

★ Roll Call Number

Agenda Item Number

54 B-1

Date March 25, 2013

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

WHEREAS, the City Plan and Zoning Commission has advised in the attached letter that at a public hearing held March 7, 2013, the members voted 14-0 to recommend APPROVAL of a City initiated request to amend the Des Moines' 2020 Community Character Plan to incorporate the Woodland Heights Neighborhood Plan Update as an element.

NOW THEREFORE, BE IT RESOLVED, by the City Council of the City of Des Moines, Iowa, that the proposed amendment to the Des Moines 2020 Community Character Land Use Plan described above, is hereby approved.

MOVED by _____ to approve the proposed amendment.

FORM APPROVED:



(21-2013-4.07)

Michael F. Kelley
Assistant City Attorney

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
GRIESS				
HENSLEY				
MAHAFFEY				
MEYER				
MOORE				
TOTAL				

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.

MOTION CARRIED

APPROVED

Mayor

City Clerk

March 13, 2013

Date _____
Agenda Item 54B-1

Roll Call # _____

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 March 7, 2013, the following action was taken regarding a City initiated request to amend the Des Moines' 2020 Community Character Plan.

COMMISSION RECOMMENDATION:

After public hearing, the members voted 14-0 as follows:

Commission Action:	Yes	Nays	Pass	Absent
Dory Briles	X			
JoAnne Corigliano	X			
Shirley Daniels	X			
Jacqueline Easley	X			
Tim Fitzgerald	X			
Dann Flaherty	X			
John "Jack" Hilmes	X			
Ted Irvine	X			
Greg Jones	X			
William Page	X			
Christine Pardee	X			
Mike Simonson				X
CJ Stephens	X			
Vicki Stogdill	X			
Greg Wattier	X			

APPROVAL of a request to amend the Des Moines' 2020 Community Character Plan to incorporate the updated and amended Woodland Heights Neighborhood Plan as an element. (21-2013-4.07)

STAFF RECOMMENDATION TO THE P&Z COMMISSION

Staff recommends that the Des Moines' 2020 Community Character Plan be amended to incorporate the updated and amended Woodland Heights Neighborhood Plan as an element.

STAFF REPORT

I. BACKGROUND INFORMATION

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 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 year pilot program with Beaverdale Neighborhood Association and Woodland Heights Organization participating in 2012. Capitol East Neighborhood Association and Capitol Park Neighborhood Association will be participating in the pilot program in 2013.

II. GENERAL PLAN SUMMARY

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 Woodland Heights Organization (WHO) circulating a survey in the summer of 2012 to all residents asking them about their neighborhood. WHO collected 119 total surveys during this process. 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, held on September 22nd, focused upon identifying resident goals, identifying the strengths, weaknesses, opportunities and challenges facing the neighborhood, as well as the creation of a neighborhood vision statement. Participants in the following two workshops, held on October 6th and 20th, respectively, identified goals and strategies that would help the neighborhood address the concerns of each of the priority areas.

The neighborhood also worked with the ISU planning team to draft a vision statement for the development of their neighborhood:

The residents of Woodland Heights envision a cohesive, aesthetically pleasing, and peaceful neighborhood where families can thrive in a socially diverse, historically significant community that remains connected to its natural setting and surrounding urban environment.

Based on the results of the neighborhood survey and the input received at the workshops, Woodland Heights' residents identified priority goals for the neighborhood to address over the next five to ten years. The following goal areas were identified:

1) Community Identity and Enhancement

Woodland Heights is a diverse neighborhood with an active neighborhood organization. The survey found residents to be very invested in the aesthetic quality and historic significance of the neighborhood. Participants want to build from this foundation and continue to strengthen the sense of community and improve the level of engagement among residents.

2) Trees

The mature tree canopy is an important identifying feature for the Woodland Heights neighborhood. Educating residents and finding resources to help preserve and maintain the trees are a high priority.

3) Housing

Woodland Heights' residents take pride in the historic architectural character of homes in the neighborhood. Maintaining this integrity and continuing the many improvements that have been made to homes since the last neighborhood plan are critical. In addition, residents want to address vacant properties, promote infill development on vacant lots, and address properties with maintenance concerns.

4) Parks and Open Space

The neighborhood is fortunate to have several parks and open spaces for recreation with Chamberlain Park, Woodland Cemetery, and the school properties. Residents envision upgrades to Chamberlain Park, expanded public access to the Cemetery, and connections to recreation opportunities outside the neighborhood.

5) Infrastructure

The condition of infrastructure continues to be of significant importance to the Woodland Heights Neighborhood. Suggested improvements include repairing sections of the fence around Woodland Cemetery, installing new sidewalk along walk routes to the schools, adding traffic and parking signage, and additional tree plantings.

This plan does not include any recommended land use or zoning changes.

Development opportunities were briefly discussed during the planning process and the neighborhood emphasized preserving the residential areas and strengthening the commercial districts along Ingersoll Avenue.

SUMMARY OF DISCUSSION

Jason Van Essen stated because there was already a 5:30 presentation on this item he believed that it would be better to allow the person who is in opposition to speak and then staff could address any questions or concerns.

CHAIRPERSON OPENED THE PUBLIC HEARING

The following spoke in opposition of the applicant's request:

Wendy Lacina 4155 53rd Street stated she was not against passing the plan. However, she has a concern with one element in the plan. Her concern is the reference to the Bicycle and Trail Master Plan.

- She believes that more than half of the design committee that wrote the plan does not live in the City of Des Moines.
- Alleged notices and reply cards were not mailed to residents adjoining improvements identified in the plan.
- Expressed concern with the process of how the committee was selected
- Alleged neglect in the committee's process by not going through the Plan and Zoning Commission, the Access Advisory Board which ensures the disabled people have equal opportunity to use public right-of-way space safely.
- Alleged the Park and Recreation board has never approved this plan as an action item just a file and receive.
- Alleged the City Council has never approved this plan as an action item just a receive and file.

Dann Flaherty asked for clarification of concern. He asked if the concern is the Bike and Trail Master Plan or the Neighborhood Plan.

Wendy Lacina stated that Woodland Heights did a great job with the neighborhood plan.

Dann Flaherty stated that the Bike and Trail Master Plan is a guideline it is not approving or disapproving any trails.

Wendy Lacina stated she understood that but when the Woodland Heights Neighborhood leaves this meeting they are going to begin implementing both plan.

Dann Flaherty stated they will not begin implementing that plan. They will work with the City to try and implement those plans.

Wendy Lacina stated that what has been happening is when that plan is being implemented policies are not being abided by. She does not believe that anyone in the City is intentionally ignoring this, she does not want the neighborhood to be under the impression that this plan is going to be passed so they can run and implement more bike and trails via this master plan.

Dann Flaherty explained that the neighborhood's proposal is not implementation. It is a guideline to move forward with implementation. The implementation process has not started yet.

Wendy Lacina stressed she would like for the Commission to pass this proposal tonight. She is on the Neighborhood Revitalization Board (NRB) and they passed it last night. When she brought her concerns to the NRB they suggested tabling it. She believed that it is not in the NRB realm but she believes it is really a Plan and Zoning issue. If the Plan and Zoning Commission is comfortable with passing this proposal she suggest putting a caveat that maybe the City staff can be asked as to how these oversights occurred.

