



City of Des Moines
Draft Goals and Policies

Updated

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LAND USE

GOAL 1: Develop new land development regulations consistent with this Comprehensive Plan, include development standards, provide for a mixture of land uses, mandate protection of natural resources, and promote flexible approaches to implementing the Plan.

LU1: Develop a new Zoning Ordinance and other land development regulations consistent with the goals and policies of PlanDSM.

LU2: Use context sensitive regulations to promote unique land use objectives including neighborhood centers and transit-oriented development (TOD).

LU3: Ensure new zoning and land use regulations promote development and redevelopment that is compatible with nearby uses and neighborhood character, and reduces negative impacts between incompatible uses.

LU4: Integrate development with the natural environment through green building and site planning practices.

GOAL 2: Direct new growth and redevelopment to areas with existing infrastructure and nodes and corridors based on proximity to transit, shopping, services and public amenities.

LU5: Adopt the regional, community and neighborhood nodes identified in The Tomorrow Plan.

LU6: Encourage continued redevelopment and enhancement of regional nodes emphasizing a mixture of uses, ease of access by transit, enhanced walkability and high density residential.

LU7: Identify new neighborhood nodes and proposed land uses considering the following criteria:

- The ability to create a compact, walkable structure within the identified node;
- The capacity for employment and economic vitality;
- The ability to provide housing in close proximity to jobs; and
- Access via transit and other alternative modes of transportation

LU8: Prioritize new development and redevelopment along proposed high capacity transit corridors.

LU9: Identify nodes appropriate for Transit Oriented Development (TOD). Prioritize nodes identified along high capacity transit corridors..

LU10: Prepare small area Transit Oriented Development (TOD) plans for the nodes located on BRT routes. Plans should include an incentive program to encourage high density, mixed use, market rate and affordable housing and walkable development.

LU11: Encourage high-density housing along identified nodes and corridors that provide convenient access to regional transit, public amenities and services, and are in close proximity to job centers.

LU12: Prioritize development and redevelopment in areas with existing infrastructure, and properties included in adopted Urban Renewal Plans.

LU13: Focus development of new Urban Renewal Plans to areas prioritized by PlanDSM.

LU14: New development extending the development pattern to recently annexed areas to the northeast and south should be required to show a positive return on investment for any expenditures for any infrastructure and services provided by the City.

LU15: Establish concurrency requirements that require the existence or provision of adequate public facilities prior to allowing new development in recently annexed areas. Consider cost-sharing agreements when develop occurs in targeted areas.

GOAL 3: Prepare corridor plans for significant North-South and East-West transit routes to identify development and redevelopment opportunities aligning with the goals and policies of PlanDSM.

LU16: Survey existing commercial areas to identify those properties that are locationally and functionally in decline or obsolete.

LU17: Identify alternative land uses and adaptive reuses for commercial properties that are both functionally and locationally obsolete as part of a corridor plan.

LU18: Revitalize or repurpose retail centers and commercial areas that are locationally or functionally obsolete or in decline.

LU19: Consider the potential for converting travel lanes to bike lanes and wider sidewalks while maintaining the ability to move traffic as intended.

LU20: Identify landscape enhancements, including green infrastructure, to beautify the corridor and encourage private investment.

GOAL 4: Continue to embrace the distinct character of Des Moines' neighborhoods while allowing for continued development and redevelopment. (Some of these are from Community Character)

LU21: Create opportunities for a mixture of land uses within neighborhoods including mixed use centers, diverse housing, recreational opportunities, public spaces and schools.

LU22: Provide safe and pleasant walking and biking routes to major neighborhood features including commercial area, public and recreational spaces and schools.

LU23: Require new development, including redevelopment, to be compatible with the existing neighborhood character.

LU24: Identify and protect historic assets that contribute to a neighborhood's identity.

LU25: Strengthen the walkability and connectivity within and between neighborhoods focusing on completing and connecting the sidewalk network.

GOAL 5: Maintain the existing industrial designated areas to provide appropriate locations for industrial use

LU26: Develop land use regulations for industrial uses that address potential impacts with adjoining non-industrial land uses, particularly residential areas.

LU27: Restrict expansion or development of non-industrial uses within industrially designated areas.

LU28: Capitalize on the City's locational strengths geographically and as a hub in the regional transportation network.

LU29: Eliminate and/or reduce offensive industrial odors.

GOAL 6: Continue to support the development of Downtown as the economic, cultural, and residential core of Des Moines.

LU30: Refine Downtown Zoning Districts to ensure consistency with the goals and policies of PlanDSM.

LU31: Encourage infill development at strategic downtown development sites and corridors.

LU32: Support downtown development that investigates and incorporates green building techniques and design.

LU33: Promote development of additional housing and amenities for all age groups and families.

LU34: Support and strengthen emerging downtown neighborhoods.

LU35: Ensure variety of business, employment, and building densities to develop an engaging downtown.

GOAL 7: Recognize the value of Des Moines' historic building stock and landscapes and ensure their preservation for future residents.

LU36: Promote preservation, restoration, and reuse of historical structures and landmarks.

LU37: Continue to define design guidelines and develop standards that protect the historical integrity and architectural character in identified Historic Districts.

LU38: Encourage expansion and establishment of National Historic Districts.

