

BEAVERDALE



February
2013

Neighborhood Strategic Plan



IOWA STATE
UNIVERSITY

NAMED ONE OF THE PRETTIEST NEIGHBORHOODS IN
AMERICA BY *FORBES.COM*, SEPTEMBER 2011.

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Beaverdale Neighborhood Charter Plan Update

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And

The City of Des Moines

INTRODUCTION

The City of Des Moines and the Polk County Board of Supervisors established the Neighborhood Revitalization Program in the early 1990s to help stabilize and improve Des Moines' neighborhoods. To coordinate this program, the City's Community Development Department formed the Neighborhood Development Division. The Beaverdale neighborhood was one of the earliest neighborhoods to actively take part in the revitalization process in the 1990s. The first Beaverdale Neighborhood Association Strategic Plan was completed in 1991.

The Neighborhood Revitalization Program uses a strategy that calls for neighborhood residents, the City of Des Moines, and local business leaders to develop a public/private partnership to address revitalization issues within the city. The neighborhood planning process relies on active resident groups to identify critical issues in their area. The staff of the Neighborhood Development Division provides technical assistance and planning coordination. Neighborhood planning staff works with the neighborhood group to develop appropriate goals and implement a feasible plan of action. The neighborhood plan provides a list of tactics and identifies parties responsible for implementation. The success of the revitalization effort depends on a continued coordination of efforts among the neighborhood organization, the city, the county, and other public and private organizations.

For the first time, charter neighborhoods were invited to apply in 2011 under a pilot program. A charter neighborhood is one which has already completed and implemented a plan; however, many of these plans are now 15-20 years old. In September of 2011, the Beaverdale Neighborhood Association (BNA) filed an application to participate in the pilot Charter Neighborhood Program in order to update its original plan that was approved in 1991 with new goals for the future.

On November 21, 2011, the Des Moines City Council approved the selection of Beaverdale as one of the five neighborhoods to participate in the Charter Neighborhood Program. Neighborhoods selected for the pilot program worked with City staff as well as graduate students from Iowa State University's Department of Community and Regional Planning (ISU Planning Team) to update their respective neighborhood plans.

Over the past two decades, major goals in the first Beaverdale Neighborhood plan have been accomplished. However, new issues have emerged as well, which brings about the need to establish a strategic plan for the Beaverdale Neighborhood for the next 5 to 10 years.

PLANNING PROCESS

The public input process for the Beaverdale Neighborhood Plan began with the City of Des Moines sending an online survey that asked area residents, business owners, and other stakeholders for their opinions on the current strengths and weaknesses of the neighborhood and for input on goals for the future. The top four issues identified by the respondents were: housing, overall school quality, elementary school choices and streets and sidewalks. The BNA also sent out a link to an online survey to solicit additional feedback. Throughout the planning process, residents were able to provide input and comments continuously through the Beaverdale portal of the “Revitalize Des Moines” website.

A second major part of public input was gathered from three weekend “visioning” workshops. The first workshop focused on finding common ground about Beaverdale's strengths, challenges, goals and values. During this workshop, participants were first split into two teams and asked to brainstorm the top strengths, challenges, and goals of the Beaverdale neighborhood. Next, residents in each team participated in a facilitated process to select their top four strengths, challenges, and goals out of the lists that were brainstormed. Finally, participants came together as a large group to vote for the overall top four strengths, challenges, and goals using the lists generated by each team. Appendix Brainstorming shows the other topics brought up in the brainstorming sessions, but did not achieve the top four in the voting process.

In the second workshop, residents built off of the goals determined in the first workshop and brainstormed plausible strategies for attaining each goal. Each strategy was discussed and those that were considered plausible were recorded. Next, residents voted for the top three strategies for the neighborhood to prioritize in order to meet each goal. The planning team used the input from the first and second workshops to finalize goals and strategies for Beaverdale.

In the third workshop, residents began by brainstorming action steps, partners, funding sources, indicators, and timelines for each of the strategies. The ideas generated by the planning team were added to those generated by the residents. A facilitated discussion led to the selection of several action steps to be undertaken to meet each strategy, along with the appropriate partners, funding sources, indicators of success and timelines for implementation for each strategy.

HISTORY

Ever since it was established, Beaverdale has been recognized locally for its distinctive “Beaverdale brick” style homes and its small town feeling in a bigger city. Even today, the Beaverdale Neighborhood still attracts families to settle for similar reasons as early urban residents: traditional style homes, tree covered streets, easy access to shopping, work and recreation.

Beaverdale started out as part of unincorporated Urbandale at the turn of the 20th century when Des Moines was growing and had reached the stage where people were beginning to adopt the idea of living in a suburban area.

In 1906, an electric interurban railway was built connecting downtown Des Moines and the area north and west of Des Moines. People began moving west as Des Moines continued to grow, buying land near the streetcar line and building a home in pursuit of the American Dream.



As population increased, the first public school, Byron Rice, was established in 1911. In 1914, a local minister organized what is now known as First Federated Church. Father Francis Ostdiek almost single-handedly developed what is now known as Holy Trinity Catholic Church. All of these developments contributed to the growth of Beaverdale.



During World War I, around 1917, Camp Dodge was built to train soldiers for the Army. The military required the old Fort Dodge Road to be paved all the way to the base at Herrold. Such development quickly affected the area and the growth of Beaverdale was spurred by such events. At the same time, the City of Urbandale was officially incorporated leaving the area now known as Beaverdale without a name. Residents from the area met together and selected Beaverdale as the name to identify their neighborhood. From that moment on, Beaverdale has gradually built up its reputation with brick homes that service quaint households, sharing a comfortable small town feeling in a big city.

Today the BNA remains one of the largest and most active recognized neighborhood associations in Des Moines. With more than 750 currently registered members, the BNA is an organization of neighbors working together to promote the social welfare of the Beaverdale area by bringing about civic betterment and social improvements for the common good and general welfare within the community. Beaverdale is blessed with wonderful parks, which have contributed greatly to the growth of the area. The Wallace-Ashby district is included in the National Register of Historic Places.



PAST PLANNING EFFORTS IN BEAVERDALE

Beaverdale was a part of Neighborhood Revitalization Program of City of Des Moines in 1991. The neighborhood planning process in 1991 relied on resident groups to identify critical neighborhood issues. The plan included action steps to guide new projects and revitalization efforts.

Beaverdale's Accomplishments since the 1991 plan:

- Significant growth in the BNA's membership (currently 750 residents, 61 businesses).
- Bike lanes have been added to Beaver and Urbandale Avenues, which are connected to the inter-urban trail system.
- Modest housing improvements were made to preserve housing stock.
- Improvements to Ashby and Beaverdale Parks were made.
- A senior center was constructed just west of the neighborhood.
- Continued success in hosting large community events and fundraising occurred.

The neighborhood preserved most of its strengths, such as a strong sense of identity, pride, and stability. However, schools have become a challenge for Beaverdale, rather than the strength that it was in 1991. In 1991, the public elementary schools and one private school located in neighborhood were once considered a strength, but recently, according to 2012 survey and workshops, 70.1% of residents are not satisfied with school quality and 68.9% are not satisfied with elementary school choices. There are also some issues from the 1991 plan that resurfaced in 2012:

1. The housing issues are mostly the same as they were in 1991:
 - There is a need to sustain and improve Beaverdale's diverse housing stock.
 - Beaverdale's housing stock still includes a very high percentage of modest, single-family homes.
2. There are still infrastructure issues (i.e. Water and sewer lines, curbs, streets, and sidewalks)

CURRENT CONDITIONS

Beaverdale is located in the Northwest quadrant of the City of Des Moines (Map 1, see Appendix). The BNA covers the entire Beaverdale neighborhood and shares regions to the south and southeast with the Waveland Park Neighborhood Association and the Drake Neighborhood Association, respectively (Map 2, see Appendix).

