

DOWNTOWN  
**DSM USA**

DOWNTOWN DES MOINES, IOWA



# DOWNTOWN DSM RETAIL 2030





## LETTER FROM THE CITY OF DES MOINES AND GREATER DES MOINES PARTNERSHIP

Downtown Des Moines (DSM) is becoming a stronger and more vibrant urban environment with each passing day. It is the thriving hub and economic engine for a growing region and is already a tremendous place to live, work and visit. Through the hard work and dedication of many, we have seen incredible growth and success in Downtown over the past decade. Diverse new housing developments have resulted in a Downtown population of more than 10,500 residents, and a total of \$1.7 billion in new construction projects have been realized over just the past five years. Annually, 13.7 million people travel to the region, many who experience meetings, conventions and entertainment in Downtown DSM.

With this historic level of investment and with the growth of new residents, employees and visitors flocking to Downtown, we now have the opportunity to make Downtown DSM a statewide attraction for shopping, entertainment, culinary experiences and retail. In conjunction with many partners, we have set out to create a plan that will identify the necessary steps to continue to foster and grow an even stronger Downtown.

To achieve this objective, a comprehensive and strategic Downtown retail development plan is needed to aid and bolster the commercial retail strategy in both the heart of Downtown and in the emerging Downtown redevelopment areas. This plan will help guide targeted strategies and investments to address the challenges facing Downtown retail efforts, while recognizing the rapidly shifting trends underway in the retail industry.

The collaborative work on this plan was the result of the participation and support of numerous stakeholders, including retailers and merchants, real estate professionals, Downtown residents, the Greater Des Moines Partnership, the City of Des Moines and its Honorable Mayor and City Council Members, Capital Crossroads, the Des Moines Downtown Chamber and many others belonging to organizations that are keenly interested in the continued success of Downtown DSM.

A strong Downtown helps us compete on a national level for attracting businesses, new residents and visitors. With great momentum on our side, now is the time to develop solutions that will target the growth of new business ventures, while ensuring the continued support of existing businesses.



**Scott Sanders, City Manager,**  
City of Des Moines and Capital  
Crossroads Capital Core Chair



**Eugene T. Meyer, President,**  
Greater Des Moines Partnership



## TASK FORCE

### **Capital Crossroads Capital Core Chair: Scott Sanders, City of Des Moines**

Jesse Bunney, Lawmark Capital

Bob Burns, Coldwell Banker

Jennifer Chittenden, Des Moines Downtown Chamber of Commerce

Teva Dawson, Group Creative Services

Greg Edwards, Catch Des Moines

Liz Gilman, Downtown Neighborhood Association

Becky Greenwald, Des Moines Downtown Chamber of Commerce

Tim Leach, Greater Des Moines Partnership

Amy Lego, Operation Downtown

Christina Moffatt, Greater Des Moines Partnership

Ryan Moffatt, City of Des Moines

Erin Olson-Douglas, City of Des Moines

Elizabeth Presutti, DART

Nikki Syverson, Capital Crossroads

Jason Van Essen, City of Des Moines

Eric White, Estes Construction



## STAKEHOLDER FEEDBACK

Stakeholder analysis was done via four separate discussion groups and individual outreach. Significant effort was undertaken to ensure not only the broadest base of input, but to have all stakeholder groups' competing demands recognized. This helped identify stakeholder interests, potential risks and misunderstandings and key people to be involved during the execution phases of the plan:

Teresa Adams-Tomka, Kitchen Collage  
 Ron Bonanno, Josephs Jewelers  
 Chris Bordenaro, Bordenaro's Pizza  
 Jesse Bunney, Lawmark Capital  
 Jake Christensen, Christensen Development  
 Jeni Cooper, Bankers Trust  
 Dan Corron, Denny Elwell Company  
 Kevin Crowley, Iowa Realty Commercial  
 Chris Diebel, Bubba  
 Katheryn Essex, Mr. Bibb's  
 Maria Filippone, Noce  
 Joel Fortney, Salon Spa W  
 Kyle Gamble, CBRE | Hubbell Commercial  
 Josh Garrett, Jett & Monkey's  
 Alexander Grgurich, Nelson Development  
 Paul Hayes, JSC Properties  
 Matt Kiernan, Renaissance Des Moines Savery Hotel  
 Jonathan Koester, Koester Development  
 Al Laundecia, Al's BBQ  
 Lan Li, Heavenly Asian Cuisine  
 Rachelle Long, Sugar Shack  
 Nicole Lorenson, Preservation  
 Jason Lozano, Iowa Realty Commercial  
 Sergio Marquis, La Tapatia  
 Joe McConville, Gusto Pizza Co.  
 Andrea Metzler, Art Terrarium

