

COMPREHENSIVE PLAN
CITY OF WEST DES MOINES

Adopted on September 20, 2010

City of West Des Moines Mission Statement

Our mission is to serve the people of West Des Moines honestly and effectively.
Through a variety of services, we strive to provide the quality of
life desired by the community.

City of West Des Moines Commitment Statement

The members of our City organization insist that services are provided
with the highest level of respect, responsiveness and honesty to
the people of West Des Moines.

Our Value Statement

We, the employees of the City of West Des Moines, through TEAMWORK and
COOPERATION, are COMMITTED to provide the highest QUALITY OF SERVICE
with HONESTY and INTEGRITY to the community we serve. We take pride in providing
EFFECTIVE, DEPENDABLE services while striving to achieve
EXCELLENCE through VISION and INNOVATION.

ACKNOWLEDGEMENTS

as of adopted date of September 20, 2010

Mayor/Council

Steven K. Gaer, Mayor

Council Member 1st Ward.....Kevin L. Trevillyan
Council Member 2nd Ward Charles Schneider
Council Member 3rd Ward Russ Trimble
Council Member At-Large..... Ted Ohmart
Council Member At-Large.....Jim Sandager

Plan and Zoning Commission

Commissioner Michele Brown
Commissioner John Clarke
Commissioner Chris Costa
Commissioner Mary Cownie

Chair.....Kevin Crowley
Commissioner Sam Kreamer
Commissioner Dr. Christina Taylor

City Staff

Jody E. Smith, Interim City Manager/City Clerk
Richard J. Scieszinski, City Attorney

Clyde Evans Community & Economic Development Director
Naomi Hamlett Planner
Brian Hemesath..... Principal Engineer
Kara Tragesser..... Planner
Duane Wittstock.....City Engineer

Citizens Advisory Committee

Jim Sandager, Chair

Rick Messerschmidt, Vice-Chair

Member	Judy Gear	Member	Ruth McNerney
Member	Steve Gillotti	Member	John Shaw
Member	Leonard Gutshall	Member	Sandra Smith
Member	Dave Hibbard	Member	Jane Tham
Member	Galen Howsare	Member (partial term)	Pat Fraizer
Member	Pete Leo	Member (partial term)	Roxanne Coffelt
Member	Jim McCulloh	Member (partial term)	Kathy Davison
Member	John McGinn	Member (partial term)	Ron Hankins

Department Representatives

Christopher Shires	Development Services – Planning
Jeff Dumermuth	Emergency Services
Scott Sanders	Finance
Don Cox	Fire
Susan Paterson-Nielsen	Human Services
Ray Vignovich	Library
Sally Ortgies	Parks and Recreation
Paul Barrows	Police
Scott Wiegert	Police
Joe Cory	Public Works

Former Officials and Staff

Erik Christiansen	Former Commissioner	Bob Parks	Former Councilmember
Steve Gaer	Former Councilmember	Jeff Pomeranz	Former City Manager
Judy Gear	Former Commissioner	Larry Read ..	Former Public Works Director
Gary Hammers	Former Commissioner	Charles Schneider	Former Commissioner
Scott Hatfield	Former Commissioner	Ray Seidelman	Former Asst City Manager
Brad Olson	Former Councilmember	Loretta Sieman	Former Councilmember
Ralph Pantoga	Former Commissioner	Chris Voggesser	Former Commissioner

Other Contributors

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Bill Garrett	West Des Moines Water Works
Denny Wolf	Norwalk Community School District
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TABLE OF CONTENTS

Chapter I: Introduction	
Purpose of the Plan	I-1
History of West Des Moines' Comprehensive Plans	I-2
Development of the 2010 Comprehensive Plan Update	I-3
Metro Location Map	I-5
Study Boundary Map	I-6
Chapter II: Community Profile	
History of City	II-1
The Original Town	
Industrial Activity	
Commercial Activity	
Residential Activity	
Continued Growth	
Community Services and Structure	II-4
Mayor and City Council	
City Manager	
City Attorney	
Human Resources	
Information Technology Services	
Finance Department	
Community and Economic Development	
Development Services Department	
Emergency Medical Services Department	
Fire Department	
Human Services Department	
Library	
Parks & Recreation Department	
Police Department	
Public Works Department	
Water Works	
WestCom	
Schools	II-14
School District Map	
West Des Moines Community School District	
Waukee Community School District	
Norwalk Community School District	
Winterset Community School District	
Van Meter Community School District	
Comprehensive Plan and Development Impacts	II-18
Time and Distance	
Increasing Area and Density	
Demographics	

Regulations	
Regional Cooperation	
Statistics	II-20
Population	
Age Characteristics	
Race and Ethnicity Characteristics	
Income Characteristics	
Education Characteristics	
Employment Characteristics	
Household Size	
Housing Units	
Housing Costs	
Construction Activity	
Population Projections	
Chapter III: Goals and Policies	
Goal 1 - Planning and Design	III-2
Goal 2 - Municipal Services	III-4
Goal 3 - Economic Development	III-6
Goal 4 - Fiscal Responsibility	III-8
Goal 5 - Growth and Neighborhood Identity	III-9
Goal 6 – Transportation	III-11
Goal 7 - Recreation	III-14
Goal 8 - Quality of Life	III-16
Goal 9 – Environmental	III-17
Chapter IV: Land Use	
Relationship to Zoning	IV-1
Residential Designations	IV-2
Commercial and Office Designations	IV-4
Industrial Designations	IV-9
Overlay Districts	IV-10
Chapter V: Transportation	
Planning Standards for Streets and Highways	V-1
Roadway and Intersection Requirements	V-2
Traffic Management	V-3
Comprehensive Plan Circulation System	V-4
Levels of Service	V-5
Other Transportation Facilities	V-6
Chapter VI: Comprehensive Plan Implementation	
Maintaining Flexibility	VI-1
Rules of Interpretation	VI-1
Monitoring Performance	VI-2
Comprehensive Plan Amendments	VI-3
Comprehensive Plan Consistency Guidelines	VI-3

Intergovernmental Agreements	VI-6
Zoning Overlay Districts	VI-6
Development Program and Staging Plan	VI-6
Other Plans	VI-10
Staging Areas Map	VI-11

Appendix A: Balanced Scorecard

Appendix B: Maps

Appendix C: Glossary

Appendix D: Future Amendments

CHAPTER 1

INTRODUCTION

West Des Moines has benefited from nearly three decades of unprecedented development, based, in part, on its location at the convergence of two transcontinental interstate highways and on a direct expressway to the center of the metropolitan area. That location, along with good planning practices directed at attracting quality development, has fostered a Class-A office corridor on the City's northern edge and the quality residential and commercial development that typically supports such development. West Des Moines has truly lived up to its former motto of the "crossroads of the nation." The City is a community with many opportunities for working, dining, shopping, and living which makes it very appealing and enjoyable. The City offers employment opportunities from industrial to office; housing options from apartments to upscale town homes and large residential estates; and amenities such as historic areas, golf courses, a well-developed trails system, and parks.

The City faces the challenge of balancing the benefits of development with the costs such development generates to provide services and its impact on the character of the community. The challenges which face West Des Moines, though not unique, are more prominent due to its rapid growth. It is the purpose of this Comprehensive Plan to guide the City's leaders and professional staff in maintaining and enhancing the desirable elements, yet also to control, and where possible mitigate, the adverse impacts that may accompany the City's rapid development.

PURPOSE OF THE COMPREHENSIVE PLAN

At its most basic, a comprehensive plan is a statement of policy and intent of the community. The Plan provides guidance for the location, form, and function of development, and the maintenance of the community. The plan must respond to changes in the needs of the City, the needs of its citizens, and in the development patterns which occur. The plan provides for the control of land uses, which then provides the guideline for zoning decisions and other actions by the City Council. The plan also is a reflection of the goals and policies of other, more specific plans which the City adopts from time to time. Therefore, the Plan is considered a "living" document, which the City amends and revises as needed and more thoroughly updates regularly, while maintaining consistency in the City's policies and goals. The City carries out the Plan through policies, programs, and ordinances.

The Plan serves two important functions. First, it helps the City address current growth impacts, while maintaining the quality of life its residents expect. The Plan also presents a series of recommendations throughout the document to carry out the provisions of the Plan.

Second, the Plan is a description of a comprehensive, well thought-out vision for the West Des Moines of tomorrow and a record of the policies and strategies needed to achieve that vision. The Plan will serve current and future elected officials and professional staff in guiding short-term and long-term growth; it will give them background information as to the desires and goals of the community. It is anticipated that this Plan, which will help create a more desirable community, will have a useful life of up to twenty-five years.

The City adopted the last plan update in December 1993 and included information gathered between 1990 and mid-1993. The rapid development of the City, addressing questions and interest in areas outside the last Plan's strategy area, new infrastructure and extensions, changes in the City's development patterns, and good planning practice require that the current Plan be updated.

However, the primary intent of the Comprehensive Plan is to provide a guide to long-range land uses and roads. Departure from the established land uses set forth in the Plan should be done in a deliberative manner, with the understanding and recognition that making such changes may have substantial and long-term ramifications.

HISTORY OF WEST DES MOINES' COMPREHENSIVE PLANS

The State of Iowa passed the city zoning statute in 1923. The statute enables cities to zone land for the planned and proper development of their community.

That first land use study in 1947 essentially was an inventory of the physical and demographic information existing at that time. The City ultimately used that information to prepare a zoning map and a zoning ordinance. The City of West Des Moines passed its first zoning ordinance in 1948, after its first land use study in 1947.

The next study was completed in 1958 because of the City's desire to prepare a completely new zoning ordinance. By that time, the City had more than doubled in population, from 5,200 to 10,850 persons. The land area increased from 1.59 square miles to 17.31 square miles. The City determined that the zoning ordinance in place up to that time was inadequate in providing the necessary regulations and safeguards which modern cities required or that addressed the needs of the rapidly growing community.

In 1984, the City of West Des Moines adopted a *Comprehensive Land Use Management Plan* which was completed in 1983. The expressed goal of the City was "to produce a document which integrated land use planning, capital improvements planning and policy planning toward development of a management plan sequentially guiding the future development of the community." The plan focused on the location, design, and timing of the physical development of the City. The studies undertaken were to outline a realistic, managed growth concept.

Finally, the last Comprehensive Plan, adopted in 1993, turned more toward a policy and goal oriented vision for the future of the community. The plan included a series of goals and growth policies to direct how and when growth and development of the community would occur. The plan also included many steps necessary to undertake and execute the goals and policies of the plan. For the first time, subareas were established for areas that would have a significant or critical impact upon future growth and development of the City.

In 2003 the City of West Des Moines began using a new internal strategic planning model called the Balanced Scorecard, which focuses the organization on key results and provides an accurate way to measure them. (See Appendix A for more information on the Balanced Scorecard.) The Scorecard identifies six strategic themes: Planning and Community Development; Collaboration; Sustainability; Resource Management; Community Enrichment; and Community Safety. The underlying goals identified in the strategic themes and throughout the Scorecard also are espoused in the Comprehensive Plan Update.

DEVELOPMENT OF THE 2010 COMPREHENSIVE PLAN UPDATE

City staff and a 17-member Citizens Advisory Committee started the effort to update the 1993 Comprehensive Plan in October 2000. The Mayor appointed the Committee representatives based on recommendations from Council members and various community organizations. They familiarized themselves with City functions through a series of presentations from various City Department representatives; toured the outlying areas of the planning area; revised the 1993 Plan's existing goals and objectives; and discussed land use recommendations. The Committee met over 50 times, logging over 80 hours of meeting time.

The Committee sent their recommendation to the Plan and Zoning Commission who reviewed and approved the southeast portion of the Comprehensive Plan Land Use Map in March of 2004. Review of the balance of the planning area began again in March through November of 2006. Work was then halted to allow staff time to work on a traffic modeling tool that had been recently acquired.

The Commission resumed their review, which included some changes to the Land Use Plan, in May of 2009. The review was complete on September 30, 2009 when the Commission approved the Comprehensive Plan.

The City Council began their review in February of 2010, concluding public hearings in September.

The Update generally did not revise land uses within the developed areas of the City. Rather, the City's efforts were concentrated on those outlying areas of the City's planning boundary which have been most affected by changes since the 1993 Comprehensive Plan was adopted. A specific area around the Jordan Creek Town Center was reviewed and the land uses modified to respond to change around the Jordan Creek Town Center called the West Side Land Use Vision Study. Since the West Side Land Use Vision Study was completed (August 2000), the attention for this Update was not focused on that area. In general, the Committee organized its land use discussions into three areas: the Southeast area which is defined as south of the Raccoon River and east of I-35; the Southwest area which is defined as south of the Raccoon River and west of I-35; and the Northwest area (generally minus the West Side Land Use Vision Study area) which is defined as north of the river and west of I-35. All three areas are of course further defined by the southern and western planning boundary, as well as existing jurisdictional boundaries.

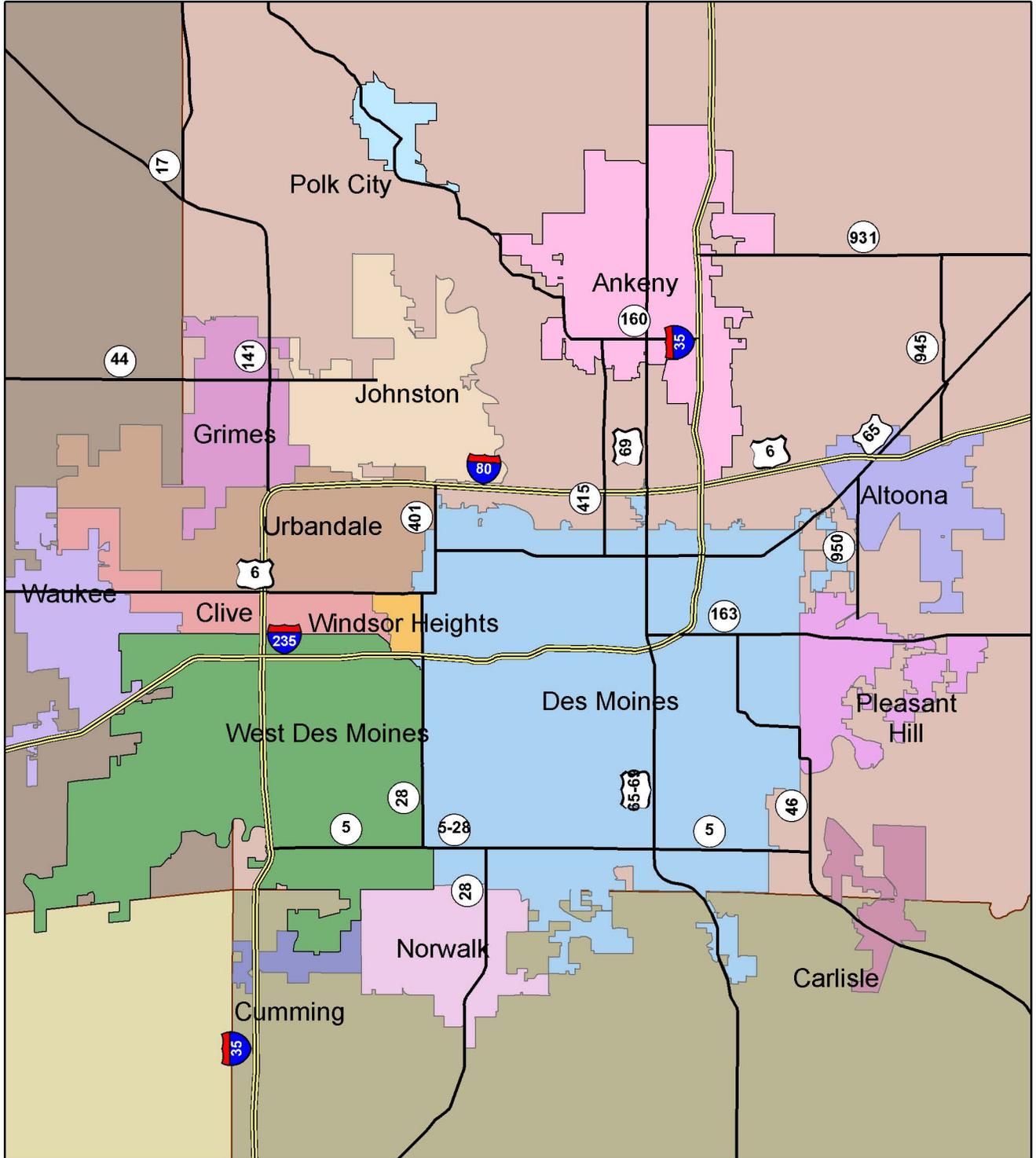
Organization of the Plan

Since change in a community is inevitable, comprehensive planning attempts to create an environment favoring orderly and desirable change. To create this environment, the City must first understand current conditions and trends, define the community's desired direction of change, and then establish a strategy through tools and policies to make such change possible. The format of this Comprehensive Plan Update supports that thinking through the following organization:

- **Chapter I:** *Introduction*
- **Chapter II:** *Community Profile* provides a brief history of the City, descriptions of each of the departments in City government, and some basic statistical tables to describe the population and community

- **Chapter III:** *Goals and Policies* outlines the community’s goals established to guide future development and maintenance of the City
- **Chapter IV:** *Land Use* identifies the land use designations used by the City on the Comprehensive Land Use Plan Map and the application of those designations on undeveloped land
- **Chapter V:** *Transportation* explores the multi-modal aspects of transportation in the City and identifies transportation improvements needed to support the Plan
- **Chapter VI:** *Comprehensive Plan Implementation* explains how the City should use the Plan to continually guide the City’s planning efforts, the fiscal impact of the plan, and the amendment process

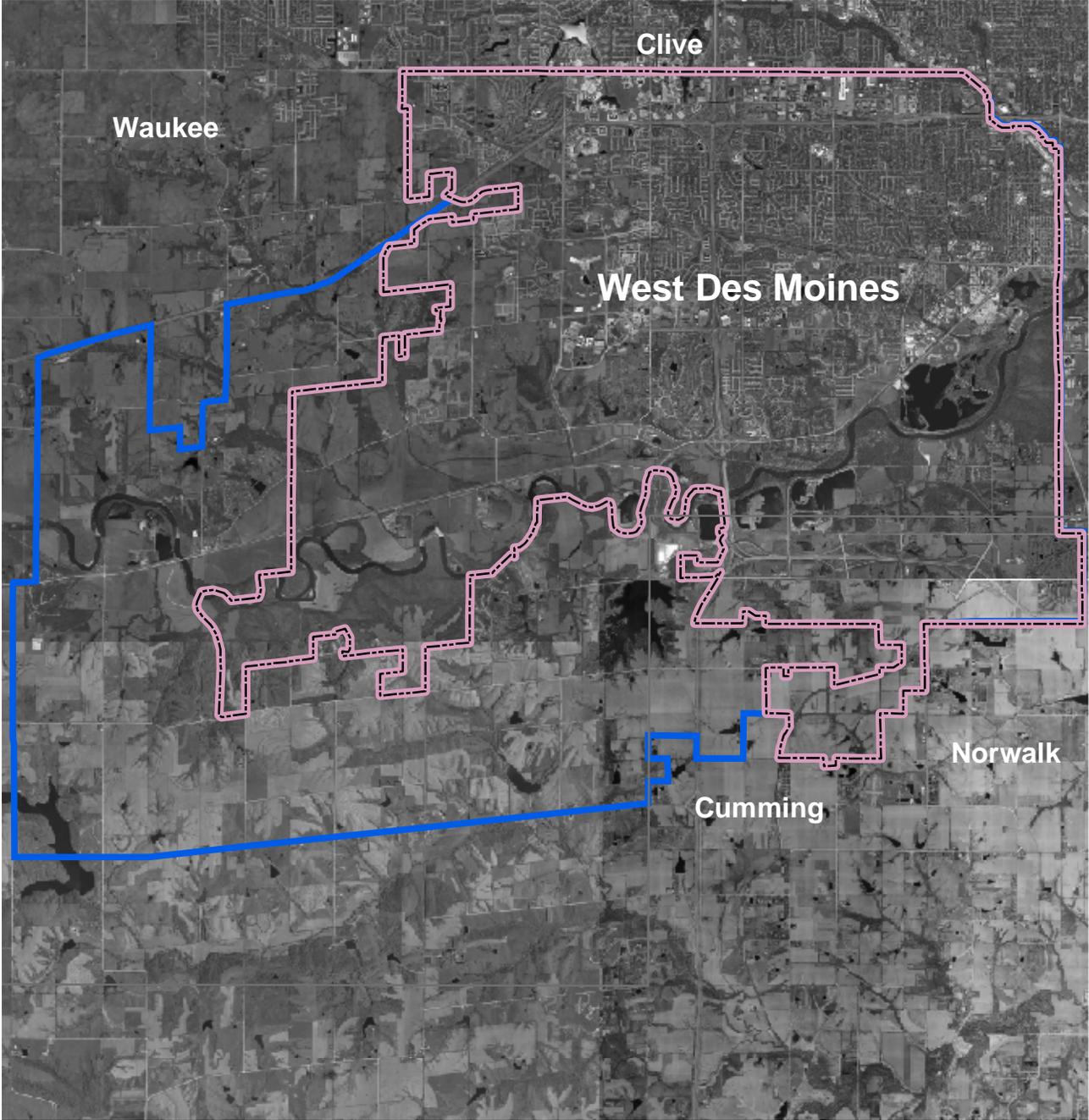
Metro Location Map West Des Moines Comprehensive Plan



Legend

- | | |
|---|--|
| Dallas County | Polk County |
| Madison County | Warren County |

Planning Area West Des Moines Comprehensive Plan



Legend

-  Corp Limit - approx. 46.65 sq. mi.
-  Planning Area - approx. 77 sq. mi.

CHAPTER 2

COMMUNITY PROFILE

HISTORY OF CITY

The Original Town

The first permanent settlement in what is now the City of West Des Moines dates from 1846 when James C. Jordan set up camp between two burr oak trees in Walnut Township. Later he built a log cabin and house on the same site. The house still stands today at 2001 Fuller Road. Mr. Jordan became one of the most influential people in the founding of Valley Junction, the town that has become today the City of West Des Moines. As more and more people settled in the area a sense of community developed and as the township grew the need for schools also became evident. Mr. Jordan gave the township its first school in 1849.

The 1850's saw the first railroads push into Iowa and the inaugural train arrived in Des Moines in 1866. Others followed and between 1867 and 1869 in the valley of the Raccoon River, the Rock Island and Milwaukee lines created a junction of their lines for shipping livestock and produce. The town was incorporated in October 1893 under the name of Valley Junction, for the junction of the railways. The influential men of the community attracted the railroads to build their shops in the newly incorporated town and began to build housing to accommodate the growth anticipated from the railroad businesses.

Valley Junction was designated as a railroad terminal division station in 1892, as it was the only such station between Rock Island, IL and Council Bluffs, IA. The town boomed between 1892 and 1896. The census of 1895 showed a population of 747. The enumeration taken in the spring of 1896 showed 951 residents. In 1894 an election was held which resulted in a new mayor and a full council. Sidewalks were the order of the day to avoid the muddy streets and were composed of lumber. Personal property taxes were collected on the honor system and upon the assessor's vigilance. These early government years focused on caretaking of the city: sidewalks were paved with concrete, streets were paved, and water and sewer capacities increased. Many railroad companies transferred operations to Valley Junction and turned the town into a very important railroad center. By the turn of the century 26 passenger trains and scores of freight trains passed through town daily.

Industrial Activity

In Polk County from the early 1900's to about 1920 coal mining became a dominant employment source. Polk County was in the center of the state's largest coal deposits. Many miners lived in Valley Junction and worked in the mines elsewhere in Polk County, especially Des Moines. One large mine was located at about 300 Ashworth Road and extended north and west to Clive. This mine alone employed 300 workers. Mining was an important stepping stone in the transformation of Valley Junction from a railroad town to an important commerce and residential center.

A railroad strike which lasted for about two years, between 1922 and 1923, changed Valley Junction forever. Many men were idle and those days were considered very dark and desperate. Many of the buildings along 5th Street housed bars, billiard halls, and houses of ill repute.

The railroads brought in many African-American and Hispanic workers to break the strike. Many of these workers brought their families and established roots in the community, creating a more racially and culturally diverse community. By 1936 when the railroads moved a lot of their shops and operations out of Valley Junction, many residents were not sorry to see them go and looked forward to changing the image of the town. In 1931, the city discussed a possible name change for Valley Junction. Over the next few years, the city held three elections before the residents accepted the new name of West Des Moines on December 7, 1937. The name became effective January 1, 1938.

After World War II about 20 factories located in West Des Moines, bringing in about 600 jobs. The 1950's and 1960's represented a boom in manufacturing and industry in West Des Moines. Industries which based themselves in West Des Moines included sand, gravel, cement and concrete product manufacturers, aircraft engine fuel nozzles, hydraulic pumps and motors, insulation, metal fabrication, steel treating, printing, plastics, cabinets, and tool and die. Of course, the manufacturers and distributors to support these industries also flourished in West Des Moines. Most of this activity was and still is located in the Valley Junction area within the current City of West Des Moines.

Commercial Activity

The historic town center of Valley Junction which once supplied the daily shopping needs of the area residents is now a thriving commercial center for boutiques, antiques, and other owner-occupied and family-owned specialty businesses. It has become a hub for the community's social activities, including farmers markets, antique and art festivals, music functions, and numerous other events throughout the year.

Commercial activity centered around Valley Junction until the 1960s when commercial centers were planned and constructed further west and north. This trend was emphasized by the construction of an enclosed mall on 55 acres at Valley West Drive (formerly 35th Street) and Westown Parkway in 1975. Shopping centers were developed to the north along Grand Avenue and west along Westown Parkway and along 22nd Street. The 1970's saw the planned development of commercial centers across the city extending north along University Avenue and as far west as Ashworth Road and 60th Street.

In the mid-1960's Interstate 235 was constructed through the northern part of the city and extended west to the junction of Interstate 80 and Interstate 35. The construction of this roadway further enabled the continued growth of the City of West Des Moines to the west and is probably one of the most influential factors for the City's growth since the railroad. The cooperation between those willing to sell their land and those willing to invest in the future of the City has been instrumental in the City's growth. Also, the countryside was conducive to development with good terrain, fields, and pastures which attracted people to a great place to live, to work, and to enjoy.

In the 1970's, 1980's and 1990's the City designated hundreds of acres for the development of office parks. The Three Fountains office development and Regency office complex were among the first to be constructed, followed by Country Club. One of the most successful large office parks, West Lakes, is along Westown Parkway which encompasses approximately 640 acres and is filled with corporate headquarters. These office parks were covered by strict zoning regulations and set high development standards. By its location in the metropolitan area, at the junction of Interstates 35, 80, and 235, West Des Moines has been successful in attracting corporate headquarters, regional medical facilities, and stimulating new construction of office buildings and other commercial entities.

In the early 2000's, West Des Moines was approached by one of the largest mall developers in the country, General Growth Properties, to construct a 200-acre, 2 million square foot retail and entertainment center west of I-35, Jordan Creek Town Center. They were attracted by the high disposable incomes in the area, central location, development activity occurring in the City, the City's strength in attracting residential and other commercial development, and the high quality of life its residents and visitors enjoy. In 2004, Wells Fargo received approval from the City to construct a four building, 960,000 square foot corporate office complex at the southeast corner of Jordan Creek Parkway and Mills Civic Parkway, just south of Jordan Creek Town Center. This office complex is expected to employ up to 4,500 employees. In 2008, Aviva USA, one of the largest insurance providers in the world, broke ground on 394,000 square feet of their ultimate 1.3 million square foot office complex at the southwest corner of Jordan Creek Parkway and Mills Civic Parkway, just west of Wells Fargo. They expect to initially employ 1250 people.

Residential Activity

Residential development in West Des Moines has evolved from tents and log cabins to luxurious homes with the latest in amenities, and everything in between. West Des Moines offers a wide range of housing options: single family houses, duplexes, apartments, condominiums, townhomes, and manufactured housing are all available in West Des Moines.

New residents have always been attracted to West Des Moines' excellent quality of life. The topography and location of the City was conducive to growth. Beginning in the early 1950's, large housing tracts were developed. One of the first was the Fairmeadows area which started with 250 homes for families to enjoy suburban living with city conveniences. This trend has continued with the annexation of more land and the construction of hundreds of homes, on average about 150 homes a year.

Continued Growth

In 1946, the City covered less than two square miles and had a population of 5,400. In 1949, West Des Moines annexed an area north of Ashworth Road and east of Ninth Street. The year 1950 saw the annexation of 280 acres and 550 acres in the area known as Clover Hills, north of Grand Avenue. In 1956 the City annexed land south to the Raccoon River, west to the Polk-Dallas county lines, and north to University Avenue, increasing population by 600. Between 1950 and 1960 West Des Moines grew by 15 square miles and the population doubled. By 1970, the population had quadrupled in 30 years, yet less than half of its land area was developed.

The expansion continued, as the early 1990's saw additional land annexed south of the Raccoon River and east to the corporate limits of the City of Des Moines and south to Army Post Road and to the Warren County line. By the late 1990's West Des Moines was seeing a build out of its residentially planned land and felt great pressure to provide more commercial property for eager investors. In response to this and other happenings in the area, the City annexed approximately 6,000 acres in the early 2000's to move the corporate limits firmly into Dallas County to the west, south to the Raccoon River on the west side of I-35, and south to the Polk County-Warren County lines on the east side of I-35. This expansion will provide more opportunities for housing and commercial development. In 2005, the City annexed approximately 366 acres of land in northern Warren County, extending the corporate limits into three counties.

Throughout its history, investors recognized the opportunities for growth at all stages of the City's evolution: with the coming of the railroads, boarding houses and small homes were constructed to house not only the railroad workers, but the people providing services to those workers; the suburbanization of the city where workers in other parts of Polk County lived in West Des Moines away from the central city to enjoy more of a small town life; the boom in commercial development which brought workers and people to support the commercial and office demand; to what is today a dynamic city which supports itself with employment and residents and offers all the qualities of living that today's residents demand and enjoy.

Without a doubt, the City of West Des Moines has come a long way from the small farming community located at the junction of two railroads in a river valley to the thriving City it is today. With its highly regarded school districts, well-planned and maintained roadways, excellent parks and recreation opportunities, diverse housing, and varied and exciting shopping districts and business areas, West Des Moines is sure to continue as a leading community in the metropolitan area and in central Iowa. The City anticipates continuing to pursue partnerships with more and more entities to ensure success and recognize their contributions in the creation of the strong work, live, and play environment existing in and forecasted for this city.

COMMUNITY SERVICES AND STRUCTURE

The City of West Des Moines is one of the fastest growing cities in the state of Iowa. As of March 3, 2005, a special census count indicated that the City of West Des Moines had 51,744 residents and 22,076 housing units. West Des Moines ranks ninth in the state in population size. The City continues to build on its reputation as one of the fastest growing cities; a strong commercial base, coupled with a growing commercial market, makes a very strong local economy.

The City of West Des Moines' Mayor, City Council, and staff have taken a number of initiatives to define the direction for the City organization and community. These measures include a citizen attitude survey, employee survey, new mission statement, employee value statement, and the Balanced Scorecard Strategic Planning process.

The City staff has committed to enhancing the level of services provided to our customers through the quality team process. This has involved extensive training of City personnel in quality tools and techniques. City employees have formed a number of teams that are examining

and making recommendations on a wide range of city and departmental issues. The quality team process is guided by a group of City employees representing all City departments.

The concept of organizational clusters was introduced in order to improve communications, improve future planning, and break down departmental barriers. Four clusters within the City organization have been formed. Each of the clusters is comprised of departments that are closely related in function and common issues.

- Community Enrichment Cluster: Parks and Recreation, Library, Human Services
- Public Safety Cluster: Fire, EMS, Police, Westcom
- Public Services Cluster: Public Works, Community and Economic Development, Development Services, Water Works
- Support Services Cluster: City Manager’s Office, Administrative Services, City Attorney’s Office, Human Resources, Information Services

Better relationships, synergies, and efficiencies have been established through the increased interactions, sharing of resources, and coordination of activities between the departments. Departments have become strategic partners as they embrace long-term issues and address strategic planning issues. The organizational clusters are a natural complement to the City’s quality process as the City organization continually looks for ways to improve.

Increasingly, the City is working with other metropolitan entities, especially the western suburbs of the metropolitan area, to provide effective and efficient public services and amenities. A recent example of extensive cooperation is the consolidation of emergency dispatch functions for the cities of West Des Moines, Clive, and Urbandale (Westcom) and the future MetroCom, which will combine these three cities with Polk County and other metro cities. Other examples include participation in the Wastewater Reclamation Authority (regional sewage treatment); Des Moines Area Metropolitan Planning Organization (regional transportation planning agency); Greater Des Moines Partnership (metro-wide Chamber of Commerce organization); Choose Des Moines Communities (economic development arm of Greater Des Moines Partnership); Metro Home Improvement Program (housing rehabilitation program for nine metro cities); Des Moines Metropolitan Transit Authority (mass transit); joint fire/rescue training; metro-based crime prevention activities; agreements to provide computer support services to the City of Waukee and the West Des Moines Water Works; partnering with the West Des Moines Community School District to install high speed communication fiber; providing animal control services to the City of Clive; and providing administrative and billing support to the Dallas County Emergency Services.

