

PLAN GOALS (CONTINUED)

Design. To achieve a unique aesthetic design through high quality architecture and construction with attention to placement, relationship and orientation of structures to provide a greater compatibility with surrounding land uses.

Context. Respect the surrounding developments in order to provide for a transition from the typical development patterns to the new district and provide consideration of the future of the surrounding neighborhood. Understand the site's role as a part of the larger metropolitan Hickman Road corridor.

Economic. Provide mixed–use development that diversifies Windsor Heights' land use supply.

Gateway. Project should serve as a model for future development in and as a gate–way into Windsor Heights

Input. Surrounding residents and business owners and the chamber of commerce should influence the plan.

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VISION PLAN

The planning team created a flexible plan for a mixed-use, walkable community based on the City Council visioning, public feedback from two open houses and a public survey.

The plan consists of four subareas that are defined as follows:

Subarea A

Intent:

- Property is restricted with no child care, elder care facility, nursing home facility or hospice, medical or dental facility, church, park or hospital allowed at this corner until 2024. However, parking for these uses is allowed.
- Mixed-use retail or office space with parking oriented to the side or back of building.
- Envisioned as potential drug store or small format grocery store.
- Underground stormwater detention.

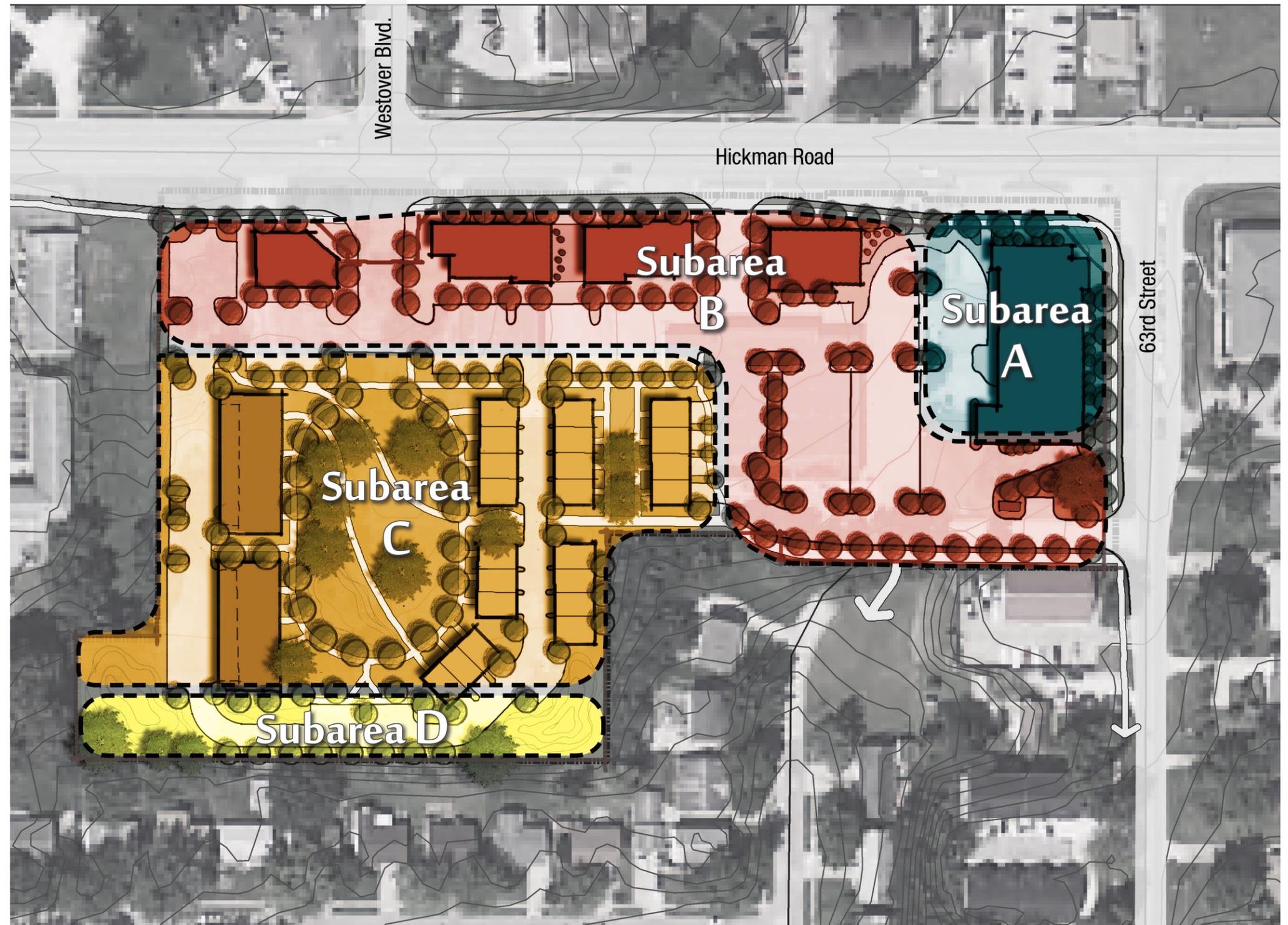
Subarea B

Intent:

- Mixed-use retail, office or multi-family residential with parking oriented to the side or back of the building.
- Underground stormwater detention.

Circulation:

- Maximize access points along Hickman Road and 63rd Street for all areas of the property.
- Provide opportunity for future vehicular connection to the west.
- Provide a pedestrian connection from the existing adjacent neighborhood to the south to the mixed-use development and pocket park.



Vision Plan – Subareas

Subarea C

Intent:

- A mixed–residential neighborhood with suitable residential uses including multi–family apartments, townhomes or small lot single family detached homes.
- There is a desire for some of the units to be senior–friendly.