Todd Millang, CBRE | Hubbell Commercial  
 Cheryl Moore, Hubbell Realty  
 Thakur Neupane, Kathmandu  
 Kim Novotny, Light the Earth  
 Paula Parent, Paleteria La Michoacana  
 Blanca Plascencia, El Fogon  
 Randy Reichardt, RWR Development  
 Amanda Reynal, Amanda Reynal Interiors  
 Benilda Roberts, Filipino Store  
 John Ruan IV, Ruan  
 Tim Rypma, Buyers Realty  
 Kris Saddoris, Hubbell Realty  
 Rose Mary Schira, Orchestrate Hospitality  
 Carmelita Shah, Lola's Fine Kitchen  
 TaufEEK Shah, Lola's Fine Kitchen  
 Siobhan Spain, Mainframe Studios  
 Lu Spaine, Zumi Collection  
 Aimee Staudt, Knapp Properties  
 Dana Steinbach, Eden  
 JR Textor, Hubbell Property Management  
 Nick Tillinghast, Hello Marjorie  
 Whitney Warne, Ivory House Photography  
 Wendy Wei, Heavenly Asian Cuisine  
 Abe Wolf, Buyers Realty  
 Bill Wright, CBRE | Hubbell Commercial

## REFERENCED PLANS AND REPORTS

- 2017 Downtown Retail Assessment
- CAEL Preparing for Partnership: An Analysis of the Retail Industry in Central Iowa
- City of Des Moines Neighborhood Revitalization Program Review
- Connect Downtown
- Des Moines Water Works Park Foundation Master Plan
- Downtown Des Moines Skywalk Improvement Study Report
- Downtown Annual Business Climate Report 2018
- Downtown Perception Assessment 2017
- Downtown Resident Survey 2018
- Downtown Retail Market Analysis, Gibbs
- Market District of the East Village Study
- Move DSM
- Plan DSM
- Ten Principles for Rebuilding Neighborhood Retail
- Water Trails Engineering Study

## DOWNTOWN MOMENTUM

**\$2 BILLION IN DOWNTOWN INVESTMENT** — *City of Des Moines, 2018*



**41% INCREASE IN HOTEL ROOMS** (2014 – 2018)  
— *Catch Des Moines, 2018*



**25% INCREASE IN RETAIL SALES** (2012 – 2018)  
— *Iowa Department of Revenue, 2018*

**55% INCREASE IN FOOD AND BEVERAGE SALES DOWNTOWN** (2012 – 2018)  
— *Iowa Department of Revenue, 2018*



**RETAIL SALES PROJECTED TO INCREASE 40%** (2017 – 2022)  
— *EASI Demographics*



**81,000 DAYTIME POPULATION**  
— *ESRI, 2018*

**10,500+ DOWNTOWN RESIDENTS**  
— *ESRI, 2018*

**2,299**

NEW HOUSING UNITS PLANNED OR UNDER CONSTRUCTION

— *City of Des Moines, 2018*

**97%**

OF PEOPLE FEEL SAFE OVERALL DOWNTOWN

— *Downtown Perception Survey, 2017*

## GOALS OF DOWNTOWN DSM RETAIL 2030

This plan aims to continue the momentum of Downtown development and strategically connect Downtown districts. Successful implementation will provide desirable goods, services and experiences for residents, workers and visitors, and will also grow the Downtown and regional economy. Success will come from implementing the following strategies:

### 1. DATA TO DRIVE DECISIONS:

An up-to-date data hub to attract and retain national and local retail.

