



Date April 25, 2016

HOLDING PUBLIC HEARING ON ADOPTION OF PLANDSM: CREATING OUR TOMORROW AS AN AMENDMENT TO THE CITY'S COMPREHENSIVE PLAN

WHEREAS, the City Plan and Zoning Commission has advised that at a public hearing held April 7, 2016, the members voted 13-0 to APPROVE the "PlanDSM: Creating Our Tomorrow" Plan as an amendment to the City's Comprehensive Plan, subject to text and map amendments as shown in the attached Plan and Zoning Commission recommendation; and

WHEREAS, the "PlanDSM: Creating Our Tomorrow" Plan is the result of an 18-month process incorporating public and City staff comment, Steering Committee involvement, and Plan and Zoning Commission input, and has been drafted in accordance with the Iowa Smart Planning legislation set forth in Chapter 18B of the Iowa Code; and

WHEREAS, on April 11, 2016, by Roll Call No. 16-0565, it was duly resolved by the City Council that the adoption of "PlanDSM: Creating Our Tomorrow" Plan be set down for hearing on April 25, 2016 at 5:00 p.m. in the Council Chambers at City Hall; and

WHEREAS, due notice of said hearing was published in the Des Moines Register, as provided by law, setting forth the time and place for hearing on said proposed amendment to the City's comprehensive land use plan; and

WHEREAS, in accordance with said notice, those interested in said proposed Plan, both for and against, have been given opportunity to be heard with respect thereto and have presented their views to the City Council.

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

1. The communication from the Plan and Zoning Commission is hereby received and filed.
2. Upon due consideration of any and all statements of interested persons and arguments of counsel, all comments regarding the proposed adoption of "PlanDSM: Creating Our Tomorrow" Plan are hereby received, and the hearing is closed.
3. The "PlanDSM: Creating Our Tomorrow" Plan, as on file in the office of the City Clerk and as more fully described in the communication from the Plan and Zoning Commission, is hereby adopted as an amendment to the Comprehensive Plan for the City of Des Moines.
4. The "PlanDSM: Creating Our Tomorrow" Plan shall replace the Des Moines' 2020 Community Character Plan, subject to retention of the following Chapters of the Des Moines' 2020 Community Character Plan as reference for the City's existing Zoning Code and for preparation of the PlanDSM Zoning Code:

Date April 25, 2016

- Des Moines 2020 Community Character Plan, Chapter 2 “City Form” approved on August 7, 2000 by Roll Call 00-3381, including but not limited to the Significant Protection Corridors / Significant Corridors Map as amended by Council directive on August 20, 2007.
- Des Moines 2020 Community Character Plan, Chapter 3 “Des Moines Traditional Neighborhoods” approved on August 7, 2000 by Roll Call 00-3381.

5. The following previously adopted plans are hereby retained as elements of the City Comprehensive Plan, to the extent that said plans or portions thereof do not directly conflict with provisions of the “PlanDSM: Creating Our Tomorrow” Plan in which event the provisions of the “PlanDSM: Creating Our Tomorrow” Plan shall supersede:

<u>Plan</u>	<u>Date of Adoption</u>
2 Rivers District Land Use & Redevelopment Plan	01/05/2009
ACCENT Neighborhood Plan	06/01/1993
Beaverdale Neighborhood Plan Update	03/25/2013
Capitol East Neighborhood Plan Update	04/21/2014
Capitol Park Neighborhood Plan Update	04/21/2014
Carpenter/Drake Park Neighborhood Plan	09/18/1995
Chautauqua Park Neighborhood Plan	05/01/1990
Columbus Park Neighborhood Plan	02/01/1991
Des Moines’ Community Preservation Plan	05/16/1994
Douglas Acres Neighborhood Plan	04/30/2010
Drake Neighborhood Plan	02/28/2011
Easter Lake New Town Plan	01/08/2001
Fairground Neighborhood Plan	03/01/1998
Gray's Lake Neighborhood Plan	06/24/2013
Grays Woods Neighborhood Plan	03/01/1999
Greenwood Historic Neighborhood Plan	02/01/2003
Highland Park Neighborhood Plan	10/23/1995
King Irving Neighborhood Plan	02/01/2004
Lower Beaver Neighborhood Plan	05/06/2013
Merle Hay Neighborhood Plan	10/01/2008
MLK Jr Park Neighborhood Plan	08/11/2014
North of Grand Neighborhood Plan	03/01/1998
Parklands	08/07/1995
Principal Riverwalk Master Plan	11/03/2003
Riverbend Neighborhood Plan Update	05/04/2015



Roll Call Number

Agenda Item Number

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Sherman Hill Neighborhood Plan	03/01/2000
South Park Neighborhood Plan	08/01/2008
Union Park Neighborhood Plan	01/01/1993
Waterbury Neighborhood Plan	11/01/2007
Waveland Neighborhood Plan	10/01/2003
What's Next, Downtown? Plan	03/10/2008
Woodland Heights Neighborhood Plan Update	03/26/2013

MOVED BY _____ to adopt.

APPROVED AS TO FORM:

Glenna K. Frank
Glenna K. Frank, Assistant City Attorney

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.

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
GATTO				
GRAY				
HENSLEY				
MOORE				
WESTERGAARD				
TOTAL				
MOTION CARRIED		APPROVED		

Mayor

City Clerk



April 18, 2016

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 April 7, 2016, the following action was taken regarding a hearing for a City initiated request to consider adoption of "PlanDSM: Creating Our Tomorrow" as an amendment to the City's Comprehensive Plan.

COMMISSION RECOMMENDATION:

After public hearing, the members voted 13-0 as follows:

Commission Action:	Yes	Nays	Pass	Absent
Francis Boggus	X			
Dory Briles	X			
JoAnne Corigliano	X			
David Courard-Hauri	X			
Jacqueline Easley	X			
Tim Fitzgerald	X			
Jann Freed	X			
John "Jack" Hilmes	X			
Greg Jones	X			
Sasha Kamper				X
William Page	X			
Mike Simonson	X			
CJ Stephens	X			
Greg Wattier	X			

APPROVAL of the PlanDSM Comprehensive Plan including all staff recommended changes, to change the word "hospital" on page 87 to "Healthcare" and excluding one proposed land use designation. The Plan and Zoning Commission recommended against changing the land use designation for a portion of the Fairmont Park Neighborhood that is located west of I-235, east of Delaware, south of Hull and north of E. Delaware FROM Low Density Residential to Planned Business Park. (21-2016-4.03)

STAFF RECOMMENDATION TO THE P&Z COMMISSION

Staff recommends that the Commission receive and file the attached documents; offer the opportunity for public comment and receive all file all public comments and documents. Staff recommends that the Commission close the public hearing and consider recommendations on specific amendments to the public hearing draft of PlanDSM by separate motions and votes.

