



Date August 11, 2008

**RESOLUTION APPROVING THE SOUTH PARK NEIGHBORHOOD PLAN
AND ADOPTING THE PLAN AS AN AMENDMENT TO THE
DES MOINES 2020 COMMUNITY CHARACTER PLAN**

WHEREAS, on August 7, 2000, by Roll Call No. 00-3381, the City Council adopted the Des Moines 2020 Community Character Plan; and,

WHEREAS, on July 10, 2006 by Roll Call No. 06-1346, the City Council selected the South Park Neighborhood Association to participate in the Neighborhood Revitalization Program; and,

WHEREAS, the Community Development Department staff has worked with the South Park Neighborhood Association to develop and prepare the South Park Neighborhood Plan as attached in Exhibit "A"; and,

WHEREAS, a meeting open to the general citizenship of the South Park Neighborhood was held on June 19, 2008, and said South Park Neighborhood Plan was approved by the South Park Neighborhood Association Board of Directors on June 30, 2008; and,

WHEREAS, the Neighborhood Revitalization Board has advised in the accompanying communication (Exhibit "B") that at their meeting on July 3, 2008, the Board voted to recommend approval of said South Park Neighborhood Plan; and,

WHEREAS, notice was published in the Des Moines Register on July 31, 2008, of a hearing before the City Plan and Zoning Commission to consider the said South Park Neighborhood Plan; and

WHEREAS, the City Plan and Zoning Commission has advised in the accompanying communication (Exhibit "C") that after a public hearing held on August 7, 2008, the Commission voted 15-0 to recommend approval of the future land use plan of the South Park Neighborhood Plan as an amendment to the Des Moines' 2020 Community Character Land Use Plan, and adoption of the text of the South Park Neighborhood Plan as an element of the Des Moines' 2020 Community Character Plan, including revisions to the following land use designations:

- A. From Low Density Residential to Public/Semi-Public for property located at 801 East Kenyon Avenue (Lovejoy School).
- B. From Low Density Residential to Park/Open Space for property located 600 East Wall Avenue (Jordon Park).

Date August 11, 2008

C. From Low Density Residential to Medium Density Residential for property located at 530 East Kenyon Avenue.


NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Des Moines, Iowa:

1. The future land use plan of the South Park Neighborhood Plan is hereby approved and adopted as an amendment to the Des Moines' 2020 Community Character Land Use Plan. The text of the South Park Neighborhood Plan is hereby approved and adopted as an element of the Des Moines' 2020 Community Character Plan.
2. All other parts of the Des Moines 2020 Community Character Plan shall remain in full force and effect and all subsequent amendments thereto including the amendment herein shall constitute the official comprehensive plan known as the Des Moines 2020 Community Character Plan.

(Council Communication Number 08 - 471)

MOVED by _____ to adopt.

FORM APPROVED



Michael Kelley
Assistant City Attorney

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
HENSLEY				
KIERNAN				
MAHAFFEY				
MEYER				
VLASSIS				
TOTAL				

MOTION CARRIED APPROVED

Mayor

CERTIFICATE

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

City Clerk

15

NEIGHBORHOOD REVITALIZATION BOARD

July 3, 2008

The Honorable Mayor and
Members of the City Council

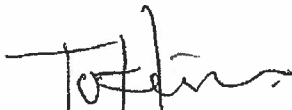
RE: South Park Neighborhood Plan

The Neighborhood Revitalization Board (NRB) is pleased to forward the South Park Neighborhood Plan for your consideration. Members of the South Park Neighborhood Association, along with City staff, have worked very hard to develop this plan over the last two years.

The NRB considered the proposed South Park Neighborhood Plan, at its July 2, 2008 and unanimously approved a motion to recommend its adoption by the City Council.

Please advise the NRB of the need for any additional information or clarification.

Sincerely,



Tim Hjelkema, Chair
Neighborhood Revitalization Board

August 8, 2008

Honorable Mayor and City Council
City of Des Moines, Iowa

Members:

Communication from the City Plan and Zoning Commission advising that at their meeting held August 7, 2008, the following action was taken:

COMMISSION RECOMMENDATION:

After public hearing, the members voted 15-0 as follows:

Commission Action:	Yes	Nays	Pass	Absent
Leisha Barcus	X			
JoAnne Corigliano	X			
Shirley Daniels	X			
Jacqueline Easley	X			
Dann Flaherty	X			
Bruce Heilman	X			
Ted Irvine	X			
Jeffrey Johannsen	X			
Greg Jones	X			
Frances Koontz	X			
Jim Martin	X			
Brian Millard	X			
Mike Simonson	X			
Kent Sovern	X			
Marc Wallace	X			

APPROVAL of a request from the South Park Neighborhood Association to amend the Des Moines' 2020 Community Character Plan to incorporate the South Park Neighborhood Plan as an element, including revisions to the future land use designations. (21-2008-4.14)

A) From Low Density Residential to Public/Semi-Public for property located at 801 East Kenyon Avenue. (Lovejoy School)

B) Low Density Residential to Park/Open Space for property located at 600 East Wall Avenue. (Jordan Park)

C) Low Density Residential to Medium Density Residential for property located at 530 East Kenyon Avenue.

STAFF RECOMMENDATION AND BASIS FOR APPROVAL

Staff recommends that the Commission amend the Des Moines' 2020 Community Character Plan to incorporate the South Park Neighborhood Plan as an element, including the following revisions to the future land use designations:



CITY PLAN AND ZONING COMMISSION
ARMORY BUILDING
602 ROBERT D. RAY DRIVE
DES MOINES, IOWA 50309 -1881
(515) 283-4182

ALL-AMERICA CITY
1949, 1976, 1981
2003

- A) From Low Density Residential to Public/Semi-Public for property located at 801 East Kenyon Avenue.
- B) Low Density Residential to Park/Open Space for property located at 600 East Wall Avenue.
- C) Low Density Residential to Medium Density Residential for property located at 530 East Kenyon Avenue.

STAFF REPORT

I. GENERAL INFORMATION

The South Park Neighborhood was selected to participate in the Neighborhood Revitalization Program by the City Council and the Polk County Board of Supervisors in July 2006. Neighborhood Development Division staff has been working with the neighborhood's planning committee since January 2007 and has developed a draft plan that, if adopted, would become an element of the Des Moines' 2020 Community Character Plan and amend future land use designations on the City's 2020 Land Use Plan map.

The proposed changes to the future land use designations better reflect the existing character of the neighborhood and are intended to preserve this character for the future. These proposed changes include the following:

Recommendations that will make the 2020 Community Character Land Use Plan consistent with existing land use:

- A. Amend the 2020 Community Character Plan's future land use designation for Lovejoy Elementary School from Low Density Residential to Public/Semi-Public.
- B. Amend the 2020 Community Character Plan's future land use designation for Jordan Park from Low Density Residential to Park/Open Space.
- C. Amend the 2020 Community Character Plan's future land use designation for the parcels at the northeast corner of SE 5th Street and East Kenyon Avenue from Low Density Residential to Medium Density Residential.

SUMMARY OF DISCUSSION

CHAIRPERSON OPENED THE PUBLIC HEARING

There was no one in the audience to speak on this item.

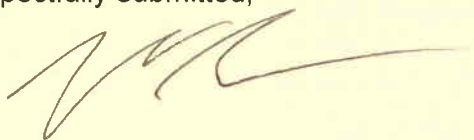
CHAIRPERSON CLOSED THE PUBLIC HEARING

Kent Sovern: Motion to amend the Des Moines' 2020 Community Character Plan to incorporate the South Park Neighborhood Plan as an element, including the following revisions to the future land use designations. A) From Low Density Residential to Public/Semi-Public for property located at 801 East Kenyon Avenue. B) Low Density Residential to Park/Open Space for

property located at 600 East Wall Avenue. C) Low Density Residential to Medium Density Residential for property located at 530 East Kenyon Avenue.

Motion passed 15-0.

