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FINAL PLANNING REPORT for City of Urbandale, Iowa

March, 1962

Prepared under contract for and financed in part by the Iowa Development Commission under the provisions of Chapter 280, Laws of the 58th General Assembly of Iowa, as amended.

Des Moines, Iowa

Urban Planning Grant Project No. Iowa P-3. The preparation of this document was financed in part through an urban planning grant from the Housing and Home Finance Agency, under the provisions of Section 701 of the Housing Act of 1954, as amended.

By: Anderson Engineering Company City and County Planning and Zoning -Civil Engineering, Site Planning and Land Subdivision Planning. Des Moines, Iowa

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March, 1962

CITY OF URBANDALE, IOWA

Walker A. Johnston - Mayor Daryl Newbrough Harry J. Milliman, Sr.

Ned J. Kissinger - Mayor Donald E. Mitchell Robert E. Downer

Lawrence Hindert - Vice Chairman Ralph Lowe **Robert Drey**

Anderson Engineering Company Planning Consultants, Des Moines, Iowa

Donald A. Anderson - Consultant Max W. Krumrey - Chief Planner William R. Fudge - Assistant Planner

CITY COUNCIL 1961

Ned J. Kissinger Robert E. Downer Donald E. Mitchell

1962

Eugene W. Lukavsky Leon C. Reinig Fred Swinton

Howard A. Hanson - City Clerk

CITY PLAN & ZONING COMMISSION

E. L. Young - Chairman

John F. Byrnes Floyd Schmitt Leonard L. Clement

March, 1962

Prepared by

Bernice Peterson - Typist Delores Phillips - Typist

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| CITY AND COUNTY TRAFFIC — LAND SUBD |
| 1535 LINDEN STREET DES |
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Honorable Mayor and City Council City Planning Commission City of Urbandale Urbandale, Iowa

Gentlemen:

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The Final Report on the Comprehensive Plan for the City of Urbandale is herewith submitted in accordance with the contract between this firm and the Iowa Development Commission, dated January 26, 1961. A Preliminary Report was previously submitted for review and recommendations by the City Council and the City Planning Commission. The City Planning Commission held a public hearing on the Preliminary Report on March 22, 1962 and has recommended adoption of the Comprehensive Plan to the City Council. All changes and corrections known to us have been made in the Final Report submitted herewith.

Reproductions of the important maps and charts prepared in connection with the study are contained in this report. Some of the maps have not been included herein, but are part of the original copies in color that will be delivered to the City upon completion of the work.

We have enjoyed working with the officials, employees and citizens of Urbandale and they have been most helpful in the preparation of this material. We wish to express our appreciation for the cooperation we have received.

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CITY PLAN : ZONING COMMISS

E I. Young Chairman

Lawrence Rigdent - Vice Chairma Rulph Lowe Robert Drey

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> Donald A: Anderson - i meuitar Max W Kumrey - Chiel Planer Willion R. Padge - Ass erger stonger

Bessie Peterson - Typist Defores Philips - Train



March 30, 1962

Yours very truly,

ANDERSON ENGINEERING COMPANY

Sonald a. anderson

Donald A. Anderson

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The City of Urbandale, located at the northwest corner of the City of Des Moines, was incorporated in 1917. On April 5, 1917, an election was held for the purpose of incorporation. Commissioners appointed by the Court for purpose of holding the incorporation election were as follows:

> C. C. Olmsted Otto L. Laverrenz L. L. Tolbot Wm. Eckey J. C. Witmer

The election on incorporation passed and on May 3, 1917, an election was held to elect Town Officers. The following persons were elected:

| Mayor - C |
|------------|
| Treasurer |
| Assessor - |
| Councilmen |
| |

to a short of the second and the short of the G. W. Mead second to the short of the of apparts below a stability of box sectors $\mathbf{J}_{*}(\mathbf{C}_{*})$ Witmer, e.e. we get sector defined The following is the legal description of the territory included in the Town of Urbandale at the time of its incorporation:

Section 22, except the Northwest quarter thereof; Section 23; Section 24, except the area within the corporate limits of Des Moines; North half of Section 25, except the area within the corporate limits of Des Moines; North half of Section 26 and North half of Section 27; all in Township 79 North, Range 25 West of the 5th Principal Meridian, being in the Township of Webster, County of Polk, State of Iowa.

Some of the early commercial establishments in the Urbandale area were as follows:

A grocery store at 70th Street and Roseland Drive, operated by Frank and Fred Beech. This store, which was constructed prior to 1910, had an outside weighing scale.

Walter Palmer, 3006 - 64th Street, had the first machine shop and later started a foundry.

SECTION 1 HISTORICAL INFORMATION

Otto L. Laverrenz - Walter Parmenter M. A. Olmsted - C. C. Olmsted are human and how and E. F. Botsford as bus as the second process Mark Stuart

The first greenhouse was constructed in 1928 at 3808 - 68th Street.

The first gasoline service station was located at 70th and Douglas Avenue.

Urbandale has a volunteer fire department. After World War 2, surplus equipment was purchased by the Town for fighting fires. Modern equipment has recently replaced some of the original equipment.

The City Offices for many years were housed in a small frame building located on the west side of 70th Street just north of Douglas Avenue. Late in 1961, the City Offices were moved to a modern masonry building located at the southeast corner of Roseland Drive and Rocklyn Drive. This building also houses a library.

Urbandale had a rather slow rate of growth until recent years when a rapid growth in population has taken place. There has also been an increase in commercial development to serve the increased population and some industrial development has taken place in the area west of the C. M. St. P & P. tracks.

About 1956 the Interstate Highway was constructed around the north and west sides of Urbandale as part of the nationwide Interstate system. This facility gives direct connection, by limited access highway, between the Des Moines metropolitan area and most of the large cities of the midwest.

At the time of the incorporation of Urbandale, there was considerable farm land between the developed areas of Des Moines and Urbandale, even though the two Cities shared a common boundary. As development has taken place, the two Cities have grown together, making it more obvious than ever that Urbandale is an integral part of the Des Moines metropolitan area.

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SECTION 2

THE COMPREHENSIVE PLAN

There are many factors affecting cities today, that make it desirable to plan the future growth of the City. This is particularly true in communities that are enjoying a rapid rate of growth. The keen competition between cities for industrial development is an important reason for cities to give serious consideration to the pattern of development that will take place in the coming years through Comprehensive Planning. Comprehensive Planning involves the study and analysis of all of the facets of the composition of the City.

The Comprehensive Plan then is not a single plan, but a composite of a number of plans and studies. Each plan concerns a specific phase of the composition of the City to the end that all of the plans and studies interlock where necessary, to provide for proper overall development of the City as economically and efficiently as possible. The principal plans and studies contained in the Comprehensive Plan are as follows:

> Land Use Plan Major Thoroughfares Plan Community Facilities Plan Economic Base Study Population Study Capital Improvements Program Zoning Ordinance Subdivision Ordinance

Recommendations made in the plans and studies listed above must be based on examination of existing and past conditions and trends if they are to have any validity for the future. Preparation of the plans must be preceded by collection, compilation and evaluation of all available information showing the conditions and trends that will affect the future growth of the community. Some of this information must be platted on maps and charts to facilitate evaluation. The information so compiled and platted, forms the foundation upon which the recommendations on the plans listed above are based.

Urbandale has taken legal steps to annex land to the Interstate Highway on the north and west of the present incorporated area. In view of this, and because of the fact that municipal problems do not stop at imaginary boundary lines, the plans contained in this report have been extended to include all of the unincorporated land surrounding Urbandale, bounded by the Interstate Highway. Consideration has also been given to existing conditions and future plans in cities and towns located adjacent to the City of Urbandale.

The individual plans of the Comprehensive Plan must be adopted by the City Council to give them legal status as the official future plans of the City. After the plans have been adopted, they are made effective legally through adoption of the Zoning Ordinance and Subdivision Ordinance. The Capital Improvements Program provides the financial program for realizing the public improvement portion of the Plan. Suggested Zoning and Subdivision Ordinances have been published under separate cover as a part of this report.

Cities and their needs are everchanging with the result that this Comprehensive Plan, including the Ordinances, must be studied periodically to determine what, if any, changes may be necessary in the physical plans and population projection. Many unforeseen factors can require changes in the plans as the City grows and develops in the future. The Capital Improvements Program must be reviewed each year, adjusting priorities where necessary, and finally evolving

SECTION 3

At the beginning of the studies on a comprehensive plan it is necessary to have adequate base maps for use in plotting information gathered in the research phase of the study and for preparation of the individual plans. Adequate base maps as used above means a map that is current on new streets and changes in corporation lines and covers all the area to be studied. As mentioned in Section 2, all the unincorporated area around Urbandale bounded by the Interstate Highway on the north and west along with the Interstate Highway itself had to be studied in its relationship to future growth of Urbandale.

There was no map available of suitable size for use on the studies with the result that a base map was prepared especially for this purpose. This map, drawn at a scale of 1 inch equals 400 feet, included all of the area to be studied in the planning program. This map was prepared in two sections, which, when joined together, measures approximately six feet square. The map shows only street and alley lines, railroads, rivers and streams and similar information. Lot lines and descriptions were not shown on this map for simplicity. This map was used for plotting existing physical conditions and for preparation of the Plans.

A second map was prepared at a scale of 1 inch equals 200 feet for use primarily as a Zoning District Map. This map shows platted lot lines, dimensions and numbers as well as street and alley lines, railroads, rivers and streams, etc. Only the area within the Corporate Limits was covered by this map since this is the only area that can be zoned by the City at present. Future annexations to the west will have to be covered by additions to this map.

Both of these maps were drawn on tracing cloth and can be printed as often as desired in the future. The maps become the property of the City upon completion of this program. If kept current with changes such as annexations and new subdivisions, these maps will be valuable to the City in the future.

A third base map of the City at a scale of 1 inch equals 800 feet has been made by photographic reduction of the 1 to 400 scale map for preparation of the maps contained in this report. This is a small map measuring 30 inches by 36 inches that can be printed.

A special map of the central commercial area in the vicinity of 70th Street and Douglas Avenue was prepared for making studies for the future development of this area. This map was drawn at a scale of 1 inch equals 50 feet providing a suitably large map for the detailed studies. The map shows only street and alley lines and the outline of buildings in the area covered by the map.

the City's capital budget for the coming year. By using the Comprehensive Plan in making decisions on day-to-day problems, the City can most effectively work towards an orderly growth providing necessary facilities for the future population and will have realized the maximum benefit from the preparation of this Comprehensive Plan.

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BASE MAPS

LOCATION AND TRANSPORTATION

SECTION 4

Location

Map 1, page 7, shows the relationship of Urbandale to the overall Des Moines Metropolitan Area. The City of Urbandale, located at the northwest corner of Des Moines, is in all respects an integral part of the Des Moines Metropolitan Area. It is served by Interstate Highways 80 and 35 located to the north and west, and Iowa Highway 132 located on Douglas Avenue east and west through the City. This highway has recently been widened to four lanes through the developed portion of the City giving an excellent cross-town facility. Other major highways in the Des Moines area are east-west U.S. 6 and Iowa 64 and north-south U.S. 69 and 65. Access to these highways as well as others in the area is easily available by means of the Interstate Highway and the conventional highway system as shown on Map 1. sanite and an introduct of the second state in the short of the second state of the se

Transportation.

A misered may with prepared at a seale of 1 forch equals 200 fort for use The system of rail and highway facilities serving the City of Urbandale and the Des Moines Metropolitan Area is shown on Map 1. The only railroad directly serving the City of Urbandale is the Chicago, Milwaukee, St. Paul and Pacific. However, the general Des Moines area is served by eight railroads, two of which are local lines engaged in primarily the switching of cars. Three of the eight railroads provide mainline service to Des Moines as follows: to as hoterraided and for the encoder the many warm and the

Chicago Rock Island and Pacific Chicago Great Western Chicago and Northwestern

the first base map on the City at a scale of 1 inch equals Sud feet has here The remaining three lines furnishing Des Moines with branch line service are as follows: hyperpresent complete a shall be an appresent of both the second states and be appresent of the

Chicago, Milwaukee, St. Paul and Pacific Wabash Chicago Burlington and Quincy

Setting of the This man was desired

at a scale of 1 meb - garls 50 feet providing a The Interstate Highway system immediately available to the City of Urbandale at three access points, as shown on Map 1, furnishes excellent facilities for movement of goods by truck. Both east-west Interstate 80 and north-south Interstate 35 pass by Urbandale and will ultimately furnish the City with direct connection by Interstate Highway to major cities such as Chicago, Minneapolis, and Kansas City. Also, Iowa Highway 141, serving the area northwest of Des Moines, intersects with the Interstate Highway adjacent to Urbandale.



he preparation of this map was financed part through an urban planning grant Housing and Home Finance Agency. under the provisions of Section 701 of the Housing Act of 1954, as amended.

Urban Planning Grant: lowa Development Commission

MOINES AND

lowa P-3 Project

map

aneco

Prepared under the Contract for the by: Anderson Engineering Company City Planning Consultants



The preparation of this map was financed in part through an urban planning grant from the Housing and Home Finance Agency, under the provisions of Section 701 of the Hausing Act of 1954, as amended.

Urban Planning Grant: Project No. <u>Lowa P-3</u> Prepared under the Contract for the lowa Development Commission by: Anderson Engineering Company City Planning Consultants map 2

Excellent air facilities are available to Urbandale through the Des Moines Municipal Airport. Commercial flights on modern airplanes are available to all parts of the nation from this facility. Quick access to the airport is available by means of the Interstate Highway south to Iowa 60 (Army Post Road) and east on Iowa 60 to the airport. In addition, the industrial area plan suggests the possibility of a small airport in the north part of the industrial area to furnish facilities for small planes owned by industries and for helicopter service of freight and passengers to the Des Moines airport. Map 2 shows a generalization of principal highway, rail and air routes throughout Iowa connecting with major cities in surrounding States.

SECTION 5

Topography

The topography of the City of Urbandale is variable from relatively flat in the northeast section of the City (where most of the early development took place) to rolling throughout the remainder of the City. The area from 74th Street generally to the present west corporate limits is the most rolling area in the City. Slope in this area runs as high as 5 percent with some isolated instances of 10 percent slopes. It is in this section that much of the new residential development is taking place for which this type of terrain is well suited.

The area west of the Chicago Milwaukee, St. Paul and Pacific tracks to the Interstate Highway again tends for the most part to be gently rolling. Most of this area is outside the present incorporated area of the City of Urbandale but legal steps have been taken to annex from the west corporate limits to the Interstate Highway between Hickman Road, and Meredith Road. Throughout the area here described, slope tends to be less than 3% except for a drainage course running southeasterly through the southwest portion. Along with the trackage availability, the area is attractive for industrial development for which it has been designated on the Land Use Plan.

Rivers and Streams

There are no rivers or other streams of major importance running through the City of Urbandale. Beaver Creek runs along the north side of the Interstate Highway approximately one-half mile north of the northeast corner

PHYSICAL FEATURES

-9-

of the City. This stream is of no importance to the City except that it has been used as the outlet stream for a sewage treatment plant recently constructed. Walnut Creek runs east and west through the Town of Clive a short distance south of Urbandale. All of the important drainage courses found in the present City of Urbandale are tributaries of Walnut Creek.

There is a very small lake in the City of Urbandale located west of Clive Road in the south part of the City. This is a man-made lake called Lake Halice and was constructed for the benefit of the residential area around it.

Drainage

Surface drainage throughout the City is good as a result of the rolling topography. Map 4 on page 15 shows the primary drainage areas of the City.

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Topography

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SECTION 6

Public Water Supply

The City of Urbandale owns and operates its water distribution system, purchasing the water supply at wholesale rates from the City of Des Moines Municipal System, through four master meters. This system is made up of mains with sizes ranging from two to twelve inches. It is connected to the Des Moines water system at Hickman Avenue, Aurora Avenue and at Meredith Drive. Twelve inch mains on Aurora, Douglas and Hickman give ample supply for the foreseeable future. The 4,000,000 gallon standpipe on the City of Des Moines system at Merle Hay Road and Madison Avenue and the 500,000 gallon standpipe on the Urbandale system at the west City limits and Douglas Avenue, maintain ample pressure on the main streets of the system. Map 3, Page 13, shows the system of water lines.

To provide better pressure distribution, a twelve inch connection should be made on N.W. 86th Street (Clive Road) from Hickman to Douglas. Also, to give better fire protection, the two inch mains should be replaced by not less than six inch mains. Additional fire hydrants could then be installed.

The distribution system is operated by the City Water Department, which is controlled by a Board of Waterworks Trustees. This Department provides operation and maintenance for the system, reads the consumer's meters, and does the billing. Providing there are no further rate increases for the purchase of Des Moines water, the present method of providing water service is the most feasible.

Sanitary Sewer System

The City of Urbandale has sanitary sewer facilities serving most of the developed area. Geographically, the City lies in two watersheds; the Walnut Creek watershed which drains to the south, and the Beaver Creek watershed which drains to the north. Most of the Urbandale area drains south to Walnut Creek. Due to rugged terrain, both watersheds are subdivided into smaller watersheds. Map 4, Page 15, shows this drainage pattern.

In the Walnut Creek watershed, the area known as Karen Acres drains to a ravine where it is served by a small sewage treatment plant. The Patricia Park area drains to the pumping station at 78th Street and Hickman, from where it is pumped north over the divide into the gravity line leading to the Beaver Creek Sewage Treatment Plant. A third area north of Douglas Avenue and between 74th Street and 87th Street, drains to the Douglas Avenue pumping station

UTILITIES

at 78th & Douglas. From there it is pumped north over the divide to the Beaver Creek Sewage Treatment Plant. A fourth area, which is comparatively small, is at the extreme East edge of the City and north of Douglas Avenue. It drains to the Stuart Hills Pumping Station from where it is pumped north over the divide to the Beaver Creek Plant. A fifth area in the east part of the City lying south of Aurora and approximately between 63rd and 74th Street, is part of the Urbandale-Windsor Heights Sanitary District. It drains south directly into the City of Des Moines Sanitary Sewer System. Map 3, Page 13 shows the sewer lines according to the various systems.

In the Beaver Creek watershed, an area north of Aurora between Merle Hay Road and 72nd Street is served directly by gravity north to the Beaver Creek Sewage Treatment Plant. Thus, six areas are now served to a limited degree by sewage treatment plants and by discharging into the Des Moines sewer system. The trunk sewers now available take care of the present population. However, it is evident that if extensions are to be made, enlargements of the present mains or auxiliary mains will be necessary.

Most of the sewer lines in the City have been constructed by private developers and corporations with title later transferred to the City as herein described. The following material quoted from a report by the Black and Veatch Engineering Company on the Urban Sanitary Corporation System, describes the system and the plan under which it was constructed. "Two years ago on May 25, 1959, the City of Urbandale entered into an agreement with the Urban Sanitary Corporation concerning the construction, operation and maintenance of a sewerage system for certain areas located on the northern and western fringes of the City.

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The area encompassed by the proposed sewerage district was composed primarily of large tracts of undeveloped vacant property. This project and the agreement were the result of an effort by both parties to facilitate the residential development of these tracts without requiring a large bonded indebtedness by the City. The proposed system included gravity trunk sewers, pumping stations, force mains, a sewage treatment plant, and other items necessary or appurtenant to the operation of the system. The area, comprising the proposed sewerage district, was without other means of sanitary sewer service, and no portion of it was included within the boundaries of either the Urbandale-Windsor Heights or the Karen Acres Sanitary Sewer District ..