STAFF REPORT TO THE PLANNING COMMISSION

1. **Background:** Planning in Des Moines has a long history. The first plan, a plan for boulevards and civic spaces, was completed in 1909. The first citywide Comprehensive Plan was adopted in 1928. The last citywide Comprehensive Plan - the *Des Moines' 2020 Community Character Plan* - was adopted on August 7, 2000. That plan has been amended numerous times to reflect neighborhood action plans and individual rezoning requests.
2. **State and Regional Planning Influences:** As part of a larger metropolitan area, the City has participated in several State and regional planning efforts that serve as background to and provide direction to the City into the future.

Iowa Smart Planning Legislation

The State legislature, in 2010, signed into law the Iowa Smart Planning Act (Iowa Code Chapter 18B). While the legislation did not require comprehensive plans to be developed, it encourages their preparation and had three components:

- The legislation articulated 10 Iowa Smart Planning Principles to be considered if, and when, comprehensive plans are developed at the local level;
- It provided comprehensive planning guidance for local governments through suggestions for Plan elements and their content; and,
- It established the Iowa Smart Planning Task Force, which was to develop recommendations on how best to implement the legislation.

DART Forward 2035

In 2011, DART Forward 2035 was adopted providing a long range vision for what the Transit Authority and the transit system could become. Residents of Des Moines were active participants in the planning process which resulted in a new transit system that added service in growth areas; provided for faster travel with less wait time; offered an increased number of transfer points; and, provided additional crosstown service. Transit is a key element in planning for the future of Des Moines. The DART Forward 2035 document serves as the background for transit growth in the City. During the Spring of 2016, DART began a comprehensive process to update their Plan.

Capital Crossroads

Capital Crossroads is a unique effort focusing on a large area in central Iowa centered on greater Des Moines. Built around 10 “Capitals,” or focus areas, the vision of Capital Crossroads builds on the themes of Opportunity, Talent and Sustainability to look toward the future of the region. Taking advantage of our strategic location as the crossroads of the Midwest, leaders throughout central Iowa developed a vision for the area’s path to short and long-term economic growth. The ten “Capitals” were:

Social Capital	Cultural Capital
Physical Capital	Governance Capital
Natural Capital	Capital Core
Business Capital	Cultivation Corridor
Human Capital	Wellness Capital

The Tomorrow Plan

Coordinated by the Des Moines Area Metropolitan Planning Organization, The Tomorrow Plan was a three year planning process that included 17 cities and four counties within the greater Des Moines area. This collaborative effort aligned economic, social and environmental issues to provide for the long term health of the region. The Tomorrow Plan is focused around four overarching goals and includes initiatives for their implementation:

- Create a resilient regional economy;
- Improve the region’s environmental health and access to the outdoors;
- Further the health and well-being of all residents in the region; and,
- Increase regional cooperation and efficiency at all levels.

3. **Project Funding:** In 2014, the City Council appropriated \$600,000 of Capital Improvement Program funding for completion of an update to the Comprehensive Plan and a new zoning ordinance. The City Council made it clear that they supported The Tomorrow Plan as it was adopted and it was their intent that the new plan for the City of Des Moines would be their local implementation of The Tomorrow Plan. The City has now completed an 18-month process to develop “*PlanDSM: Creating Our Tomorrow*”. A similar 18-month process to create a new zoning code will commence with adoption of the *PlanDSM*.

II. ADDITIONAL APPLICABLE INFORMATION

1. **Plan Process:** *PlanDSM* was broken into phases emphasizing extensive public outreach to allow City residents to provide continuous input into Plan development:
 - The FOUNDATION phase involved interviewing elected officials concerning their view of the City and how to best approach and develop the plan that will guide Des Moines into the future.

- The EXISTING CONDITIONS phase provided background and data analysis summarized in the *Existing Conditions Workbook*.
 - VISIONING was the process that engaged residents and local stakeholders in 15 separate outreach meetings to express their ideas about the future of Des Moines. The result of this outreach is the *Vision Statement* that provides a set of values about what Des Moines should be like in the year 2040. This statement is the overall guide for the development of *PlanDSM*.
 - OPPORTUNITIES AND CHOICES were framed by the visioning process. During this phase, and the writing of the DRAFT PLAN, future land uses and redevelopment challenges along with initial implementation actions were identified. Further, public comments received during the first three phases lead to development of *Goals and Policies* resulting in a DRAFT PLAN that is being presented for adoption at public hearings.
- 2. Plan Organization:** *PlanDSM* is organized according to the Iowa Smart Planning legislation passed by the State Legislature in 2010. This legislation identified topical elements that should be addressed when a community develops a Comprehensive Plan. Beginning with a Vision Statement of what the community desires the City to become by the year 2040, *PlanDSM* then includes the following elements:
- The Land Use element describes the philosophy that will guide future land use decisions with goals and policies related to where new development and redevelopment should be encouraged. This element also introduces the Future Land Use Map and land use designations used on the map.
 - The Transportation element describes the complete transportation system that is developing in Des Moines including transit, bicycles, pedestrians and the automobile. It also recognizes the infrastructure that exists to move both products and people through the rail system and airports.
 - The Housing element incorporates policies about the mix and diversity of housing that the residents want to see in their neighborhoods and in downtown and the need to provide quality housing for all income levels.
 - The Economic Development element encourages efforts to focus economic development activities in strategic locations to implement the direction described in the Land Use element.
 - The Public Infrastructure element addresses infrastructure needed to serve future development needs in a green, sustainable manner.

- The *Parks and Recreation* element speaks to how a parks and recreation and open space system provides recreation, transportation, health and environmental benefits to City residents.
- The *Community Character* element includes policies to maintain the unique character and heritage of Des Moines' neighborhoods while developing in the direction described in the Land Use element.
- The *Community Facilities* element addresses the public safety, library and school services and facilities necessary or desirable to meet the needs of the City.
- The *Social Equity* element encourages City action or coordination with other organizations to provide high quality human service programs and City services to all segments of the population.

An Implementation chapter follows these elements. Adopting a comprehensive plan is only the first step to realize the City's vision. A new Zoning Ordinance, the development of a comprehensive Transportation Management Plan, an updated Parks and Recreation Master Plan along with other City policies and planning efforts implement the Plan.