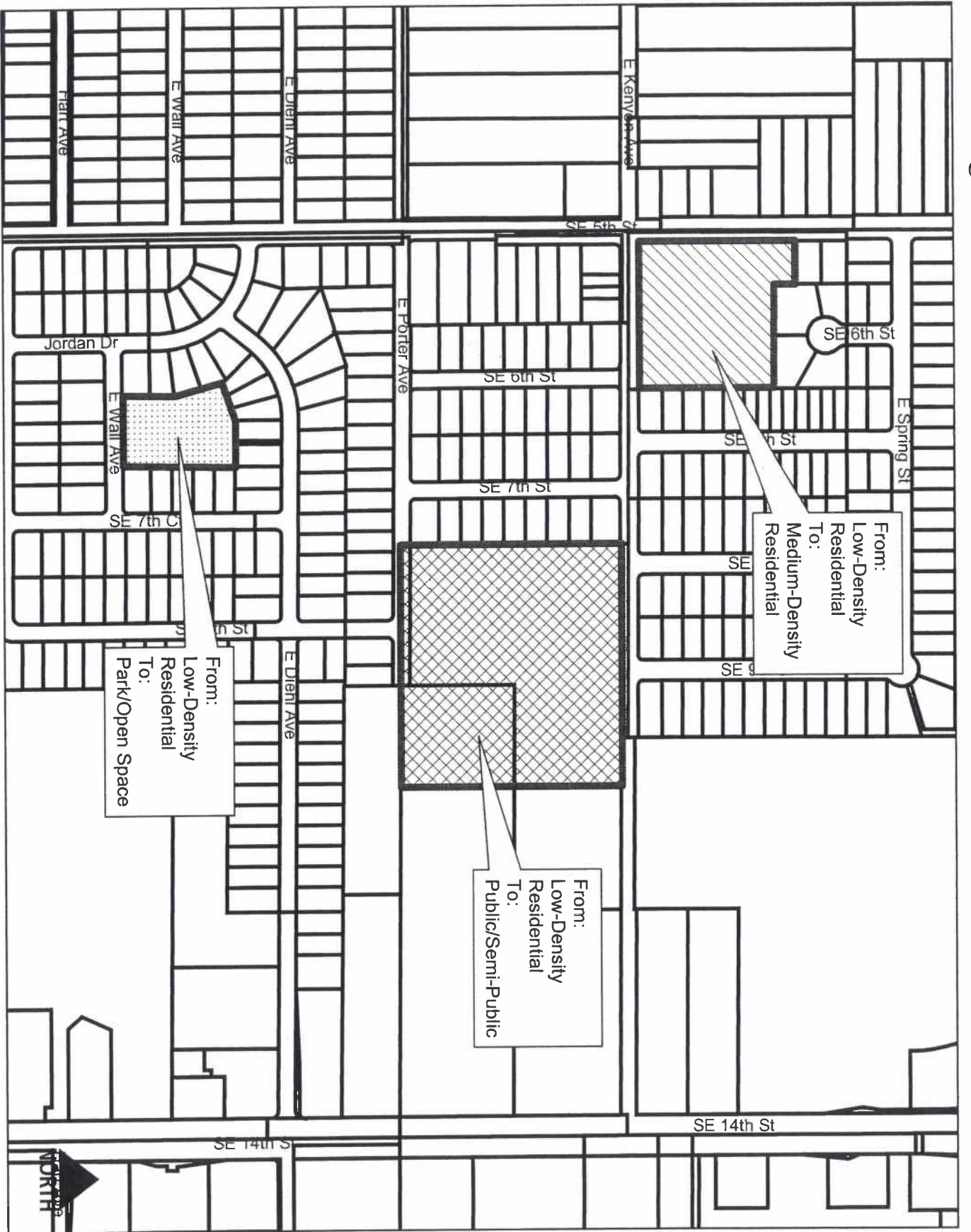
Respectfully submitted,

A handwritten signature in dark ink, appearing to read 'JVE', with a long horizontal flourish extending to the right.

Jason Van Essen, AICP
Senior City Planner

JMV:clw

Attachment



South Park



South Park Neighborhood Plan

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SOUTH PARK PLANNING COMMITTEE:

Karon Booth, Chairperson	Darren Hansen	Marjorie Leeper
Dixie Brooks	Marna Hansen	Mike Leeper
Andy Clark	Becky Johnson	Sue Marcucci
Janet Clark	Sgt. Bob King, Jr.	Robert Maggard
Job Cooper	Debbie Koons	Cryus Rustin
Keith Eis	Ron Koons	Lynn Simmons
Jan Goode	Arlene Lampthey	Gail Soesbe
		Bob Wilson

CITY OF DES MOINES NEIGHBORHOOD REVITALIZATION BOARD

CITY OF DES MOINES PLAN AND ZONING COMMISSION

CITY OF DES MOINES COMMUNITY DEVELOPMENT STAFF:

Larry Hulse, AICP, Director

Kathy Kahoun, Neighborhood Development Administrator
Overall Plan Development

Bridget Montgomery, AICP, Senior City Planner
Project Lead and Plan Development

Dave Dunn, Assistant City Planner
Project Assistance

Kyle Larson, Assistant City Planner
Manny Toribio, Planning Technician
Amber Kobler, Intern



Special thanks to City staff from the Public Works, Engineering, Parks & Recreation, Community Development and Police Departments for their assistance in the development of this plan.

Introduction

The City of Des Moines and the Polk County Board of Supervisors established the Neighborhood Revitalization Program in the early 1990s to help stabilize and improve Des Moines' neighborhoods. To coordinate this program, the City's Community Development Department formed the Neighborhood Development Division.

The Neighborhood Revitalization Program uses a strategy that calls for neighborhood residents, the City of Des Moines, Polk County, and local business leaders to develop a public/private partnership that addresses revitalization issues within the city. To participate, Recognized Neighborhoods must submit an application and make a presentation to the Neighborhood Revitalization Board. The Neighborhood Revitalization Board then makes a recommendation to the City Council and the Polk County Board of Supervisors, who make the final decision regarding which neighborhoods will participate in the Neighborhood Revitalization Program.

The neighborhood planning process relies on active stakeholder groups to identify critical neighborhood issues in their area. The staff of the Neighborhood Development Division provides technical assistance and planning coordination. Neighborhood planning staff works with the stakeholder group to develop and implement appropriate goals and a feasible action plan. Neighborhood plans provide a list of activities and identify parties responsible for implementation. The success of the revitalization effort depends on a continued coordination of efforts among the neighborhood organization, the City, the County, and other public and private organizations.



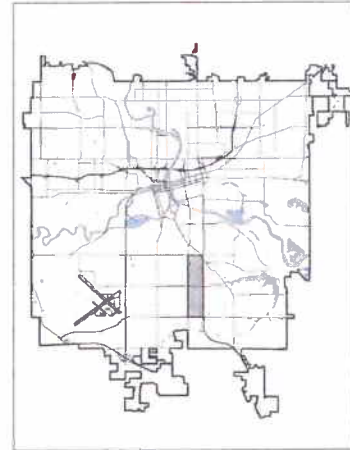
This document is strategic in nature and is intended to guide development decisions in the neighborhood for the next decade. The South Park Neighborhood Association is charged with leading the day-to-day implementation of the plan with technical assistance from the City of Des Moines and Polk County.

This plan was prepared through a joint effort of the City of Des Moines Community Development Department's Neighborhood Development Division and the South Park Neighborhood Association (SPNA). The approved plan becomes an amendment to the City of Des Moines' Comprehensive Plan and an ongoing guide affecting future policy decisions for the South Park Neighborhood.

Description & Demographics

The South Park Neighborhood entered the Neighborhood Revitalization Program in July 2006 as a transitional positive neighborhood based on housing conditions, property values, proportion of homeowners to renters and home sales information. South Park is located on Des Moines' south side and is bound by Park Avenue on the north, SE 14th Street on the east, Army Post Road on the south and SE 5th Street on the west.

Much of the South Park neighborhood was developed after the Bloomfield annexation of 1957, which brought the area south of Watrous Avenue into the City of Des Moines. Prior to South Park's housing boom in the 1960s and 1970s, the area still had a significant amount of rural development, some remnants of which can still be seen today along McKinley Avenue and elsewhere. Several neighborhood churches were established prior to the annexation, including Bethany Baptist Church in 1951. Southtown Baptist Church and Southtown Pentecostal were established following the annexation in the 1960s.