Demographics

The Beaverdale neighborhood is one of the largest neighborhoods in Des Moines, with a population of around 7,827 (Table 1). The total population of the Beaverdale neighborhood has decreased over the past 20 years, while the total population of Des Moines has increased.

Table 1. Population			
Census Year	1990	2000	2010
Beaverdale population*	8,419	8,353	7,827
Percentage Change	NA	-0.78%	-6.30%
Percentage in DSM	4.36%	4.20%	3.73%
City of Des Moines	193,187	198,682	209,665
Percentage Change	NA	2.84%	5.53%

*Data is estimated based on data from the U.S. Census Bureau. Block boundaries may not match the neighborhood boundaries and may include data from areas not within the neighborhood.

Source: U.S. Census Bureau and Data Center of Iowa

Beaverdale

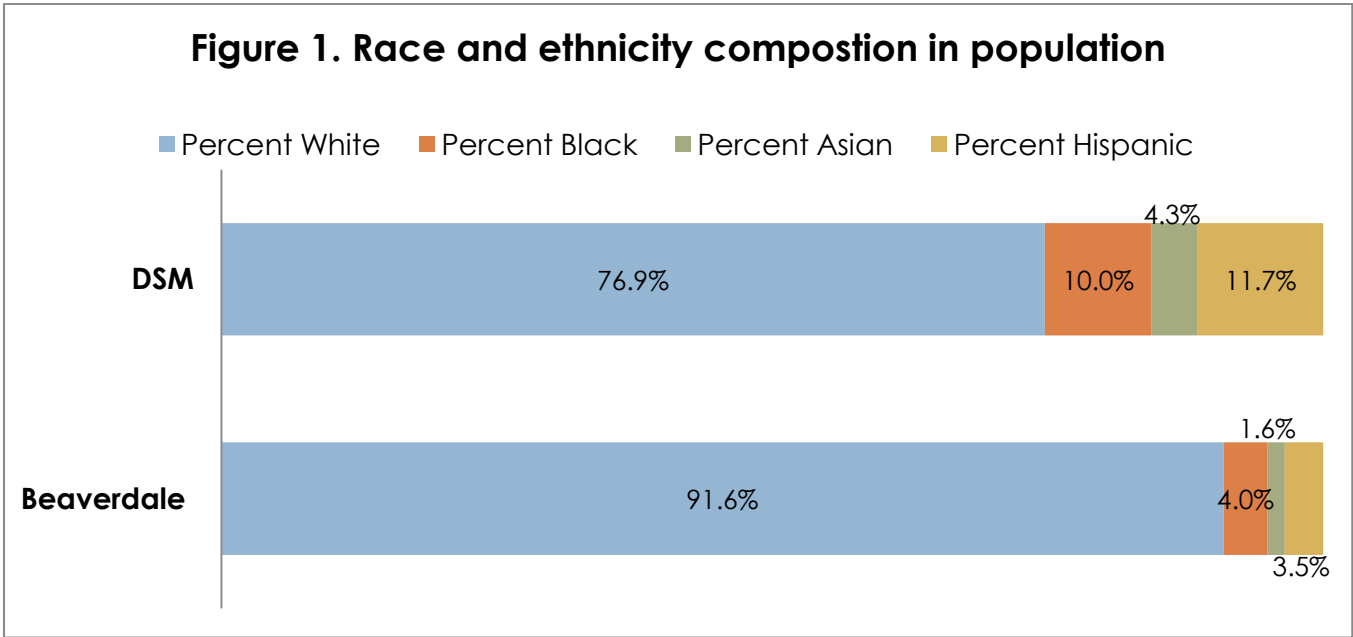
According to the Polk County Website, Beaverdale has 3,915 households¹, which makes up 4.4% of the total number of households in Des Moines (Table 2). In general, the characteristics in Beaverdale neighborhood are similar to Des Moines. However, 75.5% of houses in Beaverdale are owner occupied, which is higher than the percentage of owner-occupied houses in Des Moines as a whole. About half of households are family households, mostly married. The median household income of the neighborhood is higher than that of Des Moines, with an average income of \$56,895 per household. Beaverdale is considered as an affluent area with higher property values.

Table 2. Household characteristics**		
	Beaverdale	Des Moines
Median household income	\$56,895	\$47,096
Person per household	2.15	2.30
Total Population	3,236 ¹	89,477
Percentage in DSM	3.6%	NA
Family	57.2%	58.9%
Married	43.3%	41.6%
Single Male	4.4%	4.7%
Single Female	9.2%	12.6%
Non-family households	42.8%	41.4%
Percent owner-occupied	75.5%	66.0%
Percent renter-occupied	24.5%	34.0%

**Data is estimated based on data from the U.S. Census Bureau. The American Community Survey uses statistical methods to estimate data. Additionally, Census boundaries may not match the neighborhood boundaries and may include data from areas not within the neighborhood.

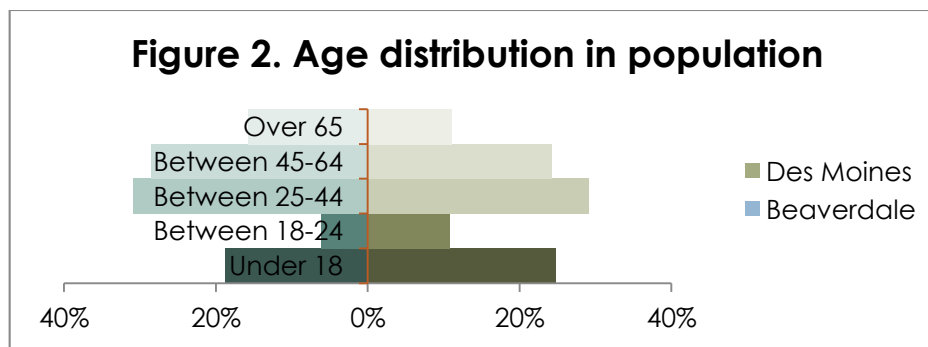
¹ Approximately 4,000 homes are in Beaverdale, including the shared areas with Drake and Waveland Park Neighborhood Associations. The housing total in this report varies based on the source used. The sources were unable to mimic the exact boundaries of Beaverdale.

The racial composition of Beaverdale is largely homogenous, with more than 90% of the total population being white (Figure 1). About 4.45% of the white population in Des Moines resides in Beaverdale. The percentage of Black, Asian and Hispanic people living in Beaverdale is 1.49%, 1.39% and 1.12%, respectively.



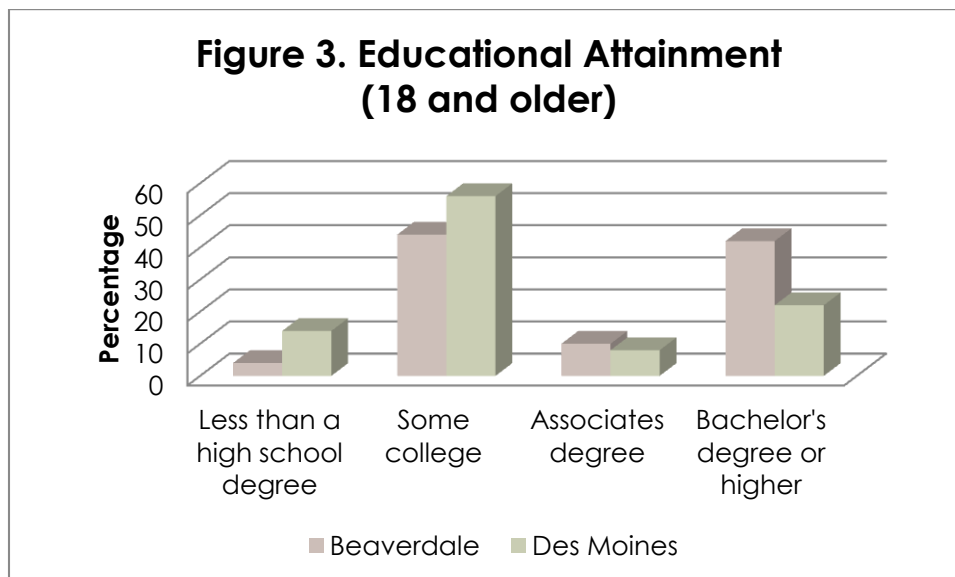
Data Source: U.S. Census Bureau

Compared to the rest of Des Moines, Beaverdale has a slightly lower population of younger residents than older ones (Figure 2). The difference of residents between ages 18 to 24 and age 25 and above indicates an "age gap" occurring in the Beaverdale Neighborhood. This "age gap" is the result of the flight of residents between 18 and 35. The majority of homes in Beaverdale were built during the 1930 to 1940s, when the footprint was smaller and having one bathroom, smaller kitchens, and one-car detached garages were the norm. This may be a reason for this age gap, along with the fact that today a lot of 18 - 35 year olds are carrying large amounts of student debt. This, combined with the information on page 11 and 12, which will show higher assessed values and average sale prices for a Beaverdale bricks, could contribute to the lower number of 18 - 35 year olds.