Mike Ludwig presented information from the Planning File for the Bike and Trail Master Plan. Amendments to the Comprehensive Plan are advertised in the Des Moines Register before the Commission holds a hearing on those amendments. Such a notice was published per code. Individual mail notifications go out on zoning items per code, not a Comprehensive Plan Amendment for a plan. The Planning Commission held their hearing on June 2, 2011 on the Bike and Trail Master Plan in accordance with the notice. The Commission voted 11-0 to recommend approval of the Master Plan as a Comprehensive Plan Amendment to the 2020 Community Character Plan. On June 13, 2011 the City Council approved the plan as an element of the 2020 Community Character Plan. The Council resolution states that the trails and greenways advisory committee unanimously recommended approval of the plan as an element on May 9, 2011. On May 10, 2011 the Traffic Safety Committee unanimously recommended approval of the plan as an element of the 2020 Community Character Plan. Based on this information, the Bike and Trail Master Plan did follow all of the required processes. It is an element of the 2020 Community Character Plan and has been approved by Council and is appropriate to have it referenced in the neighborhood's plan.

Ted Irvine stated there is no problem in discussing how the bike lanes get connected to the trails. However, it has nothing to do with what is being discussed today. If it came back as an item that required some sort of approval from the Plan and Zoning Commission he would be happy to look at it. He believes that this proposal by Woodland Heights Neighborhood Association should be passed.

CHAIRPERSON CLOSED THE PUBLIC HEARING

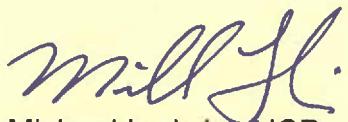
There was no one to speak in favor or in opposition of the applicant's request.

COMMISSION ACTION:

Greg Jones moved staff recommendation that the Des Moines' 2020 Community Character Plan be amended to incorporate the updated and amended Woodland Heights Neighborhood Plan as an element.

Motion passed 14-0.

Respectfully submitted,



Michael Ludwig, AICP
Planning Administrator

MGL:clw

Attachment

EXECUTIVE SUMMARY

The original neighborhood plan for Woodland Heights was approved in 1991, and the neighborhood had reached many of their goals since that time. In 2011, the neighborhood applied for the opportunity to update their plan. The new Woodland Heights plan complements the progress already made in the neighborhood and attends to new priority issues.

THE PLANNING PROCESS

The neighborhood planning process began with a survey of the residents of Woodland Heights in the fall of 2012. The survey was carried out by members of the Woodland Heights Organization (WHO). WHO collected a total of 119 surveys, which were then analyzed by the ISU Planning Team. The survey set the foundation for the neighborhood planning process to efficiently move forward as it guided the ISU Planning Team to prepare and plan for three information-seeking workshops. The workshops were designed and facilitated by the ISU Planning Team. Each workshop was three full hours, and allowed neighborhood residents to be intimately involved in the planning process. The first workshop, held on September 22nd, focused upon identifying resident goals, identifying the strengths, weaknesses, opportunities and challenges facing the neighborhood, as well as the creation of a neighborhood vision statement. Participants in the following two workshops, held on October 6th and 20th, respectively, identified goals and strategies that would help the neighborhood address the concerns of each of the priority areas.

PRIORITY AREAS AND VISION STATEMENT

Through the planning process, the neighborhood articulated a guiding vision for the development of their neighborhood:

The residents of Woodland Heights envision a cohesive, aesthetically pleasing, and peaceful neighborhood where families can thrive in a socially diverse, historically significant community that remains connected to its natural setting and surrounding urban environment.

They also identified five priority areas that were used to organize the goals and strategies in the plan: community identity and enhancement, trees, recreation and open spaces, housing, and infrastructure. The following table lists the goals and strategies associated with each priority area.

PRIORITY AREA 1: COMMUNITY IDENTITY AND ENHANCEMENT	
Goal #1 Enhance the visibility and marketability of Woodland Heights	Strategies <ul style="list-style-type: none">• Develop signage for neighborhood points of entry• Initiate a neighborhood branding effort
Goal #2 Increase communication and outreach within the neighborhood	Strategies <ul style="list-style-type: none">• Provide outreach to new neighbors• Strengthen the Woodland Heights Organization
Goal #3 Improve connections between the neighborhood and businesses along Ingersoll Avenue	Strategies <ul style="list-style-type: none">• Increase neighborhood resident awareness of Ingersoll businesses

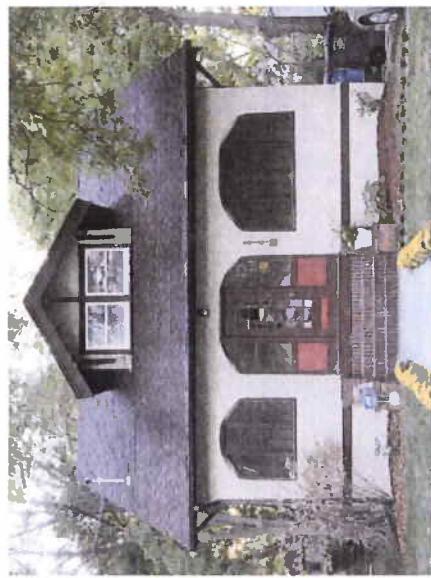
Implementation

The successful implementation of this plan is critical to the realization of the neighborhood's vision statement and its ongoing stability and revitalization. Reaching this vision requires a commitment from neighborhood residents, as well as a strong and active neighborhood leadership. The Woodland Heights Organization is responsible for the overall implementation of the plan. Therefore, the plan identifies the need for WHO to develop a strong organizational capacity that effectively communicates with residents and stakeholders, and collaborates with the partners identified in this plan. It is important that WHO regularly recruits and trains volunteers and develops leadership capacity to facilitate the execution of the plan.

For the plan to be successfully implemented, the plan also indicated the need for WHO to create a sustained partnership with the City of Des Moines. Furthermore, the neighborhood must engage and seek resource support from local organizations, neighborhood businesses and neighborhood schools. This will include identifying financing mechanisms above and beyond the traditional resources.

54B-1

WOODLAND HEIGHTS



February 2013

Neighborhood Plan



IOWA STATE
UNIVERSITY

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Woodland Heights Neighborhood Charter Plan Update

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February 18, 2013

INTRODUCTION

In the early 1990s, the City of Des Moines and the Polk County Board of Supervisors developed the Neighborhood Revitalization Program (NRP) to help stabilize and improve Des Moines' neighborhoods. As a result, the city's Community Development Department established the Neighborhood Development Division to coordinate the NRP.

The NRP 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 in the program, recognized neighborhoods are required to submit an application and present to the Neighborhood Revitalization Board. If selected into the program, the neighborhood planning process relies on active resident participation to identify critical neighborhood issues in their area.

In 2011, a pilot program was launched allowing charter neighborhoods to apply. A charter neighborhood is a neighborhood which has already completed and implemented a plan; however, many of these plans are now 15-20 years old. On September 14, 2011, the Woodland Heights Organization filed an application to participate in the pilot Charter Neighborhood Program. Their original neighborhood plan was approved in 1991 and the neighborhood had reached many of their goals. The Woodland Heights Organization's charter application included many new goals that could be implemented in an updated plan.

On January 1, 2012, the City Council of the City of Des Moines approved the recommendation supporting the selection of Woodland Heights as one of the five neighborhoods to participate in the Charter Neighborhood Program. Neighborhoods selected for the pilot program are required to work with city staff as well as graduate students from Iowa State University's Department of Community and Regional Planning (ISU Planning Team) to update their respective neighborhood plans.

The Woodland Heights Organization (WHO), the neighborhood's representative neighborhood association, began the planning process with a survey of the residents of Woodland Heights. The survey was designed, distributed and executed by members of WHO. Through the

INTRODUCTION

survey, WHO was able to gain a better understanding of the needs of the neighborhood's residents. WHO collected a total of 119 surveys, which were then analyzed by the ISU Planning Team. The survey results demonstrate that neighborhood residents are pleased with the quality of life that Woodland Heights offers. For example, most respondents cited a high perception of public safety, a strong sense of community and education opportunities as qualities of the neighborhood. The survey data also indicates that the residents deeply care about the aesthetic quality and historic significance of the neighborhood. The results of this survey are fully presented in Appendix A.

