



North of Grand

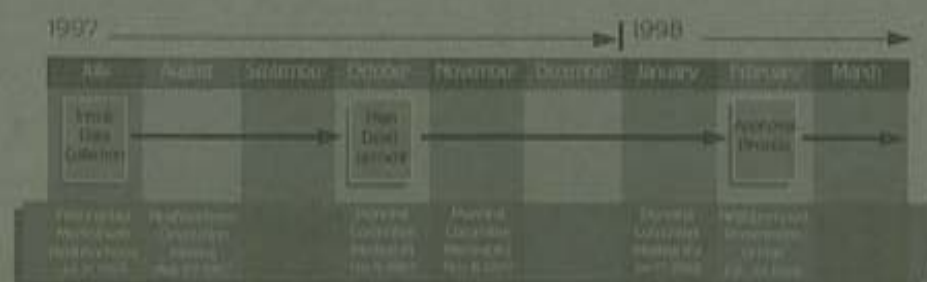
Neighborhood Action Plan



GRAND
NOG



The North of Grand Planning Process



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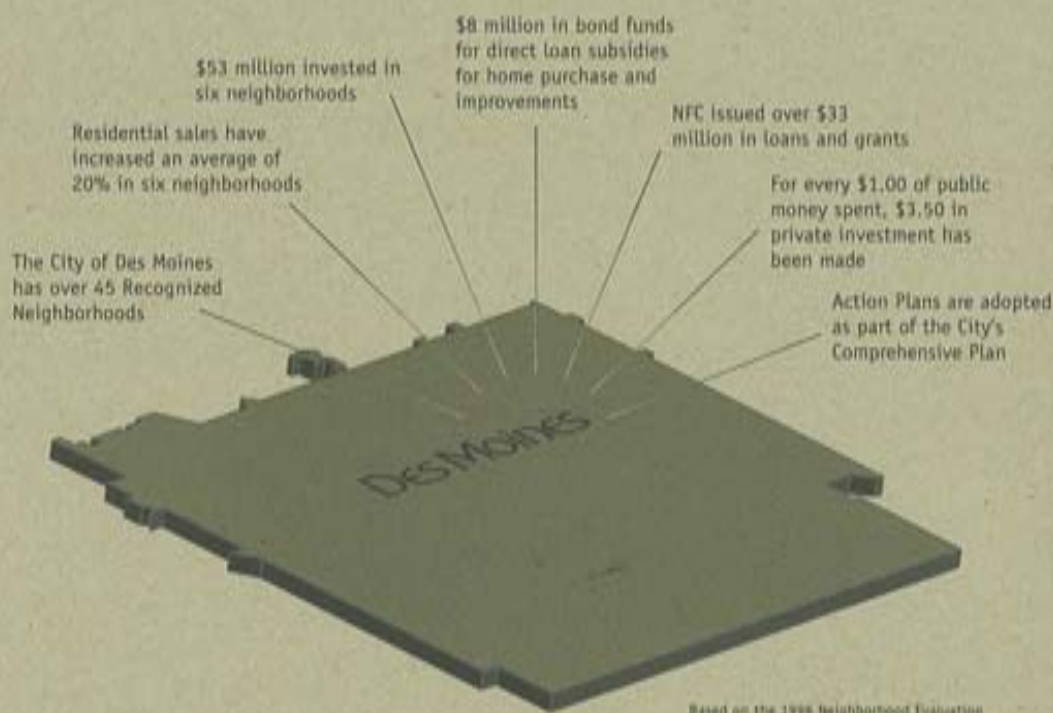
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Data Collection and Research

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INTRODUCTION



The City of Des Moines and the Polk County Board of Supervisors created the Neighborhood Revitalization Program (NRP) over seven years ago to help stabilize and improve Des Moines' neighborhoods. A nationally recognized consultant was brought in to evaluate the existing programs and to provide guidance for the creation of the NRP. To coordinate this program, the City's Community Development Department created the Neighborhood Development Division.

This 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 metropolitan area. To participate, recognized neighborhoods must submit an application and make a presentation to the Neighborhood Revitalization Board. The neighborhood planning process relies on active resident groups to identify critical neighborhood issues in their area. Technical assistance and planning coordination is provided by the staff of the Neighborhood Development Division. Neighborhood Planning staff work with the neighborhood group to develop appropriate

goals and a feasible action plan. These neighborhood action plans provide a list of activities and identify parties responsible for implementation. The success of the revitalization effort depends on a continued coordination of efforts between the neighborhood organization, the City, County, the Neighborhood Finance Corporation, and private organizations.

Since its inception 13 neighborhoods have joined the action planning process. Of those 13 neighborhoods, 5 have successfully completed the process by accomplishing most of the activities in their action plans. They are capable of continuing implementation activities with less support from the City and have graduated to the "Charter" status.

This plan was prepared through a joint effort of the City of Des Moines Neighborhood Planning Section of the Community Development Department and the North of Grand Neighborhood Association. The final approved plan becomes an amendment to the City's Comprehensive Plan and becomes an ongoing guide affecting future policy decisions for the area.

DESCRIPTION

DESCRIPTION

The North of Grand Neighborhood can be found in the very heart of Des Moines' west side, just minutes from the Downtown Central Business District. The North of Grand Neighborhood boundaries are formed by Interstate-235 on the north; Grand Avenue to the south; 31st Street on the east; and 42nd Street as the western edge.

The North of Grand Neighborhood is served by a series of minor and major arterial streets. North-south access is provided by 31st, 35th, and 42nd Streets. East-west access is provided by Grand, Ingersoll, and (to a lesser extent) Woodland Avenues. With the neighborhood's location just south of Interstate-235, connections are currently provided to the freeway at 31st, 35th, and 42nd Streets.

Strengths

- Beautiful older homes
- Strong property values
- Close to downtown and commercial areas
- Friendly neighborhood atmosphere

Weaknesses

- Homes in need of repair
- Deteriorating curbs, streets, and sidewalks
- Commercial encroachment into residential areas
- Increasing traffic on residential streets

Based on information gathered at a Neighborhood Wide meeting, August 1997

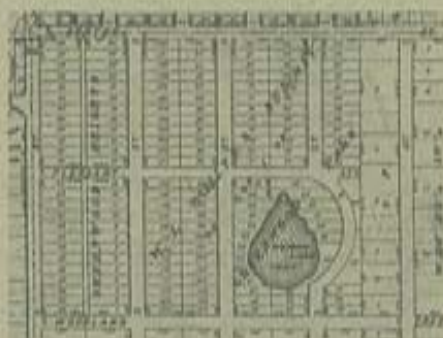


North of Grand's location within the City of Des Moines



HISTORY

The area between Center Street on the north, the Raccoon River on the south, 28th Street on the east, and 42nd Street on the west was incorporated as the City of Greenwood Park in 1881. This suburban community was described in the 1889-1890 City Directory as, "One of the most beautiful of Des Moines suburban towns...a very popular place of residence where people vie with each other in the beauty and elegance of their homes." The entire area was annexed by Des Moines in 1890. The northern half of the town of Greenwood Park is known today as the North of Grand Neighborhood.



Register of Historic Places.

There are a number of factors that have always drawn new families to the North of Grand neighborhood. The area is served by a number of quality public and private schools, Hubbell and Greenwood Elementary Schools, Callanan Middle School, Roosevelt High

School, and St. Augustin's Catholic School as well as the University of Osteopathic Medicine are all within easy walking distance. The proximity to the Ingersoll Business

Development in the North of Grand Neighborhood occurred in two very different areas, both of which were spurred by the development and extension of the streetcar. Around the turn of the century, Grand Avenue was a residential corridor with large mansions and beautiful homes. After about 1910, apartments or flats were constructed along the streetcar line on Grand. During this same time period, Ingersoll Avenue became a commercial area concentrated at street intersections. These intersections gradually spread to fill out the length of the Ingersoll Corridor. This area retains much of that character today.

After 1910, the area to the North was platted and developed with both large and modest houses that appeal to a wide variety of



District and the Shops at Roosevelt make shopping easy. Additionally, the neighborhood is the home of many large, well-established churches and non-profit organizations. These elements have helped the neighborhood overcome the negative

forces that have been weighing on the neighborhood, including the intrusion of Interstate-235, an aging housing stock, and the increasing encroachment of commercial properties. All of these factors have combined to encourage the neighborhood residents to come together and become part of the City's Neighborhood Revitalization Program.