Data Source: U.S. Census Bureau

Educational achievement in Beaverdale is higher than Des Moines as a whole. Most residents in Beaverdale attained an advanced degree after high school. When compared to the City of Des Moines, there is a significantly lower percentage of people in Beaverdale whose highest educational achievement was high school and a greater percentage of people who possess a bachelor's degree or higher.



There are two major conclusions to be drawn from this information on current population and household conditions in the Beaverdale neighborhood that contrast with the rest of Des Moines. First, the total population of Beaverdale has decreased over the past decade. The biggest decrease in Beaverdale happens in the 18 to 24 age group. Secondly, Beaverdale is a more racially homogeneous place with a higher median household income and higher educational attainment than Des Moines as a whole.

Housing

Revitalizing the housing stock and improving property conditions is a major component of any neighborhood revitalization plan. The first Beaverdale neighborhood plan was established in 1991, where continued stability in housing was identified as a key goal. To this day, Beaverdale still possesses the architectural characteristics that have attracted residents for years. Distinctive from other neighborhoods, Beaverdale is well known for its Tudor style brick homes that are more commonly referred to as “Beaverdale Bricks.”

Currently, most housing units in Beaverdale are rated above normal or better condition by the Polk County Assessor. The percentage of housing units that are below normal is 2.8%, smaller than the City of Des Moines in total, 7.2% (Table 4). However, since most houses in Beaverdale were built during the 1950s or earlier, there is more upkeep necessary than a home built 10 years ago.

Table 4. Housing Conditions in Beaverdale		
	Beaverdale	Des Moines
# of homes in Excellent, Very Good, Above Normal, or Normal condition	3,778	55,111
% in those categories	97.20%	92.80%
# of homes Below Normal, Poor, or in Very Poor condition	107	4,296
% in those categories	2.80%	7.20%

Table 5 summarizes the current condition of housing stock in the Beaverdale Neighborhood. Housing sales information is included in Table 6. The average property value in Beaverdale is higher than the average property value in Des Moines. The average year that homes in Beaverdale were built, however, is older than Des Moines as a whole. This indicates a potential need for housing improvements and maintenance.

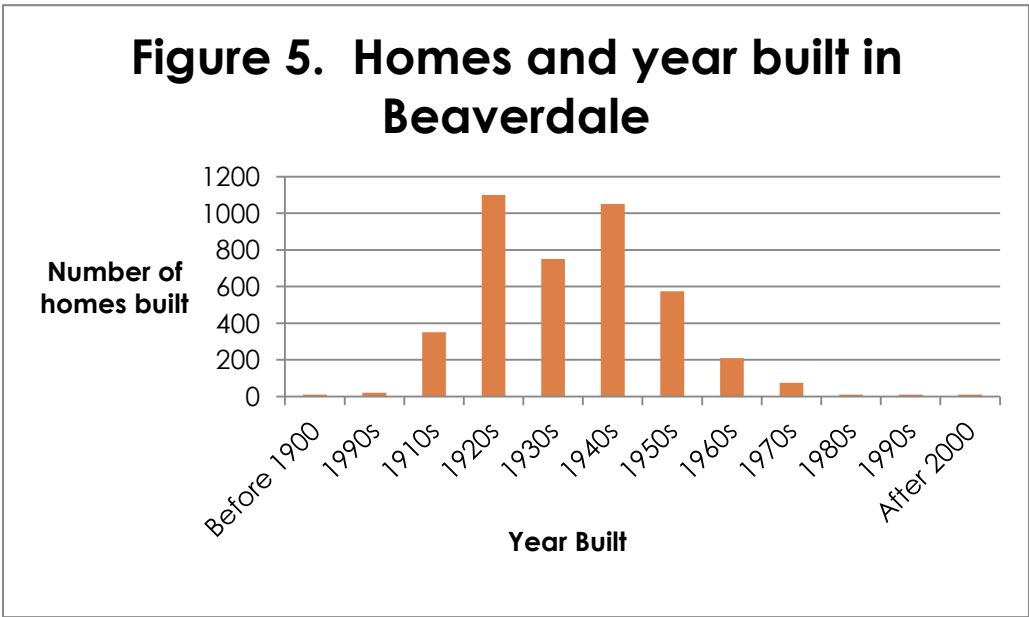
Table 5. Beaverdale Neighborhood Housing Characteristics in 2011		
	Beaverdale	Des Moines
Total Residential Structures*	3,915	59,407
Average Assessed Property Value	\$137,037	\$117,245
Average Total Living Area (Sq Ft)	1,330	1,233
Average Assessed Value per Sq Ft	\$106	\$95
Homestead Exemptions	3,112	44,988
Percent of Structures with Exemptions	79.10%	71.80%
Total Nuisances Properties	3	159
Percent Nuisances Properties	0.07%	0.25%
Average Year Built	1938	1945

Table 6 provides another perspective to assess housing conditions in Beaverdale by summarizing home sales information and comparing in the City of Des Moines as a whole. Noticeably, during 2009 and 2010, the average home sale prices in Beaverdale were \$131,820. This was higher than the average sale price in Des Moines, which was \$100,408.

Table 6. 2009-2010 Home Sales Information		
	Beaverdale	Des Moines
Average Sale Price	\$131,820	\$100,408
Total number of Sales	402	6,403
Percent of Residences Sold	10.40%	10.20%
Number of Contract Sales	20	858
Percent of Sales on Contract	5%	13.30%
Number of Foreclosures (2006-2010)	93	3,469
Percent Foreclosures (2006-2010)	2.30%	5.50%

Data source: Polk County Assessor

The majority of residential homes in the Beaverdale neighborhood were built during the 1920s to 1940s (Figure 5). Based on the generally good housing conditions described in Table 4, it can be concluded that most houses have been maintained well by the neighborhood residents. Nonetheless, the older the house, the more effort could be required to uphold its condition. Therefore, in the Beaverdale Neighborhood, maintaining a stable housing stock is one of the key priorities.



Data Source: Polk County Assessor

The Beaverdale brick style and cozy, small town sense of place generated in Beaverdale has become a trademark for this area. Such characteristics are likely to attract young professionals as they are ideal starter homes, as well as attract retain "empty-nesters" due to all of the comforts they can find in Beaverdale. In general, Beaverdale is an affluent, safe, quiet, suitable place to settle for medium to small sized families.

Parks, Trails, and Open Space

Neighborhood parks provide a recreational and social focus for Beaverdale's residential areas. These parks provide a desirable space for recreational activities. Some parks, like Tower Park, are located just outside of the neighborhood boundary, yet residents from Beaverdale use them (Map 3, see Appendix).