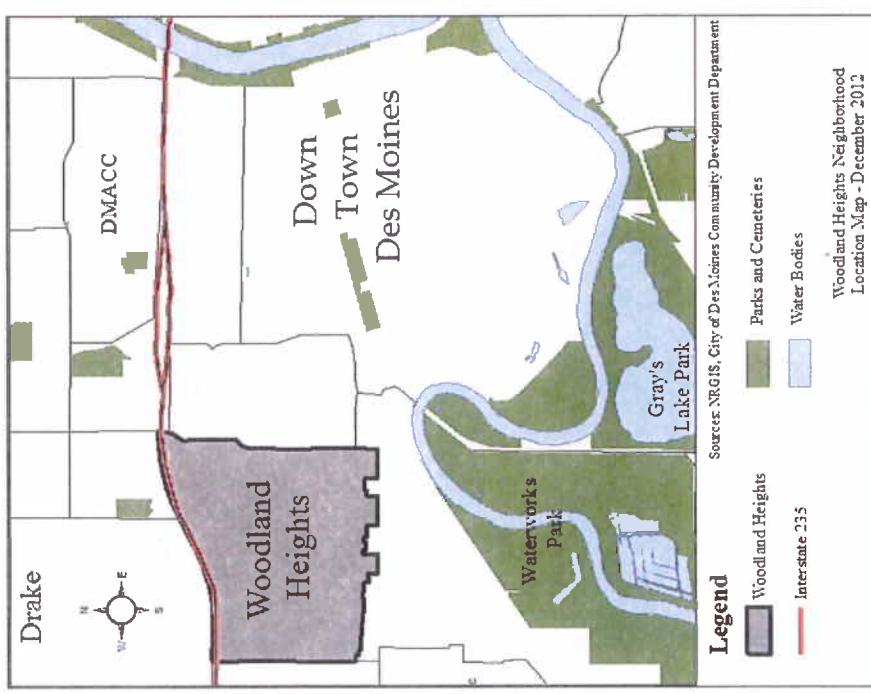


Woodland Heights Planning Workshop

The survey set the foundation for the neighborhood planning process to efficiently move forward as it guided the ISU Planning Team to prepare and plan for three information-seeking workshops. The workshops were designed and facilitated by the ISU Planning Team. Each workshop was three full hours, and allowed neighborhood residents to be intimately involved in the planning process. The first workshop, held on September 22nd, focused upon identifying resident goals, identifying the strengths, weaknesses, opportunities and challenges facing the neighborhood, as well as the creation of a neighborhood vision statement. Participants in the following two workshops, held on October 6th and 20th, respectively, identified goals and strategies that would help the neighborhood address the concerns of each of the priority areas, determined as a result of the survey results. These priority areas are discussed further on page nine of this plan.

*Whitmer Estate
National Historic Register*

WOODLAND HEIGHTS LOCATION



HISTORY

Centrally located in Des Moines, the Woodland Heights neighborhood was established in the early 1900s. Until the late 1880s, Woodland Heights was simply referred to as Woodlands, owing to its natural beauty as a forested, semi-rural area. The unique history of the neighborhood is addressed in the City of Des Moines' 2020 Community Character Plan, which states that traditional neighborhoods are worth protecting and efforts to protect community character are central to remaining a viable community.

The largest section of the neighborhood was once known as Woodland Place, which is roughly bordered today by Woodland Avenue and Center Street, and 25th and 28th streets. It was named Woodland Place by Percival-Porter Company, who developed the land and subdivided it into 138 lots in 1907. These plots sold for \$300-\$600 and created the foundation for the rapid development and transformation of Woodland Heights into a more urban setting.

Other distinctions add to the neighborhood's historic character. The housing stock primarily consists of Craftsman and Prairie homes, and features unique American Four Square architectural-styled homes. Today, these highly valued historic homes are a defining element of Woodland Heights' architectural landscape.



Early 1900s Arts and Crafts Home



National Historic Register Prairie-Style Home



Victorian-Style Home

DEMOCRAPHICS

Located west of downtown, Woodland Heights serves as a gateway to Des Moines. The neighborhood is bounded on the north by I-235, on the south by Ingelsoll Avenue, Martin Luther King Jr. Parkway to the east, and 31st Street to the west. The neighborhood covers an area of 283 acres. The primary land use classification is residential (87.2%) with some commercial (12.8%).

According to 2010 census tract-level data, the population of the Woodland Heights neighborhood is estimated to be 1,704 people. This constitutes just 0.8% of the city of Des Moines' estimated 2010 population of 209,665. This is a neighborhood of seniors and young families; a diverse community where neighbors help neighbors.

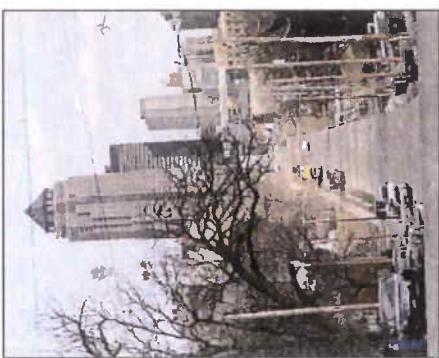
Race and Ethnicity

The neighborhood's central location contributes to its diversity, one of the neighborhood's most highly valued assets. According to the 2010 census data (Figure 1), Woodland Heights has a more diverse racial makeup than the city as a whole. As one neighborhood resident explained, "[The neighborhood's] diversity of cultures is good for raising kids."

Figure 1: Race/Ethnicity

Race/Ethnicity	Woodland Heights	City of Des Moines
White	67.5 %	76.9 %
Non-white	32.5 %	23.1 %
Black	22.6 %	10 %
Asian	3.3 %	4.3 %
Hispanic (any race)	6.6%	11.7 %

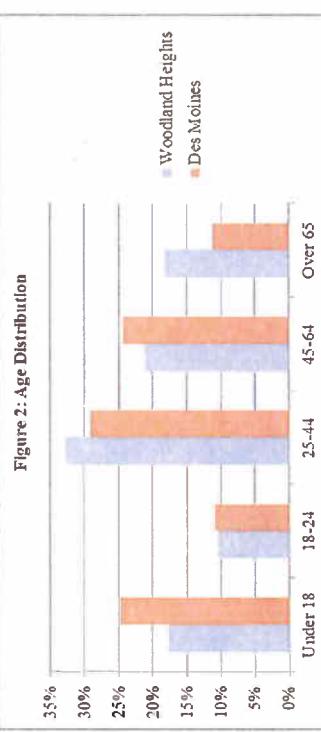
Data from US Census, 2010



DEMOCRAPHICS

Sex and Age Distribution
The 2010 census indicates that Woodland Heights is 50.7% male and 49.3% female. This distribution is very similar to that of Des Moines as a whole (51.1% and 48.9%, respectively).