### 2. DISTRICT IDENTITY AND CONNECTIVITY:

Bolster the unique identity of each district and build creative connections to link neighborhoods.

### 3. SUPPORT SMALL BUSINESSES:

Provide resources to help small businesses succeed in Downtown.

### 4. STRATEGIC INFRASTRUCTURE:

Establish infrastructure that is supportive of retail efforts.



# HISTORIC EAST VILLAGE LESSONS LEARNED



Over the past 15 years, the Historic East Village has gone from a struggling neighborhood to a vibrant residential, business and retail district with more than 70 specialty shops and restaurants.

The district has a distinct identity and attracts regional residents and visitors alike to experience its one-of-a-kind shops and unique restaurants. The task force engaged local brokers, developers and small businesses and asked what has led to the success of the district to understand the mix of elements that can be applied to other Downtown districts.

**DISTINCT IDENTITY**  
 "It's got a unique vibe."  
 "Big city vibe."  
 "It's branded extremely well."

**MIX OF RETAIL TYPES**  
 "The owners are a pretty eclectic mix, and so are the stores."  
 "It's not anything you can find in a mall... good mix of bars, restaurants and retail."  
 "It's not 'everywhere USA.'"

**DESTINATION RETAIL**  
 "It's a destination on the weekend, and is now a summertime experience... they don't just come for basketball during the state tournament."

**MIX OF BUILDING TYPES**  
 "There's a mix of new construction and historic rehabs."  
 "Scale of buildings; you aren't surrounded by eight story buildings, it's four story."

**PROXIMITY TO STATE CAPITOL**  
 "The Capitol is an asset that adds to the sense of place."  
 "Giant employer with Capitol Complex. This draws Capitol employees to the East Village to eat and shop."

**ACCESSIBILITY**  
 "Two-way streets."  
 "Parking is fine compared to other areas."  
 "Walkability."  
 "The D-line (DART free shuttle)."

**AFFORDABILITY**  
 "Initially it was small overhead, which is what brought small businesses into the area."  
 "Originally the rents were a lot cheaper than other places."

— Downtown Retail Discussion Groups, 2018

## DEFINITIONS OF RETAIL



**Neighborhood Goods and Services:** Depend on resident and workforce customer base. Examples include grocery stores, convenience stores, drug stores, nail salons, hair salons, fitness opportunities, tailors, etc.



**Food and Beverage:** Establishments that serve food and/or beverages on their premises. Range from bars, quick-service restaurants, fine dining, ice cream shops, coffee shops, etc.



**Specialty:** General merchandise, apparel and other specialty shops.

# 1. DATA TO DRIVE DECISIONS

In order to attract and retain retail on both national and local levels, it is critical to have up-to-date data readily available. Step one of the retail development plan is to host a data hub on The Partnership’s website with the following information:

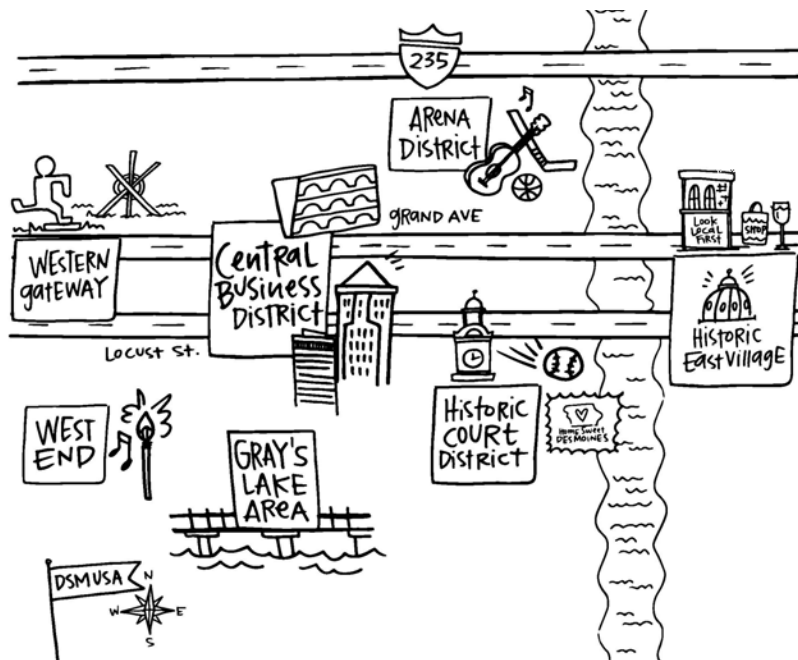
- Pedestrian counts — both street and skywalk level
- Traffic counts
- Daytime/total population and trends
- Annual visitors and hotel occupancies
- Demographics
- Downtown retail statistics and trends
- Current Downtown investment and planned housing units
- Space availability for new tenants including size and rates
- 3-mile, 5-mile and 20-mile statistics
- Time to nearest large metro markets (KC, Omaha, Minneapolis, Chicago)
- Market profile