GOAL 8: Recognize the value of ecologically sensitive land and natural resources and ensure preservation of these areas for future residents and urban vitality.

LU39: Prohibit development in identified ecologically sensitive and critical areas to limit impacts of construction and land disturbing activities.

LU40: Establish policies that consider the benefits provided by natural ecosystems, such as ecological processes or functions in wetlands and riparian areas that have value to individuals or society.

LU41: Permit reasonable development of land that addresses environmental constraints and minimizes disturbance of natural habitats.

LU42: Regulate development in flood prone areas to protect from damage to public health, safety and property.

TRANSPORTATION

GOAL 1: Develop a complete multi-modal transportation network for pedestrians, bikes, transit, and automobiles.

Policy T1: Prioritize the funding and development of a Transportation Master Plan for the City.

Policy T2: Address the needs of all forms of transportation including walking, bicycling, transit and automobile.

Policy T3: Coordinate with the Des Moines Area Regional Transit Authority's planning process to identify streets that may be identified for future high capacity transit corridors and plan for their redesign to accommodate that use.

Policy T4: Reprioritize transportation initiatives and funding to improve the pedestrian, bicycle, and transit networks.

GOAL 2: Develop updated street design standards that allow for and balance the needs of all forms of transportation.

Policy T5: Adopt street design policies and standards that relate to adjacent land uses and buildings and address needs of most vulnerable users of transportation network. Consider alternative street designs as recognized by the National Association of City Transportation Officials (NACTO).

Policy T6: Identify City streets that can benefit from redesign such as traffic calming measures, reduced travel lane widths, lane removal, intersection improvements to manage traffic, landscaping, and new and enhanced sidewalks. Incorporate these changes into the CIP.

Policy T7: Evaluate, refine, and implement the adopted Complete Streets Policy.

Policy T8: Design / redesign streets to consider all users including pedestrians, bicyclists, transit, and automobiles.

Policy T9: Identify priority areas within each street right-of-way for bicycles, transit and automobiles.

GOAL 3: Provide opportunities for healthy lifestyles through walking as a primary mode of transportation.

Policy T10: Design safe and accessible pedestrian ways to major destinations throughout the City including transit corridors.

Policy T11: Develop guidelines for streets and sidewalks to provide safe, attractive, and accessible pedestrian ways.

Policy T12: Increase the mileage of sidewalks throughout the City by prioritizing segments that fill in gaps and provide connections to destinations and transit corridors.

Policy T13: Develop an ongoing funded program to improve sidewalk and crosswalk maintenance and repair.

Policy T14: Include sidewalks as required infrastructure for high density multifamily development.

GOAL 4: Make transit a more attractive option for City residents

Policy T15: Direct transit resources to improve system reliability, service, and connections, especially for seniors, those with physical disabilities and those that are disadvantaged. Increasing access to social service providers.

Policy T16: Increase neighborhood connectivity to transit corridors and bus stops.

Policy T17: Enhance bus service along key corridors and to key locations including cross-town bus service and high capacity transit corridors.

Policy T18: Retain space at the DART Central Station for intercity bus service.

Policy T19: Encourage higher densities and mixed use transit oriented development (TOD) to locate on transit corridors.

Policy T20: Pursue resources to facilitate the design and implementation of a high capacity transit corridor system on high-volume routes.

Policy T21: Plan for and provide incentives for Transit Oriented Development (TOD) at identified nodes connected by high use transportation corridors throughout the City.

Policy T22: Develop a transit oriented development (TOD) zone district or overlay for proposed nodes and corridors to achieve mixed-use, walkable environments.

Policy T23: Maintain, add, and improve bus shelters, particularly in the neighborhoods. Coordinate their placement with the City.

GOAL 5: Enhance the bicycle network by expanding bicycle facilities that are safe, comfortable and easily accessible.

Policy T24: Accommodate bicycles on City streets designing bicycle facilities based on street classifications, transit corridors, speed limits, design capacity, and access control.

Policy T25: Integrate bicycling and transit facilities with and the provision of bicycle parking or storage near transit stops.

Policy T26: Work toward a complete connected on- and off-street trail system that connects major destinations and employment centers.

Policy T27: Support reduced rate B-cycle bike rentals with Greater Des Moines Recreational Activity Scholarship (GRASP) card.

Policy T30: Expand the B-cycle bike rental system to university campuses and high use street corridors. Incorporate into students' activity fees.

GOAL 6: Ensure freight facilities continue to meet the needs of the local economy while being sensitive to impacts on surrounding land uses.

Policy T31: Invest in safety and roadway / pedestrian connectivity improvements along railroad rights of way.

Policy T32: Work with railroads to minimize noise impacts to nearby residential areas.

Policy T33: Continue the process of securing a developer to construct a transload facility in the vicinity of SE 14th and SE 18th streets near the Southeast Connector.

Policy T34: Enhance the freight network currently existing in the City to support the movement of goods throughout the region including air, rail and truck freight options.

Policy T34: Identify and reduce impediments in the current freight network, including air, rail, and truck freight options.

GOAL 7: Ensure the Des Moines International Airport continues to meet the needs of the local economy.

Policy T35: Investigate multi-modal access between the airport and downtown including nonstop bus service.

Policy T36: Support the development of a new airport terminal.

Policy T37: Continue working with the Des Moines International Airport regarding airport/land use compatibility areas considering the recommendations of the Iowa Airport Land Use Guidebook.