- Provide careful transitions to existing commercial development to the west.
- A publicly accessible pocket park (1/2 acre minimum size) is centrally located and visible when entering the neighborhood.
- Residential uses are oriented towards the park and greens with front porches and pedestrian entrances to apartment buildings on the park side.
- Preserve existing trees as possible.
- Provide stormwater management as required by the city to ensure no negative impacts to adjacent properties.

Circulation:

- Mixed residential uses are serviced with garages or parking oriented to a rear alley.
- Multi–family apartments could be served by tuck–under parking.
- Provide pedestrian connections to the park.

Subarea D

Intent:

- A mixed–residential area with suitable residential uses including townhomes or small lot single family detached homes.
- Preserve existing trees as possible.
- Provide stormwater management as required by the city to ensure no negative impacts to adjacent properties.
- Provide a buffer area to single family residential homes to the south of the site.

Vision Plan - Preferred Concept

Based on the principles of the subarea vision plan, the adjacent plan illustrates one potential layout of the site.

The approximate development summary of this layout is as follows:

- Mixed–Use/Retail Buildings
 - Ground Floor Retail = 31,250 square feet
 - 2nd & 3rd Floor Flexible Space = 14,000 – 28,000 square feet
- Multi–family = 18 units
- Rowhomes = 22 units

Phasing Considerations

The property could be phased in multiple ways depending on initial developer interest. However, because of the limited vehicular access points, circulation must be coordinated. In particular, if retail development occurs on the eastern portion of the site before the rest of the site is developed, it will likely be essential to connect this retail development to the signalized intersection at Westover Boulevard and Hickman Road since the other Hickman access point allows right in–right out movement only.

Also note that although Subarea A is called out separately from Subarea B due to property restrictions, Subarea A will likely need to be developed in conjunction with Subarea B due to the location of parking and circulation.



Vision Plan – Preferred Concept





Vision Plan – Preferred Concept Perspective



Precedent Imagery

The images above represent characteristics of the proposed vision plan.