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As originally outlined, the district was to include 1,338 acres in the Walnut Creek watershed and 308 acres in the Beaver Creek watershed, all of which is presently located within the corporate limits of the City of Urbandale. The basic plan was to pump the sewage from the Walnut Creek drainage area north over the ridge into the Beaver Creek watershed, from which point all of the sewage would be transported by gravity trunk sewers to a single treatment plant, located just north of the new Interstate Highway and about a half mile west of Merle Hay Road. Under the terms of the agreement between the City and Urban





map 3

aneco

















| proposed | preliminary | sanitary | sewer | trunks | |
|----------|-------------|----------|-------|--------|-------------|
| | existing | sanitary | sewer | trunks | |







Sanitary Corporation, the sewerage system was to be constructed by and financed at the expense of the Corporation. The system was to be turned over to the City for operation and maintenance purposes upon its completion. The City, in turn, agreed to accept possession of the sewerage system and responsibility for its operation and maintenance upon approval of the system by the City Council. At that time, title for the trunk mains and appurtenant manholes was to be transferred to the City. Title to these properties was to be accompanied by correct and adequate right-of-way and access easements for all system facilities. Urban Sanitary Corporation also agreed to guarantee the system against operational and/or structural defects and to hold Urbandale harmless from any financial loss occasioned by the normal operation or maintenance of the system. This warranty clause is binding until May 25, 1963.

All property, exclusive of gravity trunk sewers and appurtenant manholes, was to remain under the ownership of the Corporation until the expiration date of the Contract, May 25, 1969. Title would pass to the City at an earlier date in event that the Urban Sanitary defaulted in certain contractural obligations.

This agreement confirmed the right of the City to establish sewer rental fees and provided that any funds so collected would be the sole property of Urbandale."

The Urbandale Sewer Superintendent reports that the City has accepted and assumed operation of the Urban Sanitary Sewage System described above.

The sewer lines in Patricia Park, west of 86th Street and south of Douglas Avenue, were built by the developer of Patricia Park. These lines connect with the pumping station at Hickman Avenue, which is part of the Urban Sanitary Corporation System.

The sewer lines in Karen Acres, together with the sewage treatment plant in this tract were built by the developers of Karen Acres and ownership has been transferred to the City.

The sewer lines in Stuart Hills and the Stuart Hills Pumping Station and pressure line are part of the Urban Sanitary Corporation System.

The sewer lines in Rolling Green and in MacraeHighlands were built by the developers of these additions and connect with pumping stations built by the Urban Sanitary Corporation.

Instead of being pumped over the divide, it is more feasible that the sewage originating in the Walnut Creak watersh**ëirsë mann shuth tinb (në "Desi⁴** Moines Metropolitan Sewer System. The Cry of West Des Moines and the Town Of Office hitse billed we chirates with the Cry of Desi Malike which provides that the bill interfetation of the other severe of the severe at the the bill interfetation of the other of the severe of the the bill interfetation of the severe of the severe of the Desi-Moines with the total of the severe of the fet to the severe of the Desi-Moines with the total of the severe of the featible of the total a disposition of the field.

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RECOMMENDATIONS

It is recommended that the sanitary sewage originating in the Beaver Creek watershed be carried northward in suitably sized mains to the Beaver Creek Sewage Treatment Plant, or to a main extended to the Beaver Creek area by a future sanitary district in Polk County.

It is recommended that the sanitary sewage originating in the Walnut Creek watershed be carried southward in suitably sized mains to the City of Des Moines main line sewer system, or to a mainline sewer built by a sanitary district embracing the cities and towns west of Des Moines, if such a sanitary district is established. Map 4, Page 15 shows a suggested system of mainline sewers to serve the entire City through one system.

All property contrained proving trunk sewers and appointenant manholes, was to remain under the connership of the Corporation until the contration date of the Contract, May 25, 1969. This would pass to the City at an earlier date in event that the Urban Santhary defuilted in certain continemrasT apawe3

Sewage treatment is accomplished in the City of Urbandale by three outlets:

1. The Urbandale-Windsor Heights Sanitary District sewers are drained into the City of Des Moines sewer system and thence to the Des Moines Municipal Sewage Treatment Plant.

2. The Karen Acres District sewer lines are drained into the Karen Acres Sewage Disposal Plant.

3. The districts emptying into the Hickman Avenue Pumping Station, the Douglas Pumping Station and the Stuart Hills Pumping Station are pumped into the Beaver Creek Sewage Disposal Plant.

Currently, the outlet main from the Urbandale-Windsor Heights Sanitary District is running to capacity and the area served cannot be enlarged. The Karen Acres Sewage Treatment Plant is working to capacity and due to its location, it cannot be enlarged. The Beaver Creek Sewage Treatment Plant has been limited as presently built (approved by the State Board of Health) to serve 2,252 persons or the equivalent thereof. It now takes the effluent from the three pumping stations mentioned, plus the Urbandale sewage originating in the Beaver Creek watershed.

Instead of being pumped over the divide, it is more feasible that the sewage originating in the Walnut Creek watershed be taken south into the Des Moines Metropolitan Sewer System. The City of West Des Moines and the Town of Clive have signed a contract with the City of Des Moines which provides that these municipalities may empty their sewage into the Des Moines sewers at the Des Moines City limits. These municipalities pay for this disposal service on

a metered basis. Also, a tentative plan for a joint main line for the outfall sewer for these towns to the Des Moines City limits has been worked out between the two towns in which each municipality will pay for the main line construction in proportion to the area served by each.

A further study of the outfall main has been made with the idea of also including the City of Urbandale (in addition to Clive and West Des Moines) in the design capacity of the outfall sewer. The ultimate plan of outfall sewer capacity should be finalized within the very near future. It is recommended that the City of Urbandale make every effort to consummate a contract with the City of Des Moines to dispose of its sewage through the Des Moines system and that Urbandale join with the municipalities of West Des Moines and Clive in constructing an outfall sewer large enough to provide service for all three communities. If Urbandale can join in this program, its problem of sewage treatment will be taken care of for the foreseeable future.

Storm Water Sewer System

Storm water sewers of record in Urbandale are few. The storm water drainage situation could be improved by additional mains and catch basins. As it now stands, storm water is carried by culverts under streets and in open ditches and ravines along streets and across private property. With the prospect of more sanitary sewers, paving and municipal improvements, it is selfevident that storm water sewers will have to be built very soon in several sections of the City.

It is recommended that the City of Urbandale make a study of its storm water sewer needs and prepare a master plan for storm water drainage facilities and that future storm water sewers be built to this plan.

Garbage Collection

Garbage is collected from the residential districts weekly by the City of Urbandale Garbage Department. It is disposed of by hauling it to a farm outside of the City limits where a sanitary land fill operation is carried out.

Electric Light and Power Facilities

The City of Urbandale is served by the Iowa Power and Light Company. This Company serves Urbandale directly with the 69,000 volt loop around the City of Des Moines. It has a 13,200 volt primary distribution system available to local users. The Iowa Power and Light Company is therefore able to furnish any amount of power necessary for any foreseeable municipal expansion. with mill streams of a classic dear present stream and the second stream of the

Natural Gas and the second sec

also netudite the expert i devices for addition to the and West Des Meines) The City of Urbandale is furnished natural gas by the Iowa Power and Light Company. Urbandale is part of the Des Moines metropolitan system which is furnished gas in excess of 100,000,000 cubic feet per day. The supply for Urbandale is therefore ample for any reasonable use that may arise in the foreseeable future. In constant one on the for the sector constants the particular particular and there are

Telephone Service

The City of Urbandale is furnished telephone service by the Northwestern Bell Telephone Company. It is an integral part of the Des Moines metropolitan district system and its service is the same as in any portion of the Des Moines District. Future customer needs can be readily supplied.

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SECTION 7 Past Trends lows: to determine growth rate trends. primarily in a City other than the one in which it lives. 3.89. (See Table 3, Page 23)

POPULATION

A study of the population, past and future, of the City of Urbandale is an interesting study because of the unusual characteristics of the City. The characteristics that are a departure from the average Iowa City are as fol-

1. Urbandale has had a very rapid growth rate over the past few years. The population increased by 227.6 percent between 1950 and 1960 compared with the usual growth rate of 10 to 20 percent.

2. The rapid rate of growth has taken place approximately in the past six years, which makes it impossible to use past census counts

3. The growth that has taken place results primarily from employment in the Des Moines Metropolitan area, rather than from employment in the City of Urbandale. For this reason, new jobs created cannot be used for projection of the population into the future.

Table 5, Page 25 shows that the population of Urbandale increased from 1,777 in 1950 to 5,821 in 1960. It is estimated from information on building permits issued by the City, that most of this growth occurred since 1955. Urbandale has been developing as a dormitory City to Des Moines since a large number of the persons that have moved to Urbandale in recent years work in Des Moines. A dormitory City is one in which the population works

Table 1, Page 22, shows the age distribution of the population of Urbandale as found in the 1960 Census publication. The information shown is by 5 year age groupings for males, females and the total. Table 2, Page 23 shows some general information on the population including percentage figures on age distribution of the population. Examination of Tables 1 and 2 and comparison of the figures therein with similar figures for the average Iowa community reveals some rather interesting characteristics of the population of Urbandale. Basically, this is a very young population resulting in a high fertility ratio of 658, and a high number of persons per household.

In the City of Urbandale, 45.6 percent of the total population is under 18

TABLE 1

| AGE DISTRIBUTION-URBANI | | | |
|-------------------------|------|--------|--|
| | 1960 | CENSUS | |

| AGE | MALE | FEMALE | TOTAL |
|-------------------|-------|--------|-------|
| Under 5 years | 464 | 458 | 922 |
| 5 to 9 years | 442 | 423 | 865 |
| 10 to 14 years | 333 | 311 | 644 |
| 15 to 19 years | 156 | 157 | 313 |
| 20 to 24 years | 84 | 118 | 202 |
| 25 to 29 years | 170 | 223 | 393 |
| 30 to 34 years | 297 | 324 | 621 |
| 35 to 39 years | 288 | 267 | 555 |
| 40 to 44 years | 223 | 190 | 413 |
| 45 to 49 years | 147 | 123 | 270 |
| 50 to 54 years | 116 | 108 | 224 |
| 55 to 59 years | 59 | 75 | 134 |
| 60 to 64 years | 53 | 50 | 103 |
| 65 to 69 years | 38 | 35 | 73 |
| 70 to 74 years | 14 | 26 | 40 |
| 75 years and over | 22 | 27 | 49 |
| TOTAL | 2,906 | 2, 915 | |

years old according to the 1960 census information. Since this age group generally runs between 30 and 35 percent of the total population in Iowa cities, it is evident that there is an unusually large number of children in the City. In the age bracket 18 to 64 years we find 51.7 percent of the population which is about average. However, there is only 2.8 percent in the 65 and over category compared with about 15 percent for average cities. The percentage of persons over 14 years of age that are married is high with 83.5 percent of the male population and 80.5 percent of the female population married. Comparable figures for average cities run about 70 percent. There is a correspondingly low number of widowed and divorced persons in Urbandale. Figures on these are as follows:

| | for meresting char- | aily revuils some net |
|--------|---------------------|-----------------------|
| | Widowed | Divorced |
| Male | 22 | 91 |
| Female | 8 | 20 |

| | Orbandale - 1960 | |
|-------------------------------|------------------|-------------------|
| Percent increase - | 1950 to 1960 | 227.6 |
| Percent under 18 years old | 1960 | 45.6 |
| Percent 18 to 64 years old | 1960 | 51.7 |
| Percent 65 years and over | 1960 | 2.8 |
| Percent Married - 14 years of | old and over | |
| Male | | 83.5 |
| Female | | 80.5 |
| | | |
| TABLE 3 | HOUSEHOLI | DS - FERTILITY R |
| Total number households- | Urbandale - 1960 | 1,495 |
| Population per household- | Urbandale - 1960 | 3.89 |
| and an article state of the | Urban places of | |
| | 2,500 to 10,000 | 2.93 |
| 219 Phalanet III. and the | Polk County | 3.10 |
| AL MER PORTE & "Deeve and | State | 3.19 |
| | Nation | 3.65 |
| | | when a kerth with |
| * Fertility Ratio - | Urbandale - 1960 | 658 |
| " " | Urban places of | |
| | 2,500 to 10,000 | 480 |
| " " | State | 517 |
| | | |

*Number of children under 5 years old per 1,000 women 15 to 49 years old.

TABLE 2

Table 3 shows information on households and the fertility ratio according to the 1960 Census. Urbandale has a very high number of persons per household (reflecting size of families), 3.89, in comparison with 3.19 for the State and 3. 65 for the Nation. The average for cities of 2, 500 to 10,000 population is only 2.93 persons per household. The Fertility Ratio (number of children under 5 years old per 1,000 women 15 to 49 years old) is also very high at 658. The average Fertility Ratio for cities of comparable size is only 480 and for the State is 517. The 658 figure, incidentally, is the second highest in the State. A high number of persons per household and Fertility Ratio is characteristic of a rapidly increasing population and a low median age of the total population. The large percentage of the population of Urbandale in the under 18 years range, 45.6, gives further indication of a very low median age.

In future years, the above noted characteristics of the population, persons per household, fertility ratio and median age will gradually change bringing these characteristics for Urbandale closer to those of other Iowa cities. The

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and comparison of the lightes thereig with similar (isures for the iteracy

GENERAL POPULATION INFORMATION Unhandala 1000

| 950 | to 1960 | 227.6 | |
|-----|---------|-------|--|
| | 1960 | 45.6 | |
| | 1960 | 51.7 | |
| | 1960 | 2.8 | |
| | | | |
| | | 83.5 | |
| | | 80.5 | |
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RATIO

characteristics as they are now and as they will probably change in future years are as follows:

| | | WILL |
|-----------------------|-----------|---------------|
| CHARACTERISTIC | PRESENTLY | EVENTUALLY BE |
| Contract The state of | | |
| Number of persons | | |
| per household | very high | lower |
| 18 to 18 years | | |
| Fertility ratio | very high | lower |
| L' LL DA BONBY | | |
| Median age | low | higher |

Projections

YEAR

The methods used for projecting the future growth of the City of Urbandale are somewhat unusual but were necessitated by the rapid growth that the city has experienced since the early 1950's. It is apparent that this growth has not been constant since the 1950 census information was taken, but was relatively light in the first few years of the 1950's and then increased to a higher rate in the balance of the decade. Information on building permits obtained from the City Clerk's records show this to be true. The following Table 4 shows information on building permits for the last decade.

BUILDING PERMITS NEW SINGLE FAMILY HOMES

NUMBER OF PERMITS

| 1951 | | | | Not ava | ilable | | daT. |
|--------|---------------|--------------|----------------|-------------|-------------|-----------|--------|
| 1952 | | | | 61 | | | |
| 1953 | | | | 105* | and lo av | | |
| 1954 | | | | Not ava | ilable | | |
| 1955 | Eds Ab School | | | Not ava | ilable | | |
| 1956 | | | the to 45 cars | 153 | | | |
| 1957 | bne üde vino | | | 173 | | | |
| 1958 | | | denta le | 178 | | | |
| 1959 | | | | 137 | | | |
| 1960 | | | | 236 | | | |
| 1961 | | | | 160 | | | |
| | | | | | | | |
| *Figur | e estimated | on the basis | of informati | ion availal | ole through | gh Octobe | er 19. |
| | | | | | | | |
| | | | | | | | |

TABLE 4 CHARTER OF A CHARTER OF

The information in Table 4 on building permits for the years 1956 through 1961 was used in the first method of estimating the future population of the City. The average for this period was 173 new homes per year. The highest year during the period was 1960 with 236 permits and 1959 was the lowest year with 137 permits. These three figures become the basis for the projections with this method using the low figure, 137, to determine Trend 1, the average figure, 173 for Trend 2 and the high figure, 236, for Trend 3. This method assumes that the rate of building will remain at approximately the same rate for many years to come, expecially in Trend 2 which uses the average figure. If the general rate of construction drops off, Trend 1 would be the more accurate line and if it accelerates, Trend 3 using the high figure would be the most likely Trend. This latter, however, is not expected to take place on the basis of the present rate of economic development and growth of the Des Moines Metropolitan Area.

The estimates on the future population shown in Table 5 were derived by multiplying the estimated number of new homes per year as described in the preceding paragraph by 3.5 persons per household. The figure of 3.5 was used rather than the present 3,89 since it is expected that in future years the number will not hold at its present high level but will decline to a more normal level around 3.5 persons per household. Table 5 shows the population projection for the years 1970, 1980 and 1990 based upon the above method.

Trend 2 using the average figure on number of building permits, is the line that should be closest to the actual growth of the City in the next 30 years.

| 5 | | POPULATION PROJECTION - 19 |
|---|------------|----------------------------|
| | PAST | POPULATION PROJECTIONS |
| | POPULATION | Trend 1 Trend 2 Trend 3 |
| | 596 | |
| | 1,083 | |
| | 1,777 | |
| | 5,821 | |
| | | 10,621 11,881 14,081 |
| | | 15,421 17,941 22,341 |
| | | 20,221 24,001 30,601 |
| | | |

A second method was used to project the population into the future utilizing estimates made by the Des Moines Planning Commission staff for the entire Des Moines Metropolitan Area. The Des Moines study divided the metropolitan area into geographical areas with Urbandale included in the "West Urban Area". This West Urban Area is comprised of Webster, Walnut and Valley townships. The incorporated areas of primary importance within these

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three townships are Urbandale, Clive, Windsor Heights and West Des Moines. The Des Moines staff estimated that the population increase in the West Urban Area will be 34,905 by 1980 using an estimated existing population of 23,236 in 1959. On the basis of the 1960 census information, the increase would be approximately 32,000 by 1980. If 30,000 of this population increase is divided between Urbandale and West Des Moines on a 40-60% basis respectfully, Urbandale would increase by 12,000 population by 1980. This would be 6,000 persons per decade or, on a straight line projection, 18,000 increase by 1990 for a total of 23,821 persons.

Trend 2 obtained by Method 1, building permits, showed a total population in 1990 of 24,001. This shows a very close comparison from the two methods indicating that the population of Urbandale in 1990 should be approximately 24,000. Any important changes that might take place in the economic picture of the Des Moines Metropolitan Area in the future, either favorable or unfavorable, would have a corresponding effect on the projections contained herein.

Chart 1, Page 27 shows a graphic presentation of the projections contained in Table 5.

Continuates made by the Persident the computation into the intone of its interaction and by the Persident the computation (into the interaction of the encontinuates made by the Pers Moleces Plant for the the the ention Molece State repolitability of the forge Meanes about divided the contetion area who prographical areas work by bunduly included to the contetion area who prographical areas work by bunduly included to the contetion area of prographical areas work by bunduly included to the contetion area of prographical areas work by bunduly included to the contetion area of prographical areas of the context of Welther, Walnut and the townshues. The incorporate of areas of no context areas with the three

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1960

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| 930 | 1940 | 1950 | 196 |
| | - | | |

The preparation of this chart was financed in part through an urban planning grant from the Housing and Home Finance Agency, under the provisions of Section 701 of the Housing Act. of 1954, as amended.

Urban Planning Grant: Project No. Iowa P-3

Prepared under the Contract for the lows Development Commission by: Anderson Engineering Company City Planning Consultants POPULATION PROJECTION 1990



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POPULATION

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OlT the period bips are Urbandale, Clive. Window Heights and West Des Monte The Des Monter stall estimated that the population increase in the West in 1959. On the basis of the 1960 constant formation, the increase would be approximately 22,000 by 1960. If 30,000 of this population increase is decise between Urbandals and West Des Molace to a 41-60% basis respectibily, date grade increase by 17,000 Molace and a 41-60% basis respectibily, date grade increase by 17,000 Molace and a 41-60% basis respectibily.

