

 <p style="text-align: center;">Council Communication Office of the City Manager</p>	Date: March 25, 2013
	<p style="text-align: right;">Agenda Item No. 54A Roll Call No. <u>13-0517</u> Communication No. <u>13-148</u> Submitted by: Phillip Delafield, Community Development Director</p>

AGENDA HEADING:

Adoption of the Beavertdale Neighborhood Plan Update.

SYNOPSIS:

Recommend approval of the Beavertdale Neighborhood Plan Update. In November 2011, the City of Des Moines selected several neighborhoods to participate in the Neighborhood Revitalization Program. For the first time, Charter neighborhoods with an existing plan that is more than ten (10) years old were allowed to apply for a pilot program to update their plan. The pilot program was conducted in partnership with graduate students in Planning at Iowa State University (ISU). This is a two (2) year pilot program with Beavertdale and Woodland Heights participating in 2012. Capitol East and Capitol Park will be participating in the pilot program in 2013.

FISCAL IMPACT: NONE

ADDITIONAL INFORMATION:

Summary of the Plan

A new public input process was utilized for the pilot program to coincide with the Fall semester class schedule at ISU. The process began with the City and BNA sending out a survey in the summer of 2012 to Beavertdale residents asking them about their neighborhood. This was followed by a series of three planning workshops in the Fall of 2012 that were facilitated by the ISU planning team. The first workshop focused on identifying Beavertdale's strengths, challenges, goals and values. In the second workshop, residents built off of the goals determined in the first workshop and brainstormed plausible strategies for attaining each goal. In the third workshop, residents began by brainstorming action steps, partners, funding sources, indicators, and timelines for each of the strategies.

Based on the results of the neighborhood survey and the input received at the workshops, Beavertdale residents identified five (5) priority goals for the neighborhood to address over the next five (5) to ten (10) years. These goals are intended to build on Beavertdale's strengths, address Beavertdale's challenges, and seize the opportunities that are likely to present themselves over the next several years. It was clear that Beavertdale residents pride themselves on the vibrant condition of their neighborhood and strong desire to maintain its character as a small town within the City of Des Moines.

1) *Strengthen and Expand the Capacity of the Beavertdale Neighborhood Association*

The BNA is known to be one of the most active and successful neighborhood associations in Des Moines. In order to continue and enhance the vibrant community life that Beavertdale residents

value, a goal for the next several years is to strengthen and expand the capacity of the BNA by increasing membership numbers and developing a deeper pool of volunteers.

2) Advocate for Better Access to High Quality Education for Neighborhood Residents

Beaverdale residents place a high value on education for their children. Improving the educational opportunities available in Beaverdale would also encourage more families to stay in the neighborhood as children enter school-age years. The residents of Beaverdale, through the BNA and other avenues, can take a variety of actions to improve the quality of education available to residents.

3) Retain Existing Residents and Attract New Families

Beaverdale faces challenges when families move out of the neighborhood as their family size grows or when older residents have difficulty managing their homes. The neighborhood would like to put strategies in place to retain residents in the neighborhood and properly use the Neighborhood Finance Corporation (NFC) financing that will be available to Beaverdale over the next two (2) years. This goal will help to preserve the neighborhood brand, aesthetics and pride. The goal also solves one of the challenges of maintaining the houses and trees on private properties by using one of the neighborhood opportunities, the NFC lending program.

4) Improve the Infrastructure in the Neighborhood

While Beaverdale has relatively good infrastructure at this time, the neighborhood desires to maintain the infrastructure's condition, extend the sidewalks and street amenities to additional areas, and to increase parking in the business area. This goal preserves the stability and the pride of Beaverdale and solves one of Beaverdale's top challenges with preserving the infrastructure.

5) Ensure New Development Projects Serve the Needs of the Neighborhood

In recent years; Beaverdale has been the site of some new development proposals, such as Hy-Vee and Rice Field. The neighborhood would also not be surprised if additional development projects occur within the commercial areas. The neighborhood would like to put structures and processes in place, such as a BNA board liaison to City Boards and Commissions, to ensure that residents have input into these development proposals and other new projects that may arise.

Potential City Projects and Initiatives

- Promote the City's home repair programs for eligible low-moderate income homeowners.
- Continue to service street trees appropriately and look for opportunities to improve street trees in Beaverdale.
- Maintain neighborhood infrastructure and parks at a high level for neighborhood use and recreation.

Neighborhood Led Projects and Initiatives

- Develop a mutually beneficial relationship with the Des Moines School District to ensure access to high quality education.
- Educate residents about tools available for home repair and improvement, as well as the limited availability of NFC lending in Beaverdale.
- Strengthen and expand the capacity of the Beaverdale Neighborhood Association.
- Improve the marketability of the Beaverdale Neighborhood and the homes within the area.
- Continue to host neighborhood celebrations and events for Beaverdale residents but add new events to educate residents on various topics such as home maintenance and improvement.
- Work with the Beaverdale Business Coalition to enhance the commercial districts in Beaverdale.

PREVIOUS COUNCIL ACTION(S):

Date: November 21, 2011

Roll Call Number: [11-1965](#)

Action: [Approving](#) the selection of five Charter Neighborhoods into the Neighborhood Revitalization Program's Charter Pilot Project: Beaverdale, Woodland Heights, Capitol East, Capitol Park, and River Bend. ([Council Communication No. 11-702](#)). Moved by Hensley to adopt. Motion Carried 7-0.

BOARD/COMMISSION ACTION(S):

Board: Neighborhood Revitalization Board

Date: November 2, 2011

Resolution Number: N/A

Action: Approved staff recommendation to select Beaverdale, Woodland Heights, Capitol East and Capitol Park for the Pilot Charter Neighborhood Program, as well as River Bend for a trial neighborhood-led planning effort.

Board: Neighborhood Revitalization Board

Date: March 6, 2013

Resolution Number: N/A

Action: Approved the Updated and Amended Beaverdale Neighborhood Action Plan and to forward a recommendation to City Council to approve this plan

Board: Plan and Zoning Commission

Date: March 7, 2013

Resolution Number: 21-2013-4.06

Action: Amend the Des Moines' 2020 Community Character Plan to incorporate the updated and amended Beaverdale Neighborhood Plan as an element.

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS:

Future City Council action to support implementation activities may be necessary.

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