Most areas in Beaverdale are within walking distance (0.5miles) to a park (Map 4, see Appendix). According to the 2012 surveys and the neighborhood workshops, the residents are happy with the condition of the three parks within the Beaverdale area. All three parks have playgrounds, picnic tables and areas to grill out. Two of the three have pavilions. Each park also has unique features the residents can enjoy. Beaverdale Park has several large flat areas ideal for a pick-up soccer or football game. It is an ideal location for the BNA's annual Easter Egg Hunt. Ashby Park has a nice aquatic sprinkler for toddlers along with tennis courts and an area for softball/baseball. There is also a rain garden area along the ravine side and it is not uncommon to spot deer in the park. The BNA hosts its Grass Seats Cinema at Ashby. Witmer Park has a nice little pond (complete with fish, frogs and turtles) and a walking path alongside the pond. It has tennis courts and a softball/baseball backstop. The softball/baseball area could also double for a pick-up soccer or football game. Drake Neighborhood Association hosts their Grass Seats Cinema in this park.

The neighborhood activities hosted by the associations serve to bond residents in Beaverdale by providing a positive and enjoyable atmosphere as well as vibrancy to the neighborhood at large. While the residents are overwhelmingly pleased with our parks at this time, keeping a vigil eye on the condition and safety of the parks will keep these parks a plus to the neighborhood.

Commercial Areas

There are several commercial areas within the Beaverdale Neighborhood boundary (Map 5, see Appendix). These commercial areas serve the needs of local residents and also attract people from the entire Des Moines metropolitan area. Unique, local small-scale businesses contribute to neighborhood vibrancy and diversity. As a result, one of the strengths that residents from Beaverdale see for themselves is being able to shop on a neighborhood level. As a matter of fact, residents in Beaverdale would like to encourage local businesses by supporting the idea of eating and shopping locally. On the other hand, the compact and attractive commercial area also brings about the issue of parking, especially on major corridors. The Beaverdale Betterment Coalition has taken an active role in planning issues related to commercial area and the BNA has supported the process. Apart from the parking issues arising within the commercial area, there are also some vacant places where new developments are expected to occur. While the neighborhood would like to see new changes brought about by possible developments, they are also concerned about consequences that might affect current conditions in the commercial area and to the neighborhood as a whole.

Land Use

Land use in Beaverdale is relatively homogeneous, with dominant land use type being residential lots for single-family houses (Map 6, see Appendix). There are a few multi-family complexes, most of which

are occupied by seniors. Commercial areas are clustered and distributed along the major arterial roads, Beaver Avenue and Urbandale Avenue. Land use status has not changed much since Beaverdale developed as a suburb of the city of Des Moines. Recently, new developments have suggested a pattern that leads to a higher level of density. Unlike the rest of Des Moines, most of these apartment developments are aimed towards seniors instead of the younger generations. This also brings challenges for infrastructure such as sewage and off-street parking.

NEIGHBORHOOD IMPROVEMENT GOALS

Based on the results of the neighborhood survey and the series of neighborhood workshops, Beaverdale residents came up with a list of five priority goals for the neighborhood to work on over the next five to ten years. These goals are intended to build on Beaverdale's strengths, address Beaverdale's challenges, and seize the opportunities that are likely to present themselves over the next several years. Appendix Brainstorming shows the goals that were discussed but did not make it into the Top 5 from a Strategic Plan perspective. From the workshops it was clear that Beaverdale residents pride themselves on the vibrant condition of their neighborhood and strongly desire to maintain its character as a small town within the City of Des Moines.

The top strengths of Beaverdale include:

- Owner-occupied homes
- The Beaverdale Brand and neighborhood pride
- Neighborhood stability
- Community spirit

Beaverdale residents see the neighborhoods top opportunities as:

- Building on past successes with home remodeling and community building activities
- Potential for commercial expansion
- Availability of NFC financing
- Continued neighborhood activities

The residents of Beaverdale see their neighborhood's top challenges as:

- Ensuring that upcoming development projects fit the character of the neighborhood
- Maintaining trees on private property and public spaces (Currently residents plant trees in the parks and in the right-of-ways with BNA money)
- Access to high quality schooling for neighborhood residents
- Improving infrastructure such as sidewalks and street amenities

In order to prolong Beaverdale as a vibrant, small-town neighborhood with connectivity to the greater City of Des Moines, Beaverdale residents identified five goals to pursue over the next 5-10 years. These goals are to:

- 1) Strengthen and expand the capacity of the Beaverdale Neighborhood Association (through increased membership and a broadening of the volunteer base)
- 2) Advocate for better access to high quality education for neighborhood residents
- 3) Retain existing residents and attract new families
- 4) Improve the infrastructure in the neighborhood
- 5) Ensure new development projects serve the needs of the neighborhood

Goal One: Strengthen and expand the capacity of the BNA

The BNA is known to be one of the most active and successful neighborhood associations in Des Moines. It is active in a variety of neighborhood betterment programs; from organizing events such as the Jazz in July and the Easter Egg Hunt, to beautifying the neighborhood through tree and flower planting, and by renovating homes through the Rebuilding Together program. In order to continue and enhance the vibrant community life that Beaverdale residents value, a goal for the next several years is to strengthen and expand the capacity of the BNA by increasing membership numbers and developing a deeper pool of volunteers.

Strategies	Action Steps	Partners	Resources	Indicators	Timeline and Priority
Have a volunteer / point person inform and communicate opportunities within the BNA and to the neighborhood	• Have an official volunteer point person • Support them to develop a volunteer pool • Create a “Buddy system” to pair experienced volunteers with new volunteers	• Volunteer point person • BNA	• No funds are needed • Prairie Meadows Capital Grants and Polk County Community Betterment Grants could be applied	• Have a point person filled by December 2014 • Have 10% of BNA members in pool • Expand pool by 10% each year • Have 25% of pool actively volunteering	Ongoing, position set up in two years Higher priority
Build a partnership with local schools	• Reach out to school staff and PTA about student volunteer service needs • Create opportunities for students to fulfill service requirements with the BNA	• School Staff • School Board • PTA • Neighborhood groups • BNA • Beaverdale Books • Hoover-Meredith Learning Community Alliance • Neighborhood liaison for schools	• No funds are needed	• Numbers of students volunteering with the BNA • Number of schools with volunteering partnerships with the BNA	Ongoing Higher priority
Encourage cooperation between the BNA and the BBC	• Establish a group task force or liaison	• BNA • BBC	• No funds are needed	• Have a group task force • Sharing of minutes occurs • Have a group liaison in place by December of 2013 • Additional hours volunteered from BBC members in the BNA events and plans • Proportion of BBC meetings with BNA representation and vice versa	Ongoing, group liaison in place by December 2013 Higher priority
Have a committee representative of residents under 35 years old on the Board	• Recruit qualified young Beaverdale residents • Create the committee	• BNA • Beaverdale young professionals	• Minimal funds to start up the networking group	• Have the committee in place by December 2013	1 year Lower priority

Goal Two: Advocate for better access to high quality education for neighborhood residents

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

Strategies	Action Steps	Partners	Resources	Indicators	Timeline and Priority
Build a partnership with local universities to get their students involved with neighborhood schools	Reach out to local universities professors to recruit classes to fill needs in Beaverdale area schools	- Local universities - BNA - Schools	No funds are needed	- Increase the number of programs involving local universities and the BNA - Expand college service-learning programs to serve every school in the neighborhood	Ongoing Higher priority
Senior volunteer program with local schools	- Reach out to school staff and PTA about student needs - Reach out to seniors to fill the identified student needs	- Residents - BNA - Local business - Churches - Retirement homes/ senior centers - Schools	No funds are needed	- Number of seniors volunteering in schools - Number of hours spent reading and tutoring - Number of school projects completed - Improvement in student academics	Ongoing Higher priority
Have a presence with the school board	Have a BNA representative attend school board meetings and report back to the board and to the neighborhood as necessary	- BNA - Schools - Residents	No funds are needed	- Number of school board meetings with Beaverdale residents in attendance - Number of residents attending school board meetings	Ongoing Higher priority
Have a student member attend BNA board meetings	- Invite a student to come to board meetings - Recruit high school students to attend board meetings as volunteerism	- BNA - Schools	No funds are needed	Have a student on the Board by Dec 2013	Ongoing, student board member in place by Dec 2013 Lower priority
Put high school information in the monthly newsletter	Reach out to schools to recruit students to write content	- Schools - The student on the BNA board - Writing clubs and journalism classes in schools	No funds are needed	4 articles written each year by high school students - Web presence from a neighborhood teen 4 times per year	Ongoing Lower priority
Open dialog with the Des Moines School Board about expansion of school opportunities in the neighborhood	Write letter or meet directly with a member or two of the school board	BNA, School Board, Residents	No funds	Letter written, meetings held	High, Dec 2104

Goal Three: Retain existing residents and attract new families

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

Maintaining trees in the neighborhood is in line with the City of Des Moines' goal of promoting natural resources. The city seeks the long-term benefits of environmental protection according to the city of Des Moines 2020 community character plan.