Policy T38: Recognize that Fleur Drive between the airport and downtown is a frequent first impression for visitors. Develop a plan to add sidewalks and beautify commercial businesses adjacent to the roadway.

GOAL 8: Plan for future changes in transportation demand, technology, and innovation.

Policy T39: Continue to support the designation of Highway 5 as an interstate.

Policy T40: Evaluate the feasibility, identify potential corridors and preserve rights-of-way for an urban and regional light rail system.

Policy T41: Consider workplace, residential and publically available sites for electric vehicle charging stations.

Policy T42: Support the development of a car sharing program.

PUBLIC INFRASTRUCTURE AND UTILITIES

GOAL 1: Provide safe and reliable public infrastructure and utilities for current residents as well as future development needs.

Policy PIU1: Invest in and manage public infrastructure systems to support development and redevelopment in targeted areas.

Policy PIU2: Require new development to provide adequate public infrastructure to serve the needs of the development and ensure facilities are sized and staged to provide for additional development beyond its boundaries.

Policy PIU3: Adequately plan for maintenance, repair, upgrades and replacement of City infrastructure. Align with neighborhood revitalization and economic development programs. Coordinate infrastructure work with other department work programs and outside utilities.

Policy PIU4: Establish infrastructure project priorities and CIP requests based on PlanDSM goals and policies.

Policy PIU5: Expand the underground utility district to cover the entire downtown.

Policy PIU6: Continue the burial and consolidation of overhead utility lines during street improvement projects, along new streets, and redevelopment proposals.

Policy PIU7: Promote the deployment of Internet service infrastructure with other public infrastructure during improvement projects and new projects. Work with providers to expand high-speed internet access in all neighborhoods.

Policy PIU8: Encourage lessening of negative impacts on the infrastructure system and natural environment by continuing to reduce the amount of solid waste headed to the landfill.

Policy PIU9: Broaden the types of materials that can be removed from the waste stream and processed as recyclables. Provide expanded education to residents and users.

GOAL 2: Evaluate capacity for implementation of and adaptation to green infrastructure in the city.

Policy PIU10: Encourage the use of local renewable energy resources, technology, and design, and consider code and process amendments that encourage or do not inhibit sustainable development practices.

Policy PIU11: Incrementally adopt the International Green Construction Code (IGCC).

Policy PIU12: Evaluate and develop an incentive program that encourages property owners to adopt green infrastructure practices.

Policy PIU13: Expand and maintain the city's green infrastructure network to include such elements as preserves and parks, trails, stream corridors, green streets, greenways, and agricultural lands.

Policy PIU14: Identify and mitigate barriers to implementation of green infrastructure in public and private development and rehabilitation/repairs.

Policy PIU15: Update zoning standards to support the installation and maintenance of solar access

Policy PIU16: Limit impact of restrictive private covenants on installation and use of renewable energy resources, technologies, and design.

Policy PIU17: Balance the regulation of wind and solar access with preservation of the urban canopy.

Policy PIU18: Explore implementation of renewable alternative energy sources, technology, and design for municipal facilities.

Policy PIU19: Survey brownfield sites for renewable alternative energy collection as development opportunities.

Policy PIU20: Increase landscape requirements in public and private parking lots to reduce heat island effect.

GOAL 3: Reduce the consumption of energy in City owned buildings.

Policy PIU21: Reduce energy consumption and waste generation in all public buildings to reduce expenses and meet sustainability goals.

Policy PIU22: Continue to design and renovate new and existing municipal buildings to meet Leadership in Energy and Environmental Design (LEED) Silver or higher.

Policy PIU23: Develop public buildings and facilities that create healthy work environments and educate the public about energy-efficient, sustainable building, sustainable purchasing policies, and greening best practices.

Policy PIU24: Audit existing municipal facilities to establish a baseline of current energy and water use and identify opportunities for reductions using the Energy Star Portfolio as an assessment tool. Strive to receive Energy Star recognition for municipal facilities.

Policy PIU25: Audit the City's stormwater facilities to establish input benchmarks and ensure they function as originally designed. Monitor stormwater runoff to find reduction opportunities and identify water treatment costs.

GOAL 4: In conjunction with local utility providers, ensure lighting standards and policies provide all residents with safe urban environments day and night while protecting views of the night sky.

Policy PIU26: Provide high quality lighting fixture designs that are appropriate to street types and adjoining land uses, provide pedestrian friendly illumination, and minimize glare, dark sky conditions, and other unnecessary light pollution.

Policy PIU27: Require full cutoff, down directional lighting in all new developments to minimize both upward and sideways light pollution.

Policy PIU28: Provide sufficient lighting for better wayfinding and safe circulation within and around developments.

GOAL 5: Ensure noise standards and policies provide all residents with a safe and enjoyable environment day and night.

Policy PIU29: Require that new development does not significantly increase ambient noise levels.

Policy PIU30: Draft noise ordinances that are sensitive to location and time of day.

GOAL 6: Ensure clean, safe water resources are equitably available to all current and future residents.

Policy PIU31: Develop programs to guarantee provision of water to low-income residents.

Policy PIU32: Protect and improve the water quality of the city's rivers, creeks, lakes, and aquifers for the use and support of aquatic life and resident enjoyment.