**Market Analysis of project site at 63rd and Hickman
RDG Planning and Design for City of Windsor Heights**

The following report analyzes market support for commercial and residential development for the project site at 63rd and Hickman. The report contains the elements listed below:

1. Definition of primary, secondary and tertiary market areas
2. Demographic analysis of residents in all three market areas
3. Analysis of market potential for 3 categories of site use:
 - Retail - Gap Analysis, Inventory, Recommendations
 - Office - Inventory and Recommendations
 - Residential - Inventory and Recommendations
4. Summary of Recommendations

RDG drew on multiple sources of data to complete this study, including Claritas Site Reports, The Urban Land Institute’s 2008 Dollars and Cents of Shopping Centers, Polk County Assessor records, the Iowa Department of Transportation, the 2011 Real Estate Market Survey from CB Richard Ellis, the DART Forward 2035 plan, input from city staff (Windsor Heights, Des Moines and Clive), traffic modeling from the Des Moines Metropolitan Planning Organization (MPO) and field study.

1. MARKET AREA DEFINITION

RDG defined a primary, secondary and tertiary market area for the purposes of this analysis. Figure 1 illustrates these market areas, which are described below.

1. The **Primary Market** is a ½ mile ring around the project site. This market area is particularly significant due to the interest in using the project site for neighborhood commercial.
2. The **Secondary Market** covers a 1 mile ring around the project site, providing a larger customer base for potential commercial uses.
3. The **Tertiary Market** includes portions of five municipalities (Des Moines, West Des Moines, Urbandale, Clive, and Windsor Heights) and a small portion of unincorporated area. The boundaries were drawn based primarily on prevailing traffic patterns, which dictate that these areas are the most likely to produce traffic that will pass the project site. The Tertiary market is bounded by I-235 on the south, I-35 / I-80 on the west and north, and 30th Street (Des Moines) on the east.