# 2. DISTRICT IDENTITY AND CONNECTIVITY

Research shows compelling retail benefits from strong neighborhood identity. Therefore, there are many opportunities to bolster and lift up the unique and individual personalities of each distinct Downtown district.

The Des Moines Art Center and the Des Moines Public Art Foundation have laid the groundwork for world-class art in Downtown DSM. Expanding upon that, one opportunity is to use art as activations within the districts to bring people Downtown and create a sense of vibrancy. Even temporary or experiential art will add a layer of flavor and compels visitors to each district. Tactical use of the arts as a means to distinctively reveal and enhance the underlying identity of each district will build community and drive commerce. Elevating the environments through creative placemaking will engage people in authentic experiences, reimagine old territories, welcome outsiders and spark unexpected encounters.

It’s also important to promote the unique identity of each district through various websites (The Partnership, local Chambers and the City of Des Moines), signage marking each area and even specially created artist maps. Shown are proposed identities as the districts continue to emerge and evolve. Names and boundaries may change and fluctuate over time.





## HISTORIC EAST VILLAGE

The Historic East Village is the retail hallmark of Downtown. The district is still growing and expanding with residential to the north in the Bridge District aimed at supporting Historic East Village retail. The planned Market District to the south will also bring residential and greenspace to the area. Developments surrounding the Historic East Village should help retail grow and thrive, building off the current momentum and eclectic identity. Continued growth in the Historic East Village should focus on supporting the already strong retail mix.

- **Food and Beverage:** Restaurants that complement existing eclectic mix.
- **Specialty:** Range of small and mid-sized retailers.

Limited retail opportunities are intended in the southern part of the district (Market District) which should include limited services for the residents and be careful not to duplicate what is already working in the Historic East Village. Market District retail should include:

- **Goods and Services:** Convenience for residents such as fitness options or a pharmacy.
- **Food and Beverage:** A cluster of first floor commercial space will lend itself to a few restaurants and a coffee shop.



## WESTERN GATEWAY

The catalysts in the Western Gateway are the renowned John and Mary Pappajohn Sculpture Park and the Central Library anchored by major corporate investment. Several thousand employees work in new offices surrounding Western Gateway which are balanced by restored historic buildings, housing, restaurants and small businesses. Because of this, the Western Gateway consistently draws both employees on the weekdays and families and visitors on the nights and weekends to experience world class art in a large urban greenspace. The district's identity is rooted in art, family and culture. Retail for the Western Gateway district should include:

- **Goods and Services:** Convenience and services for UnityPoint Health – Des Moines visitors, Sherman Hill residents and Downtown employees.
- **Food and Beverage:** Restaurants ranging from fast-casual to high-end.



## WEST END

The West End is a burgeoning area within the Western Gateway gaining traction from its range of artistic shops and entertainment venues. Current establishments such as antiques at Found Things, high-end interior design at Amanda Reynal Interiors, Fitch artist studios and jazz at Noce have organically created a niche area for creatives. The mural on the Exile building serves as an iconic entry point and is the perfect personification of the artistic and recreational themes this district embodies. Strengthening this identity will be critical in supporting both current businesses and continued growth. Recommended retail includes:

- **Goods and Services:** Convenience for residents.
- **Food and Beverage:** Restaurants and bars that feed off the funky, artistic vibe.
- **Specialty:** Shops that support the creative economy.