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SECTION 8

Introduction

The economy of Urbandale has been almost completely dependent on Des Moines for employment and for consumer goods. There was virtually no manufacturing in Urbandale prior to the last few years. (The Urbanews is classified as manufacturing by the U. S. Census.) Retail trade outlets were few except in the case of gas stations. Even today business is dominated by services, professional, business and personal; four physicians, three dentists, and the veterinary hospital and seven barber and beauty shops. Also, there is a concentration of firms concerned with construction and home decoration.

Discussed herein is the extent of interdependence, economically, of Urbandale with the Des Moines metropolitan area. The Des Moines Planning and Zoning Commission, recognizing the interdependence, concerns itself with the Des Moines Standard Metropolitan Statistical Area which is defined by Census reports as all of Polk County. The Des Moines Chamber of Commerce concerns itself with the greater Des Moines area which includes Urbandale.

Forces affecting Des Moines as felt in Urbandale have resulted in many community problems. Residents have approached these problems with a great deal of very active interest and determination. Perhaps the fine community spirit will prove the most important factor in determining future developments in Urbandale.

The material regarding Urbandale's economy is set out under general headings of labor force, manufacturing, trade, and government.

The City gained in population from 1,777 in 1950 to 4,821 in 1960, an actual gain of 3,044. Most of this increase represents young families moving into new housing in the major residential developments. Housing is advertised at \$16,000 and up. The Urbandale Chamber of Commerce reports that income of residents in Urbandale far exceeds that of overall income in greater Des Moines. A survey made about three years ago indicated income in excess of \$8,000 per household. The higher income, too, is evidenced by the large number of new homeowners. A real estate rule of thumb is to figure the amount of home debt a prospect can afford at 2 to 21/2 times his annual income. The average for greater Des Moines is \$6,987.

Information published by Sales Management magazine is helpful in regard to consumer marketing programs. Tables showing estimates of population and effective buying income of Des Moines and Polk County published by Sales Management follow as well as SM's definitions and explanations of use of the various items.

ECONOMIC STUDY

TABLE 6

POPULATION ESTIMATES

| Counties & Cities | Total | % of | Households | Urban Popula- | Consumer |
|--------------------|---------|----------------------|------------|----------------------|----------|
| | | USA | at x | LION | Units |
| | (000) | | (000) | (000) | (000) |
| 1-1-61 | | * 4 [°] 200 | 18° 06' 0 | | |
| Polk County | 268.9 | .1482 | 87.5 | 246.6 | 99.5 |
| Des Moines | 211.1 | .1164 | 68.9 | | 80.9 |
| West Des Moines | 12.3 | .0068 | 3.7 | | 3.8 |
| addition of a me | | | | | |
| 1-1-59 | | | | | |
| Polk County | 264.7 | 1514 | 85.8 | 243.8 | 96.7 |
| Deg Moines | 212 2 | 1213 | 68.9 | | 81.2 |
| Des Momes | 210.0 | . 1210 | 0010 | | - |
| - 2 Pro Constances | | | | | |
| 1-1-57 | Wards W | | | 000 1 | 04.0 |
| Polk County | 253.7 | .1503 | 82.2 | 223.1 | 94.6 |
| Des Moines | 190.6 | .1129 | 61.9 | 9 17 51 5 2 1 | 74.4 |
| | | | | | |
| 1-1-55 | | | | | |
| Polk County | 236.8 | .1457 | 76.7 | 212.9 | |
| Des Moines | 185.3 | .1140 | 60.2 | ett, the first of | 01 |
| | | | | | |
| 1-1-52 | | | | | |
| Polk County | 231.5 | .1494 | 73.0 | | A |
| Des Moines | 181.3 | . 1170 | 58.3 | | |
| 200 1101100 | | | | | |

(Sales Management - Survey of Buying Power, May 10 issue. Copyright 1961; further reproduction is forbidden.)

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Definitions of headings of columns in Table 6 according to S. M. are as follows:

"Population - (In thousands) As of January 1 (each year). (For 1961, for instance), a projection from April, 1960 Census benchmark, refined by Sales Management's 10-year record of growth trends, current sales data, and through canvas of chambers of commerce. The population factor is used quite frequently by itself as a mere 'nose count', in choosing markets above a certain cut-off figure, arriving at territorial totals comparing media coverage with market size, etc. But for the most part it is used in combination with other factors -- income, retail sales, age groups, industry average, etc. Where a product is consumed by everybody, for example, yearly potentials are often determined by multiplying the population of the nation or given territory by the particular industry's per capita consumption figure, which is then broken down into local potentials by application of SM's Buying Power Index.

The automobile industry, to take another example, checks passenger car registrations against SM's population and households to determine the ratio of car ownership to both population and households."

"% of USA Population - Has many obvious applications to individual, comparative and cumulative market measurements. A basic factor in arriving at Sales Management's 'sales-advertising controls' -- Buying Power Index, Quality Index & Index of Sales Activity."

"Households- (In thousands) Broader term than 'family', it is equivalent to Census Bureau's 'private household' and includes all persons occupying a house, apartment or group of rooms, or a room regarded as a dwelling unit -- in short, any occupied dwelling."

"Used, chiefly in the income factor, to determine potentials for products bought for the family as opposed to the individual consumer -- appliances, floor covering, garden supplies, automobiles, etc. Also to measure family potentials for staples. Many non-commercial groups and organizations use 'households' for a variety of purposes, including surveys to establish fund raising goals, determine the need for public facilities, justify new or increased taxes, check government expenditures."

"Urbanized Population - (In thousands) All persons in what Census defines as 'urban areas' -- communities of 2,500 population and the densely settled "fringes" of cities of 50,000 population. Urban areas embrace 70% of the nation's population -- which emphasizes the importance of the Survey of Buying Power's county-by-county estimates of urbanized population in establishing quotas for products and services peculiar to urban as opposed to rural living."

"Consumer Spending Units - (In thousands) A much broader term than 'households', it includes households, doubled-up families and guasi-house-

holds, i.e., students, soldiers and residents of hotels, boarding houses and institutions who earn incomes. It pin points certain product potentials more accurately than households; cars, TV sets, radios, furnishings, insurance."

instance), a projection from Auril, 1960 Densus benchmark, rothad by

TABLE

tain Bales Manageman's 10-year record of growth trends. mirrow anlos duta.

7 EFFECTIVE BUYING INCOME ESTIMATES

| Counties & Cities | Net \$ (000) | %of USA | Per <u>Capita</u> | Per Household | Income per C. S. U. | Cash Income per Household |
|--------------------------------------|-----------------|-----------------|----------------------|------------------|------------------------|------------------------------|
| 1960 | | nued b | | | ete. When | average |
| Polk County | 591,045 | .1651 | 2,198 | 6,755 | 5,940 | 6,094 |
| Des Moines | 481,408 | .1344 | 2,280 | 6,987 | 5,951 | 6,226 |
| West Des Moines | 21,153 | .0059 | 1,720 | 5,717 | 5,567 | a'M2 lo |
| 1958 | | | | | | |
| Polk County | 530,391 | .1724 | 2,004 | 6,182 | 5,485 | 5,650 |
| Des Moines | 442, 783 | .1440 | 2,087 | 6,426 | 5,453 | 5,787 |
| 1956 | | Trans and | | | abbelow it? 1.5 | HI da Su |
| Polk County | 491,976 | .1734 | 1,939 | 5,985 | 5, 203 | WI the own |
| Des Moines | 387,455 | . 1365 | 2,033 | 6,259 | 5,207 | at Sales |
| 1954 | | | | t of Sales A | index & Index | C Quality |
| Polk County | 437,646 | .1742 | 1,848 | 5,706 | 100 <u>100</u> | |
| Des Moines | 358,761 | .1429 | 1,936 | 5,959 | Bureau's 'pr | Censual Censual |
| 1951 | | | | | apaztment az | AND |
| Polk County | 429,780 | .1949 | 1,857 | 5,887 | Aue SJous a | |
| Des Moines | 357,676 | .1622 | 1,973 | 6,135 | , chieffy in t | "used |
| and a second framework of the second | | A. Louis Sec. 1 | | | allower all works and | |

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bouseholds' for a variety of purposes, including surveys to establish fand raising goals, determine the need for public facilities, justify new or in-

Definitions of headings of columns in Table 7 according to S. M. are as follows:

"Net Dollars, Effective Buying Income – Total net effective buying income, or disposable income, includes wages, salaries, and pensions of individuals, proprietor's and rental income, and payments of interest and dividends less all federal, state, and local income taxes.

"Population shows size of market, Effective Buying Income applies the quality yardstick to the market to indicate aggregate, per capita, per household, or per consumer spending unit buying ability. Total income may be the key to the volume of sales that an advertiser of a low - or medium-priced staple may expect in a particular market, but when price of the product tends

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to limit the size of the market, the 'Income Breakdown of Households' is the income factor that separates the market from the mass.

"The income factor has many non-marketing applications. Social, political, welfare, religious groups use it to arrive at contribution quotas. It is also used to determine state and local borrowing limits. Educational groups and local governments rely on it in relating a community's financial ability to public needs and salary, maintenance, construction costs."

<u>"%of USA Income</u> - Has many obvious applications to individual, comparative, and cumulative market measurements (see also definition of % of USA population)."

<u>"Per Capita.</u> – A mathematical divided by total population."

"Per Household - A mathematical average -- total net Effective Buying Income divided by total households."

"Income per Consumer Spending Unit. - A mathematical average -- total net Effective Buying Income divided by total consumer spending units."

"These income averages are often used to measure a community's capacity to buy retail goods or services or to support worthy causes. They should be employed with caution. If the 'Income Breakdown of Households" shows that there is a heavy concentration of income in the over \$10,000 bracket at the expense of the other brackets, the averages certainly are not indicative of the true situation. "

"Cash Income per Household - A mathematicl average - total <u>cash actually</u> <u>available for spending</u> divided by total households. Cash income is total net Effective Buying Income less non-cash items such as food and fuel produced and consumed by farmers, imputed rentals of owner-occupied homes, income received by trusts, pension and welfare funds and income of non-profit organizations."

"Absolute income - both effective buying income and per capita income -- has been increasing." (Consumer Marketing Bulletin III. <u>Understanding Consumers</u> <u>and Markets</u>. Iowa State University, Ames, Iowa.) Per capita effective buying income rose from \$1,304 in 1950 to \$1,732 for Iowa as a whole and from \$1,774 in 1950 to \$2,118 in 1959 for Des Moines. Urbandale shared in this increase.

Table 8 shows the income breakdown of households in Polk County and Des Moines by per cent of households and per cent of income in five income brackets. The figures for Des Moines are very similar to those for the County, being slightly higher for Des Moines for per cent of Households and per cent of income in the over \$4,000 per year income brackets.

"Per Capita. - A mathematical average -- total net Effective Buying Income
TABLE 8

INCOME BREAKDOWN OF HOUSEHOLDS - ESTIMATES

| \$0 | 0- | \$2,5 | 600- | \$4,0 | -00 | \$7,0 | -000 | \$10,0 | 000 | |
|--------|--|--|--|--|--|--|---|---|---|--|
| \$2,4 | 99 | \$3,9 | 99 | \$6,9 | 99 | \$9, 9 | 999 | & ove | er | |
| % | % | % | % | % | % | % | % | % | % | - |
| House- | In- | House- | In- | House- | In- | House- | In | House- | In- | |
| holds | come | holds | come | holds | come | holds | come | holds | come | |
| | | | | | | | | | | - |
| 12.4 | 3.1 | 21.6 | 11.4 | 40.5 | 35.6 | 13.9 | 18.8 | 11.6 | 31.1 | |
| 11.4 | 2.8 | 20.8 | 10.7 | 41.1 | 35.5 | 14.4 | 19.1 | 12.3 | 31.9 | - |
| | | | | | | | | | | - |
| 16.7 | 4.4 | 22.2 | 12.5 | 39.9 | 37.8 | 13.1 | 18.8 | 8.1 | 26.5 | L |
| 15.3 | 4.0 | 21.6 | 11.9 | 41.0 | 37.7 | 13.6 | 19.1 | 8.5 | 27.3 | Г |
| | | | | | | | | | | L |
| 22.0 | 6.1 | 24.5 | 15.4 | 36.4 | 35.1 | 11.2 | 17.1 | 5.9 | 26.3 | - |
| 22.4 | 6.2 | 24.5 | 15.3 | 35.9 | 34.7 | 11.2 | 17.1 | 6.0 | 26.7 | L |
| | \$0 \$2,4 % House- holds 12.4 11.4 16.7 15.3 22.0 22.4 | \$0- \$2,499 % % House- In- holds come 12.4 3.1 11.4 2.8 16.7 4.4 15.3 4.0 22.0 6.1 22.4 6.2 | $\begin{array}{cccccccccccccccccccccccccccccccccccc$ | $\begin{array}{cccccccccccccccccccccccccccccccccccc$ | $\begin{array}{cccccccccccccccccccccccccccccccccccc$ | $\begin{array}{cccccccccccccccccccccccccccccccccccc$ | $\begin{array}{c ccccccccccccccccccccccccccccccccccc$ | $\begin{array}{c ccccccccccccccccccccccccccccccccccc$ | $\begin{array}{c ccccccccccccccccccccccccccccccccccc$ | $ \begin{array}{c ccccccccccccccccccccccccccccccccccc$ |

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"Breakdown of Cash Income by Households. A more realistic measurement than per capita or household averages, it shows the % of households and % of cash income dollars in each income group."

"This is the <u>selective</u> income factor that enables you to break down a regional, state, metropolitan, county or city market by price tags. Population can serve as a reliable index to market potential of a low-priced staple. but if the staple is offered in a choice of several grades of quality and price - such as alcoholic beverages, apparel, candy, shoes, cookies - the Income Breakdown indicates how many families are prospects for each grade. It delineates the market within a market for your jelly beans or bon bons, your Corvairs or Cadillacs."

"An indication as to continued growth of the metropolitan area in Urbandale, besides actual observation and reports of the large number of school children who enter the school system during the year, for instance, is the fact that within the city limits of Des Moines "the west section is nearly saturated and little additional population growth is expected in this area." (Consumer Marketing Bulletin III. <u>Understanding Consumers and Markets</u>, Iowa State University, Ames, Iowa. Their source was Population 1980. Plan Report 1. Des Moines City Planning and Zoning Commission, July 1960.)

Other specific information will be available soon from the Des Moines City Planning and Zoning Commission regarding past and future trends as to distribution of employment in general occupational categories and other information regarding the labor force.

Manufacturing

Manufacturing in Urbandale can be seen in perspective with growth in the Des Moines area, relocation of industry displaced by urban renewal, and the available transportation facilities in Urbandale.

Employment in manufacturing in the Des Moines area rose from 11,527 in 1940 to an estimated 22,868 in 1959 amounting to 16.5% of the employed labor force in 1940 and 19.4% in 1959. Only qualified estimates are now available as to future employment in manufacturing. When the 1960 Census information regarding economic characteristics of the population is published, more accurate estimates may be made. Suffice it to say that manufacturing employment will grow considerably, possibly by 9,000 by 1980.

Manufacturing firms in the Des Moines Standard Metropolitan Statistical Area have increased in both size and number, larger firms experiencing substantial growth. Income per employee, as compared with salaries and returns in other occupations, has been high.

There are certain types of industries that the Des Moines area can expect. The Walsh report of 1956, <u>The Des Moines Metropolitan Area -- Its Economic</u> <u>Potentials</u> states, "it seems reasonable to expect the following groups of industries to locate and expand here:

> Diversified light industries serving national markets Farm-product industries serving national markets Farm supply industries serving the central west Defense industries requiring a "dispersed" metropolitan location."

"The first of these four groups appears to be the most important for active cultivation. In this group are a number of 'growth' industries that are heavily concentrated in the Chicago area; some of them are already represented in Des Moines and neighboring cities."

"Most of these diversified light industries are particularly interested in the location factors in which the Des Moines area is outstanding, and in prepared industrial sites and metropolitan planning - two factors in which the Des Moines area can become outstanding."

"These industries, for the most part, employ skilled labor in year-round operation and are free of nuisance aspects such as air and water pollution."

(Reference is made to further information available through the Des Moines Planning and Zoning Commission regarding trends in the Des Moines Standard Metropolitan Statistical Area. Reference is also made to A Report to the Greater Des Moines Chamber of Commerce and the Greater Des Moines Committee, The Des Moines Metropolitan Area - Its Economic Potentials, Industrial Planning Associates, San Francisco - Washington, D. C., 1956)

Any industrial growth experienced by the Des Moines area can be expected to be experienced in equal or greater degree in Urbandale. Three factors explain this. (1) The Urban Renewal program in central Des Moines has resulted in the need to relocate both families and commercial and manufacturing establishments. (2) The Milwaukee Road which cuts across Urbandale and the Interstate Highway 80 which runs around the north and west of the area provide excellent transportation. (Urbandale hopes to annex land both north and west to the Interstate. A petition to annex the area occupied by the present State Prison Honor Farm north of Hickman and east of the Interstate is before District Court and a decision should be forthcoming soon.) (3) Many groups are actively promoting industrial development in Urbandale. The first two factors evidence why Urbandale is so readily considered for industrial development. In regard to industrial development promotional efforts, the activities of many groups must be considered.

The Des Moines Chamber of Commerce and its Industrial Bureau secured an industry for Urbandale recently by referring Parker Brothers, Inc., manufacturers of games, to the Urbandale site and were instrumental in assuring water and sewer for them. The Des Moines Chamber of Commerce, of course, is interested in economic development over the whole metropolitan area rather than just inside Des Moines proper.

In promoting industrial development for Des Moines and its environs through the Industrial Bureau of the Des Moines Chamber of Commerce, the Iowa Power and Light Company contributed the Urbandale Industrial Park site located at the southwest corner of the intersection of Douglas Avenue and the Milwaukee Road tracks. Purchase of the Urbandale tract thus represents a combination of two motives on the part of IPALCO: (1) General community betterment (of the Des Moines metropolitan area), not, per se, development for the profit motive, and (2) Hope of attracting industry which will use the gas and electricity which IPALCO provides. In line with the first motive, IP-ALCO is not actively promoting its own site. All promotion is handled through the Des Moines Industrial Bureau. Swift & Company plans to erect a warehouse for storage and distribution of ice cream on land located directly south of the water tank in the northwest corner of the Iowa Power Industrial Park. Platting of the land has been left flexible to suit the needs of prospects.

Many contacts to date have been industries displaced from the Urban Renewal area of central Des Moines and thus do not represent new industry moving to Des Moines. However, possibilities for company expansion on the Industrial Park sites are great. Iowa Power and Light expects the land to be occupied over a period of time, no great rush of industrial building within the near future is expected, by light industrial plants and for medium to heavy commercial use. The Industrial Park is served by a storage and pressure equalizing water tank providing 500,000 gallons and by sewer lines. Both of these facilities were provided when Parker Brothers, Inc. located on the north side of Douglas Avenue.

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The primary need of the area is sanitary sewer. The industrial site line taps in on a residential sewer of the development to the east. Sewage requirements of an industry would determine the adequacy of the sewer lines. It would definitely be advantageous for firms locating in the Industrial Park to be served by a metropolitan sewage complex that could furnish adequate facilities.