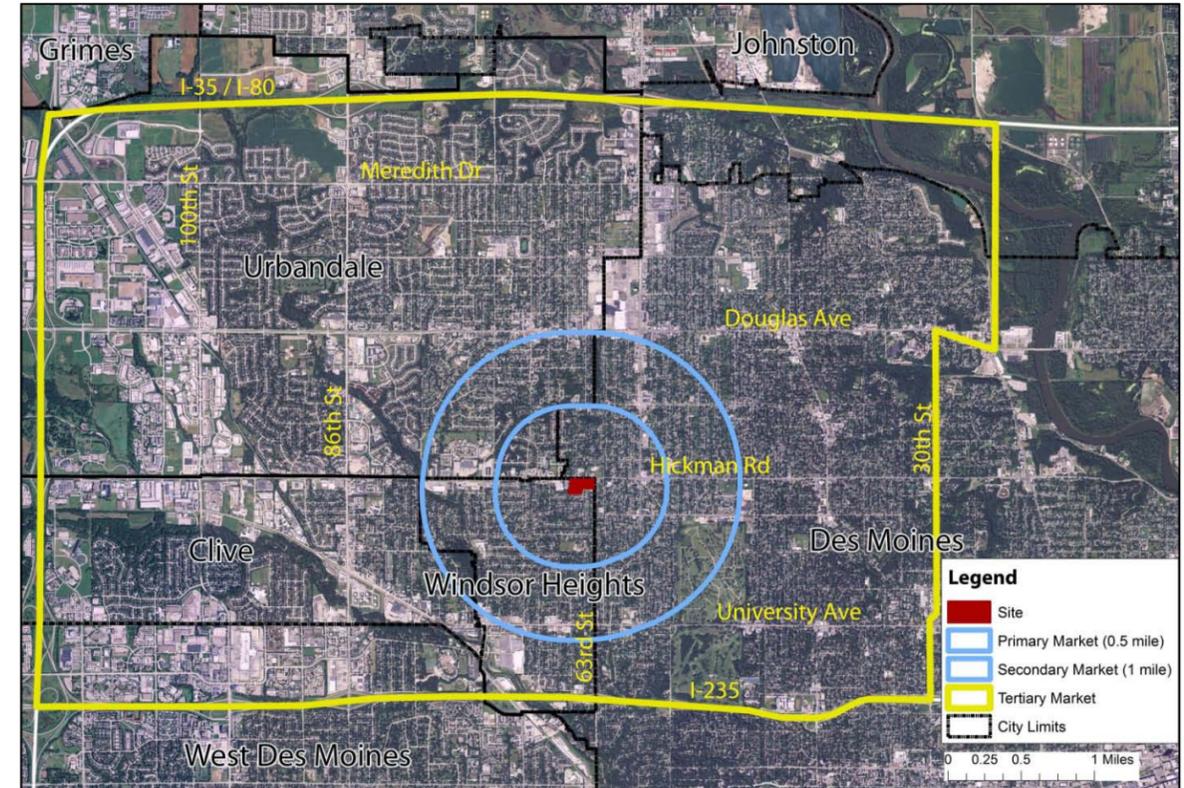


Figure 1 – Market Areas

2. DEMOGRAPHICS

Population: Total and Household–

The primary market contains 4,058 residents, with a density of 6.1 persons per acre. The secondary market adds approximately 10,000 residents for a total of 14,144 (also 6.1 persons per acre). From 2000 to 2011, the primary and secondary markets lost population at a rate of -3.4% and -0.37%, respectively. However, the tertiary market grew 7.92% for a total of 87,122 residents. In comparison, the core metro area (defined for the purposes of this analysis as the cities of Des Moines, West Des Moines, Urbandale, Clive and Windsor Heights) grew 9.57% during the same time period.

The population loss in the primary and secondary markets was due primarily to a decline in household size (see next section). From 2000 to 2011, the number of *households* in the primary market was steady, and the number of households in the secondary market grew by 2.6%. This trend reflects the character of these two markets as an inner-ring suburban area with stable households. The average length of residence for owner occupied households is 18 years in the primary market area and 17 years in the secondary area. This rate is 15 years for the tertiary market.

Table 1: Population Statistics for Market Areas, 2000-2011			
	2011 Population Est.	2000-2011 Growth Est. (%)	Residents per acre
Primary	4,058	-3.40%	6.1
Secondary	14,144	-0.37%	6.1
Tertiary	87,122	7.92%	5.3
Metro Area	319,733	9.57%	

Table 2: Household Statistics for Primary and Secondary Market Areas, 2000-2011			
	Number of Households 2000	Number of Households 2011	% Change
Primary	1,929	1,918	-0.6%
Secondary	6,383	6,549	2.6%

Household Size –

The average estimated 2011 household sizes of the primary and secondary markets (2.11 and 2.15) are low as compared to the tertiary market and metro area (2.27 and 2.37). The metro area household size is approximately 12% larger than the primary market household size. Household size in all areas dropped from 2000 to 2011, with the largest decreases occurring in the primary and secondary markets.

Table 3: Household Size Statistics for Market Areas, 2000-2011			
	Average Household Size 2000	Average Household Size 2011 (Est.)	% Change 2000-2011
Primary	2.17	2.11	-2.6%
Secondary	2.21	2.15	-2.8%
Tertiary	2.32	2.27	-1.9%
Metro	2.40	2.37	-1.0%

Income –

Estimated per capita income (2011) was similar in all three market areas, ranging from \$29,622 in the primary market to \$30,712 in the secondary market (range of \$1,090). Per capita income in all three markets was higher than the metro per capita income of \$27,436 (\$2,186 lower than the primary market). Median income by household was significantly more divergent among market areas, due to varying household sizes in each market area. Per Capita and Median household incomes rose from 2000 to 2011 in all market areas, with the highest increases occurring in the secondary market. The primary and secondary markets experienced a greater percent increase in per capita income than the metro area. These trends show that this is a financially strong area that is keeping up with incomes in other areas of the metro (West Des Moines, Clive, Urbandale and Des Moines). This financially strong customer base contributes to the potential for success for new commercial or residential development at the project site.