The Implementation element identifies on-going, short term and long term high priority actions that translate the vision of *PlanDSM* into action. These action items will begin the implementation of *PlanDSM* over the next five years at which time the effectiveness of the goals and policies in working toward the future identified in the Vision Statement will be evaluated. These high priority actions compliment the City Council's identified priorities in the City's Strategic Plan 2015 – 2030 and annual Policy Agenda. Please see www.guidedsdm.dmgov.org for further information.

The key to keeping *PlanDSM* on track is the annual monitoring report that reviews and revises the implementation element. As short term and long term actions are completed, new priorities should be identified from the inclusive list of implementation actions contained in the appendix and coordinated with the City Council's Strategic Plan, annual Policy Agenda, Capital Improvement Program and Annual Budget processes.

- 3. Plan Preparation:** The public hearing draft of *PlanDSM* has been prepared by planning and project management consultant Robert Blanchard, AICP and city staff under the guidance of the *PlanDSM Steering Committee* and the *Plan and Zoning Commission PlanDSM Subcommittee*.

Members of the *PlanDSM Steering Committee* who were appointed by the Mayor, in consultation with the City Council and City Manager are as follows:

T. M. Franklin Cownie, Mayor
 Bob Mahaffey, City Council
 Scott Sanders, City Manager
 Tom Ahart, Superintendent, DMPS

Todd Ashby, Executive Director, DMAMPO
 Pam Carmichael, Executive Director, HOME, Inc.
 George Davis, Park & Recreation Board
 Jed Fisk, VP, Principal Financial Group
 Meg Fitz, Senior VP, Greater Des Moines Partnership
 Larry James, Jr., Faegre, Baker Daniels, ULI
 Greg Jones, Plan & Zoning Commission
 Colleen MacRae, Urban Design Review Board
 Frank Owens, Neighborhood Revitalization Board
 Mel Pins, Chair, Zoning Board of Adjustment
 Elizabeth Presutti, General Manager, DART
 Rick Tollakson, President & CEO, Hubbell Realty

Members of the *Plan and Zoning Commission PlanDSM Subcommittee* are as follows:

Greg Jones
 Mike Simonson
 Greg Wattier
 Jann Freed
 Jonathan Rosenbloom (former)

Additionally, students from Iowa State University's Community and Regional Planning program's fall planning studio assisted with public outreach for the proposed goals and policies. They also prepared a sustainability assessment based on the American Planning Association's Sustaining Places: Best Practices For Comprehensive Plans and the Sustainability Tools for Assessing and Rating Communities from the STAR Communities program.

4. **Plan Adoption:** Pursuant to City Code Chapter 82, Article III ("Comprehensive Plan"), the role of the Plan and Zoning Commission is to work out, adopt and submit to the City Council for its consideration and action thereon a Comprehensive Plan for the general development of the City and shall lay out and submit a program for carrying the Comprehensive Plan into effect." Adoption of the Comprehensive Plan or any substantial amendment thereof requires at least one public hearing with published notice. The adoption of the plan or amendment requires affirmative vote by not less than two-thirds of the members of the Commission present at the time of the vote. After adoption of the plan or amendment by the Commission, a copy of the plan or amendment, together with the report and recommendation of the Commission, shall be forwarded to the City Council, and the Council may approve the plan or amendment. When the plan or any modification or amendment receives the approval of the Council, the plan shall constitute the official City plan.
5. **Public Hearings:** On March 3, 2016, the Planning Commission received and filed the *PlanDSM* public hearing draft document; offered the opportunity for public comment; received public comment and filed any applicable documents; shared preliminary thoughts and questions with staff; and continued the public hearing until April 7, 2016. Attached is a memorandum from Michael Ludwig, Planning Administrator and Robert Blanchard, PlanDSM Project Manager identifying requested

changes to the Public Hearing Draft of PlanDSM that have been received as of March 31, 2016. The memorandum also identifies staff evaluations and recommendations regarding those requests and includes the e-mails, letters, etc. that were submitted to staff.

SUMMARY OF DISCUSSION

Michael Ludwig gave a brief overview of PlanDSM and gave a special thanks to Larry James Jr. and Pam Carmichael for attending the P&Z hearing on behalf of the PlanDSM Steering Committee.

Bob Blanchard Plan DSM Project Manager presented "PlanDSM: Creating Our Tomorrow's" requested changes to the following:

- Format comments
- Future Land Use Map
 - Definitions
 - Plan & Zoning Commission member requests
 - Staff initiated requests
- Vision Statement
 - Plan & Zoning Commission member requests
- Goals and Policies
 - Plan & Zoning Commission member requests
 - Staff initiated requests
- Citizen requests

Suggested Changes Formatting

Plan and Zoning Commission member requests

- Corrections necessary to pagination as presented in the index
This will be corrected once there is a final approved plan
- Spell "Cemeteries" correctly in the map title for City of Des Moines Parks and Cemeteries on Page 65
This has been corrected
- Adopt consistent phraseology in document for historic preservation plan. Page 72 calls for an "Updated" plan. Page 93 calls for a "New" plan.
The reference on Page 93 has been changed to "Updated."

Requested Changes Future Land Use Map

Staff initiated requests

Change the following definitions in the Land Use Element (underline is added, ~~cross through~~ is deleted):

REGIONAL MIXED USE

Large-scale mixed use development, located on or at crossroads of major transportation corridors, emphasizing commercial, retail, and parking. ~~Medium to high~~ High density residential may be incorporated within a development or along edges as transition to adjacent lower density residential. Mixed use may be horizontal as well as vertical, so there is no requirement that every building be mixed. May emphasize active uses (e.g. retail) on the ground floor, particularly at key intersections.

Staff supports this change

NEIGHBORHOOD NODE

These nodes are the smallest in size and offer services that provide for basic daily needs of the local population in the surrounding neighborhood. May include restaurants, shops and smaller scale businesses. Residential development ~~up to Low~~ low-medium and medium densities may occur.

Staff supports this change

COMMUNITY NODE

Mid-sized centers providing a range of daily needs and specialized services within a larger neighborhood context. Consist of a mix of ~~medium density~~ housing, retail and offices serving a larger population and geographical area than a neighborhood node. May include a shopping district including a grocery and drug store. Residential development including medium and high density may occur.

Staff supports this change

Insert the following table in the Land Use Element after the Future Land Use Classifications:

Staff supports this change

		NODE		
CORRIDOR		Neighborhood	Community	Regional
Neighborhood Mixed Use	Low-Medium	Low-Medium & Medium	Medium	
Community Mixed Use	Medium	Medium & High	High	
Regional Mixed Use	High		High	High

Plan & Zoning Commission member requests

Change the underlying Plan designation for properties at the intersection of Beaver Avenue and Franklin Avenue from Community Mixed Use to Neighborhood Mixed Use. The Neighborhood Node would remain as proposed

Staff does not support this change

Staff initiated requests

Change the Neighborhood Mixed Use designation on Ingersoll Avenue to Community Mixed Use.