Strategies	Action Steps	Partners	Resources	Indicators	Timeline and Priority
Maintain trees in the neighborhood	• Work with programs such as Tree Stewards to inspect trees in private yards • Work with the City of Des Moines to improve trees in right-of-ways	• City of Des Moines tree programs • Tree Stewards • Residents	• The City of Des Moines • Residents • Trees Forever • Mid-American • The DNR	• Survey report for tree planting • Number of maintained trees • New trees planted on private property • Increase in canopy • Number of trees being treated	Ongoing Higher priority
Promote the availability of NFC lending programs to all Beaverdale residents and prospective home buyers.	• Present NFC information at a Vendor fair every 4-6 months. • Put articles promoting the NFC program in <i>The Sidewalk</i> and <i>Beaverdale Living</i>. • Inform residents who want to stay in their homes or make improvements to their homes about the NFC	• <i>Beaverdale Living</i> • Contractors • Real estate agencies • Residents	• NFC	• NFC funding used • Whether a vendor fair occurs every 4-6 months • The number of seniors who use NFC • 15% of residents participate	Ongoing for two years Higher priority
Partner with specific contractors to offer discounted services	• Develop agreements with Beaverdale area contractors • Put a list of discounts on the BNA website and in <i>The Sidewalk</i>	• BNA • Beaverdale area contractors	• No funds are needed	• 6-10 contractors identified to provide discounts for maintenance in Beaverdale • Discount information is put in the BNA website and in <i>The Sidewalk</i>	Ongoing, list compiled within 1 year Higher priority
Promote the Rebuilding Together program	• Continue to renovate at least one house every year	• BNA • Residents • Habitat for Humanity • Rebuilding together coordinator	• BNA funds • Businesses that provide discounts	• Continue recruitment of new volunteers • Have 25% of each year's new volunteers help again in the subsequent year • Continue renovating one house per year	Ongoing Lower priority
Promote City of Des Moines programs for low-income home repairs	• Put articles in <i>Beaverdale Living</i>, <i>The Sidewalk</i> and on the website • Promote it at Quarterly Meetings	• City of Des Moines program • BNA	• City of Des Moines programs	• Number of residents using the program • Information is provided to residents	Ongoing Lower priority

Beaverdale

Improve the marketability of Beaverdale homes.

- Conduct an annual tour of Beaverdale homes.
- Develop a pattern book for home renovations, room additions, and garages.
- Showcase successful home remodeling projects or NFC experiences in *The Sidewalk*.

- Iowa Chapter AIA
- ISU College of Design
- BNA
- Beaverdale area contractors

- BNA funds
- Local architect support

- BNA fundraising from Home Tour ticket sales
- Creation of a pattern book

Ongoing

Lower Priority

Goal Four: Improve infrastructure in the neighborhood

While Beaverdale has relatively good infrastructure at this time, the neighborhood desires to maintain the infrastructure's condition, extend the sidewalks and street amenities to additional areas, and to increase parking in the business area. This goal preserves the stability and the pride of Beaverdale and solves one of Beaverdale's top challenges with preserving the infrastructure. Taking care of the sidewalks in Beaverdale serves the city's goals of safe and convenient pedestrian facilities, which includes sidewalks, walking trails, and improving the general walkability and pedestrian safety throughout the city (The City of Des Moines 2020 Community Character Plan, page 12).

Strategies	Action steps	Partners	Resources	Indicators	Timeline and Priority
Maintain sidewalks, educate about sidewalk maintenance, and provide sidewalk information to residents who request it	• Sidewalk self assessment by willing blocks of Beaverdale residents • Educate people about how to maintain their sidewalks • Put an article in <i>The Sidewalk</i> about the importance of maintaining the sidewalks and some available funds for low income residents	• City of Des Moines • Residents	• City funding for low income residents • Residents • NFC • Prairie Meadows capital grants • Sustainability grants from the city, state and federal level • Iowa Clean Air • ICAAB can fund the educational activities	• Snow is shoveled in 48 hours • Sidewalks are free of weeds and grass • How much sidewalk work is done using NFC funds	3 years Higher priority
Promote public transit	• Business offer discounts for people who use public transport. • Write an article about the discounts offered for using the bus by the BBC. • Inform residents of the DART 2035 plan	• City of Des Moines • DART • BBC • Residents	• City of Des Moines • The Traffic Safety Improvement Program (CTIP)	• A 5% increase in use public of public transport in the Beaverdale area • A decrease in percentage of respondents expressing dissatisfaction with Beaverdale parking	2 to 5 years Higher priority
Provide signage about alternative parking within walking distance to the commercial area in Beaverdale	• Locate the alternative parking with the walking distance • Erect directional signs	• City of Des Moines • Business • DART	• Possible use of BBC funds	• Have a sign in place by Nov 2014	In place by November 2014 Higher priority
Share parking in the business area.	• Study the available places to share parking and make deals with the owners	• Beaverdale area businesses • BBC	• Funds might be required for cleanups and maintenance	• Signs for shared parking going up	3 years Lower priority
Maintain the quality of our parks	• Keep an eye on the health of the trees. Infrastructure (playground equipment, pavilions, bathrooms, pond etc.) are maintained in working order	• BNA, residents, Des Moines Park and Recreation	• None for vigilance. Costs for trees, building/equipment repair/replacement	• Grounds maintained. Playground & other structures in working condition, necessary replacement of trees	Ongoing High priority

Goal Five: Ensure new development projects serve the needs of the neighborhood

In recent years, Beaverdale has been the site of several new development projects, including Hy-Vee and Rice Field. The neighborhood would also not be surprised if additional development projects occur in its vacant commercial area. The neighborhood would like to put structures and processes in place to ensure that residents have input into these projects and other new projects that may arise.

The development projects have a very important role in Beaverdale. Suitable development projects will improve the neighborhood and unsuitable projects will harm the neighborhood.

In the 2020 Des Moines Comprehensive Plan, one goal is to improve the quality of development as well as preserving the vibrancy of neighborhood commercial centers. In addition, the city aims to preserve a sense of space for people living in Des Moines as well as preserving current characters of the neighborhoods. The Beaverdale goal of ensuring that new developments serve the needs of the neighborhood furthers both of these citywide goals.

Strategies	Action steps	Partners	Resources	Indicators	Timeline and Priority
Finish the BBC master plan with guidelines about lighting, appearance, and design principles	• Research funding sources • Pull together partners • Finish the plan	• BBC • BNA • The City of Des Moines • Architectural firms	• Funding sources will be needed	• Communication occurs with the BBC design committee • Finish master plan 10-20 years	10 to 20 years Higher priority
Inform residents about public meetings	• Write an article explaining the development process, format of the public meetings and next steps after the public meetings - Provide city board and commission agendas on Beaverdale website. - Provide a link from the BNA website to the City of Des Moines' new calendar (when available)	• City of Des Moines • Residents • BNA BNA, City	• City of Des Moines None	• Link to city information on BNA website • Add important dates to calendar on BNA website A working link	10 to 20 years Higher priority
Establish and maintain a BNA liaison to the planning and zoning boards, the board of adjustment, the neighborhood revitalization board, and the city council	• BNA representative attends the city meetings, when necessary - Add city notification matrix to website when available	• BNA	• No funds are needed	• Have a section talking about zoning on the website, update as necessary, and post variance requests	Ongoing Higher priority
Create "New Development" portal on Beaverdale neighborhood website	• Add the portal on the Beaverdale neighborhood website	• BNA communication committee	• No funds are needed	• Update website monthly, with sections for feedback, questions, and FAQs	1 year Lower priority

IMPLEMENTATION

Implementation of the plan over the next ten years is the most difficult part of the Neighborhood Revitalization Program. As the organization responsible for implementation, it is imperative that the BNA has the organizational capacity to achieve the goals of the plan. It will be necessary for them to create and strengthen its subcommittees to tackle the various components of the plan and to build coalitions with other organizations, such as the Beaverdale Betterment Coalition and Des Moines Public Schools, in order to achieve success.