CITY DEPARTMENTS

Mayor and City Council

The Mayor and City Council are the legislative and policy-making body for the City of West Des Moines. As elected representatives of the citizens, the Mayor and City Council provide the policy direction and program guidance necessary to direct the community's economic, social, and physical development. The Mayor and two council members are elected at-large, while the other three council members are elected by ward. The Mayor, with approval of the Council, appoints

members of policy-making boards and commissions of the City, with the exception of the Park Board, which is elected. The major responsibilities of the Mayor and City Council include enacting ordinances, setting property tax rates, approving City service levels, authorizing the budget, and participating in community economic development efforts.

This Plan serves the elected officials in guiding short-term and long-term growth and development. It will provide insight into the desires and goals of the community. It directs the City's leaders and professionals to maintain and enhance desirable elements while controlling for and minimizing the adverse impacts that may accompany new development.

City Manager

It is the responsibility of the City Manager's Office to provide overall direction to the City organization in accordance with policies established by the City Council. The City Manager's Office assures that City operations are conducted efficiently and effectively and that the concerns of citizens and the Council are addressed.

This office also develops recommendations to the Mayor and City Council for changes in programs, operations, and policies. The City Manager prepares a recommended annual budget, organizes the Capital Improvements Program (CIP), and forwards the final recommendation to the Mayor and Council. Personnel staff a number of City boards and commissions ranging from external public advisory bodies to internal employee committees and represent the City as a member of the union contract negotiating team. The personnel also work with the City Council on community development issues and with metro area entities and agencies on joint concerns.

The Comprehensive Plan helps to identify those projects that may need funding through the CIP process and efforts will ensure that the City continues to use citizen involvement to help plan for future capital projects. As the City grows and expands, the City Manager's Office will continually improve methods of communicating with citizens. The office also includes the Assistant City Manager, Executive Assistant, and City Management Intern.

City Attorney

The City Attorney's Office is responsible for achieving maximum compliance with federal, state and municipal law by City elected and appointed officers, staff and employees; maintaining communication with all levels of City government about day-to-day operations; and providing both written and oral opinions on legal issues as they emerge. The office provides legal advice to City Officers and employees, including all boards and commissions as applicable, on proposed contracts, documents, resolutions, and other documents for review and action by the Mayor and Council. The office drafts legal documents for City staff; participates in ad hoc management teams to assist in the development of solutions to mixed questions of law and policy; reviews actions filed against or involving the City; represents the City in judicial and administrative proceedings; and coordinates contracts for other legal matters including assessment, bond, condemnation, insurance claims, labor relations, prosecution, and other specialist legal counsel.

Human Resources

The Human Resources Department is committed to providing the highest quality service to applicants, employees, and managers by developing and implementing policies, programs, and

services to attract, retain, and motivate a highly qualified, diverse, and competent work force. The Human Resources Department provides a wide range of services to promote the City's workforce and work environment. These services include: recruiting, selecting, testing, and hiring the City's workforce; implementing the City's compensation/benefit systems (including position descriptions, job evaluation structure, performance management systems, salary/benefits surveys, benefit enrollment, award programs, etc.); implementing the City's Safety and Wellness Programs and Workers' Compensation Administration; oversight of employee/labor relations (including affirmative action, union negotiations, appeals process, development of Human Resources policies and procedures, etc.); and planning and directing City-wide training and development programs.

Information Services

Information Services' goal is to provide stakeholders with efficient, productive computing tools. Information Services is charged with developing, maintaining, and supporting computer information systems throughout City departments. In addition, the department provides technical support for WestCom and West Des Moines Water Works. Systems currently being managed by the department include Microsoft Windows 2000 servers, AS/400s, 250 personal computers, Cisco Voice over IP phone systems, and a Cisco network infrastructure connected by fiber. Future direction of Information Services' projects will include more emphasis on web technologies, with interactive content for both City employees and the citizens of West Des Moines.

Finance Department

The Finance Department provides both external and internal services for the City of West Des Moines. The department handles numerous inquiries from the public providing general information and referrals to the appropriate individuals for specific questions.

The Finance Department provides financial support services, budgeting, risk management, asset management, mailing/courier services to all City departments, and manages workers compensation processes. Staff is responsible for the accurate and timely reporting of all financial transactions. This includes such duties as processing accounts payable, payroll, property tax, special assessment receipts, grant receipts, bond proceeds, payment of principal and interest on debt, maintaining detailed records of the City's assets, and numerous other accounting transactions. The financial reports generated enable the City to make educated decisions regarding cash and debt management and monitor the City's budget and financial position.

The Finance Department focuses on the City's financial capacity to serve existing and future parts of the community. This responsibility is implemented through a two part philosophy: 1) new development is expected to pay its fair share for services and infrastructure; and 2) a public capital expenditure approach utilizing both a long-term debt financing option and "pay as you go" (financing capital projects with cash on hand) option. This approach is defined and implemented in the City's Capital Improvement Program (CIP). The need to maintain a balanced tax base is considered in establishing the land use designations of the Comprehensive Plan. The Finance Department maintains records on the City's tax base and structures capital investments to support the growth of the City.

Community and Economic Development Department

The Community and Economic Development Department was formed in early 2007 to more purposefully focus on economic development within the City. Previously these functions were performed within the Development Services Department. The City's long-term goals for economic development are to encourage and assist small business expansion and growth; encourage and assist existing companies to expand and grow; create a diverse economy and employment base for the City; and expand upon and diversify the tax base of the City

The Department has and continues to be instrumental in attracting new businesses to the City by working closely with the development community to find suitable sites compatible with the zoning and Comprehensive Plan. The Department also works to identify expansion opportunities for existing properties. In addition, the Department focuses on the annexation of new areas.

Within the Department, there is a focus on affordable housing and grant funded community development. In 2005, the City of West Des Moines was named an entitlement grantee for the Department of Housing and Urban Development's Community Development Block Grant (CDBG) program. With this ongoing program, the Department will be able to assist low/moderate income families and promote, maintain, and increase the affordable housing stock in and around the City. In addition, the Department administers the Metro Home Improvement Program, an owner-occupied rehabilitation program, through a 28E agreement with the cities of Ankeny, Altoona, Clive, Grimes, Johnston, Pleasant Hill, Urbandale, Windsor Heights, and West Des Moines. The Department also provides administrative services to the Dallas County Local Housing Trust Fund, Inc. and the Polk City Home Improvement Program.

Development Services Department

The Development Services Department works with the City Council, Plan and Zoning Commission, and the Board of Adjustment to address development and construction needs within the community. The department is comprised of Planning, Engineering, and Building divisions.

The Planning Division is involved in a variety of activities associated with land development in the City of West Des Moines. One of the primary functions is to oversee the development review process. This process involves meeting with developers, realtors, consultants, and citizens interested in development in and around the City and guiding them through the preparation and processing of applications for zoning, platting or subdivision of property, site plans, and permitted conditional use permits. The Planning Division staff serves as the hub for the processing of development applications, communication of the review comments, resolution of issues raised with development applications, and the preparation of staff reports for the Plan and Zoning Commission, Board of Adjustment and City Council. The Department also focuses on long-range planning, which involves making updates to the Comprehensive Plan to better serve the changing needs of the City.

The Engineering Division is responsible for the review of development proposals to ensure that adequate public infrastructure is provided and that the public improvements to be constructed are in conformance with the City's design standards. This division also handles design, contract

administration, construction observation, development of maintenance programs, and is responsible for conducting stormwater and traffic studies.

The Building Division's primary role is to enforce the City's building codes. These requirements provide minimum standards to safeguard life, health, property, and public welfare by regulating the design, construction, quality of materials, use and occupancy, location, and maintenance of all buildings and structures within the City. The Building Division staff currently performs and processes approximately 20,000 construction inspections annually. These inspections include life/safety provisions, footing and foundation, framing, site plan, structural, plumbing, electrical, mechanical, rehabilitation, floodplain, and accessibility. The City's requirements are based on national model construction codes, which are updated every three years.

Emergency Medical Services Department

The Emergency Medical Services (EMS) Department mission is to provide those who become sick or injured within the City with timely, professional emergency medical treatment and transportation and to treat clients with respect and compassion while maintaining the highest quality of pre-hospital medical care. EMS believes in a community-oriented approach to promoting injury prevention and health care to the citizenry.

The City of West Des Moines continues to experience dynamic growth and with that a marked increase in the number of patients treated each year. There currently are five fully equipped ambulances stationed in the EMS/Fire Station #21 (3421 Ashworth Road), EMS/Fire Station #17 (1401 Railroad Avenue), and Public Safety Facility #19 (8055 Mills Civic Parkway). The city's other stations, Westside EMS/Fire #22 (1801 68th Street) and EMS/Fire Station #18 (5025 Grand Ave.) are staffed by Firefighter 1st responders with Automated External Defibrillation technology. Eleven full-time paramedics, coupled with numerous part time staff, are on call 24 hours a day to provide rapid and reliable service to residents and neighboring communities. EMS strives to maintain and update equipment and skills. The service is accredited by the Commission on Accreditation of Ambulance Services and is currently the only accredited service in Central Iowa. The department responds to nearly 3,000 calls for emergency ambulance annually.

EMS' commitment to the community extends well beyond the provision of patient care. EMS believes that being good partners in the community is also essential to success. West Des Moines EMS coordinates one of the largest programs that places public access defibrillators in local schools and businesses. They also train thousands of citizens annually in CPR and AED usage. Pete the Paramedic Ambulance provides safety education at area schools and ambulances provide stand-by and first aid services at numerous local events.

Fire Department

The Fire Department is comprised of full-time, part-time, and paid on call personnel with full-time fire fighters staffing three public safety facilities 24 hours per day/7 days a week. Paid on Call fire fighters respond to three of the five stations 24 hours per day/7 days a week when their district is dispatched for an emergency. The department's primary responsibility is the prevention of life and property loss. The department also has numerous other responsibilities which are divided among three bureaus. A wide variety of services are provided including: Fire Prevention; Fire/Life Safety Code Enforcement; Plan Review; Public Education; Fire

Investigations; Fire Suppression; Emergency Medical Services Support; Outside Warning Device Management; Specialized Rescue; and General Community Safety working with the City's Police and EMS departments.

Fire Administration is responsible for ensuring efficient and effective delivery of department services by providing leadership, coordination, and support services for the department and all five public safety facilities. Fire Administration assists in the management of personnel issues, including recruitment, retention, promotion, the development and review of Standard Operating Procedures and ongoing performance appraisal of both career and paid on call personnel. In 2005, the fire department underwent an intensive review by the Commission on Fire Accreditation, International and was awarded accreditation in early 2006. A significant number of performance criteria are founded on strategic planning and a direct relationship to a published comprehensive plan for the City. The Fire Department utilizes strategic planning in the form of the City's Balanced Scorecard priorities and strategic themes. Long-range planning focuses on specific measures and benchmarks related to response times, fire loss data, fire prevention initiatives and collaboration among internal and external customers. Long-range plans include facility construction, maintenance, apparatus replacement and new vehicle needs as well as personnel analysis of both career and paid-on-call fire fighters.

The Fire Prevention element is responsible for reducing the number of fires and fire hazards in the City. Prevention is risk management conducted by inspecting existing occupancies, reviewing construction plans, and inspecting new occupancies. Prevention is also conducting events to educate the public in the prevention of fire and other life and property threatening conditions. It is the responsibility of the Fire Prevention Bureau to inspect, enforce and educate through these activities.

The mission of Emergency Management is to monitor the growth of the City and to analyze potential hazards, including weather-related emergencies and vulnerability. This division installs and maintains weather warning devices accordingly. During a natural disaster this division is responsible for managing the municipal emergency action plan. The Fire Chief also serves as the Emergency Management Coordinator for the City and coordinates Emergency Management Planning with Polk County, the State of Iowa and appropriate federal agencies (i.e. FEMA). Current Community Hazard Analysis is conducted, followed by a Community Hazard Mitigation Plan, which is included in the plan by reference.

The Westside Fire/EMS facility is a collaborative venture combining geographic areas of both Clive and West Des Moines. This station's mission is to minimize the loss of life and property in West Des Moines and Clive through fire prevention, responses to medical/fire emergencies and other dangerous conditions.

Human Services Department

The mission of the West Des Moines Human Services Department is to provide opportunities for individuals to improve and enhance their quality of life through programs and services available with the goal of self sufficiency. The Department's top priority is to maintain a quality level of respectful service that meets the needs of the disadvantaged, elderly and disabled residents

through programming, outreach, information and referrals while increasing collaboration with other communities to avoid unnecessary duplication of services.

Human Services provides assistance to households in need, supplying or providing food, clothing, transportation, emergency and crisis assistance, handyman/chore program, energy assistance, personal hygiene products, school supplies, youth scholarships, homeless prevention, free summer lunch programs, holiday assistance programs, garden programs, transitional housing needs, life skills, budget counseling, information and referral services, and other outreach efforts. The Human Services Department conducts household assessments to collect household information and data to determine needs and eligibility.

Library

The West Des Moines Public Library provides access to informational, educational and recreational resources to the community, and encourages people of all ages to develop and sustain a lifelong appreciation for the rewards of self-directed reading and learning.

The library facilitates the opportunity for people to meet and interact with others and to participate in public discourse about community issues. The library acquires and makes available to the public information and answers on a broad array of topics related to work, school, and personal life. The library encourages young children to develop an interest in reading and learning through services for children and for parents and children together. The library provides materials to fulfill residents' needs for information about popular culture and social trends.

Parks and Recreation Department

The mission of the Parks and Recreation Department is to establish and maintain a comprehensive public park and recreation system that will enhance the quality of life for the citizens of West Des Moines. The Parks and Recreation Department operates and maintains twenty-six parks, a citywide greenbelt system, and 43.5 miles of multi-purpose trails. The department provides a wide variety of recreational services including operating a full service community center softball complex, two outdoor aquatic centers, and a nature lodge. Program areas include adult sports, aquatics, fitness, youth, seniors, and cultural arts. The department is comprised of the three divisions: Parks and Recreation Administration, Parks, and Recreation.

The Parks Division provides services related to the land and facilities that make up the West Des Moines park system. Activities of this division are directed and coordinated by the Superintendent of Parks. The division currently operates and maintains 1,277 acres of parkland. Of the total acres, 340 acres are regularly mowed and highly maintained for recreation. Besides the areas that are highly maintained, the park system also includes a 232 acre lake and 700 acres of natural areas. The division is responsible for the maintenance of 40 miles of multipurpose trails, 2.5 miles of gravel trail, and one mile of nature trail. Grounds maintenance, horticultural maintenance and snow removal activities are also performed in the Valley Junction business district, all City buildings, and Jordan Cemetery. The division began the maintenance of landscaped street medians in the spring of 2000.

The goal of the Recreation Division is to provide programs and activities for people of all ages throughout the City of West Des Moines. The division is also responsible for the management of

four rental/program facilities in West Des Moines. These facilities are used as recreational program delivery sites and are also available for public rental.

The parks and open space component of the Comprehensive Plan, of which the Master Parks and Trails Plan is a part, seeks to serve the public open space and recreational needs, conserve valuable natural resources, and guide the physical development of the community. The Master Parks and Trails Plan identifies those areas where parks and open spaces should be provided and natural resources conserved. The West Des Moines Park and Recreation Advisory Board assists with the development and implementation of the Master Parks and Trails Plan.

Police Department

“The men and women of the West Des Moines Police Department, in partnership with the community, are committed to providing quality, professional police services to our citizens and visitors through the preservation of peace, order, safety, problem resolution, and education. These services will be delivered in a fair and equitable manner treating all with the dignity due to them while reflecting the values of the community.” The Police Department consists of two primary functions: Support Services and Operations. The Police Department is an accredited police agency by the Commission for Accreditation of Law Enforcement Agencies (CALEA).

Administration (or Chief’s Office) governs the general administration of the Police department. Staff handles payroll, budget reconciliation and administration, departmental correspondence, personnel integrity issues, the early warning system, internal affairs investigations, administration of the Balanced Scorecard strategic process, administration and coordination of the Quality Council, and department bills processing. The Chief’s Office continues to develop and collaborate with other cities, the public, and private organizations to find ways to share and consolidate resources and services.

Support Services provides support to the Operations division and handles nearly all duties not strictly related to patrol or investigative functions. Staff has primary responsibility for the accreditation process, processing and maintenance of criminal case files and arrest records, hiring and training of department personnel, crime analysis, facility maintenance, storing and maintenance of evidence and seized property, release of public information, programming, computerized records management, mobile data computer maintenance, and technical support for WestCom.

Uniform Patrol, Special Operations Unit (SOU) and Criminal Investigation Unit (CIU) comprise the Operations division of the Police department. The primary responsibility of this division is often simply stated as “to serve and protect.” The Patrol function of the division accomplishes this by performing routine patrol, responding to citizens’ calls for service, controlling and enforcing laws and ordinances pertaining to vehicular and pedestrian traffic, providing preventative patrol and crime prevention activities, conducting investigations, maintaining public order, and arresting those who violate laws and ordinances. Each police officer and detective are permanently assigned to a territory to offer more connection to each neighborhood.

The Police Department is also the lead City agency for the enforcement of civil code infractions such as junk cars, abandoned property, unsafe conditions, and other quality of life issues in West Des Moines.

Public Works Department

Public Works strives to "Provide first class operations, maintenance, repair, engineering and construction services for all City public infrastructure and improvements."

The Public Works Department provides essential services to the citizens of West Des Moines including design, construction observation, contract administration, traffic and traffic safety operations, and operation of the storm sewer and sanitary sewer facilities. The Department utilizes the latest asset management technology to provide the citizens of West Des Moines with efficient and high quality levels of service in a cost-effective manner maintaining the City's infrastructure. The Department functions as the record keeper of the City's infrastructure as well as the operator of the City's traffic system and flood alert system in accordance with Chapters 384 and 542B of the Code of Iowa.

The Public Works Department is responsible for short and long term planning, budgeting, and sequencing of construction, design, construction observation, and development of maintenance programs. The Department is responsible for the maintenance of the City's infrastructure including City buildings and its fleet of vehicles. Major maintenance responsibilities include street maintenance, sewers and drainage, street cleaning, nuisance abatement, snow and ice control, and building and fleet coordination. The goal is to optimize longevity of City owned facilities and provide safe, well-maintained equipment.

Water Works

West Des Moines Water Works is organized under Iowa Code Chapter 388 and is governed by five mayoral-appointed trustees, ensuring citizen representation in operating decisions, strategy, and policy. The Water Works is committed to providing a consistently safe and reliable water supply and serving customers in a responsible manner.

The Water Works is a full service water utility. The utility owns and operates nineteen 50-foot deep wells in the Raccoon River Alluvium and three 2,500-foot deep wells in the Jordan Aquifer. The A.C. Ward Municipal Water Treatment Plant, located at 1505 Railroad Avenue, treats and pumps up to 12 million gallons of finished water per day into the water distribution system. In addition, West Des Moines Water Works has a contractual agreement with the Des Moines Water Works to purchase an additional 8.6 million gallons of finished water per day. This brings the total amount of water available to 20.6 million gallons per day. Other facilities include five pumping stations, five elevated water storage facilities with a combined capacity of 8 million gallons and three ground storage tanks which store an additional 4 million gallons.

Currently, average year-round water consumption in West Des Moines is 7 million gallons per day. Primarily due to irrigation, water consumption has peaked during the summer as high as 15.13 million gallons per day. Based upon the Community and Economic Development Department's population projections, the Water Works is well positioned for future growth beyond the year 2020. Another water tower is planned for construction south of the Raccoon

River in the southeastern portion of West Des Moines. The general locations, or nodes, for these facilities are shown on the Comprehensive Plan Use Map.

WestCom

The WestCom Dispatch Center is a consolidated public safety dispatch facility that receives public safety related calls and dispatches police, fire and EMS for the cities of Clive, Urbandale, and West Des Moines. WestCom is presently located in the West Des Moines Law Enforcement Center at 250 Mills Civic Parkway in West Des Moines.

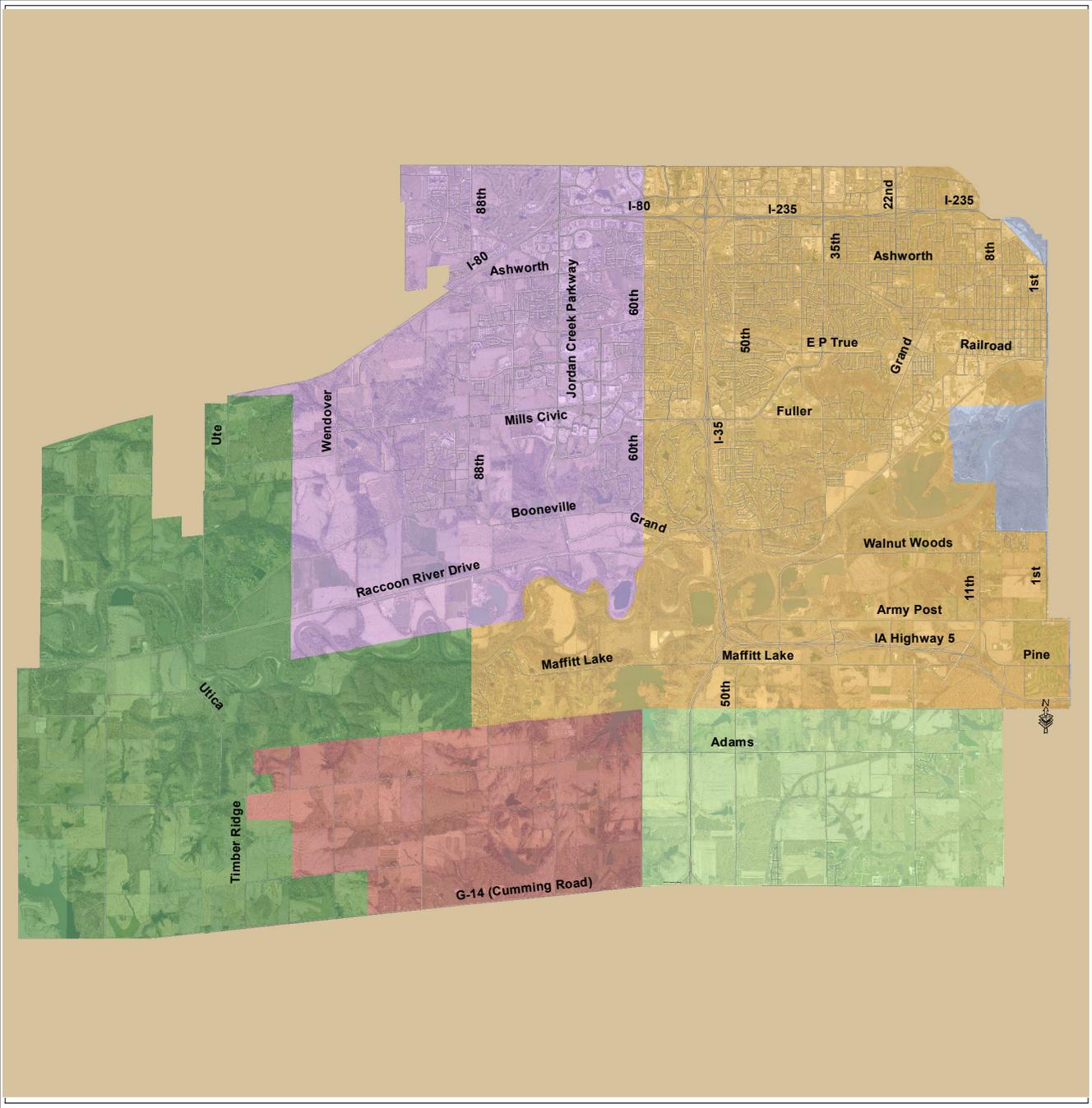
Prior to January of 2001, each of these three cities had separate and independent public safety dispatch centers staffed by respective city employees 24 hours every day. Consolidation allows for greatly improved communication between all public safety agencies by placing all three cities onto one trunked 800 MHz radio system. This merger allows the agencies to directly communicate with one another during large-scale incidents/accidents rather than attempting to communicate via three separate radio systems. Other advantages of the centralized dispatch facility include financial savings through shared use of an existing radio/mobile computer system; increased savings and better information sharing through a joint computerized records management system; elimination of duplicated governmental services through consolidation and centralization; and the opportunity to pursue new technology at shared cost.

SCHOOLS

The area considered by this Comprehensive Plan is served by the West Des Moines, Waukee, Winterset, Van Meter, and Norwalk School Districts. The Des Moines Community School District also serves a portion of the City of West Des Moines; however, since the land uses in those areas are industrial or park land, no students from West Des Moines actually attend school in the Des Moines School District. The boundaries of these school districts are shown in a map on the following page. As part of this Comprehensive Plan Update effort, City staff met with representatives of each of the five school districts to discuss future growth of the City, effects on school enrollment and potential building needs. Although the Norwalk, Winterset, and Van Meter School Districts may not serve West Des Moines residents in the southern, southwestern, and western parts of the planning area until the future, including these districts in the City's long term plans is an effort that both the City and the School Districts agree is in the best interest of city government, the school districts, and citizens.

The five districts are quite different in their structure and needs. The following paragraphs include basic facts about each district and the major issues facing each district. It is important to note that all of the schools allow open enrollment, which allows students and their parents to choose to attend a school that is not located in the school district in which they live. Due to proximity, the West Des Moines and Waukee School Districts have experienced the most students wanting to take advantage of the open enrollment option. Both districts report that the number of students opting to attend a different school almost exactly off-sets those students choosing their school district over the one in which they live.

School Districts West Des Moines Comprehensive Plan



School Districts			
	Des Moines Independent CSD		Waukee CSD
	Norwalk CSD		West Des Moines CSD
	Van Meter CSD		Winterset CSD



No Scale
Revised 2/28/2013

West Des Moines Community School District

The West Des Moines Community School District serves incorporated parts of the City east of 60th Street, students living to the north in the cities of Clive and Urbandale, and a small portion of Dallas County west of Maffitt Reservoir. Enrollment levels within the West Des Moines Community District have leveled off in recent years and have shown a slight increase in the past school year. The 2009-10 school year saw an increase of 0.18% for an overall enrollment of 8857.5. There has been little new residential construction in the district since most vacant land has already been developed. School district personnel indicated that slight fluctuations are normal and expected. They do not expect to see any major increases in enrollment due to the lack of residential land in the City and the tendency toward smaller families. The Iowa Highway 5 Corridor, which is relatively undeveloped, is within the West Des Moines School District, but the Comprehensive Plan shows only a small amount of residential land in the area. There has been some discussion of locating an elementary school south of the Raccoon River but unless and until there is a substantial residential population in the area, the school will most likely not be needed. There are no new school nodes within the West Des Moines Community School District identified on the Comprehensive Plan Land Use Plan.

Today the school district consists of eight elementary schools (K-6), one early childhood center (K-3) two junior high schools, an alternative school, a freshman facility, and one high school. In reaction to the one percent sales tax increase in Polk County, the West Des Moines Community School District adopted a 10-Year Facility Plan in August 2001. The Plan outlines how the District will be investing over \$100 million in infrastructure projects. Two construction projects have already been completed, as well as five remodeling projects. Valley Stadium, formerly located at the northeast corner of 8th Street and Hillside in the Valley Junction neighborhood, was torn down and rebuilt at the City/School Campus on Mills Civic Parkway. Hillside Elementary was then constructed at the old Valley Stadium site. Remodeling and additions have been completed for Clive Elementary, Valley High School, Fairmeadows Elementary, Western Hills Elementary, and Indian Hills Elementary Schools. Presently, construction work is occurring at Crestview Elementary.

Waukee Community School District

The Waukee Community School District serves incorporated parts of the City west of 60th Street, as well as students living in Waukee, parts of Urbandale, Clive, and unincorporated areas south to the Raccoon River and west of the City of Waukee. The enrollment trends for Waukee have greatly increased as the growth of West Des Moines and other western suburbs has moved westward. Since the last Comprehensive Plan in 1993, the location of residential growth in the City of West Des Moines has shifted from the area east of 60th Street, within the West Des Moines Community School District, to the area west of 60th Street, within the Waukee Community School District. Residential growth within the City of Waukee has also affected the growth of the Waukee Community School District. Enrollment numbers for the District have been steadily rising by 200-500 students a year since 2000 to a total enrollment of 6102 for 2009-2010, making the Waukee Community School District the fastest growing district in the state.

School district personnel expect to see continual increases in the number of students enrolled in the District as the Comprehensive Plan Land Use Map shows a considerable amount of single family residential land within the Waukee School District. Presently, the District consists of six

elementary schools (kindergarten through 5th grade), one middle school (6th and 7th grades), an upper middle school (8th and 9th grades), and a high school (10th through 12th grades). Two elementary schools are located in the City of West Des Moines. A third site is planned for the area south of Mills Civic Parkway and west of 88th Street.

Long-range planning for the Waukee Community School District focuses on keeping track of development activities within and adjacent to its boundaries so that needed facility changes can be programmed into the budget and land purchases for school sites can be planned in a timely manner to assure reasonable prices. Maintaining the close relationship that presently exists between the City of West Des Moines and the Waukee Community School District will be a key component in making sure that the District is ready to accommodate the educational needs of the future population of the City of West Des Moines.

Norwalk Community School District

The Norwalk Community School District, which has a 2009-10 enrollment of 2,329 students, began serving the City of West Des Moines when the City annexed approximately 366 acres south of the Warren County line in April of 2005. Enrollment numbers have been steady with some increases in the last few years. Between the 2006-07 and 2007-08 school years, the Norwalk Community School District gained 60 students.

No immediate change is expected in enrollment figures due to annexation; however, as sanitary sewer is extended along the Southwest Connector, southerly development into the area served by the Norwalk Community School District will become more attractive. The Comprehensive Plan Land Use Map does show a considerable amount of residential land uses in the area south of the Warren County line, which will eventually result in additional homes with students that will most likely attend Norwalk schools.

The district has two elementary schools, one serving kindergarten through third grade, and one serving the 4th and 5th grades. There is also a middle school (6th and 7th grades), an upper middle school (8th and 9th grades) and a high school (9th through 12th grades).

Winterset Community School District

The Winterset Community School District is not yet serving the City, but will if the City's jurisdictional boundaries expand into Madison County. The Comprehensive Plan Land Use Plan Map shows a considerable amount of residential land uses in the area, which will eventually result in additional homes with students that will most likely attend Winterset schools.

The 2009-10 enrollment for kindergarten through 12th grade was 1736 students, which was an increase of about 49 students over the year before. Over one hundred lots are presently available, which could indicate that residential activity within and just outside the city limits may continue.

The District has one elementary school (kindergarten through 4th grade), one middle school (5th and 6th grade), one junior high school (7th and 8th grade), and one high school (9th through 12th grade.) There are no immediate plans for new construction.

Van Meter Community School District

The Van Meter Community School District is located one mile off Interstate 80 approximately ten miles west of West Des Moines. Presently, the Van Meter Community School District and

the city boundary of West Des Moines do not intersect; however, the planning boundary of this Plan does include land within the Van Meter School District. The Van Meter Community School District may experience increased enrollment over the life of this Plan due to the proximity of Van Meter to West Des Moines. People can have the conveniences of a metropolitan area, while still sending their children to a smaller school.

The District's 611 students are educated in a single K-12 building. The oldest part of the building was built in 1924 with later additions completed in the 1970's, 1990, and 2002. Much of the older portion of the building has undergone extensive recent remodeling, and the District has a five-year facility plan that includes additional remodeling.

Student enrollment projections, analysis of changing demographics, and the dynamics controlling westward expansion of the metro area are being closely scrutinized for their potential impact on facility needs for Van Meter schools. Tentative plans for a new high school on the present school campus are the current focus during discussions and planning.

COMPREHENSIVE PLAN AND DEVELOPMENT IMPACTS

The City of West Des Moines continues to practice the planning that has resulted in the attraction of quality development, has fostered a Class-A office corridor on the City's northern edge and the quality residential and commercial development that typically supports such development. Rapid development brings many changes and difficult choices. The City faces the challenge of balancing the benefits of development with the costs it generates and its impact on the character of the community. This is all part of the long-range planning process encompassed by the City's Comprehensive Plan.

As part of that charge, City departments have noted changes and issues necessary to consider in Plan implementation. The development of the City affects all City departments; the effects may vary between each department and differ in their visibility to the average citizen or visitor, but are integral to each other and the provision of services to our citizens.

Development of the City not only means the physical expansion across the landscape but densification (building more on what we have), maturation of the services expected and provided (growing of cultural and recreational opportunities), keeping current with or being on the leading edge of technology (wireless services, fiber optic, municipal utilities, stormwater management innovations, etc.), and ensuring that all areas of the City enjoy the benefits of our success.

The issues surrounding the future development of the City fall into several broad categories: distance, time, increasing density, demographics, regulations, and cooperation. The impact of development is generally discussed here; however, the options for addressing these issues and ultimate resolution will come with time, development, and further study. Many departments do their own long-range planning specific to their function. All of those plans are made a part of this Comprehensive Plan by reference and the City works to coordinate all plans for the better future of the City. Where other plans are known, this document references them appropriately, as the information contained in those plans is too extensive to be included in one document.