Staff supports this change

Change the Neighborhood Mixed Use designation in the Two Rivers district to Community Mixed Use (the initial suggestion was to designate this area as Downtown Mixed Use).

Staff supports this change

Change the Neighborhood Mixed Use designation north of Forest Avenue between 32nd Street and 33rd Street to Community Mixed Use.

Staff supports this change

Add a Neighborhood Node at the intersection of Forest Avenue and 31st Street.

Staff supports this change

Change the Business Park designation at the NW corner of the Echo Valley Urban Renewal Plan to Community Mixed Use

Staff supports this change

Delete the Community Node at Martin Luther King Jr. Parkway and Ingersoll Avenue.

Staff supports this change

Move the Regional Node at Merle Hay Road and Douglas Avenue to the north

Staff supports this change

Designate a Regional Node at the intersection of Hubbell Avenue and Highway 65

Staff does not support this change

Change the Beaver Avenue and Urbandale Avenue intersection from a Neighborhood Node to Community Node

Staff does not support this change

Switch the Community and Neighborhood Nodes on 42nd Street between I-235 and University Avenue

Staff does not support this change

Requested Changes Vision Statement

Plan and Zoning Commission member requests

Add an additional statement to the Vision Statement:

“In 2040, Des Moines will have...

Reduced greenhouse gas emissions and increased mitigation programs making the City carbon neutral.”

Staff does not support this recommendation

Add a one or two sentence "tag line" to replace or accompany the Vision Statement
Staff does not support replacing the Vision Statement

Requested Changes Goals and Policies

Plan and Zoning Commission member requests

Change all references to "bike trails" or "bicycle trails" to "multi-use trails" or just "trails."
Staff does not support this recommendation

Add a new policy statement under Goal 1 of the Community Character and Neighborhoods Element recommending the preparation of a Forestry Management Plan:

"Prepare a City-wide forestry plan to address the maintenance and re-planting of the City's urban tree canopy."

Staff supports this change

Community Character and Neighborhoods, Goal 2, P. 71

None of the stated goals addresses the need for more robust enforcement of code regulations. CCN11 touches on the issue but is vague.

Policies CCN9, 12 and 15 speak to interdepartmental coordination and resource prioritization to achieve neighborhood revitalization, the development of strategies to eliminate blighted, vacant and abandoned properties as well as improving the appearance of properties along "Gateway Corridors." In combination, these policies speak to the need of code enforcement in all neighborhoods.

Staff believes this issue is being addressed

Priority Actions, p. 93:

Near Term Actions lacks a provision for more robust enforcement of code regulations. Enforcement should be included as a Priority Action for the Near Term and given more importance in the city's budget.

The City Council will be hearing proposals to enhance code enforcement activities regarding rental certificates on April 11. The Community Development Department has also begun development of a property maintenance code to address commercial properties along corridors and residential properties within neighborhoods. The property maintenance code can be added to the implementation chapter as a near term action.

Staff supports this request

Priority Actions, p. 93:

Neighborhood activists are telling me that they see "Prepare a new Historic Preservation Plan" not as an Intermediate Action but as a Near Term Action if funding can be found outside the city's budget. I concur. An updated preservation plan is necessary to ensure that neighborhood corridor and commercial node development, as outlined in *PlanDSM*, is compatible with existing historic resources.

Preparation of Updated Historic Preparation Plan is listed as an intermediate action to be prepared between years 2 and 5 after the Plan is adopted. The Update is not currently funded nor are there staff resources to prepare this during the current budget year.

Staff does not support this request

Requested Changes Goals & Policies

Staff Initiated Requests

Add a new policy statement under Goal 1 of the Land Use Element to specifically address reducing greenhouse gases:

“The City of Des Moines will strive to reduce greenhouse gas emissions by encouraging energy efficient buildings, reduced vehicle miles traveled, increased landscape plantings and utilization of green infrastructure.”

Staff supports this change

Add a new policy statement under Goal 1 of the Transportation Element to specifically address reducing greenhouse gases:

“The City of Des Moines will strive to reduce greenhouse gas emissions by encouraging energy efficient buildings, reduced vehicle miles traveled, increased landscape plantings and utilization of green infrastructure.”

Staff supports this change

Add a new policy statement under Goal 1 of the Public Infrastructure and Utilities Element to specifically address reducing greenhouse gases:

“The City of Des Moines will strive to reduce greenhouse gas emissions by encouraging energy efficient buildings, reduced vehicle miles traveled, increased landscape plantings and utilization of green infrastructure.”

Staff supports this change

Revise Policy CF22 of the Community Facilities Element (underline is added, cross through is deleted):

“Policy CF22: Expand the Develop a bookmobile program that delivers library books and services directly to neighborhoods”

Staff supports this change

Citizen Requests

- Letters and emails from Des Moines Neighbors
Colleen Kinney
Jason Pulliam
Jeremy Geerdes
Brian Millard

Request language to address signage / billboards:

Response: Add a new policy to Land Use Element, Goal 1

“Develop regulations to reduce blight and visual clutter including but not limited to signage, overhead power lines, telecommunications equipment and other utilities. Regulations will be consistent with federal and state code and case law.”

Staff supports this change

- Letter from the Age-Friendly Greater Des Moines Initiative Proposed Policies:

Add one new policy to Social Equity Element, Goal 1:

“Promote strategies to enhance health and wellness education, information on resources and opportunities for civic engagement by persons of all ages.”

Add 3 new policies to Social Equity Element, Goal 2:

“Foster a range of health and community support services to ensure delivery is coordinated, respectful, user-friendly and wellness focused.”

- Age-Friendly Greater Des Moines Initiative Proposed language Social Equity Element Goal 2 (continued):

“Support health and social services that are accessible by all means of transportation.”

“Enable residential care facilities and other housing for aging persons to be located close to services and amenities.”

Staff supports these changes

CHAIRPERSON OPENED THE PUBLIC HEARING

Jeff Witte, 2501 Morton Avenue, President of the Fairmont Park Neighborhood Association, stated PlanDSM was presented to their association on March 8. The residents along the Great Delaware Corridor are adamantly opposed to the 2040 Plan proposed to rezone this land to industrial. These residents have lived in this neighborhood for decades. Some of the residents are upside down on their mortgages which means they don't have anywhere else to go. All of the residents in Fairmont Park voted to agree to not accept this change. Witte is appalled at the fact that he, as President of the association, wasn't contacted to come and hear the plan prior to March. Jeff stated that he feels there needs to be a meeting to discuss these things.