## HISTORIC COURT DISTRICT

Historic Court District has been at the forefront of Downtown revitalization and is a destination for residents and visitors catching a show at the Civic Center, attending an Iowa Cubs game, strolling Des Moines' Downtown Farmers' Market or enjoying the Downtown nightlife. In order to expand the Historic Court District and grow it in a positive direction, connections in all directions are critical. By connecting over the Court Avenue bridge to the Historic East Village, through Third, Fourth and Fifth Streets to the Arena District and emphasizing connections to Walnut, the area becomes a destination district with multiple attractions. Diversifying the mix of restaurants and bars on and near Court Avenue will strengthen the area. Additionally, Historic Court District has a great opportunity to capitalize on the upcoming water trails with recreation-focused amenities.

- **Goods and Services:** As water trails develop, consider shops for anglers and paddlers.
- **Food and Beverage:** Continue to support event crowds as well as nightlife and capitalize on the development of water trails.



## GRAY'S LAKE AREA

The Gray's Lake Area is a perfect example of a new urban neighborhood built upon accessibility. The district will connect both Gray's Lake and soon-to-be renovated Water Works Park to the many Downtown amenities promoting recreation, our natural resources and connectivity. Once fully constructed, the Gray's Lake Area will be the densest residential space in Downtown with a mix of single-family homes, apartments and condos built within parks and wetlands.

- **Goods and Services:** Resident support such as a bank, C-store or mid-sized retail.
- **Food and Beverage:** Small grab-and-go spots with coffee or sandwiches; a food hall with an international focus to cater to residents and people on the trails.
- **Specialty:** Daycare, fitness or health-oriented businesses.

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**72%** OF RESIDENTS LEAVE DOWNTOWN MORE THAN TWO TIMES A WEEK FOR GOODS AND SERVICES THEY CAN'T FIND IN THE DOWNTOWN AREA

— Downtown Resident Survey, 2018

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## ARENA DISTRICT

The Arena District has a great opportunity to serve the million annual visitors who attend concerts, family shows, tournaments, conventions and a multitude of other functions at the Iowa Events Center with nearly 450 new rooms. Ensuring these visitors have the amenities they need within the district as well as connections to navigate other Downtown neighborhoods is critical. An active pathway to the Historic Court District as well as improved wayfinding will be an asset to visitors and residents alike. The Arena District also serves as a connection to the Lauridsen Skatepark and the projected Center Street whitewater and adventure park proposed within the water trails master plan, creating opportunities for play and recreation-focused establishments.

- **Goods and Service:** Convenience support for visitors staying multiple nights at the convention hotel.
- **Food and Beverage:** Restaurants and bars to enjoy before or after a concert.
- **Specialty:** Play and entertainment retail such as Pinstripes, Dave & Busters, Smash Park or Top Golf.



## CENTRAL BUSINESS DISTRICT

A centerpiece in the Central Business District, Walnut Street has seen many challenges over the past several years with the Younkers Building fire, real estate transitions and more. However, the tide is turning and there are currently three major projects planned for the next five to 10 years that will more than double the amount of residential units in the district. This is positive for the district, but also means the area will take more time to fully activate.

The Central Business District as a whole boasts the largest concentration of employees and hotel rooms in the region. Successful retail in the district will focus on goods and services for employees on lunch breaks and on-the-go travelers. Another critical component of the district is the skywalk system. There is an opportunity to encourage public art within the skywalks as well as pop-up retail to bring life to the space. Creating maintenance, design and monitoring standards will also improve skywalk aesthetic.

- **Goods and Services:** Convenience for workers, residents and travelers such as nail salons, tailoring service and daycare.
- **Food and Beverage:** Fast-casual, bars and unique restaurants to support visitors and residents.