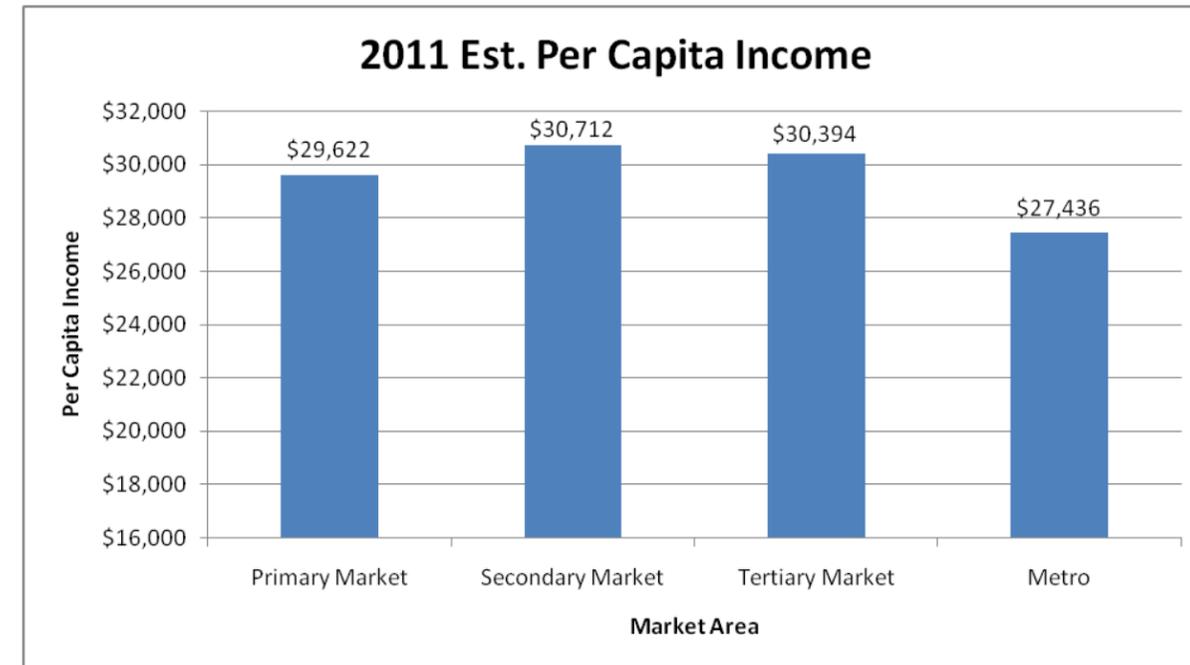


Figure 2: Estimated Per Capita Income for the three market areas and the metro area in 2011