The Milwaukee Road is also interested in developing industry in Urbandale. About eight years ago the company bought 135 acres north of Hickman Road and adjacent to its railroad. The land was then west of the city limits of Urbandale, being annexed to the City January 19, 1961. It is east of the present State Prison Honor Farm. The Milwaukee Road felt the area was ideally situated for industrial and heavy commercial development because of expected Des Moines population and industrial expansion, because of ready access to its rail lines and the Interstate Highway, and, now even more ideal, because of the industry which has already located there.

Two firms which have purchased sites from the Milwaukee Road are a wholesale distributor of a national plywood firm and a wood products manufacturing company which has relocated from the downtown Des Moines area. Both are planning substantial expansion within the near future if business conditions hold good. Two additional prospects plan to purchase sites on the Milwaukee land. Spur lines have been run from the main line track to both companies presently located there and additional spurs will likely be run as needed by prospects. The railroad company feels that at least that part of the Honor Farm which is adjacent to its industrial site ought to be reserved for industrial development because of the availability of easy access to the railroad. One spur need be extended only 200 feet to reach into the area now owned by the State. The high cost of laying track makes this short distance very attractive, especially as the land is presently undeveloped and in other ways very suitable for industrial use.

The people of Urbandale are interested in industrial development to broaden their tax base now heavily dependent on residential properties. The Urbandale Chamber of Commerce group has become very active, as a result of the rapid population increase, in bringing into the City commercial and manufacturing establishments. It's Industrial Development Corporation is actively promoting manufacturing in Urbandale.

The following is a description of two companies that have located in the Urbandale industrial area and reasons why they selected this location:

1. Parker Brothers, Inc., a manufacturer of games used for both recreation and education, moved a boxing and assembling plant to the Des Moines area in July, 1961. The firm employs a total of 39 persons, 12 men and 23 women, in the production force. Employment is steady although the sale of the games is highly seasonal. Stability of employment is a point of pride with the company -- there have been no lay offs in twenty years.

The plant is situated north of Douglas Avenue west of the Milwaukee tracks.

Game parts are manufactured at the home office plant in Salem, Massachusetts, and shipped here for assembly in the appropriate boxes. There are ample storage facilities for both the game parts and for the completed boxed games.

Games from the Urbandale plant will be sold mainly in the midwest. Two factors, proximity to this midwestern market and the need to reduce transportation costs on boxed games brought the company to the midwest in search of a site. Other factors which determined final selection of the Urbandale site were easy access to transportation facilities and availability of the land at the right price.

2. Midwest Hardwood Flooring & Plywood Company manufactures and distributes wood products. They manufacture moldings, particularly of mahogany, Sanford Trusses for home and industrial use up to 60' spans, and custom trims. The company moved from downtown Des Moines to the Urbandale site because of ease of access to the Interstate. Most of the business of the company is within 75-100 miles of Des Moines, all within the state, and about one-half with builders of residential property and one-half with industrial users.

The number of employees varies from 19-25 during the year. At present, all the employees live outside of Urbandale. All transferred with the company. It is expected that new employees, added as they are needed, will apply from the near-by area.

See Appendix, Pages 1A thru 8A inclusive for further information on potential new types of industry.

Retail Trade

Retail trade in Urbandale again is closely tied with the flow of trade in Des Moines--the shopping center at Merle Hay Plaza as well as downtown Des Moines.

It is usual for suburbs growing up rapidly on the outskirts of major metropolitan centers to fall behind in the total amount of retail trade carried on, especially in such lines as wearing apparel. Merchandise of other categories such as lumber, building materials and hardware often do well in "remainder of the county" areas: ie, for Polk County, all that area not included in Des Moines or, in some instances, not included in West Des Moines.

Des Moines has a very great drawing power in regard to trade. In the case of apparel, not a single retail outlet exists as such outside the city limits. Table 9 shows a comparison of total retail establishments, their sales during an entire year, and the number of persons employed for Des Moines, West Des Moines and the remainder of the County.

| TABLE O | | | DEMAT | TTD A DD | DOTE | |
|---|---|--|---|--|--|--|
| TABLE 9 | | | RETAIL | - TRADE - | POLK CO | JUNTY |
| | No. of | | Sales | Paid | Employe | es,Work |
| | Estab- | 801 | Entire Yea | ar Ende | ed Neares | t Nov. 15 |
| | lishmen | ts | (\$1,000) | | (No.) | |
| 1958 | | | | | | |
| Des Moines | 2,326 | | 341,056 | | 14,659 | |
| West Des Moines | 95 | | 11,662 | 18. T | 431 | |
| Remainder of County | 223 | | 21,369 | | 746 | |
| | | | | | | |
| 1954 | | | | | | |
| Des Moines | 2,263 | | 284, 225 | | 13,475 | |
| West Des Moines | 72 | | 6,180 | | 207 | |
| Remainder of County | 232 | | 19,549 | | 611 | |
| (M) Manutes (d) | and the first second | | | | 1 Sty - All | |
| 1948 | | | | | | |
| Des Moines | 1,999 | | 250,325 | | 14.467 | |
| West Des Moines | 58 | | 4,280 | | 173 | |
| Remainder of County | 280 | | 13,266 | | 589 | |
| on 524 [hf-mol.20p4] | | | | | | |
| (U.S. Census) | | | | | | |
| R. Louisdell' (1860) | | | | | | |
| Retail trade broke of Sales for 1948, 1954 | en down into 1 4, and 1958 f | number o or each | of establis major kinc | hments and d of retail | d dollar a business i | mount is |
| Retail trade broke of Sales for 1948, 1954 given below. | en down into 1 4, and 1958 f | number d or each | of establis major kino | hments and d of retail | d dollar an business i | mount is |
| Retail trade broke of Sales for 1948, 1954 given below. | en down into 1 4, and 1958 f | number o for each | of establis major kino | hments and d of retail | d dollar an business i | mount is |
| Retail trade broke of Sales for 1948, 1954 given below. | en down into 1 4, and 1958 f | number o for each | of establis major kind | hments and d of retail | d dollar an business i | mount is |
| Retail trade broke of Sales for 1948, 1954 given below. TABLE 10 | en down into 1 4, and 1958 f | number o for each RET | of establis major kind 'AIL TRAI | hments and d of retail DE BY KIN | d dollar an business i ID OF BU | mount is SINESS |
| Retail trade broke of Sales for 1948, 1954 given below. TABLE 10 | en down into 1 4, and 1958 f 1948 | number o for each RET | of establis major kind 'AIL TRAI 195 | hments and d of retail DE BY KIN | d dollar an business i D OF BU | mount is SINESS 958 |
| Retail trade broke of Sales for 1948, 1954 given below. TABLE 10 | en down into 1 4, and 1958 f 1948 Estab- | number o for each RET Sales | of establis major kind 'AIL TRAI 195 Estab- | hments and d of retail DE BY KIN 54 Sales | d dollar an business i ID OF BU 19 Estab- | mount is SINESS 958 Sales |
| Retail trade broke of Sales for 1948, 1954 given below. TABLE 10 | n down into 1 4, and 1958 f 1948 Estab- lishments | number o for each RET Sales (\$1,000) | of establis major kind GAIL TRAI 195 Estab- lishments | hments and d of retail DE BY KIN 54 Sales 5 (\$1 000) | d dollar an business i ID OF BU 19 Estab- tishment | mount is SINESS 958 Sales |
| Retail trade broke of Sales for 1948, 1954 given below. TABLE 10 | n down into n 4, and 1958 f 1948 Estab- lishments (No.) | number o for each RET Sales (\$1,000) | of establis major kind 'AIL TRAI 195 Estab- lishments (No.) | hments and d of retail DE BY KIN 54 Sales s (\$1,000) | d dollar an business i D OF BU 19 Estab- lishment (No) | mount is SINESS 958 Sales s (\$1.00 |
| Retail trade broke of Sales for 1948, 1954 given below. TABLE 10 Food Group | n down into n 4, and 1958 f 1948 Estab- lishments (No.) | number o for each RET Sales (\$1,000) | of establis major kind 'AIL TRAI 195 Estab- lishments (No.) | hments and d of retail DE BY KIN 54 Sales s (\$1,000) | d dollar an business i ID OF BU 19 Estab- lishment (No.) | mount is SINESS 958 Sales is (\$1.00 |
| Retail trade broke of Sales for 1948, 1954 given below. TABLE 10 <u>Food Group</u> Des Moines | n down into n 4, and 1958 f 1948 Estab- lishments (No.) 500 | number of for each RET Sales (\$1,000) | of establis major kind 'AIL TRAI 195 Estab- lishments (No.) 422 | hments and d of retail DE BY KIN 54 Sales s (\$1,000) 55 542 | d dollar an business i D OF BU 19 Estab- lishment (No.) | mount is SINESS 958 Sales s (\$1.00 |
| Retail trade broke of Sales for 1948, 1954 given below. TABLE 10 <u>Food Group</u> Des Moines West Des Moines | n down into n 4, and 1958 f Estab- lishments (No.) 500 16 | number of for each RET Sales (\$1,000) 45,100 1 009 | of establis major kind 'AIL TRAI 195 Estab- lishments (No.) 422 12 | hments and d of retail DE BY KIN 54 Sales s (\$1,000) 55,543 | d dollar an business i ID OF BU 19 Estab- lishment (No.) 375 19 | mount is SINESS 958 Sales is (\$1.00) 74,68: 2.45 |
| Retail trade broke of Sales for 1948, 1954 given below. TABLE 10 <u>Food Group</u> Des Moines West Des Moines Remainder of County | en down into 1 4, and 1958 f 4, and 1958 f 1948 Estab- lishments (No.) 500 16 69 | number of for each RET Sales (\$1,000) 45,100 1,009 3,548 | of establis major kind 'AIL TRAI 195 Estab- lishments (No.) 422 12 37 | hments and d of retail DE BY KIN 54 Sales s (\$1,000) 55,543 1,547 4 455 | d dollar an business i ID OF BU 19 Estab- lishment (No.) 375 18 26 | mount is SINESS 958 Sales is (\$1.00 74,68 3,45 2,44 |
| Retail trade broke of Sales for 1948, 1954 given below. TABLE 10 <u>Food Group</u> Des Moines West Des Moines Remainder of County | en down into 1 4, and 1958 f 4, and 1958 f 1948 Estab- lishments (No.) 500 16 69 | number of for each RET Sales (\$1,000) 45,100 1,009 3,548 | of establis major kind 'AIL TRAI 195 Estab- lishments (No.) 422 12 37 | hments and d of retail DE BY KIN 54 Sales s (\$1,000) 55,543 1,547 4,455 | d dollar an business i D OF BU 19 Estab- lishment (No.) 375 18 26 | mount is SINESS 958 Sales s (\$1.00 74,68 3,45 3,44 |
| Retail trade broke of Sales for 1948, 1954 given below. TABLE 10 <u>Food Group</u> Des Moines West Des Moines Remainder of County Eating & Drinking Places | 1948 Estab- lishments (No.) 500 16 69 | number of for each RET Sales (\$1,000) 45,100 1,009 3,548 | of establis major kind 'AIL TRAI 195 Estab- lishments (No.) 422 12 37 | hments and d of retail DE BY KIN 54 Sales s (\$1,000) 55,543 1,547 4,455 | d dollar an business i ID OF BU 19 Estab- lishment (No.) 375 18 26 | mount is SINESS 958 Sales s (\$1.00 74,68 3,45 3,44 |
| Retail trade broke of Sales for 1948, 1954 given below. TABLE 10 <u>Food Group</u> Des Moines West Des Moines Remainder of County Eating & Drinking <u>Places</u> Des Moines | 1948 4, and 1958 f 1948 Estab- lishments (No.) 500 16 69 478 | number of for each RET Sales (\$1,000) 45,100 1,009 3,548 15.781 | of establis major kind CAIL TRAI 195 Estab- lishments (No.) 422 12 37 | hments and d of retail DE BY KIN 54 Sales s (\$1,000) 55,543 1,547 4,455 | d dollar an business i D OF BU 19 Estab- hishment (No.) 375 18 26 510 | mount is SINESS 958 Sales 5 (\$1.00 74,68 3,45 3,44 |
| Retail trade broke of Sales for 1948, 1954 given below. TABLE 10 <u>Food Group</u> Des Moines West Des Moines Remainder of County <u>Eating & Drinking</u> <u>Places</u> Des Moines West Des Moines | 1948 Estab- lishments (No.) 500 16 69 478 8 | number of for each Sales (\$1,000) 45,100 1,009 3,548 15,781 199 | of establis major kind 'AIL TRAI 195 Estab- lishments (No.) 422 12 37 475 9 | hments and d of retail DE BY KIN 54 Sales s (\$1,000) 55,543 1,547 4,455 19,155 302 | d dollar an business i 10 OF BU 19 Estab- lishment (No.) 375 18 26 510 14 | mount is SINESS 958 Sales 58 (\$1.00 74,68 3,45 3,44 22,360 |
| Retail trade broke of Sales for 1948, 1954 given below. TABLE 10 <u>Food Group</u> Des Moines West Des Moines Remainder of County <u>Eating & Drinking</u> <u>Places</u> Des Moines West Des Moines Remainder of County | 1948 Estab- lishments (No.) 500 16 69 478 8 68 | number of for each RET Sales (\$1,000) 45,100 1,009 3,548 15,781 199 1,740 | of establis major kind 'AIL TRAI 195 Estab- lishments (No.) 422 12 37 475 9 50 | hments and d of retail DE BY KIN 54 Sales s (\$1,000) 55,543 1,547 4,455 19,155 302 1 299 | d dollar an business i ID OF BU 19 Estab- lishment (No.) 375 18 26 510 14 48 | mount is SINESS 958 Sales 58 (\$1.000 74,68: 3,45' 3,44 22,360 57: 1,47 |
| Retail trade broke of Sales for 1948, 1954 given below. TABLE 10 <u>Food Group</u> Des Moines West Des Moines Remainder of County <u>Eating & Drinking</u> <u>Places</u> Des Moines West Des Moines Remainder of County | 1948 1948 Estab- lishments (No.) 500 16 69 478 8 68 | number of for each Sales (\$1,000) 45,100 1,009 3,548 15,781 199 1,740 | of establis major kind CAIL TRAI 195 Estab- lishments (No.) 422 12 37 475 9 50 | hments and d of retail DE BY KIN 54 Sales s (\$1,000) 55,543 1,547 4,455 19,155 302 1,299 | d dollar an business i D OF BU 19 Estab- lishment (No.) 375 18 26 510 14 48 | mount is SINESS 958 Sales 58 (\$1.000 74,68 3,45 3,45 3,44 22,360 57: 1,472 |
| Retail trade broke of Sales for 1948, 1954 given below. TABLE 10 <u>Food Group</u> Des Moines West Des Moines Remainder of County <u>Eating & Drinking</u> <u>Places</u> Des Moines West Des Moines Remainder of County | 1948 Estab- lishments (No.) 500 16 69 478 8 68 | number of for each Sales (\$1,000) 45,100 1,009 3,548 15,781 199 1,740 | of establish major kind 'AIL TRAI 195 Estab- lishments (No.) 422 12 37 475 9 50 | hments and d of retail DE BY KIN 54 Sales s (\$1,000) 55,543 1,547 4,455 19,155 302 1,299 | d dollar an business i ID OF BU 19 Estab- Hishment (No.) 375 18 26 510 14 48 | mount is SINESS 958 Sales 58 (\$1.00 74,68 3,45 3,44 22,360 57: 1,472 |

| | Sales | Paid Employees, Work week |
|---|------------|---------------------------|
| E | ntire Year | Ended Nearest Nov. 15 |
| | (\$1,000) | (No.) |
| | 341,056 | 14,659 |
| | 11,662 | 431 |
| | 21,369 | 746 |
| | | |
| | 284, 225 | 13,475 |
| | 6,180 | 207 |
| | 19,549 | 611 |
| | | |
| | | |
| | 250,325 | 14,467 |
| | 4,280 | 173 |
| | 13,266 | 589 |
| | | |

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| TABLE 10 Continued) | | | netall 1 | Taue by K | Ind Of D | usiness |
|---------------------------------|---------------------|----------------|--|------------------|---------------------------------|----------------|
| | 1948 | ga se da | 195 | 4 | i i ganto | 1958 |
| Ender Nearest Nov | Estab- | Sales | Estab- | Sales | Estab | - Sales |
| (No.) | lishments | (\$1,000) | lishments | (\$1,000) | lishme | nts (\$1,000 |
| General Merch- | (NO.) | | (NO.) | | (NO.) | |
| andise | 05 000 110 | 49 095 | 49 | 41 459 | 07 | 40 550 |
| Des Moines | 35 | 43,825 | 43 | 41,403 | 67 | 48, 553 (I) |
| West Des Moines | 40.0 | | 0 | 107 | 16 | (D) |
| Remainder of County | 1 | | 9 | 242 | 10 | (D) |
| Apparel Group | | | | | | |
| Des Moines | 109 | 1 - C | 138 | (D) | 138 | 23,720 |
| West Des Moines | 144,94 | 1. | 2 | (D) | 10 | $(D)^{(2)}$ |
| Remainder of County | | · | net st | (D) | ni <mark>sten</mark> ii. Prj | (D) |
| Furniture, Furn- | | | | | | |
| ishings & Appli- | | | | | | |
| ance Group | | | 042 | oualy | O to to | Remaind |
| Des Moines | 87 | 14, 367 | 135 | 14, 524 | 155 | 20,125 |
| West Des Moines | 4 | 89 | 6 | 227 | 4 | 286 |
| Remainder of County | - 4 ⊂ € - 25 | 86 | 7 | 761 | 11 | 1,260 |
| termine support and the summers | | | | | | |
| Automotive Group | to bask tob | int does a | of 1958 for | 10 . H 6 6 (, A | tor 194 | 50 004 |
| Des Moines | 105 | 48,775 | 123 | 60,535 | 119 | 59,634 |
| West Des Moines | 3 | 743 | | (D) (3) | 3 | (D) (±) |
| Remainder of County | 23 | 2, 513 | 11 | (D) | 14 | (D) |
| Gasoline Service | | | | | | |
| Stations Dec Meiner | 210 | 10 117 | 254 | 10 995 | 9.97 | 24 120 |
| Des Moines | 219 | 10,447 | 19 | 10,000 | 12 | 24,139 |
| Remainder of County | 55 | 1 459 | 12 | 1 025 | 21 | 2 027 |
| Remainder of County | or optomilier | 1,400 | TJ | 1, 525 | 91 | 2,021 |
| Lumber Building | | | | | | |
| Materiale Hard- | | | | | | |
| materials, naru- | | | | | | |
| Des Moines | 94 | 14 678 | 109 | 16 343 | 126 | 19 960 |
| West Des Moines | 8 | 1 137 | 10 | 1,148 | 9 | 1, 391 |
| Remainder of County | 33 | 2 879 | 31 | 2,999 | 29 | 3 864 |
| remainder of county | | 2,010 | and the second s | 2,000 | | 0,001 |
| Drug & Proprie- tary Stores | | | | | | |
| Des Moines | 96 | 7,854 | 100 | 10,067 | 90 | 13,270 |
| West Des Moines | 3 | 199 | 4 | 388 | 4 | 497 |
| | 0 | 105 | 14 | 400 | - | 100 |