Time and Distance

Time and distance have become issues for the City. These issues will not recede in importance if the City continues to expand physically across the landscape or if it becomes denser. At present, public safety, building inspection, human services, public works, and parks and recreation services and programs all are challenged by the natural and physical barriers in our City. The City of West Des Moines now spans across three interstate highways (I-35, I-80, and I-235) and a river (Raccoon River). The river especially impacts time and distance as there are but three access points across the river, each about three to four miles apart. Two more future access points across the Raccoon River are identified in this Plan. The time it takes services to be performed also increases as travel time to work locations increases with distance. The location of municipal service facilities is a current issue in providing the service levels expected of the City by its citizens and employees. Response time is a critical component in several departments' service provision.

Increasing Area and Density

An increase in area or in density necessarily means a larger population to serve with programs and services provided by all departments of the City. More structures mean more inspections and probable increases in emergency incidents (health, fire, and criminal). With an increase in population, business, and visitor activity, and a more diverse population come a wide variety of human service, recreational, and cultural needs. The infrastructure necessary to service larger areas and increased densities (such as sewers, roads, water and other utilities, trails, sidewalks, and municipal facilities), not only has to be constructed, but also maintained for the future health of the City.

Demographics

As the City of West Des Moines' population experiences fluctuations from a maturing population, to a transient population, to attracting younger populations, and attracting populations with family needs, the skills and services provided by the City and its employees will need to adjust to meet its population's expectations with regard to technology, cultural opportunities, education, recreation, transportation trends, and aesthetic standards.

Regulations

As the City of West Des Moines has developed, new circumstances arise for which the City must be prepared to address. The annexation into more rural areas has necessitated training in wild animal control and the development of regulations to control wild animals. Technology developments such as the increasing need for wireless communication towers, wind turbines, and personal satellite dishes have all affected changes in the City's regulations and practices. Along with the changing regulations, code enforcement for the City has changed from being a community development responsibility to being a policing function.

Regional Cooperation

The City of West Des Moines expects to continue to coordinate activities and services with other western communities in the metropolitan area to maintain expected service levels, expand service opportunities, and produce efficiencies in the delivery of those services. The issues identified above are further addressed in the goals and policies of this Comprehensive Plan, the various other plans of the City, and the expected studies and research that will take place to address these and other concerns.

STATISTICS

Knowing the characteristics of West Des Moines' residents and its development trends is important to understanding how to plan for the City's future municipal services, land use designations, and transportation framework. Different socioeconomic groups have different service needs and desires. For example, a community with a large elderly population may have a need for a senior center, while a community with many young families would give considerably more attention to schools and recreation programs. This part of the Plan examines past, present, and future social and economic characteristics of West Des Moines, the larger metro area, and the state. For more information on the demographics of West Des Moines, see the "Fact Book," which can be found at [www.wdm-ia.com/Your Government/Community and Economic Development/City Demographics](http://www.wdm-ia.com/Your_Government/Community_and_Economic_Development/City_Demographics).

Population

Census population figures, illustrated in Table 2-1 and Figure 2-1 indicate that the City of West Des Moines has consistently experienced strong population growth. People originally moved here for opportunities in farming, which during industrialization gave way to jobs with the railroad and concrete plants. And now in the information age, people have been moving here for jobs in insurance and financial services. This strong population trend indicates that West Des Moines' economy, and the economy of the metro area as a whole, has been able to change with the advances in technology and job creation. Unlike the smaller rural areas of Iowa, West Des Moines has not felt the population loss as the agricultural industry is revamped by increases in mechanization and corporate ownership.

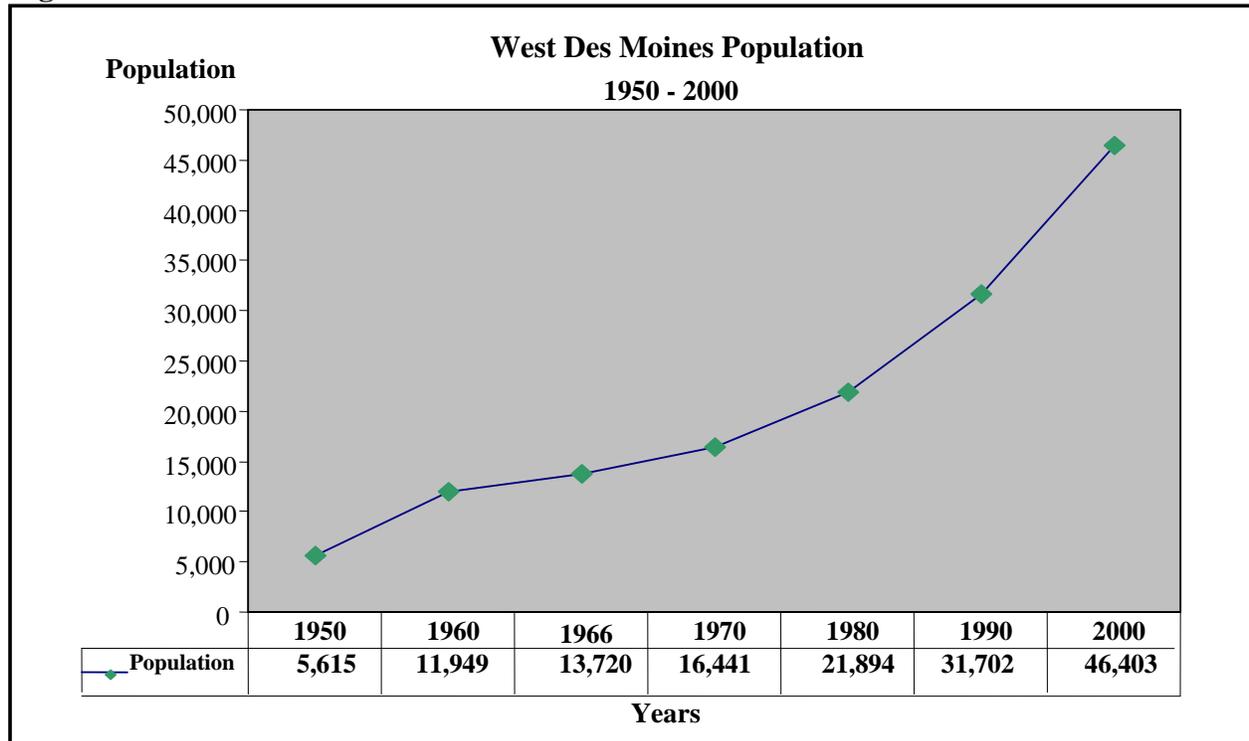
Table 2-1

City of West Des Moines Population 1894-2000							
Year	Population	Net Change	% Change	Year	Population	Net Change	% Change
1894	500			1960	11,949	6,334	112.8
1895	747	247	49.4	1966	13,720	1,771	14.8
1898	951	204	27.3	1970	16,441	2,721	19.8
1900	1,700	749	78.8	1980	21,894	5,453	33.2
1910	2,573	873	51.4	1985*	23,456	1,562	7.13
1920	3,631	1,058	41.1	1990	31,702	8,246	35.2
1930	4,280	647	17.8	1995*	39,562	7,860	24.8
1940	4,242	-38	-0.90	2000	46,403	6,841	17.3
1946	5,400	1,158	27.3	2005*	51,744	5,341	11.5
1950	5,615	215	4.0				

Source: U.S. Census

* Special Census

Figure 2-1



Source: U.S. Census

Table 2-2 presents a summary of growth trends within the City and within the metropolitan area. While the table illustrates that there has been a steady increase in population for both the City of West Des Moines and the metro area as a whole, West Des Moines has grown at a rate more than six times that of the metropolitan area. Between 1960 and 2000, West Des Moines' population grew by 34,454 people, which is an increase of approximately 288%. In comparison, within the same time period the metro area grew by 131,932 people, which is an increase of approximately 42.3%. Again, West Des Moines' population increase can be explained by its finance and insurance based economy. Many of the firms headquartered in West Des Moines have expanded, creating new jobs and a major reason for people to live in the City. Additionally, the wages paid in these sectors strengthen the City's tax base and allow the City to provide amenities that encourage other people to want to live in the City.

Table 2-3 further illustrates West Des Moines' size within the metro area. Des Moines, as the central city, is considerably larger than West Des Moines, though West Des Moines is the largest suburb. Ankeny and Johnston experienced considerable growth between 1990 and 2000 and will likely continue to grow. Other suburbs, such as Clive and Windsor Heights have limited growth potential due to the fact that they are relatively land locked by other suburbs. As shown later in this section, West Des Moines' population is expected to increase such that its ranking as the second largest city in the metro area will remain constant.

Table 2-2

POPULATION STATISTICS COMPARISON: CITY OF WEST DES MOINES AND DES MOINES METROPOLITAN STATISTICAL AREA 1960 – 2000							
Year	West Des Moines	Net Change	% Change	Metro Area	Net Change	% Change	West Des Moines as % of Metro
1960	11,949			311,564			3.8%
1970	16,441	4,492	37.6%	339,647	28,083	9.0%	4.8%
1980	21,894	5,543	33.2%	367,561	27,914	8.2%	6.0%
1990	31,702	9,808	44.8%	392,928	25,367	6.9%	8.1%
2000	46,403	14,701	46.4%	443,496	50,568	12.9%	10.5%

Source: U.S. Census

Table 2-3

POPULATION COMPARISONS IN DES MOINES METRO AREA 1960-2000					
	1960	1970	1980	1990	2000
Des Moines	208,982	201,404	191,003	193,189	198,682
West Des Moines	11,949	16,441	21,894	31,702	46,403
Urbandale	5,821	14,434	17,869	23,500	29,072
Ankeny	2,964	9,151	15,429	18,482	27,117
Clive	752	3,005	6,064	7,462	12,855
Altoona	1,458	2,883	5,764	7,242	10,345
Johnston	N/A	222	2,526	4,702	8,649
Norwalk	1,328	1,745	2,676	5,726	6,884
Pleasant Hill	397	1,535	3,493	3,671	5,070
Windsor Heights	4,715	6,303	5,474	5,190	4,805
Waukee	687	1,677	2,227	2,612	5,135

Source: U.S. Census

Table 2-4 illustrates how West Des Moines’ population compares to other cities across the state. West Des Moines was the tenth largest city in the state of Iowa, according to the 2000 census; however, in 2005, West Des Moines completed a special census, which resulted in West Des Moines becoming the ninth largest city in the state of Iowa with a population of 51,744.

When presented with the population growth statistics of West Des Moines, the next logical question concerns the location of all these new people and dwelling units. As mentioned earlier, the City of West Des Moines began as a railroad town located in the western half of Polk County. Slowly, the City began to expand to the north, south, and west. More recently, the location of the City of Des Moines to the east and Clive to the north has focused the West Des Moines’ population growth to the south and significantly to the west. Although I-35 seemed to

Table 2-4

POPULATION COMPARISONS IN IOWA 2000		
	Iowa	2,926,324
1	Des Moines	198,682
2	Cedar Rapids	120,758
3	Davenport	98,359
4	Sioux City	85,013
5	Waterloo	68,747
6	Iowa City	62,220
7	Council Bluffs	58,268
8	Dubuque	57,686
9	Ames	50,731
10	West Des Moines	46,403

Source: U.S. Census

be a barrier to further western growth in the 1980's, development did continue west of I-35 and further into Dallas County. Additional annexations to the west, and to a smaller extent to the south, have further expanded the City's boundaries. The City is already within Polk, Dallas, and Warren counties. Within this planning period, the City of West Des Moines will most likely annex additional land in Dallas, Warren, and Madison counties. It is interesting to note that in Table 2-5, there were only seven people in the Dallas County portion of the City in 1990. By 1995, when the Special Census was conducted there were 1,457, and by 2000 that number increased to 3,878. The most recent Special Census, conducted in March, 2005, shows that between 2000 and 2005, the number of people living in the Dallas County portion of West Des Moines almost doubled. The City was annexing additional land in this area, but most of the population did not come from existing residential areas, but rather from new subdivisions that were developed after annexation and the accompanying availability of municipal services, such as sewer and water.

Table 2-5

CITY OF WEST DES MOINES POPULATION BY COUNTY (1990 – 2000)					
Year	Population	Polk County	% of Total in Polk County	Dallas County	% of Total in Dallas County
1990	31,702	31,695	99.98	7	0.02
1995*	39,562	38,105	96.32	1,457	3.68
2000	46,403	42,525	91.64	3,878	8.36
2005*	51,744	44,093	85.21	7,651	14.79

Source: U.S. Census

*July 14, 1995 Special Census

*March 3, 2005 Special Census

In 2006, the ETC Institute of Olathe Kansas conducted a citizen survey. While the survey was mostly concerned with the citizen’s satisfaction with various city services, one of the questions involved where the queried citizen lived before living in West Des Moines. Table 2-6 tabulates those results.

Table 2-6

LOCATION OF RESIDENCE PRIOR TO LIVING IN WEST DES MOINES (2006)		
	Number	Percent
Have always lived here	27	6.7%
City of Des Moines	80	19.9%
Other part of the metro	58	14.4%
Outside the metro, but in Iowa	95	23.6%
Outside the state of Iowa	132	32.8%
Outside the US	7	1.7%
No response	3	0.7%

Source: 2006 DirectionFinder Survey, ETC Institute

Age Characteristics

There are other things that census statistics can tell us: age pyramids, median age, education and income levels, racial diversity, etc. Table 2-7 and Figure 2-2, an age pyramid, illustrate how many people are in various age groups. This information can help the City determine which kinds of services (such as parks or senior citizen facilities) are needed based on the number of people in various age categories. Age pyramids also help the school district plan for future school sites and potential building expansions.

The table and pyramid illustrate that the two largest age groups residing in West Des Moines are those who are between 25 and 44 and those who are between 5 and 17. These groups correspond to persons of prime home buying age and their children. These numbers reflect the strong demand for homes in the City over the past two decades. These numbers also indicate the continued impact on the school districts serving West Des Moines. The age group between 25 and 44 also reflects those who are of prime working age, who live and work in one of the many jobs within the City and in adjacent communities.

Although the overall numbers within each population are rising, the percentage of each category within the total population has fluctuated slightly. Since 1980, the percentage of the population between 5 and 17 has actually decreased by 4.38%, the largest change within those 20 years. Meanwhile, the percentage of the population between 25 and 44 has increased by 4.24%, the second largest change within those 20 years. The percentage of the population under 5 years of age has increased slightly (by 1.93%) within that same time frame. So while the percentage of people of parenting age has increased, the number of children under 18 has not increased at the same rate. This may be reflective of the number of people who are living in the City, but are choosing not to have children, to delay having children, or to not have as many children.

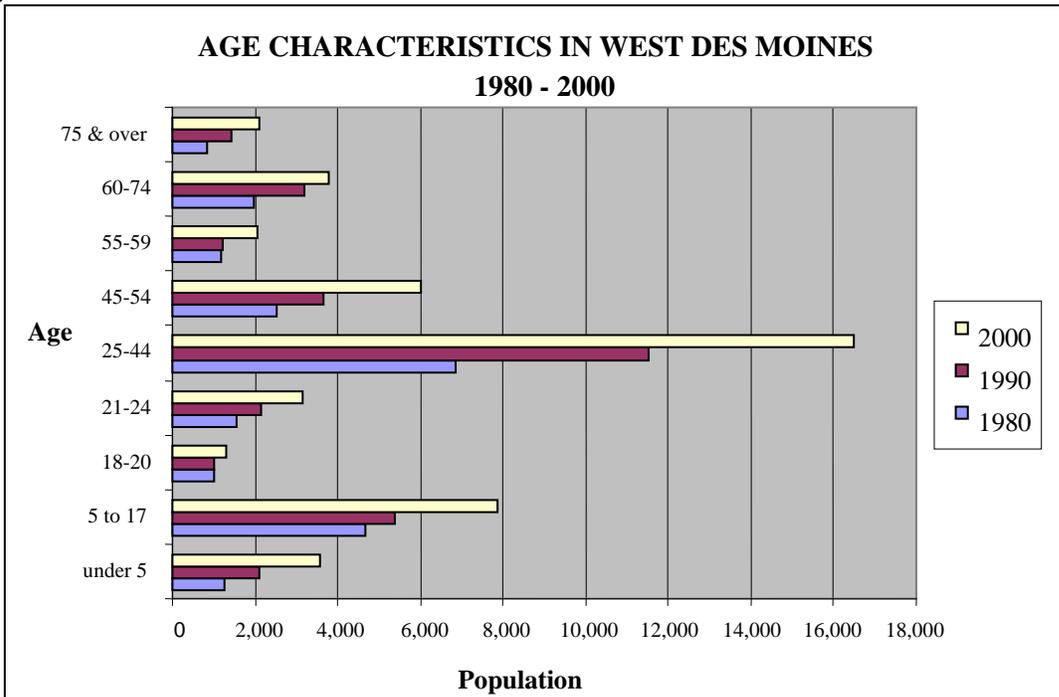
Table 2-7

AGE CHARACTERISTICS IN WEST DES MOINES 1980 – 2000						
Age Group	1980		1990		2000	
	Population	% of Population	Population	% of Population	Population	% of Population
Under 5	1,270	5.80	2,110	6.66	3,585	7.73
5-17	4,671	21.33	5,368	16.93	7,863	16.95
18-20	994	4.54	1,006	3.17	1,322	2.85
21-24	1,554	7.10	2,163	6.82	3,160	6.81
25-44	6,851	31.29	11,538	36.39	16,485	35.53
45-54	2,524	11.53	3,664	11.56	6,032	13.00
55-59	1,184	5.41	1,238	3.91	2,044	4.40
60-74	1,988	9.08	3,182	10.04	3,805	8.20
75 & over	858	3.92	1,433	4.52	2,107	4.54
Median Age	31.4		33.2		33.0	

Source: U.S. Census

The composition of the population has remained relatively consistent since 1990. Six of the nine categories saw less than 1% change. Population percentage changes within age categories ranged from only .02% to 1.84%, with the largest change seen as a decrease in the 60-74 year category. Previously, between 1980 and 1990, there was a .96% increase in this category, indicating that overall this category will see slight fluctuations but has remained relatively consistent.

Figure 2-2



Source: U.S. Census

Table 2-7 also illustrates the median age for West Des Moines from 1980 to 2000. The median age in the City increased between 1980 and 1990 by 1.8 years. Between 1990 and 2000, the median age decreased slightly by .2 years. The twenty-year trend, between 1980 and 2000, shows that the median age has increased by 1.6 years. The overall state and national trend has seen an increase in the median age. As people live longer and have smaller families, the median age does increase. (The median family size in West Des Moines has also decreased from 2.59 to 2.33 in the last twenty years.) The decrease in median age in the last decade, though slight, in West Des Moines could be attributed to the number of new families with young children that have moved to the area, attracted in part by the high quality school districts of West Des Moines and Waukee.

Table 2-8, which breaks out the age parameters by county in West Des Moines, further illustrates that the new neighborhoods in the western part of the City (in Dallas County) are attracting younger families, as evidenced by the higher percentages of parent-age population (25 to 44 years) and young children (under 5 years) in Dallas County as compared to Polk County. The median age in the Dallas County portion of West Des Moines (at 28.8 years) is 4.8 years younger than the median age in the Polk County portion of West Des Moines (at 33.6 years), which helps to explain the decrease in median age for the entire city.

Table 2-8

AGE CHARACTERISTICS IN WEST DES MOINES BY COUNTY 2000				
Age Group	Dallas County		Polk County	
	Population	% of Population	Population	% of Population
Under 5	492	12.69%	3,093	7.27%
5-17	512	13.20%	7,351	17.29%
18-20	116	2.99%	1,206	2.84%
21-24	361	9.31%	2,799	6.58%
25-44	1,762	45.44%	14,723	34.62%
45-54	305	7.86%	5,727	13.47%
55-59	103	2.66%	1,941	4.56%
60-74	173	4.46%	3,632	8.54%
75 & over	54	1.39%	2,053	4.83%
Median Age	28.8		33.6	

Source: U.S. Census

Race and Ethnicity Characteristics

The City of West Des Moines, like the state of Iowa, is predominantly white as shown in Table 2-9. Polk County has the highest percentage of minority population with 11.7%. West Des Moines has a minority population of 7.3%. In 1990 the percentage of population in West Des Moines that considered themselves Black or Asian was 1.2%. By 2000, the Asian population increased to 2.8% of the population, while the Black population increased less quickly to 1.9%. Overall the minority populations in all jurisdictions rose between 1990 and 2000.

Table 2-9

RACE BY PERCENTAGE OF TOTAL POPULATION 1990 and 2000														
	US		Iowa		WDM		Dallas		Madison		Polk		Warren	
	1990	2000	1990	2000	1990	2000	1990	2000	1990	2000	1990	2000	1990	2000
One Race	NA	97.6	NA	98.9	NA	98.7	NA	99.2	NA	99.3	NA	98.3	NA	99.2
White	80.4	75.1	96.7	93.9	96.7	92.7	99.4	94.7	99.4	98.6	92.8	88.3	99.2	98.1
Black or African American	12.0	12.3	1.7	2.1	1.2	1.9	0.2	0.7	-	0.1	4.4	4.8	0.1	0.3
American Indian or Alaska Native	0.8	0.9	0.3	0.3	0.2	0.1	0.1	0.2	0.4	0.3	0.3	0.3	0.1	0.2
Asian	2.8	3.6	0.9	1.3	1.2	2.8	.1	0.7	.1	0.2	1.7	2.6	.3	0.4
Native Hawaiian or Other Pacific Islander	0.1	0.1	-	-	-	-	-	-	-	-	-	0.1	.1	-
Some other race	3.9	5.5	.44	1.3	0.7	1.3	0.2	2.8	0.1	0.2	0.8	2.2	0.2	0.3
Two Races	NA	2.4	NA	1.1	NA	1.3	NA	0.8	NA	0.7	NA	1.7	NA	0.8

Source: U.S. Census

The percentage of population of another minority group, the Hispanic or Latino population, is shown in Table 2-10. In 2000, West Des Moines' population was 3.3% Hispanic or Latino, which when compared to the numbers in Table 2-9, makes the Hispanic or Latino group the largest minority group in the City. The Hispanic or Latino population is also the largest minority group in the country, the state, and all of the counties listed, except for Polk County, whose largest minority population is Blacks or African Americans. Like the other minority groups listed in Table 2-10, the Hispanic or Latino population increased between 1990 and 2000 in all of the jurisdictions listed.

Table 2-10

HISPANIC OR LATINO ETHNICITY BY PERCENTAGE OF TOTAL POPULATION 1990 and 2000														
	US		Iowa		WDM		Dallas		Madison		Polk		Warren	
	1990	2000	1990	2000	1990	2000	1990	2000	1990	2000	1990	2000	1990	2000
Hispanic or Latino	8.8	12.5	1.1	2.8	2.3	3.3	0.6	5.3	0.5	0.6	2.0	4.4	0.7	1.1
Non-Hispanic or Latino	91.2	87.5	98.9	97.2	97.7	96.7	99.4	94.7	99.5	99.4	98.0	95.6	99.3	98.9

Source: U.S. Census, 1990 and 2000

Income Characteristics

There are three significant measures of income: median household, median family, and per capita. The primary differences between the three measures is that household income looks at all of the income of all persons 15 years and older who may or may not be family members; family income deals with all income of all persons 15 years of age and older who are members of the family; and per capita income is simply dividing the total income by the total population.

A comparison of the three measures in Table 2-11 shows that in both 1989 and 1999, West Des Moines had higher income levels in all three categories than either the state of Iowa or the United States. In fact, West Des Moines' income levels appear to be about ten years ahead of the state and nation. The income numbers listed for West Des Moines in 1989 are almost equal to the income numbers for the nation ten years later. Similarly, West Des Moines' 1989 income figures are actually higher than the state of Iowa's 1999 figures. However, the percent increase in income levels between 1989 and 1999 were lower in West Des Moines compared to any of the other compared locations. If the percentage increases stay constant, the income disparities could lessen over time. Dallas County experienced the largest increases in income. Per capita income increased by 71.88% between 1989 and 1999. This is probably reflective of the number of people with high-paying jobs moving into new homes in new neighborhoods in the western edge of the metro area.

Table 2-11

INCOME CHARACTERISTICS									
	Median Household			Median Family			Per Capita		
	1989	1999	Change	1989	1999	Change	1989	1999	Change
U.S.	\$30,056	\$41,994	39.72%	\$35,225	\$50,046	49.03%	\$14,420	\$21,587	49.70%
Iowa	\$26,229	\$39,469	50.48%	\$31,659	\$48,005	51.63%	\$12,422	\$19,674	58.38%
Dallas	\$28,874	\$48,528	68.07%	\$34,881	\$58,293	67.12%	\$13,364	\$22,970	71.88%
Polk County	\$31,221	\$46,116	47.71%	\$37,669	\$56,560	50.15%	\$15,365	\$23,654	53.95%
Madison County	\$26,644	\$41,845	57.05%	\$30,547	\$48,289	58.08%	\$11,620	\$19,357	66.58%
Warren County	\$32,452	\$50,349	55.15%	\$36,646	\$56,344	53.75%	\$12,732	\$20,558	61.47%
West Des Moines	\$41,045	\$54,139	31.90%	\$49,898	\$70,600	41.49%	\$21,503	\$31,405	46.05%

Source: U.S. Census

Another measure of income is the percentage of individuals and families below the poverty level. A review of Table 2-12 and 2-13 shows that for West Des Moines the percentage of persons in poverty in all categories was one-half to one-third that of either the State of Iowa or the nation.

Table 2-12

PERCENT IN POVERTY (INDIVIDUALS)								
	All Ages		Under Age 18		Age 18 & Over		65 Years & Over	
	1989	1999	1989	1999	1989	1999	1989	1999
U.S.	13.1	12.4	18.3	16.1	11.5	10.9	12.8	9.9
Iowa	11.5	9.1	14.3	10.5	10.6	8.5	11.2	7.7
Dallas County	7.6	5.6	8.3	6.1	7.4	5.3	10.6	7.1
Polk County	9.2	7.9	12.6	9.7	8.1	7.1	8.1	6.4
Madison County	11.1	6.7	16.8	6.6	9.1	6.7	9.9	10.4
Warren County	6.3	5.1	7.0	6.4	6.0	4.4	9.9	5.2
West Des Moines	3.3	4.5	3.8	4.7	3.2	4.3	4.6	3.0

Source: U.S. Census

Table 2-13

PERCENT IN POVERTY (FAMILIES)								
	All		With Children Under Age 18		With Children Under Age 5		Female Householder	
	1989	1999	1989	1999	1989	1999	1989	1999
U.S.	10.0	9.2	14.9	13.6	14.8	17.0	31.1	26.5
Iowa	8.4	6.0	12.6	9.3	15.8	12.7	33.5	23.4
Dallas County	6.0	4.0	8.2	5.6	12.3	7.3	30.7	17.3
Polk County	6.6	5.3	10.5	8.3	12.4	11.3	26.0	18.6
Madison County	9.6	4.6	13.5	5.3	4.7	6.8	48.0	19.7
Warren County	4.8	3.7	6.7	6.0	14.3	9.4	22.5	17.6
West Des Moines	1.9	2.8	3.5	4.6	4.4	5.3	10.2	12.9

Source: U.S. Census

In most of the selected locations listed in the above tables, the percent of persons and families in poverty has declined. However, in West Des Moines, the percentages have increased slightly, though they still remain lower than the other locations. Tables 2-14 and 2-15 further break out poverty statistics by County in an attempt to explain the increase.

Table 2-14

PERCENT IN POVERTY IN WEST DES MOINES BY COUNTY (INDIVIDUALS)								
	All Ages		Under Age 18		Age 18 & Over		65 Years & Over	
	1989	1999	1989	1999	1989	1999	1989	1999
Dallas County	NA	7.4%	NA	10.9%	NA	7.3%	NA	6.8%
Polk County	4.6%	4.0%	6.9%	4.3%	4.0%	3.9%	4.7%	3.1%

Source: U.S. Census

Table 2-15

PERCENT IN POVERTY IN WEST DES MOINES BY COUNTY (FAMILIES)								
	All		With Children Under Age 18		With Children Under Age 5		Female Householder	
	1989	1999	1989	1999	1989	1999	1989	1999
Dallas County	NA	6.3%	NA	10.3%	NA	10.8%	NA	26.4%
Polk County	2.9%	2.2%	6.0%	3.5%	5.8%	4.2%	16.2%	10.0%

Source: U.S. Census

Table 2-14 and 2-15 show that the Dallas County portion of West Des Moines has a higher percentage of individuals and families below poverty in all categories than the Polk County portion of West Des Moines. This is most likely due to the location of the low-income housing tax-credit (LIHTC) units in the City. The Polk County portion of West Des Moines has 86 low-

income housing tax-credit units while the Dallas County portion of West Des Moines has 750 LIHTC units. The increase in the percentage of individuals and families below poverty between 1990 and 2000 can also be explained based on when the LIHTC units were established. In 1990, the only LIHTC project was Summerwood Apartments with 86 units, located in the Polk County portion of West Des Moines. Since then, 510 LIHTC units were established in four buildings in the Sun Prairie development, located in the Dallas County portion of West Des Moines (in 1992, 1993, and 1994). In addition, 240 units were established at Maple Grove Villas in 2001.

Education Characteristics

One factor which may be attributed to the relatively low percentage of persons in poverty is the high level of education of West Des Moines' residents. An examination of Table 2-16 shows that over 96.3% of West Des Moines' residents possess a high school degree or better. This is compared to the national rate of 80.4% and the state rate of 86.1%. The gap becomes even wider in the level of education when the category for bachelors degrees or better is examined. In West Des Moines, over 48% of the residents over 25 years of age have a bachelors degree or better. This is nearly double the national and state percentages of 24.4% and 21.2% respectively.

Table 2-16

EDUCATIONAL ATTAINMENT FOR PERSONS 25 YEARS AND OLDER						
	High School +		Bachelors +		Graduate or Professional	
	1990	2000	1990	2000	1990	2000
U.S.	75.2%	80.4%	20.3%	24.4%	7.2%	8.9%
IOWA	80.1%	86.1%	16.9%	21.2%	5.2%	6.5%
Dallas County	83.6%	89.5%	16.3%	26.8%	4.1%	6.4%
Polk County	85.4%	88.3%	23.9%	29.7%	7.3%	8.7%
Madison County	81.6%	87.6%	12.0%	14.4%	3.5%	3.5%
Warren County	87.0%	90.0%	16.2%	21.2%	4.4%	6.1%
West Des Moines	94.8%	96.3%	41.8%	48.5%	12.3%	14.1%

Source: U.S. Census

The education levels for the selected locations increased in all categories between 1990 and 2000, except one. The percentage of people with graduate degrees in Madison County remained constant at 3.5%.

Table 2-17 illustrates how West Des Moines rates among the other cities with populations over 2,500 people in the state regarding educational attainment. West Des Moines is sixth in the attainment of bachelor's degrees and ninth in the attainment of graduate or professional degrees. Many of the cities on the list are university towns - Iowa City, Ames, and Cedar Falls – or are adjacent to university towns, like Coralville and North Liberty. Other cities, such as Mt. Vernon, Fairfield, Orange City, Decorah, and Waverly, also have colleges within or near their communities. The balance of the cities that are listed in the table, Bettendorf and Des Moines metropolitan communities, are larger cities, which is most likely a reflection of the more technical employment opportunities available in larger cities.

Table 2-17

TOP 15 IOWA CITIES EDUCATIONAL ATTAINMENT FOR PERSONS 25 YEARS AND OLDER				
	Graduate/Professional Degree		Bachelor's Degree or higher	
1	Ames	28.1%	Ames	58.6%
2	Iowa City	27.8%	Clive (DM)	56.0%
3	Coralville (IC)	21.7%	Iowa City	55.9%
4	Mt. Vernon	17.9%	Coralville (IC)	51.8%
5	Clive (DM)	17.2%	Johnston (DM)	49.9%
6	Fairfield	16.6%	West Des Moines (DM)	48.5%
7	Cedar Falls	16.2%	Mt. Vernon	43.8%
8	Johnston (DM)	15.3%	Urbandale (DM)	43.7%
9	West Des Moines (DM)	14.1%	Windsor Heights (DM)	43.3%
10	Bettendorf	13.2%	Fairfield	39.6%
11	Urbandale (DM)	12.8%	Cedar Falls	39.2%
12	Windsor Heights (DM)	12.4%	Ankeny (DM)	39.1%
13	Orange City	11.7%	Bettendorf	38.8%
14	Decorah	11.6%	Waukee (DM)	34.0%
15	Waverly	11.0%	North Liberty (IC)	33.7%

Source: US Census; DM = within Des Moines metropolitan area; IC = within Iowa City metropolitan area

Employment Characteristics

The high levels of education of West Des Moines citizens help to explain the types of industries that are more prevalent in the City. A large percentage of people work in the white collar industries, which typically require additional education. Table 2-18 looks at industries by class in West Des Moines. The finance, insurance and real estate fields (FIRE) are the largest employer of the City's residents with over 21% of workers in these professions. This is compared to only 6.9% and 6.7% for the U. S. and Iowa, respectively. The fact that many of these jobs are actually at regional or national corporate headquarters located in West Des Moines and the metro area helps to explain the higher median income levels shown in previous tables. Des Moines is the third-largest center in the world for the insurance industry, after London, England, and Hartford, Connecticut.

The percentage of West Des Moines citizens working in the professional, scientific, management, administrative sector - 12.3% - is also higher than the U.S. percentage of 9.3% and the Iowa percentage of 6.1%. The jobs in this sector typically require higher levels of education and usually pay well, which coincide with the information presented regarding education and income.