Let Us Build You a Home In Middlesex Addition

Select your lot at once and your home will be ready to inhabit but a few weeks. The location is 1/2 mile from the city center, near the University of Osteopathic Medicine. Water, gas and sewer connections. Sidewalks and driveways. We build to suit your needs, from \$10,000 up, including every modern convenience, ready for occupancy. You can visit your home in a few days or come to see it now.

WITMER & KAUFFMAN
Manhattan Building Both Phones 759



The Center-Soll Club at a recent Park in a recent 11th

Getting Neighborliness In Your Neighborhood

How the Center-Soll Community Has
Brought Its Neighborhood Together

ONE of the first things you will notice when you enter the Center-Soll Club is the sense of neighborliness. The club is a place where people from all over the neighborhood come together to share their talents and interests. It is a place where you can find a friend, a mentor, or a partner in crime. The club is a place where you can find a sense of community and belonging. The club is a place where you can find a place to call home.

IT ALL BEGAN WITH FRANKLIN WELLS. Franklin Wells, a resident of the Center-Soll Club, was the first to start the club. He was a man who loved to share his talents and interests with others. He was a man who wanted to make a difference in his neighborhood. He was a man who wanted to bring people together. He was a man who wanted to create a sense of community and belonging. He was a man who wanted to make a place where people could find a friend, a mentor, or a partner in crime. He was a man who wanted to make a place where people could find a sense of community and belonging. He was a man who wanted to make a place where people could find a place to call home.

Photo: Photo and Photo, December 1995

Reprinted from *Better Homes and Gardens* Magazine © Meredith Corporation



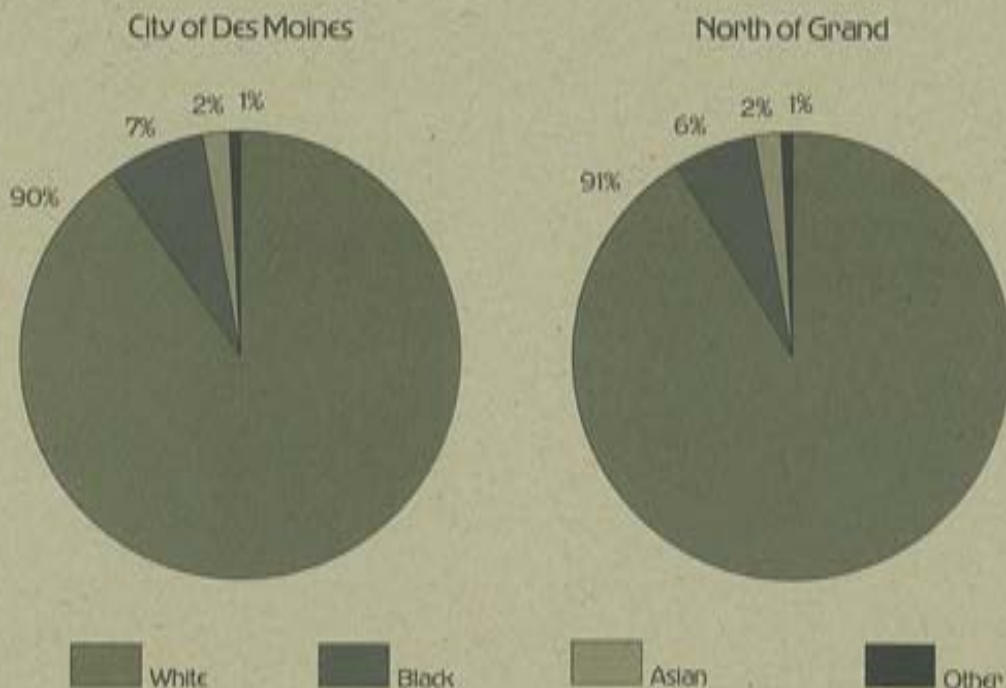
The North of Grand Neighborhood Association organized in 1995 and has a current membership of over 120 families, individuals, and businesses. The neighborhood organization builds on a long tradition of neighborhood friendliness that can be traced back to the 1920s. The Center-Soll Club was organized in the 20s as a group of neighbors living between Ingersoll Avenue and Center Street who wanted to be better acquainted with their neighbors and make their neighborhood a better place to live. The November 1924 issue of *Better Homes and Gardens* highlighted the Center-Soll Club as a shining example of "neighborhoodliness."



The article commented that, "The Center-Soll folks have broken the ice and made a beginning in a direction where it is sorely needed in many communities throughout the country." The current North of Grand Neighborhood organized to enhance the quality of life, promote the history of the area, and strengthen communication between residents, businesses, and government. The association applied to become a designated neighborhood in the Summer of 1997 with the purpose of "becoming an active and effective voice for the people who live, work, and own property in the neighborhood."

DEMOGRAPHICS

Racial Composition



Source: 1990 U.S. Census

The total population for the North of Grand Neighborhood is 4,417 residents according to the 1990 U.S. Census. The neighborhood's population increased by one percent from 1980 to 1990. This reverses the ten percent decline in population that was experienced between 1970 and 1980. In comparison, the City of Des Moines also experienced a one percent increase in population between 1980 and 1990, due largely to annexation on the City's South-west and South-east sides. The size of families and households within the neighborhood remained constant between 1980 and 1990. This increase in the neighborhood's population can in part be credited to the construction of a new apartment building at 35th Street and Woodland Avenue in 1987.

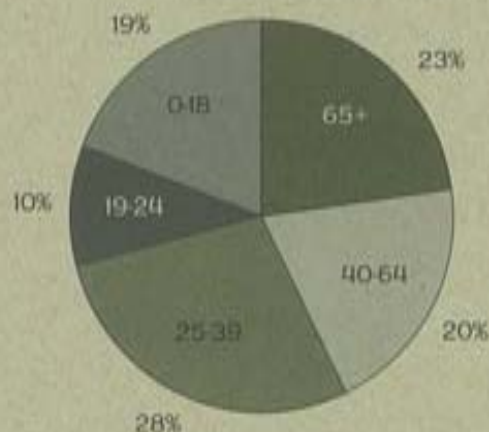
Residents of the North of Grand Neighborhood consider cultural and ethnic diversity a strength and include it as one of the reasons they choose to live in the area.

The 1990 Census shows that ten percent of the residents list themselves as minorities. The greatest increases from 1980 to 1990 occurred in the numbers of Asian and Hispanics. The total for Asian residents jumped from 1/3 of a percent in 1980 to over two percent in 1990. The increase in Hispanic residents was more moderate, from one to two percent overall.

The North of Grand Neighborhood has a wide mixture of ages that has remained stable from 1970 to 1990. (See chart) The median age for the area has increased slightly from 33 years of age in 1980 to almost 35 years of age in 1990 (the median age for the City was 32 years in 1990). This mixture of youth, families, and elderly is one of the neighborhood's strengths. The stability reflected in both the population and age demographics would suggest that as elderly leave the neighborhood they are being replaced by families.



NOG: Population By Age Group



Source: 1990 U.S. Census



NOG Median Income



Source: 1970, 1980, and 1990 U.S. Censuses

The North of Grand area possesses one of the City's highest concentrations of college graduates. In comparison to 26% for the City, 43% of North of Grand residents are college graduates. The neighborhood's median income, when compared to the City as a whole, has decreased since 1970. In 1970, the income of North of Grand residents was 101% of the City's median income. In 1990, that had decreased to 82%. (See chart)

There is an interesting disparity between the concentration of college graduates and income in the area. Possible explanations for this disparity may be: Recent college graduates early in their working careers, residents employed in civil service and teaching, and a slightly larger than average elderly population living on fixed incomes.



HOUSING

According to the Des Moines City Assessor's Office, the housing stock in the North of Grand area is generally sound. The highest concentration of deteriorated structures is in the area closest to Interstate-235 along Rollins Avenue between 35th and 39th Streets.

