which tend to call for **higher average densities than both current conditions and zoning**.



4 REGIONAL SYSTEMS

Housing in this scenario is driven by market demand and growth incentives. Urban housing is **encouraged in regional growth centers and along transit lines.** Incentives prioritize housing development in vacant areas rather than in agricultural or open space. **The housing mix is nearly identical to the Future Land Use scenario**.



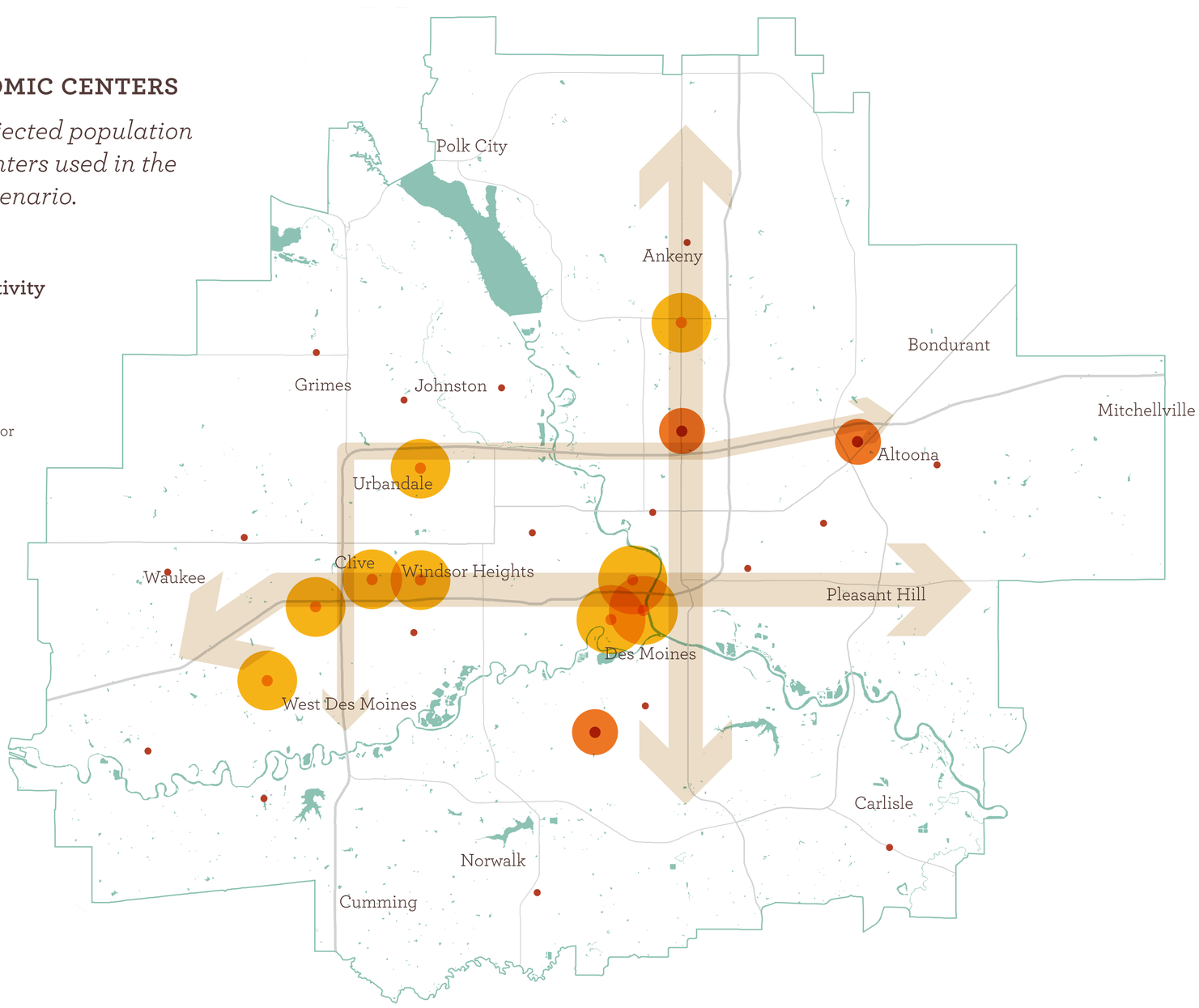
ECONOMIC COMPETITIVENESS

Where does economic activity happen in 2050? Each scenario shows the same job growth but distributes employment differently. Economic development for the two *Business as Usual* scenarios follows recent trends—it is fairly spread out, but there are clusters of growth downtown and in satellite commercial cores, such as West Des Moines. The *Future Land Use Plans* and *Regional Systems* scenarios show more intense clusters of development downtown, near transit hubs, and around neighborhood main streets.

	1 BUSINESS AS USUAL	2 BUSINESS AS USUAL: *Smaller Lots*	3 FUTURE LAND USE PLANS	4 REGIONAL SYSTEMS
DOWNTOWN DENSITY Empty buildings and parcels in downtown Des Moines are redeveloped to increase the density of commercial and retail activity in the center of the region			●	●
SATELLITE COMMERCIAL CORES Major economic centers emerge outside of downtown Des Moines; existing examples are West Des Moines and Ankeny	●	●	●	●
NEIGHBORHOOD COMMERCIAL AREAS Local main streets develop when a neighborhood's residential population reaches the size needed to support a cluster of local shops and restaurants				●
TRANSIT-ORIENTED DEVELOPMENT Higher intensity retail and commercial development cluster around public transportation stops				●
INDUSTRIAL ALONG TRANSPORTATION CORRIDORS Additional industrial/distribution space is noticeably present along major roadways, especially I-35		●		

REGIONAL ECONOMIC CENTERS

This map shows projected population and employment centers used in the Regional Systems scenario.



SUSTAINABLE ECONOMIC DEVELOPMENT

Regions that succeed at **sustainable economic development** are those that create an effective demand for real estate that attracts a diverse economy. Communities and regions that collaborate and cooperate will be well-positioned to convert their intellectual capital into innovation and entrepreneurship.

HOW CAN IT BE EFFECTIVE?

Through policies that concentrate public investments to **accelerate innovation, improve productivity**, and **enhance quality of life**

WHAT ARE THE BENEFITS OF ECONOMIC DEVELOPMENT?

- Growth and expansion of **businesses and markets**
- **Infrastructure** investment
- Building capacity of **institutions and government**
- Strengthening **connections** between public, private, and institutional entities

HOW CAN LAND USE POLICY AFFECT IT?

- Through guidelines that enhance the **clustering of industries**, promote **natural resource advantages**, and encourage the **supply of affordable land**