Policy PIU33: Minimize sources of water pollutants in urban runoff through stormwater retention, on-site water treatment technologies including green infrastructure, and the implementation of pollution prevention programs.

Policy PIU34: Enhance the protection of creeks and floodplains to preserve environmentally sensitive areas and improve the quality of water.

Policy PIU35: Prohibit development in the 100 and 500 year floodplains.

Policy PIU36: Plan for and adapt to increased drought, severe weather, and other potential impacts of climate change on the water supply.

Policy PIU37: Prepare a comprehensive flood mitigation and prevention plan that reduces threats to public safety and private property.

Policy PIU38: Support development and implementation of watershed management plans.

Policy PIU39: Reduce per capita potable water use through conservation, water reclamation, graywater use, and other water resource stewardship programs.

DRAFT

PARKS & RECREATION

GOAL 1: Develop a parks and open space system that promotes a communitywide network of public spaces to provide recreational, transportation, health and environmental benefits to citizens of all abilities.

Policy PR1: Prioritize and fund an update of the Parks and Recreation Comprehensive Plan.

Policy PR2: Ensure adequate resources for maintenance and enhancement of existing parks. Pursue State legislation allowing parkland impact fees.

Policy PR3: Enable joint use of school-based recreation facilities during non-school hours.

Policy PR4: Promote and expand community garden spaces to encourage outdoor activity and access to healthy food.

Policy PR5: Establish a connected network of parks, trails, and natural areas into a connected system.

Policy PR6: Investigate, and implement if possible, the development of a downtown park, playground and outdoor sports facilities suitable for all ages and abilities.

Policy PR7: Provide areas for public gathering in all neighborhoods that promote community interactions.

Policy PR8: Recognize cemeteries and public golf courses as additional open spaces and as part of the Parks system.

Policy PR9: Develop a broad array of recreational facilities and opportunities in response to a diverse range of resident interests.

Policy PR10: Continue to provide and expand the variety of offered recreational programming.

Policy PR11: Continue to provide a variety of open spaces like pocket parks, plazas, and community gathering spaces.

Policy PR12: Sustain engagement with resident population to increase ownership in the Park systems through volunteer programs and other public investment.

Policy PR13: Provide aquatic opportunities for residents of all ages and abilities.

Policy PR14: Investigate, and implement if possible, the development of an additional large scale in-city regional park(s) similar to Gray's Lake, Water Works Park, and Riverview Park.

GOAL 2: Maintain and improve accessibility of parks for all residents.

Policy PR15: All residents should live within a ¼ mile of a park, trail or open space facilities via vehicle access or a safe walking or bicycling route.

Policy PR16: Improve directional signage to locate parks and move people within parks.

Policy PR17: Provide residents and visitors information about recreational locations, events, recreation programs, and educational opportunities. Provide to non-English speaking residents and visitors.

Policy PR18: Expand grassroot programs similar to the Greater Des Moines Recreational Activities Scholarship Program (GRASP) to ensure all residents have affordable access to cultural events. Admission to programs will continue to be discounted based on income.

GOAL 3: The City's trail system shall be designed for all users including commuters and recreational users.

Policy PR19: Update existing bicycle and trail master plan while continuing to implement priority facilities within the plan.

Policy PR20: Trails should be designed with destinations in mind. Prioritize connecting parks to one another and connecting trails to work centers.

Policy PR21: Connect local trails and on-street bike lanes with the regional trail network.

Policy PR22: Provide safe pedestrian and bike routes/connections.

Policy PR23: Ensure that trails and bike lanes are kept in good condition and are well lit.

Policy PR24: Provide educational opportunities and outreach to learn about bike lanes and trails use and etiquette via signage and other promotional materials.

GOAL 4: Preserve, restore, and enhance natural systems in identified natural areas.

Policy PR25: Develop a system of linked natural corridors throughout the City to provide for wildlife movement.

Policy PR26: Incorporate natural areas as part of a green infrastructure system.

Policy PR27: Increase the use of green infrastructure to decrease the city's impact on the natural environment.

Policy PR28: Protect and preserve the park and open space system's natural areas.

Policy PR29: Identify and acquire land to ensure protection of stream banks, natural greenways, and other areas that could be converted to park or open spaces. Such possible acquisitions could include old gravel mining areas and floodplains.

GOAL 5: Preserve, restore, and enhance access and use of the Des Moines and Raccoon Rivers.

Policy PR30: Encourage access and use of the Des Moines and Raccoon Rivers for active and passive recreation.

Policy PR31: Maintain and improve water quality of rivers.

Policy PR32: Continue to participate in the river trails planning project as part of recognizing the value of the rivers to recreation opportunities in Des Moines.

Policy PR33: Evaluate the possibility of removing or altering the Center and Scott Street Dams to encourage water activity in the downtown area, while protecting the ability to recreate on the Des Moines and Raccoon Rivers above the dams.

GOAL 6: Establish and fund a program for art in public places

Policy PR34: Emphasize installations by local artists

Policy PR35: Provide greater support to the Greater Des Moines Public Art Foundation. Consider a public art levy on new development projects.

GOAL 7: Provide recreational programming as an intricate part of the social fabric of Des Moines and its park and open space system.

Policy PR36: Continue providing and developing programs that include all ages of participants.