South Park Neighborhood
Vicinity Map

Nathan Weeks Junior High School (now referred to as Weeks Middle School), which is located in the northeast corner of the neighborhood, was built in the early 1950s. Several additions and remodeling projects have been undertaken since that time, including the most recent remodeling that was completed in 2004. Weeks was named for a long time Des Moines Public School administrator who served as the first principal of Lincoln High School. Lovejoy Elementary School opened in 1972. The school, which is located in the south central portion of the neighborhood, is named after Dr. E. Parrish Lovejoy, who served as a long time physician for the school district.



South Park landmarks include Jordan Park, which is located in the south central part of the neighborhood, and the garden and entry sign, which is maintained by the neighborhood association, and is located at the northwest corner of the SE 14th Street and McKinley Avenue intersection. The SE 14th Street and Army Post Road corridors serve as a retail and restaurant hub for all of Des Moines' south side, as well as surrounding communities to the south and east; and are home to Des Moines' only Home Depot and Best Buy stores. Southridge Mall is adjacent to the neighborhood on the south side of Army Post Road.

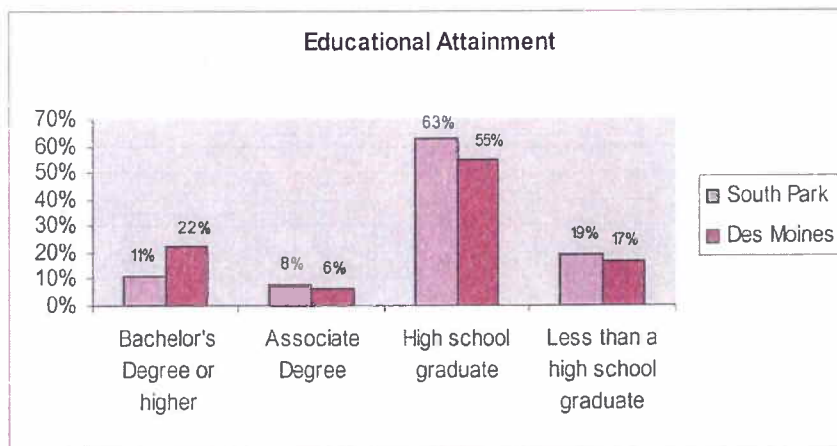
Description & Demographics

According to the 2000 Census, South Park has approximately 5,200 residents. South Park has experienced almost three times as much growth in population as the City as whole since 1980, due in part to the later development of the area. The population of the neighborhood has increased by over 11% since 1980, compared to only 4% for the entire City.

Minorities (non-white) make up 20% of South Park's population, compared to 18% for the City of Des Moines. The minority population in South Park has increased 275% compared to Des Moines' 91% increase since 1980.

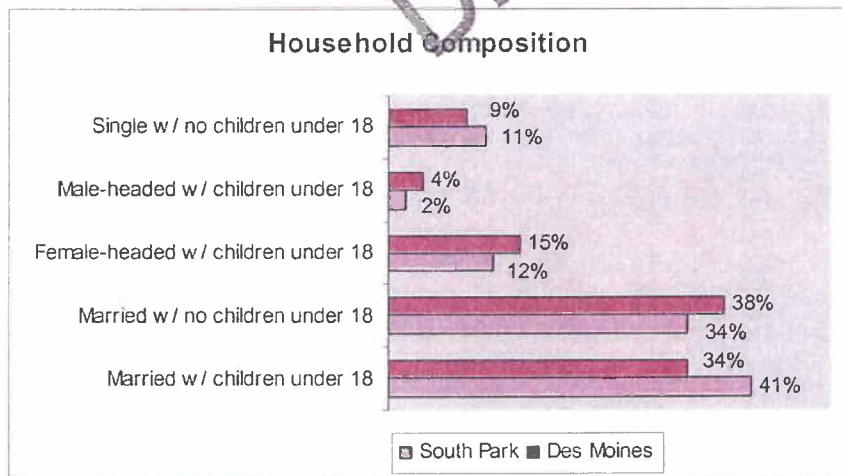
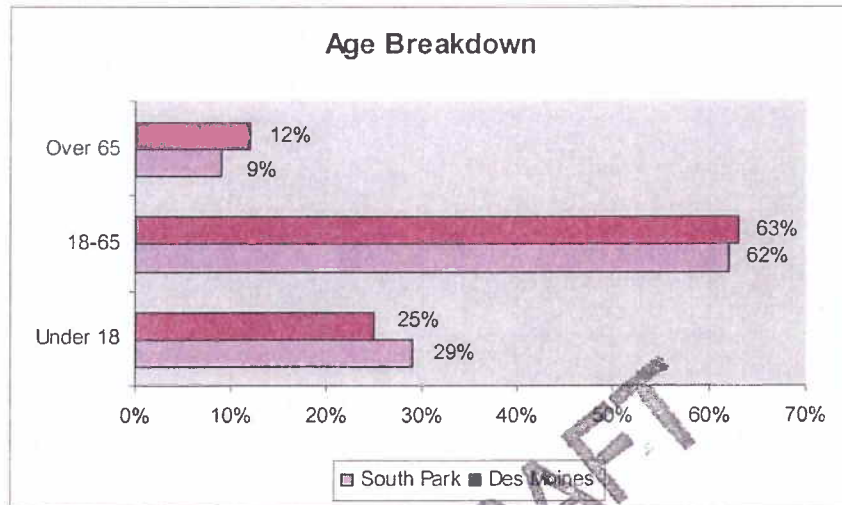
US Census Population Data From 1970 - 2000				
	1970	1980	1990	2000
South Park	3,313	4,697	4,790	5,235
% Change SP	NA	41.80%	2.00%	9.30%
South Park Minority	NA	279	552	1,047
% Minority SP	NA	5.90%	11.50%	20.00%
% Change Minority SP	NA	NA	98%	90%
Des Moines	200,587	191,003	193,187	198,682
% Change DM	NA	-4.80%	1.10%	2.80%
Des Moines Minority	12,408	18,385	20,770	35,188
% Minority DM	6.20%	9.60%	10.80%	17.70%
% Change Minority DM	NA	48.20%	13.00%	69.40%

The education, income and family data from the 2000 Census highlight South Park as a "working class" neighborhood. While more residents have obtained a high school diploma than Citywide, only 11% have a college degree compared to 22% Citywide. The average household income in South Park is approximately 12% less than the Citywide average. South Park residents are generally younger and have larger households compared to the City as whole. There are more married households in the neighborhood and fewer single parent headed households compared to the rest of the City.



Description & Demographics

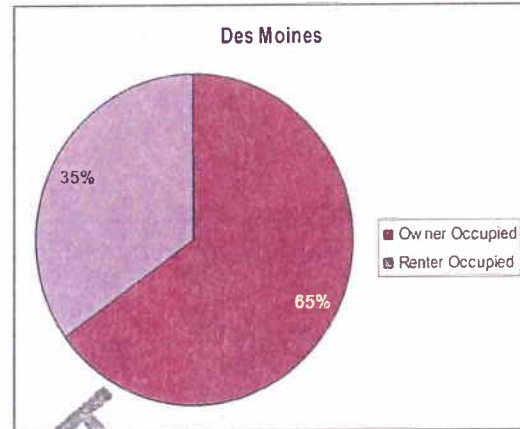
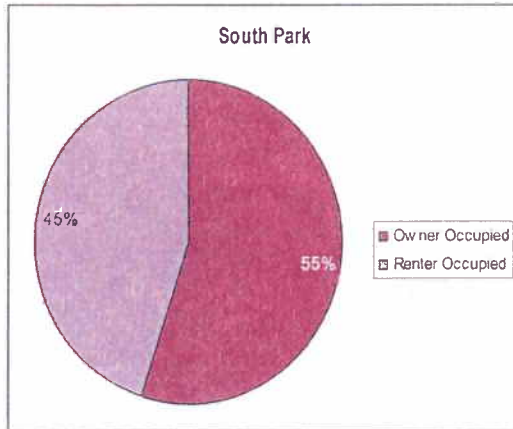
Household Size		Household Income	
South Park	2.9	South Park	\$34,988
Des Moines	2.4	Des Moines	\$39,104



There are approximately 1,100 homes within the South Park neighborhood. The housing stock in South Park is generally smaller, in better condition, and is less expensive than an average home in Des Moines. The average home in South Park is a ranch that was built in 1966, is 1,030 square feet in size with 2.7 bedrooms and 1.5 bathrooms. This typical home is in above normal condition and is assessed at just under \$113,000.