Marlon Mormann, 3320 Kinsey Avenue, President of Northeast Neighbors, Inc., took a vote on this and strongly supports Fairmont Park. These people have a right of self-determination. Mormann stated the residents should have a chance to talk about it and see if there are some alternatives.

Cherie Mortice, 2940 E. 22nd Street, member of Fairmont Park Neighborhood Association and chairperson of the neighborhood association's 2040 Plan for Growth and Sustainability, stated she has been following a lot of the various plans and has been to a lot of meetings on those plans. She stated she has always brought up looking at blighted industrial space

but it would never go any further. Fairmont Park residents realized that they had been doing some planning and hadn't been communicating their plans with City staff. The association met with the ISU Design Lab in March of 2015 and shared with them their concerns about the blighted industrial properties on Hull Avenue and the fact that pedestrians and bicyclists use Hull Avenue on a daily basis. That became Phase 1; "Providing a walking bicycle path out of the industrial space." Mortice stated that all they're really asking for is to speak to City Planners and go over the alternatives.

CJ Stephens asked how many people there are in this area of the neighborhood.

Jeff Witte responded that there are roughly 80-100 homes directly affected by this proposal in the area.

CJ Stephens asked if the "2040 Plan" that Mortice is speaking of is the same as a neighborhood plan that would be approved by P & Z and City Council.

Cherie Mortice stated that they are just in the planning stages with ISU Design Lab.

CJ Stephens asked if they have ever had a neighborhood plan completed before.

Cherie Mortice stated they have never had a neighborhood plan.

Linda McCormick, 2914 E. 22nd Street, stated she just found out about this yesterday. The neighborhood is flourishing and is full of families, kids and she doesn't understand how the City can even think about demolishing their homes and putting them somewhere else. All of the memories of their home and work they've done to their home would be destroyed. She states they have lived side by side with the businesses in the area for years and there was never a problem.

David Langford, 2118 Morton Avenue and recently acquired 2122 Morton Avenue, stated that Morton Avenue is not just an ordinary neighborhood. All of the neighbors band together to help each other out, no matter the circumstances. Langford stated that he can speak for everyone on Morton Avenue, in stating that they don't want to move. Some of the people have been in this neighborhood for over 80 years. Residents have spent a lot of time and money to keep their houses nice. There is not another neighborhood like this one. There is currently a project within this neighborhood that is renovating a home for a wounded veteran. Langford feels it is not right to give this veteran hope with a renovated home, just to turn around and take it away. These are not just houses or properties, these are homes. Langford has letters from other neighbors stating their disagreement with the plan as well.

Heather Ryan, 1253 E. 37th Ct, stated she is not a resident of the Fairmont Park Neighborhood Association but is a member of the Des Moines Odor Board. This area is already having issues with the industrial uses that are in the area. Ryan stated that she doesn't know anyone who would want to put their business in the area that stinks so badly. She also stated that she feels bulldozing homes to put up more industrial areas sends a very prominent message to the residents of the east side about how they are perceived. As an East Des Moines resident, she would implore that the City meets with residents of Fairmont Park to discuss this issue.

Carolyn Uhlenhake Walker, 4111 Ingersoll Avenue #1110, stated that she has a lot of passion in regards to climate change. Carolyn stated that we must look at Des Moines and see what road we're going to take. Walker stated that over 20 science academies have stated that climate change is happening faster than expected. She stated that climate change was mentioned in this plan, but it needs to be more of a priority. Walker stated that she would like to see the following statement added to the Vision Statement, "Des Moines is at a crossroads, and climate change will be considered in all goals and decisions in PlanDSM." Future generations will be asking, "Did Des Moines really think of the future in their planning efforts?"

Francis Boggus asked Jeff Witte if he attended any of the Public Outreach meetings for PlanDSM.

Jeff Witte responded that he attended a meeting at Grand View Golf Course in June of last year. At that meeting the only thing that was asked of him was to place "dots" where he would like to see something done.

Francis Boggus asked Jeff if there had been any notification sent to him regarding their homes being demolished.

Jeff Witte stated he has not received anything from the city. From looking at the map, it shows that industrial will be coming in, so the homes will be coming down.

Mike Ludwig stated that he doesn't want to say that the notification process is perfect. City staff did their best to notify the residents. The meeting that Jeff Witte references was part of the "Goals and Policies" meetings that were held in the four quadrants. All of the mailing list subscribers and anyone that was at a previous PlanDSM meeting were mailed notification of all future meetings. This area was an issue back in 2000. When staff didn't see a lot of participation from these areas, staff went and scheduled meetings with them. There were no further comments back from the neighborhood after the March 8 Neighborhood meeting until one of the City Planners stated residents called them this week. This was in no way done to try to stifle participation from any neighborhood. Back in 2000, there was an issue of the I-235 reconstruction and buyouts in this area. Ludwig stated that when staff looked at the map and general comments, there had just been a new urban renewal plan approved by Council for this entire area to improve industrial appearance and economic development in this area. From the City's perspective, they were looking at the rail traffic increasing, and staff was challenged by Council to look at how to address neighborhood compatibility impacts with the railroad. Trying to create a buffer is difficult. Ludwig stated that staff thought the idea of designating this area as Planned Business Park would be a lesser intense and more residentially compatible redevelopment of the area over time. City staff hoped that they were potentially creating additional market for residents to sell their homes in the long term. It would allow the residential to stay if they wanted to in the interim.

David Courard-Hauri asked if both the area south of Hull and the area of Guthrie between Delaware and I-235 are included in this change of designation.

Mike Ludwig stated that they are really focused on the area bounded by I-235, Hull, Delaware and E. Sheridan.

Will Page stated he sat at the first public hearing of the PlanDSM presentation on March 3 at the Planning and Zoning Commission meeting. At that point Mike Ludwig and Bob Blanchard had stated that they had not been able to meet with some of the affected areas yet. Chesterfield and Fairmont Park were two of those areas. Will stated he asked Blanchard if they were going to have a meeting with them. Page stated that the residents of these areas have a right to have discussions with City staff.

Francis Boggus stated he is also concerned about the process. Urban Renewal of the 50's and 60's devastated a lot of neighborhoods. The areas that are in question tonight are not blighted areas. They are nice, clean homes. Boggus stated that they have not received any written notification that their homes will be bulldozed, but feels the process has not been complete. There needs to be participation and involvement from everyone. Ignoring certain people because their socio economic status on level of education is an abuse of the process.