Policy PR37: Provide programming across all areas of the city, particularly targeting low-income neighborhoods.

Policy PR38: Provide environmental education programming throughout the park system

Policy PR39: Provide affordable programming for residents of all abilities, ages, incomes, and races.

Policy PR40: Provide quality athletic opportunities at the city's sports complexes including league and tournament activities.

HOUSING

GOAL 1: Provide a diversity of housing options to accommodate residents of all ages, income levels, household sizes, and cultural backgrounds.

H1: Ensure an adequate supply of housing through a mix of new development, infill development and redevelopment of existing properties.

H2: Encourage construction of homes that accommodate all sizes of Des Moines households within all neighborhoods of the City.

H3: Identify and explore the applicability of creative and innovative housing solutions such as Accessory Dwelling Units (ADUs), Single Room Occupancy (SRO), and smaller housing units through flexible zoning to meet the demand for smaller and affordable housing.

H4: Achieve a balanced mix of subsidized rental housing, income restricted, and market rate rentals in all neighborhoods and across the city, focusing immediately on the urban core.

H5: Promote accessible, affordable, and age-friendly housing alternatives in all neighborhoods to allow seniors to age in place, in proximity to known services, and with easily accessible quality open space.

H6: Promote “universal” housing design to accommodate persons with disabilities and those who wish to age in place.

H7: Address availability and affordability of housing options for multi-generational families and large families with three or more children.

GOAL 2: Preserve, maintain, and improve the existing inventory of single-family and multi-family housing.

H8: Continue to partner with the Neighborhood Finance Corporation (NFC) to provide homeowners with forgivable loans to assist in the rehabilitation of existing housing stock, and consider expansion of the program.

H9: Provide enhanced residential tax abatement for minor and major renovations and rehabilitation of existing housing stock.

H10: Provide information, such as a pattern book, to demonstrate how homeowners can modernize their existing residence with additions or renovations.

H11: Preserve existing property values by requiring for-profit developers and not-for-profit housing providers to build quality infill housing consistent with existing neighborhood character.

H12: Partner with local non-profit organizations to provide owner-occupied repairs to assist low-income, disabled, and elderly residents with ongoing maintenance needs.

H13: Support programs and agencies that help reduce home use and operating costs for water and energy usage.

H14: Encourage organizations and non-profits to coordinate, develop, and maintain a housing resource guide to connect owners and renters with available programs and services.

H15: Ensure safe and habitable housing through continued enforcement of the building code and regulations.

H16: Strengthen code and increase enforcement options to address properties in earlier stages of disrepair.

H17: Evaluate existing occupancy standards, zoning codes, and design standards to remove barriers that impact access, development, and maintenance of safe and affordable housing for all residents.

H18: Streamline permit and development processes to encourage development in accordance with applicable regulations.

H19: Maintain sufficient residentially designated land to accommodate growth over the life of PlanDSM.

GOAL 3: Promote sustainable housing development that utilizes existing resources and supports compact, walkable, and bikeable neighborhoods.

H20: Encourage the use of existing public infrastructure by focusing housing development on infill, vacant and under-developed land.

H21: Encourage mixed use development with affordable housing along transit corridors and in neighborhood commercial nodes.

H22: Prioritize housing development at an increased density in locations that are close to public transit, shopping, public amenities, schools, and open spaces.

GOAL 4: Support development of and access to quality housing affordable to all income level households.

H23: Ensure availability of housing for all tenures (rental and owned) that meets the needs of households with all income levels in the city.

H24: Distribute affordable housing broadly throughout the City to avoid concentrations in neighborhoods or one sector of the City.

H25: Support and promote a regional approach to provision of affordable housing.

H26: Establish an incentive program to support the development of affordable housing.

H27: Support financial education and financial management programs that help households buy, maintain, and keep homes.

H28: Decrease homelessness through a comprehensive approach of prevention, transition and provision of stable housing that promotes long term stability.

H29: Identify and partner with community and advocacy organizations to assist immigrant and minority population groups to understand and access available housing services and programs.

H30: Promote the easy access to fair housing information and resources for City residents provided by the Civil and Human Rights Commission.

H31: Continue to develop educational materials on tenant's rights and responsibilities, on fair housing laws, rights, and processes, and work with non-profits, faith based organizations and private agencies to distribute this information.

H32: Continue to pursue and efficiently distribute financial resources to provide subsidized and affordable housing to low income residents.

H33: Educate broader community on impacts of homelessness.

COMMUNITY CHARACTER & NEIGHBORHOODS

GOAL 1: Embrace the distinct character offered in each of Des Moines' neighborhoods.

Policy CCN1: Celebrate the City's culture and diversity through the creation of vibrant neighborhood nodes and corridors.

Policy CCN2: Ensure a diverse mix of housing types, styles, scales, density, and affordability that complement existing neighborhood character.

Policy CCN3: Establish a program to encourage public art installations, mural projects and distinctive landscaping in neighborhood nodes and along corridors.

Policy CCN4: Adopt high quality development standards, such as zoning district and site plan regulations, and design guidelines related to form, massing, and materials that lead to the development of attractive, walkable neighborhoods.

Policy CCN5: Ensure infill development is sensitive to the existing character of the neighborhood.

Policy CCN6: Expand the street tree program as both green infrastructure, neighborhood beautification and to define corridors.