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(Table continued on next page)

| (TABLE 10 continued) | Chillin Ca | | Retail Tr | rade By Kin | nd of B | usiness |
|--|--|------------------------------------|---------------------------------|---------------------------|---------------------|--------------------|
| | 1948 Estab- | Sales | 195 Estab- | 54 Sales | Estab- | 1958 Sales |
| 1997 - 1998 - 1997 - 19 | (No.) | \$1,000) | (No.) | (\$1,000) 1 | ishmen (No.) | nts (\$1,000 |
| All Other Retail | | | | | | |
| Stores (1948 only) | | | | | | |
| Des Moines | 276 | | | | | |
| West Des Moines | 8 | 597 | | | | |
| Remainder of County | 15 | | | | | |
| Other Betail Stores | | | | | | |
| Des Moines | (1954 & 19 | 58 only) | 276 | (D) ⁽⁵⁾ | 262 | 26,867 |
| West Des Moines | | | 12 | 1,142 | 12 | 1, 584 |
| Remainder of County | | | 19 | (D) | 32 | 2, 927 |
| Newsterne Detaile | | | | | | |
| Nonstore Retailers | (1054 8 10) | - 1 | 100 | BUILD | e hat. | 1 - Q40 |
| West Des Maines | (1954 & 193 | 58 only) | 188 | 5,791 | 157 | 7,745 |
| Remainder of County | | | 2 | (D) (0) | 6 | 32 |
| Remainder of County | | | 13 | (D) | 12 | 142 |
| (1) Total County figure | \$51,097,000 | | (D) - Not | t disclosed | | |
| (2) Total County figure | \$24,561,000 | | | | | |
| (3) Total County figure | \$66,858,000 | | | ig k | | |
| (4) Total County figure | \$64,904,000 | | | | | |
| (5) Total County figure | \$25,144,000 | | | | | |
| (6) Total County figure | \$ 6,010,000 | | | | | |
| (U.S. Census) | | | | | | |
| | | | | | | |
| | | | | | | |
| Table 12 shows the Moines and for the rema age of change over the S | growth in reainder of the State shown in | tail trad County a n Table 1 | e by perce area as co 11. | entage of cl mpared wi | nange f th the j | or Des percent- |
| Comparison of thes change from 1954-1958 | e two tables of total retai | shows th l trade i | nat the app n Des Moi | roximate p nes is 20% | ercent and in | of the re- |

The figures in Table 12 on Des Moines and Polk County illustrate very vividly the relationship of Des Moines to its suburbs, which are included in the remainder of the County category, in its dominance of retail trade in the County.

mainder of the County is only 9%, equal to the State's rate of change.

| TABLE 110 nut velopher V liev V | IOWA RETAI | L TRADE 1 | 954 and 1958 |
|---------------------------------------|-----------------------|----------------|----------------------|
| Kind of Business | Sales, 1958 | Sales, 1954 | Approximate |
| | (\$1,000) | (\$1,000) | % Change |
| | | | 1954-1958 |
| Retail Trade Total | 3, 366, 964 3 | ,077,580 | 9 |
| Lumber, Building Materials, Hardware, | | | |
| Farm Equipment Dealers | 509, 487 | 477,433 | () ear 6 |
| General Merchandise Group Stores | 293,814 | 269,545 | santo N 9 101 |
| Food Stores | 706,174 | 586,671 | 19 |
| Automotive Dealers | 546, 150 | 546,601 | -0- |
| Gasoline Service Stations | 272,067 | 222,053 | 22 |
| Apparel, Accessory Stores | 171,556 | 144,111 | 180 |
| Furniture, Home Furnishings Equipment | | | |
| Stores | 150,349 | 143,673 | est 4 st |
| Eating, Drinking Places | 203,235 | 188,055 | robni 8nofi |
| Drug Stores, Proprietary Stores | 99, 244 | 82,696 | 19 |
| Other Retail Stores | 375, 528 | 372,612 | 2 |
| Nonstore Retailers | 39, 360 | 44,130 | -12 |
| | | e dat | |
| (II S Congus) | <u>*</u> | e 14 1815 - 16 | |
| TABLE 12DES MOINES AND REMAIN1954 and | DER OF THE nd 1958 | COUNTY RE | TAIL TRADE |
| | Approximate | % Change Ap | oprox. % Change |
| | Des Moin | nes Re | emainder of Co. |
| | 1954-19 | 58 1 | 954-1958 |
| | | | |
| Retail Trade Total | 20 | | 9 |
| Lumber, Building Materials, Hardware, | | | |
| Farm Equipment Dealers | 22 | | 29 |
| General Merchandise Group Stores | 17 | | our sources |
| Food Stores | 34 | | -23 |
| Automotive Dealers | -01 | | |
| Gasoline Service Stations | 28 | | 05 |
| Apparel, Accessory Stores | 1.564 1.77 1.10 | | no Ti Aqueqo - Er |
| Furniture, Home Furnishings Equipment | abo all pre- | | |
| Stores | 39 | | 65 |
| Eating, Drinking Places | 16 | | 13 |
| Drug Stores, Proprietary Stores | 32 | | 06 |
| Other Retail Stores | | | to rebrinder of |
| Nonstore Retailers | 34 | | |
| | | | |

Sales Management - Survey of Buying Power, May 10 issues of each year, give statistics based on census benchmarks and other economic indicators showing the estimated retail sales and indexes of buying power of the community. The statistics relating to Polk County, Des Moines, and West Des Moines are shown in Table 13. Simply subtracting the Des Moines figure from the Polk County figure will yield the amount of sales for the remainder of the county for each kind of business. Again, the concentration of retail activity in the City of Des Moines is evident. TABLE 13 **RETAIL SALES ESTIMATES** % Counties & Cities Total P Retail of USA ho Sales Sa (\$000) 1960 **Polk County** 419,291 .1907 4, Des Moines 382,034 .1738 West Des Moines 13,488.0061 1958 Polk County 368,330 .1834 4, **Des Moines** 337,560.1681 -1956 Polk County 349,756 .1817 4, Des Moines 320,585.1665 -1954 **Polk County** 337,275.1984 4, **Des Moines** 315,233.2854 -1951 Polk County 280,476.1855 -**Des Moines** 262,154 .1734 -(Sales Management - Survey of Buying Power, May 10 issue. Copyright 1961; further reproduction is forbidden.)

Definitions of headings of columns in Table 13 according to S. M. are as follows:

"Total Retail Sales. -- Based on Census benchmarks. Projections were made with the help of Sales Management's year-by-year record of indications of economic changes -- tax collections, bank debits, employment and earnings, etc."

| Per House- old Retail ales (\$) | Buying Power Index | Quality Index | Index of Sales Activity | |
|---------------------------------------|--------------------------|------------------|-------------------------------|--|
| | | | | |
| 792 | .1694 | 114 | 129 | |
| | .1426 | 123 | 149 | |
| in Clark a note | .0061 | 90 | 90 | |
| | | | | |
| | | | | |
| 293 | .1715 | 113 | 121 | |
| - | .1467 | 121 | 139 | |
| | | $\gamma \beta$ | | |
| | | | | |
| 255 | .1713 | 114 | 121 | |
| - 11.53 v | .1408 | 125 | 147 | |
| | | | | |
| 397 | 1758 | 121 | <u></u> | |
| <u>a</u> n a taine | .1499 | 131 | <u></u> | |
| | 61.202 | 1 year | | |
| | | | | |
| <u>-</u> 5, C - 5,6 d | . 1830 | 122 | i <u>e reno</u> | |
| <u> </u> | .1565 | 134 | $\underline{H}(\alpha) = 0$ | |
| | | | | |

"<u>% of USA Retail Sales</u>. Has many obvious applications to individual, comparative and cumulative market measurements. It is a basic factor in arriving at Sales Management's 'sales-advertising controls' -- the Buying Power Index, the Quality Index and the Index of Sales Activity."

"<u>Per Household Retail Sales</u>. A mathematical average - total retail sales divided by total households. Applies to all except city markets, since a city's total sales volume includes purchases made in the city by non-resident families and therefore is not readily reduced to an average for families living inside the city."

"Buying Power Index. A market's share of the US potential must reflect its population, buying power and actual retail buying. The Buying Power Index weights a market's percent of national population by 2, its percent of the income by 5, and its percent of the retail sales by 3, and fuses them into a single yardstick of the market's share of the US potential."

"It is commonly used to establish potentials for "average" products that are neither low-priced staples nor high priced luxuries and that are sold in standard retail outlets. Products vary in their appeal to different groups of buyers, in price, quality, seasonal or regional character, and a suitable index to a particular product's potential may call for the introduction of other factors or for a different weighting system. The Buying Power Index is only one of many combinations of Survey data used to measure possible sales of a product."

"Quality Index. A market's percent of the national population can be taken to represent par. Divided into the Buying Power Index (which is the combined measurement of its three basic market factors -- population, income and retail sales) it yields the Quality Index, which shows the extent to which the market's quality is above or below par (represented by 100)."

"The Quality Index should not be used blindly, without reference to its component percentages. An advertiser of an expensive luxury, for example, choosing markets by the Quality Index, should make sure that the index in each case reflects high buying power. Take the case of a city with a Quality Index of 206 on the basis of .0031% of the nation's population, .0035% of the income and .0134% of the retail sales. While 206 is more than twice as high as the national level of market quality, it actually reflects buying power only 13% above average. The high index results almost entirely from a sales volume more than 4 times average size. The city is remarkable for its very busy stores (which draw trade from a wide area outside the city), not as a community of affluent buyers."

"Index of Sales Activity. Similar to Quality Index except that percentage of population (par) is divided into per cent of retail sales. An index of 100 would reflect sales volume equal to the US retail sales per capita times the market's population. A higher index could indicate above average buying by the market's families, or a heavy inflow of non-resident shoppers, or both."

| TABLE 14 | | RETAIL S |
|---------------------|-------------------|--|
| Counties | Food | Fating 6 |
| & Cities | (\$000) | Drinking Pl |
| 1000 | | (\$000) |
| Pollt Country | 00 010 | 07 007 |
| Poix County | 90,012 | 27,087 |
| W. Des Moines | 82,292 3,967 | 24,809 662 |
| 1958 | | |
| Polk County | 78 542 | 22 652 |
| Des Moines | 70 883 | 20,000 |
| Des momes | 10,005 | 21,029 |
| 1956 | | |
| Polk County | 67 936 | 22 616 |
| Des Moines | 61 311 | 22,010 |
| | 01,011 | 20,012 |
| 1954 | | |
| Polk County | 63,833 | |
| Des Moines | 58,121 | |
| and the first state | in the set of the | |
| 1951 | | |
| Polk County | 52,725 | |
| Des Moines | 48,007 | |
| | | |
| Counting | Transa i farma | Andreas and a set |
| & Cities | Household | , Automotiv |
| | Appliances | (4000) |
| 1960 | (\$000) | 3 . The first state of the second state of th |
| Polk County | 22, 903 | 77 838 |
| Des Moines | 21,271 | 71 524 |
| W. Des Moines | 314 | 1,178 |
| | | -, |
| 1958 | MAL IN S | |
| Polk County | 18,643 | 76,339 |
| Des Moines | 17,454 | 69.118 |
| 1956 | | |
| Polk County | 17 909 | 76 226 |
| Des Moines | 16 767 | 69 026 |
| Deb Momes | 10,707 | 03,020 |
| 1954 | | |
| Polk County | 18,263 | 78,488 |
| Des moines | 18,045 | 73,814 |
| 1951 | | |
| Polk County | 14,949 | 61,766 |
| Des Moines | 14,770 | 58,088 |
| | | |

L SALES – ESTIMATES BY KIND OF BUSINESS

| g & Places | Gener Merchan | ral ndise | Apparel (\$000) | |
|---------------|------------------|---|--------------------|---------|
| | (\$000 |) | | |
| | 65 061 | | 96 790 | |
| | 62 800 | L | 20,728 | |
| | 1 217 | , | 25,777 | |
| | 1, 511 | | 901 | |
| | | | | |
| | 54 618 | 1. 1994 - 199 1. 1995 - 1995 - 1995 - 1995 - 1995 - 1995 - 1995 - 1995 - 1995 - 1995 - 1995 - 1995 - 1995 - 1995 - 1995 - 19 | 21 0/6 | |
| | 53 880 | | 21, 540 21, 751 | |
| | 00,000 | | 21,701 | |
| | | | | |
| | 52 066 | | 21 750 | |
| | 51, 362 | | 21,150 | |
| | 01,002 | 5 a. | 21,000 | |
| | | | | |
| | 46.263 | | | |
| | 45,933 | | | |
| | 94 (o. 1 | | | |
| | | | 1 | |
| | 42,082 | | | |
| | 41,782 | | | |
| | | | 19. ³ | |
| | | | | |
| otive | Gas | Lumbe | r, Build- | Drugs |
|) St | ations | ing Ma | terials, | (\$000) |
| | (\$000) | Hardw | are(\$000) | |
| | 1 1 0 5 | | | |
| - 3 | 1,127 | 28,504 | | 16, 125 |
| 2 | 7,681 | 22, 546 | | 15,016 |
| 1.41.1.1 | 1,144 | 1,636 | | 587 |
| | | | | |
| 3 | 1,888 | 21,997 | | 13, 647 |
| 23 | 8,081 | 17,545 | | 12, 613 |

| 25,796 | 22, 428 | 12, 588 |
|---------|---------|---------|
| 22, 715 | 17,889 | 11,634 |
| | | 10,266 |
| | | 9,806 |

8,626 8,239

-47-

Material available from the Des Moines Planning and Zoning Commission indicates a continued growth of retail trade at the present rate will result in a little over 9,000 additional retail employees in the Des Moines area by 1980, predicated on additional growth of Des Moines and also on continued reliance of residents of a large part of central Iowa on shopping facilities in Des Moines. The Planning Commission reported 38. 2% of the retail trade in Des Moines in 1959 represented "export trade".

Improvements in highway travel should strengthen Des Moines' competitive position within the present trade area and adjacent region. This factor also operates to the support of Merle Hay Plaza which is considered a regional shopping center offering enough goods for comparison shopping.

"For purposes of localizing these definitions..., it should be realized that Merle Hay Plaza in some respects is expected to serve as a regional center, not so much because of the population it will serve but because of Des Moines' unique marketing position as the only major city located in the center of a multi-county area." (Consideration of Additional Commercial Acreage in Merle Hay Shopping Center Vicinity, Des Moines Planning and Zoning Commission, 1959, p. 3.)

Further comment on page 4 of the report in regard to additional commercial zoning in the area states:

"There seems little justification for setting aside additional land uses or justifying current over-use based on future population growth. Future population growth in this area is expected, but as it occurs it will largely occur in areas outside the present Corporate Limits of the city and logically one might expect that they will properly plan convenience shopping areas of their own in their immediate vicinity. Some allowance should be made for the existence of certain types of highway convenience services. This, however, may be a passing thing in view of the Interstate and the Freeway. To the extent that any such dependent businesses may be deprived of some portion of their business derived from transients, this type of over-use may be self-correcting!"

"Some business failure, specifically in the restaurant field, is already observable due to the intense competition within this specific area."

"A further modification showing that the figures based on population ratio can be further modified downward is a frank realization that for areas contiguous to Merle Hay Plaza, it may well in effect serve as a convenience shopping area, thus lessening the need for convenience areas so near their residence."

".... As a general conclusion then, one might assume that this small northwest community thus far discussed does not warrant additional commercial activity either from a group viewpoint or individual neighborhood viewpoint. It would lead us to only one conclusion. The only way additional

but feels no need seems evident for such. keting Bulletin III., p. 31.) District, Real Estate Research Corporation, 1960.) units probably shop in their area of residence." (p. 28) District, Real Estate Research Corporation, 1960.) will cater to convenience items for Urbandale residents. and the remainder of the County.

commercial zoning could be justified is a policy judgement that the facilities of Merle Hay Plaza are to be expanded with the viewpoint of making a larger regional center." The report gives no analysis to support this "desirability",

This report took into consideration further population growth expectations in the metropolitan area and within Des Moines itself. As mentioned before, the population of the northwest sections of Des Moines are expected to remain constant through 1980. "Ninty-five per cent of future growth (in Des Moines) is expected south of the central business district." (Consumer Mar-

Also, shoppers in downtown Des Moines are "primarily from the Northwest segment of the city. Thus, 35.4 per cent of all those who came downtown to shop lived in the northwest section as compared to only 13.6 per cent in the northeast section, 6.3 per cent in the southeast section, and 4.8 per cent in the southwest sector. Thus, the northwest sector dominates both from the standpoint of shoppers and ... also represents the primary area of the residence of the working population." (Economic Survey of the Des Moines Central Business

The Consumer Marketing Bulletin III states "It seems likely that a majority of the major purchases are probably made in this large shopping area (downtown Des Moines). For minor purchases or weekly food shopping, consuming

"With the increasing ownership and use of private automobile, and the consequent reduction of the shopper's dependence on public transportation, the shopping public has shown an increasing tendency to buy convenience goods -- that is, food items, drugs, and other pruchases needed relatively frequently -- near their place of residence." (Economic Survey of the Des Moines Central Business

Such evidence would seem to preclude any great retail development in Urbandale that would have to rely on customers outside the immediate corporate area. Several retail establishments have been planned along Merle Hay Road in Urbandale which can tap the regional trade directed at Merle Hay and transient trade along the Interstate. Otherwise it seems establishments located in Urbandale

Along with the idea of convenience, service establishments tend to cluster where the need is greatest. Certain types of service establishments can expect growth in Urbandale as the population of the immediate area grows. Following are tables showing trends of selected services for Des Moines, West Des Moines TABLE 15

SELECTED SERVICES

| a a se spañera Plaville. | | | |
|--------------------------|----------------|-------------------------|---------------|
| | No. of | Receipts Paid Employees | Workweek |
| | Establishments | Entire Ended nearest No | ovember 15 |
| | | Year (total No.) | |
| | | (\$1,000) | |
| and a second of | | (\$1,000) | |
| 1958 | | | |
| Des Moines | 1,443 | 59,779 5,802 | |
| West Des Moines | 47 | 1,220 158 | |
| Remainder of County | 122 | 2,254 173 | |
| itemamaer er er mag | | 176 . Halm | leftuff ratio |
| 1054 | | | |
| 1954 | 1 | F 100 | |
| Des Moines | 1,382 | 44,890 5,130 | |
| West Des Moines | 44 | 601 72 | |
| Remainder of County | 80 | 1,410 117 | seril and a |
| d a par erat la | | | |
| 1948 | | | |
| Des Moines | 836 | 19,751 3,166 | |
| West Des Moines | 18 | 201 26 | |
| Demoted on of County | 94 | 567 46 | |
| Remainder of County | 54 | 201 | |

(U.S. Census)

-inwebu cen :

TABLE 16

SELECTED SERVICES - KIND OF BUSINESS GROUP

| | Personal Services | | Automobile Repair Services & Garages | | All other Selected Services * | |
|--|---------------------|------------------------|---|-----------------------------|--|---|
| | Estab- lishments | Receipts Entire | Estab- lishments | Receipts Entire | Estab- lishments | Receipts Entire |
| | (No.) | Year (\$1,000) | (No.) | Year (\$1,000) | (No.) | Year (\$1,000) |
| 1958 Des Moines West Des Moines Remainder of County | 546 20 38 | $13,776 \\ 349 \\ 313$ | 209 3 25 | $\substack{8,421\\62\\470}$ | 688 24 59 | 37,582 809 1,471 |
| 1954 Des Moines West Des Moines Remainder of County | 528 25 28 | $10,447 \\ 363 \\ 220$ | 205 7 19 | 4,742 73 238 | 649 12 33 | 29, 701 165 952 |
| 1948 Des Moines West Des Moines Remainder of County | 450 10 37 | 9,302 88 105 | $152 \\ 5 \\ 41$ | 3,302 53 405 | nd), il <mark>uzy</mark> , pos al b <u>o s</u> e od | ala <u>H</u> erri Loral <u>ala</u> r |

* Includes Hotels, Motels, Tourist Courts & Camps; Miscellaneous Business Services; Miscellaneous Repair Services; Motion Pictures; and Amusement and Recreation Services, except Motion Pictures.