Leadership development and volunteer recruitment will be vital to the success of the plan. The BNA has laid the necessary groundwork to implement the plan, but it cannot become complacent in its ongoing effort to improve itself. The City of Des Moines' Neighborhood Development Division and other city staff will provide the technical assistance necessary to assist with the implementation of the plan. Continued commitment and support will also be required from the Des Moines' City Council and the Polk County Board of Supervisors.

Appendix: Brainstorming

The following is a list of the Beaverdale Planning Parking Lot. During the planning sessions, participants brainstormed on Beaverdale's Strengths, Challenges, Goals and Strategies. After some additional discussion, the participants voted on the attributes. The top four or five vote getters moved into the plan. The list below were topics discussed but not incorporated into the plan.

Strengths

- Local leadership
- Local ownership of commercial
- Neighborhood aesthetics
- Parks

Challenges

- Need for volunteers
- Parking in commercial area
- Relationships with city hall

Goals

- Coordinate with businesses/ BBC
- Maintain stability
- Maintain the streets
- NFC promotion

Strategies

New Development

- Contact BBC about needs
- Create “New Development portal on BNA website
- Ensure all new builders meet with Beaverdale
- Have Polk County educate people about planning and zoning
- Meet with Hy-Vee to see how BNA can help move development process along
- Stay in contact with commercial realtors
- Work with city to be notified whenever planning/zoning changes are in front of board
- Work with city to require developers to incorporate neighborhood concerns into plans

Infrastructure and Parking

- Do a sidewalk inventory
- Have businesses share parking
- Have BNA provide information on sidewalks to groups of residents on request
- Have city fix sidewalks
- Implement traffic calming measures
- Master infrastructure plan and bond to fund it
- Move US Bank to an empty place and use their parking lot

Improve BNA Capacity

- Cooperate with larger corporations
- Delegating responsibilities
- Develop a joint logo with the BBC
- Have an on call volunteer pool
- Implement task-based volunteering system
- Improve email communications
- More social events
- Personal contact
- Reach out to real estate companies on brand
- Volunteer buddy system
- Volunteer bonding events

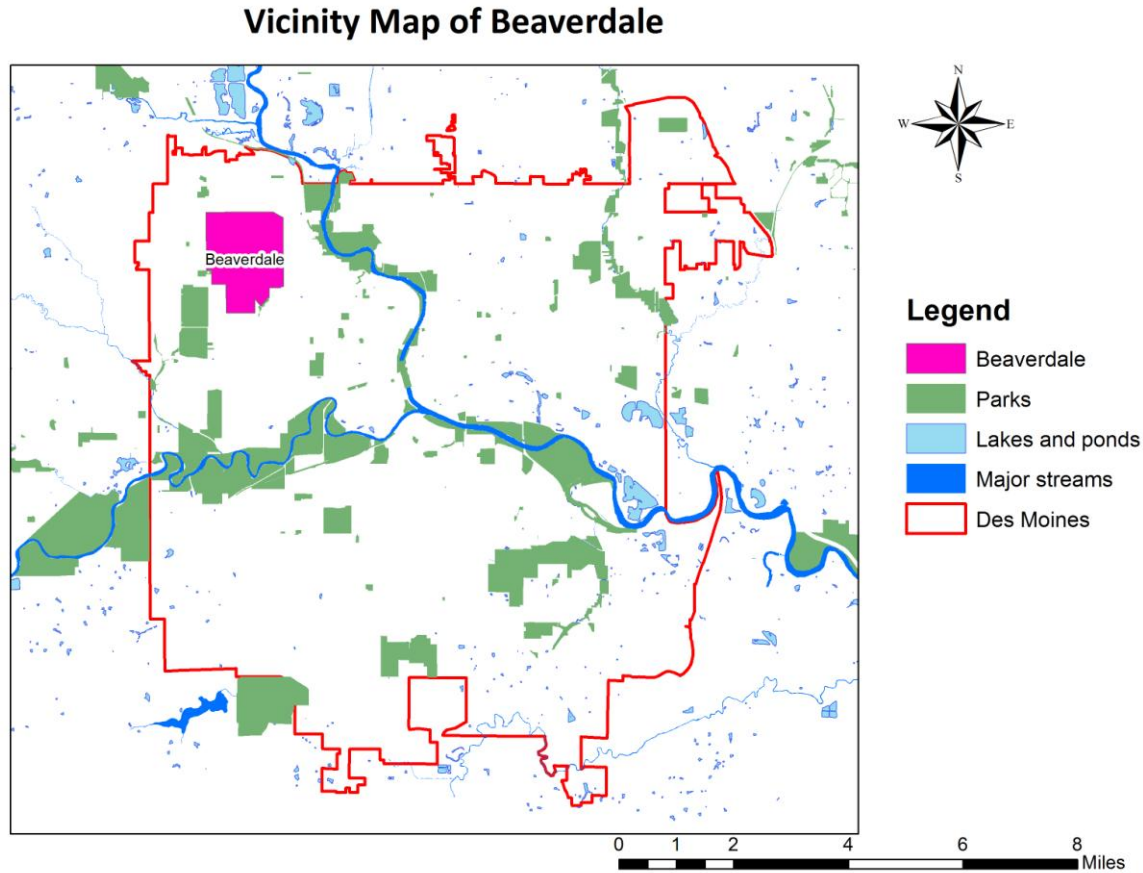
Housing

- Database of city and county programs for home improvement
- Explore other programs after NFC ends
- Habitat for Humanity
- Increase single family senior housing
- Leverage city's tree programs and publicize to residents
- Mid American tree planting program
- More branding for Beaverdale
- Target seniors in the NFC program