Policy CCN7: Identify and strengthen neighborhood destinations unique to specific areas.

GOAL 2: Further Des Moines' revitalization efforts to improve the strength, stability and vitality of all neighborhoods.

Policy CCN8: Realize neighborhood potential through focused planning efforts that bring residents, community stakeholders, and partners together to make a greater impact.

Policy CCN9: Improve interdepartmental coordination and resource prioritization to achieve neighborhood revitalization.

Policy CCN10: Acknowledge and adequately plan resources to implement neighborhood, corridor, and other small area plans.

Policy CCN11: Coordinate non-profit organizations housing and human services and City service delivery to neighborhoods among departments to ensure timely response to issues and concerns.

Policy CCN12: Develop a comprehensive set of strategies to eliminate blighted, vacant or abandoned properties, such as a vacant property registry, strengthened property maintenance, public nuisance, and rental codes, and land banking mechanism.

Policy CCN13: Ensure neighborhood edges and corridors are attractive and inviting through effective planning and revitalization strategies.

Policy CCN14: Adequately fund neighborhood infrastructure maintenance and streetscape projects and prioritize to coincide with other revitalization work.

GOAL 3: Promote the redevelopment and revitalization of neighborhood nodes and corridors.

Policy CCN15: Improve the appearance of property along 'Gateway Corridors' through property maintenance and code enforcement.

Policy CCN16: Encourage commercial development that meets the service, retail, and entertainment needs of area residents.

Policy CCN17: Promote compact, mixed-use development to provide adequate density to support neighborhood commercial viability.

Policy CCN18: Utilize incentives and economic development tools such as urban renewal plans, TIF, tax abatement, and façade improvement programs to encourage rehabilitation and/or redevelopment in targeted neighborhood nodes and corridors.

Policy CCN19: Improve access to jobs in neighborhood nodes and corridors through economic development and transportation connections to other employment centers.

Policy CCN20: Match infrastructure investments, such as streetscape projects, with economic development tools, such as façade improvement programs, to make a greater impact in neighborhood nodes and corridors.

Policy CCN21: Encourage neighborhood nodes that are accessible by pedestrians, bicyclists, and transit users, as well as motorists.

Policy CCN22: Support DART's plans for high capacity transit corridors through infrastructure design, as well as appropriate transit-oriented development (TOD) land use and zoning.

GOAL 4: Protect Des Moines' historic and cultural assets that contribute to neighborhood and community identity.

Policy CCN23: Partner with historic preservation community to promote Des Moines' rich history through education and outreach on historic structures, districts, and landscapes.

Policy CCN24: Partner with the historic preservation community to identify historic districts also ensuring context sensitive infill and redevelopment.

Policy CCN25: Develop policies that prioritize rehabilitation over demolition of historic structures and in historic districts.

Policy CCN26: Enforce local historic district and local landmark regulations.

GOAL 5: Expand opportunities for healthy and active living for all residents.

Policy CCN27: Design and construct infrastructure and the built environment that enables a healthier community that walks, bikes, and is physically active.

Policy CCN28: Provide all residents with readily accessible parks and open space areas.

Policy CCN29: Identify and develop strategies to eliminate food deserts and ensure access to healthy foods for all residents.

GOAL 6: Strengthen the walkability and connectivity within and between neighborhoods.

Policy CCN30: Connect the existing sidewalk network.

Policy CCN31: Avoid removal of existing sidewalk segments.

Policy CCN32: Implement City of Des Moines Complete Streets Policy on all City street projects.

Policy CCN33: Emphasize transit usage in street design and land use on corridors with bus routes.

Policy CCN34: Work with neighborhood and business associations to prioritize and implement projects identified in the Bicycle and Trail Master Plan.

Policy CCN35: Establish Transit Oriented Development zones/nodes that allow for increased housing densities and compact development to ensure walkable and bikeable neighborhoods.

Policy CCN36: Ensure proper lighting and sidewalk maintenance through resident education, code enforcement, and adequate funding levels.

ECONOMIC DEVELOPMENT

GOAL 1: Foster economic prosperity and stability by retaining existing businesses and recruiting new businesses.

Policy ED1: Participate in state and regional efforts to target preferred industry clusters to focus recruitment efforts.

Policy ED2: Utilize tax incentives to retain, recruit businesses, and encourage design standards including tax abatement and tax increment financing (TIF).

Policy ED3: Support business development through the identification of special investment zones, such as self-supported municipal improvement districts and urban renewal areas.

Policy ED4: Engage in regional efforts to create a prepared workforce.

Policy ED5: Foster relationships with regional higher education institutions to promote growth in research and creative industries

GOAL 2: Focus economic development efforts in strategic locations for continued vitality and growth.

Policy ED6: Support revitalization of obsolete commercial locations and identify alternative land uses and adaptive reuses for commercial properties that are both functionally and locationally obsolete.

Policy ED7: Focus economic development efforts in neighborhood centers, community activity centers, commercial nodes, and corridors served by transit.

Policy ED8: Support industrial growth and expansion.

Policy ED9: Coordinate and concentrate public and private resources to revitalize key areas.

Policy ED10: Support growth in previously undeveloped areas and leverage untapped assets for revitalization and on-going efforts to stabilize use of city resources.