*Luminarium at Cowles Commons*

### 3. SMALL BUSINESS SUPPORT

Unique neighborhood identities and robust retail rely upon small businesses which makes supporting small businesses an instrumental piece to the Downtown DSM Retail 2030 plan. A key component to this is providing resources to help small businesses succeed in Downtown including:

- A small business liaison to both help navigate City policies and procedures and provide marketing support.
- A small business startup guide to include items such as City of Des Moines contacts, Partnership targeted small business events, overviews on sign ordinances, e-commerce tips and more.
- Annual outreach to various retail districts to ensure concerns are addressed and solutions are collaboratively created and relationships are built amongst owners.
- Working with minority-owned businesses to expand offerings in Downtown and promote a more diverse landscape of retail business.

The Partnership has recently launched a campaign promoting Downtown DSM. This campaign highlights the ease of traveling to and within Downtown, and the vibrancy of experiencing Downtown. Continuing this campaign and working with businesses to understand what district-specific support is needed will help foster further success.

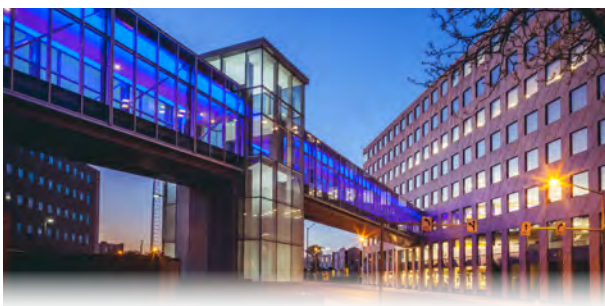
Finally, steps will be taken to support startups and to also fill in vacant spaces. A coordinated pop-up program will be explored to provide a more accessible launching space to new businesses. Work should also be made with property owners to provide more realistic rents if spaces have sat vacant for long periods of time for short-term rates. Also, as work is done to connect the districts, it's important to keep in mind that building contiguous retail may require overhead concessions on the front-end to help businesses gain traction. For instance, the City may consider new tactics for developers willing to help connect districts and on ways to keep existing rents reasonable. Additionally, the task force will continue to work with the City on the development of locations with planned first floor commercial space on development or redevelopment projects.

### 4. STRATEGIC INFRASTRUCTURE

Successful retail is built upon successful infrastructure. Addressing issues such as transportation, parking, wayfinding and events is an evolving process that is never complete.

#### SKYWALKS

Many cities across the U.S. are re-evaluating their skywalk systems. They add tremendous value during Iowa winters, but also draw people away from the sidewalk level creating two levels of retail opportunities and challenges. That being said, the skywalks can be a tremendous asset to Downtown employees, residents and visitors with access to a network of buildings. As we look to the future of the skywalks, it's important to address three priority areas:



- **Aesthetics:** Create skywalk design and maintenance standards with enforcement protocol. Also consider public art in key locations to bring life to stagnant spaces.
- **Filling Vacancies:** Skywalk bays are a perfect spot for pop-up consideration as well as convenience-oriented retail for Downtown workers and visitors.
- **Mobility:** The skywalks are a key mode of transportation for employees, residents and users which makes wayfinding all the more important. As the signage is updated on its five-year cycle, the City and Skywalk Committee should assess the effectiveness of the current system and use technology to improve upon the user experience. Likewise, keeping the skywalk app up-to-date is also important. The Partnership and Catch Des Moines have both promoted the app and will continue to do so for visitors and residents.



## TRANSPORTATION

A common theme amongst stakeholders was the need to connect districts both physically and perceptually. This is where transportation comes into play. Statistics show that two-way streets help retail, and local developers have seen those results. In Des Moines, the 50312 zip code saw a 23 percent increase in retail sales after conversions to make Ingersoll Avenue more bike- and pedestrian-friendly. Implementing the Connect Downtown plan will not only help retail, but also the visitor and resident experience with better walkability and overall mobility. Connect Downtown modifications such as augmented driving lane sizes and directions, added parallel parking, new bike lanes and improved crosswalks will maximize the economic potential of Downtown DSM.

DART currently provides a free Downtown shuttle service, the D-Line, that connects Downtown east to west on weekdays and Saturdays during the day. As Downtown continues to grow, the idea of a north-south D-Line and service to other developing areas in Downtown will continue to be explored along with expanded hours to better facilitate transportation needs for residents and visitors in Downtown.