Schools

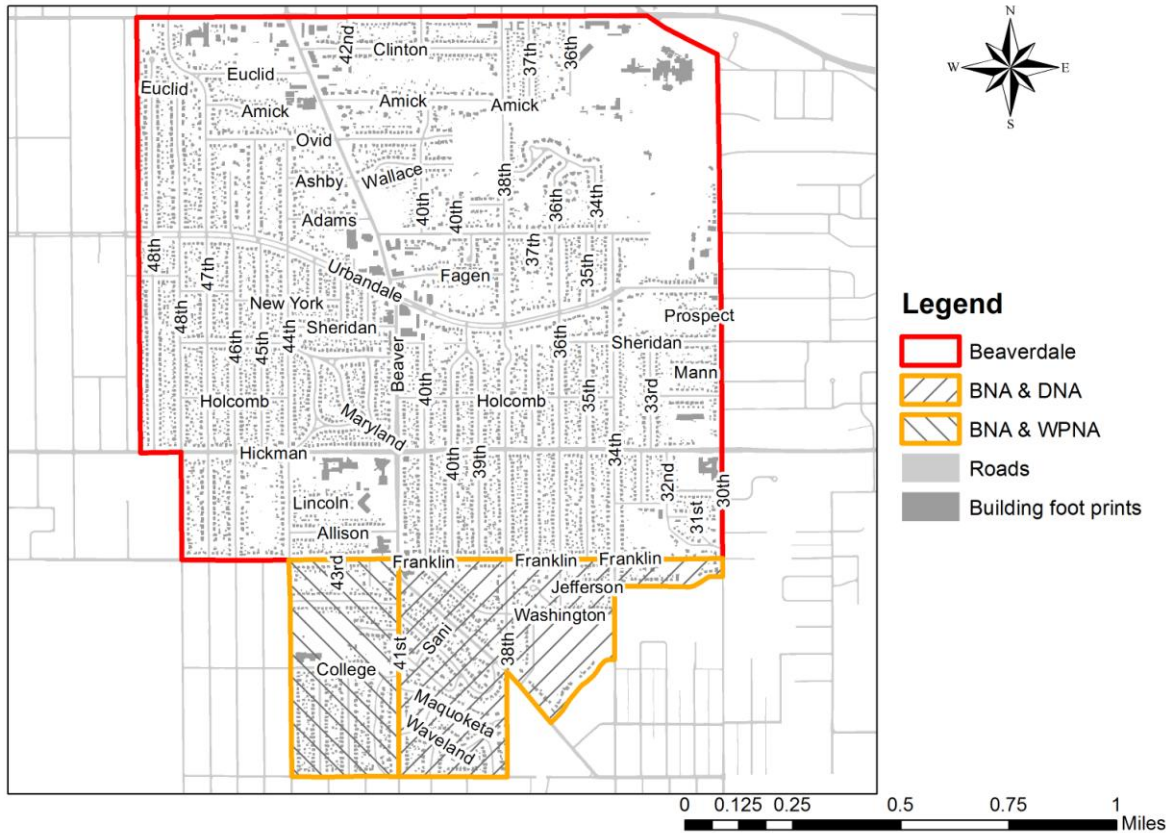
- Ask schools how BNA can help PTAs
- Attend programs that schools put on
- Cooperation between Beaverdale Residents and children
- Create a meet and greet opportunity at schools
- Fundraise for local schools
- Grandparent or older volunteer programs at local schools
- Have a presence on the board of education
- Have Drake University work with teachers
- Include high school information in the newsletter
- Visit at-risk students
- Volunteer mentor/mentee system between residents and students

Appendix: Maps



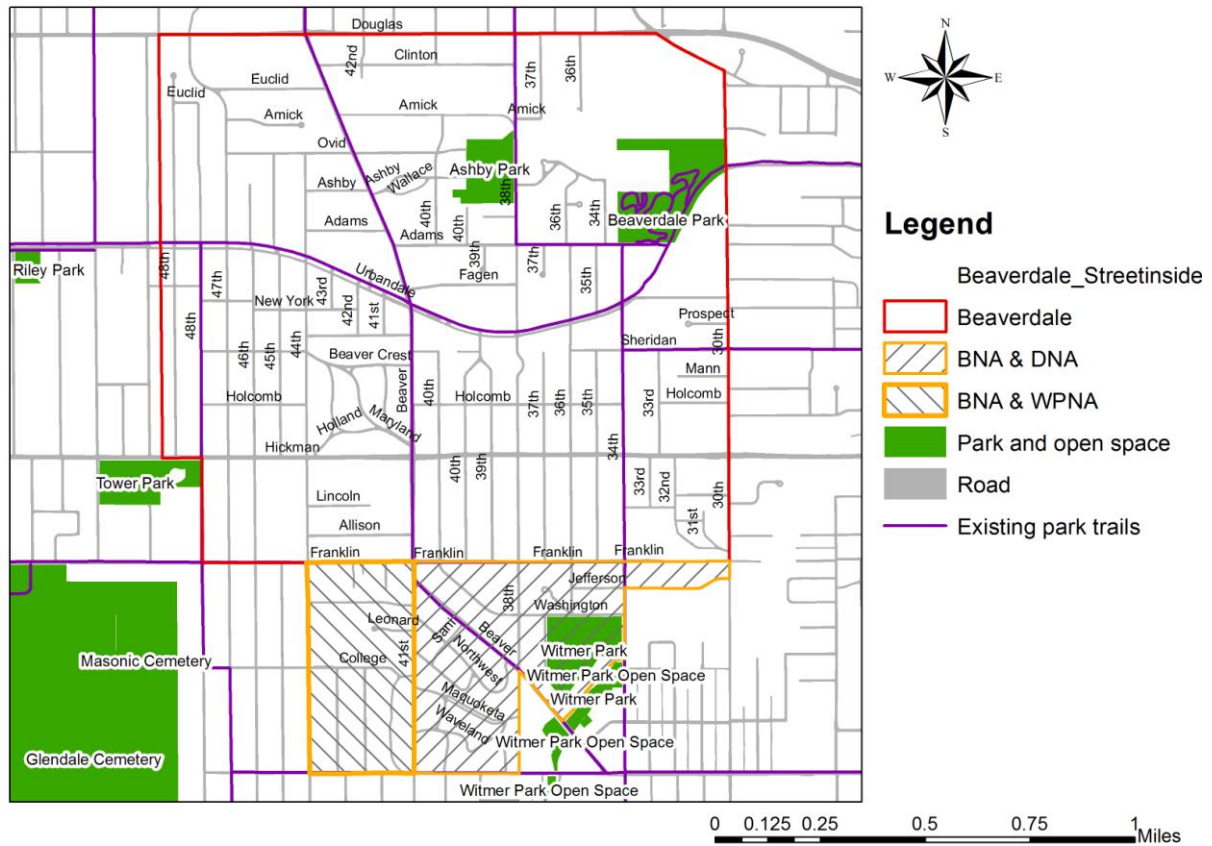
Map 1. Vicinity Map of Beaverdale Neighborhood
Data Source: City of Des Moines

Building foot prints in Beaverdale



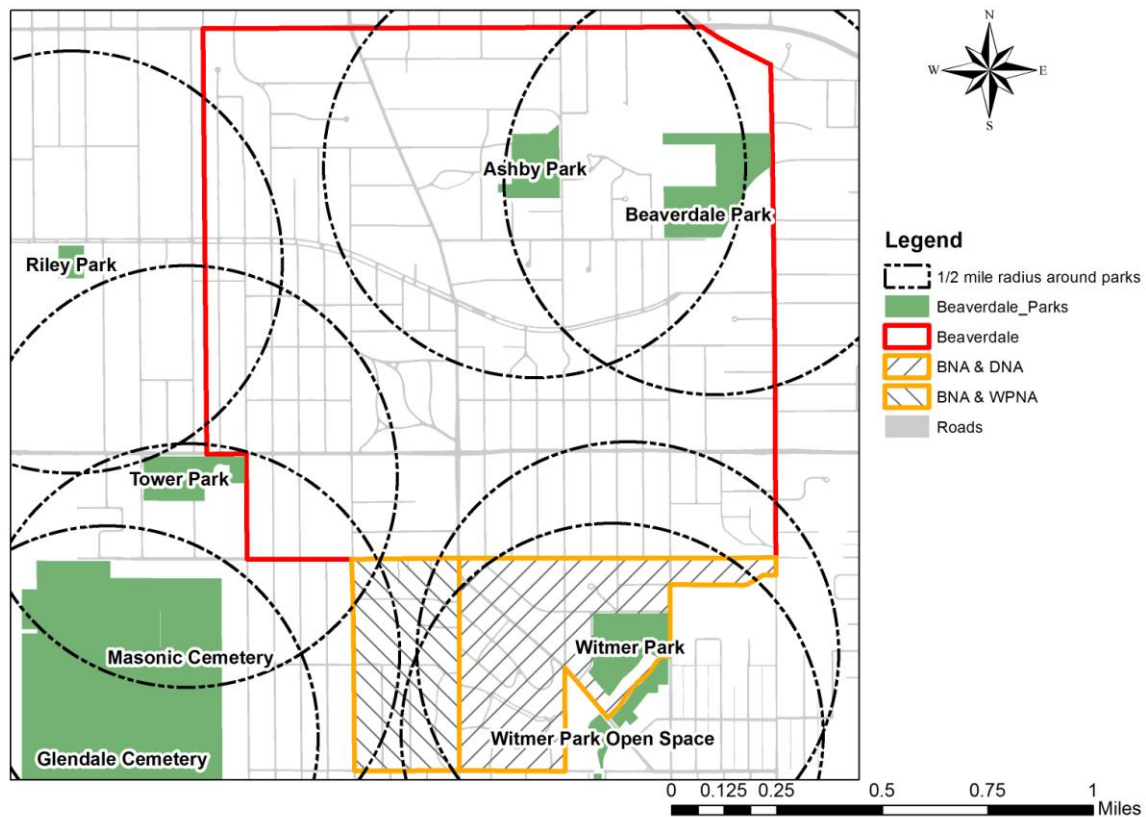
Map 2. Building footprints in Beaverdale
Data Source: City of Des Moines