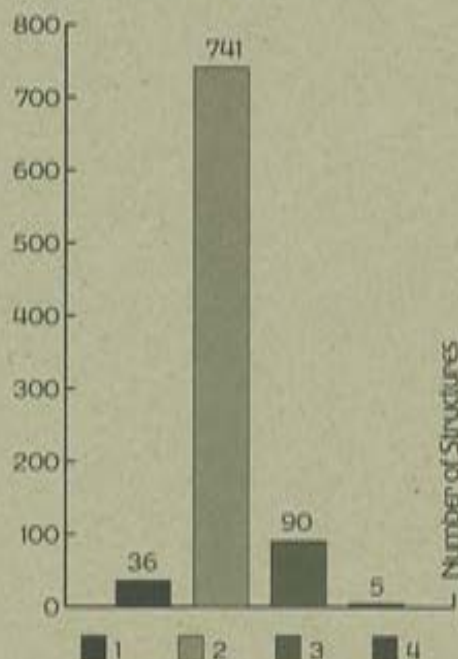
For this planning process, the Neighborhood Development staff have adopted a new methodology for housing condition rating. In previous planning processes, an external visual assessment was used to assign a condition of one through four (1-4) to a structure, with one being the best condition and four the worst. For this plan, the City Assessor's condition ratings were used, and adapted to the previous condition rating definitions for general comparison to the older data. The City Assessor data was selected because it takes into account additional factors that affect property value rather than just external appearances. Also, City Assessor data is systematically



updated over time while the most recent City-wide conditions data dates to a 1988 survey. City Assessor data rates a residential structure into one of the following conditions listed from best to worst: Excellent, Very Good, Above Normal, Normal, Below Normal, Poor, and Very Poor. By adapting them to the old methodology these conditions are equated to the old system as follows:

Old	New
1	Excellent & Very Good
2	Above Normal & Normal
3	Below Normal
4	Poor & Very Poor

NOG Housing Conditions

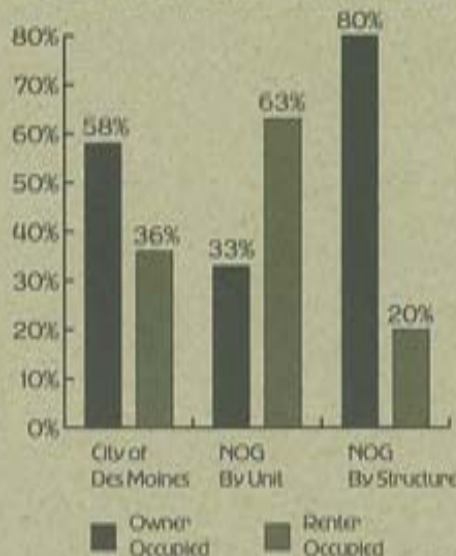


Source: Des Moines City Assessor's Office, August 1997

Housing structures in the North of Grand Neighborhood are generally normal to excellent condition with eighty-seven percent (87%) falling into those categories according to 1997 City Assessor's data condition ratings.

Since 1970, the number of dwellings has increased by 250 units. The majority of the new units have been multi-family (either apartment or condominium) and located along the Grand and Ingersoll Avenue corridors. The proportion of units that were owner-occupied was 33% in 1990. This figure has remained stable since 1970. However, there is such a large number of apartment building and condominium complexes in the neighborhood that the owner-occupancy figure is misleading. When owner-occupancy is determined by structure instead of units, this number increases significantly to 80%. (See chart.) Additionally, the North of Grand neighborhood has maintained a lower vacancy rate than the City of Des Moines since 1970. Neighborhood residents continue to monitor the increasing number of rental properties in the area.

NOG Owner/Renter Comparison



Sources: 1990 U.S. Census
 * Des Moines City Assessor's Office, August 1997

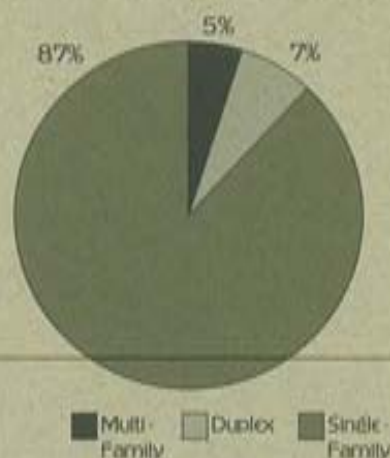


The North of Grand Neighborhood is distinct in its historic housing styles and the short time frame in which the housing was built. The traditional styles of the bungalow and foursquare house are atypically concentrated within the neighborhood. These homes were generally well constructed with quality materials. Not uncommon for housing stock of this age, there is a general need for systems updating, roofing repairs, and minor face lifts.

The North of Grand Neighborhood is unique in both its mixture of housing styles and densities. The median year of the housing construction in the neighborhood was 1943 with 60% of the units being constructed before 1949. Multi-family structures are located largely along both Grand and Ingersoll Avenues as large apartment buildings with some duplexes (or single family homes converted to duplexes) scattered throughout the neighborhood. The majority of the neighborhood is single family structures (87%). (See chart)

This neighborhood, since 1970, has possessed consistent housing values. (See chart.) The median assessed value in North of Grand has risen 20% since 1989 to \$50,835. When housing conditions, values, and owner occupancy rates are added together, this area demonstrates a high level of stability, values, and desirability of location.

NOG Residential Structures By Type



Source: Des Moines City Assessor's Office, August 1997

NOG Housing Values



Sources: 1970, 1980, and 1990 U.S. Census
 * Des Moines City Assessor's Office, August 1997

This section discusses the existing land use conditions within the North of Grand Neighborhood based on visual confirmation of the land use inventory conducted by Neighborhood Development staff in August of 1997. The correlating zoning districts are also described as they existed in the City of Des Moines Zoning Ordinance upon adoption of this Action Plan. (See Existing Land Use and Existing Zoning Maps.)

Residential

The majority of land use in North of Grand is residential, primarily single-family structures. There is a concentration of multi-family (three or more units) buildings along the Grand and Ingersoll Avenue corridors. These multi-family structures are generally traditional brick multi-story apartment buildings. There are a number of legal non-conforming duplexes scattered throughout the neighborhood. These duplexes are often converted single-family houses, although some double houses were built the same time as the neighborhood developed and are consistent in design with the bungalow and foursquare house type.

Commercial

The most significant commercial development within the North of Grand area is the Ingersoll Commercial District that spans Ingersoll Avenue from 31st Street west to near 40th Street. This area contains a collection of traditional retail establishments and medical/professional offices that, for the most part, front on Ingersoll Avenue. This commercial district has seen a gradual transformation from traditional commercial development to more modern development with a greater set-back from the street, larger stores, and increasing encroachment of parking into the surrounding residential areas. In an effort to promote the traditional characteristics of the district, a new zoning classification was created in 1997. The Neighborhood Pedestrian Commercial Classification (NPC) was created to promote those traits that are unique to neighborhood-oriented commercial areas. The North of Grand Neighborhood Association was instrumental in the establishment of this classification.

Additional commercial development can be found at St. George's Square at the intersection of 35th Street and Interstate-235. This collection of shops is unique in its character and location. The unique commercial areas within the neighborhood, and those located minutes from the North of Grand area, provide services for the immediate neighborhood as well as the entire city.

Public/Semi-Public

There are no public schools located within the neighborhood boundaries. Children in the North of Grand area are served by: Hubbell and Greenwood Elementary Schools, Callanan and Merrill Middle Schools, Roosevelt High School, as well as St. Augustin's Catholic School, The Des Moines Jewish Academy, and Des Moines Christian School. All of these schools are located very close to the North of Grand area. The neighborhood is home to many churches, non-profit organizations, and Fire Station #5.

