

# DES MOINES, IOWA

## ZONE ASSETS For both Des Moines Zones

- **Drake University:** A private, 5,000-student university, offering undergraduate and graduate programs and professional programs in business, law and pharmacy. The Drake Relays, which is held on campus each April, draws athletes from around the world, including Olympians.
- **Drake's Economic Impact:** Drake University students, faculty, staff and visitors drive more than \$413 million in consumer spending annually in the DSM region, while more than 15,000 area alumni boost the regional GDP by about \$2 billion.
- **Proximity to Downtown:** The Drake neighborhood is located 1.5 miles northwest of Downtown Des Moines (DSM). The Zone is served by strong transit connections provided by Des Moines Area Regional Transit Authority with five different bus routes, of which three operate at least every 20 minutes. Along the Zone's busiest corridor, University Avenue, service is provided every 10 minutes throughout the day. A bike trail also connects Drake University and area residents to Downtown.
- **Two Commercial Corridors:** One along Forest Avenue, which is the home of the Knapp Center, a 7,000-seat arena, and one along University Avenue (aka "Dogtown"), which boasts restaurants, bars, cafés and independent retail. The two commercial districts cater to both students and the surrounding residential neighborhood.
- **Vibrant Residential Neighborhood:** Tree-lined boulevards, a strong sidewalk network and historic residential architecture, including Queen Anne Victorians, American Four Squares and Craftsman Bungalows, have created a friendly neighborhood with walkability scores of above 70. The active Drake Neighborhood Association helps to create cohesion and hosts events to engage area residents. Drake neighborhood residents and businesses host a summer farmers' market.
- **Drake Park:** This historic 4.5-acre park, dating back to 1900, offers open space and recreational opportunities with a shelter building, basketball and tennis courts, playground equipment and a wading pool.



# DES MOINES, IOWA

## ZONE OPPORTUNITIES For both Des Moines Zones

- **Redevelopment to Existing Nodes and Corridors:** There are various commercially and residentially zoned properties that are prime candidates for redevelopment, particularly along the University Avenue and Forest Avenue corridors. Plan DSM, the City's recently adopted Comprehensive Plan, aims to direct new growth and redevelopment to existing nodes and corridors while continuing to embrace the distinct character of Des Moines' neighborhoods. The Plan identifies two neighborhood nodes within the Zone: One at 30th Street and Forest Avenue, and one along University Avenue between 19th and 25th Streets. Within the last two years, the area within and just outside the Zone has seen a new 50-unit apartment complex, Forest Avenue Village, a 21,000-square-foot Gregory and Suzie Glazer Burt Boys & Girls Club, a 125-room Home2Suites hotel (under construction), the 17,000-square-foot Harkin Institute for Public Policy and Citizen Engagement (in design) and a MERGE Urban Development one-block mixed-use project (in design).
- **Capture University Market:** Besides the vitality that a university community provides, employees, visitors and students also provide a strong market. Taxable spending by the 1,080 Drake employees is estimated to be \$24.6 million annually. The 200,000+ visitors and 5,000 students spend an estimated \$50.8 million. In total, the University drives an estimated \$75.4 million in taxable spending.
- **Strengthening Social Capital:** Plan DSM also promotes the diversity of Des Moines provided by the many cultural communities that have chosen to live here. The people living within the two Census Tracts within the Zones come from a variety of cultural and socioeconomic backgrounds. The community not only wants to maintain diversity, but celebrate it.
- **Potential Development Partners:** City of Des Moines, Drake University, Home, Inc., Neighborhood Development Corporation, Neighborhood Finance Corporation.