Mike Ludwig stated that in no way did the staff ignore anyone because of their socio economic status or education level on this project. The City noticed all property through their public hearing process on the Land Use Map when it was presented in January. City staff specifically met with these neighborhoods five days after Mr. Page made reference to it. Ludwig stated that the commission can make recommendation to not include the designation for this area. During the March 3 meeting, there was an extensive outline given on this planning process.

Greg Jones asked Mike Ludwig to address the climate issue that Carolyn Walker raised.

Mike Ludwig stated that the addition of the greenhouse gas policies is a very specific. For this plan, the goals and policies were specifically driven by the comments received during the public outreach meetings. Ludwig stated that it doesn't mean that climate change isn't important, but that it didn't elevate as a single topic as compared to the other goals and policies in the plan. There are a lot of policies in the plan that address sustainability. There is a lot of good coming out of this plan including Departmental coordination and alignment with GuideDSM.

Jann Freed asked Ludwig if he could clarify who was at the Fairmont Park meeting on March 8.

Mike Ludwig stated that he, Bob Blanchard, rep from Parks Department and NBSD officer were there. Presented the Land Use Map. Probably 20-25 people at the meeting. They were expecting more people to come, but didn't. Residents were going to go talk to them and get back to City staff. Ludwig reiterated that he is not opposed to the commission having a different recommendation regarding the land use designation for the referenced area.

Will Page stated that the plan as proposed is an excellent plan, but this one area is the only thing that he feels needs to be addressed.

CHAIRPERSON CLOSED THE PUBLIC HEARING

Will Page moved to table the Fairmont Park issue for further research study and public input.

Francis Boggus seconded the motion.

Jo Anne Corigliano asked to have a friendly amendment to add the Chesterfield area and any other disadvantaged areas to this recommendation.

Bob Blanchard stated that if they are speaking in regards to changing from Single Family to Business Park designation, it was just the Fairmont Park and Chesterfield areas. Blanchard asked the commission to clarify exactly what they want.

Will Page stated that it was just these two areas. City staff worked with Chesterfield and it was determined that they could move forward with no issues. It was only Fairmont Park that needed additional information.

Jo Anne Corigliano withdrew her request for a friendly amendment.

CJ Stephens stated she thought that the commission had to approve the plan as a whole or not approve the plan as a whole. What kind of direction are they giving to neighborhoods or staff if they are making an exception to a neighborhood?

Greg Jones stated that he thinks it's just like making any other change to the plan. There needs to be additional talks with the neighborhood.

CJ Stephens asked if the plan would come back to the commission for approval.

Glenna Frank stated that there needs to be some direction. If the commission is suggesting that this issue is going to be separated out from the Comp Plan and there will be a recommendation of the rest of the plan to Council or if it is suggested that it is going to be continued and brought back, then that needs to be stated.

Greg Jones stated that he interprets it as this issue will be taken out of the plan and worked on outside. Greg stated that he feels it is impossible to hold this whole plan up for this one issue. Jones stated they could leave this designation as Low Density Single-Family Residential and change it further down the road if necessary.

Will Page stated he feels that is the cleanest thing to do. He stated he would accept that as a friendly amendment.

CJ Stephens reiterated that the change in designation would be taken out to leave the area designated and zoned as it currently is.

Mike Simonson moved staff recommendation on the rest of the plan.

Jann Freed seconded.

Jackie Easley stated that on Page 87, Section 10 there is a reference to supporting local hospital facilities. Easley states that she would like a friendly amendment made to state "healthcare" facilities instead of limiting it to "hospitals" only.

Mike Simonson accepted the friendly amendment.

CJ Stephens stated she would like a friendly amendment made to create a stated goal in regards to climate change or changing all "bike trail" references to "trails" or "multi-use trails".

Mike Simonson did not accept the friendly amendment. Simonson stated that he thinks they are so far down this road that there needs to be a conclusion on this plan.

Francis Boggus stated he would like to make a friendly amendment to not change the designation of the intersection of Beaver and Franklin Avenues to Community Mixed Use as requested by Commissioner Kamper.

Mike Simonson did not accept the friendly amendment. Current code requires any proposal for multi-family residential to be reviewed by the Plan and Zoning Commission.

Jacqueline Easley asked if there can be questions raised at the City Council level as well.

Mike Ludwig stated that Council will see the comments and discussions that have taken place and have been made. Staff would expect that as commissioners you would respect the recommendation of the whole commission in regards to individual contact with Council beyond this hearing.

Greg Jones stated he would like everyone to make their comments before the final vote. Jones stated he supports Mike Simonson's motion and staff recommendation.

Francis Boggus stated he supports staff recommendations generally, but on this issue there are concerned residents and he doesn't support staff on the Fairmont Park and Beaver Avenue/Franklin Avenue designations.

Mike Simonson stated some of his frustration is that there has been a lot of work done on this plan over a long period of time, and there have been a lot of invitations to the Commission to attend meetings on this plan.

COMMISSION ACTION:

Mike Simonson moved for approval of the PlanDSM Comprehensive Plan including all staff recommended changes, to change the word "hospital" on page 87 to "Healthcare" and excluding one proposed land use designation. The Plan and Zoning Commission recommended against changing the land use designation for a portion of the Fairmont Park Neighborhood that is located west of I-235, east of Delaware, south of Hull and north of E. Delaware FROM Low Density Residential to Planned Business Park.

Motion carried 13-0.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Michael Ludwig".

Michael Ludwig, AICP
Planning Administrator

MGL:clw
Attachment

Ludwig, Michael G.

From: bmillarddsm <bmillarddsm@aol.com>
Sent: Thursday, April 07, 2016 2:43 PM
To: Ludwig, Michael G.
Cc: Jason Pulliam; Blanchard, Robert E.; Jeremy Geerdes
Subject: RE: Attn: Plan and Zoning Commission, re: PlanDSM feedback

Michael,

I would like to suggest there is a significant difference between signage and billboards. Billboards should be specifically mentioned also.

Thanks
Brian

Brian L Millard

Sent from my Verizon Wireless 4G LTE smartphone

----- Original message -----

From: "Ludwig, Michael G." <MGLudwig@dmgov.org>
Date: 04/07/2016 2:17 PM (GMT-06:00)
To: Jeremy Geerdes <jrgeerdes@gmail.com>
Cc: Jason Pulliam <jason.pulliam@gmail.com>, Brian Millard <bmillarddsm@aol.com>, "Blanchard, Robert E." <REBlanchard@dmgov.org>
Subject: RE: Attn: Plan and Zoning Commission, re: PlanDSM feedback

Mr. Geerdes,

As indicated in the April 1 staff report/memo for the PlanDSM hearing, staff has prepared additional policy language for the Commission's consideration in an attempt to address your concerns regarding billboards/blight/visual clutter.