Also of interest when looking at Table 2-18 are those industries who employ a lower percentage of West Des Moines citizens than found in the figures for the nation or state. West Des Moines has a lower percentage of people working in manufacturing (6%) than in the U.S. (14.1%) or Iowa (17%). Previously in this chapter, the history section of West Des Moines explained that the City's early history was based on the railroad industry, which gave way to other industrial endeavors involving sand, gravel, cement and concrete products manufacturers, aircraft fuel nozzles, hydraulic pumps and motors, insulation, metal fabrication, steel treating, printing,

plastics, cabinets, and tool and dye operations. Slowly, West Des Moines has been moving away from industrial businesses as the FIRE sector has become more prominent. This may be due to the higher land prices in the City, which has encouraged industrial business owners to look elsewhere. The land use map included in this Plan does include additional land designated for industrial uses.

Table 2-18

PERCENTAGE OF EMPLOYMENT BY INDUSTRY AND PLACE OF RESIDENCE							
2000							
Occupation	U.S.	Iowa	WDM	Dallas County	Madison County	Polk County	Warren County
Agriculture, forestry, fishing hunting, and mining	1.9	4.4	0.2	4.1	6.5	0.6	2.0
Construction	6.8	6.2	3.9	7.1	9.5	5.9	9.3
Manufacturing	14.1	17	6.0	10.3	9.5	8.9	8.9
Wholesale trade	3.6	3.6	3.8	5.0	4.1	4.2	3.5
Retail trade	11.7	12	11.7	11.5	12.3	12.2	12.1
Transportation, warehousing, and utilities	5.2	4.9	4.0	5.1	6.1	5.1	6.2
Information	3.1	2.8	4.5	3.5	3.5	3.6	3.1
Finance, insurance, real estate, and rental/leasing	6.9	6.7	21.7	14.9	12.1	15.2	13.7
Professional, scientific, management, administrative, waste management services	9.3	6.1	12.3	7.0	6.5	9.5	6.3
Educational, health, social services	19.9	21.8	17.6	19.2	17.2	18.4	19.6
Arts, entertainment, recreation, accommodation and food services	7.9	6.6	6.3	4.5	4.4	7.2	5.6
Other services (except public administration)	4.9	4.4	3.7	3.6	4.1	4.5	3.9
Public administration	4.8	3.4	4.1	4.3	4.3	4.8	5.7

Source: U.S. Census

The construction industry is also not as well-represented in West Des Moines as it is in the U.S. or Iowa. Only 3.9% of West Des Moines' residents are involved in the construction industry, compared to 6.8% of U.S. residents and 6.2% of Iowa residents. This could be related to the average wage levels of construction work and the high cost of housing in West Des Moines.

While the industry categories are not exactly the same between the 1990 and 2000 census, it is interesting to compare the statistics from the two most recent censuses to determine whether the composition of jobs held by West Des Moines citizens is changing. Table 2-19 illustrates that the FIRE sector was the most prevalent industry for West Des Moines citizens in 1990, as well as in 2000. The percentage of people working in the FIRE sector remained constant, actually increasing slightly by .22% from 1990 to 2000. Likewise, manufacturing was not as large of an employer in West Des Moines as it was in other areas in 1990, as was apparent in 2000, as well. The percentage of people working in manufacturing actually declined from 8.11% to 6%.

Table 2-19

PERCENTAGE OF EMPLOYMENT BY INDUSTRY AND PLACE OF RESIDENCE 1990							
Occupation	U.S.	Iowa	WDM	Dallas County	Madison County	Polk County	Warren County
Agriculture, forestry, fisheries, and mining	3.32	7.90	0.83	8.06	12.88	1.48	5.07
Construction	6.24	4.84	3.43	5.52	8.24	4.5	5.19
Manufacturing	17.69	17.49	8.11	12.07	11.32	11.57	13.29
Wholesale trade	4.38	4.65	7.63	5.15	4.71	5.87	5.31
Retail trade	16.84	17.30	15.14	15.25	16.28	17.18	16.96
Transportation	4.42	4.10	2.46	5.17	4.36	4.7	4.42
Communications and other public utilities	2.68	2.14	2.76	2.36	2.30	2.62	2.22
Finance, insurance, real estate, and rental/leasing	6.90	6.20	21.48	10.21	8.75	14.18	13.48
Educational services	8.33	9.63	7.39	6.96	7.22	7.37	8.78
Entertainment and recreation services	1.41	1.02	0.96	1.39	1.06	1.31	0.81
Business and repair services	4.82	3.71	4.99	4.05	3.87	5.23	4.64
Personal services	3.17	2.67	2.12	3.06	2.24	2.81	2.10
Health services	8.37	9.00	9.38	10.21	6.88	8.50	7.26
Other professional and related services	6.64	5.96	9.32	6.51	6.07	7.66	5.91
Public administration	4.79	3.40	4.03	4.04	3.82	5.02	4.57

Source: U.S. Census

The percentage of people working in the retail industry decreased in all of the jurisdictions included in Table 2-18. In 1990 the retail industry employed 15-17% of workers, while by 2000 this percentage decreased to 11-12% of workers. Two of the communities, however, West Des Moines and Dallas County, actually experienced an increase in the number of people working in retail from 1990 to 2000, while the percentage of that sector actually decreased. This could possibly be due to the diversification and expansion of the job opportunities in West Des Moines and most likely in the western part of the City, which is in Dallas County. Other sectors have been expanding their demand for workers, making the overall percentage of retail workers less.

West Des Moines has experienced a lower unemployment rate than surrounding communities, the state, and the nation as shown in Table 2-20. Again, the educational attainment and job sector choices help account for this lower number. The FIRE sector, which employs almost one-quarter of the employed people in West Des Moines, has not experienced economical setbacks in the last few years. Market fluctuations, specifically interest rates, can greatly affect the stability – and number of jobs – in the FIRE sector.

Table 2-20

LABOR FORCE CHARACTERISTICS: 2000										
	Population 16 years and over									
	Total	In labor force								
		Number	Civilian labor force						Armed forces	
			Number	% (>16 yrs)	Employed		Unemployed		Number	% (in LF)
				Number	% (>16 yrs)	Number	%	Number	%	
U.S.	217,168,077	138,820,935	137,668,798	63.9	129,721,512	59.7	7,947,286	3.7	1,152,137	0.8
Iowa	2,281,274	1,556,581	1,554,722	68.2	1,489,816	65.3	64,906	4.2	1859	0.1
WDM	35,876	27,800	27,791	77.5	27,332	76.2	459	1.7	9	-
Dallas	30,525	22,636	22,556	74.2	21,978	72.0	578	2.6	80	0.4
Madison	10,648	7,394	7,365	69.4	7,054	66.2	311	4.2	29	0.4
Polk	288,558	210,961	210,653	73.1	200,662	69.5	9,991	4.7	308	0.1
Warren	30,984	22,833	22,803	73.7	22,009	71.0	794	3.5	30	0.1

Source: U.S. Census; LF = Labor Force

Of the jurisdictions listed in Table 2-20, West Des Moines has the highest percentage of people over 16 in the labor force. Over 77% of people over 16 are in the labor force, and 76.2% are working. In comparison, 63.9% of people over 16 in the United States are in the work force, and 68.2% of those over 16 in Iowa are in the work force. Given that West Des Moines does not have an unusually high number of retirees or students who may not work, this number is rather high. This higher percentage of people in the work force could be a function of the need for two wage earners to afford the housing in West Des Moines and the high educational attainment of West Des Moines residents who would seek professional positions.

When compared to 1990 statistics as shown in Table 2-21, the percentage of West Des Moines citizens in the labor force in 2000 increased. In 1990, 75.3% of people over 16 were in the labor

Table 2-21

LABOR FORCE CHARACTERISTICS: 1990										
	Population 16 years and over									
	Total	In labor force								
		Number	Civilian labor force						Armed forces	
			Number	% (>16 yrs)	Employed		Unemployed		Number	% (in LF)
Area				Number	% (>16 yrs)	Number	% (in LF)	Number	%	
U.S.	191,829,271	125,182,378	123,473,450	65.3	115,681,202	60.3	7,792,248	6.2	1,708,928	1.4
Iowa	2,131,703	1,406,503	1,403,883	65.9	1,340,242	62.9	63,641	4.5	2,620	0.2
WDM	25,054	18,903	18,863	75.3	18,327	73.2	536	2.8	40	0.2
Dallas	22,324	15,498	15,461	69.3	14,965	67.0	496	3.2	37	0.2
Madison	9,490	6,242	6,230	65.7	5,945	62.6	285	4.6	12	0.2
Polk	252,796	184,151	183,747	72.7	176,499	69.8	7,248	3.9	404	0.2
Warren	26,967	19,674	19,630	72.8	19,042	70.6	588	3.0	44	0.2

Source: U.S. Census; LF = Labor Force

force, while in 2000, this number increased to 77.5%. This trend held true for Iowa and the surrounding counties. A larger percentage of people over 16 worked in 2000 than did in 1990.

This trend of an increase in the labor force did not hold true, however, for the nation. The percentage of people over 16 in the national work force declined from 65.3% in 1990 to 63.9% in 2000. The most obvious theory for the national decline would be that the baby boomers are retiring and living longer, resulting in a larger retired, non-working population. This trend is also a major reason for the concern about the future of the Social Security program. Perhaps Iowans stay in the work force longer or upon retirement from their principal employer, Iowans may stay in the work force in some part-time capacity.

The higher number of working Iowans and working West Des Moines citizens could also be attributed to the number of working mothers. Table 2-22 shows the percentage of women who are employed in relation to the presence and age of children. In general, a higher percentage of Iowan mothers work outside the home as compared to the country as a whole. Nationally, about 65.4% of mothers with children under 18 are employed. In Iowa, 78.2% of mothers with children under 18 are employed. The percentage of West Des Moines mothers with children under 18 who work (74.6%) is slightly lower than the state average and of the surrounding counties, but is still higher than the national percentage. While this may help to explain the higher percentage of working population in Iowa as compared to the nation, it does not help to explain the difference when compared to the surrounding counties whose percentage of working mothers is higher than West Des Moines’.

Table 2-22

PERCENTAGE OF WOMEN (16 YEARS OLD AND OVER) WHO ARE EMPLOYED AND THE PRESENCE AND AGE OF CHILDREN							
2000							
Age of Child(ren)	U.S.	Iowa	WDM	Dallas	Madison	Polk	Warren
Under 6	58.9%	72.4%	70.8%	75.5%	68.8%	71.7%	77.9%
6-17 years	71.8%	83.4%	78.5%	82.9%	85.8%	81.4%	90.3%
Under 6 & 6-17	55.9%	70.7%	71.2%	71.4%	70.0%	66.7%	69.6%
Any children under 18	65.4%	78.2%	74.6%	78.7%	78.6%	75.6%	83.8%
No children under 18	49.1%	52.6%	69.0%	61.5%	50.7%	60.1%	57.3%

Source: US Census

Table 2-22 also lists the percentage of women with no children under 18 who work. Approximately 69% of West Des Moines women who are over 16 with no children under 18 work. This compares to the national figure of 49.1% and the state figure of 52.6%. The figures for the surrounding counties are higher than the state figure, but not as high as West Des Moines. It seems then that a higher percentage of single, married with no kids, and empty-nest West Des Moines females work than in other surrounding communities.

When compared with the 1990 Census numbers as shown in Table 2-23, the percentage of working women and working mothers has increased over the last ten years in all but five categories. The percentage of working West Des Moines women with children between 6 and 17 years of age has actually decreased (although by less than 1%) from 79.4% in 1990 to 78.5% in 2000. Overall, however, the percentage of West Des Moines mothers who work has increased

from 73.0% to 74.6%. Warren County had the highest percentage of working mothers in both 1990 and 2000 of the jurisdictions compared in the table. The other four categories that experienced a decline in the percentage of female population who worked from 1990 to 2000 include Dallas County mothers with kids between age 6 and 17, Dallas County mothers with any children under 18, Madison County mothers with children under age 6, and Warren County mothers with children under 6 and between 6 and 17 years of age. The percent changes ranged between .3% and 7%.

Table 2-23

PERCENTAGE OF WOMEN (16 YEARS OLD AND OVER) WHO ARE EMPLOYED AND THE PRESENCE AND AGE OF CHILDREN 1990							
Age of Child(ren)	U.S.	Iowa	WDM	Dallas	Madison	Polk	Warren
Under 6	55.9%	67.4%	69.5%	72.6%	73.8%	71.5%	74.2%
6-17 years	70.9%	78.8%	79.4%	85.1%	84.9%	81.4%	82.6%
Under 6 & 6-17	52.9%	64.9%	60.1%	70.7%	58.4%	64.4%	76.6%
Any children under 18	63.0%	73.0%	73.0%	79.0%	76.2%	75.1%	79.5%
No children under 18	48.7%	47.3%	63.8%	48.7%	44.6%	59.2%	54.9%

Source: US Census

Because of the strong employment gains within the metropolitan area since 1960, unemployment rates for West Des Moines' residents have remained below the state and national averages. Unemployment rates for the City's residents since 1960 are shown in Table 2-24. For the past 40 years, the unemployment rate in West Des Moines has been at 3% or less, which is considered full employment. Again, these numbers reflect the fact that the FIRE sector has maintained a relatively stable employment base.

Table 2-24

LABOR CHARACTERISTICS FOR WEST DES MOINES 1960 - 2000										
	1960		1970		1980		1990		2000	
	#	%								
Employed	4,211	99.2	6,937	97.7	12,008	97.5	18,367	97.0	27,332	98.3
Unemployed	35	0.8	164	2.3	304	2.5	536	3.0	459	1.7
Total	4,246	100.0	7,101	100.0	12,312	100.0	18,903	100.0	27,791	100.0

Source: U.S. Census

In regards to where West Des Moines' residents work, Table 2-25 shows that an overwhelming majority, 97.3%, of the City's residents work within the metropolitan area with 41.6% of the residents working in downtown Des Moines. Compared to 1990, as shown in Table 2-26, the number of people working in the metropolitan area has remained relatively constant (at 97.2% in 1990), but the number of people working downtown has declined from 50.9%. This decline in the number of West Des Moines residents working in the central city could be attributed to the increase in the number of jobs located in West Des Moines as new employment centers are built. Fewer people travel to Des Moines to their job. Similarly, other suburbs have more employment opportunities than they did in 1990, so West Des Moines citizens may also be traveling to a different suburb, rather than traveling to Des Moines.

Table 2-25

PLACE OF WORK 2000							
	U.S.	Iowa	West Des Moines	Dallas County	Polk County	Warren County	Madison County
Total Workers	128,279,228	1,469,763	27,047	21,746	198,183	21,745	6,998
Worked in state of residence	123,643,704 96.4%	1,401,563 95.4%	26,867 99.3%	21,553 99.1%	197,268 99.5%	21,600 99.3%	6,951 99.3%
Worked outside state of residence	4,635,524 3.6%	68,200 4.6%	180 .7%	193 .9%	915 4.6%	145 .7%	47 .7%
Worked in county of residence (w/in state)	94,042,863 76.1%	1,149,863 82.0%	23,239 86.5%	8,144 37.8%	186,471 94.5%	7,500 34.7%	3,294 47.4%
Worked outside county of residence (w/in state)	29,600,841 23.9%	251,700 18.0%	3,628 13.5%	13,409 62.2%	10,797 5.5%	14,100 65.3%	3,657 52.3%
Worked in MSA of residence	94,330,460 73.5%	643,236 43.8%	26,321 97.3%	20,204 93.7%	192,256 97.0%	20,561 94.6%	N/A
Living inside Des Moines MSA; working inside central city	N/A	N/A	11,242 41.6%	5,458 25.1%	107,582 54.3%	8,754 40.3%	N/A

Source: U.S. Census

Another change in where West Des Moines residents work can be seen in the percentage change of those who worked within their county of residence. In 1990, 97.4% of West Des Moines workers worked in their county of residence, which at that time was predominantly Polk County.

Table 2-26

PLACE OF WORK 1990							
	U.S.	Iowa	West Des Moines	Dallas County	Polk County	Warren County	Madison County
Total Workers	115,070,274	1,322,064	18,046	14,824	173,353	18,677	5,886
Worked in state of residence	111,076,070	1,266,137 95.8%	17,851 98.9%	14,708 99.2%	172,375 99.4%	18,615 99.7%	5,858 99.5%
Worked outside state of residence	3,994,204	55,927 4.2%	195 1.1%	116 .8%	978 .6%	62 0.3%	28 0.5%
Worked in county of residence (w/in state)	87,587,677	1,096,619 86.6%	17,383 97.4%	7,143 48.6%	167,732 97.3%	6,525 35.1%	3,149 53.8%
Worked outside county of residence (w/in state)	23488393	169,518 13.4%	468 2.6%	7,565 51.4%	4,643 2.7%	12,090 64.9%	2,709 46.2%
Worked in MSA of residence	N/A	583,905 44.2%	17,541 97.2%	13,703 92.4%	169,368 97.7%	18,042 96.6%	N/A
Living inside Des Moines MSA; working inside central city	N/A	427,523 32.3%	9,189 50.9%	3,554 24.0%	114,389 66.0%	9,381 50.2%	N/A

Source: US Census

By 2000, the percentage of West Des Moines residents who worked within their county of residence declined to 86.5%. This is most likely due to West Des Moines' growth through annexation and development into Dallas County and the number of people who lived in these new Dallas County neighborhoods, but worked in Polk County. There also could have been some cross commuting between the two counties. Between 1990 and 2000, that portion of West Lakes Office Park in Dallas County also began to develop, which provided additional employment centers in Dallas County for those workers who lived in Polk County.

Actual employment within the City has increased exponentially since 1973. Table 2-27 shows that employment within the City doubled between 1973 and 1980, and nearly tripled between 1980 and 1990. According to the year 2030 employment projections prepared by the Des Moines Area Metropolitan Planning Organization, employment within the City will more than double between 2000 and 2030 to 78,684 jobs. The City has become a net importer of jobs. Table 2-25 illustrates that there are 27,047 workers living in West Des Moines, while according to Table 2-27, there are 38,003 jobs in West Des Moines. Once a bedroom community, West Des Moines is now an employment center on its own.

Table 2-27

WEST DES MOINES EMPLOYMENT TRENDS 1973-2030			
Year	Total Jobs	Net Change	Percent Change
1973	4,775		
1980	10,472	+ 5,697	+119.3
1990	30,469	+19,997	+191.0
2000	38,003	+7,534	+24.7
2010	61,148	+23,145	+60.9
2020	65,877	+4,729	+7.7
2030	78,684	+12,807	+19.4

Source: Des Moines Area Metropolitan Planning Organization

Iowa Workforce Development has been compiling data on the number of employers and employees for those firms that have over five employees.

Table 2-28

NUMBER OF JOBS IN WEST DES MOINES		
Year	Number of Employers	Number of Jobs
2000	1175	30,674
2003	2172	43,292
2004	2286	45,068
2005	2414	47,312
2007	2505	53,417

Source: Iowa Workforce Development, 2007

Household Size

Table 2-29 illustrates that West Des Moines has followed the national trend toward smaller households, but at a faster pace. Since 1980 the average household size in the nation decreased from 2.74 to 2.59, which is a 5.5% decrease. In West Des Moines over the same time period, the average household size decreased from 2.59 to 2.33, which is a 10% decrease. Although Polk County and West Des Moines had very similar household sizes in 1980, the decline in size has not been as drastic in Polk County as compared to West Des Moines. This may be due in part to the large number of singles and young couples moving into West Des Moines because of employment opportunities. The table also indicates that households in the City of West Des Moines match the general trend and composition of the compared communities.

Table 2-29

HOUSEHOLD SIZE 1980-2000									
	Number of Households			Persons in Household			Average Persons Per Household		
	1980	1990	2000	1980	1990	2000	1980	1990	2000
U.S.	80,467,427	91,947,410	105,480,101	220,807,382	242,012,129	273,193,462	2.74	2.63	2.59
Iowa	1,053,033	1,064,325	1,149,276	2,817,473	2,677,235	2,822,155	2.68	2.52	2.46
Dallas	10,688	11,204	15,584	29,038	29,196	40,291	2.72	2.61	2.59
Madison	4,575	4,715	5,326	12,294	12,217	13,720	2.69	2.59	2.58
Polk	114,817	129,237	149,112	296,273	318,917	365,671	2.58	2.47	2.45
Warren	11,513	12,659	14,708	33,857	34,770	38,956	2.94	2.75	2.65
WDM	8,314	12,974	19,826	21,503	31,205	46,104	2.59	2.41	2.33

Source: U.S. Census

Table 2-30 illustrates that West Des Moines has a higher percentage of single-person households than the state, nation, and surrounding communities.

Table 2-30

HOUSEHOLD SIZE BY HOUSEHOLD TYPE 2000							
	U.S.	IOWA	WDM	DALLAS	MADISON	POLK	WARREN
1-person household	25.8%	27.2%	30.5%	23.5%	22.9%	28.0%	20.0%
2-or-more – person household	74.2%	72.8%	69.5%	76.5%	77.1%	72.0%	80.0%

Source: U.S. Census

Table 2-31 further illustrates the type of households and the age of householders in West Des Moines and surrounding areas. In general, there is a higher percentage of young families and singles in West Des Moines than in other jurisdictions. In each category, the highest percentages in the table have been shaded and the lowest percentages have been bolded to help illustrate the type of household most prevalent in West Des Moines. West Des Moines has a lower percentage of family households, which is defined as at least two people related by birth, marriage, or adoption, and conversely a higher percentage of non-family households than those jurisdictions

included in the comparison. (Non-family households are defined as householders living alone or with non-relatives.) With the variety of housing types (single family homes, townhomes, and apartments) available in the city, it is not a surprise that West Des Moines would also have a variety of household types. The table also shows that within the family household category, West Des Moines has a higher percentage of younger householders than the surrounding counties, the state, and the nation. Conversely, the family householders in West Des Moines who are 35 years of age and older constitute the lowest percentage of those jurisdictions included in the table.

Table 2-31

HOUSEHOLD TYPE BY AGE OF HOUSEHOLDER							
2000							
	US	Iowa	Dallas	Madison	Polk	Warren	WDM
Family Households	68.5%	67.3%	72.1%	74.0%	65.1%	76.6%	60.3%
Age of Householder							
15-24 yrs	2.5%	2.6%	2.0%	2.2%	2.9%	2.5%	2.9%
25-34	12.0%	11.2%	13.9%	13.7%	13.8%	12.6%	14.1%
35-44	18.0%	16.8%	21.2%	18.0%	16.9%	20.8%	16.0%
45-54	15.0%	14.7%	16.1%	16.5%	14.1%	18.6%	12.7%
55-64	9.5%	9.4%	9.2%	10.6%	8.2%	11.2%	7.4%
65-74	6.9%	7.3%	5.9%	7.5%	5.5%	7.1%	4.6%
75-84	3.7%	4.4%	3.3%	5.0%	3.1%	3.3%	2.4%
85 yrs +	0.7%	0.9%	0.4%	0.5%	0.5%	0.6%	0.2%
Non-Family Households	31.5%	32.7%	27.9%	26.0%	34.9%	23.4%	39.7%
Age of Householder							
15-24 yrs	2.6%	3.8%	2.5%	1.9%	3.7%	2.0%	6.2%
25-34	5.2%	4.6%	4.9%	1.9%	6.9%	2.9%	10.9%
35-44	5.0%	4.3%	4.5%	2.6%	5.7%	3.3%	6.2%
45-54	5.1%	4.7%	4.0%	3.8%	5.7%	3.8%	5.7%
55-64	4.0%	3.6%	3.4%	3.0%	4.1%	2.4%	3.3%
65-74	4.1%	4.3%	3.4%	3.0%	3.7%	3.6%	3.2%
75-84	4.0%	5.1%	4.0%	5.9%	3.7%	3.7%	3.3%
85 yrs +	1.6%	2.4%	1.3%	3.9%	1.5%	1.8%	0.8%

Source: U.S. Census

Regarding non-family households, the table illustrates that the City of West Des Moines has a higher percentage of non-family householders in the four age categories under age 54 than the surrounding counties, state, and nation. West Des Moines also has a lower percentage of non-family householders who are over age 75 than all the other compared jurisdictions. The type of households in West Des Moines – a large percentage of young families and singles – is in alignment with the previous information illustrated in tables regarding age and the following information regarding the type of housing units in the City.

Housing Units

The relative mix of owner to renter occupied units is higher for rental units in West Des Moines, (37.9%), than it is for Polk County (31.2%), the State (27.7%), or the nation (33.8%), as shown in Table 2-32. This is reflective of the large number of single and newly-married couples who reside in one of the many apartments in the City and the higher percentage of persons between the ages of 20 to 35 in the City's population. The higher number of rental units could mean that the City may need to spend additional resources on code enforcement efforts to ensure that the rental housing is as well maintained as the owner-occupied housing.

Table 2-32

HOUSING TENURE: 2000					
	Occupied Housing Units	Owner-Occupied Units	%	Renter-Occupied Units	%
U.S.	105,480,101	69,815,753	66.2	35,664,348	33.8
Iowa	1,149,276	831,419	72.3	317,857	27.7
Dallas	15,584	11,897	76.3	3,687	23.7
Madison	5,326	4,152	78.0	1,174	22.0
Polk	149,112	102,621	68.8	46,491	31.2
Warren	14,708	11,758	79.9	2,950	20.1
WDM	19,826	12,306	62.1	7,520	37.9

Source: U.S. Census

In examining the mix and vacancy rates of the housing stock, a judgment can be made about the relative strength of the housing market for the area. A review of Table 2-33 shows that the vacancy rate for West Des Moines is relatively low at 4.8%. This rate is close to the vacancy rate of Polk County, which is 4.7%, and is lower than the State average of 6.8%.

Table 2-33

OCCUPIED AND VACANT HOUSING UNITS								
1990 and 2000								
	Total Housing Units		Housing Occupancy					
			Occupied Units		Vacant Units		Vacancy Rate	
	1990	2000	1990	2000	1990	2000	1990	2000
Iowa	1,143,669	1,232,511	1,064,325	1,149,276	79,344	83,235	6.9%	6.8%
WDM	13,668	20,815	12,974	19,826	694	989	5.1%	4.8%
Dallas	11,812	16,529	11,204	15,584	608	945	5.1%	5.7%
Madison	4,995	5,661	4,715	5,326	280	335	5.6%	5.9%
Polk	135,979	156,447	129,237	149,112	6,742	7,335	5.0%	4.7%
Warren	13,157	15,289	12,659	14,708	498	581	3.8%	3.8%

Source: U.S. Census

Table 2-34 illustrates that the percentage of owner-occupied single, detached housing units in West Des Moines is decreasing, while the percentage of owner-occupied single, attached housing units (townhomes) is increasing. This is most likely a reaction to the high cost of homes in West Des Moines and the demographic group (empty nesters and young singles) that townhomes tend to serve. Townhomes are more affordable, plus they do not require the added responsibility of

mowing, shoveling, and other home maintenance duties that first-time homebuyers, busy professionals, or empty nesters may want to avoid.

Tables 2-34 and 2-35 illustrate the type of rental unit that is available in West Des Moines. The majority of the rental units (over 70%) are buildings with ten or more units that were built after 1970. This contrasts with the State and Polk County where only 21% and 45% respectively of the units are in ten-unit or larger buildings. Again, this is reflective of West Des Moines being a newer employment center where young single and married people are looking for a place to live close to their job. And since the housing units are relatively newer compared to the state and Polk County, the lower vacancy rate as shown in Table 2-33 may also be explained.

Table 2-34

OCCUPIED UNITS PER STRUCTURE IN WEST DES MOINES 1990 and 2000				
Units in Structure	Owner-Occupied		Renter-Occupied	
	1990	2000	1990	2000
Single Detached Unit	84.4%	78.6%	11.1%	7.6%
Single Attached Including Row	6.5%	14.6%	1.9%	2.5%
2 to 4 units	1.7%	1.6%	3.3%	4.0%
5 to 9 units	1.8%	1.1%	12.5%	13.9%
10 to 19 units	0.5%	0.9%	25.3%	25.1%
20 to 49 units	1.5%	-0.6%	35.9%	32.7%
50 units or more	0.0%	0.3%	9.5%	14.1%
Mobile Home or Trailer	3.1%	2.3%	0.2%	0.1%
Other	0.5%	-	0.3%	0.0%

Source: U.S. Census

Table 2-35

YEAR STRUCTURE BUILT IN WEST DES MOINES (Occupied Structures Only) 1990 and 2000								
Year Structure Built	1990				2000			
	Owner-Occupied		Renter-Occupied		Owner-Occupied		Renter-Occupied	
	#	%	#	%	#	%	#	%
1939 or earlier	618	7.7	270	5.5	668	5.4	304	4.1
1940 to 1949	411	5.1	55	1.1	458	3.7	145	1.9
1950 to 1959	1306	16.2	210	4.3	1,303	10.6	282	3.8
1960 to 1969	1291	16.0	632	12.9	1,060	8.6	546	7.3
1970 to 1979	1575	19.5	1482	30.2	1,927	15.7	1,712	22.9
1980 to 1989	2869	35.6	2253	46.0	2,564	20.8	1,860	24.9
1990 to 1994	-	-	-	-	1,783	14.5	1,304	17.5
1995 to 1998	-	-	-	-	1,889	15.3	1,213	16.2
1999 to 2000	-	-	-	-	658	5.3	101	1.4

Source: U.S. Census

Housing Costs

The newer age of rental units is also reflected in the higher monthly gross rent paid for units in West Des Moines. Table 2-36 shows that a renter in West Des Moines paid over \$100 more for a unit in this City than they did in Polk County in general, and almost \$200 more than renters in the State on the average. In Iowa, the largest group of renters (at 19.7%) paid \$400 to \$499 for rent. In Polk County, the largest group (23.1%) paid between \$500 and \$599 for rent. While in West Des Moines, the largest group of renters (36.8%) paid \$700 to \$999 for their housing.

Tables 2-36 and 2-37 show that since 1990, the median monthly gross rent for the three jurisdictions has risen by \$134 in Iowa; \$137 in Polk County; and by \$148 in West Des Moines. These increases translate to a 39.9% increase in Iowa; a 31.4% increase in Polk County; and a 28.1% increase in West Des Moines.

Table 2-36

RENTAL RATES 2000						
Rates	Iowa		Polk County		West Des Moines	
	Number	Percent	Number	Percent	Number	Percent
With monthly cash rent	282,815	93.8%	45,228	97.5%	7,326	98%
Less than \$100	2,875	1.0%	217	0.5%	25	0.3%
\$100 to \$199	18,826	6.2%	1,643	3.5%	88	1.2%
\$200 to \$299	29,825	9.9%	1,965	4.2%	64	0.8%
\$300 to \$399	48,655	16.1%	3,894	8.4%	84	1.1%
\$400 to \$499	59,326	19.7%	6,938	15.0%	298	4.0%
\$500 to \$599	51,837	17.2%	10,697	23.1%	1,698	22.8%
\$600 to \$699	31,766	10.5%	8,240	17.8%	1,868	25.0%
\$700 to \$999	31,894	10.6%	9,622	20.8%	2,745	36.8%
\$1000 or more	7,811	2.6%	2,012	4.3%	456	6.1%
No cash rent	18,774	6.2%	1,136	2.5%	132	1.8%
Median monthly gross rent	\$470		\$574		\$674	

Source: U. S. Census

Table 2-38 shows the relative cost of housing in West Des Moines and surrounding areas. The median home, mortgage, and rent costs are higher in West Des Moines than the median rates in the nation, state or surrounding areas. Again, this is a reflection of the increased education, higher paying jobs, and more disposable income. With increased investment in property by private citizens sometimes come greater expectations for City services. A larger portion of a City's budget may need to be used on amenities, such as parks, trails, and libraries, as well as to infrastructure improvements and other needs such as roads, lighting, code enforcement, and emergency services to meet such expectations.

Table 2-37

RENTAL RATES 1990						
Rates	Iowa		Polk County		West Des Moines	
	Number	Percent	Number	Percent	Number	Percent
With monthly cash rent	271,478	95%	43,520	98%	4,776	98%
Less than \$100	5,012	2%	246	.6%	0	0%
\$100 to \$199	35,489	12%	2,441	5%	71	1%
\$200 to \$299	66,093	23%	4,662	10%	74	2%
\$300 to \$399	76,661	27%	9,457	21%	437	9%
\$400 to \$499	50,734	18%	12,848	29%	1,337	27%
\$500 to \$599	22,136	8%	7,700	17%	1,496	31%
\$600 to \$699	8,804	3%	3,477	8%	785	16%
\$700 to \$999	5,559	2%	2,278	5%	450	9%
\$1000 or more	990	0.4%	411	.9%	126	3%
No cash rent	14,265	5%	1,027	2%	119	2%
Median monthly gross rent	\$336		\$437		\$526	

Source: US Census

Table 2-38

SELECTED COMPARISON OF HOUSING COSTS IN MEDIAN DOLLARS 1990 and 2000						
	Median Gross Rent		Median Mortgage Cost		Median Home Value	
	1990	2000	1990	2000	1990	2000
U.S.	\$447	\$602	\$737	\$1,088	\$78,500	\$119,600
Iowa	\$336	\$470	\$553	\$829	\$45,500	\$82,500
Dallas County	\$336	\$529	\$613	\$1,079	\$49,300	\$108,000
Madison County	\$294	\$445	\$524	\$903	\$42,300	\$87,700
Polk County	\$437	\$574	\$683	\$1,007	\$59,300	\$103,100
Warren County	\$348	\$494	\$624	\$957	\$59,400	\$102,100
West Des Moines	\$526	\$674	\$904	\$1,236	\$90,100	\$140,600

Source: U.S. Census

As the housing costs in West Des Moines are higher than the counties and the state, so are the values of owner-occupied homes. As illustrated in Table 2-39, the median value of homes in West Des Moines (\$137,800) is 37.7% higher than the median value of homes in Polk County (at \$100,100), and 67.8% higher than the median value of homes in the state (at \$82,100). Table 2-40 illustrates the same information, but from 1990. The median value of homes in 1990 was \$90,100, which is about 34% higher than the median value of homes in Polk County (at \$59,300), and almost twice as high as the median value of homes in Iowa (at \$45,500). With

such high housing costs, affordable housing within the City of West Des Moines will become an issue that the City will need to examine if it wants to continue to offer a variety of housing options.