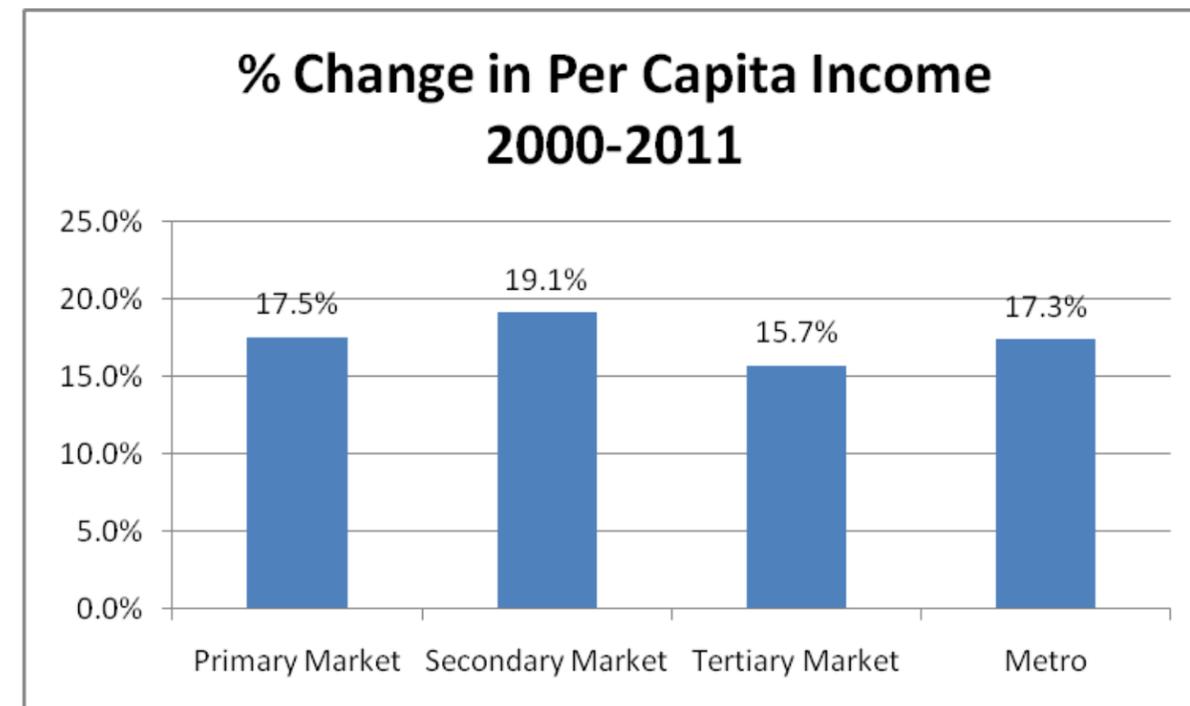


Figure 3: Estimated Change in Per Capita Income for the three market areas and the metro area in 2011