Figure 2: Age Distribution



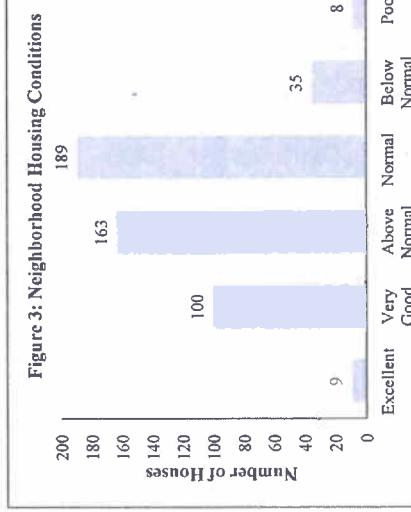
Data from US Census, 2010

Another area where Woodland Heights is distinct is in its age distribution. Figure 2 shows that Woodland Heights has a higher proportion of 25 to 44 year olds when compared to the rest of Des Moines. This implies that the neighborhood is attractive to those within this age group. As a result, an opportunity exists to continue to attract young professionals to Woodland Heights. The neighborhood also has a higher than average elderly population, which creates a level of stability within the neighborhood residents as people age in place. It also reflects the presence of senior living opportunities located within the neighborhood. Additionally, the age distribution of the neighborhood indicates the need to provide for the diverse immediate and future living and service needs of all age groups.

DEMOGRAPHICS

Woodland Heights is primarily a residential area with 973 households. There are 538 apartment units in the neighborhood, compared to 474 single family homes. The housing stock is as diverse as its residents, with the majority of single family homes and townhouses including two to three bedrooms and one to two bathrooms.

The number of bedrooms and bathrooms of the existing housing stock is representative of the age of the existing homes. The neighborhood's housing stock is older than the city's as a whole, with the average house in Woodland Heights being built in 1922, compared to 1945 for Des Moines. Just 8.9% of the housing stock is classified as below normal, poor, or very poor. The average assessed value per square foot is \$78, below the citywide average of \$95 per square foot.

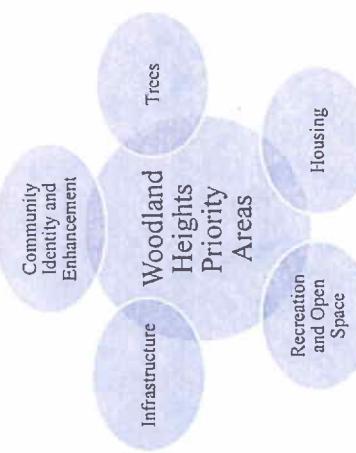


The City of Des Moines rates the physical condition of homes according to the following scale: excellent (e), very good (vg), above normal (an), normal (n), below normal (bn), poor (p), and very poor (vp). The percentage of houses in the Woodland Heights neighborhood that rate as excellent (e), very good (vg), above normal (an) and normal (n) condition are very similar to the City of Des Moines as a whole. The percentages are 91.1 and 92.8 respectively. Figure 3 indicates the current housing conditions in the neighborhood.

PRIORITY AREAS AND VISION STATEMENT

The first of the three neighborhood workshops was a visioning session. Woodland Heights' residents, facilitated by the ISU planning team, identified the neighborhood's strengths, weaknesses, opportunities and challenges. Drawing from this exercise as well as the neighborhood survey, we were able to identify five priority areas: community identity and enhancement, trees, recreation and open spaces, housing, and infrastructure (Figure 4). These priority areas represent the major issues that Woodland Heights' neighborhood residents seek to improve and build upon during the next five to ten years.

Figure 4: Woodland Heights Priority Areas



The Woodland Heights vision statement, crafted by the neighborhood residents with facilitation from the ISU Planning Team, reads:

The residents of Woodland Heights envision a cohesive, aesthetically pleasing, and peaceful neighborhood where families can thrive in a socially diverse, historically significant community that remains connected to its natural setting and surrounding urban environment.

The vision statement was influenced by the neighborhood survey as well as the first two community workshops. This vision statement guided the development of the Woodland Heights Neighborhood Plan.

COMMUNITY IDENTITY AND ENHANCEMENT

Woodland Heights is a diverse neighborhood that boasts an active neighborhood organization and longtime residents. The friendliness of the residents was often cited in neighborhood survey results when respondents were asked about their perceptions of Woodland Heights.

Workshop participants and survey respondents also cherish Woodland Heights' rich, historical housing stock, which is often surrounded by mature, beautiful trees. Residents also value the diversity of people and cultures and the close proximity to Ingersoll Avenue that makes the neighborhood a vibrant community. However, residents note that a strong sense of community identity is lacking. Residents mentioned a lack of overall knowledge of the neighborhood's historic qualities, a lack of resident interaction between one another and little opportunity to become more involved in neighborhood decision-making. They also identified an improved perception of safety following the neighborhood's participation in the City of Des Moines' Neighborhood Based Service Delivery (NBSD) program which replaced the Neighborhood Watch Program. The NBSD's mission is to revitalize and stabilize Des Moines' neighborhoods by creating a city-citizen partnership to identify and resolve safety issues at the neighborhood level.

The neighborhood planning process enabled residents to create goals that will increase the sense of resident awareness and participation, as well as creating a greater sense of community identity. These goals include the promotion of a stronger neighborhood identity and the creation of more opportunities for community interaction and outreach. Each of these goals, and related strategies, further enhance the City of Des Moines' 2020 Community Character Plan, where traditional neighborhoods (such as Woodland Heights) develop a "sense of place," or identity.

COMMUNITY IDENTITY AND ENHANCEMENT

Neighborhood residents often referred to Ingersoll Avenue with a great sense of pride. Forming the southern boundary of Woodland Heights (the neighborhood claims both sides of the avenue), Ingersoll is the commercial backbone of the neighborhood. Due to the importance of Ingersoll Avenue as a corridor within the city of Des Moines, in June 2012, the Ingersoll and Grand Avenue Planning Committee prepared the *Ingersoll and Grand Avenue Revitalization Strategy*. This Strategy identifies ways in which Ingersoll Avenue may continue to become a major commercial corridor within the city. Some of the recommendations identified within the Revitalization Strategy include increasing infill development and public art.

WHO currently has an official representative that attends Ingersoll Business Committee meetings, and neighborhood residents hope to take greater steps to increase the communication between WHO and the Ingersoll Business Committee in the future. Neighborhood residents also note the need to increase resident awareness of existing businesses along Ingersoll Avenue. Neighborhood residents believe that the community events they hold every year, such as *Neighborhood Night Out*, will also bring residents and Ingersoll business owners together on an informal basis.



Neighborhood Night Out gathering



Rebuilding Together Garden Project



Final presentation of neighborhood plan



Woodland Heights planning workshop

COMMUNITY IDENTITY AND ENHANCEMENT

TREES

Goal	Strategy	Implementation	Responsible Parties	Priority; timeline
Enhance the visibility and marketability of Woodland Heights	Develop signage for neighborhood points of entry	Coordinate with City's Traffic and Transportation Division to create signs, identify points in neighborhood where signs are needed, and have signs posted	WHO: City of Des Moines Traffic and Transpiration Division	Medium; mid-term
	Initiate a neighborhood branding effort	Develop a neighborhood logo to be used on signs and all neighborhood-related communication	WHO	High; short-term
		Develop a brochure for real estate agents that highlights neighborhood history and assets	WHO	Low; mid-term
Increase communication and outreach within the neighborhood	Provide outreach to new neighbors	Develop welcome packet for new residents	WHO; Rebuilding Together: Des Moines Neighbors	Medium; short-term
		Strengthen the Woodland Heights Organization	WHO	High; ongoing
		Increase WHO volunteer base	WHO	High; ongoing
Improve connections between the neighborhood and businesses along Ingersoll Avenue	Increase neighborhood resident awareness of Ingersoll businesses	Identify ways that Woodland Heights residents will support local Ingersoll business	WHO	High; on-going



Tree-lined street



Tree planting project

Woodland Heights is an established neighborhood with a large old-growth urban forest. Besides being surrounded by mature trees, the houses are nestled in a landscape of rolling hills. This scenery is repeated throughout the neighborhood and creates a close connection to nature giving residents a quiet retreat from the busy urban landscape, while having all the amenities of a bustling city nearby. This natural landscape has become an essential part of the character and identity of Woodland Heights.