In addition to existing Land Use Goal 1 - Policies LU1 and LU3, Staff will recommend to the Plan and Zoning Commission that the following policy language be added under Land Use Goal 1:

"Develop regulations to reduce blight and visual clutter including but not limited to signage, overhead power lines, telecommunication equipment and other utilities. Regulations will be consistent with federal and state code and case law."

Ludwig, Michael G.

From: mcfet6@mchsi.com
Sent: Thursday, April 07, 2016 10:14 AM
To: Ludwig, Michael G.; gjones@dunbarjones.com; jason.pulliam@gmail.com; Blanchard, Robert E.
Subject: Fwd: PlanDSM staff report for PNZ?
Attachments: PlanDSM Hearing Attachments.pdf

Re: page 8-9 of hearing attachment, would you please consider this language in DraftPlanDSM? Thank you, Colleen 779-2308

Under Land Use Goal 1 Propose policy LU5:

"Mitigate community impact of off-premise advertising, as traffic safety data, property valuation and other evidence becomes available, as technology evolves, as court decisions are handed down and other considerations."

----- Forwarded Message -----

From: "Michael G. Ludwig" <MGLudwig@dmgov.org>
To: mcfet6@mchsi.com
Sent: Tuesday, April 5, 2016 12:11:28 PM
Subject: RE: PlanDSM staff report for PNZ?

Colleen-

The attached staff report provides a lot of background information. The "hearing attachment" includes a memo from Bob and I that identifies all of the requested changes to date and the staff recommendation regarding each of those requested changes.

Please let me know if you have any additional questions.

Thanks.

Mike

-----Original Message-----

From: mcfet6@mchsi.com [mailto:mcfet6@mchsi.com]
Sent: Tuesday, April 05, 2016 12:36 PM
To: Ludwig, Michael G.
Subject: PlanDSM staff report for PNZ?

Would you please send the PNZ staff report for Thursday's PlanDSM item? Thanks, Colleen



April 7, 2016

Des Moines Plan and Zoning Commission
City Hall - 400 Robert D Ray Dr
Des Moines, IA 50309

Re: PlanDSM Feedback

Dear Plan and Zoning Commission Members,

At tonight's meeting, you will once again consider the adoption of PlanDSM as a major update to the city's Comprehensive Plan. PlanDSM is a vital step for our community, not only because it presents a clear vision forward, but also because of the comprehensive feedback process through which it has been vetted. The Lower Beaver Neighborhood would like to commend the commission and everyone else who has participated in the various stages of PlanDSM's development.

We would, however, like to draw the commission's attention to one area of concern. For several years, the commercial corridors of Des Moines have been plagued by an inordinate number of billboards and pole signs. To exacerbate the problem, many of these signs have been allowed to fall into disrepair, making them unsightly blemishes on the landscape of a city which over the last several years has worked hard to improve its image and aesthetic.

In 2008, the city approved the Merle Hay Neighborhood Plan, which calls attention to the need for "enhancements" along the Merle Hay corridor to address, among other things, "billboards [which] create a visual environment that is not appealing." The issue is not isolated to the Merle Hay corridor, however. In fact, it takes only a few minutes in a car to find problematic signs in virtually every area of our city.

Indeed, the matter is so pervasive that the city's 2020 Community Character, adopted in 2000, even addressed signage by calling for the prohibition of pole signs and billboards along certain designated corridors of the city, and it is only magnified by the fact that several suburbs have adopted modern sign ordinances which have severely limited the use of such signage.

In May 2013, the Lower Beaver Neighborhood Association supported a joint resolution of multiple neighborhoods calling for a comprehensive update of Des Moines' sign ordinances to better address aesthetic, technical, and even safety concerns surrounding signage in the city.



Three years later, while some progress has been made, we are concerned not only that this update has not yet occurred, but also that PlanDSM does not include any mention of the matter. This would seem to be a step in the wrong direction, and we would strongly encourage the commission to add language to the PlanDSM draft calling for a comprehensive update to the city's sign ordinances and offers new solutions to address old signs which cause practical and/or aesthetic concerns.

Thank you for your consideration.

Sincerely,

Jeremy R. Geerdes, President
Lower Beaver Neighborhood Association
4019 Lower Beaver Rd
Des Moines, IA 50310

April 5, 2016

Des Moines Plan and Zoning Commission
City Hall – 400 Robert D. Ray Drive
Des Moines, IA 50309

Subject: PlanDSM Feedback

Dear Plan and Zoning Commission Members:

I would like to begin by thanking commission members, city staff, and all of the residents, businesses, and other interested parties who provided input throughout the PlanDSM input gathering process. There were many opportunities for the public to weigh in throughout the process, and the draft plan before you includes many things we can be proud of.

Exceptional and thoughtful as the draft is, I would call commissioners' attention to the absence of references to our city's ongoing problems with billboards. Such signs too often encroach upon residential properties and diminish the overall aesthetics of our business districts. If we do not acknowledge that the problem remains unresolved, we cannot profess to offer meaningful solutions.

Prior comprehensive planning efforts in Des Moines have addressed the problem, including but not limited to:

- The Des Moines City Council approved the **2020 Community Character Plan** in August 2000. A section of the 2020 plan that covers "significant corridors" reads as follows: **"Prohibit the erection of pole signs and off-premises signs (billboards) along any of the specially designated corridors in the City."**
- The Des Moines City Council approved the **Merle Hay Neighborhood Plan** in October 2008. A section of the Merle Hay plan covering "Commercial Development" reads as follows: **"The streetscape in the area surrounding the mall needs enhancements. The asphalt on Douglas Avenue east of Merle Hay Road is breaking up. Many of the medians are in need of improvements, and off-center power lines, signs, and billboards create a visual environment that is not appealing."**

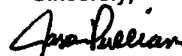
While some progress has been made on the billboard issue, much work remains. As such, I urge commission members to add language to the PlanDSM draft that draws from past comprehensive plans, and offers new solutions such as amortization, a fair and legal process by which billboards are gradually phased out and removed. Special attention should be given to areas where billboards are 100 feet or less from residential property lines.

It is notable that although past comprehensive plans acknowledged myriad problems with billboards, they predated the advent of digital billboards, which are brighter, more imposing, and use considerably more energy. In that respect, it stands to reason that we need to even more thoughtful about billboards than we have in the past, not less.

It is of particular importance for the city to address this issue in PlanDSM given the growing body of research that suggests digital billboards reduce traffic safety and decrease values of nearby residential properties.

Thank you for your consideration.