Table 2-39

VALUE OF OWNER OCCUPIED HOUSES							
2000							
Value	U.S.	Iowa	WDM	Dallas	Madison	Polk	Warren
Less than \$15,000	3.0%	1.7%	0.0%	3.4%	2.3%	0.3%	3.6%
\$15,000 to \$24,999	2.7%	3.1%	0.1%	2.6%	3.7%	0.8%	1.1%
\$25,000 to \$49,999	9.3%	15.6%	1.3%	9.5%	10.3%	7.3%	4.4%
\$50,000 to \$79,999	16.4%	27.1%	7.3%	15.0%	19.6%	20.7%	14.9%
\$80,000 to \$99,999	13.2%	18.2%	11.5%	16.7%	19.2%	18.8%	24.1%
\$100,000 to \$124,999	11.5%	12.0%	17.6%	11.7%	13.2%	17.4%	18.0%
\$125,000 to \$149,999	10.3%	8.1%	21.5%	10.7%	10.4%	12.7%	11.9%
\$150,000 to \$174,999	7.8%	4.9%	14.6%	7.8%	5.2%	7.5%	8.5%
\$175,000 to \$199,999	5.6%	3.1%	7.8%	6.6%	3.4%	4.8%	4.8%
\$200,000 to \$249,999	6.8%	2.9%	8.9%	5.3%	5.3%	4.6%	4.6%
\$250,000 to \$299,999	4.4%	1.5%	4.1%	3.3%	3.4%	2.1%	2.2%
\$300,000 to \$399,999	4.2%	1.0%	3.5%	4.5%	2.3%	1.9%	0.9%
\$400,000 to \$499,999	2.0%	0.4%	1.3%	1.6%	0.5%	0.6%	0.5%
\$500,000 or more	3.0%	0.3%	1.6%	1.2%	1.3%	0.5%	0.5%
Owners w/a mortgage	70.0%	62.8%	82.0%	74.8%	64.4%	75.3%	74.0%
Owners w/out a mortgage	30.0%	37.2%	18.0%	25.2%	35.6%	24.7%	26.0%
Median value	\$111,800	\$82,100	\$137,800	\$105,800	\$93,300	\$100,100	\$102,600

Source: U. S. Census

The two tables also show that of the compared jurisdictions, West Des Moines has the highest percentage of people with a mortgage. According to the 2000 Census, 82% of homeowners in West Des Moines had a mortgage, while about 70% of Americans and 63% of Iowans held a mortgage. This number is most likely a reflection of the younger families in West Des Moines who have recently purchased homes or other families who have recently moved to West Des Moines and have not yet had the benefit of time to pay off the mortgage on their home. This number may also reflect the higher value of homes, and therefore the additional time it takes to pay off the mortgage.

A comparison of Tables 2-39 and 2-40 also illustrates that the percentage of people with mortgages is increasing in the state, Polk County, and West Des Moines.

Table 2-40

VALUE OF OWNER OCCUPIED HOUSES							
1990							
Value	U.S.	Iowa	WDM	Dallas	Madison	Polk	Warren
Less than \$15,000	2.7%	7.18%	0.00%	4.8%	7.8%	1.47%	1.2%
\$15,000 to \$24,999	4.1%	11.12%	1.31%	11.4%	12.3%	4.86%	3.2%
\$25,000 to \$49,999	18.9%	38.13%	8.42%	34.6%	42.6%	29.48%	23.8%
\$50,000 to \$74,999	22.0%	27.19%	23.80%	30.7%	29.1%	35.47%	51.6%
\$75,000 to \$99,999	15.6%	9.61%	27.19%	9.7%	5.9%	15.20%	13.4%
\$100,000 to \$124,999	8.4%	3.21%	17.54%	4.0%	0.9%	6.45%	4.7%
\$125,000 to \$149,999	6.6%	1.59%	6.92%	2.0%	0.8%	2.86%	1.4%
\$150,000 to \$174,999	5.1%	0.79%	5.36%	1.5%	0.3%	1.58%	0.5%
\$175,000 to \$199,999	3.8%	0.40%	2.93%	0.4%	0.2%	0.87%	0.0%
\$200,000 to \$249,999	4.6%	0.42%	2.92%	0.3%	0.0%	0.88%	0.3%
\$250,000 to \$299,999	2.8%	0.18%	1.77%	0.1%	0.0%	0.41%	0.0%
\$300,000 to \$399,999	2.7%	0.12%	1.62%	0.0%	0.0%	0.36%	0.1%
\$400,000 to \$499,999	1.1%	0.02%	0.07%	0.2%	0.0%	0.04%	0.0%
\$500,000 or more	1.5%	0.03%	0.14%	0.3%	0.2%	0.07%	0.0%
Owners w/ mortgage	65.4%	55.8%	78.7%	62.1%	50.6%	69.5%	72.7%
Owners w/out mortgage	34.6%	44.2%	21.3%	37.9%	49.4%	30.5%	27.3%
Median value	\$78,500	\$45,500	\$90,100	\$49,300	\$42,300	\$59,300	\$59,400

Source: US Census

Table 2-41 illustrates what percentage of their monthly income people spend on owner-occupied housing. Typically, financial advisors suggest spending less than 30% of monthly income on housing. Although West Des Moines has fairly high housing costs, the percentage of people who pay more than 30% of their income on housing is less than the national average, though it is higher than the state average.

Table 2-41

PERCENTAGE OF POPULATION PAYING PERCENTAGE OF MONTHLY INCOME TO MORTGAGE - 1999							
	US	Iowa	Dallas	Madison	Polk	Warren	WDM
< 10%	19.2%	23.8%	16.7%	19.7%	16.6%	18.6%	15.4%
10-14%	17.3%	21.4%	19.0%	18.3%	19.4%	20.7%	18.3%
15-19%	17.5%	19.2%	20.5%	19.0%	20.7%	20.1%	21.9%
20-24%	13.9%	13.3%	15.5%	13.6%	15.9%	15.7%	16.7%
25-29%	9.4%	7.7%	9.6%	8.5%	9.8%	9.8%	10.8%
30-34%	6.0%	4.4%	6.2%	6.3%	5.5%	5.1%	5.22%
35-39%	3.9%	2.7%	3.5%	4.1%	3.5%	2.6%	4.1%
40-49%	4.3%	2.7%	3.4%	4.4%	3.2%	2.7%	3.2%
50% +	7.6%	4.2%	5.1%	6.0%	5.0%	4.5%	4.0%
NA	0.8%	0.5%	0.5%	0.2%	0.4%	0.4%	0.4%
30%+	21.8%	14.1%	18.2%	20.8%	17.2%	14.8%	16.5%

Source: US Census

Table 2-42 illustrates the high mobility of West Des Moines residents compared to the nation, state, and surrounding counties. The data shows that in general, Iowans, including citizens of West Des Moines, tend to remain in their state of birth more often than the national average. Nationwide, 60% of Americans live in the state in which they were born. In Iowa the rate is 74.8%, while in West Des Moines, the rate is 64.3%, which is lower than the percentage in the state or surrounding counties, but still higher than the national rate. However, while the majority of the citizens of West Des Moines may be from Iowa, they are rather mobile. The 2000 census shows that only 39.8% of West Des Moines citizens lived in the same house as they did five years prior. This reflects the fact that the City is growing and is getting new residents, and also helps to explain the high percentage of mortgages shown in Tables 2-38 and 2-39.

Table 2-42

LOCATION OF RESIDENCE		
2000		
	Same State as Birth	Same House as 1995
United States	60.0%	54.1%
Iowa	74.8%	56.9%
WDM	64.3%	39.8%
Dallas County	74.9%	52.2%
Polk County	71.2%	49.8%
Warren County	80.6%	60.7%
Madison County	82.4%	59.9%

Source: 2000 US Census

Table 2-43 is a listing of the incorporated places with over 2,500 in population with the highest median value in homes for both 1990 and 2000. West Des Moines has remained third in the state behind Johnston and Clive.

Table 2-43

TOP 15 IOWA CITIES				
MEDIAN HOME VALUE OF OWNER OCCUPIED HOUSES				
1990 and 2000				
	1990		2000	
1	Clive (DM)	\$104,500	Johnston (DM)	\$188,300
2	Johnston (DM)	\$96,000	Clive (DM)	\$180,700
3	West Des Moines (DM)	\$90,100	West Des Moines (DM)	\$140,600
4	Urbandale (DM)	\$86,500	Urbandale (DM)	\$133,100
5	Iowa City	\$78,400	Waukee (DM)	\$132,000
6	Windsor Heights (DM)	\$77,500	Eldridge	\$131,900
7	Coralville (IC)	\$72,600	Ames	\$130,900
8	Ames	\$72,300	Ankeny (DM)	\$128,600
9	Ankeny (DM)	\$70,200	Iowa City	\$128,300
10	Pleasant Hill (DM)	\$67,600	Coralville (IC)	\$127,200

Source: US Census; DM = within Des Moines metropolitan area; IC = within Iowa City metropolitan area

Construction Activity

Since the late 1970's the City has transitioned from primarily a bedroom community of Des Moines to the point where it is now a major employment center. This is born out by the pace of construction activity. During the mid to late 1980's the value of construction sharply increased with an all-time high of over \$101,780,000 in 1988. The trend continued with another record-breaking year in 1992 with over \$94,500,000 worth of permits being issued. By the 2000's, each year's construction total topped the previous year. Table 2-44 shows the increase in construction activity by decade, with the individual years in 2000 listed separately. With the construction of Jordan Creek Town Center during the 2003-2004 construction year, the value of construction built in the City continued to climb. The 2003 construction year saw the highest value ever experienced by the City, but 2004 surpassed the benchmark set in 2003, due in large part to the Wells Fargo project.

Table 2-44

CITY OF WEST DES MOINES VALUE OF CONSTRUCTION 1953-PRESENT	
Year	Value of Construction
1953-1959	\$25,644,696
1960-1969	\$57,191,603
1970-1979	\$200,920,853
1980-1989	\$515,883,530
1990-1999	\$1,165,767,130
2000	\$110,819,476
2001	\$160,202,428
2002	\$171,167,853
2003	\$255,989,203
2004	\$363,813,418
2005	\$176,762,250
2006	\$179,052,330
2007	\$192,440,761
2008	\$490,098,655
2009	\$82,767,511
2000-2009	\$2,183,113,885
Total	\$4,148,521,697
Yearly Average	\$72,781,082

Source: City of West Des Moines Development Services Department

A large portion of the high dollar amounts in Table 2-44 come from the commercial construction activity in the City. Table 2-45 further illustrates the commercial activity in West Des Moines. The tax-exempt construction projects are listed separately as their construction value does not become part of the City's tax base.

Table 2-45

ANNUAL COMMERCIAL AND TAX-EXEMPT CONSTRUCTION VALUE IN WEST DES MOINES 1961-PRESENT		
Year	Commercial	Tax-Exempt
1961-1969	\$13,486,098	\$7,635,168
1970-1979	\$97,322,744	\$9,802,284
1980-1989	\$174,352,612	\$15,642,633
1990-1999	\$370,271,450	\$66,037,684
2000	\$18,257,525	\$10,569,970
2001	\$59,704,524	\$9,730,781
2002	\$15,274,732	\$19,858,293
2003	\$146,511,627	\$24,109,380
2004	\$287,631,919	\$5,063,900
2005	\$86,878,860	\$21,648,775
2006	\$91,336,617	\$29,219,541
2007	\$115,835,689	\$36,444
2008	\$221,078,052	\$153,217,160
2009	\$14,011,785	\$633,183
Total	\$1,711,954,234	\$373,205,196
Annual Average	\$34,937,842	\$7,616,432

Source: City of West Des Moines Development Services Department

The aggregate dollar amounts listed in Table 2-44 and 2-45 are further broken down by square foot and by type of construction activity shown in Table 2-46. The relative changes from year to year in the total amount of construction for a particular sector is reflective of the nature of new construction where new square footage is added, which then causes vacancy rates to go up. Once vacancy rates start to go down, then new square footage is added.

Table 2-46

CITY OF WEST DES MOINES COMMERCIAL AND INDUSTRIAL CONSTRUCTION 1978-PRESENT				
Year	General Commercial	Professional Office	Industrial	Total
1978	102,882	370,159	5,120	478,161
1979	109,591	107,477	33,750	250,818
1980	29,300	133,557	120,266	283,123
1981	15,648	25,704	67,170	108,522
1982	8,500	116,146	85,947	210,593
1983	146,756	320,609	0	467,365
1984	32,500	159,150	40,160	231,810
1985	417,996	342,097	12,470	772,563
1986	80,772	315,435	22,246	418,453
1987	50,000	353,670	3,504	407,174
1988	44,524	472,191	17,225	533,940
1989	8,744	92,268	0	101,012
1990	21,496	322,755	37,484	381,735
1991	16,645	77,244	5,594	499,483
1992	102,718	124,406	10,068	237,192
1993	49,677	291,504	22,600	363,781
1994	119,301	275,130	184,200	578,631
1995	383,123	68,144	27,794	479,061
1996	117,920	195,303	600	313,823
1997	592,758	83,483	41,748	817,389
1998	68,518	334,572	62,375	565,465
1999	135,314	542,583	24,000	701,897
2000	61,620	70,028	56,859	188,507
2001	218,529	302,496	18,300	539,325
2002	33,108	0	0	33,108
2003	1,715,062	165,342	720	1,881,124
2004	425,877	1,506,421	0	1,932,298
2005	440,636	302,362	19,200	762,198
2006	338,067	206,042	168,350	762,459
2007	560,568	580,502	0	1,141,070
2008	98,316	1,658,833	0	1,757,149
2009	18,600	21,558	2,300	42,458
Total	6,565,066	9,937,171	1,090,050	18,241,687
Yearly Average	205,158	310,537	34,064	570,053

All Figures expressed in square feet

Source: City of West Des Moines Development Services Department

Population Projections

Determining the anticipated scale of change is crucial to understanding the City's future. This is done by projecting future population, employment and land use. Cycles in the economy and changes in the policies of West Des Moines and neighboring communities can alter expectations within the City. However, the ability to provide adequate and cost effective services in coming years is based on planning for them now.

In order to project growth for West Des Moines toward the year 2030 planning horizon, three population projection methods were considered. By utilizing more than one projection method, a range of outcomes is established to form a frame for a more detailed estimate. The three projection methods are described below.

Scenario 1 is based upon population growth over a period of time from 1960 to 2000 and is essentially a straight line projection. This estimate assumes that the population increases that have been experienced in the past will continue in future years. The average rate of growth for the ten year increments between 1960 and 2000 was 40.5%. This percentage increase was applied to the next ten year increments. This projection predicts a population of 65,196 in 2010; a population of 91,601 in 2020; and a population of 128,699 in 2030 using the annual average rate of growth.

Scenario 2 like Scenario 1 is based on historical population trends of West Des Moines and the assumption that growth related factors will remain constant. However, this analysis is based on the growth trends from the more recent future, rather than more long-term trends. This forecast assumes that the City of West Des Moines will grow at the same rate as the average growth rate of the last two decades, which is 45.6%. This growth projection method predicts a population of 67,563 in 2010; a population of 94,926 in 2020; and a population of 133,371 in 2030.

Scenario 3 was developed by the Des Moines Area Metropolitan Planning Organization (MPO). The MPO used a methodology known as the Shift Share technique to calculate employment forecasts, which were then used to forecast population, with an assumed set of circumstances known as the Growth Scenario. The Shift Share technique derives local projections from national projections, assuming a proportional relationship between the employment economy of the nation and that of the Des Moines metropolitan area. Some adjustments were made for more highly represented local industries, such as insurance, transportation, and agriculture. Population forecasts for the MPO planning area were then derived from the employment forecasts. Once the overall increase in population for the MPO planning area was calculated, the MPO employed the Growth Scenario to determine in which areas the metro-wide growth would occur. The Growth Scenario theory divided the MPO planning area into three basic divisions based on Urban Spatial Structure geography and concentric ring theory (the Core, the Inner Ring, and the Outer Ring) and then further divided the MPO planning area into eleven subareas. Based on a set of circumstances that the MPO identified as factors that could lead or influence growth, the MPO assigned increases in population and employment projections to each subarea and then asked the jurisdictions in each subarea to determine where that amount of growth would occur within the subarea. This projection shows an estimated population of 62,821 in 2010, an estimated population of 71,863 in 2020; and estimated population of 83,493 in 2030.

While each forecast methodology has its advantages, for the purposes of this Comprehensive Plan, Scenarios 1 and 2 more closely reflect the history and potential seen in West Des Moines.

Table 2-47

POPULATION PROJECTIONS				
Year	Scenario 1 Growth Rate	Scenario 2 Historical	Scenario 3 MPO Estimates	Full Build-Out
2010	65,196	67,563	61,564	183,731
2020	91,601	94,926	71,857	
2030	128,699	133,371	83,493	

CHAPTER 3

GOALS and POLICIES

Philosophy Statement

While the following goals are written for the City of West Des Moines in particular, it is recognized that the City is part of a larger metropolitan area. Many of the following goals and policies may be achieved more efficiently and more holistically through a spirit of cooperation with neighboring communities. The City proposes to work with metropolitan-wide communities, where feasible and beneficial to the City, to achieve the City's goals, as well as to further improve the metropolitan area, as a whole.

GOALS AND POLICIES

In order to direct the growth and development of the City, a number of policies were established to be used as a framework for the future decisions of the City. The policies represent a synthesis of the input from the various groups and individuals and reflect the concerns, values, and desires of the community relating to the quantity, character, and location of West Des Moines growth and development. These policies were developed through a series of reviews that started with the Comprehensive Plan Citizens Advisory Committee, moved through the Plan and Zoning Commission, and, finally, were approved by the City Council.

The Policies presented on the following pages should be utilized by the Plan and Zoning Commission, the Board of Adjustment, the City Council, City staff, and others involved in making decisions regarding the future growth and development of the City of West Des Moines.

As important as the Policies themselves, the implementation or application of the Policies cannot be over emphasized. The Policies will be implemented by the Planning and Zoning Commission, the Board of Adjustment, City Council, and City staff, through their decision making process. Any and all other individuals or groups within the community participating in, or impacting, the future growth and development of the City should as well utilize the Policies as a guide in their activities. Implementation methods will include the enforcement and amendment of various City ordinances and growth management tools, such as the Zoning Ordinance and official zoning map, the Subdivision Ordinance, Capital Improvements Programming, annexation, and utility extension policies. The specific Policies themselves should remain a current statement of community preferences and should be reviewed and updated as needed. As the community's values and goals change, the official Policies should also change to reflect those changes in community preferences.

This section is organized to connect the policies with the Goals of the Comprehensive Plan. There are nine (9) goals developed for the Comprehensive Plan. For each goal, policies specific to that goal will be listed.

GOAL 1

ENCOURAGE THE FUTURE DEVELOPMENT AND REVITALIZATION OF THE CITY WITH SOUND PLANNING PRINCIPLES AND HIGH QUALITY DESIGN STANDARDS FOR THE UTILIZATION OF THE LAND TO ITS HIGHEST AND BEST USE WHILE RESPECTING EXISTING USES, AND THE NATURAL, PHYSICAL AND OTHER CONSTRAINTS ON A PROPERTY.

- Policy 1.1** The City shall continue to institute programs, standards, and policies that work towards bringing blighted, deteriorated, and/or non-conforming or sub-standard properties into compliance.
- Policy 1.2** When appropriate, the City should enter into partnerships with private and public organizations to effectuate the development and revitalization of the city.
- Policy 1.3** In Valley Junction, the City shall discourage the encroachment of the commercial activities outside of the commercially designated areas. The architecture of commercial buildings should be designed with the historic character of Valley Junction in mind.
- Policy 1.4** The City shall encourage the preservation of significant historical, natural, and cultural sites and other unique landmarks.
- Policy 1.5** Where appropriate, buffers should be utilized for transitioning between incompatible land uses and to buffer residential areas from major transportation corridors.
- Policy 1.6** The City shall seek to limit the impact of nuisance noise sources upon residential and noise sensitive areas through project design review.
- Policy 1.7** Employment centers and commercial development should be directed into architectural groupings, with unified site design to enhance their identity. They should be in close proximity to higher density residential areas, major transportation nodes/freeways, to facilitate traffic and pedestrian circulation.
- Policy 1.8** Commercial areas shall be located and designed in accordance with their intended purpose and service area.
- Policy 1.9** Any future development of a regional shopping center or other high traffic generator within the Planning Area should have reasonable, safe, and convenient access to freeways.
- Policy 1.10** The City's building projects shall meet the same high standards that it requires of others and serve as an example to others for these standards.

- Policy 1.11** As a part of the Development Review Process, the City shall seek to maintain and improve the visual appeal of the community by ensuring proposed developments will provide site and building design that respects the existing patterns, context, and character of the vicinity.
- Policy 1.12** The City shall strive to bring existing developed properties into compliance with current codes, standards, regulations, and policy or consider alternative methods of addressing development standards that do not meet the required standard, but achieve the original intent of the code or ordinance.
- Policy 1.13** Anyone, including, but not limited to, the City, seeking to make a change in the Comprehensive Plan, shall bear the burden to show that there has been a sufficient change in the circumstances (as described in Chapter 6) which shall warrant such change in the Comprehensive Plan.
- Policy 1.14** Ashworth Road, between 4th Street and Jordan Creek Parkway should predominantly consist of single-family detached residential uses.

GOAL 2

MAINTAIN AND MAXIMIZE THE PROVISION OF ALL MUNICIPAL AND SUPPORT SERVICES FOR THE EXISTING AND DEVELOPING COMMUNITY TO PROTECT THE HEALTH, SAFETY AND WELFARE OF THE CITIZENS.

- Policy 2.1** The City shall annually prepare a Capital Improvements Plan in cooperation with other entities.
- Policy 2.2** The City shall maintain the quality of public infrastructure, City services and facilities in existing portions of the City in a manner that emphasizes fiscal responsibility.
- Policy 2.3** Utilities and municipal services shall be in general conformance with the Comprehensive Plan.
- Policy 2.4** Developers shall provide public and private improvements and amenities, including public easements and rights-of-way in accordance with the City's codes, standards, regulations, and policy.
- Policy 2.5** New developments shall not exceed the capacity of the private and public utility, streets, and service infrastructure to provide services at safe and adequate levels, unless the inadequacy of the infrastructure is concurrently mitigated.
- Policy 2.6** As the City grows and develops, the City shall be committed to maintaining appropriate service levels, and to maintaining existing infrastructure.
- Policy 2.7** "Leap frog" development is discouraged. Developments beyond the urban fringe shall be responsible for all costs associated with the extension of utilities and infrastructure in order to not subject the City and undeveloped intervening properties with the costs associated with the extension of the infrastructure improvements and services; but in limited cases where the City determines that certain development projects will provide needed economic and community development opportunity benefits to the City, the City may bear additional costs of extending infrastructure improvements and services to such areas, especially where the physical scope of such projects requires its placement at or beyond the urban fringe.
- Policy 2.8** Individual on site sewage disposal systems may be permitted when connection to the public system is not economically feasible. In such cases, the soils of the lots shall be satisfactory and the size of proposed lots that may be approved for development shall be large enough that the health and welfare conditions of the surrounding area are not adversely affected. The installation of dry sewers to serve the future sewer needs of the development and agreements and waivers for future sewer assessments shall be required unless otherwise waived. The City shall establish sanitary sewer fee districts where determined to be appropriate to facilitate the construction of sanitary trunk sewers.
- Policy 2.9** All utilities within any public right-of-way shall be installed in accordance with City

design standards and specifications to protect the integrity of the right-of-way and other public improvements.

- Policy 2.10** Where any utility service line is presently or in the future placed anywhere in the corporate limits of the City, either as now existing or hereafter extended, and not within a public street or street right of way, the utility shall provide the City a description of the intended route for such line and shall consult with the City regarding the consistency of the proposed line placement with the Comprehensive Plan and street plan of the City regarding the construction of infrastructure and street placement. The City and the utility shall seek to coordinate placement of the line to minimize cost to both the utility and the City.
- Policy 2.11** The City shall require occupants of the City’s right-of-way to work with the City to preserve corridors for future utilities and other needs of the community.
- Policy 2.12** The City shall coordinate with the water utility to ensure the supply, distribution and storage of water meets all domestic, industrial and fire fighting requirements.
- Policy 2.13** The City shall require a stormwater management plan which meets the current adopted design standards
- Policy 2.14** The City shall encourage means of stormwater management through innovative site design elements that would mitigate the incidents of flooding and reduces the volume of water that leaves a site.
- Policy 2.15** As a part of the development review process, the City shall review and evaluate proposed projects for their vulnerability for fire, security, and accessibility during emergencies.
- Policy 2.16** The City shall strongly encourage public-involvement in crime-prevention programs. New developments should be designed to facilitate neighborhood surveillance for safety.
- Policy 2.17** The City should coordinate with the affected school districts to identify and plan for school sites consistent with the ultimate population and land use patterns.
- Policy 2.18** Whenever the density of a development permits, the City should encourage the philosophy of elementary neighborhood schools and should discourage the location of these schools on roadways with a functional classification of major arterial and above.
- Policy 2.19** When making land use and zoning decisions, the City should work with the appropriate School District to locate only residential uses within 3/8 mile of elementary public schools.

GOAL 3

ENCOURAGE ECONOMIC DEVELOPMENT THROUGH BUSINESS ATTRACTION, RETENTION, ENTREPRENEURSHIP, AND EXPANSION THAT WILL BENEFIT THE COMMUNITY BY PROVIDING A DIVERSE ECONOMY, NEW EMPLOYMENT OPPORTUNITIES, AND A BALANCED TAX BASE.

- Policy 3.1** The City, in conjunction with other entities, should develop a program to market the City's unique location and characteristics.
- Policy 3.2** The City, in conjunction with local development groups, shall encourage the retention and expansion of existing businesses.
- Policy 3.3** The City in cooperation with local civic leaders, developers and existing firms shall in recruiting and retaining businesses, target those companies that utilize the skills of the City's residents, provide the greatest number of high quality jobs and provide the widest variety of jobs from entry level to executive level, without an unreasonable amount of adverse impact upon the environment and the tax base of the community.
- Policy 3.4** The City should provide information and assistance to companies wanting to relocate or expand existing operations in West Des Moines.
- Policy 3.5** The City should minimize the property tax burden for citizens by encouraging the development of uses that meet the needs of local residents, increase tax revenues and provide local employment.
- Policy 3.6** The City should encourage economic development in accordance with the Comprehensive Plan by forming public/private partnerships where appropriate.
- Policy 3.7** The City should encourage the revitalization and redevelopment of obsolete or declining commercial and industrial areas.
- Policy 3.8** The City should focus on building and maintaining a strong business climate, diverse employment base, and quality of life.
- Policy 3.9** The City shall encourage the development of appropriate facilities for incubator space and for small - to - medium-sized businesses.
- Policy 3.10** The City should explore opportunities to further enhance the existing cluster of health-care related uses within the City.
- Policy 3.11** The City should build upon its location, educated work force, and high-tech partners to attract complementary educational institutions and businesses.

- Policy 3.12** The City should endeavor to foster entrepreneurial activities and small business expansion.
- Policy 3.13** The City should seek to strengthen its ties with the educational community, and leverage our educational advantages in promoting the City.
- Policy 3.14** The City should strive to implement the 2010 Economic Development Plan Update to forward the City’s goals and policies regarding economic development.

GOAL 4

MAINTAIN THE FINANCIAL CONDITION OF THE CITY THROUGH SOUND LONG-RANGE BUDGETING AND FINANCIAL PLANNING.

- Policy 4.1** City staff and officials shall continue to develop and maintain a long-term financial plan for the City that emphasizes fiscal responsibility.
- Policy 4.2** The City shall maintain adequate general fund reserves to ensure financial liquidity and to provide a source of revenue for emergencies.
- Policy 4.3** The City shall maintain its Aaa rating by Moody’s and its AAA rating by Standard & Poor’s.
- Policy 4.4** The City shall develop and adopt operating budgets that balance recurring revenues and expenditures. To the extent general fund reserves exceed targeted levels, the planned use of the reserves may be incorporated into the budget process, and/or set up as reserve accounts, as applicable.
- Policy 4.5** The City shall develop and annually update a multi-year capital improvement plan to facilitate a comprehensive approach to long-range planning.
- Policy 4.6** The term of debt issued to fund capital projects shall not exceed the expected useful life of the projects or the improvements.
- Policy 4.7** The City should strive to have a strong commercial and industrial base in order to relieve the property tax burden on residential property owners.
- Policy 4.8** The City shall not overextend the provision of services, either in quantity or quality, to such a degree that the improvements represent an unreasonable long-term cost to the City or to the taxpayers.

GOAL 5

PROVIDE FOR ORDERLY GROWTH AND DEVELOPMENT OF THE CITY, WHILE VALUING OUR NEIGHBORHOODS AND PROMOTING A SENSE OF COMMUNITY.

- Policy 5.1** The City should assure high quality future development and redevelopment.
- Policy 5.2** The annexation of adjacent areas shall be strategically undertaken by the City in a fiscally responsible manner and analyzed on a case by case basis.
- Policy 5.3** The architecture of new development shall create or reinforce a neighborhood identity and be compatible with the quality and character of the City.
- Policy 5.4** The City should promote residential rehabilitation, redevelopment, and maintenance programs throughout the community to enable housing for low and moderate income families and to prevent neighborhood decline.
- Policy 5.5** In order to sustain a balanced community, the City should encourage the provision of a wide choice of housing in a range of styles, types, (both single- and multiple-family) densities, prices, and amenities.
- Policy 5.6** The City should encourage owner occupied residential dwellings as a housing priority in the City, while still providing for a balance of residential rental dwellings as an option.
- Policy 5.7** The City should encourage and promote the provision of affordable retirement, senior, and/or elderly housing needs and their related health care facilities.
- Policy 5.8** The City should encourage and promote the availability of complete state-of-the-art health and emergency services in the City.
- Policy 5.9** At locations which serve as gateways to the community, are highly visible, and may establish a first impression of the community, special emphasis shall be given to determining what uses will be allowed and maintaining a higher quality development standard.
- Policy 5.10** The City should continue to enhance the community's residential character through the establishment of neighborhood parks, the support of the philosophy of neighborhood elementary schools, and the support of neighborhood commercial areas.
- Policy 5.11** The overall arrangement of land uses should be designed to emphasize neighborhood identities based on geographic criteria to facilitate public association and participation.

- Policy 5.12** The design of new development shall provide some sense of uniqueness through elements placement, architectural and aesthetic features, and the treatment of the site to aid neighborhood identity. Natural boundaries that help delineate neighborhoods shall be protected and emphasized.
- Policy 5.13** The City shall be cognizant of existing residential neighborhoods when making land use and zoning decisions that could affect the quality and character of a neighborhood.
- Policy 5.14** Physical barriers, such as streams, valleys, interstate highways, major arterial roadways, and significant topographical variations etc., shall be utilized to eliminate or minimize adverse effects of adjacent land uses, and to aid the residential community in retaining its individual identity.
- Policy 5.15** The City should continue to encourage opportunities for citizen involvement in City government.
- Policy 5.16** The City shall continue to improve and expand the ongoing communication to keep citizens informed about City government activities and pending community issues.
- Policy 5.17** Pedestrian access from residential areas to and between employment, retail, recreational, and commercial centers shall be required.

GOAL 6

PROVIDE FOR THE SAFE AND EFFICIENT MOVEMENT OF PEOPLE, GOODS, AND SERVICES THROUGHOUT THE CITY.

- Policy 6.1** The City shall formalize procedures by which developers of projects or as part of the development of vacant land, or as part of the expansion of use (not to include room additions or accessory structures for single family dwellings) on developed land, that the developer or owner will contribute proportionally to the costs of improvements to transportation facilities necessary to accommodate the proposed development. The City may participate in infrastructure improvements for projects of significant importance to the City.
- Policy 6.2** Local streets shall be designed to discourage high speeds through residential neighborhoods.
- Policy 6.3** New private streets shall only be permitted for streets with a functional classification of Local Street. Private streets shall not be allowed where the functional classification of the street is collector or arterial. It is recommended that private streets be designed to the same performance standards as public streets with a local street functional classification. Private street shall operate, function and be maintained in a similar manner to public streets. Marking and signing of private streets shall be in accordance with the current version of the Manual of Uniform Traffic Control devices. The owner of the private street has the responsibility to comply with these requirements.
- Policy 6.4** The City actively shall promote the completion of the arterial street system through the elimination of sub-standard width segments and the construction of missing links.
- Policy 6.5** The City shall strive to have all street segments and intersections operate at a Level of Service "D" (as described in Chapter 5, Page 5,) or better from the present through full build-out.
- Policy 6.6** The City may accept and approve variations of cross-sections based upon sound engineering practices and the recommendations of the City Engineer, for the purposes of meeting other Comprehensive Plan policies or other reasons deemed appropriate by the City
- Policy 6.7** High intensity land uses should be located adjacent to major transportation routes and the City should strongly discourage primary vehicular access for higher intensity development through lower intensity development.
- Policy 6.8** To ensure the smooth and safe flow of vehicles, pedestrians, and bicycles, access points onto streets should be safe, properly designed, and limited in number and location.