Parks/Open Spaces

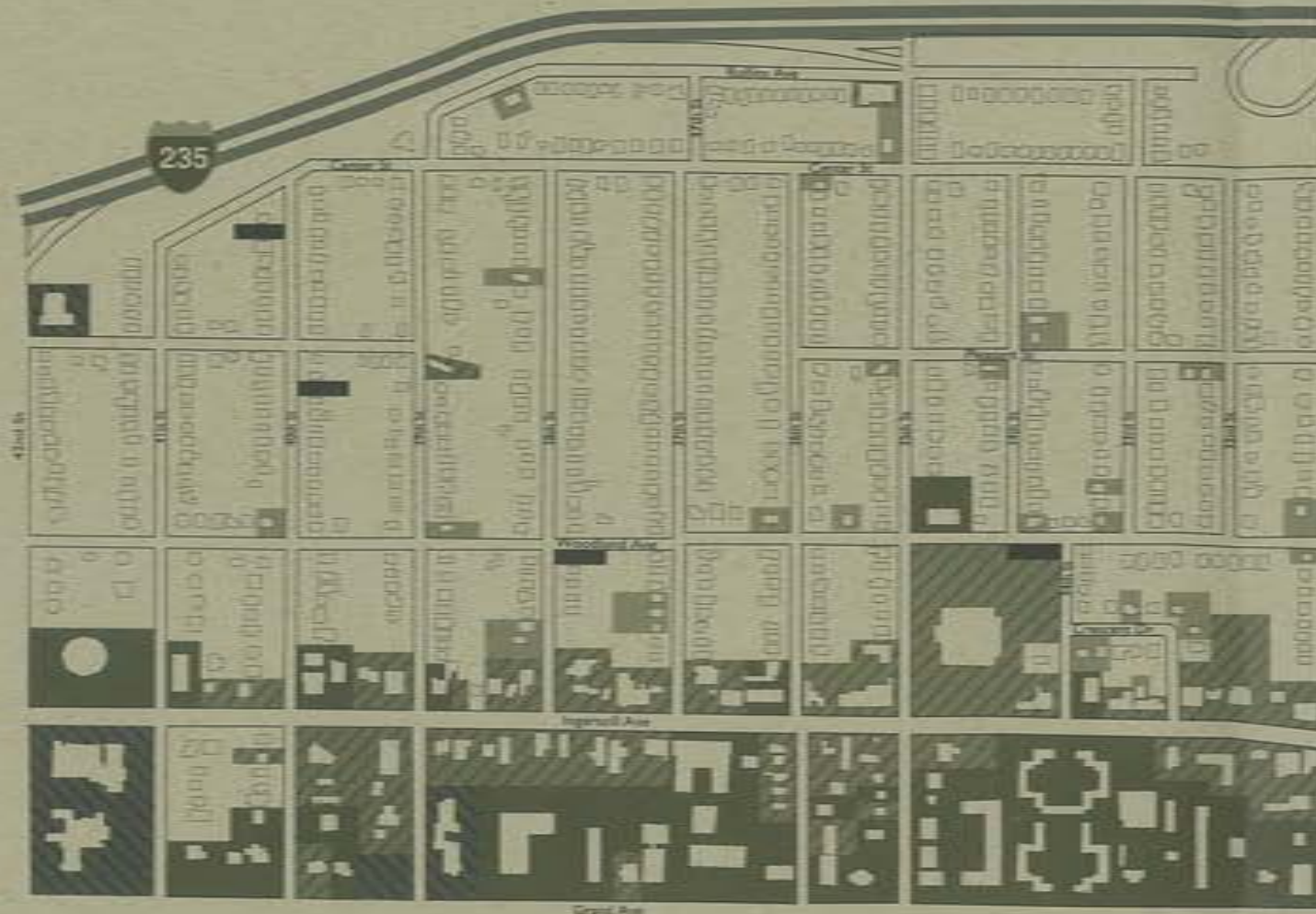
There are no parks or open spaces within the boundaries of the North of Grand Neighborhood. There are several large parks surrounding the area. Greenwood Park, one of the city's largest, as well as the grounds of surrounding schools, provide open spaces for the resident's needs.

In addition to these surrounding facilities, residents utilize the Ingersoll Commercial District as a focal point of activity.

Land Use 2000 Plan

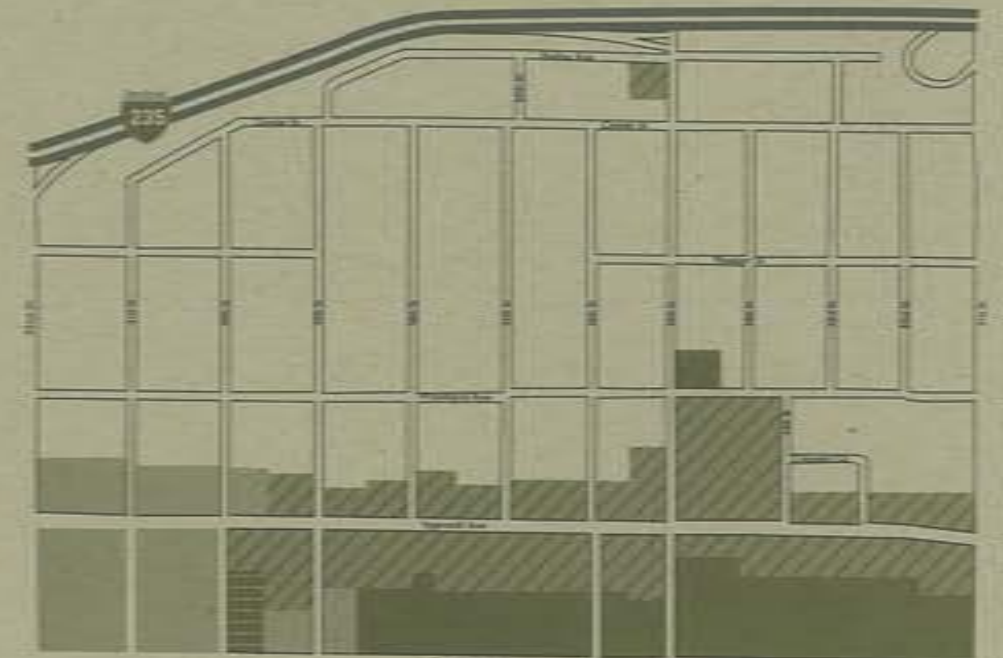
The City's Land Use 2000 Plan mirrors, in a broad manner, the existing land use in the neighborhood. The Land Use 2000 Plan indicates that the majority of the neighborhood will continue to be designated low density residential with a regional commercial core and a neighborhood core along the Ingersoll Commercial District. The areas along the north side of Grand Avenue near 42nd Street are designated as high density residential.

Existing Land Use



- Single Family
- Two-Family
- Multi-Family
- Commercial
- Public/Semi-Public
- Vacant Lot

- Low Density Residential
- Medium Density Residential
- High Density Residential
- Commercial/Residential
- Pedestrian Commercial



Future Land Use

Zoning

The North of Grand Neighborhood's zoning districts allow a wide variety of uses. (see map)
The area north of Woodland Avenue is zoned entirely as R-1 60 allowing for only single-family residential structures. The areas along the Grand and Ingersoll Avenue corridors allow for more intense commercial and residential uses.

- | | |
|--|--|
|  R-160 |  C-O Commercial-Residential |
|  R-3 Multi-Family Residential |  NPC |
|  R-4 | |

Existing Zoning







Action Plan
Issues
Goals
Resources

HOUSING GOALS



ISSUES	GOALS	PLAN OF ACTION	RESOURCES
Home Maintenance (Historically Sensitive) Home Improvement Advocacy Inform of Home Improvement and Repair Tools Available	1. Encourage maintenance and improvement of owner-occupied homes.	A. Provide rehabilitation loans from NFC based on lending guidelines developed for the neighborhood.	NFC, NOG
		B. Create information opportunities such as workshops, speakers, etc. to assist homeowners with identifying and performing necessary home repairs.	NOG, City, SHPO, AIA, ISU, NHS
		C. Explore alternative methods to encourage and support home repair and maintenance.	NOG, City
		D. Investigate financial options for encouraging home repairs.	NOG, City, Realtors, Banks
		E. Inform residents about tax abatement opportunities.	NOG and City
	2. Support the development of financing programs to encourage home ownership.	A. Provide information on programs available to homeowners for home purchase.	NOG, City, Realtors, Banks, NFC
		B. Encourage homeowners with contract purchases to refinance using conventional financing.	NOG, City, NFC