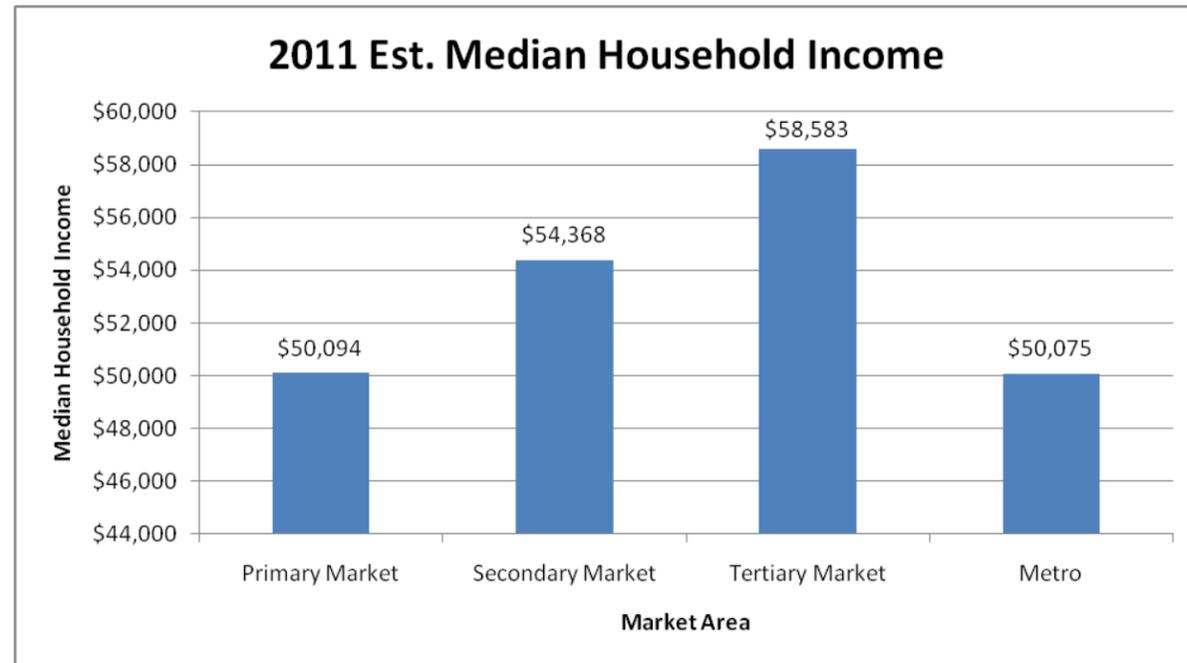


Figure 4: Estimated Median Household Income for the three market areas and the metro area in 2011

Age –

The median age (estimated 2011) of the three market areas was between 37 and 38 years, more than two years higher than the metro median age of 34.9. The age distribution is similar for all three market areas. In comparison to the metro area, the three market areas have a lower percentage of their population in the under 17 and young adult age categories, and a higher percentage of their population in the adult, early retirement, and older adult age categories.

Median age increased between 2-3% for all market areas and the metro area from 2000 to 2011. However, during the same time period, the under 17 population increased its share (%) of the population in both the primary and secondary markets. This trend suggests that the neighborhood is in the process of cycling from older residents without children, to new child-bearing age young adults. This is a promising trend for potential new development, as it suggests both a stable population base from long time older residents, and a growing new population of young families.