Policy ED11: Coordinate with infrastructure providers to maintain physical infrastructure that serves the needs of existing and new businesses.

Policy ED12: Identify infrastructure, transportation, and connectivity needs in identified areas and work with the appropriate agencies to ensure availability for development.

Policy ED13: Coordinate with infrastructure providers to focus investments that adequately serve existing and new development.

Policy ED14: Assemble infill and redevelopment properties for business development.

Policy ED15: Provide educational programs and outreach to keep developers informed of the rationale for economic decisions and projects by City decision makers.

Policy ED16: Coordinate with business community to foster growth and evolution in a world class downtown, including

- Maintenance and expansion of the skywalk system
- Maximizing on-street parking
- Infill of catalytic development sites
- Growth in employment
- Revitalization and expansion of retail
- Support for a variety of housing types for all income levels
- Expansion of cultural resources and amenities
- Creation of a robust transportation network, including transit, walking, biking, and driving
- Celebration of the rivers as the City's premiere natural resource
- Expansion of offerings for visitors, including unique retail, restaurant, entertainment, and hospitality opportunities
- Excellence in downtown education
- Vibrant street life/24 hour city

GOAL 3: Recognize liveability as a key aspect to economic development.

Policy ED17: Coordinate with local champions to provide amenities such as parks, trails, recreation spaces, cultural places, and community spaces that make Des Moines a premiere choice for businesses and residents.

Policy ED18: Work with infrastructure providers to ensure provision of basic infrastructure and infrastructure enhancements that improve the viability of business success and residential growth.

Policy ED19: Support the development of a complete multimodal transportation network for pedestrians, bicyclists, transit and automobiles.

Policy ED20: Expect quality in the creation of public places and private development
Policy ED20: Collaborate with the Des Moines Public School District to ensure they offer the highest quality education curriculum. Continue to promote the quality of the public school system.

GOAL 4: Foster a sustainable economy.

Policy ED21: Provide incentives or other encouragement to businesses that diversify the economy, use locally produced materials and market their products locally, practice energy

efficiency, provide a living wage, utilize green building practices, employ exemplary stormwater management practices, and/or utilize sustainable transportation and distribution systems.

Policy ED22: Assist redevelopment and infill development on sites with adequate infrastructure through incentives, intergovernmental coordination, and facilitated processes.

Policy ED23: Support entrepreneurship, new business models, minority owned business and business incubators.

Policy ED24: Coordinate with organizations and businesses to develop and ensure access to educational programs that re-train residents during periods of economic change.

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COMMUNITY FACILITIES

GOAL 1: Provide accessible public facilities and spaces for all residents that support safe, active, and healthy environments and civic participation.

Policy CF1: When possible, increase the sharing of facilities among public safety, other city service providers, Polk County, and Des Moines Public Schools, to provide residents with efficient services, reduce costs, and maintain public safety.

Policy CF2: Support the expansion of the combined emergency communication and dispatch system between the City of Des Moines and Polk County to include the rest of the metro municipalities.

Policy CF3: Pursue shared dispatch communication system with Polk County and WesCom.

Policy CF4: Encourage development of a combined communication system between Polk County and the City of Des Moines public safety departments.

Policy CF5: Require adequate public facilities and infrastructure for all development.

GOAL 2: Provide a safe and secure environment for all City residents, workers, and visitors.

Policy CF6: Provide preventative safety education (fire, police, and emergency services) to all residents, with particular attention paid to those individuals who speak little or no English.

Policy CF7: Promote design standards that promote quality and sustainable development with those that address public safety.

Policy CF8: Update and maintain emergency operation capabilities by planning, acquiring equipment, and training for response to emergencies and disasters through the regional efforts of the Polk County Comprehensive Emergency Plan.

Policy CF9: Maintain effective law enforcement through community outreach efforts and focusing resources in areas of need through the Neighborhood Based Service Delivery, officers on foot and bike in neighborhoods, etc.

Policy CF10: Conduct a facility study to determine the need for new and expanded police facilities. Include consideration of precinct facilities as the City continues to grow.

Policy CF11: Collaborate with other metro police departments regarding operation efficiencies and building planning.

Policy CF12: Maintain and strengthen partnerships with other public safety departments within the metro area, with Des Moines Area Community College, and Metro Special Tactics and Response team (S.T.A.R.) for operational efficiencies and training.

Policy CF13: Evaluate Level of Service, response times, and manpower needs to determine need for relocation or new location of police stations consistent with PlanDSM Land Use policies.

Policy CF14: Establish level of service standards for fire response through the Fire Department's accreditation efforts.

Policy CF15: Collaborate with other metro fire departments regarding operational efficiencies and building planning.

Policy CF16: Maintain quality standards in recruiting and training new public safety employees and strive for a public safety workforce that reflects a cross section of the city's cultural diversity and geography.

Policy CF17: Update and maintain the fire inspection program as a means of identifying and remedying potential hazards before fires occur.

Policy CF18: Educate and inform the public on fire safety and hazardous materials to protect the community and the environment from unnecessary hazards.

Policy CF19: Maintain and enhance specialty rescue capabilities such as extrication, trench rescue, high- and low-angle rescue, and water rescue.

Policy CF20: Minimize risk to life and health from exposure to hazardous materials through designation of appropriate travel routes for hazardous materials transportation, groundwater monitoring, contamination remediation, brownfield sites remediation, and required testing and remediation of contaminated sites prior to development.