(U. S. Census)

TABLE 17

Kind of Business

Total Receipts

Hotels, Motels, Tourist Courts & Camps Personal Services Miscellaneous Business Services Auto Repair Services, Garages Miscellaneous Repair Services Motion Pictures Amusement, Recreation Services, Except Motion Pictures

(U. S. Census)

Comparable figures for percentage of change in total selected services in Des Moines and the Remainder of the County between 1954-1958 are 33% for Des Moines and 60% for the Remainder of the County. Percentage of change in personal services for Des Moines is 32% and for the Remainder of the County is 42%. Percentage of change in Automobile Repair Services & Garages for Des Moines is 78% and for the Remainder of the County is 97%.

The Des Moines Planning Commission estimates growth continued at the present rate in services and miscellaneous non-manufacturing activities to be approximately 5,000 additional employees by 1980.

Wholesale Trade

Growth in wholesale trade in Urbandale can be expected to increase in much the same manner as manufacturing and for many of the same reasons. Two large volume wholesalers have located in Urbandale recently. Those which relocate from other areas in Des Moines may retain their present employees and thus may not immediately contribute in the way of salaries to the Urbandale community.

The United States Plywood Company wholesales its product for the national company from an establishment located on former Milwaukee Road land along Hickman Road. The Urbandale firm employs four men, including the manager, all of whom live outside Urbandale. The firm has expansion plans in mind, "if business conditions continue good."

IOWA SELECTED SERVICES - 1954 and 1958

| Receipts, 1958 (\$1,000) | Receipts, 1954 (\$1,000) | Approximate Change | % |
|-----------------------------|-----------------------------|-----------------------|---|
| | ter boog has store | 1954-1958 | |
| 300,923 | 231,821 | 30 | |
| | | | |
| | | | |
| 36,014 | 30,189 | 18 | |
| 89, 294 | 73,199 | 22 | |
| 49,003 | 30,686 | 60 | |
| 53,145 | 29,862 | 78 | |
| 29,330 | 24,156 | 21 | |
| 18,817 | 23, 275 | -19 | |
| 25, 320 | 20,454 | 23 | |
| | | | |

The overhead Door Company is a wholesaling company which moved to Urbandale three years ago because of advantages of location which afforded easy access to all parts of the State and, also, because of the availability of parking. Of 13 employees, total, four live in Urbandale. The firm plans expansion dependent on continued good business conditions.

Table 18, compares growth trends of Des Moines, West Des Moines and the remainder of the County area in wholesale trade.

| 68 | | | | | ពន្យ (ទទ ាទ) | Leona f |
|--|------------|----------------|-------------|-----------|----------------------|-----------|
| TABLE 18 | | | | | WHOLES. | ALE TRAD |
| | 24, 156 | - 2.9, 130 | | | | |
| | | | Merc | hant | Other Op | erating |
| e i Mieji v | | | Wholes | alers | Туре | S |
| The Alter Street of the | No. of | No. of Pd. | No. of | Sales | No. of | Sales |
| | Estab- | Employees | Estab- | Entire | Estab- | Entire |
| | lishments | Workweek | lishments | Year | lishments | Year |
| De National I | | Ended nearest | | (\$1,000) | | (\$1,000) |
| | | November 15 | reentage | | | |
| 1958 | | nty between 19 | | | | |
| Des Moines | 665 | 8,792 | 461 | 466, 440 | 204 | 409,341 |
| W. D. M. | 15 15 16 1 | R o 101 | 12 | 2,888 | tol a3 type | 2,903 |
| Remainder of Co. | 43 | - 436 Judo | 16 | 18,560 | 27 | 22,531 |
| | | | | | | |
| 1954 | | | | | | |
| Des Moines | 551 | 7,931 | 376 | 349,504 | 175 | 290,018 |
| W. D. M. | 8 | 38 | 4 | 1,717 | 4 | 3,140 |
| Remainder of Co | . 36 | 309 | nar 11) gen | 6,870 | 25 | 14,669 |
| etivities to be | | | | | | |
| 1948 | | | | | | |
| Des Moines | 530 | 7,553 | 341 | 249,014 | 189 | 315,142 |
| Remainder of Co | . 43 | 416 | 12 | 6,113 | 31 | 12,023 |
| They mentioned | | | | | | |
| The second s | | | | | | |

(U.S. Census)

the same runnet of hand by har lor many of the same reader was Finances of the poor elebrade U as had body whether the share could be a start of the start of t

which relocate from others which highes highes may rotain their present em-The rise in assessed valuation in Urbandale since 1956 is shown in Table 19. Of course, as industrial and commercial development progresses, as well as residential, the assessed valuation will rise. The problem is that need for greater or additional city services may occur before the assessed valuation has increased sufficiently to produce the required revenue. This problem would result in higher taxes or lack of adequate services. The limit of a city's bonding ability is dependent upon the actual valuation of property. See also: Measuring Capacity to in mind, "if basiness conditions continue poot." Pay, Appendix, Page 11A.

-52-

Taxation

Property taxes are a subject of interest to all owners and of special concern to farm land owners and owners of residential properties. The importance of the tax angle in regard to its effect on industry may be overemphasized, but nevertheless, it is one of the factors considered when industry looks for a new site.

"Real estate is taxed according to its value, the ad valorem system. After the appraisal of every piece of land, each taxing body in the County levies a tax on each piece, a percentage of its value as determined by the taxing body's budget. In cities there are numerous bodies having independent powers to tax property, and the number is increasing. City planners recommend considerable consolidation.

"Industrial and commercial property pays higher taxes, and a large proportion of services are absorbed by residential property, which, with the ad valorem tax, creates problems for the city planner. Important to the community are industry and commerce, for they furnish jobs that make it possible for people to live where they do, and then they pay a good part of the bill". ("Real Estate & City Planning," by Richard L. Nelson and Frederick T. Aschman.

The State Government, under constitutional authority, determines the taxing system in operation at the County and City level and what the maximum levy shall be. Such statutory determinations are the authority for the activities of the lower levels of government. The County plays a dual role in the operation of the tax laws which the State Legislature adopts. The first role is that of determining, within limits, the local tax levy rates and the allocation of various revenues for County purposes. County officers have the responsibility of collecting all the tax money for the City and the County.

"In general, property taxation is a 'residual levy'. The amount to be raised by this form of taxation is determined by estimating total expenditures, and subtracting therefrom total revenues from aids, other taxes, and miscellaneous sources." (Johnson, Robert H. and Lewis E. Wagner, "A Comparative Study of the Tax Systems of Iowa and the Surrounding States," Bureau of Business and Economic Research, State University of Iowa, Iowa City, Iowa, June, 1952.)

"All property subject to taxation, shall be valued at its actual value which shall be entered opposite each item, and shall be assessed at 60% of its actual value. Such assessed value shall be taken and considered as taxable value of such property upon which the levy shall be made. The actual

-53-

value in such cases shall be one and two-thirds times the assessed value as shown by the assessment rolls."

"The <u>millage levy</u> may be found by dividing the amount necessary to be raised by taxation by the assessed valuation of the district. The millage levy is numerically equal to the tax in dollars per one thousand dollars assessed valuation." ("The Budget and Tax Levies", ibid.)

Indebtedness is limited to those financial obligations of a city or town that are guaranteed by the full faith and credit of the municipal corporation and that are not payable in full from the current fiscal year's tax revenue. These obligations must be paid by levying taxes on all property in the municipality, and the constitutional and statutory limits discussed below apply only to these obligations. Projects that are financed through the issuance of revenue bonds or by special assessments of benefited property, are not considered "general obligations" of the community and hence are not considered in computing the legal indebtedness of a city or town.

- inberd bos

Debt Limits

"Both the State Constitution and the Statutes in Iowa place a limit on the amount of debt that a city or town may have at any one time. The constitution forbids any city or town to become indebted for any purpose in an amount greater than five percent of the actual value of the taxable property in the municipality. The value must be determined from the last state and county tax lists previous to incurring the debt." (Constitution, Art. XI, Sec. 3)

This restriction is restated in the Code of Iowa with certain additions. "The value of property must be the 'actual' value, which is defined as one and two-thirds times the assessed value used for taxation purposes. Moreover, within the five percent limit, a municipal corporation may incur debt for its 'general and ordinary' purposes in an amount no greater than one and one-fourth percent of the actual taxable value of the property. (Sections 407.1,2,4, 441.13) For other authorized purposes, indebtedness may be incurred up to the five percent less the amount that has actually been incurred for general and ordinary purposes." (<u>The Clerk's Manual</u>, Institute of Public Affairs of the State University of Iowa in cooperation with the League of Iowa Municipalities, Iowa City, 1958, Page 41-42.)

TABLE 19

| | 1956 | 1957 | 1958 | 1959 | 1960 | 1961 |
|-----------------|-----------------------|---------------|-------------------|---------------|--------------------|----------|
| Real Prop- | | | | B 701 2 | been a to | |
| erty | \$2,197,981 | \$3,056,928 | \$3,899,645 | \$4,741,907 | \$5, 573, 380 | NA |
| Dongonal Dron | | | | | | |
| Personal Prop- | 970 900 | 175 000 | 000 510 | 9.17, | | |
| erty | 372, 268 | 175, 906 | 220,719 | 258,092 | 352, 993 | n |
| Railroad Prop- | · 문화되었는 · 바람이 · 바람이 · | | | | | |
| erty | 9, 308 | 9,443 | 9, 280 | 9,085 | 8,795 | " |
| Telephone, Tel | e- | | | | | |
| graph, Expres | ss 30,377 | 39, 294 | 41,129 | 49,698 | 27, 234 | ** |
| Gas & Electric | 243, 768 | 294, 293 | 352, 560 | 412, 350 | 485,796 | " |
| Sub Total | \$2,853,702 | \$3, 575, 864 | \$4, 523, 333 | \$5, 471, 132 | \$6,448,198 \$8 | 627 590* |
| Moneys & | | | | | ψ0, | 021,000 |
| Credits | 117, 288 | 122, 284 | 66,795 | 77,669 | 369, 258 | 481,850 |
| Total | \$2,970,990 | \$3,698,148 | \$4,590,128 | \$5, 548, 801 | | |
| Agricultural La | nd | \$ 142,516 | \$ 118,357 | | \$ 42,092 | \$65.762 |

*Real Property includes valuations of both lots & agricultural lands. NA - Not available

The millage rates in Urbandale have varied considerably since 1956 as shown in Table 20. 1961 millage rates for taxes collectible in 1962 dropped from 24.038 mills to 17.737 due to annexation of a strip of land north of Hickman which includes several commercial and manufacturing establishments. Two additional areas, one west and one north of the present Urbandale boundaries, would again broaden the tax base if annexation is approved.

URBANDALE - ASSESSED VALUATIONS

-55-

| IADLE 20 | Charles (n. 194 | | | MIL) (C | collectible | e in following year) |
|----------------|---|--|--|----------------------------------|---|---|
| | 1956 | 1957 | 1958 | 1959 | 1960 | <u>1961</u> |
| General | 3.197 | 2.186 | 3.675 | 3.675 | 3. 181 | 0.724 |
| Street | 2.308 | 3.192 | 3.077 | 3.077 | 5,502 | 2. 485 |
| Public | | | | | | |
| Safety | 3.151 | 2.712 | 3.811 | 3.811 | 4, 235 | 4.882 |
| Sanitation | 2.372 | 2. 452 | 2.008 | 2.008 | 1.974 | 2.856 |
| Municipal | | | | | | |
| Enterprise | est <u>i (i</u> ta es contra cata | 100 <u>01</u> 1 | un si <u>hu</u> sinu si sino sino sino | 49 <u>6.</u> 95 | 1.269 | 1.081 |
| Recreation | 1.381 | 1.327 | 1.265 | 1.265 | 1.348 | 1.075 |
| Utilities | 1.891 | 1.733 | 1.314 | 1.314 | 1.427 | ²³ 1.063 |
| Debt | | | | | | |
| Service | . 959 | <u> </u> | 4.334 | 4.334 | 5.102 | 3.571 allberta |
| Trust and | | | | | | |
| Agency | os <u>de</u> ntis No tro es | 1 | 1997 <u></u> 1993 #16-5 8 19 | 918-1 <u>81</u> 444 918-18444 | - 2010 1920 - 1930 | na <u>ao</u> amin' am ana dia Ny faritr'ora dia kaominina dia mampi |
| Emergency | n in <u>er s</u> er in er Stadioù er i | i i i <u>sa p</u> an K ili i s umi | nta <u>s o</u> f s ntimber i | e a <u>ci</u> ta. Ministra | <u>i i i i i i i i i i i i i i i i i i i </u> | les <u>e les son perso</u> Les son person |
| Total | 15. 259 | 13.602 | 19.484 | 19.484 | 24.038 | 17.737 |
| Street (Agr | icultural | l land) | | | | |
| a 48 musilifie | 1.142 | 1.250 | 1.250 | 1.250 | 1.250 | 111 <u>01</u> (1)81 - 08 (1) 640 - 1 |

poses in 1960, payable in 1961, and in 1961, payable in 1962, are as shown in Table 21 for the City and for agricultural lands.

for estimated of colorer and search office the second second second second second second second second second s In Al administration conferences of a second s

| Towns State | County | General | School | Town | - Corpo | r- Total * |
|---|------------------|------------------|----------------------------|--------------|----------------|---------------------|
| | | School | House | ship | ation | |
| Tax levies for 1961 for ta | axes paya | ble in 196 | 2 | | | |
| COPPLE 20 | 1 0 | | | | | |
| Urbandale (Urb.) . 450 | 22.190 | 73.426 | 7.562 | . 081 | 17.737 | 121.446 |
| Urbandale (Clive) . 450 | 22.190 | 45.748 | 7.686 | . 081 | 17.737 | 93.892 |
| Urbandale (Johnston). 450 | 22.190 | 77.274 | 8.761 | .081 | 17.737 | 126.493 |
| Urbandale (DM Ind.). 450 | 22.190 | 52.619 | 9.877 | .081 | 17.737 | 102.954 |
| Tax levies for 1960 for ta | ixes paya | ble in 196 | 1002-114 1 | | | |
| Unbondolo (U-h.) 500 | 10 070 | 74 700 | 0 014 | 110 | 04 000 | |
| Urbandale (Urb.) .520 | 19.078 | 74.708 | 8.814 | . 110 | 24.038 | 127.268 |
| Urbandale (Clive) .520 | 19.078 | 38. 562 | 7.387 | . 110 | 24.038 | 89.695 |
| Urbandale (Johnston). 520 | 19.078 | 74. 259 | 7.992 | .110 | 24.038 | 125.997 |
| | | | | | | |
| | | | | | | |
| Towns | | | | | | |
| Agricultural | | | | | | |
| Lands State | County | General | School | Town | - Corpoi | r- Total ** |
| (10 acres or over) | 0.00 | School | House | ship | ation | h- genterijk |
| Fax levies for 1961 for ta | xes paya | ble in 196 | 2 | | 47 | |
| Urbandale (Urb) 450 | 22 100 | 79 496 | 7 569 | 0.91 | | 109 700 |
| Urbandale (Clive) 450 | 22.130 | 15. 748 | 7 686 | . 001 | | 103.709 |
| Urbandale (Johnston) 450 | 22.100 | 10.110 77 971 | 8 761 | . 001 | | 108 756 |
| Urbandale (DM Ind.), 450 | 22.190 | 52, 619 | 9.877 | . 081 | .ñ | 85. 217 |
| | | | | | | |
| | xes pava | ble in 196 | 1 . ₁₀ i | | | |
| Fax evies for 1960 for ta | puju | | | | | |
| Fax evies for 1960 for ta Jrbandale (Urb.) .520 | 19.078 | 74.708 | 8.814 | . 110 | 1.250 | 104.480 |
| Faxevies for 1960 for taJrbandale (Urb.).520Jrbandale (Clive).520 | 19.078 19.078 | 74.708 38.562 | 8.814 7.387 | .110 .110 | 1.250 1.250 | 104. 480 66. 907 |

| Towns State | County | General | School | TOW | 1- Corpo | r- Total * |
|----------------------------|-------------------|------------|----------|--------|----------------|-------------|
| | - | School | House | ship | ation | |
| Tax levies for 1961 for ta | VAG DAVA | hla in 196 | 9 | | | |
| | лев рауа | | 14 | | | |
| Urbandale (Urb.) . 450 | 22, 190 | 73, 426 | 7.562 | 081 | 17 737 | 121 446 |
| Urbandale (Clive) . 450 | 22,190 | 45.748 | 7.686 | . 081 | 17.737 | 93 892 |
| Urbandale (Johnston), 450 | 22,190 | 77.274 | 8,761 | . 081 | 17 737 | 126 493 |
| Urbandale (DM Ind.). 450 | 22.190 | 52.619 | 9.877 | .081 | 17.737 | 102.954 |
| Tay loving for 1960 for to | VOG DOVO | blo in 106 | 0.2.23 | | | |
| Tax levies for 1900 for ta | xes paya | ble in 190 | J. | | | |
| Urbandale (Urb.) .520 | 19.078 | 74.708 | 8.814 | .110 | 24,038 | 127, 268 |
| Urbandale (Clive) .520 | 19.078 | 38.562 | 7.387 | .110 | 24.038 | 89, 395 |
| Urbandale (Johnston). 520 | 19.078 | 74. 259 | 7.992 | .110 | 24.038 | 125.997 |
| | | | | | | |
| | | | | | | |
| Towns | | | | | | |
| Agricultural | 5 1 3 | 3,24 | CV5 . L. | | Laborar | Recreation |
| Lands State | County | General | School | Town | - Corpor | r- Total ** |
| (10 acres or over) | 0 .,68 | School | House | ship | ation | |
| Tax levies for 1961 for ta | xes payal | ole in 196 | 2 | | 43 | |
| 29 60,108 64,400 | 00.100 | | | | | Service |
| Urbandale (Urb) .450 | 22.190 | 73.426 | 7.562 | .081 | | 103.709 |
| Urbandale (Clive) .450 | 22.190 | 45.748 | 7.686 | .081 | 040 640 CH | 76.155 |
| Urbandale (Johnston). 450 | 22.190 | 77.274 | 8.761 | .081 | 6.8 | 108.756 |
| Urbandale (DM Ind.). 450 | 22.190 | 52.619 | 9.877 | . 081 | 0.00 0.00 08.1 | 85. 217 |
| Taxevies for 1960 for ta | xes paya | ble in 196 | 1 | | | |
| Urbandale (Urb.) .520 | 19.078 | 74.708 | 8.814 | . 110 | 1.250 | 104, 480 |
| Urbandale (Clive) . 520 | 19.078 | 38.562 | 7.387 | .110 | 1.250 | 66.907 |
| Urbandale (Johnston). 520 | 19.078 | 74. 259 | 7.992 | .110 | 1.250 | 103.209 |
| * Add 1.010 mills for Be | enefited S | Sanitary S | ewer Di | strict | | |
| ** Add 2. 450 mills for Be | enefited S | Sanitary S | ewer Di | strict | | |

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RATES

As can be seen by Table 22, the City's Annual budget for most items has risen sharply in the past few years.

| TABLE 22 | * n. | 14 | | ked sami t | NNUAL B | UDGET - CI |
|------------------------|---|--------------------------|---------------------|--------------------|--|----------------------------------|
| 7 _121. 446 | 87.71 18 | 7.563 | 1050 | 1000 | 1061 | |
| | 1957 | 1958 | 1959 | 1900 | 1901 | 1302 |
| General | \$14,800 | \$14,000 | \$20,040 | \$28,700 | \$34,440 | \$30, 847 |
| Street | 7,500 | 11,890 | 25,421 | 19, 500 | 37,800 | 29,829 |
| Public | | | | | | s. Na salahasa dan s |
| Safety | 8,500 | 9,700 | 14, 250 | 20,808 | 27,204 | 42, 314 |
| Sanitation | 9,000 | 12, 970 | 14, 200 | 24, 200 | 25,950 | 55,165 |
| Municipal | с ⁷ | | | 1.1 | 11 fi. 🔒 | |
| Enterprise | | | | , | 8,000 | 9,150 |
| Recreation | 4,125 | 5, 243 | 5, 243 | 7,243 | 9,000 | 9,700 |
| Utilities [*] | 40,100 | 55,700 | 69, 500 | 92,000 | 119,000 | 159,000* |
| Debt | 3 | | | | | Tax lovies fo |
| Service | 3,670 | 2, 455 | 15,093 | 54,029 | 63,108 | 64,400 |
| Frust and | 284 | 0 - 130 <u>6</u> 1 - | | | in (pyll) | |
| Agency | 6,500 | 7,000 | 8,000 | 1,000 | 7,000 | 7,000 |
| Road Use | 11 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 | | المأمانين أرجا | 10 500 | 10 500 | 10 500 |
| Fax (Street) | 10,500 | 10,500 | 10,500 | 10,500 | 10,500 | 40, 208 |
| Liquor Profit | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 | 10,500 |
| Parking Meter | 005 . <u>11</u> 01 | 1 - 12 - 1 1 - 12 - 1 | 068 <u>[15</u> 4 | 20 <u>10</u> 81078 | n ni sh<u>a d</u>alit i Gara | 61 Alid <u>ha</u> sortu ba an |
| Street- Agri- | | | graditary. | | r mille for | 10.1 6bA |
| cultural Land | _ <u>1</u> 513 | 1949, 1 <u> </u> 184. | UNDER LITER C | 1, 200 | 1,200 | 2,000 |
| Total | \$109,635 | \$134,458 | \$187,247 | \$246, 180 | \$348,202 | \$466, 473 |

* For water and street lights.

and voted tax levy for 1962 is shown in the following Table.