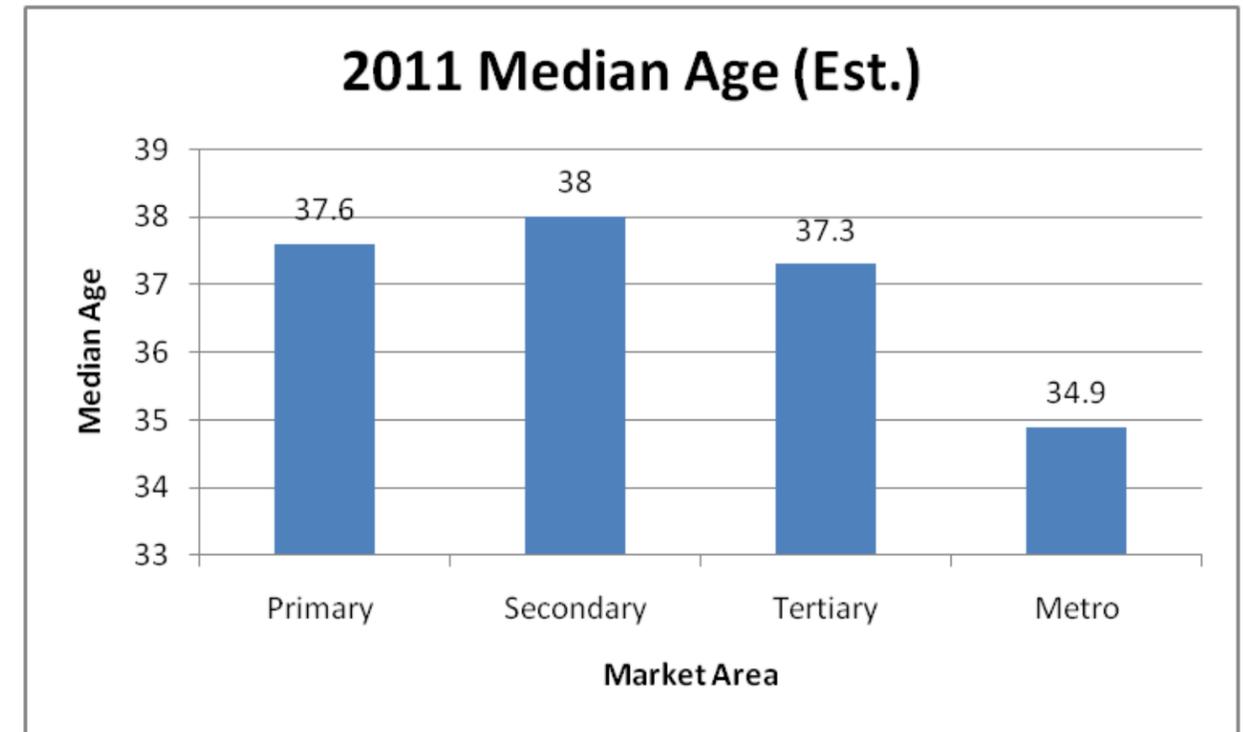


Figure 5 – Estimated Median Age in 2011 in Market Areas and Metro

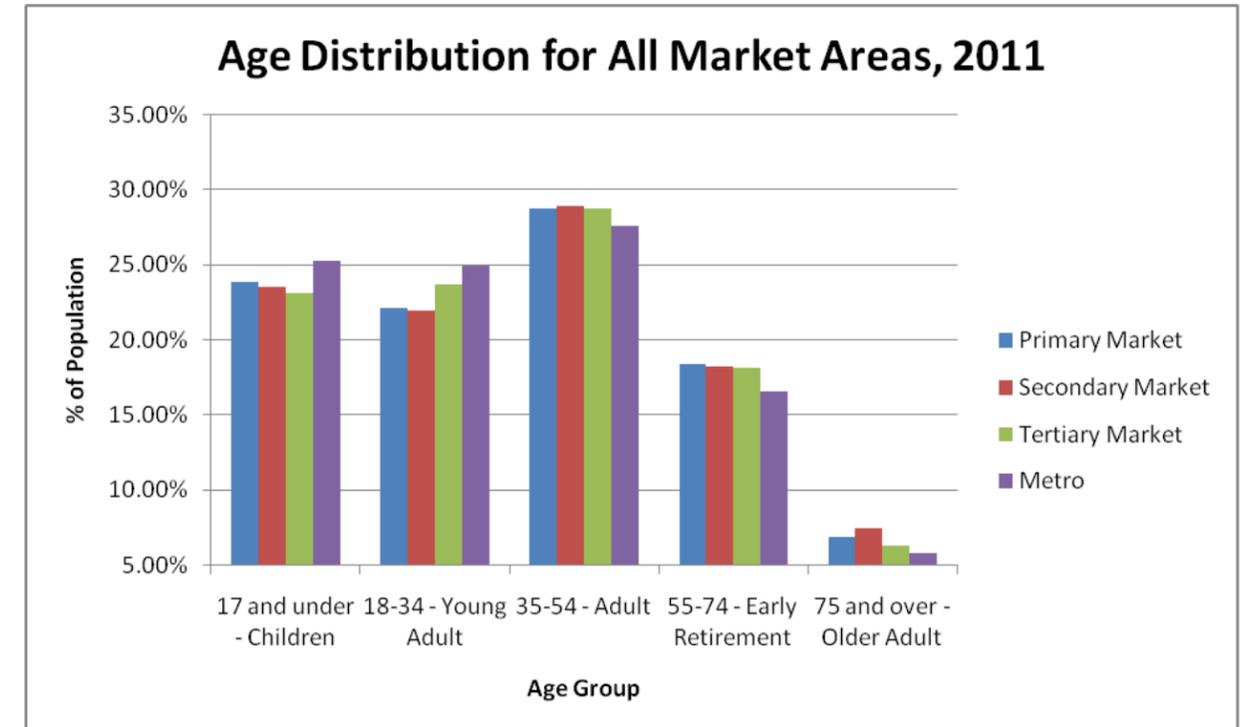


Figure 6 – Age Distribution for All Market Areas and Metro in 2011