GOAL 3: Continue a strong library system with highest quality services, programs, and resource collections to meet the community's informational, literary, cultural, and educational needs of all residents.

Policy CF21: Respond to changes in technology and social media to continue providing for the diverse and changing needs, and interests of all library patrons.

Policy CF22: Provide an array of services and programs that enable, encourage, and teach people to connect to information.

Policy CF23: Expand library hours and outreach efforts to provide equitable library service throughout Des Moines.

Policy CF24 Continue literacy-based services to youth and their families.

Policy CF25: Provide space within library buildings for shared programming venues.

Policy CF26: Develop a bookmobile program that delivers library books and services directly to neighborhoods.

GOAL 4: Support all residents' right to quality education through collaboration and cooperation with all school districts operating within city boundaries.

Policy CF27: Ensure safe routes and access to schools by mapping pedestrian and bicycle access to all schools on local streets, trails, and pathways.

Policy CF28: Promote shared use of school facilities and properties for neighborhood activities.

Policy CF29: Promote accomplishments and positive aspects of school district to encourage new and support existing residents/students.

Policy CF30: Provide free internet service to Des Moines Public School students.

Policy CF31: Encourage school districts to reduce barriers to student participation in extracurricular programs.

Policy CF32: Maximize school programs to provide non- English speaking students with access to programs and mentors.

Policy CF33: Encourage public education curriculum that supports quality high school graduates entering workforce.

SOCIAL EQUITY

GOAL 1: Ensure high quality human services programs are available, accessible, and utilized to guarantee basic human needs so all residents lead lives of dignity.

Policy SE1: Coordinate among municipalities, businesses, and organizations within the greater metro area to ensure, maintain, and reduce the need for emergency shelter and services.

Policy SE2: Add additional permanent supportive housing units to ensure homeless residents have safe and secure long term places to live.

Policy SE3: Investigate and develop improved housing and health services for the chronically homeless, those experiencing episodic homelessness, and those at risk of homelessness.

Policy SE4: Investigate issues affecting poverty in the city and develop a community plan to provide high quality services that assist in the prevention and reduction of poverty.

Policy SE5: Ensure all residents have convenient and safe access to accurate financial education regarding saving and investing to enjoy strong fiscal health.

Policy SE6: Provide information about emergency and assistive programs to non-English speaking residents through a variety of communication methods.

Policy SE7: Support development of a Civil and Human Rights coalition to assist residents in identifying needs and direct them to the programs, offices, and organizations that can best assist their diverse needs.

Policy SE8: Support efforts of a Community Health Needs Assessment to identify and provide physical and mental health supportive services.

Policy SE9: Evaluate the distribution of city resources to development and revitalization projects to ensure fair distribution to residents of all incomes.

GOAL 2: Provide that all residents have convenient access to healthy food, health care, safe environments, and choices for an active lifestyle.

Policy SE10: Ensure healthy, safe, and sanitary housing for all residents.

Policy SE11: Prohibit new residential development in vulnerable areas, such as floodplains.

Policy SE12: Ensure adequate noise protection from trains when housing is adjacent to railroad tracks/right-of-ways.

Policy SE13: Support local health facilities to provide responsive, high-quality care to all users.

Policy SE14: Coordinate with community efforts, local businesses and organizations and work with school districts to establish food pantries and food pantry distribution/off-site monthly pick-up/distribution.

Policy SE15: Support local efforts to ensure all residents have consistent access to emergency food assistance.

Policy SE16: Provide opportunities for healthy activity in safe and accessible public spaces for all residents.

Policy SE17: Establish community gardens and farmers' markets as a by-right use in residential neighborhoods.

GOAL 3: Ensure all city services, projects, programs, and events represent and encourage participation of a cross section of the city's cultural diversity and geography.

Policy SE18: Support creation of an Inclusion Taskforce within the office of Civil and Human Rights to ensure city government and policies reflect the diversity of the city's demographics.

Policy SE19: Provide access to major City documents in multiple languages and/or provide translation services.

Policy SE20: Provide staff and elected officials with diversity and gender equity training.

Policy SE21: Effectively engage the public and city partners/organizations/entities when making decisions that create, remove, or change a city service, project, or policy.

Policy SE22: Work with schools and institutions in the city to ensure all residents have access to high quality education that assists in finding stable, living wage employment.

Policy SE23: Encourage and support residents representing a cross section of the city's cultural and gender diversity and geography in leadership opportunities within city services, projects, and programs.

Policy SE24: Ensure that membership of city boards and commissions represent a cross section of the city's cultural and gender diversity and geography.

Policy SE25: Promote full enjoyment of civil and human rights for all residents through advancement of the Civil and Human Rights Commission mission.

Policy SE26: Ensure city facilities are in compliance with the Americans with Disabilities Act.

GOAL 4: Continue to celebrate the diversity of Des Moines provided by the many cultural communities that have chosen to live here.

Policy SE28: Support events and celebrations that highlight the cultural heritage of our residents.

Policy SE29: Provide a liaison at the City to assist non-English speaking residents.

Policy SE30: Support programs and organizations that assist new residents.

Policy SE31: Coordinate with cultural communities and school district(s) metro-wide to identify non-English speaking resources to assist with translation of city services.

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