Description & Demographics

South Park is a predominantly single family, owner occupied neighborhood, with duplexes and single family rental units spread throughout the neighborhood. According to the 2000 Census, however, the neighborhood has 10% more renter occupied units than the City as whole. The neighborhood has approximately a dozen large multi-family complexes located along SE 5th Street, SE 14th Street and Cummins Road.



Today, South Park is at a turning point. The housing stock is exceptionally well maintained, with over 97% being rated in normal condition or better by the Polk County Assessor. Despite this quality housing stock, the smaller size of homes, coupled with a lack of amenities that many homebuyers find desirable like second bathrooms and attached garages, make the future unclear. Additionally, many of the homes are approaching 50 years in age and are in need of major system upgrades, such as new roofs, siding and furnaces.

In recent years, civic leaders have focused attention on the revitalization of the SE 14th Street and Army Post Road corridors. Significant quality development has occurred in those areas, but there are still areas that are in need of improvement, including as overall beautification of the corridor. South Park Neighborhood Association (SPNA) has taken a lead role in bringing attention to the corridors and will need to continue in this role to ensure the future vitality of both the commercial and residential components of the neighborhood.



Priorities & Vision Statement

Neighborhood Priorities

During the neighborhood input meeting held on February 27, 2007 to kick off the neighborhood planning process, South Park residents took part in a group exercise that asked them to identify the strengths, weaknesses, opportunities and threats within their neighborhood plan. This exercise helped the planning committee identify the priority areas for the neighborhood. Based on this valuable input, the planning committee was able to narrow its focus to identify goals and strategies for these priority areas. The priority areas for South Park include housing, commercial, infrastructure, safety and recreation.

Vision Statement for South Park Neighborhood

Based on the input from the neighborhood meeting, the planning committee developed the following vision statement. This vision is the ideal neighborhood for the residents after the objectives in the plan have been completed. The goals and objectives of the plan were written to help achieve this vision.

South Park is a safe, clean and family friendly neighborhood with well-maintained homes, tree-lined streets, good schools and easy access to shopping, dining and recreation. We wish to make South Park an even better neighborhood in which to live, shop, dine and play. We envision a neighborhood that...

...Is a neighborhood of choice where people are welcomed regardless of age, ethnicity or economic situation.

...Offers a variety of high quality housing choices that accommodate various income levels and appeal to all types of families.

...Has a vibrant mix of reputable businesses that serve not only the neighborhood, but the entire community.

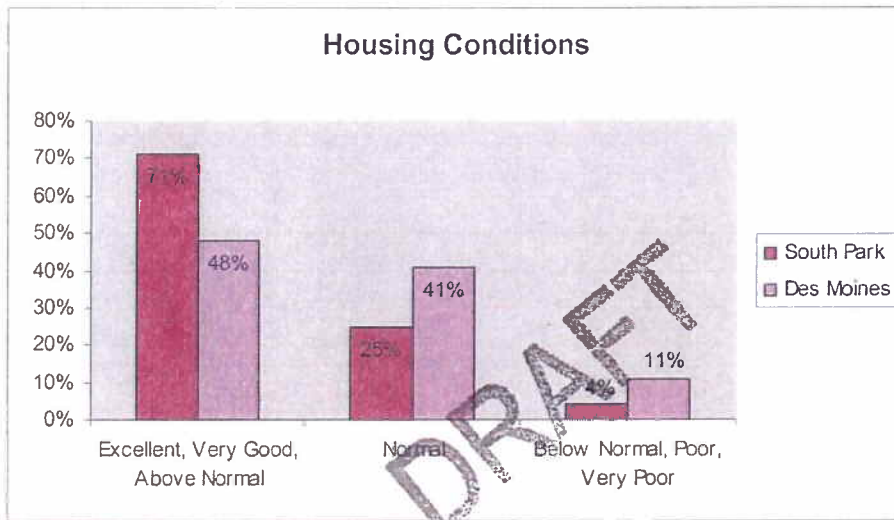
...Has access to recreational opportunities for people of all ages.

...Has an active neighborhood association committed to improving the area and providing opportunities for social interaction.



Housing

The South Park neighborhood features affordable, well maintained, modest sized homes which are enhanced by many tree lined streets and manicured yards. Almost 70% of the housing stock was built between 1960 and 1980. Ranch, split level and split foyer homes, all architectural styles that exploded in 1960s and 1970s subdivisions, are well represented among the neighborhood's housing stock. The Polk County Assessor lists 71% of homes in the neighborhood in above normal or better condition. This compares with only 48% of homes citywide. The homes in the neighborhood are relatively modest in size and value. The average South Park home is 1,030 sq. ft. in size, which is significantly less than the citywide average of 1,268 sq. ft.



Home Values (2007)		
Avg. Property Value	Avg. Living Area (sq. ft.)	Property Value/sq. ft.
\$112,976	1,030 sq. ft.	\$109.68

The modest size and amenities of the housing stock justifies the lower home sale values. The table below compares homes sold during 2007 in the South Park Neighborhood with those sold in the City of Des Moines and Polk County. The homes sold in South Park are smaller and less expensive than those sold in Polk County and the City of Des Moines.



Housing

2007 Home Sale Information for South Park, Des Moines, and Polk County						
Location	Number Sold	Average Sale Price	Year Built	Area	Bedrooms	Bathrooms
South Park	66	\$110,231	1969	1,029	2.8	1.7
Des Moines	4,448	\$115,999	1945	1,195	2.7	1.7
Polk County	10,320	\$160,919	1969	1,401	2.8	2.3

Despite the very high number of well maintained homes, South Park is at a critical juncture. The houses in the neighborhood lack the amenities that many of today's homebuyers are looking for, such as attached garages and additional bedrooms and bathrooms. The relatively modest size of the housing stock along with the lack of amenities like bedrooms and bathrooms eliminates the homes in the neighborhood for many potential homebuyers.

The South Park Planning Committee has identified preserving and enhancing the neighborhood's housing stock as a top priority. They acknowledge that without investments in the housing stock, the neighborhood will face significant decline, as more single family homes become rental properties. Unless the growing functional obsolescence of the housing stock is addressed, the neighborhood will face an uncertain future. This plan offers numerous strategies to address these concerns through a partnership among the South Park Neighborhood Association, Neighborhood Finance Corporation, the City of Des Moines and other agencies.



Housing

Goal/Outcomes	Strategy	Implementation	Responsible Parties	Timeline
Preserve and enhance the neighborhood's well maintained housing stock.	Promote the Neighborhood Finance Corporation's (NFC) home purchase, home refinance and home repair/remodeling programs.	The NFC and SPNA will create a multi-faceted marketing strategy that is specific to South Park to promote the NFC's programs.	NFC, SPNA	Ongoing
	Promote other housing improvement programs for low income and elderly home owners such as Rebuilding Together, City of Des Moines NCS programs, Community Housing Development Corporation (CHDC) and others.	SPNA will do general promotion (via newsletter, website, email) to ensure that residents are aware of all existing programs.	SPNA, City of Des Moines Neighborhood Conservation Services (NCS), Rebuilding Together, Community Housing Development Corporation (CHDC)	Ongoing
	Encourage owners of rental properties to maintain them in a manner that is consistent with the neighborhood.	SPNA will work with the Community Development Department - Neighborhood Based Service Delivery (NBSD) program to ensure that all rental properties are in compliance with City's rental code and junk & debris ordinance.	SPNA, City of Des Moines - NBSD	Ongoing
		SPNA will work with the Community Development Department - NBSD to identify illegal rental properties and bring them into compliance with the City's rental codes.	SPNA, City of Des Moines - NBSD	Ongoing
		SPNA will ask rental property owners to become members of the neighborhood association and to support the mission of the association.	SPNA	Ongoing