Parks, trails and open space in Beaverdale



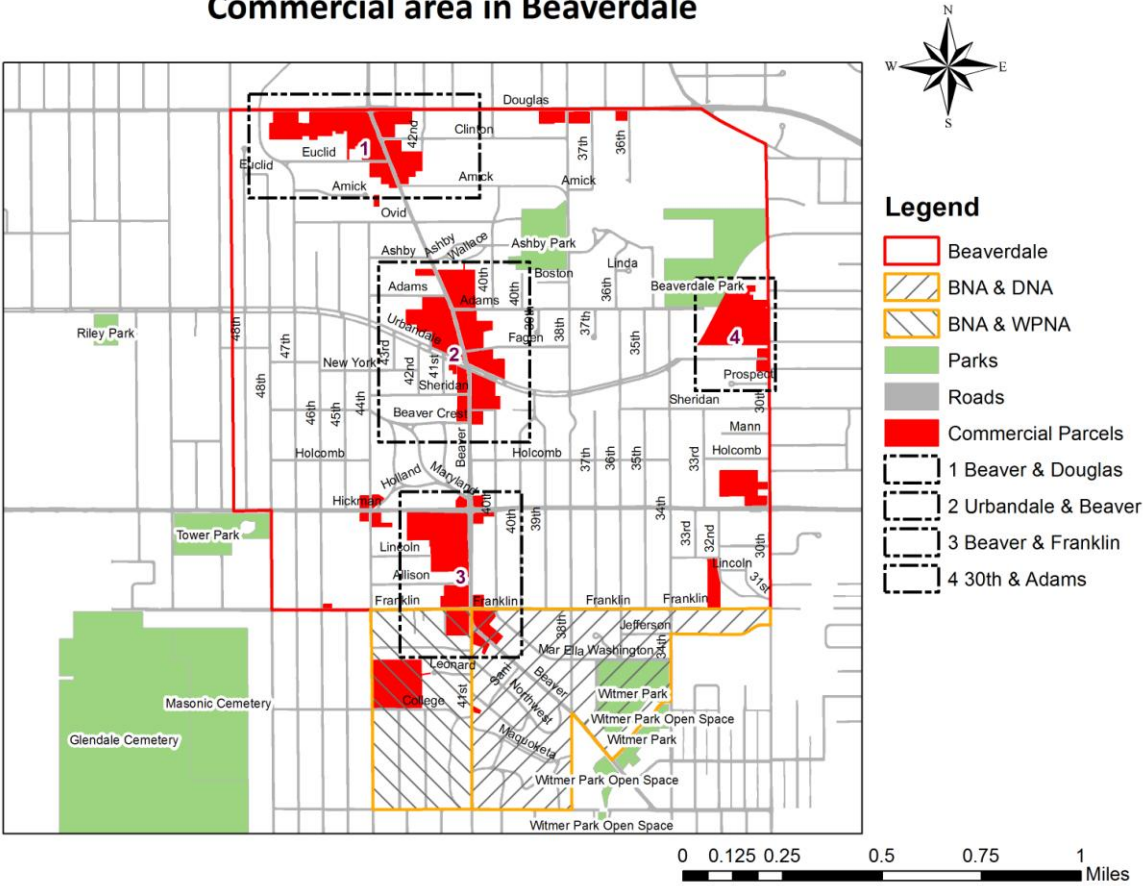
Map 3. Parks and Open Space
Data Source: City of Des Moines

Beaverdale neighborhood park service areas

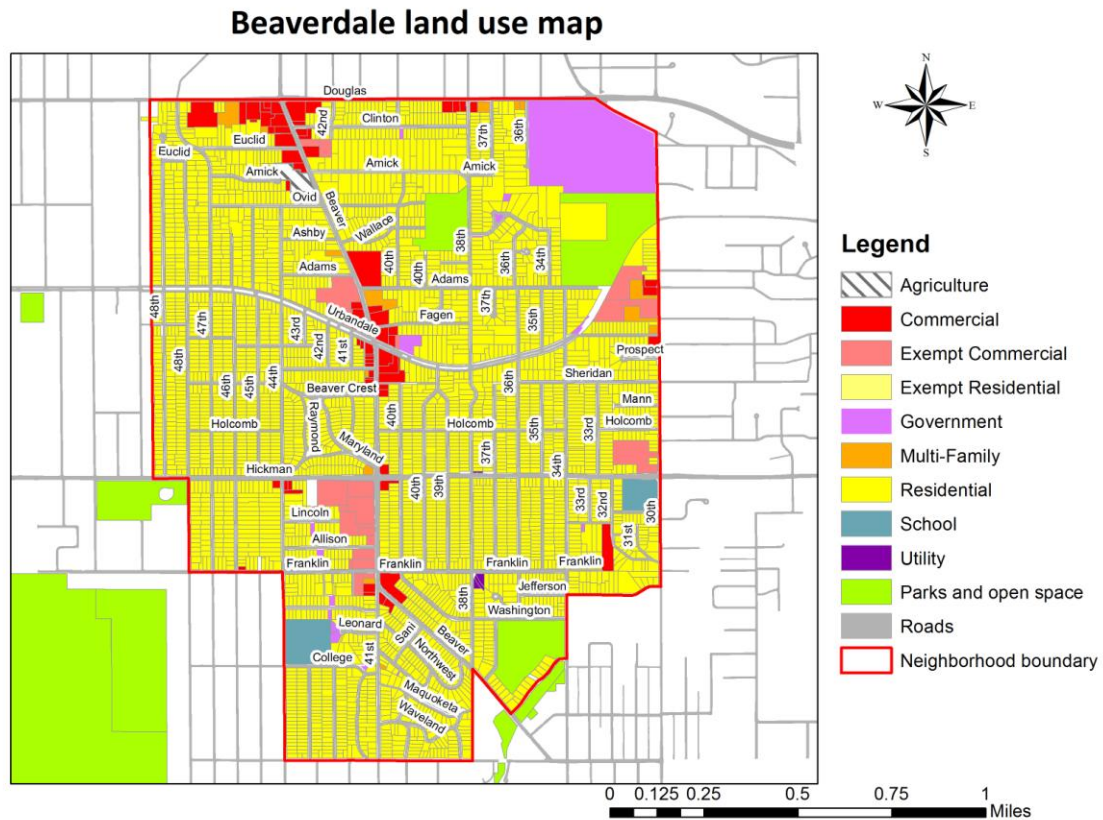


Map 4. Service radius of parks in and surround Beaverdale Neighborhood
Data Source: City of Des Moines

Commercial area in Beaverdale



Map 5. Commercial Area
Data Source: City of Des Moines



Map 6. Land Use Map
Data Source: City of Des Moines

APPROVAL OF THE
BEAVERDALE NEIGHBORHOOD
STRATEGIC PLAN UPDATE

Beaverdale Neighborhood Association

February 7, 2013

Neighborhood Revitalization Board

March 6, 2013

Des Moines Plan & Zoning Commission

March 7, 2013

Des Moines City Council

March 25, 2013

Polk County Board of Supervisors

March 26, 2013