Policy 6.9 Street trees, landscaping elements, pedestrian facilities, and bicycle facilities shall be incorporated into street designs where appropriate.

Policy 6.10 The City should consider the interface with local, regional, state, and federal transportation systems when making modifications to local transportation systems and strive to be consistent and coordinated between the systems.

Policy 6.11 The City shall endeavor to protect from encroachment those corridors that hold potential for future public use and sites which hold potential for joint public/private development that is supportive of such use. It is acknowledged that precise alignments and site identification will require additional study beyond that provided in this document. These studies will include a determination of needs prior to being established. Public input will be received at the time of establishment in accordance with the City's codes, standards, regulations and policies.

The City acknowledges that the best current available information indicates that at some indeterminate point in time the future street segments in areas noted with asterisks on the Ultimate Street Circulation Map, probably will be required to be constructed. The exact timing of the construction, the precise location of the improvements, and the scope of the work has not been determined at the time this plan was approved. It is the current Council's intent to acknowledge that prior to the determination of precise alignments and the construction of these improvements, the need for these improvements be established, as well as all the detailed engineering and statutory studies be performed. Public input will be received in accordance with the statutory requirements at that point in time.

Policy 6.12 The City should work with the appropriate agencies to identify transportation improvements that will contribute to the improvement of air quality.

Policy 6.13 The City should maximize the use of available state and federal transportation funds to realize the goals and recommendations of this Plan.

Policy 6.14 The City shall require a Master Plan for major development proposals in developed areas which include areas contiguous to the proposed development. Master plans shall include street circulation plans within and adjacent to the development which show the functional hierarchy of streets, access points, and future roadway connections. Master Plans should show a respect for the land and represent the least amount of grading possible to achieve the desired development.

Policy 6.15 The City should encourage options for commuter travel into, out of, and through the City.

Policy 6.16 The City should evaluate the mass transit needs and other transit options of its citizens and businesses and pursue the appropriate public and private relationships to provide its citizens and businesses with transit options within the City, throughout the metropolitan area, the region and the state.

- Policy 6.17** The City shall work to reduce peak hour congestion by using proper land use planning, operational improvements, and enhancing alternate modes, such as walking, bicycling, and non-motorized vehicles, to more efficiently use existing roadway capacity.
- Policy 6.18** The City shall strive to continuously improve traffic safety.
- Policy 6.19** The City shall provide for an orderly and comprehensive sidewalk/multi purpose trail system in existing and new development that will safeguard the public health, safety, and general welfare.
- Policy 6.20** The City shall strive to integrate transportation projects into the context or setting in a sensitive manner through careful planning, consideration of different perspectives, and tailoring designs to particular project circumstances.
- Policy 6.21** As part of the development of vacant land or as part of an expansion of use on developed land, but not including the construction of room additions or other accessory structures appurtenant to an existing single-family dwelling, the property owner or developer shall dedicate, widen, and/or extend and construct their proportional share of street and parkway improvements (including necessary drainage structures) on-site and/or off-site improvements reasonably related to the project according to standards set forth in the Circulation Table and City standards.
- Policy 6.22** Streets serving a development shall be of adequate design construction to handle the mix and volume of traffic, and shall be of adequate horizontal and vertical alignment to ensure safe movement, with adequate sight distances around curves and on hills for the anticipated speeds and traffic volumes. A traffic study will be required in accordance with City standards and policies for each development proposal.
- Policy 6.23** Primary accesses for higher intensity development through lower intensity development should be strongly discouraged.
- Policy 6.24** Secondary access to a side street shall be required for major commercial or multi-family projects located in the middle of a block adjacent to a limited-access arterial.
- Policy 6.25** The internal circulation pattern for streets within and adjacent to a development shall be reviewed to ensure an appropriate functional hierarchy of streets and appropriate linkages between major activity areas within and abutting the development.
- Policy 6.26** Adequate street stubs for future roadway connections shall be provided in subdivision and site plan developments.

GOAL 7

PROVIDE RESIDENTS WITH THE OPPORTUNITY TO PARTICIPATE IN A RANGE OF PARK AND RECREATIONAL ACTIVITIES IN A SAFE, CONVENIENT, AND AESTHETICALLY PLEASING ENVIRONMENT.

- Policy 7.1** Adequate pedestrian and bikeway facilities shall be provided for all existing, expanded, and new developments, regardless of the type of use, intensity, or zoning classification, to emphasize continuity of the system.
- Policy 7.2** The City shall provide properly designed and maintained pedestrian and bikeway facilities to ensure the safe movement of people. The use of underpasses or overpasses should be encouraged at crossing points with arterial streets, interstate crossings, railroad crossings, and over major geographical features, such as rivers.
- Policy 7.3** The City shall work with nearby jurisdictions to connect the trails in the City to metro-wide trail systems.
- Policy 7.4** The City should determine park distribution geographically, so all residents are ideally within three quarters of a mile of a neighborhood park or recreation facility.
- Policy 7.5** The City shall cooperate with the school districts within its boundaries to incorporate school sites into the parks and recreation system, where beneficial and feasible.
- Policy 7.6** The City should pursue permanent protection (but not necessarily acquisition) of significant natural areas. If activities are appropriate, they should not disturb or degrade the resources, while allowing people to access the site.
- Policy 7.7** While still maintaining continuity throughout the parks system, the uniqueness of parks should be encouraged to help establish neighborhood identity through natural, historical, and cultural resources at or near the site.
- Policy 7.8** Safe and convenient pedestrian, bicycle, and transit access should be provided to all parks and open space areas from the neighborhoods they are intended to serve.
- Policy 7.9** The City should maintain good communication with the citizens in order to keep residents informed of the recreational opportunities and programs available in the City and to gather input.
- Policy 7.10** The City should develop and implement maintenance techniques for the park system that respect the physical limits and natural carrying capacities of the land; reduce resource consumption and generation of wastes; and maintain and protect the environment.

- Policy 7.11** General cooperation between the City, other government agencies, and the private sector should be encouraged to provide increased parks, trails, and recreation opportunities.
- Policy 7.12** The City shall utilize a variety of funding mechanisms to provide for the construction of new parks as new areas develop.
- Policy 7.13** The City shall ensure that park land reservation, right-of-way dedication, or public access easements and improvements are provided to ensure the continuity of the City’s Master Parks and Trails Plan and to tie into regional trail systems whenever and wherever feasible.
- Policy 7.14** In an effort to encourage the use of trails as a transportation mode, as well as for recreation, the City shall encourage the provision of off-street trails.
- Policy 7.15** Bicycle racks and storage facilities should be encouraged at parks, schools, public buildings, commercial and office buildings, and industrial building sites.
- Policy 7.16** Parks and trails should be maintained at a level appropriate to their use, site, and management.

GOAL 8

ENRICH THE LIVES OF WEST DES MOINES CITIZENS BY PROMOTING A WIDE VARIETY OF INNOVATIVE PROGRAMS AND ACTIVITIES.

- Policy 8.1:** The City should encourage the provision of a variety of recreational, entertainment, social, civic, cultural, and educational opportunities accessible to all segments of the public.
- Policy 8.2:** The City should encourage the development of quality privately-owned recreational programs, activities, and facilities to complement the public programs, activities, and facilities.
- Policy 8.3:** The City should continue to work closely with other governmental jurisdictions, agencies, and civic groups in the metropolitan area in an effort to provide quality recreational, cultural, entertainment and regional activities and amenities, (convention/ conference center, amateur and professional sports, entertainment, medical centers, etc.).
- Policy 8.4:** The City should encourage the establishment of local artistic groups, such as theater troupes, music groups, and others.
- Policy 8.5:** The City shall continue to improve publicity and advertisement of City-sponsored events.
- Policy 8.6** The City should boldly promote those places that are neither home nor work, but distinctive informal gathering places for the community.
- Policy 8.7** The City shall encourage the establishment of an entertainment district and consider the location and feasibility of a regional entertainment district.
- Policy 8.8** The City shall encourage and foster lively stroll districts, with indoor and outdoor entertainment venues both large and small; which decreases the need for the automobile to experience the area.

GOAL 9

MAINTAIN AND PROTECT THE PHYSICAL AND ENVIRONMENTAL ASPECTS OF WEST DES MOINES

- Policy 9.1** Watercourses in undeveloped areas shall be maintained in their predevelopment state as much as possible, and if they are disturbed, should be restored to a predevelopment state to the fullest extent possible.
- Policy 9.2** The City shall make extra efforts to minimize the impacts of development in those areas prone to flooding at the 100-year flood elevation.
- Policy 9.3** Development shall respect the natural physical and aesthetic qualities of the land and integrate the development with the natural attributes of the site such as quality-trees, topography, and water features.
- Policy 9.4** The City shall encourage development that is mindful of the impact it has on the environment and promotes design within the context of a healthy and more diverse natural environment.
- Policy 9.5** The City shall protect and maintain, as well as endeavor to incorporate storm water infiltration management efforts to recharge, the quality of groundwater resources where possible. Underground aquifers and aquifer recharge areas shall be protected from contamination and disturbance.
- Policy 9.6** The City should encourage innovative programs to increase the participation of residents and businesses in the recycling and separation of solid waste materials.
- Policy 9.7** The City shall work with sewer and water utilities to encourage the use of grey water recycling systems.
- Policy 9.8** The City shall encourage and consider state-of-the-art alternative means of resource conservation methods in public and private developments, by encouraging the construction of buildings incorporating sustainable design.
- Policy 9.9** During development review, all resource extraction industries and landfills shall be required to complete reclamation plans.
- Policy 9.10** In order to reduce the amount of vehicle miles traveled, and therefore emissions, the City shall monitor the commercial needs of the community and encourage those businesses compatible with the needs and desires of the community to locate within the City.

- Policy 9.11** The City should seek environmental educational opportunities for citizens and staff.
- Policy 9.12** The City should develop a plan to promote sustainable buildings and sustainable neighborhoods.
- Policy 9.13** The City shall cooperate with other agencies in the conservation and reclamation of natural resources in the area.
- Policy 9.14** The City shall encourage the use of durable construction such as low maintenance exteriors, long-life buildings, and substantial masonry materials.

CHAPTER 4

LAND USE

LAND USES

The focal point of any comprehensive plan is the land use map, a picture of the desired future form of the City. The plan graphically depicts the issues, concerns, needs, and desires contained in the rest of the plan. The land use plan also reflects the notion that the comprehensive plan is a "unified concept". Each component of the plan is made with concern with the overall pattern of the City as well as with other communities in mind. Furthermore, the unified concept reflects one of the basic growth policies of this plan: maintaining and enhancing both the existing and new portions of the City to foster a sense of one community, rather than "new" and "old" parts of town.

The Comprehensive Plan's Land Use Map depicts the desired land use conditions for the City of West Des Moines and its planning area. This land use pattern is the result of the planning process and substantial consideration by the public, City officials, and staff; and it reflects the realities and pre-existing conditions of development in the planning area.

Relationship to Zoning

A community's Comprehensive Plan is a blueprint for the future. It is a comprehensive document, long-range in its view, and is intended to guide development in the community over a period of 10 to 20 years. The Comprehensive Plan sets forth public policies that will be followed regarding growth, development, and redevelopment. The information and concepts presented in the Comprehensive Plan are intended to guide local decisions on both public and private uses of land, as well as the provision of public facilities and infrastructure.

Zoning is a regulatory mechanism for controlling the classification and management of land use. It is law, and is used as an implementation tool for the Comprehensive Plan. The focus of the Zoning Ordinance is on identifying permitted and conditional uses by district, defining the location and boundary of a district based upon a Comprehensive Plan, and regulating the bulk, height, and density of various permitted land uses. The Zoning Ordinance controls land uses based on today's conditions.

The Comprehensive Plan is a community's "vision," while the Zoning Ordinance contains the rules that govern the path to that vision. This does not mean that the map found in a community's Zoning Ordinance should look exactly like the Land Use Plan Map in its Comprehensive Plan. In fact, there can be more than one zoning district that is considered to be compatible with a particular land use designation in the Comprehensive Plan. Changes to the Zoning Ordinance need to take place at a pace that is consistent with market trends, land capacity and political will. However, in order to provide the appropriate guidance for development, including planning for infrastructure and appropriating adequate resources, changes in the Comprehensive Plan should be made carefully.

Land Use Designations

For planning purposes, the West Des Moines Comprehensive Plan Land Use Map designates four major categories of land use with subcategories included under each major category. The four major categories include residential, commercial, industrial, and public/semi-public and recreational uses. These land uses are more fully described below.

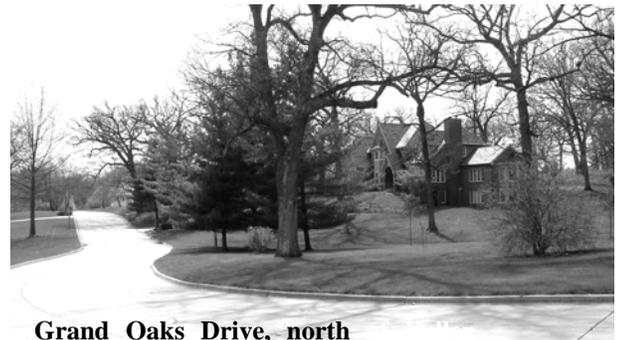
Residential Designations. Density ranges for residential designations are defined in terms of dwelling units per gross area of the building site, including public right-of-way that is dedicated to the City.

Agricultural/Open Space (1 unit per 20 acres: 0.050 units per acre) - OS

Purpose: It is intended that land use patterns in the Agricultural/Open Space areas will be dominated by agricultural uses, grazing, non-farm wooded areas and very large lot estate or farm homes. It is also intended that this designation: 1) provide for very low density farmland environment and housing/life style choice; 2) retain land with significant topographical or other physical constraints as open space; 3) provide a buffer between incompatible land uses; 4) provide for the controlled development of natural resources; 5) provide for the preservation of areas with unique natural resources; and 6) provide for recreational opportunities.

Low Density Residential (0-1 unit per acre) - LD

Purpose: To create a residential environment typified by detached single family dwellings on lots of one (1) acre and larger in size. Cluster development resulting in smaller lots, while maintaining a density of 1 unit per acre or less over an entire parcel could be allowed through zoning mechanisms.



Single-Family Residential (1.1 - 6.0 units per acre) SF

Purpose: To encourage a predominately single family detached residential environment with a wide range of lot sizes, but an overall density similar to the bulk of single family developments throughout the City. The typical lot size will range from 7,500 - 15,000 square feet. This land use category has generally been located with consideration for neighborhood units, and is intended to facilitate pedestrian access to schools, parks, and neighborhood retail and office.



Medium Density Residential - Manufactured Homes (5.1 - 12.0 units per acre) - MH

Purpose: To provide areas set aside specifically for manufactured housing subdivisions and parks.



Medium Density Residential (6.1 to 12 units per acre) - MD

Purpose: To encourage a residential environment typified by detached and attached single family homes of various architectural styles. Sites assigned this designation should be located near arterial and collector streets, transit routes, convenience shopping, local and regional services, and employment centers. This land use category is important to the housing market as it is geared towards both owners and renters. No minimum lot size is intended in this designation unless implemented to maintain compatibility with surrounding development.



High Density Residential (12.1 to 18.0 units per acre) - HD

Purpose: To provide for a relatively high density residential environment. High density areas are intended to result in apartments or condominiums, usually of two or three stories in height. As is the case with Medium Density Residential, this designation should be located near arterial or collector streets, transit routes, convenience shopping, local and regional services, and employment centers. This land use will typically be utilized as a transition between commercial retail and office uses, and lower density residential uses. The Comprehensive Plan recognizes the importance of this type of dwelling in the housing market, particularly given the national trends toward smaller households, nontraditional households, (e.g., single-parent families) maturing households, and the demand for rental housing generated by employment opportunities in the City.



60th and EP True (The Polo Club)

Commercial and Office Designations. The commercial and office land use designations are divided into thirteen (13) categories, discussed below. Uses in and designs of these areas shall be consistent with all pertinent policies stated in the Comprehensive Plan. This Comprehensive Plan shall enable the addition of residential units as part of a cohesive development in any Support Commercial District where the mix is reasonable and appropriate. The appropriateness of residential units as part of an overall project in the district will be evaluated and decided during the development review process for a specific development project. Such a development that includes primary non-residential uses and primary residential uses on the same development site will be referred to as “mixed use development” throughout this Chapter.

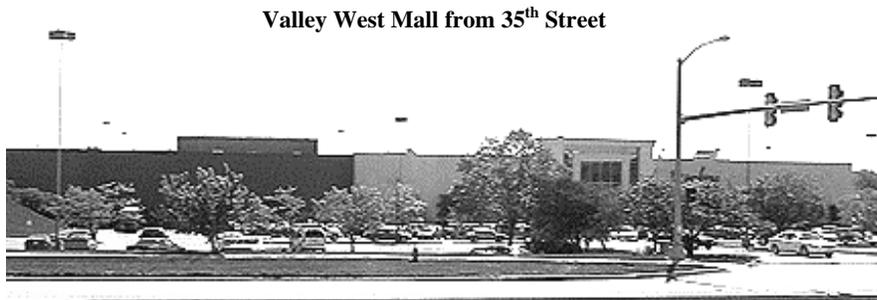
Separation requirements between commercial uses shall be as shown in the following matrix:

	<i>NC*</i>	<i>CMC*</i>	<i>RC/MU*</i>
<i>NC*</i>	<i>¾ mile</i>	<i>¾ mile</i>	<i>¾ mile</i>
<i>CMC*</i>	<i>¾ mile</i>	<i>2 miles</i>	<i>2 miles</i>
<i>RC/MU*</i>	<i>¾ mile</i>	<i>2 miles</i>	<i>3 miles</i>

** unless separated by a natural or man-made barrier*

Regional Commercial - RC

Purpose: Regional Commercial areas shall be designated to supply the comparison and general shopping needs for a variety of products ranging from electronics, household goods, apparel, furniture, and sporting goods for both residents and non-residents from across the City, metro and region. Regional Commercial areas



Valley West Mall from 35th Street

will generally be composed of a central mall (enclosed or open) or a concentration of retail stores as the focal point for the area. A variety of commercial centers of various sizes will be located in close proximity to the mall

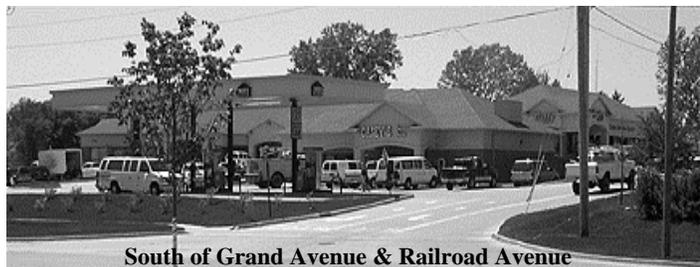
site. Entertainment uses should also be encouraged. Although the Regional Commercial area will extend over a broad area and across streets, unifying themes and/or architecture should be used to tie the area together. The service area for a Regional Commercial area is typically eight (8) miles or more. See matrix at beginning of Commercial and Office Designations section for separation requirements. A Regional Commercial area should be a maximum of 600 acres. Regional Commercial areas should be accessed and located on minor/major arterial streets or major collectors with direct freeway access and should have a surrounding interconnected street network with multiple access points.

Town Center Commercial - TCC

Purpose: The “Town Center Commercial” designation shall be utilized to denote the retail commercial center within the Town Center Subarea. Uses within this area shall include professional offices, restaurants, specialty retail stores, personal services, retail stores, a regional shopping mall and associated retail, commercial, entertainment, and recreational uses, and a supermarket. The commercial area shall be designed with a central theme which may include architectural style, building materials, plantings, etc. That portion of the Town Center Subarea that is designated “Town Center Commercial” shall consist of approximately 200 acres in the area bounded by 68th Street, Mills Civic Parkway, Jordan Creek Parkway (formerly 74th Street), and E.P. True Parkway which shall be developed in conformance with the Town Center Subarea.

Community Commercial - CMC

Purpose: Community Commercial areas shall be designated to supply daily and occasional shopping needs to several surrounding neighborhoods, but is not intended to attract a large number of shoppers from outside the City. The Community Commercial area shall serve a similar function as a Neighborhood Commercial area plus the sale of goods such as appliances, hardware,, fast food stores with drive-thrus, ATMs, and



bars. Community Commercial areas may be large, may tend to expand across streets, and may be created in small incremental additions. Individual commercial centers within Community Commercial areas should be tied together by prominent common features such as a tree type, roofing material and style, and architectural theme. See matrix at beginning of Commercial and Office Designations section for separation requirements. A Community Commercial area should be a maximum of one hundred (100) acres and should encompass no more than three corners of an intersection. Community Commercial areas should be located at the fringe of large employment areas and adjacent to higher density residential areas. Primary access should be from minor/major arterials and major collector streets.

Neighborhood Commercial - NC

Purpose: Neighborhood Commercial areas shall be designated to provide for small commercial centers and uses which provide a limited range of products and services to the



residents of the surrounding neighborhood. Residential uses on the second floor would be allowed at a maximum of one unit per acre. Typical uses in such centers would include professional offices, daycare establishments, laundry and dry cleaning establishments, drug stores, banks, restaurants (no drive-thrus), grocery stores, small retail shops, fitness centers, beauty and barber shops, and gas stations with limited number of pumps. Total number of drive-thrus will be limited in this district. Because of their proximity to residential areas, such centers should be specifically designed and operated to be compatible with the adjacent residential development. Limitations on design and operation would include building height and intensity, trip generation, architectural and signage controls suitable for a residential neighborhood, increased landscaping and stricter control of noise and glare compared to larger commercial centers, and controls on hours of operation and on delivery vehicles. Projects in this category will be limited to a height of one story unless the second floor is residential units, and have a residential style roof design (e.g., mansard, pitched, gable, etc.). Emphasis should be placed upon unrestricted pedestrian access to and from the surrounding residential areas. . See matrix at beginning of Commercial and Office Designations section for separation requirements. A Neighborhood Commercial area should be a maximum of fifteen (15) acres. No more than two corners of an intersection should be devoted to a Neighborhood Commercial use. Strip centers should be avoided. Primary vehicular access should be from minor arterial and minor/major collector streets. Primary vehicular access should not be from local residential streets.

Convenience Commercial - CVC

Purpose: *This description is listed within the City’s Comprehensive Plan to provide a definition for those areas of the City that already have this designation. No new Convenience Commercial areas will be designated.*

Convenience Commercial areas shall be designated to provide for single user commercial sites or small commercial centers which provide opportunities for the sale of most frequently purchased goods or services. Typical uses in this designation would be a convenience market, professional offices, day care centers, banks, and other personal services. Like Neighborhood Commercial designated areas, Convenience Commercial areas shall be specifically designed and operated to be compatible with adjacent residential areas. Specifically, limitations on the design and the operation of uses shall include architectural and building mass, hours of operation, delivery vehicles, noise and lighting control, signage and traffic. Developments shall be limited to one story in height, and have a residential exterior design, material and roof style. Projects shall emphasize unrestricted pedestrian access to and from surrounding residential areas. The separation between a Convenience Commercial area and other Community, Neighborhood and Convenience Commercial areas should be no less than one and one-half (1½) miles. A Convenience Commercial area should range in size from one (1) to five (5) acres. Convenience Commercial areas should be located to have access from either arterial or major collector streets, and should

avoid having local residential streets serve as their principal access. No more than two corners of an intersection should be devoted to a Convenience Commercial use.

Support Commercial - SC

Purpose: *This description is listed within the City's Comprehensive Plan to provide a definition for those areas of the City that already have this designation. No new Support Commercial areas will be designated.*

Support Commercial areas shall be sized to meet the needs of the motoring public and/or the employment centers. Support Commercial for the motoring public areas shall be designed to provide for commercial centers which are oriented toward the freeway motoring public. Typical uses would include hotels/motels, restaurants, gasoline service stations, banks, drug stores, or convenience markets. Support Commercial for the motoring public shall be located adjacent to freeway interchanges.

Support Commercial for the employment centers shall be designed to provide for commercial centers which are oriented toward employment areas. Typical uses would include hotels/motels, restaurants, gasoline service stations, professional offices, laundry and dry cleaning establishments, banks, drug stores, office supply stores, convenience markets or other professional services. Support Commercial in or adjacent to employment centers shall incorporate pedestrian orientation to and from the employment centers into their design.

Highway Commercial – HC

Purpose: Highway Commercial areas will be located along major highways with the intent to provide general commercial needs to the motoring public. Typical uses would include gas stations, car washes, car dealerships, fast food and sit-down restaurants, convenience stores, hotels, banks, and auto repair and parts stores. Maximum size is 50 acres per intersection quadrant, with a maximum of 100 acres (2 quadrants) per interchange. There is no separation requirement. Distance will depend on the separation of the highway and freeway interchanges. Highway Commercial areas will be located only along major highway and freeway interchanges. Vehicular access will only be allowed from major highways.

Support Office - SO

Purpose: Support Office areas shall be designated to provide a mix of daily service needs to employees and employers within nearby employment areas. These areas shall complement and function as part of the adjacent employment area rather than acting as a stand-alone retail development. Uses shall include restaurants, daycare facilities, fitness centers, pharmacies, banks (including ATMs), hotels/motels, florists, hair salons, dry cleaners, office supply stores, copy/print providers, postal services, and offices. Gas stations, and fast food restaurants, with drive-thrus, shall be allowed. Support Office areas should be immediately adjacent to

employment areas with a maximum size of the greater of 15 acres per intersection or 20% of the nearby office park. There shall be at least ½ mile separation between Support Office and all commercial districts unless there is a natural or man-made barrier. Vehicular access may be provided by any class of street.

Mixed Use – MU

Purpose: Mixed Use areas shall be designated within a Regional Commercial area to provide for residential opportunities within the designated commercial area. Residential uses are not required to be provided in these areas; it is an option to provide living areas for those individuals who work in nearby commercial areas and/or prefer a more urban setting. A Mixed Use area should be a maximum of 200 acres within a 600 acre Regional Commercial area. There is a maximum of 400 dwelling units with an overall maximum density of 2 units per acre over the entire site. There is no separation requirement. If residential units are provided, it is encouraged that they be provided on upper floors within a commercial building, not within a separate building consisting of only residential units. Vehicular access should be provided by minor/major arterials and minor/major collectors.

Valley Junction Historic Business - VJHB

Purpose: The Historic Business District designation shall be utilized to denote the old downtown area of Valley Junction. Uses within this area shall include professional offices, restaurants, specialty retail stores, upper floor residential, and other personal services.



5th Street in Valley Junction

Valley Junction Commercial - VJC

Purpose: Valley Junction Commercial areas shall be designated to provide for commercial centers or free-standing uses which are oriented toward providing services to commercial and industrial uses and/or employment centers. Typical uses would include but not be limited to restaurants, professional offices, laundry and dry cleaning establishments, banks, drug stores, office supply stores, mill work operations, and other service uses.

Office - OF

Purpose: Office areas shall be designated to attract desirable and stable professional office development which will be in harmony with adjacent land uses. Typical office uses include insurance, medical, law, real estate, finance and investment, and other services. Adequate landscape buffering shall be provided between Office uses and residential uses. Office uses immediately adjacent to single-family residential land uses should not exceed three (3) stories in height unless adequate buffering and additional setbacks, as provided by the Zoning Ordinance are provided. Primary access to Office areas should generally not be



directly off of residential streets. Office areas shall incorporate pedestrian orientation to and from the surrounding land uses into their design. Other uses such as sit-down restaurants without drive thrus, and hotels/motels are only allowed where previously entitled.

Warehouse Retail - WR

Purpose: Warehouse Retail areas shall be designated to provide areas for a mix of lighter industrial uses and the more intensive service, retail, and wholesale commercial uses. Allowable uses include research and development; light distribution; wholesale or retail sale of industrial supplies, building equipment and materials, home furnishings and home improvement, car dealerships, restaurants, and convenience stores.



Industrial Designations. Industrial land use designations are divided into three categories. Allowable uses and designs of these areas shall be consistent with all pertinent policies in the Comprehensive Plan.

Business Park - BP

Purpose: Business Park areas shall be designated to provide desirable areas protected by performance, design and use controls regarding lot size, building size, appearance, land coverage, parking and loading facilities, noise, dust, fumes, internal circulation and other environmental and functional issues for a variety of office, research and development, warehouse and distribution, and light assembly and manufacturing uses. Included within this category is a limited range of commercial uses located and designed to service the Business Park area. Business Park areas should be encouraged to be planned as a unit with compatibility of design, building materials, and landscaping acting as a unifying theme. Access to Business Park areas should be off of arterial and/or collector roadways. Primary access should not be off of local residential streets.

Light Industrial - LI

Purpose: Light Industrial areas shall be designated to provide areas for most types of light industrial uses, and warehouse and distribution facilities. It is of special concern to the City that there be an adequate variety of sizes and locations of light industrial parcels.



Appropriate buffering as prescribed by the Zoning Ordinance shall be established between Light Industrial areas and other uses, in particular residential uses. Every effort should also be made to encourage redevelopment of existing industrial areas. Access to Light Industrial areas should be off of arterial and/or collector streets.

General Industrial - GI

Purpose: General Industrial areas shall be designated to provide areas for light and heavy industrial uses, and warehouse and distribution facilities. In particular, General Industrial areas are intended to provide



areas where outside storage and fabrication yards are allowed if properly screened in accordance with the Zoning Ordinance. Appropriate buffering as prescribed by the Zoning Ordinance shall be established between General Industrial areas and other uses, in particular residential uses. Every effort should be made to encourage redevelopment of existing industrial areas. Access to General Industrial areas should be via truck routes and shall not be through residential areas.

Overlay Districts

Overlay Districts are areas where certain additional requirements are superimposed over the underlying district to modify specific development standards to achieve a specific purpose. They shall be allowed to be established over the existing land use designations described within this Chapter and on the Land Use Plan Map to further describe and regulate specific types of development. For example, current overlay districts include the Jordan Creek Town Center Overlay District, Airport Overlay Zone, and Flood Overlay Zone. The further regulation within these districts may include, but is not limited to, architectural standards, access management, bulk and density standards, landscape standards, and use regulation.

CHAPTER 5

TRANSPORTATION

The success and growth of West Des Moines has always been based upon the development of an efficient transportation system. The City was originally created as a result of the location of a railroad. As times changed, so did the mode of transportation. Continued growth and prosperity were abundant as the motor vehicle became dominant. The City's proximity to the interstate highway system became an invaluable asset. Today's continued success is largely due to the City's past commitment to change with the times by embracing the market demands for an efficient transportation system and providing the vision and commitment to meet those demands.

The transportation planning process discussed in the following sections is based on the anticipated growth and development of West Des Moines as illustrated in the land use plan presented in the previous sections of the Comprehensive Plan. The street system identified in the following sections is based on projected transportation needs related to development of the land according to the land use plan.

PLANNING STANDARDS FOR STREETS AND HIGHWAYS

The primary purpose of the transportation planning process is to develop a system of safe and efficient roadways for the public that also provides an adequate corridor for public and private utilities. In order to accomplish this task, it is necessary to determine the type of facility required (functional classification) and the required number of lanes to accommodate the projected traffic.

One of the most important aspects of the Transportation Element of the Comprehensive Plan is the identification of the functional class of the individual roadways for the street system. These functional classifications provide a basis for the protection of roadway corridors in undeveloped areas and for right-of-way acquisition or dedication as areas redevelop. Preservation of these right-of-way corridors is essential to the continued growth of the community. The functional classification of roadways is comprised of the following facilities:

- Freeway/Expressway: classified for the highest level of traffic movement, highest capacity, interconnected regionally, and strictly controlled and limited access.
- Major and Minor Arterials: classified for high levels of traffic movement, high capacity interconnects sub-regionally and city-wide, private access usually restricted, limited access to adjacent land.
- Major and Minor Collectors: classified for both traffic movement and access to adjacent land, connects among local, other collector, and arterial streets.
- Local: all other streets, primarily for access to adjacent property.

ROADWAY AND INTERSECTION REQUIREMENTS

Specific minimum planning standards for each street classification is summarized in Table 5-1. This table reflects minimum right-of-way widths, the minimum number of traffic lanes, and the type of access permitted for the various types of roadway classifications. Several factors influence the amount of right-of-way necessary for a roadway. These factors include number of lanes, adequate public utility corridors, available space to store plowed snow during winter months, and type of public pedestrian facility required (sidewalk or trail). At certain intersections, right-of-way above and beyond what is shown in Table 5-1 may be required due to the need of additional turn lanes, utility corridors or other improvements based upon traffic management tools described in the next section. With proper planning, reservation or acquisition of adequate right-of-way can be included as part of the private development process and City capital improvement projects.