Housing

Goal/Outcomes	Strategy	Implementation	Responsible Parties	Timeline
	Target NFC lending to address housing issues of "functional obsolescence"	NFC and SPNA will target homeowners for specific improvements to enhance the functionality of the housing stock, including second bathrooms, third bedrooms and two car garages.	SPNA, NFC	Ongoing
	Promote foreclosure assistance programs to prevent foreclosures from occurring in the neighborhood.	SPNA will use its newsletter and other resources to promote foreclosure assistance programs.	SPNA	Ongoing
	Limit the negative impact of foreclosed homes on the neighborhood.	SPNA will work with the Community Development Department - NBSD inspector to ensure that foreclosed properties do not become a nuisance for the neighborhood.	SPNA, City of Des Moines - NBSD	Ongoing
Improve the "curb appeal" of the neighborhood.	Encourage property owners to take pride in the appearance of their properties.	SPNA and NFC will create a multi-faceted marketing approach that encourages homeowners to improve the exteriors of their homes (siding, windows, driveways)	SPNA, NFC	Ongoing
	Encourage residents to utilize the City's SCRUB program.	SPNA will promote SCRUB Day and provide the volunteers necessary to participate in the City's SCRUB program	SPNA	Annually
	Ensure that all properties meet the standards identified in the City's zoning and junk & debris ordinances.	SPNA will work proactively with the City's Community Development Department/ NBSD to ensure that all zoning code and junk & debris ordinance violations are promptly identified and remedied.	SPNA, NBSD - CD	Ongoing

Identity, Promotion & Leadership

Many of Des Moines' neighborhoods come with built in identity. Mention Beaverdale, Sherman Hill, Highland Park or Easter Lake, and a mental image of a particular housing style or landmark immediately comes to mind for most locals. South Park, however, lacks that built in recognition. For many, South Park brings up cartoonish images of Cartman and Kenny, not the beautiful tree-lined streets located south of Park Avenue. This association with Comedy Central's hit television series was something that the planning committee deliberated a great deal about. After much consideration, it was decided that it was best to keep the name South Park and create a series of goals and strategies that will create an identity for the South Park neighborhood as a neighborhood of choice in Des Moines.

There was concern addressed during the planning process that many of those who live in the area are not aware they live in the South Park neighborhood. A strong neighborhood association that regularly communicates with all residents and holds fun, informative and family-friendly events will help to remedy this lack of awareness. The South Park Neighborhood Association (SPNA) has made a commitment to improve its communications with residents through newsletters, emails and a website. As evidence of this commitment, two newsletters have been mailed to all South Park households in recent months, a website has been created and many new email addresses have been collected. SPNA has utilized the services of the Des Moines Neighbors Neighborhood Resource Office for printing and mailing, and anticipates using them for other services in the future.

Leadership development and volunteer recruitment have also been identified as critical issues for the neighborhood association to address. To this end, several SPNA members have participated in the Des Moines Neighbors Neighborhood Resource Office Neighborhood Resident Leadership Certificate program at Des Moines Area Community College (DMACC). Others will be encouraged to participate in this program.



Identity, Promotion & Leadership

Goal/Outcomes	Strategy	Implementation	Responsible Parties	Timeline
Create an "identity" for the South Park neighborhood as a neighborhood of choice for homeowners and high quality landlords.	Develop a sense of "neighborhood" for the residents of South Park.	Hold neighborhood-wide community building events (Chili Supper, National Night Out, Bowling Night) on a regular basis to encourage people to get to know each other and promote neighborhood identity and unity.	SPNA	Ongoing
	Give residents and non-residents a positive image of the neighborhood.	Maintain and enhance the neighborhood entrance feature located at SE 14 th Street and McKinley Avenue.	SPNA	Ongoing
		Install "South Park Neighborhood" signage where appropriate throughout the neighborhood.	SPNA, CSSNA, City of Des Moines Traffic and Transportation Division	Short term
	Encourage realtors to positively promote South Park to prospective homebuyers.	SPNA and the NFC will encourage realtors to promote their listings in South Park and the availability of NFC programs.	SPNA, NFC	Ongoing
	Continue South Park's leadership in regional committees and organizations that work to promote and improve the South Side of Des Moines.	South Park will maintain its leadership role in organizations such as CSSNA, SSRP, and the SuperBlock Master Plan that promote the South Side of Des Moines.	SPNA	Ongoing
Improve communication between the neighborhood association, residents, businesses, property owners and other stakeholders.	Utilize websites, email and newsletters to communicate about neighborhood issues and events.	SPNA will create and maintain a neighborhood newsletter, website and email distribution list that can be used to communicate neighborhood news and promote neighborhood events.	SPNA	Ongoing
Develop a pipeline of volunteers to take on various leadership roles in the South Park Neighborhood Association.	Take advantage of leadership development opportunities to strengthen the leadership within SPNA.	SPNA board members will participate in the DMACC Neighborhood Resident Leadership program.	SPNA	Ongoing
	Actively recruit individuals to take on leadership roles within SPNA.	SPNA board members will ask new members to get involved in projects and take on leadership roles.	SPNA	Ongoing

South Park Neighborhood Plan

Commercial Corridors

The health and viability of the commercial corridors in the South Park neighborhood are critical to the long term vitality of the area. The SE 14th Street and Army Post Road corridors are both major arterial streets in Des Moines, with SE 14th Street also being a designated United States Highway (U.S. 69). SE 14th Street, within the boundaries of the South Park neighborhood, averages more than 32,000 cars per day, while Army Post Road averages more than 18,000 cars per day, which makes them among the busiest streets in Des Moines.

Southridge Mall is located across the southern boundary of the neighborhood on Army Post Road, and along with its outparcels, serve as a major shopping destination in Des Moines. The mall has undergone a facelift in recent years and brought in new retailers, but still faces stiff competition from the other malls in the metro area, especially Jordan Creek Town Center, which is now just a short trip down the Highway 5 bypass for most south side residents. Across Army Post Road from Southridge Mall, located within the boundaries of the neighborhood, are a Hobby Lobby, Aldi and several other smaller retailers. SE 14th Street is home to Best Buy, Home Depot, Office Max and numerous restaurants and, across the eastern boundary of the neighborhood, a Wal-Mart.

Keeping these two corridors competitive in both today and tomorrow's marketplace is a primary goal of the South Park Neighborhood Association (SPNA), as well as several other entities that have developed in recent years. SPNA, the Coalition of South Side Neighborhood Associations (CSSNA), and the South Side Revitalization Partnership (SSRP) have all focused their attention on revitalizing these two corridors. RDG Planning & Design was commissioned by a coalition of interested parties, including the City of Des Moines, to create the *Des Moines Southside Revitalization Plan*, which was completed in March 2006. The South Park Neighborhood Plan does not seek to recreate the significant and comprehensive effort that went into the development of that plan, but it seeks to highlight those elements of the plan that are of most importance to the South Park Neighborhood. Among the issues of importance to SPNA are the regulation of transient merchants and vehicle display lots. SPNA also is very supportive of the SuperBlock Master Plan, as it is felt that its development will bring improvement and investment to the entire south side of Des Moines. SPNA would also like to see improved pedestrian connectivity along SE 14th Street.