ISSUES	GOALS	PLAN OF ACTION	RESOURCES	
<p>Historic Preservation (Bungalow and Foursquare)</p> <p>Educate on Preservation Standards</p>	<p>3. Preserve and protect traditional/historic character of housing.</p>	<p>A. Pursue nomination to the Nat'l Register of Historic Place for districts identified in the Bungalow/Foursquare Study</p> <p>B. Educate homeowners on the value of and techniques including building codes for historically sensitive rehab</p> <p>C. Identify sources for materials and contractors that are appropriate for historically sensitive rehab</p> <p>D. Identify incentives to assist homeowners with historically sensitive rehab</p>	<p>NOG, City, SHPO</p> <p>NOG, City</p> <p>NOG, City, SHPO</p> <p>NOG, City, SHPO</p>	
<p>Educate on Housing Codes</p>	<p>4. Encourage maintenance and improvement of rental properties throughout the neighborhood</p>	<p>A. Ensure that all rental properties have current rental certificates and are in compliance with housing code.</p> <p>B. Discourage conversions from owner-occupied through enforcement of zoning.</p> <p>C. Encourage conversions back to single family through financing programs.</p> <p>D. Provide information on housing code to tenants and landlords.</p> <p>E. Encourage participation in the Crime Free Multi-Housing Program</p>	<p>NOG and City</p> <p>NOG and City</p> <p>NOG, NFC, and City</p> <p>NOG, City, CCI, Iowa Landlords Association</p> <p>DMPD, Iowa Landlords Association</p>	

COMMUNITY ENHANCEMENT GOALS



ISSUES	GOALS	PLAN OF ACTION	RESOURCES
Neighborhood security	1. Strengthen and support an active community-based policing program to decrease illegal activity and improve security in the neighborhood	<p>A. Maintain and strengthen the relationship between the North of Grand Neighborhood and the Police and Fire Departments</p> <p>B. Develop, promote, and support an active neighborhood watch plan for the neighborhood.</p> <p>C. Educate residents about illegal activities and how residents can assist the police with enforcement</p>	<p>NOG, DMPD, DMFD, IBA, Churches, Polk County, Schools, PTAs, and SBCs</p> <p>NOG, DMFD-NARC, IBA, Churches, Polk County, Schools, PTAs, and SBCs</p> <p>NOG, DMPD-NARC, IBA, Churches, Polk County, Schools, PTAs, and SBCs</p>
Friendly neighborhood atmosphere	2. Support and enhance the friendly neighborhood identity	<p>A. Establish and promote public events to promote the community identity</p> <p>B. Create NH Ambassador Program to provide individual attention to NH residents</p> <p>C. Create NH Welcome Wagon Program to reach new residents</p>	<p>NOG, IBA, Schools, and Churches</p> <p>NOG, IBA, Schools, and Churches</p> <p>NOG, IBA, Schools, and Churches</p>
Quality of education	3. Support the existing public and private schools surrounding the neighborhood	<p>A. Work with the DM School District to promote and support the public schools surrounding the neighborhood</p> <p>B. Work with the private school officials to promote and support private schools surrounding the neighborhood</p> <p>C. Involve local schools in neighborhood activities and functions</p>	<p>NOG, City, PTA, Site Base Council (SBCs), and DMPS</p> <p>NOG, DM Jewish Academy, DM Catholic Diocese, and DM Christian School, Private Schools Parent Association</p> <p>NOG and local schools</p>



ISSUES	GOALS	PLAN OF ACTION	RESOURCES
Lack of parks and recreation opportunities.	4. Improve access to park and recreation facilities	<p>A. Promote existing local parks and recreation facilities to neighborhood residents.</p> <p>B. Continue to work with the DMPS in developing on-site rec. opportunities to maximize the recreational resources of Callanan, Roosevelt, Greenwood, and Hubbell Schools.</p> <p>C. Create public spaces on Ingersoll as part of the overall Ingersoll Commercial District Plan.</p> <p>D. Advocate for the extension of the planned western bike trail into NOG.</p>	<p>NOG, DM Parks and Recreation, and DMPS</p> <p>NOG, DM Parks and Recreation, and DMPS</p> <p>NOG, City, and IBA</p> <p>NOG and City</p>
Neighborhood Identity	5. Improve and promote the unique character of the neighborhood	<p>A. Develop a strategy to improve and promote the assets of North of Grand as a unique livable community.</p> <p>B. Define and enhance visible entrances to neighborhood with plantings and banners.</p> <p>C. Provide regular maintenance of neighborhood and neighborhood entrances.</p>	<p>NOG, IBA, Board of Realtors, and City</p> <p>NOG, City, and IDOT</p> <p>NOG, City, and IDOT</p>



COMMUNITY ENHANCEMENT GOALS



ISSUES	GOALS	PLAN OF ACTION	RESOURCES
NOG Neighborhood Association	6. Encourage and support strong and active neighborhood associations	<p>A. Promote the NOG neighborhood association to increase membership and activity</p> <p>B. Establish regular communication with surrounding recognized neighborhoods to promote common goals.</p> <p>C. Conduct outreach to senior citizens, tenants, and condominium owners to participate in the neighborhood organization.</p>	<p>NOG and City</p> <p>NOG, Ingersoll Park, Woodland Heights, Drake, Waterbury, Waveland Park, Sherman Hill, and Waveland Woods</p> <p>NOG and City</p>
Non-profit organizations	7. Promote communication and collaboration with local non-profit organizations.	<p>A. Identify and enhance non-profit partnerships.</p> <p>B. Provide ongoing communication with area non-profits.</p> <p>C. Promote opportunities to partner with area non-profits on neighborhood activities and initiatives.</p>	<p>NOG and City</p> <p>NOG, Junior Achievement, PEO, Planned Parenthood, Junior League, American Friends, Des Moines Playhouse, Young Women's Resource Center, Thoreau Center, Churches and Boy Scouts of America</p> <p>NOG and local non-profits</p>
Public Library of Des Moines	8. Optimize the use of Public Library resources	A. Identify and utilize Public Library resources wherever possible.	NOG and Public Library of Des Moines

COMMERCIAL GOALS

ISSUES	GOALS	PLAN OF ACTION	RESOURCES
Neighborhood friendly businesses	1. Retain and support neighborhood sensitive commercial development	A. Work to ensure that new businesses locating in the area are sensitive to the character of the commercial district and the neighborhood	NOG, IBA, and City
		B. Promote local business to the neighborhood by involving them in neighborhood activities.	NOG, IBA, and City
Ingersoll Business Association (IBA)	2. Improve relationship and communications with the Ingersoll Business Association	A. Create a partnership with the Ingersoll Business Association and the neighborhood.	NOG and IBA
		B. Involve the Ingersoll Business Association in neighborhood activities and initiatives	NOG, Junior Achievement, and IBA
		C. Support local business by promoting patronage of neighborhood establishments	NOG
Commercial district enhancements	4. Work with surrounding NH associations to develop a commercial district plan for Ingersoll Avenue.	A. Create an Economic Development Sub-Committee, with surrounding NH associations, to focus on the development of a Commercial District Plan for Ingersoll Avenue.	NOG, IBA, City, and surrounding NH associations
		B. Identify resources and hire a consultant to prepare the Commercial District Plan	NOG, IBA, City, and the Economic Development Sub-Committee
		C. Work with landowners and shopkeepers on beautification projects for Ingersoll Avenue.	NOG, IBA, and City
		D. Design and promote a marketing strategy for the Ingersoll Business District.	NOG, IBA, and City



COMMERCIAL GOALS



ISSUES	GOALS	PLAN OF ACTION	RESOURCES
Commercial district enhancements (continued)	3. Work with surrounding NH associations to develop a commercial district plan for Ingersoll Avenue (continued)	<p>E. Work with the City's Community Development Department to plan pedestrian friendly commercial projects.</p> <p>F. Advocate for pedestrian friendly development along the Ingersoll Business District.</p> <p>G. Advocate for the extension of the planned western bike trail into the Ingersoll Business District.</p>	<p>NOG, IBA, and City</p> <p>IBA and NOG</p> <p>NOG and City</p>
St. George's Square	4. Evaluate and monitor the potential impacts of I-235 expansion on the St. George's Square Commercial Development	<p>A. Investigate rezoning the area for continued commercial use.</p> <p>B. Advocate for the retention and improvement of St. George's Square.</p> <p>C. Develop strategy for the relocation of displaced business from St. George's Square to the Ingersoll Business District.</p>	<p>NOG, Business/Property Owners, and City</p> <p>NOG, Business/Property Owners, and City</p> <p>NOG, City, Business/Property Owners, and IBA</p>
Parking on Ingersoll Avenue	5. Provide adequate parking on Ingersoll to enhance and retain commercial businesses.	<p>A. Conduct a parking assessment of the Ingersoll Commercial District.</p> <p>B. Develop a strategy to provide needed parking.</p>	<p>NOG, IBA, and City</p> <p>NOG, IBA, and City</p>