TABLE 23 Cash Bal. Funds \mathbf{E} by funds Jan. 1, 1961 \$ 11,307 \$ General Street Public Safety 5,3781,430 22,454 Sanitation Municipal Enterprise $1,325 \\ 2,711 \\ 17,567$ Recreation Water St. Light Debt Service Trust and Agency Street(Road Use Tax) 52,018 2, 199 544Liquor Profit 1,100 Street (Agr. Land) Totals 4 Estimated 1 Funds Unencumbered C Balance Jan. 1, 1962 \$ 8,000 General \$ 8,000 Street **Public Safety** 1,000 Sanitation 6,000 Municipal Enterprise -Recreation 500 Water 40,000 St. Light Debt Service 2,000 Trust and Agency 1,000 Street (Road Use Tax) -----3,500 Liquor Profit Street (Agr. Land) none \$ 70,000 Totals

* Taxes finally entered by auditor are an amount less than necessary to be raised because tax funds from moneys and credits are applied. Columns 4, 5, & 6 added together equal column 3, proposed budget.

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The Adopted Budget and Certificate of Incorporation Taxes filed with the Polk County Auditor and Board of Supervisors for Urbandale's adopted budget

ADOPTED BUDGET, 1962

| 1 | 2 | 3 | |
|---------|------------|----------------|-----|
| xpendit | ures for Y | ear Proposed | |
| For Yea | r For Yea | r Expenditures | 3 |
| 1959 | 1960 | Estimated 1 | 962 |
| 27,581 | \$ 36,169 | \$ 30,847 | R |
| 3,805 | 21.175 | 29.829 | |
| 32,875 | 29,147 | 42,314 | |
| 13,069 | 15,782 | 55,165 | |
| | | 9.150 | |
| 8.220 | 6.380 | 9,700 | |
| 94,000 | 107,000 | 150,000 | |
| STORES | 2,847 | 9,000 | |
| 65.115 | 52,003 | 64,400 | |
| 13,170 | 7,100 | 7.000 | |
| 8,781 | 9,499 | 46,568 | |
| 2,140 | 2,354 | 10,500 | |
| | 177 | 2,000 | |
| | | | |

^{\$ 466, 473}

| 5 | 6 | 7 | 8 |
|------------------------|---|------------------------|---|
| Estimated Income | Amount Necessary | Taxes Finally | No。 |
| Other Than Taxation | to be raised by Taxation | Entered | of |
| 1962 | 1962 | Auditor | Mills |
| 6 16,000 | \$ 6,847 | \$ 6,126 | . 724 |
| 800 | 21,029 | 21,028 | 2.485 |
| none 25,000 | $ \begin{array}{r} 41,314 \\ 24,165 \end{array} $ | $41,311 \\ 24,166$ | $ \begin{array}{c} 4.882 \\ 2.856 \end{array} $ |
| am === | 9,150 | 9,147 | 1.081 |
| 100 | 9,100 | 9,096 | 1,575 |
| 110,000 | none | | |
| | 9,000 | 8,995 | 1,063 |
| 32,185 | 30,215 | 30, 217 | 3.571 |
| 6,000 | none | | |
| 46,568 | none | | an25 |
| 7,000 | | <u>90.00</u> 0 | |
| 2,000 | none | ° 3 6 -068, | e |
| 243,653 | \$ 152,820 | \$ 150.086* | 17.737 |

-59-

General obligation bonds approved by the voters of Urbandale and currently outstanding are listed in Table 24.

| TABLE 24 | GENERAL OBLIGATION BONDS OUTSTANDING | | | | | | |
|--|--------------------------------------|--------------------|--|--|--|--|--|
| | | | | | | | |
| Purpose | Date Issued | Amount Outstanding | | | | | |
| Sewer Certificates Sewer Outlet and Purifying | 6-1-1951 | \$ 3,000.00 | | | | | |
| Plant Certificate | 0.381 (P A.) | 3,000.00 | | | | | |
| Storm Sewer Construction | 5-1-1958 | 17,000.00 | | | | | |
| Street Construction | 12-1-1958 | 121,000.00 | | | | | |
| Fire Equipment Bonds | 8-1-1959 | 10,000.00 | | | | | |
| Fire Equipment Bonds | 7-1-1960 | 4,000.00 | | | | | |
| 98th Street Improvement Bonds | 12-15-1960 | 7, 309, 46 | | | | | |
| 66th Street Improvement Bonds | 1-1-1961 | 31,000,00 | | | | | |
| City Hall and Library Bonds | 4-1-1961 | 50,000.00 | | | | | |
| Storm Sewer Maryland Drive & | | Truest true lear T | | | | | |
| 74th Street, Sewer Improvement, | | | | | | | |
| Highway Storm Sewer Improvement | nt | | | | | | |
| Bonds | 9-1-1961 | 33,000.00 | | | | | |
| | | \$ 279, 309, 46 | | | | | |

Urbandale general obligation bonds total \$279, 309.46. Amounts payable yearly and respective yearly balances are shown in Table 25.

TABLE 25

BOND PAYMENT SCHEDULE

Thulstin St. A.

| Amount | Due | | | Balance | Outstandi | ng | |
|-------------|-----|------|--|------------------|-----------|-----------------------|--|
| | - | | | Outstanding | 1-1-1962 | \$279, 309. 46 | |
| \$38,800.00 | due | 1962 | | State 11 State 1 | 1-1-1963 | 240, 509.46 | |
| 40,900.00 | ** | 1963 | | " | 1-1-1964 | 199, 609. 46 | |
| 33,900.00 | | 1964 | | " | 1-1-1965 | 165,709.46 | |
| 32,900.00 | | 1965 | | ĨĨ. | 1-1-1966 | 132, 809. 46 | |
| 32,900.00 | 11 | 1966 | | "0.3C.0 | 1-1-1967 | 99, 909, 46 | |
| 29,900.00 | | 1967 | | | 1-1-1968 | 70,009.46 | |
| 29,900.00 | " | 1968 | | | 1-1-1969 | 40,109.46 | |
| 26, 109, 46 | n a | 1969 | | 8 HOLO \$5 | 1-1-1970 | 14,000.00 | |
| 9,000,00 | | 1970 | | ** | 1-1-1971 | 5,000.00 | |
| 5,000.00 | 11 | 1971 | | н | 1-1-1972 | A Party of the second | |
| | | | | | | | |

The Midward In the Space Age

The Midwest Research Institute of Kanine City, Minsouri the a large contract with the National Arrangetics and Space Administration (NASA) to work out a program when will make available is menufacturous in all New western Maton the emaking technological advances counting but of the space program.

This assignment unes far desper than merchy keeping you "academs cally informed" on what's going on in space acteace. He basic purpose is to discontinue the new knowledge so that you can use it for your own advantage to improve propert manufacturing techniques or develop new products.

APPENDIX ECONOMIC STUDY

by Charles Kimini, Prusilent of Midwest Reserved Institute, and two associates, outlined their assignment with the Space Administration at a meeting carilor Pils month at the Merchern Nataral Gus Building in Omsha. This meeting was strended by business and industrial development representatives from lows and Nebraska. Here are some of the things the Midwest Resourch institute people paired out

1 By 1970, the space effort muy necount for 5 percent of the gross

 In the same year. NASA expenditures will be several times the generat level of 1. " billion dollars, and 85¢ out of each dollar will go to indusry for products and services.

it. Thus, "How can we apin off part of this to the Mulwest ?"

4. The storic age "practically walked by the kiniwem" -- and that should not be allowed to happen again in the space ago

5. The program is bein tuter because they seed it must flew

Following are the principal areas of new technology that can be scared from NASA and used -- now -- by mondicate mg first.s.

New materials

ti Movel use of ranter is

. Fain losting to conket

Mechanical devices

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Is the space are

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| Storm Sewor Construction XIO | | |
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| With Street Improvement BongdUTS | DIMONO DE LO | |
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The Midwest in the Space Age

program.

This assignment goes far deeper than merely keeping you "academically informed" on what's going on in space science. Its basic purpose is to disseminate the new knowledge so that you can use it for your own advantage to improve present manufacturing techniques or develop new products.

NASA and its Administrator, James E. Webb, are conscientiously trying to work out a way to feed back space technology into the American economy so that business can share in it and use it. Several companies have already used NASA data to create new products or improve the production of present ones.

Dr. Charles Kimball, President of Midwest Research Institute, and two associates, outlined their assignment with the Space Administration at a meeting earlier this month at the Northern Natural Gas Building in Omaha. This meeting was attended by business and industrial development representatives from Iowa and Nebraska. Here are some of the things the Midwest Research Institute people pointed out:

1. By 1970, the space effort may account for 5 percent of the gross national product.

2. In the same year, NASA expenditures will be several times their present level of 1.7 billion dollars, and 85¢ out of each dollar will go to industry for products and services.

3. Thus, "How can we spin off part of this to the Midwest?"

4. The atomic age "practically walked by the Midwest" -- and that should not be allowed to happen again in the space age.

5. The program is being applied first in the Midwestern Plains States because they need it most (less industrialized than other areas).

Following are the principal areas of new technology that can be secured from NASA and used -- now -- by manufacturing firms:

- 1. New materials
- 2. Novel use of materials
- 3. Fabricating techniques
- 4. Mechanical devices

The Midwest Research Institute of Kansas City, Missouri, has a large contract with the National Aeronautics and Space Administration (NASA) to work out a program which will make available to manufacturers in six Midwestern States the amazing technological advances coming out of the space

- 5. Instruments and transducers
- 6. Electromechanical devices
- 7. Electromechanical devices and circuitry
- 8. Lubrication -- friction -- wear
- 9. Surface treatments
- 10. Corrosion controls
- 11. Power sources

Midwest Research Institute will collect, sort and translate NASA data into terms that fit specific types of industry and then disseminate this information to interested firms. One point should be stressed. This program is not primarily aimed at making it possible for you to bid for NASA "hardware" contracts, although such contracts could be one end result. Its basic concept is to help manufacturers improve or add to their present commercial lines.

The Midwest Research Institute assignment for NASA has two phases. The part relating to the technological benefits NASA hopes will accrue to industry has been briefly outlined. The second phase is this:

Upgrade the capabilities and interest of the 16 principal universities in these six states in the scientific developments of the space program, with a particular emphasis on graduate education and research. NASA wants the universities to participate more widely in space science.

Additional information on this program is available upon request.

1. Sidney R. Bradley, Executive Director, Des Moines Industrial Bureau

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ecial report by the Northern Natural Gas Company endeavors to proe information on what the Ames-Des Moines area has to offer a comctivities are oriented toward research and development.

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ctive investigation of areas that might satisfy the site requirements of al research center leads to consideration of many factors.

dies that led to this report indicate that the factors outlined below ----re interrelated to some extent — have a direct and significant bearation of a research or science based facility.

ailability of a continuing supply of adequately trained professional chnical personnel.

ailable facilities for advanced training in technical fields along with nd facilities for consultation, special seminars and courses. avorable community attitude and understanding of research activiong with the existence of the necessary supporting establishments vicing and modification of technical equipment, instruments and nery.

st and convenient transportation service, both for the convenience loyees and to provide ready accessibility to the company's produccilities and company headquarters.

enerally high level of living conditions, including better than averacational, recreational and cultural opportunities. This factor is to have a significant influence on the company's ability to attract ain high quality personnel.

we criteria appear to be most easily satisfied in or near a metropoliose proximity to a major university. Detailed investigation leads to n that, among several good possibilities in the Northern Plains, the

- Des Moines Area as a Location for Research - Oriented Industry, ea Development Staff, Northern Natural Gas Company, 1962.

Solor because they need it most fires industrialized than other greas).

es Moines Area as a Location for Research - Oriented Industry

Ames - Des Moines area offers outstanding advantages for the location of a relatively large size research and scientific center and related production facilities.

The attributes of Iowa State University in Ames are given considerable emphasis in this report because of the contribution this institution can make to the successful operation of this type of facility. The prinicpal advantages of being close to a major university are: (1) it is an aid in recruiting top caliber graduates; (2) it provides a means for employees to continue their education; (3) the scientific environment gives research people the opportunity to discuss common interests and problems with the university staff; (4) it makes available a major technical library; (5) consulting services and research facilities are available for supplementary research; and (6) the cultural, recreational, and educational advantages of a university community serve as an attraction to families of employees.

There are a number of highly regarded state and private colleges and universities in the Northern Plains area in communities having attributes similar to those described herein. However, Iowa State University, because of its size, location with respect to a metropolitan area, and the broad scope of its engineering and scientific curricula, provides the total environment required by a larger operation.

The purpose of this report is to describe the advantages of this area with respect to each of the locational considerations outlined above.

Supply of Trained Personnel

It is recognized that a company would not expect to recruit all of its technical and professional employees from a single university. Iowa State University, though, could furnish a continuing supply of highly trained graduates in engineering and technical fields. Iowa State's strengths are primarily in the fields of chemistry, physics, biological sciences, mathematics, engineering, statistics, metallurgy, veterinary medicine and agricultural science.

The distribution of students among the areas of study offered by the university this year was approximately 29% Engineering, 23% Sciences and Humanities, 16% Agriculture, 15% Home Economics, 2% Veterinary Medicine, 1% Agricultural Engineering, and 14% Graduate Study.

A recent study indicated that Iowa State ranked 13th among the nation's institutions of higher education in the number of advanced degrees granted in the fields of science, mathematics, engineering and converging areas of the social sciences in the 1953-58 period.

The Iowa State Technical Institute began operation in the fall of 1960 under the sponsorship of the College of Engineering and this institute will be furnishing



technicians and assistants for subprofessional positions. Enrollment was 75 in the first year of the program and in the fall of 1961 had reached 135.

The initial program is in three areas: Construction Technology, Electronics Technology, and Mechanical Technology. These are two-year programs leading to certificates in the appropriate fields but they are not entirely technical in nature since they include some work in English, speech, and other helpful areas.

In Ames, as would be true in most university communities, there is an opportunity to employ students on a part-time basis and student wives on a fulltime basis.

Facilities for Advanced Study and Consultation are arganized in a manner very similar to that

The graduate college of Iowa State is among the largest in the nation, standing 20th in number of Doctor of Philosophy Degrees granted in 1958-59. Enrollment in this college has grown from 972 in 1955 to 1, 460 in 1961. This growth has been accompanied by expansion of research activities and expanded scope of the fields of study offered.

During World War II, Professors Frank H. Spedding and Harley A. Wilhelm of the Iowa State University Department of Chemistry developed a process for the recovery of uranium metal from the metallic salts which made the vital metal available in much greater quanities and at less than 5% of previous costs. During this and other work performed for the "Manhattan Project"the university produced more than two million pounds of high purity uranium metal, and was, thereby, the principal supplier for the Los Alamos, Hanford, and Oak Ridge reactors. This process is still the principal method used for uranium recovery on both sides of the Iron Curtain and, with modifications, has made metals such as the rare earths, thorium and yttrium available in quantity in pure form.

This wartime work has evolved into the Ames Laboratory, one of seven national laboratories of the Atomic Energy Commission, which is in reality operated as a portion of the Institute for Atomic Research of Iowa State University. The laboratory now has 620 employees, an annual budget of \$4.5 million, and a \$13 million capital investment on lands leased from the university. In May, 1961, ground was broken for a new \$4.4 million reactor, and following its completion the laboratory's budget will probably be increased to about \$7 million annually.

Most of the key personnel of the laboratory are also members of the university staff. These staff members may consult on a fee basis, carefully avoiding conflict of interest. They are limited to consultation time equal to their total vacation time. The laboratory itself does not do outside research work. The fact that this facility has been successful in attracting scores of scientists of world-wide reputation is an indication that other scientific endeavors could attract similar quality personnel with an Ames address.

The Engineering Experiment Station conducts about \$1 million of research annually, two-thirds of which is by contract with the federal government and private industrial firms. The other one-third is financed from state appropriations. The experiment station is staffed by members of the academic staff of the College of Engineering, and covers all fields of engineering taught at the university. Through the financial assistance provided under this arrangement, professors of the university have made significant contributions to knowledge in their respective fields, with work ranging from the effect of drag during rapid deceleration to various bio-medical electronic devices and improved concrete structures.

Other research groups include the Agricultural and Home Economics Experiment Station, the Industrial Science Research Institute, the Veterinary Medical Research Institute, and the Statistical Laboratory. The latter, organized in 1933, was the first of its kind, and many of the collegiate statistical labs of today are organized in a manner very similar to that of Iowa State University. Through the facilities of this laboratory the Department of Statistics is one of the strongest of the university departments and is one of the few in the United States which grant MS and PhD degrees in the field of statistics.

In addition to the wide variety of advanced study made possible by the research and graduate school facilities of the university, there is also an extensive program of short courses, seminars and workshops. The Engineering Extension Service has a fulltime staff of 25, and utilizes the academic staff of the College of Engineering. The College of Engineering and other segments of the university conduct courses on the Ames campus and at other locations across the state whereever demand is sufficient. In the academic year 1960-61, enrollment was about 12,000 in such varied fields as Custodial Training, Power Network Analysers and the application of the data resulting therefrom, Operations Research, and Work Managment.

