

Historic West Des Moines Master Plan Update

PROJECT FACTSHEET & FAQ

PREPARED BY THE CITY OF WEST DES MOINES &
TESKA ASSOCIATES, INC.

Hello friends of Historic West Des Moines!

Please read this brochure which provides helpful information regarding the Historic West Des Moines Master Plan Update, currently underway.

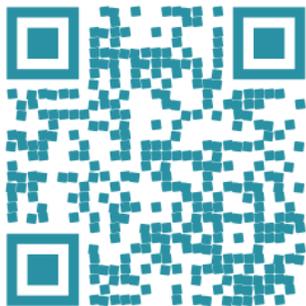
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HistoricWDM.com

? SCAN TO DISCOVER MORE FAQS



Read answers to many more FAQs submitted by local community members like yourself!



5th Street in Valley Junction · Historic West Des Moines, Iowa

What is a Master Plan?

Master Plans outline goals, visions and policies that help shape healthy, vibrant futures for small communities and neighborhoods.

- Every Master Plan is unique in that it responds to distinct aspirations and challenges of the community for which it is developed.
- The master planning process includes a thorough analysis of local conditions, case studies, and community engagement to ensure the plan and policies reflect local values, needs, aspirations.

Why is the Master Plan being Updated?

During the past 6 years, the city has worked hard to successfully achieve the action steps identified in the 2016 Historic West Des Moines Master Plan.

- Over \$37 million has been invested in the form of infrastructure and stormwater upgrades, alleyway paving, improvements to Holiday Park, trail connections, small business grants, public wifi throughout Valley Junction, and much, much more. With this reinvestment comes the need to reexamine our collective goals.
- Our community is also impacted by things outside of our control. The changing nature of technology, online shopping, covid, hybrid work environments, rising housing costs, transportation modes, retail / restaurant trends all shape the way we live and the vitality of the communities we call "home". Planning best practice is to do "check-ups" (i.e. updates) every 5-10 years to ensure sound planning and forecasting for the future.

Is this the same as the Comprehensive Plan?

They are not the same, but the two documents work together.

- The Comprehensive Plan acts as the overall guide for the entire City. The Master Plan focuses on Historic West Des Moines, a much smaller neighborhood-level geography; see backside for map. Ultimately, the Master Plan will be adopted and incorporated into the larger City-Wide Comprehensive Plan.

PROCESS

PHASE 1

SEP - DEC 2021

COMMUNITY CHARACTER
EXISTING CONDITIONS
MAIN STREET STUDIES

PHASE 2

DEC - JUN 2022

COMMUNITY VISIONING
HISTORIC PRESERVATION
DESIGN GUIDELINES

PHASE 3

JUL - AUG 2022

ZONING
LAND USE
COMPLETE STREETS

PHASE 4

SEP - NOV 2022

PRIORITIES
PARTNERSHIPS
PLAN DRAFT

ENGAGEMENT

16 PUBLIC MEETINGS
WITH COMMITTEE, PLAN
COMMISSION & COUNCIL

COMMUNITY CHARACTER
MIND MAP AND POLL

20+ STAKEHOLDER
INTERVIEWS

MEET WITH LOCAL
NEIGHBORHOOD ORGS

VALLEY JUNCTION
MERCHANT BREAKFAST
AT ST KILDA'S

COMMUNITY WORKSHOP
AT STILWELL JR HIGH

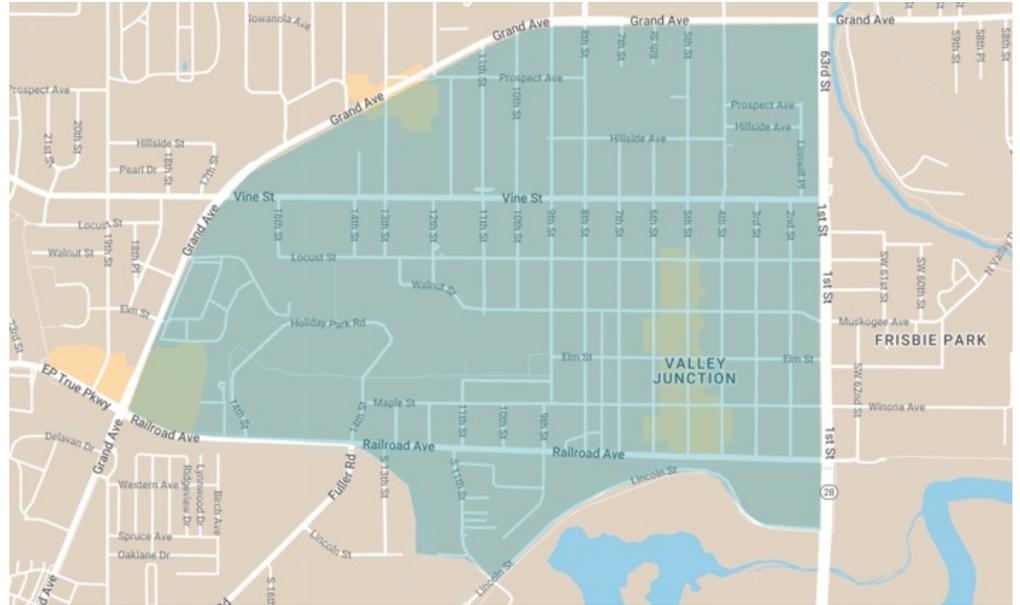
VIRTUAL COMMUNITY
DESIGN WORKSHOP

VISUAL PREFERENCE
SURVEY

(ONGOING)

What is the *Study Area*?

The Master Plan is bounded by Grand Avenue to the north and west, 1st Street to the east, and Railroad and Lincoln Street to the south; see highlighted area below.



Who is *involved* and helping lead the process?

The HWDM Master Plan Update is rooted in community input and leadership.

A 19-member Steering Committee was formed from existing 501(c)(3) non-profit organizations that equally represent the residential and business communities. Each organization appointed members; these organizations include:

- Historic WDM Valley Junction Neighborhood Association
- Valley Junction Resident Association
- Residents appointed by the Mayor
- Historic Valley Junction Foundation
- West Des Moines Chamber
- City of West Des Moines, City Council (ex-officio, non-voting members)

In addition to city staff, a consultant team led by Teska Associates (who helped guide and create the 2016 Master Plan) is also assisting by providing planning insight, design expertise, and facilitation on topics. Learn more about the team, committee and their roles by visiting the FAQ page at [HistoricWDM.com](https://www.historicwdm.com).

What are *design guidelines* and why are they a focus?

Design Guidelines are a set of standards for development or redevelopment that establish a high quality of architecture, landscaping, and site design.

- Recent development in the study area have sparked concerns about what types of building designs are appropriate in our community. As a part of the master planning process, the team has been collecting public input to create design guidelines that are consistent with our community values. The efforts to date led to the Design Guidelines for the Mixed-Use Commercial District centered on 5th Street; approved by City Council on February 21st, 2022.

Is the City looking to *acquire homes through eminent domain*?

No. The city is not looking to acquire or take homes through eminent domain.

Want to learn more? Have additional questions?

Please scan the QR code on the front of this brochure or visit [HistoricWDM.com](https://www.historicwdm.com) to see an in-depth list of FAQs submitted by community members.

- Other questions: Contact Community & Economic Development Department by phone: (515) 273-0770 or email: ced@wdm.iowa.gov