PHYSICAL ENVIRONMENT GOALS

ISSUES	GOALS	PLAN OF ACTION	RESOURCES
Commercial and high density residential uses encroaching into low density residential uses	1. Preserve existing character in areas of the neighborhood which are single family residential by preventing encroachment of more intense uses	A. Delineate future land use between commercial or high density residential and low density residential uses. B. Rezone as appropriate to implement changes in future land use.	NOG Planning and Administration Division Neighborhood Development Division
Traffic volumes and speeds are high on residential streets Traffic signage is inadequate	2. Provide for safe and moderate traffic flow in the neighborhood	A. Create an ongoing sub-committee of NOG to address all traffic issues B. Study traffic problems in the neighborhood; investigate the potential for traffic calming and other traffic improvements; and implement recommended improvements C. Ensure that any future traffic improvements are compatible with implementation of the ML King and I-235 projects	Engineering Department Traffic and Transportation Division CDBG Traffic Safety Committee P&Z Traffic Subcommittee NOG Traffic Subcommittee
Noise and visual impacts from I-235	3. Reduce noise impacts to the neighborhood and increase visual screening as part of improvements to I-235	A. Continue involvement with IDOT's citizen design review committee to ensure that measures are taken to include sensitivity for impacts of the freeway in the final design and construction of proposed improvements	NOG Engineering Department Traffic and Transportation Division IDOT I-235 Metro Citizens Design Committee



PHYSICAL ENVIRONMENT GOALS

ISSUES	GOALS	PLAN OF ACTION	RESOURCES
I-235 and ML King Parkway Improvements Planning	4. Provide good quality design of improvements to I-235 which is also aesthetic to the neighborhood.	A. Continue to ensure that the neighborhood is represented fairly and involved in all opportunities to provide input promoting good quality design and construction. B. Look at other models of creative and aesthetic design to gain ideas for effective input.	NOG Traffic Subcommittee I-235 Metro Citizens Design Committee Engineering Department Traffic and Transportation Division IDOT
Combined storm and sanitary systems	5. Update storm and sanitary sewer systems with design to address future needs of the neighborhood along with mitigation of existing problem areas.	A. Work with City Engineering Department to access the current system accurately and propose necessary improvements for future inclusion in the Capital Improvements and Storm Water Utility budgets.	Capital Improvements Budget Engineering Department Storm Water Utility Fund
Street infrastructure needs maintenance in various locations in the neighborhood	6. Provide safe and serviceable street and alley infrastructure which is maintained to City standards.	A. Work with Public Works Department to assess street infrastructure needs in the infrastructure rehabilitation area and implement necessary maintenance and improvements to the street infrastructure.	Neighborhood Infrastructure Rehabilitation Program (NIIRP) CDBG Capital Improvements Budget Public Works Operating Budget
Zoning Enforcement	7. Continue to ensure enforcement of the City's Zoning and Beautification Ordinances.	A. Continue involvement whereby the neighborhood association and the City Neighborhood Health and Zoning Inspection staff work to educate neighborhood property owners and residents about the Health and Zoning Codes while proactively working with habitual violators.	NOG Neighborhood Health and Zoning Inspection Division Action Center Neighborhood Development CDBG



ISSUES	GOALS	PLAN OF ACTION	RESOURCES
Street lighting is inadequate	8. Provide safe street lighting on the neighborhood's residential streets which also meets needs at a pedestrian scale	A. Work with Engineering Department and MidAmerican Energy to identify problem locations for street lighting in the neighborhood and implement recommended alternatives	NOG Engineering Department Traffic and Transportation Division MidAmerican Energy
Overhead Utility Lines Power Service Interruption	9. Bury overhead utility lines to ensure safety, better service, and neighborhood aesthetics.	A. Provide input along with other neighborhood groups and in partnership with utility companies to develop a long range plan for burial of overhead utility lines in neighborhood areas	
Zoning Changes	10. Investigate the feasibility of the zoning changes identified in the planning process	<p>A. Advocate for the modification of the City's Zoning Ordinance (Sec. 2A-25(F)(8)(g) to eliminate the special provisions allowing 100 feet of parking to encroach into districts where such parking would be prohibited.</p> <p>B. Investigate rezoning St. George's Square Shopping Center (located in the south west corner of 35th Street and Rollins Avenue) from R 1-60 to NPC</p> <p>C. Investigate the rezoning of the properties zoned R 1-60 that are located between 34th and 35th Streets and Ingersoll and Woodland Avenues to NPC</p>	<p>NOG and City</p> <p>NOG and City</p> <p>NOG and City</p>



IMPLEMENTATION

This section of the North of Grand Action Plan is quite possibly the most crucial to the success of the plan and the revitalization of the neighborhood. The implementation phase of the Neighborhood Revitalization Program requires an extensive commitment of time and resources.

In order for this plan of action to be successful, it is essential that the present collaboration between the City of Des Moines and the North of Grand Neighborhood Association continue to exist and grow. It will also require the following:

1. Technical assistance from Neighborhood Planning Staff and other City Staff when appropriate.
2. Inclusion in the City's Capital Improvement Program and Neighborhood Infrastructure Rehabilitation Program.
3. Financial Support from the Neighborhood Finance Corporation.
4. The availability of Community Development Block Grant (CDBG) Funds.
5. Strong and active leadership from the North of Grand Neighborhood Association.

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 some intensive work and return the neighborhood to a market-based, self-sustaining area. This neighborhood entered the Designated Neighborhood Program as a transitional-positive area based on:

1. Housing conditions
2. Proportions of homeowners to renters
3. Public improvement needs
4. Median household income as compared to the City-wide median income

The neighborhood organization has demonstrated a strong desire to develop and implement a commercial district plan for the entire Ingersoll Commercial area that will require a great deal of commitment from the North of Grand Neighborhood in establishing partnerships with surrounding neighborhoods

and the Ingersoll Business Association, developing the plan, and securing resources. The nature of a project of this magnitude makes it difficult to project a completion date. However, over the next three years City staff and the North of Grand Neighborhood can work together towards the implementation of this Plan of Action. In the event that a lasting partnership with surrounding neighborhoods is not achieved, the North of Grand Neighborhood will work with as many groups as possible to achieve acceptable enhancements to the Ingersoll Corridor.

The Neighborhood Division will conduct periodic assessments of the progress of a particular plan and will request that the program be ended once the work plan has been completed. Completion of a work plan does not mean that all items have been accomplished. It is possible that certain activities may be investigated and found not to be feasible or place an unreasonable demand on resources. Once a plan has been found to be complete, a report is prepared with input from the neighborhood organization. The neighborhood approves the report at a general meeting and forwards it to the Neighborhood Revitalization Board. Pending its approval, and approval from the Plan and Zoning Commission, the recommendation will 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.

Future Land Use

Along with the adoption of this Action Plan, a more detailed future land use plan for the North of Grand Neighborhood is established and included in this document, amending the City's current Land Use 2000 policy (see Map). Establishing the future land use is important in the implementation of the Action Plan in that a guideline is provided for future development and redevelopment. It should be considered as a guideline and not a strict determinant so that it can be flexible enough to allow for changing environments in acceptable development practices and other

land use needs which cannot be foreseen in the current environment. The goals of this Action Plan will provide specific implementation strategies for rezoning based on the future land use that has been established.

In addition to the attached map, the following policies are included in the future land use plan for the North of Grand Neighborhood:

1. Control the encroachment of commercial properties along Ingersoll Avenue into residentially zoned areas by disallowing the rezoning of properties, from residential to commercial, that do not front onto Ingersoll Avenue.
2. The neighborhood recognizes that 35th Street between Ingersoll and Woodland Avenues may be considered for higher use at some future time. An intensity higher than R1-60 may be considered if the project has minimal impact on neighboring properties.

The following rezonings are proposed as part of the future land use plan for the North of Grand Neighborhood:

1. Rezone appropriate areas from R 1-60 to R 1-50 when this zoning classification becomes available.
2. Rezone the isolated parcel located in the middle of the block bounded by 36th and 39th Streets and Ingersoll and Grand Avenues from R-3 to R-4.