The functional classification of individual roadways and segments of roadways is illustrated on the Ultimate Circulation System Map, which is attached as part of this Comprehensive Plan. It is not the intent of this plan to require existing private streets with a functional classification of collector or arterial to become public. The following existing streets are exempt from these requirements;

Stagecoach Drive – Mills Civic Parkway to Market Street
 Market Street – Stagecoach Drive to S Prairie View Drive
 Village View Drive – S 60th Street to Bluestem Circle
 Walden Drive – Bridgewood Drive to Jordan Creek Parkway
 72nd Street – Woodland Avenue to Office Plaza Drive
 All existing private streets in future annexed areas

The City will consider accepting private streets as public streets on a case-by-case basis. Generally the street will need to meet the design standards for its functional classification in order to be considered for public acceptance.

**TABLE 5-1
 PLANNING STANDARDS FOR STREETS AND HIGHWAYS**

	Freeway	ARTERIAL		COLLECTOR		Local	Cul-de-sac
		Major	Minor	Major	Minor		
Right-of-Way Width (ft)	TBD	165 Inclusive of street trees/ landscaping/ enhancements	120	100	70	60	60
Pavement Width (ft)	TBD	65-104	65-104	37-65	31-37	26	26
Typical Number of Through Lanes (does not include turn lanes)	Variable	2-6	2-4	2-4	2	2	2
Driveway Access Permitted	None	Limited	Limited	Some	Some	Full	Full

The Parks & Recreation Department has adopted a Raised Median: Current and Future map included here by reference, but which is part of the Master Parks and Trails Plan.

TRAFFIC MANAGEMENT

Traffic demand is the critical factor in establishing the size of a roadway. Unfortunately, determining this demand is a significant challenge, especially within high growth areas such as in the City of West Des Moines. Even with enormous shifts in roadway travel demand, the City still is charged with the dual responsibility of building it right but to also having sized it right in the first place. Under high growth conditions, there is tremendous motivation to identify and reserve future right-of-way needs in advance of development and soaring land prices.

Development is looking to maximize its opportunities for a site and site planning can change on a continuous basis until construction is complete. This situation may leave the City pressed to assess impacts, needed infrastructure, and funding in timely fashion. Within the City of West Des Moines, the success of large scale development has had a ripple effect in attracting successive projects of all sizes and complexities. The efforts of the City to identify and reserve needed roadway right-of-way, through diligent review and use of the scenario planning tool described below, can save the city millions of dollars in right-of-way costs, business disruption, and motorists delay, frustration, and safety. Forecasts of traffic generation and distribution which are either too high or too low may negatively impact the roadway system.

Forecasting future traffic is a key input into the planning, design, maintenance, and overall budgeting processes for the City. Inaccurate forecasts can have unintended impacts on the transportation system, particularly in areas of accelerated growth.

Estimates of future travel demand are typically done either at a big picture regional level or at a very detailed, driveway level. Planning for large development impacts along entire corridors are not well served by either of the above two methods. In an effort to identify right-of-way needs along corridors more effectively, the City of West Des Moines supported the Center for Transportation Research and Education (CTRE) in a research effort to create, and apply, a planning tool which would bridge the gap between regional and driveway level transportation planning.

In cooperation with the City, CTRE developed a tool which provides a link between traffic and land use planning. This new tool allows the City to quickly analyze the traffic impact on West Des Moines roadways from various land use scenarios and the impact that each development has on the transportation network. It helps guide the growth of the ultimate street layout by estimating future traffic levels and identifying future congestion areas. The information, generated through a model which is not an exact science, contributes to determine right-of-way needs for a future roadway – how many lanes, potential traffic signal locations, and so on – and help alleviate traffic problems before they become realities.

The tool uses more West Des Moines-specific input information than included within the regional model. As an example, the tool includes smaller traffic analysis zones which are comprised of multiple parcels and uses a denser ultimate roadway network. The tool provides a glimpse of travel

demand as based upon full build out of the area as opposed to artificial time limits of Horizon Year 2025 or Horizon Year 2030 as used in the regional model. This analysis of local conditions under a parcel by parcel but yet full-build scenario allows the City to make informed decisions through analysis of many potential land use development scenarios.

The relationship between land use and travel demand is estimated using national data published by the Institute of Transportation Engineers. The numbers of vehicles, on average, that are entering and exiting a given site during different time periods are estimated. The modeling tool uses the information from all land uses to approximate the total number of vehicles under full-build conditions. Increases in land use densities compared to what is planned may invalidate the data generated by the modeling, potentially resulting in insufficiently-sized corridors and traffic congestion in some areas.

COMPREHENSIVE PLAN CIRCULATION SYSTEM

One of the primary functions associated with the development of a transportation plan is to determine the roadway network characteristics required to accommodate the anticipated transportation needs based on acceptable levels of service, circulation, mobility and safety throughout the circulation system.

The Ultimate Circulation System Map was developed to plan for the ultimate build-out of the street network based on the Comprehensive Land Use Plan. The Ultimate Circulation System Map, attached separately to the Comprehensive Plan document illustrates this proposed roadway system. It should be noted that the roadway locations and alignments indicated on the map in undeveloped areas are conceptual; the exact location and alignment of the roadways will be determined at such time that surrounding development occurs and/or engineering studies take place. It should also be noted that the circulation plan also does not reflect local streets. As areas develop, it will be necessary for the developer to work with the City to determine the local street system required and, through traffic impact studies, access and driveway spacing requirements.

An essential element required to insure that a street network system functions adequately is the need to provide sufficient local street interconnections and internal circulation between individual properties. In general, collector/local streets should be located to provide interconnection between arterial/collector streets, at intervals of a quarter mile being desirable with a 1,000 foot minimum to provide adequate circulation. A good circulation system, connecting arterial/collector streets and providing circulation between parking lots, allows distribution of trips along the corridors and allows for travel between properties without accessing the public roadways. Where possible, shared driveways in office and commercial areas should be utilized so as to minimize the number of driveways to individual properties, which in turn reduces side friction and conflict points on the public streets. In addition where possible, driveways should be located across from each other on each side of the street to improve safety and mobility by minimizing conflict points on the public street.

There may be one or more bridges crossing the Raccoon River east of I-35. The location of any such bridge(s) shall be determined by the demonstrated need for such bridge(s) at the time such bridge(s)

is (are) proposed. This coincides with the removal of both crossing locations (South 50th Street and South 35th Street) from the Comprehensive Land Use Map during public meetings. However, the City acknowledges that future needs for emergency services, circulation, and to provide alternative routes due to highway disasters may override the local residents' concerns over providing river crossings in this area.

The City acknowledges that the best current available information indicates that at some indeterminate point in time the following future street segments probably will be required to be constructed. The exact timing of the construction, the precise location of the improvements, and the scope of the work has not been determined at the time this plan was approved. It is the current Council's intent to acknowledge that prior to the determination of precise alignments and construction of these improvements, the need for the improvements be established, as well as all the detailed engineering and statutory studies be performed. Public input will be received in accordance with the statutory requirements at that point in time.

1. 105th Street Interchange area
2. South 35th Street/South 50th Street area Raccoon River Crossing
3. South Jordan Creek Parkway River Crossing

In the event Des Moines Golf and Country Club is sold for a non-golf use(s), Westown Parkway will need to be constructed to the appropriate standards of the day and connect to the existing terminations points.

LEVELS OF SERVICE

Level of Service (LOS) is an industry standard qualitative assessment on elements of the transportation system. It is a way to convert design criteria (volume to capacity ratios, design speeds, impedances, etc.) to reflect the amount of lost travel time and fuel consumption, as well as measure the frustration and discomfort of motorists. The 2000 edition of the *Highway Capacity Manual* gives LOS criteria in terms of average control delay per vehicle, where the letter "A" reflects the best condition and the letter "F" reflects the worst condition. For signalized intersections, a general description of each level of service is given below:

- Level of Service (LOS) "A" occurs when progression speeds are favorable, and most vehicles arrive during the green phase. Most vehicles do not stop at all.
- LOS "B" generally occurs with good progression speeds. More vehicles stop than for LOS A, causing higher levels of average delay.
- LOS "C" generally occurs with fair progression speeds. Higher levels of average delay are present, caused by a significant number of vehicles arriving during the red phase. In addition, some vehicles at an approach may not clear the intersection during the first cycle.
- LOS "D" generally occurs with unfavorable progression speeds, and the influence of congestion becomes more noticeable. Many vehicles stop, and the frequency of vehicles unable to clear the intersection during the first cycle is more noticeable.

- LOS “E” generally occurs with poor progression speeds and high volume-to-capacity ratios. The instance of a vehicle unable to clear the intersection during the first cycle is a frequent occurrence.
- LOS “F” generally occurs with over saturation – when arrival flow rates exceed the capacity of the intersection. Progression speeds are very poor, and vehicles may be forced to wait through more than one cycle to clear the intersection.

The City of West Des Moines has adopted a desired minimum operating Level of Service of “D”. An intersection which, as a whole, falls below this level is considered unacceptable and indicates the need for changes. Changes may be made in one or several areas including capacity, operations, management, demand and land use.

The City monitors LOS at several major intersections in the City and constantly recommends improvements through the City’s Capital Improvements Program for locations under poor traffic conditions. For undeveloped areas, traffic modeling and traffic impact studies project future levels of service to help plan the necessary infrastructure and minimize future congestion.

OTHER TRANSPORTATION FACILITIES

There are several other types of transportation facilities that should be addressed as a part of the transportation element of the City of West Des Moines Comprehensive Plan. These may include the following and may be added to at any time in the future:

Public Transit

In addition to the roadway improvements discussed in the previous sections, the City works with the Des Moines Area Regional Transit Authority (DART) to provide transit services for the citizens of the community. It is anticipated this cooperative arrangement will continue into the future. As the City grows, the City should work with DART to plan routes that minimize disruptions to traffic flow and help provide other modes of travel for the public.

Master Parks and Recreation Plan

Another type of transportation facility for the City of West Des Moines is the availability of an adequate multi-purpose trail system integrated into the metropolitan area. With the natural and man-made constraints, such as the Raccoon River and the interstate system, the development of a trail system is an important element that helps to tie communities together in spite of these topographic constraints. The City actively works with neighboring jurisdictions to complete trail connections between the jurisdictions.

The West Des Moines Parks and Recreation department has prepared, and periodically updates, its *Master Parks and Trails Plan*. This plan is incorporated into the Comprehensive Plan by reference and periodic adoption of updates to the plan. A copy of the full Master Parks and Trail Plan may be obtained from the City Parks and Recreation Department. The Master Parks and Trails Plan contains further goals, policies, and objectives, facilities analysis and recommendations.

CHAPTER 6

COMPREHENSIVE PLAN IMPLEMENTATION

One of the inevitabilities of planning is that markets, policies, and needs will change. A prime example of how conditions can change is the City's rapid growth in the late 1980's through the mid 2000's. Although the City's rate of growth is expected to continue at a quick pace, and the City's leaders, staff, and citizens are planning for the growth, changes still are anticipated.

Implementation will be a continuous process -- following up on recommendations, checking development proposals and planning decisions against the plan, and dealing with possible amendments to the plan. Plan implementation on a continuous basis is the topic of this final chapter.

Maintaining Flexibility

Flexibility in implementing the Comprehensive Plan requires balancing the concepts of the plan with the realities of growth and development. The Comprehensive Plan's Land Use Map presents the desired "end state" or build-out of development for West Des Moines. Though certainly not the only possible future, the plan reflects the policies of the City, basic rules of good planning, and the best understanding of future conditions. Therefore, while it may be necessary to reconsider specific recommended actions, the plan's policies and intent should be supported.

This is not to say, however, that the goals and policies will not change over the course of the City's future and evolution. West Des Moines has grown from a tiny railroad town to a small bedroom suburb to a city with major employment centers and a net importer of jobs. As the City grows and its role within the metro area changes, the overall vision of what the City is to become may change, requiring a review of the City's overall goals and subsequent land use pattern expectations. Such a whole-hearted change in goals and policies of the Plan should not be taken lightly, however. A public process with participation from a variety of groups would need to occur, similar to the process undertaken with the update to this Comprehensive Plan, before a major change in the goals and policies – or overall direction – of the City should be adopted.

Rules of Interpretation

As economic times change, certain types of development become more marketable than others. Therefore, the City may receive petitions from developers/land-owners requesting significant land use and zoning changes, or modifications to already-approved development projects. Care should be taken in such circumstances to carefully weigh proposals that may change the City's long-term development pattern, while still responding to market demand. Indeed, if such changes are allowed, it is incumbent on the City to reevaluate its Comprehensive Plan and determine whether or not to also modify it accordingly. Amendments to the plan should be considered if certain conditions exist, which include, but are not limited to the following:

1. There has been a material change in projections or community planning assumptions from those on which the Comprehensive Plan was based.
2. The data used as the basis for formulating the Comprehensive Plan are in error or need to be updated.
3. New issues or needs have arisen that are not adequately addressed in the Comprehensive Plan.

Beyond the need for plan modifications, all proposed developments in the City will be impacted by the Plan's policies. When considered for approval by the Plan and Zoning Commission, the City Council, the Board of Adjustment, and staff, those projects should be checked against this plan to show that they are following its policies. In order to accomplish this task, each development proposal before the City should be compared to the City policies enumerated in Chapter III. The development proposal will either support an individual policy, contradict the policy, or the policy will not be applicable. Most of the policies will not apply to a given development. However, in cases where the proposal conflicts with a policy, the City and petitioner should work together to find a resolution. This practice will ensure that the plan is implemented through ongoing planning activities and does not "end up on the shelf".

Monitoring Performance

Keeping the Plan Current. As described above, the Comprehensive Plan is based on an understanding of current conditions. Should those conditions change, departures from the plan may occur, and/or the City will desire to change the plan. In anticipation of such events, key aspects of the plan should be revisited regularly. This practice will ensure that the plan reflects current conditions. It will also allow the City to direct plan amendments, before they are directed by other parties that may have goals different than the City's.

Balanced Scorecard: the City's Strategy Map. The City of West Des Moines adopted the Balanced Scorecard strategic planning model to involve the employees executing the strategy, focus on real strategic measures, proactively monitor process, make timely adjustments when necessary, and to align department activities and work towards a common goal.

The Balanced Scorecard is a performance management system used to translate strategy into tangible objectives and measures. It is an integrated system that links long-term objectives with short-term actions, senior management with front-line employees, and organizational vision with organizational activities. By using four perspectives – Serve Customers, Manage Financial Resources, Improve Processes, and Support Employees – a balanced approach is used to evaluate organizational strategy.

The City's Balanced Scorecard includes performance indicators that can be measured and monitored to assure that the Balanced Scorecard strategies are implemented. Examples of measures include property tax valuation, hours of volunteer participation, bond ratings, building permit valuations, employee turnover rate, and several scores from the citizens' survey.

The city-wide Balanced Scorecard provides the strategic direction for the entire organization. Since its inception, it has been embraced by City departments and has been incorporated into the organization's culture. The objectives of the Comprehensive Plan have been reviewed to ensure that they work in coordination with the Balanced Scorecard.

Developing a Balanced Scorecard requires consistent effort. It is a work in progress that will continually be monitored and adjusted as necessary. Our City continues to grow and change and with that change, our existing priorities are either enforced or redefined. The Balanced Scorecard is by design a living strategy map that can adjust to a changing city in a changing environment

Appendix A of this document provides more supporting information on the city's strategic plan, The Balanced Scorecard, such as the city-wide and departmental strategy maps. Information can also be found on the City's web site, www.wdm-ia.com.

Comprehensive Plan Amendments

On a current planning basis, the most common use of the plan will be for evaluating development requests. Those requests commonly involve annexation and/or rezoning of land. The City Council will need to establish policies on how amendments may be initiated to the Plan. Those policies should take the following form:

- Amendments or updates shall require a public hearing before the Plan and Zoning Commission, and a public hearing before the City Council.
- If a land use amendment is approved in conjunction with road alignment or classification changes, a change to the Ultimate Circulation Map has been implied, resulting in amendments to both the Comprehensive Plan Land Use Map and the Ultimate Circulation Map.
- If an amendment is approved to the Master Parks and Trails Plan, a change to the Comprehensive Plan Map has been implied, resulting in amendments to both.
- The Comprehensive Plan document should be reviewed and, if necessary, updated at least once every seven years.
- City Staff shall review each chapter of the Comprehensive Plan on a periodic basis. The results of this review shall be presented to the Plan and Zoning Commission and City Council.

Comprehensive Plan Consistency Guidelines

State law requires that zoning be consistent with the adopted Comprehensive Plan. The purpose of this section is to provide specific guidelines for the interpretation of the Comprehensive Plan and to provide guidelines for determining whether or not specific land use proposals are consistent with the Comprehensive Plan.

1. To the maximum feasible extent, a development proposal shall meet all applicable policies of the Comprehensive Plan, whether or not they directly mention a specific land use, in order to find that proposal consistent with the Comprehensive Plan.
2. Any existing or proposed land use which is the same as that designated by the Comprehensive Plan for the property in question and which serves to further implement the Goals and Policies of this Comprehensive Plan shall be determined to be consistent with the Comprehensive Plan.
3. On land designated for residential uses, the number of existing or proposed units per gross acre must fall within the range of units allowed by the applicable land use designation, or the next lower one, in order to be considered consistent with the Comprehensive Plan. If the existing or proposed number of units is greater than the number of dwelling units allowed in the density range, there shall be an inconsistency with the Comprehensive Plan.
4. If there are two or more specific Comprehensive Plan land use designations on any parcel of land under consideration for development, the arrangement of the specific land uses in the development proposal must be prepared in proportion to and similar to the intent of the subject specific Comprehensive Plan designations. For instance, if there is shown on the Comprehensive Plan 15 acres of Single Family Density Residential and 5 acres of High Density Residential on a 20-acre parcel of land, for a proposal to be consistent it could have roughly five acres (90 dwelling units) of High Density housing and 15 acres (90 dwelling units) of Single Family Density housing. A proposal which indicates 180 dwelling units all on roughly equal-sized lots would be inconsistent with the Comprehensive Plan.

It should be noted that new land use categories have been created, which will require that new zoning classifications be created. In addition, a consistency rezoning effort for those properties within the city limits will need to occur to adjust the existing Zoning Map to match the newly updated Land Use Map of the Comprehensive Plan.

Table 6-1 shows the Comprehensive Plan's land use designation/existing zoning compatibility matrix. This table illustrates which zoning districts can be assigned to the various land use designations.

**TABLE 6-1
COMPREHENSIVE PLAN-ZONING
COMPATIBILITY MATRIX**

Comprehensive Plan Land Use Designation	Compatible Zoning Districts	Partially Compatible Zoning Districts
Agricultural/Open Space (1du/20 ac)	PUD, SP, OS	RE
Low Density Residential (0-1.0 du/ac)	PUD, SP, OS, RE	RS
Single-Family Residential (1.1-6.0 du/ac)	PUD, SP, RE, RS, R-1, SF-CR, SF-VJ	OS, RM,
Medium Density Residential (6.1-12.0 du/ac)	PUD, SP, RM	RH, RS, R-1
Medium Density Residential – Manufactured Homes (5.1–12.0 du/acre)	PUD, SP, RM	RH, RS, R-1
High Density Residential (12.1-18.0 du/ac)	PUD, SP, RH	RM
Regional Commercial	PUD, SP, RC	CMC, OF, PCP
Town Center Commercial	PUD, SP	CMC, O, PCP
Community Commercial	PUD, SP, CMC	OF, PCP
Neighborhood Commercial	PUD, SP, NC	OF
Convenience Commercial	PUD, SP, CVC	OF
Support Commercial	PUD, SP, SC*	OF, PCP, CMC
Highway Commercial	PUD, SP, HC**	-
Support Office	PUD, SP, SO**	-
Mixed Use	PUD, SP	-
Valley Junction Historic Business	PUD, VJHB	OF
Valley Junction Commercial	PUD, VJC	SC, CVC, NC, OF
Valley Junction Light Industrial	PUD, VJLI	LI
Office	PUD, SP, PCP, OF	-
Warehouse Retail	PUD, SP, WR	OF, PCP
Business Park	PUD, SP, BP, PCP	OF
Light Industrial	PUD, SP, BP, LI	OF, PCP
General Industrial	PUD, SP, BP, LI, GI	OF, PCP

- | | | | |
|-----|-------------------------------------|-------|--|
| BP | Business Park District | RE | Residential Estates District |
| CMC | Community Commercial District | RH | Residential High-Density District |
| CVC | Convenience Commercial District | RM | Residential Medium-Density District |
| GI | General Industrial District | RS | Residential Single-Family District |
| LI | Light Industrial District | SC | Support Commercial District |
| MH | Manufactured Housing District | SF-CR | Single-Family Residential District |
| NC | Neighborhood Commercial District | SF-VJ | Residential District Single Family Valley Junction |
| OF | Office District | SP | Specific Plan |
| OS | Agricultural/Open Space District | VJC | Valley Junction Commercial District |
| PCP | Professional Commerce Park District | VJHB | Valley Junction Historic Business District |
| PUD | Planned Unit Development | VJLI | Valley Junction Light Industrial District |
| R-1 | Single-Family Residential District | WR | Warehouse Retail District |
| RC | Regional Commercial District | | |

* Residential units may be allowed in the Support Commercial District as part of an overall commercial of office development where the mix seems reasonable and appropriate if approved by City Council in conjunction with a Planned Unit Development (PUD) or Specific Plan (SP)

** To be added in future when zoning districts are created.

Chapter 4 of this Comprehensive Plan, Land Use Designations, states that residential uses can be allowed in Support Commercial designations where reasonable and appropriate as part of a mixed use development with Council approval. Since a mixed use development is not an inherent right, commercial zoning districts do not appear as compatible zones for residential districts in Table 6-1. The matrix does include an asterisk as partially compatible; however, this should not be construed as a right to include residential uses in commercial developments. Such mixed use developments are only allowed by approval of the City Council as part of the development review process.

Intergovernmental Agreements

State of Iowa Code allows cities to review and approve subdivision plats that are within two miles of the current corporate limits. The City's review of site plans within those two miles is passed on to the county as a recommendation which generally requires that development within these areas be compliant with City standards. Implementation of elements of this plan can be more effectively achieved with the cooperation of neighboring communities and the county governments in the planning area. West Des Moines currently has a good working relationship with these bodies, and has a number of agreements already in place. In addition, the City has annexation agreements with Norwalk and Waukee. To further those relationships, and to facilitate desirable development beyond the City's boundaries, the policies and recommendations of this plan should be used to develop additional agreements with other jurisdictions.

In addition, since the 1993 Plan, the City of West Des Moines has established a number of intergovernmental agreements with adjacent cities that further extend the spirit of cooperation expressed in the philosophy statement of the Goals and Policies in Chapter 3. The City's Fire and EMS Departments have merged operations on jurisdictional boundaries (West Des Moines and Clive fire station). West Des Moines and Clive worked together when designing their aquatic parks and recognize the season passes from each other's facilities. Clive and West Des Moines are cooperating to maintain joint animal control. West Des Moines, Clive, and Waukee established a joint water tower along University Avenue. As each cooperative program achieves results, the opportunities to add additional intergovernmental agreements will most likely increase.

Zoning Overlay Districts

Since the 1993 Plan, the City has established a zoning overlay district, the Jordan Creek Town Center Overlay District, to help respond to the synergistic development that occurred with the 200-acre Jordan Creek Town Center. This overlay district helped to further define the type and quality of development expected in this particular area of the City. When confronted with similar situations where a large development establishes a set theme or a particular style or type of development is desired, overlay districts can be used to further implement the Comprehensive Plan, in a more specific way.

Development Program and Staging Plan

In order to provide services in an orderly manner, the City should continue to review the development process and determine appropriate phasing for growth based on provision of public utilities. Regarding future development and local government's role in shaping development, the following policies are elemental:

- Build upon what is already done in the area of development, particularly in terms of 1) reviewing development plans; 2) acquiring land for future public uses ahead of development; 3) requiring that development pay its fair share; 4) using the capital improvements program to plan for infrastructure improvements; and 5) informing all City departments or outside agencies and districts, such as school districts of the pace and direction of growth.
- The City should continue a program of advanced site acquisition for specific uses. When a site is identified for public purposes, it should be purchased in advance of development while the land is less expensive. This technique will also help direct growth into certain areas rather than occurring in a random fashion. This technique is employed by the City's Fire and Parks Departments, and by the West Des Moines and Waukee School Districts. Service capacity should be continuously compared to service demands of proposed developments. Under such evaluation, if no infrastructure capacity currently exists within the proposed development area, the developer must wait for service to be available, or provide for additions to the system. Extension of services by the developers is subject to the City's ability to provide public services to the area in a cost effective manner. This evaluation should go beyond capital facilities (roads, sewer, and water) to include other City services (police, fire, and parks). It should also indicate when the thresholds for new service would be reached such as the population, square footage of development or housing units that requires a new increment of service, such as a new fire station or police beat. The heads of the various departments should be consulted in determining those levels.

Staging Plan. The areas described below, and shown in Map 6-1, are listed in the order in which they would best be brought into the City and/or provided with public utilities. These areas should be considered first in future extensions of the urban services limit.

Area 1

Area 1 is generally south of Mills Civic Parkway, west of Wells Fargo and Pheasant Ridge, north of the river, and east of 88th Street. This area is designated predominately for office, residential, and business park uses. The lowlands area between Booneville Road and Raccoon River Drive is a mix of business park and office uses. The area adjacent to and on the sloping portions is designated for residential usage primarily because of its proximity to the employment areas. Some sanitary sewer lines have been constructed to service the area.

Developers working in the City of West Des Moines have repeatedly commented on the need for more land designated as single family residential, particularly for estate lots. With the availability of sewer, an established road network, and the proximity of shopping (Jordan Creek Town Center) and jobs (Wells Fargo and Aviva), development in this area is expected to occur quickly.

Area 2

Area 2 is south of Interstate 80, extending down to Raccoon River Drive. This area is primarily within the Sugar Creek drainage area with the eastern boundary generally being 88th Street, and the western boundary is the general alignment of 105th Street. Office, commercial, and high density uses are planned for the area along I-80, while light industrial and business park is designated for the area along Grand Avenue, but the balance of Area 2 is designated as

residential. A large housing development, Michael's Landing has started construction in this area. The 105th Street overcrossing, which was completed in 2010, will definitely improve access to this area, which in turn will make the area more attractive for development.

Existing rural subdivisions, Fox Creek and Sugar Creek Hills, as well as additional property located along Mills Civic Parkway, west of 88th Street, are presently not within the City limits. Presently the cities of West Des Moines and Waukee have an annexation agreement that will allow West Des Moines to annex the area. Annexation will be required before any major development can occur. This area is mostly served by sanitary sewers.

Area 3

Area 3 is located between I-80 on the north and Adams Road on the south; and 125th Street on the west and the general alignment of 105th Street on the east. The area is primarily drained by Johnson Creek with the extreme northern portion being drained by Sugar Creek. Municipal services will eventually be extended to this area through Area 2. The 105th Street overcrossing will definitely improve access to this area, which in turn will make the area more attractive for development. However, development of the area will be primarily dependent on sanitary sewer availability. There is an existing rural subdivision, Napa Valley, and an existing unincorporated community, Booneville, which consists of a cluster of houses and a few small businesses.

Area 4

Generally located south of the Southwest Connector and between the Orilla Road on the east and the Madison County/Warren County line on the west, this area has recently seen the extension of the WRA sanitary sewer into the area. Because of that factor, development can be expected to occur relatively sooner than when development will occur in Area 5 and even parts of Area 6.

Area 5

This area is south of the Raccoon River, north of the Polk/Warren County line, and between the City's eastern corporate limits and the drainage basin that runs along South 22nd Street on the west. The northern portion of Area 5 is either park land or has already been developed with low-density single family residential, but the southern portion of the Area is largely vacant and ready for development.

Development of the office, commercial, and light industrial land adjacent to Iowa Highway 5 could occur. The Southwest Connector has also been built between Iowa 5 and Army Post Road. The alignment for the Connector from Army Post Road into Des Moines has been determined, and construction has started. Sanitary sewer trunk line has been built to the area where the Southwest Connector has been constructed; and a sanitary sewer fee district has been developed for the area where property owners will help pay for the major trunk line when they tap into the line. With both sanitary sewer service available and the road network determined, development in this area will most likely occur within the next five - ten years.

Development north of Army Post Road may be at a slower pace than what occurs south of the road. Land uses along the Connector alignment are presently single family residential, but due to the expected traffic volumes on the road, the Comprehensive Plan Update illustrates the land uses as medium and high density residential, warehouse retail, and business park. If property owners choose not to develop, their property may continue to exist as single family residential units in perpetuity.

Area 6

Area 6 is located south of the Raccoon River and west of Interstate 35. The area primarily drains to the north to the Raccoon River. Presently the area is not within the jurisdictional boundary of West Des Moines; however, there has been some interest in annexation from property owners. Sanitary sewer service for this area would be very costly. The area at this time can support only very low densities due to the topography, and its rather remote location from existing sewer lines. Whether sewer lines can be extended past the Dale Moffit Reservoir or pumped to the north to the WRA line in Grand Avenue would have to be determined. The Southwest By-pass which would extend west from I-35 and/or the extension of 105th Street over the Raccoon River would impact future development of this area as the increased access could make future residential more attractive to potential buyers, and therefore developers.

Area 6 is somewhat separated from the rest of the City and planning area due to the lack of crossings over the Raccoon River. The only crossing presently in the Area is at I-35. For any major development to occur, the need for emergency access - either through construction of a bridge or a station south of the river – will need to be considered. Once 105th Street is extended south across the river, this issue will be alleviated, however, there is no time frame for construction of the extension of 105th Street.

Area 7

This area is south of the Raccoon River, extending southward to the general alignment of the Southwest Connector, and between the drainage way along South 22nd Street on the east and I-35 on the west. It is adjacent to Area 5 and has similar land uses and development potential, but since the road network has not yet been fully determined and sanitary sewer is not as close, the expected time frame for development is not as soon as expected for Area 5.

Similar to Area 5, the northern portion of Area 7 is park land with some very large single family residential holdings. There may be some change north of Army Post Road in this planning period as medium and high density projects could be built along Army Post Road, however, the majority of development change is expected to occur south of Army Post Road along Highway 5 and the Southwest Connector.

As stated previously, the construction of Iowa 5 has been completed, which provides ideal access to I-35 from points east. The Land Use Plan illustrates office, business park, light industrial, and warehouse/retail uses, as well as some commercial uses in the southern portion of Area 7. The Southwest Connector alignment south of Army Post Road has not yet been determined and sanitary sewer service will need to be extended from the intersection of Highway 5 and the Southwest Connector.

Area 8

This area is located in the extreme southwest corner of the Planning Area. The area is predominately in Madison County with the northern quarter of the area in Dallas County. The northeastern quarter of the area is presently within the jurisdictional boundary of the City of West Des Moines. The western part of the area represents a very long term service need because of its remote location. Initial development in the area will be predominately large estate lot type development on septic systems. This time frame may be impacted sooner if construction of the future Southwest By-pass occurs sooner or if 105th Street is extended across the Raccoon River.

Like Area 6, this area is also separated from the balance of the planning area by the Raccoon River. The nearest road that crosses the river is F-90. Although the timeframe is unknown, both the construction of 105th Street and the Southwest By-pass across the river would provide additional access and improve development potential.

Area 9

This area is generally located south of Adams Street and west of I-35 within the City's planning boundary. This area represents a long term service priority to the City primarily because of its location and the undefined factors of whether or not this area will ultimately be in the City and how municipal services, in particular sanitary sewer service, will be provided. This area is located entirely within the North River drainage basin. There is some possibility on a limited bases to temporarily pump sewage to the north until a North River sanitary sewer line is constructed.

Area 10

This area is generally located west of 125th Street, south of I-80, north of Raccoon River Drive, and extends west to the current planning area boundary. This area represents a long term service priority to the City primarily because of its location and the undefined factors of whether or not this area will ultimately be in the City and how municipal services, in particular sanitary sewer service, will be provided.