In the community survey and planning workshops, many of the residents of Woodland Heights cited the importance of preserving and maintaining the urban forest on private and public land. The City of Des Moines also includes trees as an integral part of all street improvements. A primary concern raised by neighborhood residents is the difficulty of maintaining and removing trees on private land. Besides the costs of tree maintenance, concerns also include a lack of knowledge of tree health, diseases, maintenance and invasive species.

TREES

HOUSING

Goal	Strategy	Implementation	Responsible Parties	Priority; timeline
Preserve	Encourage property owners to preserve existing trees through appropriate population maintenance routines	Organize an annual tree care day with speakers, information and referral from IDNR, ISU, Polk County, City of Des Moines	WHO	High; ongoing
		Promote the increased neighborhood participation in the City of Des Moines' Champion Tree program	WHO	Low; ongoing
		Promote education through the ISU Forestry department Tree Steward training program of the ISU Forestry department	WHO; Tree Steward program	Medium; mid-term
Encourage	property owners to plant new trees	Identify resources for high quality/low cost trees for interested homeowners	WHO; MidAmerican Energy; Trees Forever	High; ongoing
		Coordinate with city to replant trees on right-of-way along High Street	City of Des Moines Forestry Division; WHO	High; mid-term
		Coordinate with city to establish priority replacement when additional trees are lost on city-owned property in neighborhood	WHO; City of Des Moines Forestry Division	Medium; ongoing

Housing is a major component of every neighborhood plan, particularly in a traditional neighborhood such as Woodland Heights, which holds the potential for the revitalization of an aging housing stock. The historical homes are a unique characteristic of Woodland Heights that sets it apart from suburban development. Many of the neighborhood's homes are bungalows and are known for their affordability and efficient character. Yet Woodland Heights also has several duplexes and commercial apartment buildings, including the Scottish Rite that provides both rental units and housing for the elderly. In addition, there is one new infill development along High Street with seventeen townhouses.

A small group of residents has always been active in the preservation and promotion of the historic and architectural character of the neighborhood. This effort resulted in a Woodland Heights character plan that outlines the architectural guidelines that fit with the historical qualities of the neighborhood. These guidelines are intended for houses, as well as outbuildings such as garages. In addition, in Chapter Two of the City of Des Moines 2020 Community Character Plan, it is stated that garages should be placed on a lot consistent with the predominant character of the neighborhood. The awareness and diffusion of the neighborhood's character plan needs to be strengthened with future the possibility of redevelopment and new infill construction. This requires collaboration between the City of Des Moines and the neighborhood. Development that promotes home ownership opportunities needs to be prioritized on these lots.

The housing conditions have improved immensely since the last neighborhood plan in 1991. This has been done by funds from private land owners as well as financial support through the Neighborhood Finance Corporation (NFC). In 2008, Rebuilding Together helped weatherize 107 homes in Woodland Heights



Flowering tree canopy



Restored home



New condos and downtown view

HOUSING

PARKS AND OPEN SPACES

The central location of the Woodland Heights neighborhood makes it an ideal for location for recreation as well as for living. The neighborhood also has walkable streets with large shade trees, bike lanes, and easy access to shops and restaurants. Although the neighborhood is connected to bike paths leading to recreational opportunities such as Gray's Lake that are outside of the neighborhood, these connections are not well known. Residents also identified improved access to Water Works Park and Gray's Lake as a priority and would like to see these connections improved and better marked.



Access to downtown and recreational opportunities

In terms of open space, the neighborhood has Chamberlain Park—a tremendous resource used by people from Woodland Heights as well as other neighborhoods. Preserving and improving Chamberlain Park for current and future generations to enjoy and utilize is a high priority for the residents of the neighborhood, especially for the Woodland Heights Organization. It also has the Woodland Cemetery and three public schools which offer additional open space as well as recreational opportunities. Neighborhood residents also like to call attention to the public spaces within the neighborhood that could be a future source of recreation. These opens spaces include alleyways and street corridors that may be used as recreation spaces if traffic is restricted on certain times and certain days (such as Sundays).

Goal	Strategies	Implementation	Responsible Parties	Priority; timeline
Preserve the distinct character of the neighborhood	Promote Woodland Heights' historical architecture	Include character plan information in welcome packet for new residents	WHO	High; short-term
	Distribute the character plan to the Plan and Zoning Commission and the Zoning Board of Adjustment	The City of Des Moines Neighborhood Planning Department will distribute the WHO character plan to the Plan and Zoning Commission and the Zoning Board of Adjustment	City of Des Moines Neighborhood Planning Department	High; short-term
Address abandoned and vacant properties	Prevent vacancies and abandonment of properties	Promote the Iowa Mortgage Helpline in the WHO blog and other available venues	WHO; City of Des Moines	Low; short-term
		Create a neighborhood strategy to maintain vacant and abandoned property	WHO; City of Des Moines	High; long-term
Promote the renovation and maintenance of existing properties	Promote funding opportunities for home repair for low income households	Promote and distribute potential funding opportunities through the Neighborhood Finance Corporation (NFC) in WHO blog, list serve and other methods of communication	WHO; NFC; City of Des Moines	Low; mid-term

PARKS AND OPEN SPACES

Chamberlain Park

Chamberlain Park is located on the corner of Woodland Avenue and 22nd Street, near Martin Luther King Parkway. Amenities at Chamberlain Park include playground equipment, grills, picnic tables and an open air picnic shelter. Chamberlain Park itself is flat and relatively small at 1.12 acres. A common discussion regarding the park involves parking. Chamberlain Park does not offer a parking lot, and parking is only offered on the north side of Woodland Avenue. At this time, the park does not offer year round restrooms. The neighborhood, however, would like to see Chamberlain Park utilized as more of a community-gathering place. Residents would like to see more programming and events occurring at Chamberlain Park, such as yoga and outdoor movies. The residents of Woodland Heights would like to see Chamberlain Park become recognizable as the community jewel that it is through ongoing beautification efforts. This could include the addition of flowers, additional seating, paved parking, and other amenities.



Unpaved parking area



Chamberlain Park playground equipment

PARKS AND OPEN SPACES

Woodland Cemetery

Although there is only one city-owned park space in Woodland Heights, neighborhood residents often referred to other open spaces throughout the neighborhood as areas of recreation. One space is Woodland Cemetery. This cemetery sits on the corner of Woodland Avenue and MLK Parkway and encompasses nearly forty acres of land. Although no ordinance currently allows for recreating within the cemetery, residents often discussed walking and running through the cemetery. Neighborhood residents expressed a strong desire to increase access to the cemetery.



Woodland Cemetery

Other Recreational Opportunities

Finally, the neighborhood is home to three different public schools: Callanan Middle School Ruby, Van Meier, and Smouse Opportunity School. These three schools are grouped in close proximity to one another and the campus includes outdoor recreational fields and basketball courts. The Community Education division of the Des Moines Independent School District regularly schedules evening and weekend classes at these locations that are available to the general public. Classes range from infant or arthritis swim classes to crocheting to pickup basketball and zumba. More information about this program can be found at the Community Education website: <https://iummed.dmsk12.iowa.wconectare.Home.htm>.