Neighborhood Finance Corporation Lending Policy

The Neighborhood Finance Corporation (NFC) serves as a non-profit mortgage banker to finance the purchase and/or improvements of single and multi-family housing within the Designated Neighborhoods. The City of Des Moines, Polk County, the private sector, and neighborhood organizations work as a partnership to assist neighborhoods in the implementation of their plans. The NFC helps bring the plan together by delivering funds

from financial institutions, Polk County, and the City to individual homeowners, homebuyers, and developers.

The NFC Board sets all policy and approves all programs operated by the NFC in accordance with an agreement among the funding partners. Based on a review of data collected during the Action Plan process, the following lending policy will be in effect with the adoption of this plan. The following guidelines are in addition to any program guidelines currently in effect by the NFC:

- There are no limitations to lending based on condition of housing.
- Properties must be zoned for residential use by the City of Des Moines at the time of application.
- Improvements to ensure health and safety, deferred maintenance, and exterior appearance will be given priority over other improvements.
- NFC lending programs will be made available for a period of three years upon the adoption of this plan. Any continuance of NFC programs beyond three years will be based on the Action Plan Evaluation Report approved by the Des Moines City Council and the Polk County Board of Supervisors.
- NFC lending in the North of Grand Neighborhood will be limited to properties that meet all the above guidelines and are located north of Ingersoll Avenue. No NFC lending will be extended to areas south of Ingersoll Avenue.
- NFC lending will be extended to investor owned properties (including duplexes and single-family rentals) that meet all the above guidelines and are located north of Ingersoll Avenue. All requests for investor lending will be subject to approval from the North of Grand Neighborhood Association.

Individuals making application to the NFC must meet all fee, credit, and underwriting guidelines to receive any loan or subsidy.



The Neighborhood Infrastructure Rehabilitation Program (NIRP)

A specific program to address deteriorating infrastructure in Designated Neighborhoods has been designed by the City's Public Works Department. The Neighborhood Infrastructure Rehabilitation Program (NIRP) was developed in response to input from several neighborhood plans and the fact that the positive visual impact of the improvements has been found to be very beneficial to the revitalization effort. The current program as it exists relies on CDBG, CIP, and the City's operating budget.

The program provides a concentrated approach to making infrastructure improvements in neighborhood areas along with routine street maintenance operations to create the maximum impact in combination with other revitalization efforts. Types of activities included in the program have been curb replacement, sidewalk replacement, street resurfacing, street surface repair, rebuilding storm sewer intakes, alley grading, street tree trimming, wheel chair ramp construction, and storm sewer cleaning.

The program has been limited in the past to Designated Neighborhood Action Plan project areas that have been selected as part of the planning process. The nature of the North of Grand Neighborhood, with its revitalization needs so scattered, has not called for a project area approach to the entire revitalization program. However, the limited resources of the NIRP Program have required the selection of a limited area.

During the Action Plan process it was determined by the Planning Committee that to make the greatest impact to the neighborhood the entire neighborhood would be included for the activities of the NIRP Program with the exception of sidewalk work. Sidewalk work will be limited to an area bounded by 38th Street on the East, Ingersoll on the South, 42nd Street on the West, and Interstate-235 on the North. (See map)

GLOSSARY

GLOSSARY

CDBG - Community Development Block Grant; federally funded program provided to communities for development and services which benefit low and moderate income areas and people

Charter Neighborhood - A Recognized Neighborhood which has an approved Action Plan under the Neighborhood Revitalization Program, but, after evaluation, has been moved from being a Designated Neighborhood to a status where the City and County are minimally involved in the plan implementation

CIP - Capital Improvement Program; the City's five-year budget and schedule of infrastructure projects

Crime Free Multi-Family Housing Program - A program implemented by the Des Moines Police Department designed to involve landlords and property managers and tenants in the prevention of criminal activity associated with multi-family housing

City - City of Des Moines, Iowa; includes the City Council, City Managers Office and all operating departments

Designated Neighborhood - A Recognized Neighborhood which has been selected to participate in the NRP

DMFD - Des Moines Fire Department

DMPD - Des Moines Police Department

DMPS - Des Moines Public School District

HCS - Housing Conservation Services Division; the Division of the City's community Development Department which operates federally funded housing rehabilitation programs and rental housing code enforcement

HOME - A federally funded program used in various ways to provide housing opportunities for low and moderate income individuals and families

IBA - Ingersoll Business Association

IDOT - Iowa Department of Transportation

NOG - North of Grand Neighborhood Association

NIRP - Neighborhood Infrastructure Rehabilitation Program; a program operated by the City's Public Works Department to improve infrastructure in Designated Neighborhoods

NRB - Neighborhood Revitalization Board; a City Council appointed citizen board charged with making policy recommendations regarding the City's NRP and Consolidated Planning process for federal funds

NRP - Neighborhood Revitalization Program; a comprehensive approach to revitalizing Des Moines' neighborhoods, initiated by the City Council based on the recommendations in a 1990 report prepared by consultant Stockard & Engler, Inc.

NFC - Neighborhood Finance Corporation; a non-profit financial corporation which provides lending for home purchase and rehabilitation in Designated Neighborhoods

Recognized Neighborhood - A neighborhood with an active association that submitted an application to the City Council and in turn was approved as having an officially recognized relationship with the City



ASSOCIATED MATERIALS

- *Historical Residential Architecture in Des Moines 1905-1940*
- *Community Preservation Plan*
- *Parklands*
- *Land Use 2000*

All of the above materials are planning documents which have an impact on or are in some way related to the NOG Neighborhood Action Plan. They are all available for public review and / or purchase at the City's Community Development Department Offices at the Armory Building, 602 East First Street, Des Moines, Iowa 50309.



NORTH OF GRAND

Statistical Summary

According to the 1990 U.S. Census, the total population for the North of Grand Neighborhood is 4,417 residents consisting of 90% White, 7% Black, 2% Asian, and 1% listed as other. The median age for North of Grand is 35 and the median household income is \$21,974, 18% less than the City's income.

North of Grand is primarily a residential neighborhood with a total of 872 residential structures comprised of 87% single-family, 7% duplex, and 5% multi-family. The majority of the residential structures are owner-occupied dwellings with only 20% renter-occupied. In 1997, median assessed value for housing was \$50,835, slightly lower than the average assessed value for the entire city.

The Des Moines City Assessor's Office survey of August, 1997 lists the following conditions for housing in the North of Grand neighborhood: 4% excellent & very good, 85% above normal & normal, 10% below normal, 1% poor & very poor.

Goals Summary

Detailed Goals and Action Steps are available in the Action Plan Booklet.

Housing Goals

- Maintenance and improvement of owner-occupied homes
- Financing programs to encourage home ownership
- Preserve and protect traditional/historic character of housing