Sincerely,



Jason Pulliam
2327 49th Place
Des Moines, Iowa 50310



MERLE HAY NEIGHBORHOOD ASSOCIATION

P.O. Box 31036 • Des Moines, IA 50310

Working Together to Make a Difference

April 7, 2016

Des Moines Plan and Zoning Commission
400 Robert D. Ray Drive
Des Moines, IA 50309

Dear Plan and Zoning Commission Members:

The Merle Hay Neighborhood Association Board of Directors recently voted in support of asking the Commission to add language to the PlanDSM draft that aims to prioritize reduction of billboards and other forms of visual clutter in our neighborhood commercial areas. It appears that Commission members will consider such language during a public hearing on the plan, and we are hopeful something meaningful is approved. As Commission members consider ways to reduce visual clutter, we would like to remind them of the following passage from our 2008 neighborhood improvement plan, which was approved by the City Council:

"The streetscape in the area surrounding the mall needs enhancements. The asphalt on Douglas Avenue east of Merle Hay Road is breaking up. Many of the medians are in need of improvements, and off-center power lines, signs, and billboards create a visual environment that is not appealing."

We want to make sure, however, that everyone understands our position is not purely a subjective one based on aesthetic preferences. Recent research shows that billboards reduce the value of nearby residential properties, digital billboards arguably compromise traffic safety, and the considerable energy consumption of digital billboards is inconsistent with our city's sustainability goals. What we are ultimately talking about is neighborhood stability, and combatting things that diminish our strength. We point to the following research studies as evidence:

- Beyond Aesthetics: How Billboards Affect Economic Prosperity, Jonathan Snyder, 2011.
- Compendium of Recent Research Studies on Distraction from Commercial Electronic Variable Message Signs (CEVMS) – Prepared by Jerry Wachtel, CPE President, The Veridian Group, Inc., 2016.
- Illuminating the Issues Digital Signage and Philadelphia's Green Future, Gregory Young, 2010.

We thank Commission members, city staff, and all of the stakeholders who have worked on PlanDSM for their time and consideration.

Sincerely,

Jason Pulliam
President, Merle Hay Neighborhood Association

Submission to the Plan and Zoning Commission, City of Des Moines
Re: Plan DSM, the City of Des Moines Comprehensive Plan
April 7, 2016

As leaders of the Age-Friendly Greater Des Moines Initiative, we applaud the city of Des Moines for including in Plan DSM vision statements, goals and policies that will help make our community one that people of all generations and abilities can live in and enjoy. This is consistent with the support the Des Moines City Council gave to our initiative, during its July 25, 2011, meeting, for making Des Moines part of the World Health Organization's Global Network on Age-Friendly Cities. Iowa's capital is the first city in the Midwest and the third city in the United States to become a WHO Age-Friendly City. AARP Iowa, Des Moines University and Aging Resources of Central Iowa accepted the charge of identifying aspects of Greater Des Moines that do make and can make our community age-friendly. Plan DSM aligns with our efforts.

We are particularly enthused and grateful that Plan DSM includes the following:

- A strong Vision Statement that pledges Des Moines will have walkable neighborhoods, housing diversity that meets residents' needs throughout their lives, a complete transportation system, and a cultural and recreational environment available for all residents
- Land Use policies to support walkability, safe sidewalks and vibrant public spaces
- Transportation policies to support a well-maintained public transit system connected to housing and amenities, safe and accessible pedestrian traffic, and transportation options for aging persons and those with disabilities
- Housing policies to promote accessible, affordable and age-friendly housing alternatives in all neighborhoods to allow aging in place, with available home maintenance, repair and other support services
- Social Equity policies to foster safety and community participation opportunities for persons of all ages and abilities

We respectfully propose that health and health services policies in Plan DSM be strengthened to put greater emphasis on positive health outcomes. Specifically, we suggest policies for Social Equity Goals 1 and 2 be expanded to include the following:

- Foster a range of health and community support services to ensure delivery is coordinated, respectful, user-friendly and wellness-focused.
- Support health and social services that are highly accessible by all means of transportation.
- Enable residential care facilities and other housing for aging persons to be located close to services and amenities.
- Promote strategies to enhance health and wellness education, information on resources, and opportunities for civic engagement by persons of all ages.

The Age-Friendly Greater Des Moines Initiative is grateful to support the city of Des Moines in ensuring our community continues to be vibrant, safe, healthy, accessible and inclusive for all people.

Kent Sovern, Executive Director, AARP Iowa; Joel Olah, Executive Director, Aging Resources of Central Iowa; Yogesh Shah, Associate Dean of Global Aging, Des Moines University

Ludwig, Michael G.

From: William Colgan Page <page@dwx.com>
Sent: Wednesday, April 06, 2016 2:20 PM
To: Ludwig, Michael G.
Cc: Blanchard, Robert E.
Subject: PlanDSM

Dear Mr. Ludwig and Blanchard:

As you requested, here are some thoughts concerning *PlanDSM* in its current format:

Plaudits

An attractive and readable document.

Well organized internally, in compliment to State of Iowa standards, and clearly the result of global study and thoughtful urban analysis.

Comments

Corrections needed to pagination as presented in index. Many people go to an index first. A disorganized index sets the wrong tone for any document, particularly one concerned with planning. Please do this regardless of cost.

Spell "Cemeteries" in title correctly, p. 65.

Adopt consistent phraseology in document for historic preservation plan:
Page 72 calls for an "Updated" plan. Page 93 calls for a "New" plan. I recommend the former.

Community Character and Neighborhoods, Goal 2, p. 71:
None of the stated goals addresses the need for more robust enforcement of code regulations. CCN11 touches on the issue but is vague. See next comment.

Priority Actions, p. 93:
Near Term Actions lacks a provision for more robust enforcement of code regulations. Adequate enforcement has been the Achilles heel of City of Des Moines since the neighborhood movement began. More robust enforcement is a critical element to ensure neighborhood stability. Enforcement should be included as a Priority Action for the Near Term and given more importance in the city's budget.

Priority Actions, p. 93:

57

- Neighborhood activists are telling me that they see "Prepare a new Historic Preservation Plan" not as an Intermediate Action but as a Near Term Action if funding can be found outside the city's budget. I concur. An updated preservation plan is necessary to ensure that neighborhood corridor and commercial node development, as outlined in *PlanDSM*, is compatible with existing historic resources.

Thank you for the opportunity to share these comments with you, in this written format, and with the City of Des Moines at the public hearing to be held on April 7, 2016.

William Colgan Page
Public Historian
520 East Sheridan Avenue
Des Moines, IA 50313-5017
U.S.A.
515-243-5740 (vox)