PARKS AND OPEN SPACES

INFRASTRUCTURE

Goal	Strategy	Implementation	Responsible Parties	Priority; timeline
Improve and expand recreational opportunities within Woodland Heights	Increase existing capacity of Chamberlain Park	Replace playground equipment and add additional seating	WHO; City of Des Moines Parks and Rec. Dept.	High; mid-term
	Explore the possibility of creating paved parking for Chamberlain Park in the alley to the south of the park	Facilitate a neighborhood meeting with the appropriate City of Des Moines Department to discuss the paving and enlargement of the alley	WHO; City of Des Moines Parks and Rec. Dept.	High; mid-term
	Increase access to existing recreation spaces	Expand public access to Woodland Cemetery	WHO; Des Moines Parks and Rec. Dept.	Medium; mid-term

The Woodland Heights' neighborhood has experienced remarkable improvements within its neighborhood infrastructure since the approval and implementation of its first neighborhood plan in 1991. Notable among these achievements is the creation of Chamberlain Park, the paving of Rollins Avenue and Pleasant Street, and the installation of new storm and sanitary sewers, curb, street and sidewalks along High and 31st Streets.

Even with these improvements, infrastructure issues continue to be a major concern among neighborhood residents. Some priorities that neighborhood residents hope to address with this plan include improving the aesthetic quality of Woodland Avenue and 28th Street, repairing the wall along Linden Street and the completion of sidewalks along Pleasant Street leading to the neighborhood's three schools. Residents also expressed a strong desire to repair the cemetery wall along Woodland Avenue in a way that complements the historic quality of Woodland Cemetery. Figure 5 provides a comprehensive list of infrastructure issues identified by the neighborhood.

Figure 5: Infrastructure projects

Infrastructure area	Participants comments/species
Sidewalks	Need new sidewalk on the south side of Pleasant St., from 26th St. to 28th St.
Curb Cuts	Need new sidewalk on west side of 28th St. between Center and Woodland
Walls	Needed between Olive St. and sidewalk along Cottage Grove
Streets	Repair wall along Linden St., behind gas station
Signage	Repair cemetery wall and install new fence along Woodland Ave and 24th St.
Streetlights and Walk Signals	22nd St., north of cemetery needs repair
Landscaping/Trees	Add stop signs on Woodland Ave and High St to establish Right of Way
Fence	Add 4-Way Stop at 25th and High Street

INFRASTRUCTURE

INFRASTRUCTURE

Goal	Strategy	Implementation	Responsible Parties	Priority; timeline
Maintain and repair neighborhood infrastructure	Increase number of curb cuts at neighborhood intersections	Installation of curb-cuts at missing intersections	DSM Dept of Public Works, Dept. of Parks and Rec.; WHO	Medium; mid-term
Encourage sidewalk maintenance	WHO coordinates the Special Assessment Subsidy Program	Dissemination of information regarding City of Des Moines Special Assessment Subsidy Program	WHO	Medium; mid-term
		WHO gathers petitions for new sidewalks where appropriate	WHO	Medium; mid-term
		Promotion of "block coordination" for discounted services for home owners along a given block with a missing or damaged sidewalk	WHO; neighborhood residents; local contractors	Medium; mid-term
		Coordination with the City of Des Moines Neighborhood Development Department for design and installation of new fence	WHO; City of Des Moines Neighborhood Development Dept.; City of Des Moines Engineering Dept.	High; mid-term
Complete sidewalk network along school walk routes	Install new sidewalk along south side of Pleasant St. between 26th and 28th streets	City staff will review and determine eligibility as a High Priority Sidewalk	WHO, City of Des Moines Engineering Dept	High; short-term

Some of the above concerns are currently being addressed in Chapter Two of the City of Des Moines 2020 Community Character Plan. In the plan, the city is moving towards creating a more distinguished neighborhood dimension and form. For example, a proposed policy within the Community Character Plan is to "ensure the planning and implementation of a comprehensive landscape plan for I-235 and for the MLK Parkway with emphasis placed on the connection across them." To improve infrastructure and transportation, the Woodland Heights Organization must work closely with the City of Des Moines and its goals stated in the Character Plan.

Goal	Strategy	Implementation	Responsible parties	Priority; timeline
Improve traffic safety in Woodland Heights	Traffic calming	Coordination with city's NBSD officer to identify appropriate traffic calming measures	WHO, City of Des Moines Engineering Department	Low; long-term

IMPLEMENTATION

The successful implementation of this plan is critical to the realization of the neighborhood's vision statement and revitalization. Reaching this vision requires a commitment from neighborhood residents, as well as a strong and active neighborhood leadership. The Woodland Heights Organization will be responsible for the overall implementation of the plan. Therefore, WHO needs to develop a strong organizational capacity that effectively communicates with residents and stakeholders, and collaborates with the partners identified in this plan. It is important that WHO regularly recruits and trains volunteers and develops leadership capacity to facilitate the execution of the plan.

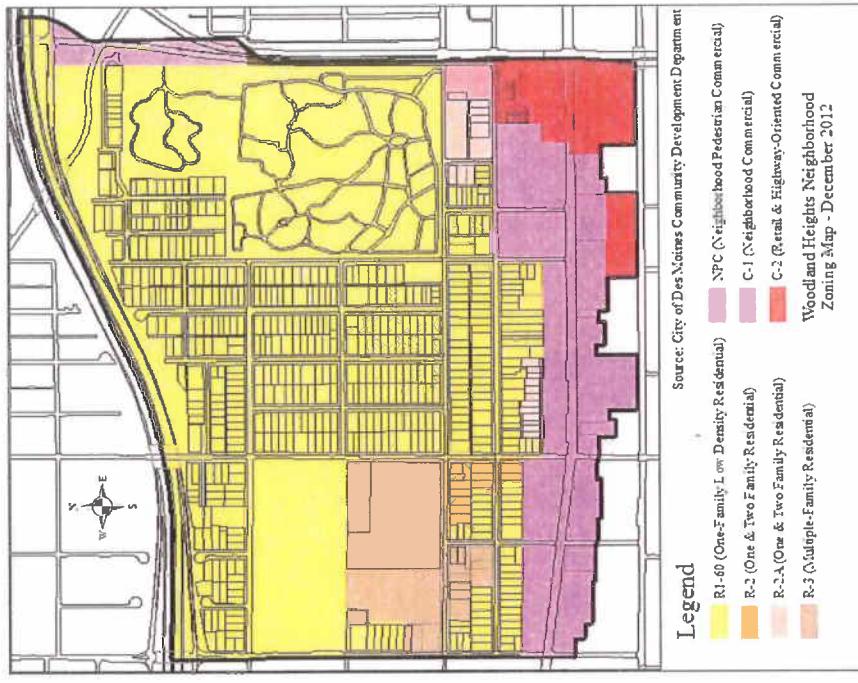
For the plan to be successfully implemented, WHO must create a sustained partnership with the City of Des Moines. The Neighborhood Development Division and other city divisions will provide technical assistance to the neighborhood organization throughout the implementation of the plan. Furthermore, the neighborhood must engage and seek resource support from local organizations, neighborhood businesses and neighborhood schools. This will include identifying financing mechanisms above and beyond the traditional resources.

The Neighborhood Revitalization Program is not intended to be a permanent commitment of resources to a specific neighborhood. The goal is to solve specific problems that require intensive work and return the neighborhood to a market-based, self-sustaining area. Due to the diversity and complexity of issues identified in the plan, it will be important to place priority on projects that have a catalyzing effect and encourage further revitalization. It is acknowledged that in order to see results, the City of Des Moines and the Neighborhood Organization must commit to a long-term partnership.

The Neighborhood Development Division will conduct periodic assessments of the progress of the plan and will recommend that the program be ended once significant progress has been made. It is possible that certain activities may be investigated and found not to be feasible or require an unreasonable demand of resources. Once a plan has been found to be complete, a report is prepared with input from the neighborhood organization and forwarded to the Neighborhood Revitalization Board for a recommendation. Their recommendation will then be forwarded to the Des Moines City Council and the Polk County Board of Supervisors for final approval. At this point the neighborhood becomes a Charter Neighborhood and is phased out of the Neighborhood Revitalization Program.