Other Plans

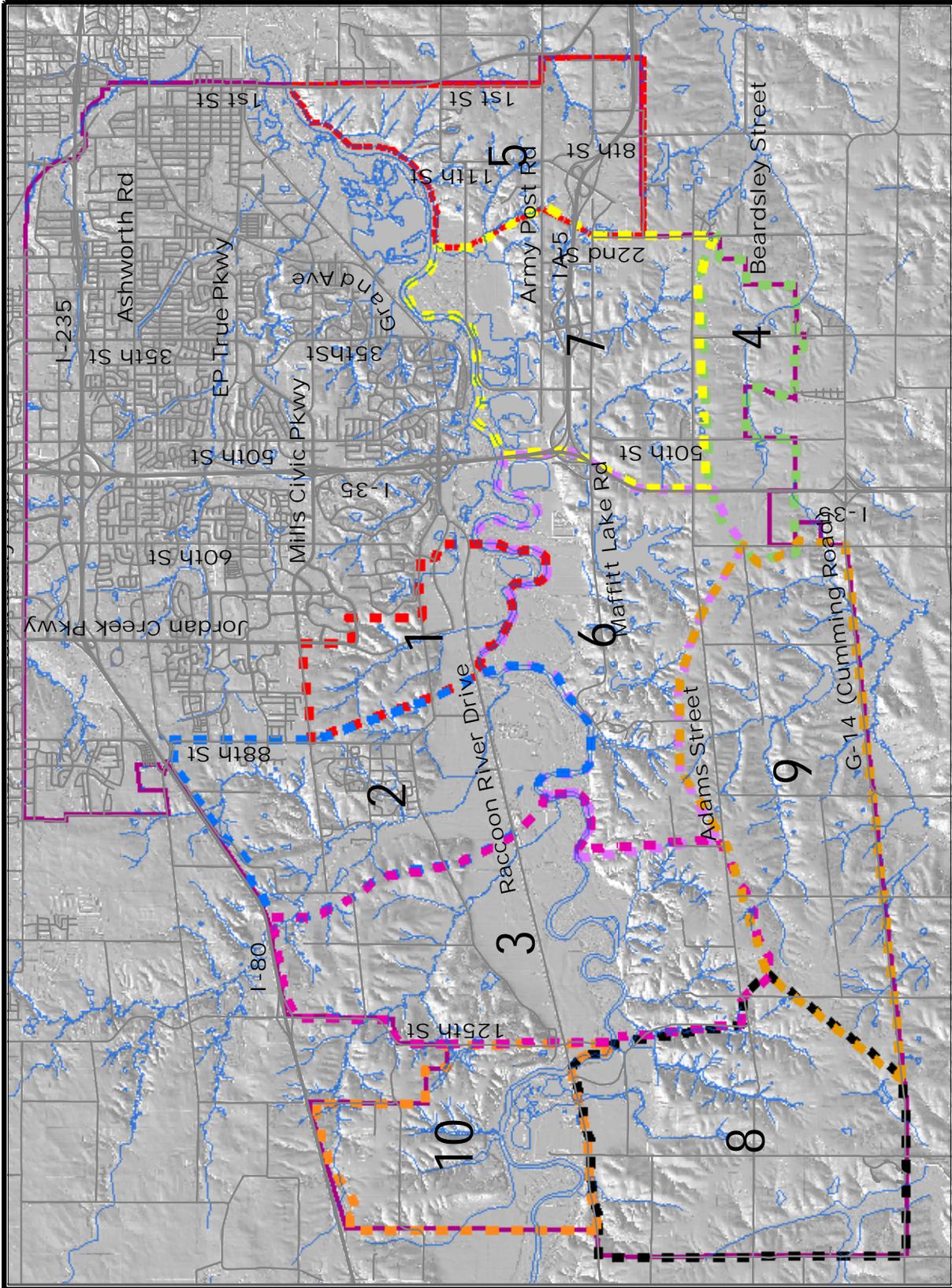
Most every City department maintains a long-range planning document that pertains particularly to their department and the growth patterns and expected changes facing that specific department. Those plans are included in this document by reference. As each department grows and reacts to changes in the City's development, those plans too will change. An amendment to an individual department's plan will require a change to this Comprehensive Plan if those changes effect any information contained in this document directly (such as park indications, and other changes which impact land use or any of the goals and policies of this plan).

The City, through the City Engineer, has adopted design standards and specifications for the construction of public improvements. Future major modifications of these design standards and specifications will be approved by the Council prior to implementation. These documents, with their addenda, are incorporated into the Comprehensive Plan by reference. A copy of the design standards and specifications may be viewed at the office of the City Engineer.

The long-range planning documents included by reference in the Comprehensive Plan are:

- Master Parks and Trails Plan
- Hazard Analysis and Multi-Hazard Mitigation Plan
- West Des Moines Library Strategic Plan
- Master Water Plan
- 1999 Valley Junction Streetscape Plan
- 2010 Economic Development Plan Update

Staging Areas West Des Moines Comprehensive Plan



No Scale



Appendix A
Balanced Scorecard

THE BALANCED SCORECARD

STRATEGY MAP

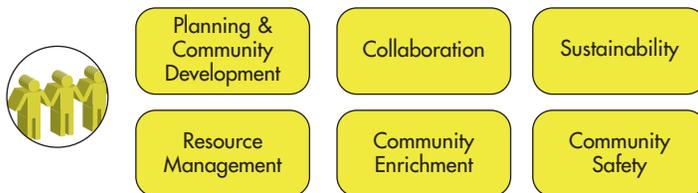
The employees met several times in order to formulate the city-wide strategy. The team developed the following strategic themes they felt would effectively guide resource allocation and departmental programs. After developing the themes, the group began the deliberate development of the objectives for the City, as depicted in the strategies in the Strategy Map.

Definitions of Strategic Themes

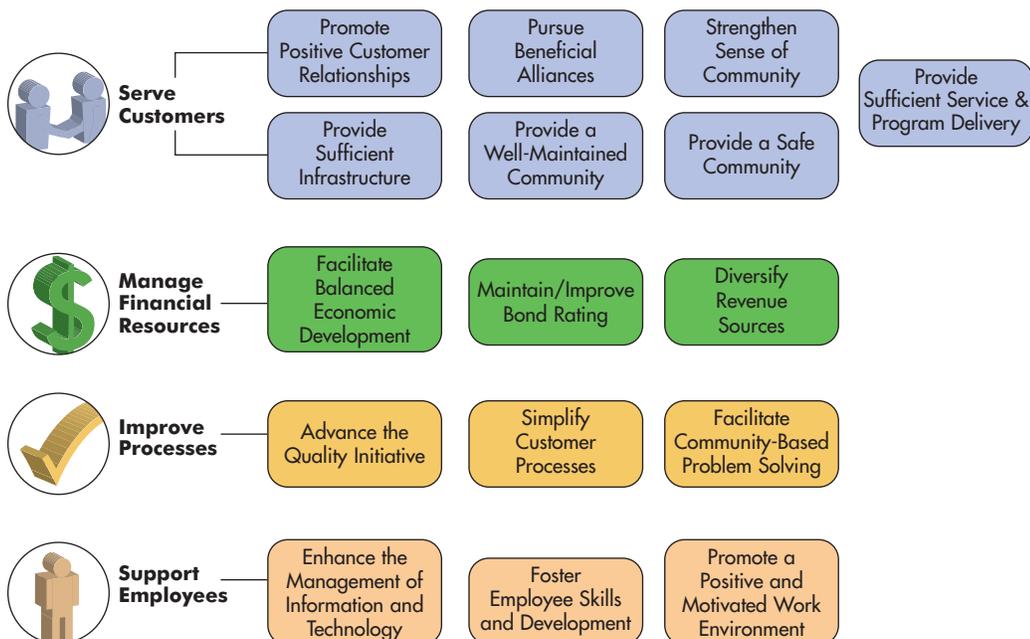
- **PLANNING AND COMMUNITY DEVELOPMENT** — planning for growth, land use, and annexations
- **COLLABORATION** — working with outside agencies to achieve mutual benefits
- **SUSTAINABILITY** — the ability to maintain what we have now and to deliver services at the same or increased levels in the future including both infrastructure and services
- **RESOURCE MANAGEMENT** — including people and financial, in addition to infrastructure such as water mains, roads, sewers, storm water management, and others
- **COMMUNITY ENRICHMENT** — including facilities and services to enhance quality of life, such as those provided by the city's library, parks, and Human Services Departments
- **COMMUNITY SAFETY** — including safe drinking water, street maintenance, playground equipment and building code enforcement, in addition to emergency services provided by police, fire and EMS

City of West Des Moines' Strategy Map

"Customer Focused"



Scorecard



The Strategy Map is only the visual representation of the City-Wide Balanced Scorecard. Behind this strategy map is a set of 24 measurements that will provide the data or factual information needed to be able to discern if the strategy is on track. These measures include Serve Customers, Manage Financial Resources, Improve Processes, and Support Employees.



SERVE CUSTOMERS

Strategy

Measures

Provide Positive Customer Relationships	• Approval Scale in Citizen Survey
Pursue Beneficial Alliances	• Number of Intergovernmental Agreements
Strengthen Sense of Community	• Number of Hours for Community Involvement
Provide Sufficient Infrastructure	• Average Level of Service (LOS) at 10 Major Intersections • Approval Scale on Citizen Survey
Provide a Well-Maintained Community	• Number of Code Enforcement Citizen Complaints • Approval Scale on Citizen Survey
Provide a Safe Community	• Approval Scale on Citizen Survey
Provide Sufficient Service and Program Delivery	• Approval Scale on Citizen Survey



MANAGE FINANCIAL RESOURCES

Strategy

Measures

Facilitate Balanced Economic Development	• Property Tax Valuation • Ratio of Full-time Employees Working in WDM to the Population of WDM • Building Permit Valuation
Maintain/Improve Bond Rating	• Standard and Poor's and Moody's Bond Rating
Diversification of Revenue Sources	• Percent of Operating Revenue Not From Operating Tax



IMPROVE PROCESSES

Strategy

Measures

Advance the Quality Initiative	• Percent of PATs (Process Action Teams) Recommendations Implemented • Percent of PATs Completed in Less Than Nine Months • Number of Active PATs and Citywide Process Teams
Simplify Customer Processes	• Percent of Online Parks and Recreation Registrations • Percent of Water Bills Paid by Nontraditional Methods
Facilitate Community-Based Problem Solving	• Number of Hours Where Non-Mandated Public Input is Sought



SUPPORT EMPLOYEES

Strategy

Measures

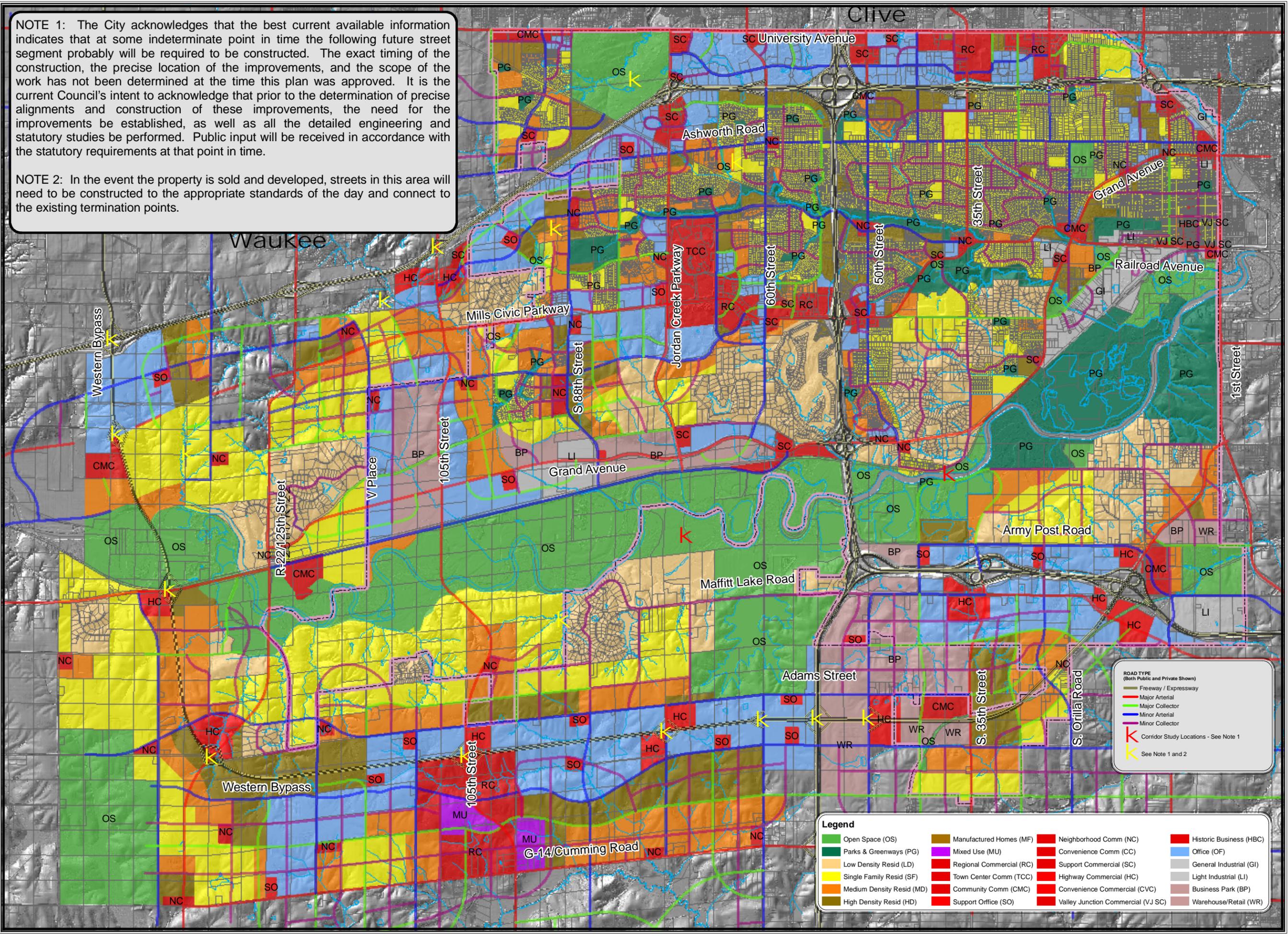
Enhance the Management of Information and Technology	• Average Number of Help Desk Tickets Open
Foster Employee Skills and Development	• Number of Training Hours Per Month • Turnover Rate for Full-Time Employees
Promote a Positive and Motivated Work Environment	• Employee Survey Using Citywide Climate Index

Appendix B

Maps

NOTE 1: The City acknowledges that the best current available information indicates that at some indeterminate point in time the following future street segment probably will be required to be constructed. The exact timing of the construction, the precise location of the improvements, and the scope of the work has not been determined at the time this plan was approved. It is the current Council's intent to acknowledge that prior to the determination of precise alignments and construction of these improvements, the need for the improvements be established, as well as all the detailed engineering and statutory studies be performed. Public input will be received in accordance with the statutory requirements at that point in time.

NOTE 2: In the event the property is sold and developed, streets in this area will need to be constructed to the appropriate standards of the day and connect to the existing termination points.



Land Use Map
Comprehensive Plan
City of West Des Moines

Legend			
■ Open Space (OS)	■ Manufactured Homes (MF)	■ Neighborhood Comm (NC)	■ Historic Business (HBC)
■ Parks & Greenways (PG)	■ Mixed Use (MU)	■ Convenience Comm (CC)	■ Office (OF)
■ Low Density Resid (LD)	■ Regional Commercial (RC)	■ Support Commercial (SC)	■ General Industrial (GI)
■ Single Family Resid (SF)	■ Town Center Comm (TCC)	■ Highway Commercial (HC)	■ Light Industrial (LI)
■ Medium Density Resid (MD)	■ Community Comm (CMC)	■ Convenience Commercial (CVC)	■ Business Park (BP)
■ High Density Resid (HD)	■ Support Office (SO)	■ Valley Junction Commercial (VJ SC)	■ Warehouse/Retail (WR)

ROAD TYPE (Both Public and Private Shown)	
—	Freeway / Expressway
—	Major Arterial
—	Major Collector
—	Minor Arterial
—	Minor Collector
K	Corridor Study Locations - See Note 1
K	See Note 1 and 2



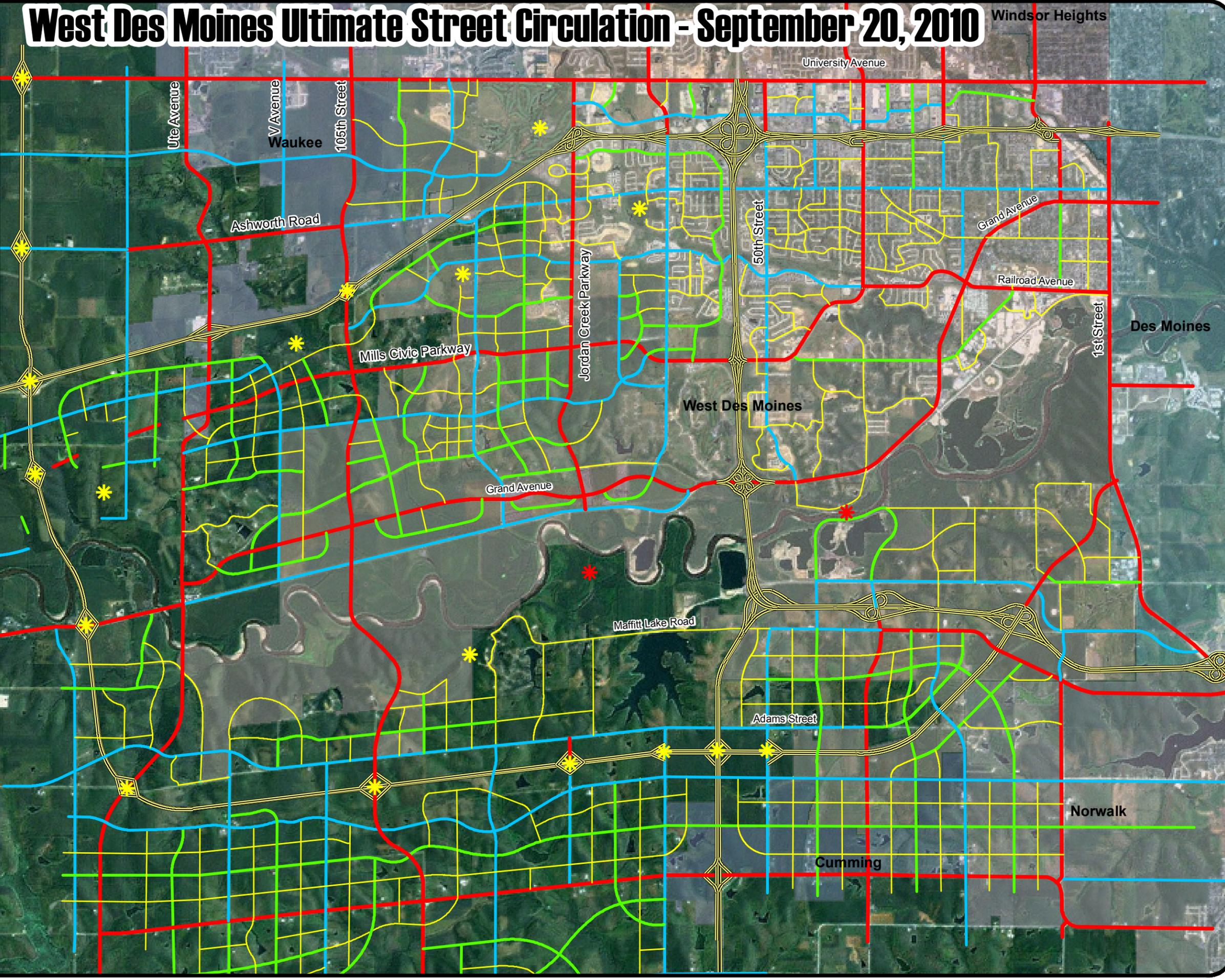
West Des Moines Ultimate Street Circulation - September 20, 2010

NOTE 1: The City acknowledges that the best current available information indicates that at some indeterminate point in time the following future street segment probably will be required to be constructed. The exact timing of the construction, the precise location of the improvements, and the scope of the work has not been determined at the time this plan was approved. It is the current Council's intent to acknowledge that prior to the determination of precise alignments and construction of these improvements, the need for the improvements be established, as well as all the detailed engineering and statutory studies be performed. Public input will be received in accordance with the statutory requirements at that point in time.

NOTE 2: In the event the property is sold and developed, streets in this area will need to be constructed to the appropriate standards of the day and connect to the existing termination points.



- ROAD TYPE**
(Both Public and Private Shown)
- Freeway / Expressway
 - Major Arterial
 - Major Collector
 - Minor Arterial
 - Minor Collector
 - Corridor Study Locations - See Note 1
 - See Note 1 & 2





PARK SERVICE AREA

3 mile radius

EXISTING NEIGHBORHOOD PARK
3/4 mile radius

PROPOSED NEIGHBORHOOD PARK
3/4 mile radius

EXISTING MINI-PARK
1/2 mile radius

PROPOSED MINI-PARK
1/2 mile radius

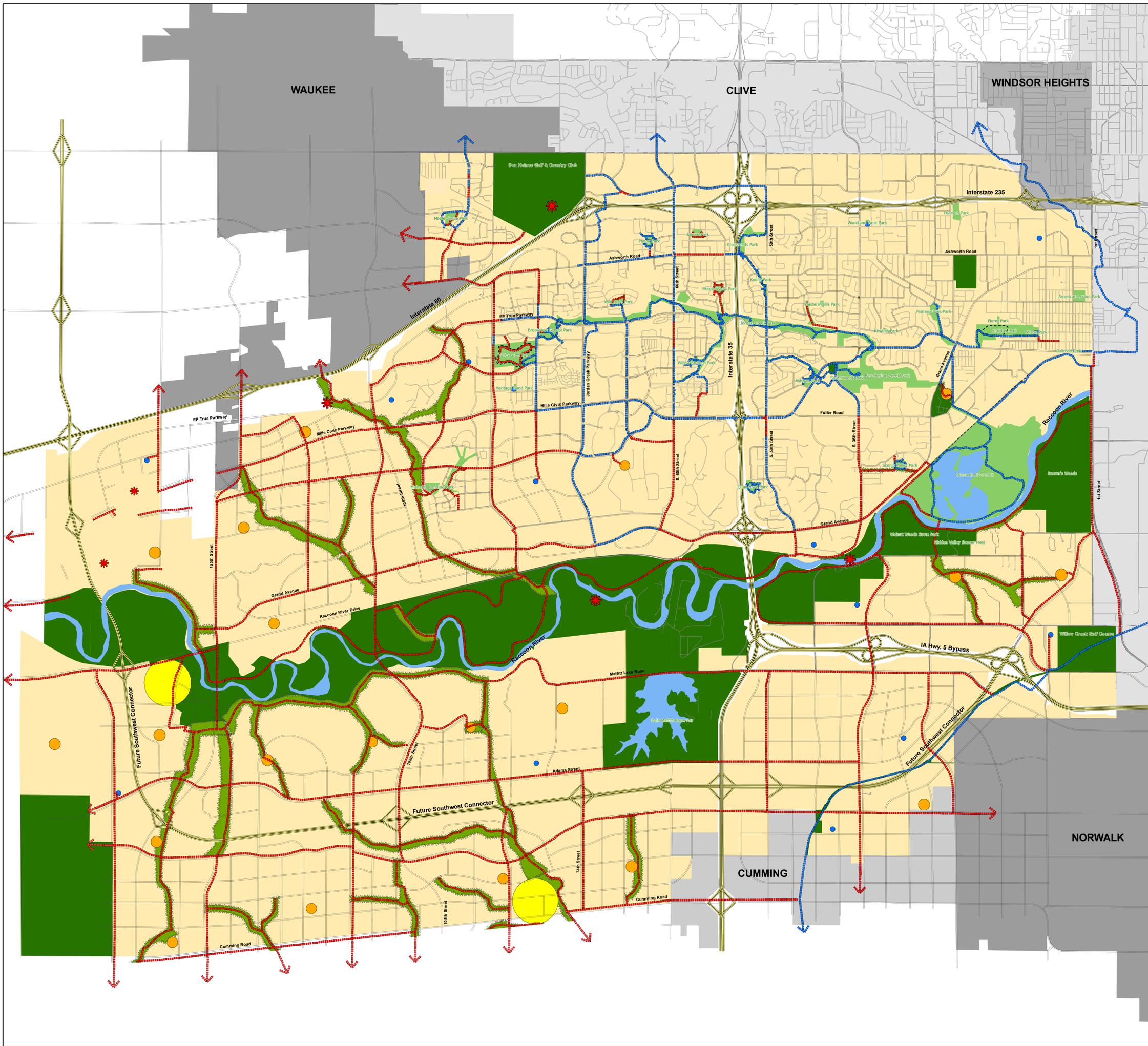
LAND USE AREAS

- CITY PARKS
- OPEN SPACE
- RESIDENTIAL AREAS
- INDUSTRIAL / COMMERCIAL

PROPOSED PARKS/GREENWAYS

- COMMUNITY PARK
- NEIGHBORHOOD PARK
- MINI PARK
- PROPOSED GREENWAY

0 0.5 1 Miles



TRAILS & GREENWAYS

- EXISTING TRAIL
- PROPOSED TRAIL
- PARK ACCESS ROAD
- PROPOSED GREENWAY
- SEE NOTE 1 & 2

PROPOSED PARKS

- COMMUNITY PARK
- NEIGHBORHOOD PARK
- MINI PARK

LAND USE AREAS

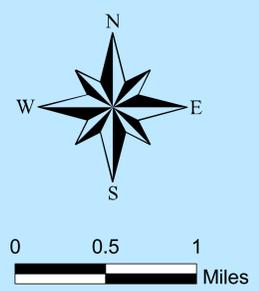
- CITY PARKS
- OPEN SPACE
- COMP PLAN BOUNDARY

NOTE 1: The City acknowledges that the best current available information indicates that at some indeterminate point in time the following future trail segment will probably be required to be constructed. The exact timing of the construction, the precise location of the improvements, and the scope of the work has not been determined at the time this plan was approved.

It is the current Council's intent to acknowledge that prior to the determination of precise alignments and construction of these improvements, the need for the improvements be established, as well as all the detailed engineering and statutory studies be performed.

Public input will be received in accordance with the statutory requirements at that point in time.

NOTE 2: In the event the property is sold and developed, trails in this area will need to be constructed to the appropriate standards of the day and connect to the existing termination points.



Appendix C

Glossary

GLOSSARY

- annexation** – the act or process of incorporating a land area into the City with a resulting change in the boundaries of the City.
- aquifer recharge area** – land or water areas that are underlain by layers of alternating permeable and impermeable strata of soil such that excess rainfall not lost by evaporation or runoff is retained and stored in subterranean porous layers of soil.
- Area Development Plan** – a plan that identifies infrastructure, planning units, major street patterns, drainage and detention, utilities, shared public spaces, vehicular traffic impacts, proposed density and land use assumptions for geographically designated areas within the Town Center Overlay District. It encourages cohesive, unified development, and identifies the phasing of construction by creating partnerships with the adjacent property owners and developers.
- Balanced Scorecard** – a performance management system used to translate the City’s strategy into tangible objectives and measures.
- berm** – an earthen mound designed to provide visual interest, screen undesirable views, or reduce noise on a site.
- Board of Adjustment** – the five-member quasi-judicial body, appointed by the Mayor with concurrence of the City Council, which is allowed by State Code to make special exceptions from the Zoning Ordinance, and rule on interpretations of the Zoning Ordinance.
- brownfield** – abandoned, idled, or underused industrial and commercial site where expansion or redevelopment is complicated by real or perceived environmental contamination issues.
- carrying capacity** – the level of land use, human activity, or development for a specific area that can be accommodated permanently without an irreversible change in the quality of air, water, land, or plant and animal habitats.
- Class-A Office** – in a rating system that also includes Class B and C, the highest rating of office space based on quality, age, location, and appeal in the market.
- compatibility/compatible uses** – the characteristics of different uses or activities or design which allow them to be located near or adjacent to each other in harmony. Some elements affecting compatibility include: height, scale, mass and bulk of structures, pedestrian or vehicular traffic, circulation, access and parking impacts, landscaping, lighting, noise, odor and architecture.
- Community Development Block Grant (CDBG)** – a federal program that disperses federal dollars to cities with over 50,000 people to implement programs to alleviate housing and social problems for Low and Moderate Income persons.
- Capital Improvements Program (CIP)** – a document, based upon the Comprehensive Plan, prepared annually by the City in cooperation with a citizens committee that lists which capital projects (roads, sewers, park equipment, etc.) the City intends to fund for the current fiscal year and beyond.
- City Council** – the five-member elected body, plus non-voting mayor, that decides judicial and legislative issues for the City of West Des Moines.
- Comprehensive Plan Land Use Map** – map that designates the future land use within the City’s planning area. The Map governs the structuring of zoning controls, capital improvements programs, and official decisions on land use.

density – the number of dwelling units permitted per gross acre of land. (Gross acres indicate the total amount of land prior to any dedication of land to the City, while net acres indicate the amount of developable land after right-of-way, parks, and trails are subtracted).

dry sewers – sanitary sewer pipe that is installed, but not connected to the sewer system. Typically a dry sewer system is used in areas where sewer service is not yet available but will be in the future.

fiscal impact analysis – a projection of the direct and indirect public costs and revenues resulting from population change, employment change, or construction, which is used to evaluate relative fiscal merits of general plans, specific plans, or projects.

fiscal year – July 1st through June 30th.

functional classification - the process by which streets and highways are grouped into classes, or systems, according to the character of traffic service that they are intended to provide.

greenfield – farmland and open space areas where there has been no prior development activity, and therefore where the threat of contamination is much lower than in urbanized areas.

(public) infrastructure – facilities and services needed to sustain development and land-use activities including but not limited to streets, water lines, and sewer lines.

jurisdictional boundary – the line that indicated the geographical limits of the City of West Des Moines

leap frog development – new development that is separated from existing development by substantial vacant land.

level of service (LOS) – assessment of the operation of the vehicle circulation system which reflects the driver’s perception of the operation of the roadway, based on volume to capacity ratios, design speeds, and impedances, among other factors.

LMI (low and moderate income) – low income equals 60% of area median income; moderate income equals 80% of area median income.

Metropolitan Planning Organization (MPO) – an organization that promotes regional transportation planning and cooperation among 19 county and municipal governments in the Des Moines metropolitan area.

mixed use development - a development that includes primary non-residential uses and primary residential uses on the same development site, either in close, integral proximity or in the same structure.

non-conforming – a condition that occurs when an existing lot, structure, building, sign, development or use of an existing lot or structure does not conform to one or more of the regulations currently applicable to the district in which the lot, structure, building, sign development, or use is located.

overlay district - an area where certain additional requirements are superimposed over the underlying district to modify specific development standards to achieve a specific purpose

pedestrian area of refuge – island between vehicular traffic lanes for pedestrians to wait for traffic to clear before continuing to cross street.

Plan and Zoning Commission – the seven-member appointed body that gives recommendations to the City Council on matters within the City of West Des Moines that pertain to city planning and zoning requirements.

Planned Unit Development (PUD) – a drawing or map and text approved by City Council as an ordinance which describes and defines the way in which the property which is included in the PUD can be developed.

plat – a map and associated documents, representing a tract of land, showing the boundaries and location of individual properties and streets, which is often used to subdivide property for changes in ownership.

public utility corridors – rights-of-way or easements for utility infrastructure.

Quality Council – a group of City of West Des Moines staff members, consisting of all department heads or managers, plus an additional representative from each department that meets monthly to examine areas for improvement in processes and systems across organizational boundaries.

Quality Improvement Process/Program – an initiative within the City of West Des Moines organization to develop a process to make work more efficient and effective, receive input from employees in the decision-making process, and address concerns relating to improvements in service.

right-of-way (ROW) – an area dedicated to public use for pedestrian and vehicular movement, and/or accommodation of public utilities.

setback – the minimum horizontal distance between the front, rear, or side lines of the lot and the front, rear, or side lines of the building respectively.

site plan – a scaled plan showing uses and structures proposed for a parcel of land, including lot lines, streets, utilities, buildings, and landscaping.

Specific Plan – a zoning ordinance for a specific area, produced through a creative design process which outlines detailed development criteria such as: density, architectural building details, useable open space, traffic and streetscape details for each planning unit as identified in the Area Development Plan.

stormwater management – the use of storm sewers, retention or detention basins, drainage channels, drainage swales, inlet or outlet structures, etc. to control or manage the path, storage, or rate of release of stormwater runoff.

subarea – portion of the planning area that require detailed analysis beyond basic assignment of land uses.

Subdivision Ordinance – the regulations that dictate how land can be subdivided.

Superfund sites - any land in the United States that has been contaminated by hazardous waste and identified by the Environmental Protection Agency as a candidate for cleanup because it poses a risk to human health, the environment, or both.

tax base - collective value of taxable assets.

tax increment financing (TIF) – an economic tool used by the City for economic development or redevelopment whereby the City borrows against the future tax revenues within a defined area to fund a variety of costs associated with improvements within the defined area. During the time the TIF is in place all affected local taxing bodies continue to receive their shares of taxes on the initial assessed valuation of the district, while the additional tax revenue (minus any local taxing bodies bonded indebtedness portion), or “increment,” is sent to the City to pay off the borrowed money that paid for the area improvements.

Town Center Overlay District – an overlay district located around Jordan Creek Town Center (Jordan Creek Parkway and Mills Civic Parkway) that focuses on pedestrian-oriented development with eclectic architectural styles.

transfer of densities- the conveyance of density rights by deed, easement, ordinance, or other legal instrument from one property to another.

Ultimate Circulation System Map – a map depicting the ultimate build-out of the street network based on the Comprehensive Plan Land Use Map.

urban fringe – land at the edge of an urban area usually made up of mixed agricultural and urban land uses.

Valley Junction - the area between 1st and 8th Street, Railroad Avenue to Vine Street

WestHELP (West Home-owner Emergency Loan Program) – an owner-occupied rehabilitation program available to low and moderate income households in the Polk County portion of Clive, Urbandale, West Des Moines, and in Johnston and Windsor Heights.

WestCom – a consolidated public safety dispatch facility that receives public safety related calls and dispatches police, fire and EMS for the cities of Clive, Urbandale, and West Des Moines.

Zoning Map – a map adopted as part of the Zoning Ordinance that delineates the boundaries of each zoning district established in the Zoning Ordinance within the jurisdictional boundaries of the City.

Zoning Ordinance – a section of the City Code, enacted by the City Council, that regulates the uses of land and structures, which is consistent with the City’s Comprehensive Plan.

28E – An agreement between government agencies, usually to work together to supply municipal services, which is allowed under Chapter 28E, Code of Iowa.

Appendix D
Future Amendments