Commercial Corridors

Goal/Outcomes	Strategy	Implementation	Responsible Parties	Timeline
Support a healthy, vibrant and diverse commercial corridor along SE 14th Street and Army Post Road.	Implement the four priority areas of the Des Moines Southside Revitalization Plan (RDG Planning & Design, March 2006), which include the SuperBlock Master Plan, regulation of transient merchants, redevelopment of mobile home parks and increased economic development activity along the corridors.	SPNA will continue to play an active role in the implementation of the recommendations contained in the Southside Revitalization Plan.	SPNA, CSSNA, SSRP, City of Des Moines – Office of Economic Development/Community Development	Ongoing
		SPNA will participate in new initiatives that support the goals of the Southside Revitalization Plan.	SPNA, CSSNA, SSRP, City – Office of Economic Development/Community Development	Ongoing
		SPNA will continue to play an active role in the development, implementation and enforcement of the transient merchant ordinance.	SPNA, CSSNA, SSRP, City – Office of Economic Development/Community Development	Short term
		SPNA will encourage the development of stricter design guidelines for commercial tax abatement.	SPNA, CSSNA, SSRP, City – Office of Economic Development/Community Development	Short term



Commercial Corridors

Goal/Outcomes	Strategy	Implementation	Responsible Parties	Timeline
		SPNA will support the redevelopment of substandard mobile home parks.	SPNA, CSSNA, SSRP	Long term
		SPNA will partner with the South Des Moines Chamber of Commerce, South Side Revitalization Partnership and the Coalition of South Side Neighborhood Associations to enhance the appearance of the SE 14 th Street and Army Post Road and to support economic development on the South Side.	SPNA, CSSNA, SSRP, South Des Moines Chamber of Commerce, City – Office of Economic Development/Community Development	Ongoing
		SPNA will continue to play an active role in the development, implementation and enforcement of enhanced vehicle display lot regulations.	SPNA, CSSNA	Ongoing
	Enhance the pedestrian connectivity along SE 14 th Street.	SPNA will encourage the City of Des Moines to research and develop a plan to enhance pedestrian access along the entire SE 14 th Street corridor.	SPNA, CSSNA, SSRP, City of Des Moines	Long term



Neighborhood Enhancements

Access to recreation is an important quality of life issue for all neighborhoods. South Park is home to Jordan Park, a small park located in the southern part of the neighborhood. There are no park facilities in the northern part of the neighborhood, which is also home to many of the neighborhood's large apartment complexes. Neighborhood residents have access to playground equipment and open space at Lovejoy Elementary School, as well as athletic fields at Weeks Middle School. There are currently no trail connections in the neighborhood.

The South Park Planning Committee identified enhancing existing recreational facilities and creating new ones as a major goal of this plan. South Park hopes to provide recreational opportunities for all of its residents, including trail access and additional park amenities. Improving recreational facilities is key to making South Park a neighborhood of choice for homebuyers, especially ones with young families.

Goal/Outcomes	Strategy	Implementation	Responsible Parties	Timeline
Encourage walking, running and biking in the South Park Neighborhood.	Increase pedestrian connectivity and safety in the neighborhood.	SPNA will work with the City of Des Moines to get a sidewalk installed along the west side of SE 5 th Street from East Miller Avenue to East Watrous Avenue.	City of Des Moines- Engineering Department	Immediate
		SPNA will support the continued implementation of the McKinley Avenue Widening project, particularly the Priority 2 segment between SE 5 th Street and SE 14 th Street.	SPNA	Long term
	Connect South Park to the City's trail network and other regional attractions.	SPNA will support the development of a multi-use trail along McKinley Avenue to connect the neighborhood to Ewing Park.	SPNA, City of Des Moines	Long term
		SPNA will support other trail projects that would provide improved access to the regional trail system, link residents to regional attractions and create a north-south trail through the neighborhood.	SPNA, City of Des Moines	Long term

South Park Neighborhood Plan

Neighborhood Enhancements

Goal/Outcomes	Strategy	Implementation	Responsible Parties	Timeline
Increase family-friendly recreation opportunities in the neighborhood.	Maintain and enhance the amenities available at Jordan Park.	SPNA will encourage the Parks & Recreation Department to increase the hours and days of operation at the Jordan Park wading pool, and to install a new water feature.	SPNA	Short term
		SPNA will encourage the Parks & Recreation Department to enhance the facilities at Jordan Park.	SPNA	Long term
	Establish a community school park and garden at Weeks Middle School.	City of Des Moines, Des Moines Public Schools and SPNA will work to pursue funding in order to develop recreational facilities at Weeks Middle School.	City of Des Moines Parks & Recreation Department, Des Moines Public Schools, SPNA, CSSNA	Long term
	Support the implementation of the SuperBlock Master Plan that seeks to make the area south of Army Post Road between SE 14 th Street and Southwest 9 th Street into a regional destination for cultural facilities.	SPNA will continue to support the implementation of the SuperBlock Master Plan, and will encourage the development of trail and sidewalk linkages from South Park to the SuperBlock.	SPNA	Long term



Neighborhood Safety

Safety and security are at the core of every neighborhood association, and South Park is no different. The neighborhood association has always had a close tie to the Des Moines Police Department and has been a part of the City's Neighborhood Based Service Delivery (NBSD) program since 2002. Crime prevention is the key element of the safety goals identified by the South Park Planning Committee.

Goal/Outcomes	Strategy	Implementation	Responsible Parties	Timeline
Improve safety and security in the neighborhood.	Encourage South Park landlords to participate in the Des Moines Police Department's Crime Free Multi-Housing Program.	SPNA will promote the program through its newsletter and other communication tools and will actively recruit landlords to participate in the program.	SPNA, City of Des Moines Police Department	Ongoing
	Utilize the Des Moines Police Department's CrimeView Community to determine neighborhood "hot spots" for criminal activity.	SPNA will work closely with its NBSD officer and the NARC office to identify and address any areas of concern in the neighborhood.	SPNA, City of Des Moines Police Department	Ongoing
	Educate residents on crime prevention techniques	Establish a committee of SPNA that works on crime prevention and education.	SPNA	Short term
	Encourage residents to report areas that appear to be under lit.	SPNA will submit written complaints regarding street lighting to the City's Engineering Department.	SPNA	Ongoing



Infrastructure Improvements

A key component of the Neighborhood Revitalization Program is the Neighborhood Infrastructure Rehabilitation Program (NIRP). This program targets infrastructure rehabilitation in Designated Neighborhoods and provides improvements above and beyond the City's annual street, curb, and sidewalk maintenance programs. Unmet needs remaining after NIRP will continue to be considered for inclusion in the City's annual infrastructure maintenance programs as conditions, priorities, and funding permit. The South Park Neighborhood was allocated \$689,560 in NIRP funds to make repairs to streets, sidewalks, and curbs. South Park utilized funds from both the Capital Improvements Plan (CIP) NIRP budget and the Community Development Block Grant (CDBG) NIRP budget.



At the neighborhood input meeting, residents were given an opportunity to discuss specific infrastructure concerns. The Des Moines Public Works Department then surveyed the streets, sidewalks, and curbs in the South Park Neighborhood to determine the areas of greatest need for repairs. Public Works staff then presented their recommendations to the planning committee for their input. A final work program was agreed upon by both the South Park Planning Committee and Public Works staff and is detailed in the accompanying table. Most of the infrastructure improvements were completed during the 2007 construction season. The remaining work, two street resurfacing projects, will be completed during the 2008 construction season.



Infrastructure Improvements

*** Infrastructure Improvements ***

Hot Mix Asphalt (HMA) Street Resurfacing
 \$241,890 from FY2007 NIRP
 21,990 square yards completed

SE 7th Court – Diehl Street to Hart Street
 SE 8th Court – Park Avenue to Miller Street
 SE 11th Street – Phillips Avenue to Marion Street
 Jordan Drive – SE 5th Street to Hart Street
 Kenyon Avenue – SE 5th Street to SE 9th Street
 Marion Avenue – SE 10th Street to SE 12th Street
 Phillips Avenue – SE 10th to SE 13th Street
 Spring Avenue – SE 5th Street to SE 9th Street

Concrete Pavement Restoration (CPR) Street Resurfacing

\$80,920 from FY2008 NIRP
 1,220 square yards completed

Emma Avenue – SE 8th Street to SE 14th Street
 Titus Avenue – SE 5th Street to SE 7th Street

Interim Paving

\$17,550 from FY2007 NIRP
 1,350 square yards completed

Hughes Avenue – SE 8th to the dead end east
 Miller Avenue – SE 8th to the dead end east

Sidewalk Replacement & Repair

\$349,200 from FY2007 NIRP

Approximately 19,400 lineal feet of defective sidewalk has been replaced by the Public Works Department throughout the neighborhood.

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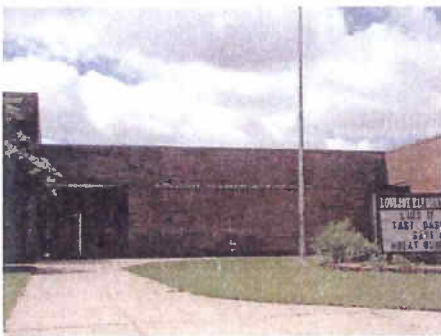


Land Use & Zoning

Land use and zoning are two tools that cities local governments use to regulate development. A land use plan sets an overall vision for development. The land use plan is not parcel specific and does not give parcels legal rights. Zoning, on the other hand, is parcel specific and legally binding. Zoning decisions are based on the land use designation. The zoning ordinance has two parts, a written document and a map. The text describes what is allowed in each zoning district, while the map denotes a zoning classification for each parcel.