In addition to being mindful about connections within Downtown, it is also important to consider connections to Downtown. Connecting our neighborhoods in each direction is critical in ensuring Downtown is an amenity for the entire community, not just some. The Sixth Avenue Corridor and Gray's Station bridge will help connect to the north and south, but continuing to assess linking our neighborhoods to Downtown is an essential part of the ongoing implementation.

Lastly, it is important to consider the implications of construction on retail. City policy requiring walkways on both sides of the street during construction versus just one will make it easier for pedestrians to navigate Downtown. Additionally, an effort could be made to partner with local artists to make detours more playful to encourage individuals to make the extra effort to get around construction areas and to their favorite shops.

## SIGNAGE AND PARKING

Parking and wayfinding efforts are never complete and can always be improved upon. The task force suggests evaluating and updating Downtown wayfinding signs as districts emerge and additional retail is established.

Unlike many other cities in the Midwest, parking options in Downtown DSM are readily available and reasonably priced. There are approximately 30,000 public parking spaces in Downtown DSM, including more than 3,500 parking meters for long- and short-term parking needs. New timing and fees on the parking meters have been implemented to help turn over spots for shoppers and diners. The next step needed in parking accessibility is updated technology on our meters. Having the ability to pay via an app or with a smartphone will make parking more convenient for both visitors and residents.

Continuing to promote parking availability and changes are instrumental in driving retail sales. As a result of The Partnership's 2018 Downtown DSM marketing campaign, there has been a 94 percent increase in visitors to the [downtownDSMUSA.com](http://downtownDSMUSA.com) parking page. Continuing these efforts will make visiting Downtown to shop, dine or see a show as simple and straightforward as possible.



## EVENTS

One of the greatest things to attract people and add vibrancy to Downtown is events. Over the past 10 years there has been the emergence and growth of several events, festivals and races. In fact, the most requested Downtown enhancement in a recent Downtown survey was more entertainment and events. Downtown must continue to support a variety of special events while at the same time being mindful of the street closures that hinder sales for local shops and restaurants, especially when many festivals currently occur in the Western Gateway. The new amphitheater and park space at Water Works Park will provide a much-needed alternative event space as will the proposed urban riverfront

park in the Market District of the Historic East Village. It will also be wise to consider an additional event space as districts continue to develop.

Key components to supporting both our events and businesses are communication and marketing. The task force suggests targeted press releases and communication emphasizing how to navigate Downtown during events and construction versus where to avoid. Through the street closure process, it's suggested that events have a communications plan for local businesses and even work with local shops and restaurants to promote traffic. Lastly, to ensure that events are spread throughout a variety of spaces Downtown, the street-use committee may consider categorizing events and basing location options on type and size of the event. A best practices event checklist will be created collaboratively with the City and event stakeholders, and then overseen through the street-use committee.

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**53%** OF SMALL BUSINESSES WOULD LIKE BETTER COMMUNICATION ABOUT DOWNTOWN EVENTS

— *Downtown Retail Discussion Groups, 2018*

## IMPLEMENTATION RECOMMENDATIONS AND SCHEDULE

The following is a recommended timeline to guide future actions and decision-making, not a commitment to funding. Funding for specific projects will be allocated based on availability and priorities of involved funding stakeholders. Actions and projects will also require final approval from respective boards and the City Council.

### TIMING

- Ongoing: Continuous work
- Immediate: 1 – 2 years
- Short-Range: 3 – 5 years
- Mid-Range: 6 – 10 years
- Long-Range: 10 years or more

### RESPONSIBLE PARTNERS

- Capital Crossroads (CXR)
- Catch Des Moines (CVB)
- City of Des Moines (City)
- DART
- Des Moines Area Metropolitan Planning Organization (MPO)
- Des Moines Downtown Chamber of Commerce (Chamber)
- Greater Des Moines Partnership
- Neighborhood associations
- Operation Downtown (OD)
- Private Developers/Developers
- Property Owners