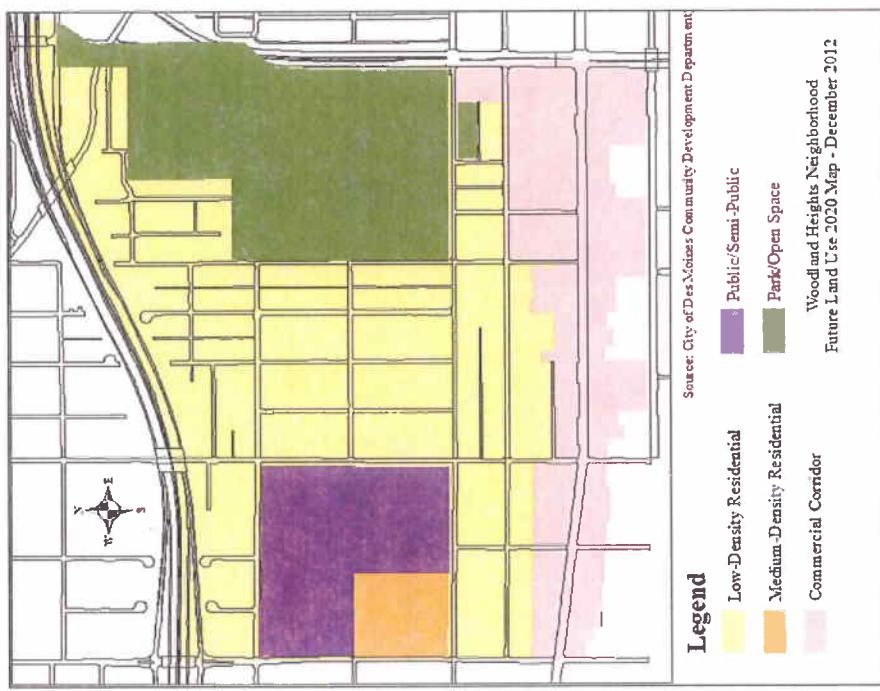
Additional implementation resources for priority area projects are listed in Appendix B.

ZONING MAP



Source: City of Des Moines Community Development Department
R1-60 (One-Family Low Density Residential) NPC (Neighborhood Residential)
R-1 (One & Two Family Residential) C-1 (Neighborhood Commercial)
R-2-A (One & Two Family Residential) C-2 (Retail & Highway-Oriented Commercial)
R-2 (Multiple-Family Residential) Woodland Heights Neighborhood
Woodland Heights Neighborhood Zoning Map - December 2012

2020 LAND USE MAP



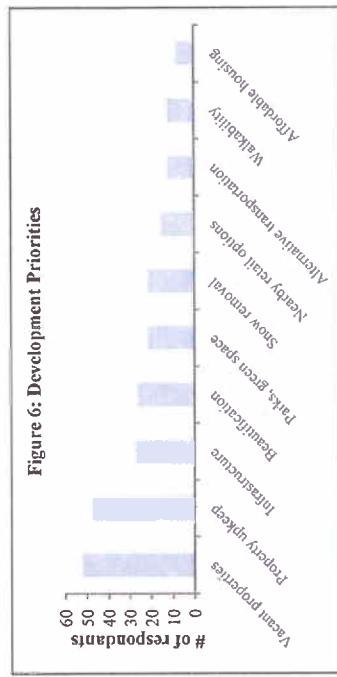
APPENDIX A

2012 Woodland Heights Organization Neighborhood Survey Results September 28, 2012

The following is a summary of the Woodland Heights Neighborhood survey data that was collected over the summer of 2012. Surveys were distributed by members of the Woodland Heights Organization (WHO), the representative neighborhood organization. In total, 119 surveys were collected and analyzed, with the results being incorporated into the 2012 Woodland Heights Neighborhood Plan.

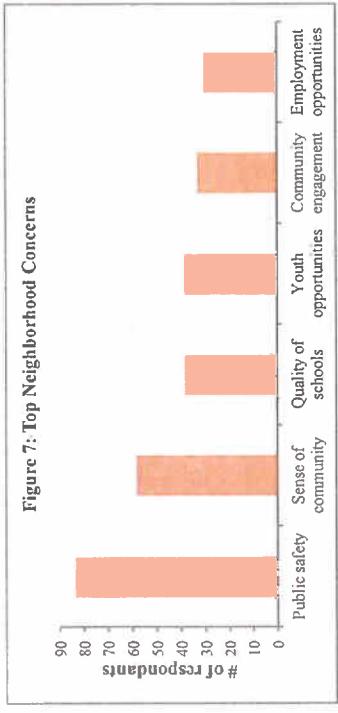
In conducting this neighborhood survey, WHO was able to gain a better understanding of the needs of the neighborhood's residents. These survey results demonstrate that residents are pleased with the quality of life that Woodland Heights offers. For example, most respondents cited public safety, a strong sense of community and good education opportunities as qualities of the neighborhoods. It is also clear that the residents care deeply about the aesthetic quality and historic significance of the neighborhood. The results of this survey have laid a foundation for the neighborhood planning process to efficiently move forward.

The first question on the survey asked respondents to rank their top three development priority areas for Woodland Heights. Residents clearly chose vacant properties and property upkeep as their top two priorities (Figure 6):



APPENDIX A

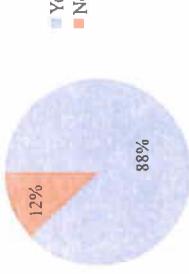
The next question asked residents to rank their top three concerns or priorities regarding future neighborhood improvements (Figure 7):



APPENDIX A

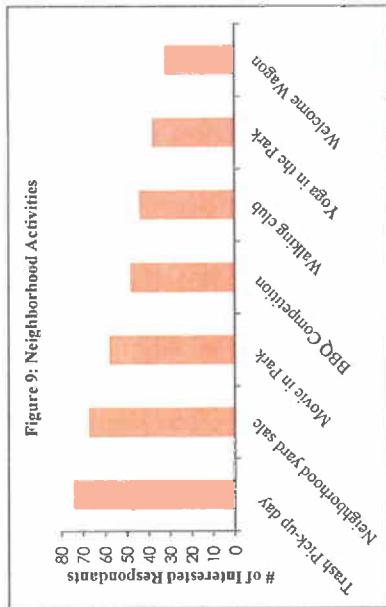
Overwhelmingly, neighborhood residents are aware of the Woodland Heights Neighborhood Organization, demonstrating that WHO carries a noticeable presence throughout the neighborhood (Figure 8).

Figure 8: Respondants who are aware of WHO



Woodland Heights residents are also extremely interested in participating in more neighborhood-wide activities (Figure 9):

Figure 9: Neighborhood Activities



The next three questions asked residents to identify a three strengths, weaknesses and issues that need to be changed in the future of Woodland Heights. Some strengths of the neighborhood that respondents highlight include the peacefulness of the area, the historic neighborhood character of Woodland Heights, and the neighborhood's proximity to other areas of the Des Moines Metro, including downtown and Gray's Lake. These strengths are all well-acknowledged among neighborhood residents, and represent a foundation in which to build upon.

Some weaknesses highlighted by respondents include the poor upkeep, or maintenance, of some of the older homes and yards of the neighborhood, the amount of vacant houses, and the upkeep of the neighborhood's sidewalks. These weaknesses support the above survey results demonstrating that residents hope to have a cleaner and safer neighborhood in the future.