# DES MOINES, IOWA



**Census Tract #:** 19153001100  
**Land Area (Square Miles):** 0.73  
**Zip Code:** 50311

**Zone Typology:** Commercial, Residential, Mixed-Use

JOBS		
2010	2015	% CHANGE
1,697	1,835	+8.1%

RESIDENTS		
2010	2018	% CHANGE
5,276	5,816	+10.2%

**Top 3 Industries:**

1. Educational Services
2. Health Care and Social Assistance
3. Accommodation and Food Services

**Median Household Income:**  
 \$34,972

**Median Age:**  
 23.1

**Vacant Residential Properties:**  
 Number: 242  
 Percentage: 15.4%

**Vacant Commercial Properties:**  
 Number: 0 (out of 50 total properties)  
 Percentage: 0%

**Local Incentives:** Tax Abatement, Tax Increment Financing, Des Moines Action Loan Fund, Neighborhood Commercial Revitalization Program, Drake Area Special Investment District, State Historic Tax Credits, Neighborhood Finance Corporation, Neighborhood Development Corporation

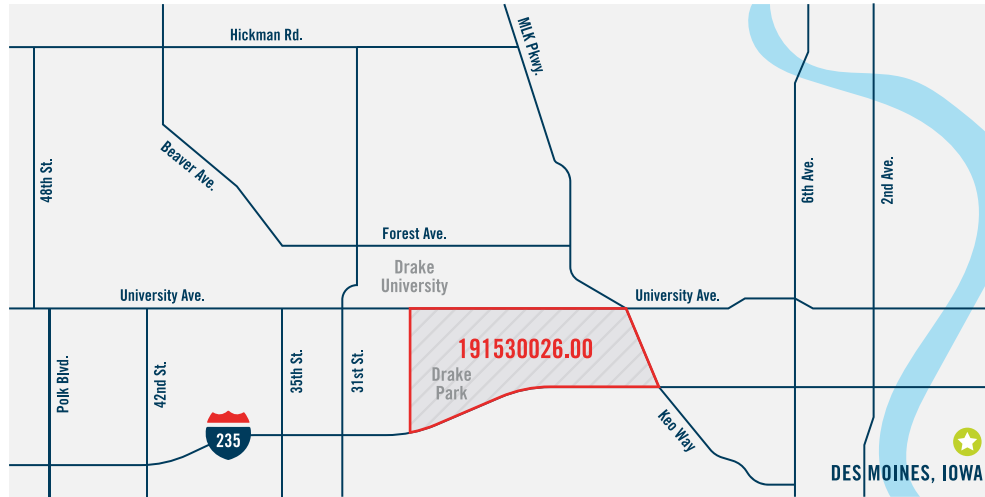
**New Market Tax Credits:** Yes – Qualified Severely Distressed Zone

**For more information:**

Naomi Hamlett | Economic Development Coordinator  
 City of Des Moines  
 e: [nahamlett@dmgov.org](mailto:nahamlett@dmgov.org) p: (515) 283-4015



# DES MOINES, IOWA



**Census Tract #:** 19153002600  
**Land Area (Square Miles):** 0.32  
**Zip Code:** 50311

**Zone Typology:** Commercial, Residential, Mixed-Use

JOBS		
2010	2015	% CHANGE
200	228	+14%

RESIDENTS		
2010	2018	% CHANGE
2,222	2,396	+7.8%

**Top 3 Industries:**

1. Accommodation and Food Services
2. Professional, Scientific and Technology Services
3. Retail Trade

**Median Household Income:**  
 \$22,423

**Median Age:**  
 27.7

**Vacant Residential Properties:**  
 Number: 130  
 Percentage: 11.5%

**Vacant Commercial Properties:**  
 Number: 1  
 Percentage: 6.7%

**Local Incentives:** Tax Abatement, Tax Increment Financing, Des Moines Action Loan Fund, Neighborhood Commercial Revitalization Program, Drake Area Special Investment District, State Historic Tax Credits, Neighborhood Finance Corporation, Neighborhood Development Corporation

**New Market Tax Credits:** Yes – Qualified Severely Distressed Zone

**For more information:**

Naomi Hamlett | Economic Development Coordinator  
 City of Des Moines  
 e: [nahamlett@dmgov.org](mailto:nahamlett@dmgov.org) p: (515) 283-4015