Community Enhancement Goals

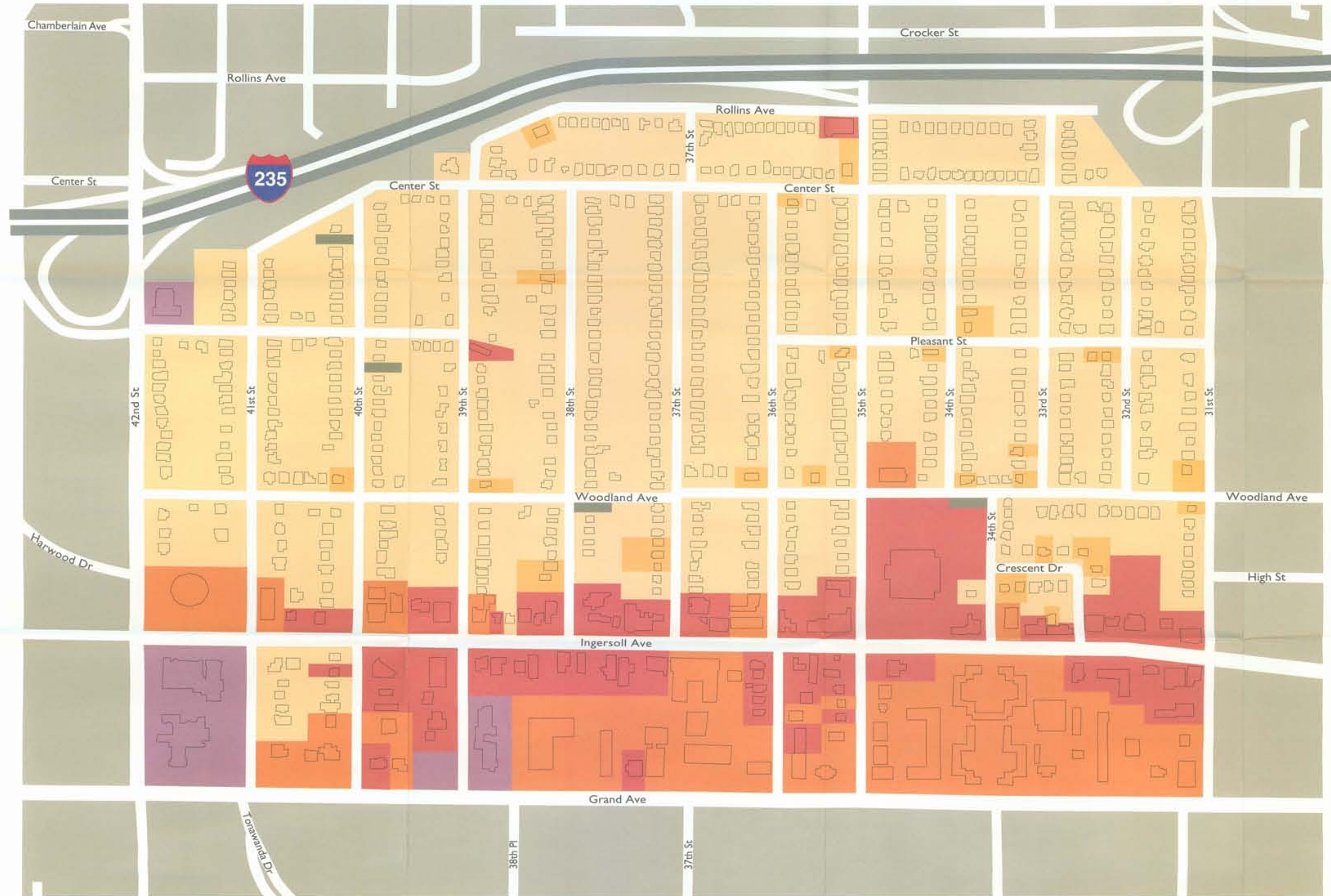
- An active community-based policing program
- Friendly neighborhood identity
- Public and private schools surrounding the neighborhood
- Access to park and recreation facilities
- Unique character of the neighborhood
- Support strong and active neighborhood associations
- Communication and collaboration with local non-profit organizations.

Commercial Goals

- Retain and support neighborhood sensitive commercial development
- Support the Ingersoll Business Association
- Develop a commercial district plan for Ingersoll Avenue.
- Evaluate impacts of I-235 expansion on the St. George's Square Commercial Development
- Adequate parking on Ingersoll

Physical Environment

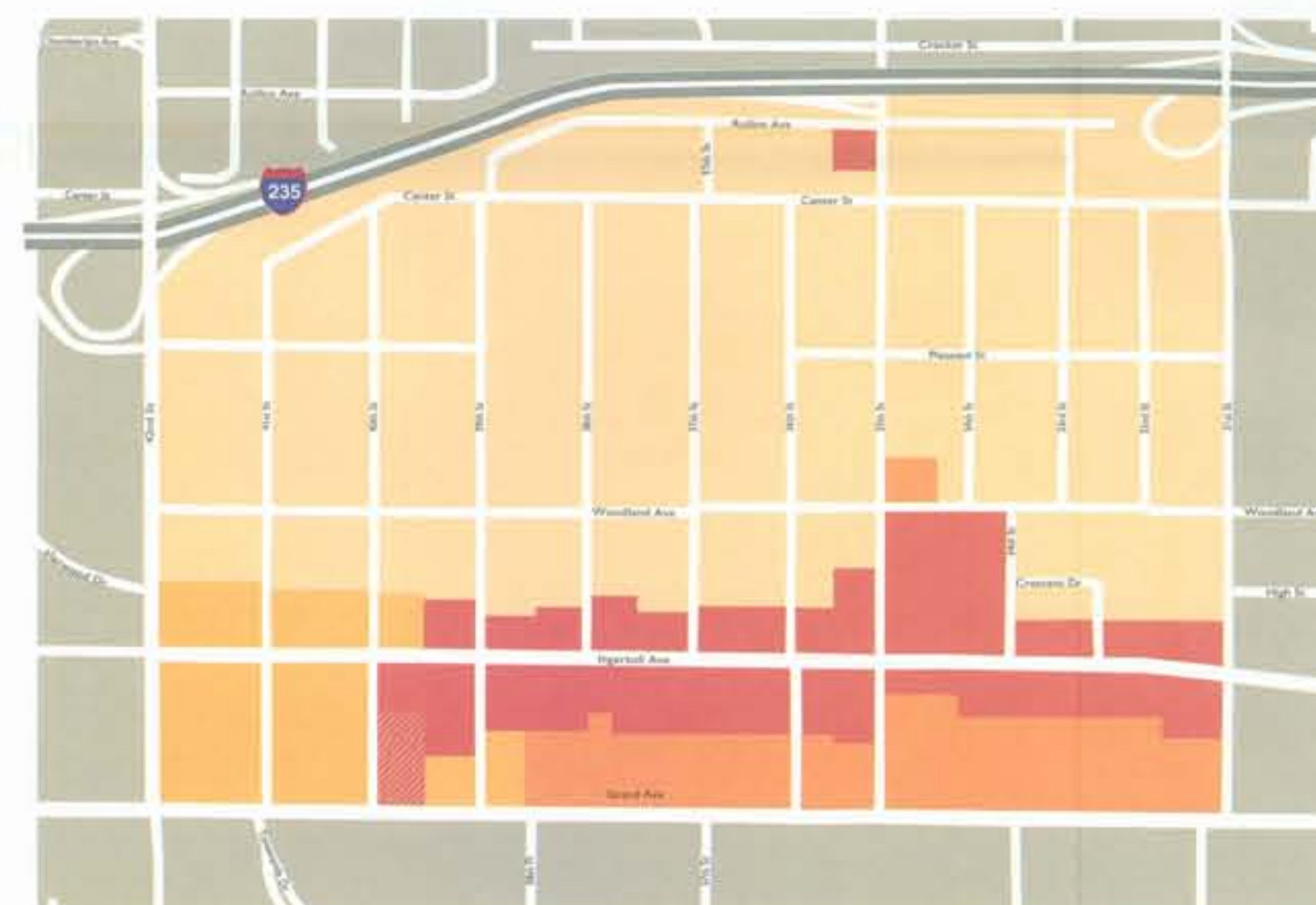
- Preventing encroachment of more intense land uses
- Safe and moderate traffic flow in the neighborhood
- Reduce noise impacts and increase screening as part of improvements to I-235
- Provide good quality design of improvements to I-235
- Update storm and sanitary sewer systems
- Safe and serviceable street and alley infrastructure
- Continue enforcement of the City's Zoning and Beautification Ordinances
- Safe street lighting on the neighborhoods residential streets at a pedestrian scale
- Bury overhead utility lines



Existing Land Use



North of Grand's location within the City of Des Moines



Future Land Use

- Low Density Residential
- Medium Density Residential
- High Density Residential
- Commercial
- Commercial/Residential
- Public/Semi-Public
- Vacant Property

The Neighborhood Revitalization Program

In 1990, the Des Moines City Council and the Polk County Board of Supervisors initiated a Neighborhood Revitalization Program based on "Housing Improvement and Neighborhood Revitalization" prepared by the consulting firm of Stochard and Engler, Inc. This 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 critical housing and neighborhood revitalization issues within the metropolitan area. The leveraging of private funds is based on the premise that public funds will be targeted to solve neighborhood problems and provide improvements. A crucial part of this strategy was the creation of the Neighborhood Finance Corporation which provides financial support through home improvement and mortgage loans for revitalization programs. The result is the implementation of a plan developed by residents and the City that represents both consensus and an ongoing commitment.

The North of Grand Action Plan was prepared through a joint effort of the City of Des Moines Neighborhood Planning Division and the North of Grand Neighborhood Association. The neighborhood planning process relies on active resident groups to identify critical neighborhood issues in their area. Technical assistance and planning coordination is provided by staff from the Neighborhood Division of the Des Moines Community Development Department.