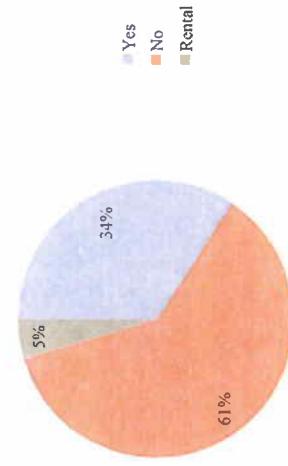
Finally, three of the primary issues that need to be changed in the future that respondents noted are: a greater sense of community/neighborhood cohesion, improve the quality of the sidewalks and streets of Woodland Heights, and enhance the aesthetics, or image, of the neighborhood.

Figure 10 indicates that residents are most interested in participating in trash pick-up days and holding a neighborhood yard sale. Both activities support the previous results in this survey demonstrating a desire for a cleaner neighborhood and a stronger sense of community. Some of the "other" answers include a breakfast/coffee club and a block party.

APPENDIX A

WHO asked survey participants if they would be interested in receiving a free tree for their yard, and more than 1/3 of the residents surveyed answered that they would like a tree in their yard (Figure 10). It is clear that Woodland Heights residents desire a forest-like urban setting.

Figure 10: Free Tree for Your Yard?



The survey results presented in this document indicate that, overall, residents are pleased with living in Woodland Heights. However there are many concerns that must be addressed. Some of these concerns, including organizational outreach, will be led by the Woodland Heights Organization itself. Others, such as sidewalk improvements and addressing vacant properties, will be directed by the city and other organizations.

Again, it is important to note that the results of this survey will be implemented throughout the 2012 Woodland Heights neighborhood plan. These results allowed the visioning workshops to focus more on identifying goals that the community can reach, and creating realistic strategies that Woodland Heights may use to reach the goals. The final neighborhood plan will focus on goals and strategies, which are developed from this survey data, as well as the visioning workshop process.

APPENDIX B

TREE RESOURCES

Forestry Division City of Des Moines

<http://www.dmgov.org/Departments/PublicWorks/Pages/Forestry.aspx>

The Forestry Division for the City of Des Moines' mission is to maintain a healthy urban forest by providing expert maintenance for the trees found in the right-of-way (ROW) and other trees located throughout City-owned cemeteries, golf courses, and parks. The City of Des Moines offers residents the opportunity to have a tree planted on the space near the street (in the right-of-way) at no charge.

Champion Tree Program

<http://www.dmgov.org/Departments/PublicWorks/Pages/Forestry.aspx>

The Champion Tree program is designed to recognize large/healthy trees growing on private and public property in the City of Des Moines.

Iowa Forestry Extension

<http://www.extension.iastate.edu/forestry/links/contacts.html>

Contact information for public and private agencies and groups which provide forestry assistance.

Iowa DNR

<http://www.iowadnr.gov/Environment/Forestry/UrbanForestry/ResidentialTreePrograms.aspx>

The Iowa Department of Natural Resources' Bureau of Forestry's Mission is to help Iowans to expand and care for Iowa's over 3 million acres of trees and forests. The Bureau utilizes professionally trained foresters and natural resource technicians to provide forestry assistance to private landowners; to sustainably manage our state forests; to operate state forest nurseries at costs of production; and to protect, utilize and enhance our forest for today and tomorrow.

The Iowa Community Tree Steward Program

<http://www.extension.iastate.edu/forestry/education/treesteward.html>

The Iowa Community Tree Steward Program offers 24 hours of hands-on training in community tree management. The goal of this program is to develop a network of highly motivated, well-trained volunteers to expand and improve urban and community forests in Iowa.

APPENDIX B

APPENDIX B

Housing Council

The Iowa Urban and Community Forestry Council
<http://www.iowadot.gov/Environment/Forestry/UrbanForestry/UCFC.aspx>
The Iowa Urban and Community Forestry Council (IUCFC) is a volunteer council that works to advance the conservation and maintenance of urban forests throughout Iowa. The Council provides assistance and advice to the state's Urban and Community Forestry Program, administered by the Iowa Department of Natural Resources (DNR). They work in partnership with all sectors to address local urban forestry issues by bringing together professionals, academics, government, industry, volunteers and the general public.

Trees Forever

<http://www.treesforever.org/>

Trees Forever is a non-profit organization that connects people to the environment through the planting and care of trees, prairie, and other natural areas. Their mission is "To plant and care for trees and the environment by empowering people, building community, and promoting stewardship."

Iowa Arborist Association (IAA)

http://www.iowarboristassociation.org/About_Us/board-members.html

The purpose of the IAA is to foster an appreciation for the Iowa tree community, to increase interest in planting and caring for shade and ornamental trees, to promote the science and practice of professional arboriculture and to encourage public education.

The Grove http://thegrove.americancorps.org/group/iowagrove/page/grants-and-funding-opportunities#UIK_1x1EsgGc

This page provides a list of grants and funding opportunities for Iowa communities, schools and groups particularly interested in tree-planting projects.

Conservation Corps Minnesota and Iowa <http://conservationcorps.org/>

The Conservation Corps provides meaningful work for young people in conserving energy, managing natural resources, responding to disasters and leading volunteer groups. They work in partnership with NGOs, state and local governments and volunteer groups.

MidAmerican Energy http://www.midamericanenergy.com/cejia_res_trees.aspx

MidAmerican Energy offers an opportunity to apply for grants to plant trees.

Housing Resources

Neighborhood Finance Corporation www.neighborhoodfinance.org

NFC provides unique lending programs and other services to facilitate neighborhood revitalization in Polk County, Iowa through partnerships with residents, governments, community based organizations and the business community.

Des Moines Area Association of REALTORS <http://www.dmaar.com/>
See Iowa Homes.com http://www.seetowahomes.com/Des_Moines_IA_Real_Estate.aspx

Neighborhood Inspection Division

<http://www.iowagov.org/Departments/CommunityDevelopment/Pages/NeighborhoodInspection.aspx>

This Division has three primary responsibilities: rental inspections, the oversight of condemned buildings, and the abatement of junk and debris, which includes junk vehicles.

Rebuilding Together Greater Des Moines <http://www.rebuildingdm.org/>

Rebuilding Together Greater Des Moines brings together volunteers to improve the homes and lives of low-income homeowners through the generosity of volunteers and sponsors who are committed to keeping our city and its neighborhoods strong.

Greater Des Moines Habitat for Humanity <http://www.dmhabitat.org/>

Parks and Recreation Resources

Friends of Des Moines Parks <http://www.friendsofmparks.org/>

First established as a group of citizens in 1993, it is working to become a primary advocate and information resource for parks, greenways and recreational programming in the City of Des Moines.

Cemetery Stewards Program

<http://www.iowagov.org/Departments/Parks/Pages/Cemeteries.aspx>

Cemetery Stewards is a program where volunteers are able to enjoy the peace and serenity of historic cemeteries while maintaining and preserving monuments and plots. Volunteers pick up litter, trim around monuments, cut back dead flowers, and monitor for holes, sunken grave stones and vandalism. The program is currently implemented in three Des Moines cemeteries: Elm Grove, Glendale and Laurel Hill.

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APPENDIX B

Des Moines Bicycle Collective <http://desmobilikecollective.org/mcentral>
The Des Moines Bicycle Collective promotes bicycling as a means of active transportation,
wellness, and recreation in Central Iowa

INFRASTRUCTURE

Special Assessment Subsidy Program

<http://www.dmgov.org/Departments/Engineering/Pages/SpecialAssessments.aspx>

The Special Assessment Subsidy Program is a program adopted by the City Council to assist low and moderate income home owners in paying assessments in conjunction with construction of new public improvements such as sanitary sewers, storm sewers, sidewalks, curb construction, and street paving. The Subsidy Program also covers the repair of sidewalks.