When the South Park Neighborhood Plan is approved, it will become an amendment to the City of Des Moines' 2020 Community Character Plan, which is the City's land use plan. The land use changes that are recommended by this plan will immediately become a part of the 2020 Community Character Plan and will guide future development decisions in the neighborhood. There are no zoning changes proposed as part of the South Park Neighborhood Plan.

After an in depth analysis of the current and projected development in South Park, only three minor land use changes are recommended by this plan. These changes will allow the 2020 Community Character Plan to reflect the existing land use on three sites in the neighborhood.



Land Use & Zoning

Goal/Outcomes	Strategy	Implementation	Responsible Parties	Priority
Enhance the character of the South Park Neighborhood.	Amend the 2020 Community Character Plan's future land use designation for Lovejoy Elementary School from Low Density Residential to Public/ Semi-Public to ensure consistency with the existing land use.	Adoption of the South Park Neighborhood Plan.	SPNA, City of Des Moines Community Development	Immediate
	Amend the 2020 Community Character Plan's future land use designation for Jordan Park from Low Density Residential to Park/ Open Space to ensure consistency with the existing land use.	Adoption of the South Park Neighborhood Plan.	SPNA, City of Des Moines Community Development	Immediate
	Amend the 2020 Community Character Plan's future land use designation for the parcels at the northeast corner of SE 5 th Street and East Kenyon Avenue from Low Density Residential to Medium Density Residential to ensure consistency with the existing land use.	Adoption of the South Park Neighborhood Plan.	SPNA, City of Des Moines Community Development	Immediate



Implementation

Implementation of the plan is the hardest part of the Neighborhood Revitalization Program. As the organization responsible for implementation, it is imperative that the South Park Neighborhood Association have the organizational capacity to achieve the goals of the plan. It will be necessary for the neighborhood association to create subcommittees to tackle the various components of the plan and to build coalitions with other organizations in order to achieve success.

It will also be necessary to categorize and prioritize the goals of the plan. Some of the goals in the plan are policy changes that will require the City Code to be amended. SPNA will need to work closely with City Council members, City staff and other interested parties in order to effectively implement these policy changes. SPNA will also need to prioritize the goals in order to develop a work plan. At the June 19, 2008 neighborhood meeting, attendees voted on their top three implementation priorities. The top priorities were (there was a tie for the third priority):

- Neighborhood safety and security
- Improved walking routes in the neighborhood
- Improving housing stock -- updating, remodeling, new driveways
- Improving the curb appeal of the neighborhood -- landscaping, fencing, gardens

Leadership development and volunteer recruitment will be vital to the success of the plan. At this point, it appears that the neighborhood association has laid the necessary groundwork, but it cannot become complacent in its ongoing effort to improve itself. The City of Des Moines' Neighborhood Development Division, the Neighborhood Resource Office and other City staff will provide the technical assistance needed to implement the plan. Continued commitment and support will also be required from the Des Moines City Council and the Polk County Board of Supervisors.

The Neighborhood Development Division will conduct periodic assessments of the progress of this plan and will recommend the neighborhood be moved to Charter status in the City's Neighborhood Revitalization Program once substantial progress has been made toward completion of the goal identified in the plan. It is possible that certain activities may be investigated and determined to be infeasible or require an unreasonable demand for resources. Once substantial progress has been made toward completion of the goals in the plan, a report will be prepared with assistance from the South Park Neighborhood Association that will be forwarded to the Neighborhood Revitalization Board for a recommendation. Their recommendation will be forwarded to the Des Moines City Council and Polk County Board of Supervisors, and, if approved, the neighborhood will move to Charter status in the Neighborhood Revitalization Program.

Timeline Definitions:

Ongoing: Continuous emphasis

Immediate: Completion upon adoption of the plan or by the end of 2008

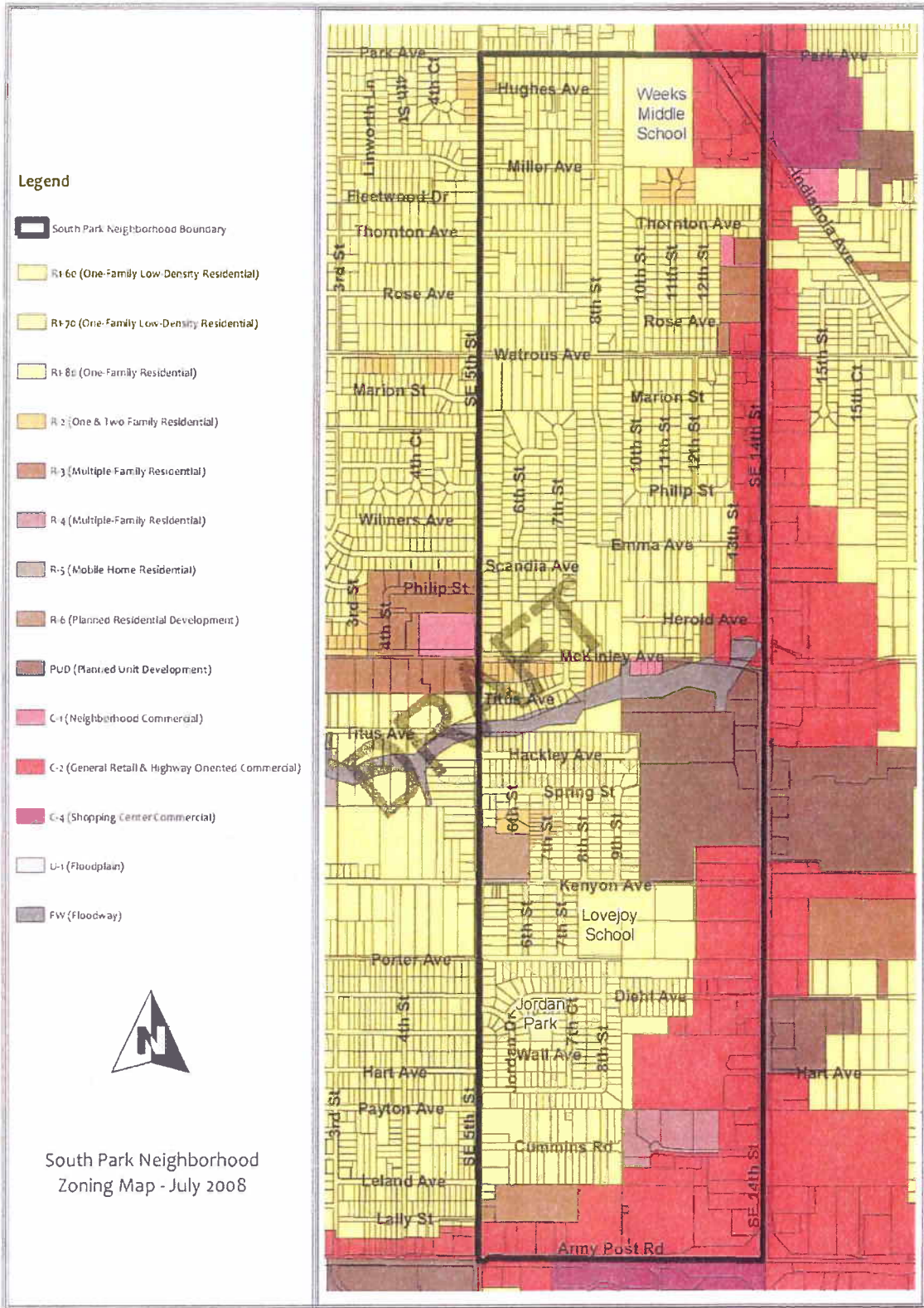
Annually: Recurring every year

Short term: Completion within one to three years

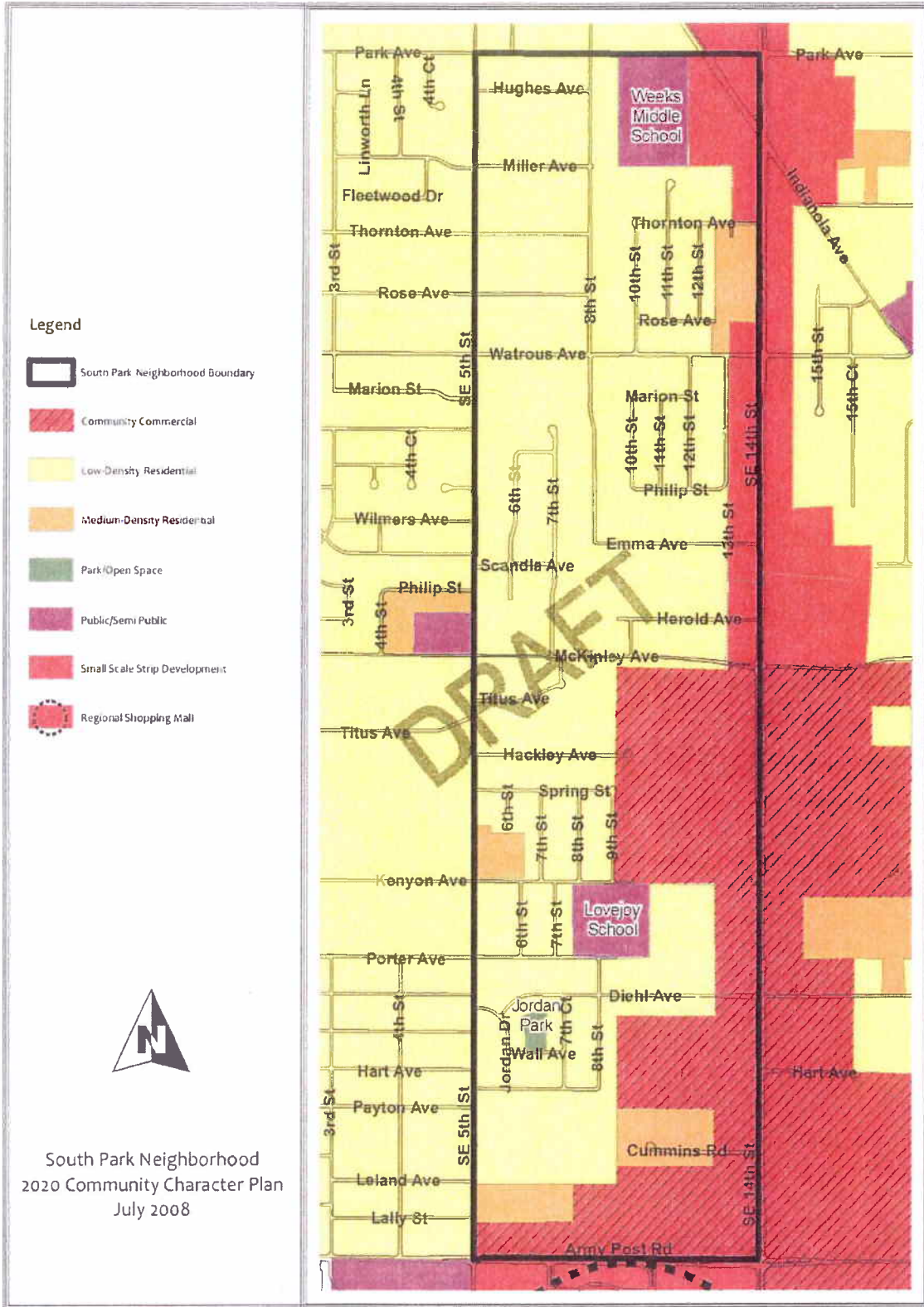
Long term: Completion in five or more years

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Zoning Map



2020 Land Use Map



Legend

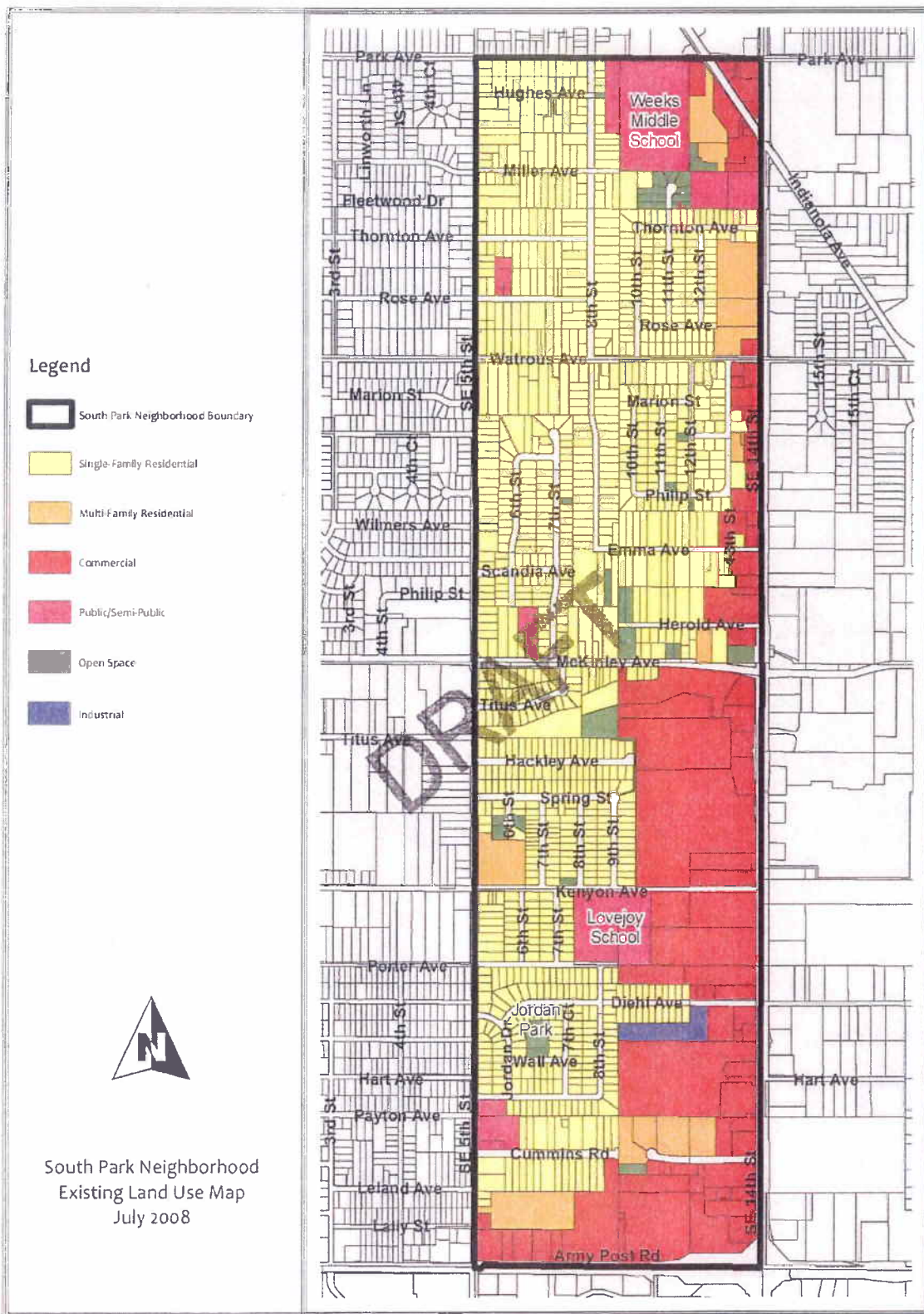
-  South Park Neighborhood Boundary
-  Community Commercial
-  Low-Density Residential
-  Medium-Density Residential
-  Park/Open Space
-  Public/Semi Public
-  Small Scale Strip Development
-  Regional Shopping Mall



South Park Neighborhood
2020 Community Character Plan
July 2008

South Park Neighborhood Plan

Existing Land Use Map



South Park Neighborhood Plan July 2008

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South Park Neighborhood Association
June 30, 2008

Neighborhood Revitalization Board
July 2, 2008

Polk County Board of Supervisors
July 29, 2008

Des Moines Plan & Zoning Commission
August 7, 2008

Des Moines City Council
August 11, 2008