STRATEGY	TACTIC	TIMELINE	RESPONSIBLE AGENCY
<b>DATA</b>	Create data hub online.	Immediate	Partnership
	Investigate technology to track pedestrian counts in key corridors.	Immediate	Partnership, OD, MPO, City
	Skywalk counts.	Immediate	Partnership, OD, MPO, City
	Include up-to-date space availability, size and rates on data hub.	Immediate	Partnership
<b>IDENTITY</b>	Create and promote artist maps for each district.	Immediate	Partnership, CXR, Chamber
	Consider special signage for each district.	Short-Range	All
	Consider public art activations within the districts.	Ongoing	CXR, OD, City
	Incorporate placemaking tactics to animate spaces, enhance the city experience and create a greater connection between people and place.	Ongoing	CXR, Partnership, City, OD
	Promote space for businesses complementary to each district.	Ongoing	Partnership, City
	Provide necessary infrastructure to encourage development in Market District.	Ongoing	City, Developers
	Create greenspace for recreation and events in Market District.	Mid-Range	City, Developers
	Work with Nationwide and Kum & Go to recruit businesses complementary to Western Gateway.	Immediate	Partnership, City
	Provide additional residential development in Bridge District, Market District of the Historic East Village, West End and Gray's Lake Area.	Ongoing	Private Developers
	Construct bridge to connect Gray's Lake Area to the lake.	Immediate	Private Developers
	Create trail in the Gray's Lake Area connecting the district to north side of Downtown.	Short-Range	Private Developer, City
	Follow Connect Downtown plan to make Fourth and Fifth Street serve as a pedestrian corridor.	Mid-Range	City
	Work with local building owners to promote space in the Arena District to national entertainment play retailers.	Short-Range	Partnership, Developers, City
	Consider public art throughout skywalks or in key corridors.	Ongoing	City, Property Owners, CXR, OD
Create and implement skywalk design and maintenance standards.	Short-Range	All	
<b>SMALL BUSINESS</b>	Establish a Small Business Liaison to help with city policies, advocacy and marketing.	Short-Range	City, Chamber, Partnership
	Spotlight each Downtown district on websites.	Immediate	Partnership
	Establish annual outreach to districts to hear concerns and create solutions.	Immediate	Chamber, Partnership, City
	Create a small business startup guide.	Immediate	Partnership, City
	Work with minority-owned businesses to expand offerings in Downtown and promote a more diverse landscape of retail business.	Immediate	All
	Create coordinated pop-up program for vacant spaces.	Short-Range	Property Owners, Partnership, City
	Work with property owners to provide more realistic rents if spaces have sat vacant for long periods of time.	Ongoing	City, Partnership
Consider new tactics for developers willing to help connect districts with new projects.	Immediate	City	
<b>INFRASTRUCTURE</b>	Follow Connect Downtown plan to promote retail, walkability and mobility.	Short-Range	City, Partnership, DART, MPO
	Follow DART Forward 2035 Plan to ensure strong transit system.	Immediate	City, DART
	Evaluate need for north-south D-Line and/or expanded hours.	Short-Range	City, DART, MPO, Developers
	Make detours playful with creative placemaking.	Ongoing	City, OD
	Create policy for walkways on both sides of street during construction, not just one.	Immediate	City, OD, Partnership
	Continue to evaluate and update wayfinding signage.	Ongoing	City, Partnership, CVB
	Update parking meter technology to allow for smartphone payment.	Short-Range	City
	Create best practices checklist for events.	Immediate	Partnership, City, CXR, OD, Events
	Consider updating street use application to categorize events and give location options based on type and size.	Immediate	City, Events, Partnership, CXR
	Consider creation of secondary Downtown event space.	Mid-Range	City, Private Developer, Partnership
	Distribute targeted press releases and communications on how to navigate Downtown during events and construction.	Immediate	City, Neighborhood associations, Partnership, Chamber, CVB, Events
Require events to provide a communication plan for businesses and residents/visitors.	Immediate	Events, City, Chamber, Neighborhood associations, Partnership, CVB	

# DOWNTOWN DSM USA