The University Library is worthy of mention because of its strong scientific emphasis. It contains 510,000 volumes, subscribes to 9,000-10,000 periodicals, and carries on an extensive exchange program. Physics and nuclear science have excellent coverage, and as an example of the scientific bias of the library, some 70 English translations of Russian scientific journals are received on a regular basis. The facilities of the library are made available to private industry.

Private industry could be assured of employee opportunities for advanced study as well as faculty consulting services. It is the policy of the Engineering College to "encourage a reasonable amount" of research by staff members so long as it contributes to professional development and does not interfere with other responsibilities.

Course schedules for advanced study have been arranged — at the request of private industry — in Des Moines and as far away as Cedar Rapids, 100 miles distant. According to the Dean of Engineering, the university would "lean Table 1 **Technical Fields** Department Aerospace Engineering Agricultural Engineering Architecture Architectural Engineering Ceramic Engineering Chemical Engineering Civil Engineering Electrical Engineering Industrial Engineering Mechanical Engineering Theoretical and Applied Mechanics Nuclear Engineering Chemical Technology Chemistry General Science Mathematics Physics Statistics Metallurgy Totals

over backward" to arrange courses, particularly at the graduate level, at night and Saturdays or other times for the benefit of industry in the area.

Degrees Granted by Iowa State University in Selected Engineering and

| 1000 | 1958- | -59 | 19 | 959-6 | 50 | Charles and | .960- | -61 |
|-------|--------|-----------|-------------|-------|---|---|---|---|
| BS | MS | PhD | BS | MS | PhD | BS | MS | PhD |
| 32 | 3 | 2 | 35 | 1 | | 33 | 3 | |
| 25 | 5 | a 100 | 28 | 5 | | 19 | 4 | |
| 13 | | | 12 | | | 24 | | |
| 16 | | | 13 | 1 | | 9 | 1 | |
| 9 | | | 3 | 1 | | 5 | 1 | |
| 49 | 6 | 3 | 37 | 7 | 4 | 46 | 18 | 3 |
| 81 | 16 | 2 | 50 | 15 | 3 | 50 | 24 | 9 |
| 142 | 7 | 2 | 130 | 12 | 4 | 116 | 22 | 3 |
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| 8 | 8 | 4 | 12 | 5 | 4 | 12 | 8 | 12 |
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Attitude Toward Research -- Supporting Facilities

In Ames, Iowa State University has a complete grouping of shops -- both electronic installations and machine shops -- to cover its particular needs. It has been indicated that the university could consider proposals permitting private firms, located in the Ames area, to utilize these facilities on a cooperative basis.

So far as production and service industries for the maintenance and modification of technical equipment are concerned, the city of Des Moines is reasonably well supplied with machine shops and similar facilities, if the need cannot be met in Ames.

The attitude of the community toward research type installations is probably best indicated by the acceptance of the Ames Laboratory for Atomic Research and the way in which scientific personnel employed by this facility have been integrated into the community.

The entire Ames community is strongly oriented toward academic and research activities. Its three principal employers are Iowa State University, the Iowa State Highway Commission and the National Animal Diseases Laboratory. There is, within the community, then, an exceptionally large number of scientists, engineers, technicians and research workers.

The construction of the \$16 1/2 million National Animal Diseases Laboratory is a recent development. It is operated by the federal government and will have an annual budget of several million dollars devoted entirely to research. This location was selected by the Department of Agriculture over locations proposed in nearly every state in the union. The laboratory began operations in 1961 and when fully operative will employ from 600 to 700 persons of whom about one-half will be technically and professionally trained research personnel. The community is demonstrating the ability to absorb this type of growth and to provide the amenities required by this type of research facility.



A Statistical Presentation of the Economic Processes

During recent years economists have made increasing use of statistics, and it is now possible to present a statistical picture, in simplified and summary form, of the five economic processes. In the following example, the figures are hypothetical and the fact that the nation has economic relations with foreign countries is for the moment ignored.

If the economic processes are considered from the point of view of the goods and services produced and sold in one year, the total of these produced and sold by private firms and made available by the government constitutes the GROSS NATIONAL PRODUCT. The GNP may be broken down into three parts on the basis of the expenditures of the buyers of the product. Thus:

Personal Consumptio Gross Private Invest Government Purchase Services

Gross National Pro

Personal Consumption Expenditure represents the total of consumer's goods and services produced by the nation and made available to consumers. Gross Private Investment represents the total of producer's goods produced and sold to private producers. Government Purchases represent the total goods and services of all kinds produced and sold to the government. To-gether, these three sources of expenditures constitute total demand for the national product. Because of the continuous circular flow of money, these sources also constitute the source of income out of which the expenditures are made.

If one considers the economic processes from the point of view of the income generated, the NATIONAL INCOME for the same period would be the sum total of the income payments made by productive units to the factors of production and of the profits earned by the owners of the production units. Thus:

Wages and Salaries Rents and Royalties Interest Corporate Profits Profits of Unincorpor Enterprises

National Income

| on Expenditures | 72 |
|-----------------|-----|
| ment | 14 |
| es of Goods and | |
| | _14 |
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These items are largely self-explanatory. Wages and salaries, rents and royalties, and interest represent payments made by production units to the factors of production in return for the contribution of these latter to the productive process. Corporate profits and the profits of unincorporated enterprises represent net income earned by the owners of the production units.

The Gross National Product and the National Income are two ways of describing the continuous circular flow of goods and income. The difference between them is accounted for by two items – namely capital consumption allowances and indirect business taxes. Both are charged as costs of production by the production units, and are therefore included in the sale price of goods and services, and consequently also appear in the Gross National Product. They do not appear in the National Income, however, because they do not represent income payments to anyone. Capital consumption allowances are mainly depreciation allowances which, as already indicated, constitute part of the gross saving for the firm. Indirect business taxes represent payments to the government. Thus:

| Gross National Product | | 100 |
|------------------------|-------------------------|-----|
| 1 | Less Capital Consumptio | n |
| | Allowances 8 | |
| I | Less Indirect Business | |
| | Taxes 10 | 18 |
| | National Income | 82 |

Since some of the National Income consists of corporate profits, not all of which are paid out in dividends, the amount of income actually received by individuals is smaller than the National Income. PERSONAL INCOME will be National Income less both undistributed corporate profits and the tax liability on corporate profits. Even Personal Income, however, is not all available for individuals to dispose of as they please. Personal taxes must be paid. What is left is called DISPOSABLE INCOME, which is the total of Personal Consumption Expenditure and Personal Saving. The only two ways in which a person can dispose of his income after taxes are paid is to spend it or save it. ¹

Renta and Royaltion

Corporate Prohis

1. Clifford L. James, Economic Basis, Problems and Analysis, Page 27-29.

Measuring Capacity to Pay

Equally as important as the purposes for which a municipality may justifiably borrow, are the limits as to the amount of debt which safely may be incurred. In general, debt-paying capacity must be gauged by the amount and quality of a community's resources and by its legal and practical ability to draw upon these resources for payment. There is no precise method of determining how much debt a municipality can carry and eventually repay; but there is ample evidence that no large proportion of any municipality's resources can be pledged to the **p**ayment of debt obligations without weakening it financially, undermining its operating efficiency, and narrowing its prospects for advancement.

It is an objective of sound borrowing policy, moreover, not to attempt to skirt the margin of insolvency but to keep debt within a range proved to be conservative. This can be done by the application of a few simple principles.

First, the legal borrowing limit established by most states is not a safe standard to follow. At best it constitutes a maximum limit; and usually it is either so high, or permits so many exceptions, or is so vitiated by the overlapping of local borrowing units, as to be quite ineffective. Thus, the only sound policy is to determine a realistic limit somewhere within the legal limit which fits the community.

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Preliminary to determining safe borrowing limits is the need for computing a community's actual debt. Immediately, our unstandarized system of local government intrudes itself as a complicating factor. Anywhere from one to a half dozen or more local governing units may be doing the borrowing for the same community. While a city administration can control directly only its own debt, it cannot afford to be oblivious of overlapping school, county, and special district debt. The actual local public debt is that which the taxpayers of any community are called upon to support, irrespective of whether it is handled through one agency or a number of agencies.

Table 2 illustrates how the direct-and-overlapping, or overall, debt of a municipality i.e., its direct debt plus its proportionate share of the debts of overlapping units is computed. In the computation of the net overall debt, all utility debt, which is actually self-supporting, is deducted in order to show the amount which actually must be supported by taxes and also to provide a more accurate basis for comparison with the debts of other cities which may or may not own utilities.

The most commonly used methods of measuring municipal debt are by population and by the valuation of taxable property i.e., by expressing it in per capita figures and as a ratio of assessed valuation adjusted to estimated full value. Per capita figures have a reasonable degree of utility for comparative purposes if allowances are made for the fact that per capita resources vary from city to city. The ratio to taxable valuation is a more useful figure, for it endeavors to show a relationship to resources for payment. It falls short of

precision, however, because of the varying composition of tax bases and because of the difficulty of making an exact determination of full value. The two measures are, nevertheless, fairly dependable guides in gauging debt load if they are considered in conjunction with other available data respecting community resources.

Table 2

Direct & Over-All Debts of a City

Direct Debt:

| General I mprovement Bonds | \$ | 1,000,000 |
|----------------------------|-------------|-----------|
| Water Bonds | | 200,000 |
| Tax Anticipation Notes | of the year | 50,000 |
| Gross Direct Debt | \$ | 1,250,000 |
| Less: | | |
| Water Bonds | \$ | 200,000 |
| General Bond Sinking Fund | | 100,000 |
| Tax Anticipation Notes | of an in | 50,000 |
| Net Direct Debt | \$ | 900,000 |

Overlapping Net Debt

SYRG-D

| 125,000* | (50%) |
|----------|----------|
| 120,000* | (40%) |
| | 120,000* |

Net Over-all Debt

\$1,505,000

*Proportionate share, based on percentages of district and county tax levies paid by city taxpavers.

Once these figures are ascertained for over-all net debt for a given city it is important to compare them with other cities of generally similar size and type. This permits determination of where the debt load ranks and how it compares both with cities which have never encountered difficulty in meeting their debts and with cities which have experienced default or forced refunding. Table 3 gives the median average and range of over-all net debts and ratios in 1940 for cities over 50,000 population by census groups.

The median average over-all net debt in 1940 for the country's 200 largest cities had a ratio of 6.4 percent to estimated full taxable value. Half were below this figure, ranging down to 0.5 percent, and half were above, ranging up to 38.9 percent. On the basis of experience in the depression, which was a genuine test

in acquiring debt. resources which are correspondingly above the average. ceed 25 percent of a normal budget. the municipality has efficient assessment administration and the revenues for Table 3 Debt Ranges and Ratios for 200 Range in Over-All Net Per Capita Debts vice will not consume a dangerousiv large proportion of local income. Over 500,000 population \$75. 250,000 - 500,000 Population 100,000 - 250,00011 50,000 - 100,00011 200 Largest Cities (Table 3 continued on next page.)

of debt-paying capacity, it may be said that very few of these cities with debt ratios falling below 10 percent encountered any serious difficulty in meeting their obligations. The range between 10 and 15 percent was in the doubtful zone with both good management and usually stable and substantial resources required to avoid trouble. Practically all cities with debts in the range above 15 percent met with financial disaster, and are carrying a lasting financial handicap. In general, therefore, a ratio of 10 percent seems to mark the upper limit of safety

There are conditions, however, under which modifications should be made. The 10 percent ratio is too high for cities which are approaching economic obsolescence, whose main support is upon some exhaustible natural resources or whose economic background is highly volatile. Allowances must be made, moreover, when chronic tax delinquency shows a substantial portion of the tax base to be undependable. Per capita debt figures serve as a means of checking. If per capita debt rises above the median, justification must be sought in actual local

In appraising the direct debt of a municipality, it is often stated that the margin of safety rests in annual principal and interest requirements which do not rise above 25 percent of the budget. Such a standard would encourage false security if applied to a city which had deferred the bulk of its debt service requirements far into the future. A sounder rule is that retirement of 5 percent of the principal, plus the total interest requirement for the year, should not ex-

Largest Cities, 1940

33.4

| Low | Median | High |
|--------|----------|----------|
| 375.62 | \$137.29 | \$224.53 |
| 33.43 | 102.17 | 219.04 |
| 34.22 | 90.29 | 334.65 |
| 9.38 | 86.39 | 548.89 |
| 9.38 | 94.35 | 548.89 |
| | | |

(Table 3 continued from preceeding page.)

Range in Debt Ratios

| | Low | Median | High |
|------------------------------|------|--------|-------|
| Over 500,000 Population | 3.7% | 8.4% | 13.8% |
| 250,000 - 500,000 Population | 3.0 | 7.6 | 15.4 |
| 100,000 - 250,000 " | 3.1 | 6.4 | 16.7 |
| 50,000 - 100,000 " | 0.5 | 6.1 | 38.9 |
| 200 Largest Cities | 0.5 | 6.4 | 38.9 |

This discussion of paying capacity has thus far dealt with cities which have the power to levy taxes without legal limitation for the payment of debt. For those under an over-all tax rate limit, or handicapped by any unduly restrictive form of tax limitation, there appears to be little option except of making the best of an irrational situation and hope that the untenable conditions that arise will force the granting of relief. Any tax rate limitation which deprives a city of adequate current revenue inevitably forces the city to borrow as an alternative, and tends to prevent the maintenance of a sound debt policy.

A better index of a municipality's debt status would be the ratio of its net debt to the assessed valuation of taxable property, in those instances where the municipality has efficient assessment administration and the revenues for debt service are derived primarily from property taxes. As the Council of State Government has observed: A better basis than assessed valuation for measuring economic ability and debt capacity is total local revenue (perhaps excluding enterprise income and non-recurring grants from higher levels of government) - Once debts are pegged to local income averaged over a period of years, the limits as such, can be fixed on a rational basis so that debt service will not consume a dangerously large proportion of local income.

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The debt limit for Cities and Towns in Iowa is set by statute at 5% of the actual valuation of real property and moneys and credits. The Auditor's Office in Polk County states that actual valuation of real property is one and two-thirds times the assessed valuation. Five percent of the total of the actual valuation of real property and moneys and credits in Urbandale is approximately \$743,000. Taking the difference between this and the \$279, 309. 46 outstanding indebtedness on general obligation bonds leaves approximately \$463,000. Of course, as valuation goes up and current bonds are paid, the difference becomes greater.

Several of the problems usually associated with city services have been taken care of by requirements placed on developers in Urbandale or upon special levies on the individual property owners. Thus, sidewalks are now being required and if the homeowner does not pave a sidewalk, then the city will assess the cost of the job against the homeowner and add the amount to his taxes. Also, developers have been required to provide sewer facilities and to pave streets in

SECTION 9 EXISTING LAND USE

The Existing Land Use Map, Page 63, shows the present use of all land in the City of Urbandale and surrounding unincorporated area. The Existing Land Use Map was prepared from an actual field survey of all properties within the planning area. The original map was prepared by using colored symbols for the various types of land use and details such as off-street parking facilities and number of units in a multiple dwelling were shown.

The amount of land presently existing in each land use classification, and the percent of the total and developed area of the city is shown in Table 26, Page 65. The table was prepared using only computations of the area within the corporate limits of Urbandale. As indicated in the Table, Urbandale is predominantly a City of single-family homes with 61.03% of the developed area being utilized by these homes; less than 1% of the area is being used for duplexes or apartments.

Chart 2 shows the ratio of all land areas (in acres per 100 persons) for the City of Urbandale in comparison with the averages of a selected group of Iowa communities. Urbandale is low in the amount of land used for commercial purposes with 0.49 acres per 100 persons compared with the 0.74 average figure. The same was true until recently with land used for industry, comparing Urbandale's 0.08 acres per 100 persons with the average of 0.45 acres. With the recent addition of Parker Brothers Co., Midwest Hardwood Flooring and Plywood Co. and the U. S. Plywood Co. to industry in Urbandale, the ratio has increased to 0.29 acres per 100 persons. These figures on commercial and industrial usage confirm the fact that Urbandale has developed thus far primarily as a dormitory City in the Des Moines Metropolitan Area. The increase in industrial development experienced in recent years is expected to continue in the future.

The low figure of 4.09 acres per 100 persons in the streets and alleys category is a reflection of the fact that much of the developed land has been subdivided recently in the latest trend of long blocks. This should be encouraged, in that it keeps maintenance costs, including snow removal, to a minimum.





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Table 26

LAND USE COMPARISONS

| | | % of | % of | Acres/100 |
|--------------------------|----------|------------------|---------|--------------|
| | Area | Devel- | Land | Persons |
| | in | oped | Area | for Land |
| | Acres | Area | of City | Area of City |
| RESIDENTIAL | | | | |
| | | | | |
| 1 Family Dwellings | 542, 43 | 61.03 | 16.01 | 9.32 |
| 2 Family Dwellings | 3.15 | 0.36 | 0.09 | 0.05 |
| Multi-family Dwellings | 2.41 | 0.27 | 0.07 | 0.04 |
| | | | 10 15 | 0.41 |
| Total Residential | 547.99 | 61.66 | 16.17 | 9.41 |
| BUSINESS-INDUSTRIAL | | | | |
| | 00 40 | 2 20 | 0.84 | 0.49 |
| Retail Business | 28.42 | 3, 20 1 01 | 0.54 | 0.29 |
| Light Industrial | 10.99 | 1.91 | 0.18 | 0.11 |
| Heavy Industrial & R R | 6.08 | 0.00 | 0.18 | 0.11 |
| R R (Separately) | 6.08 | 0.00 | 0.10 | 0.11 |
| | 51 /0 | 5 79 | 1.52 | 0.89 |
| Total Bus, - Ind. | 51.45 | 0.10 | | |
| PUBLIC | | | | |
| Schoolg (Pldgg & Plgdig) | 30,66 | 3.45 | 0.90 | 0.52 |
| Other Dublic Buildings | 0,90 | 0.10 | 0.03 | 0.02 |
| Dark Playgrounds Etc | 8, 26 | 0.93 | 0.24 | 0.14 |
| Comptoring | 0.00 | ana ann 200 (15) | | |
| Miscollaneous Areas* | 0.00 | | | |
| MISCEllaneous Areas | | | | |
| Total Public | 39.82 | 4.48 | 1.17 | 0.68 |
| SEMI-PUBLIC | | | | |
| | | | | |
| Cemeteries | 8.18 | 0.92 | 0.24 | 0.14 |
| Churches. Institutions | 3.19 | 0.36 | 0.10 | 0.06 |
| | | | | |
| Total Semi-Public | 11.37 | 1.28 | 0.34 | 0.20 |
| TOTAL URBAN TYPE USES | 650.67 | 73.21 | 19.20 | 11.18 |
| Streets & Alleys | 238.14 | 26.79 | 7.03 | 4.09 |
| · · | | 9.0 | | |
| TOTAL DEVELOPED AREA | 881.81 | 100.00 | 26.23 | 15.27 |
| Agricultural or | 2,500.03 | an | 73.77 | 42, 95 |
| Vacant | | x | | |
| | | N. | | |
| TOTAL LAND AREA OF CITY | 3,388.84 | | 100.00 | 58.22 |

*Public "miscellaneous uses" include the city dump, municipal parking lots, etc.



TOTAL AREA

The preparation of this chart was financed in part through an urban planning grant the Housing and Home Finance Agency, under the provisions of Section 701 of the Housing Act. of 1954, as amended.

LAND USE COMPARISONS

ACRES per 100 PERSONS

Urban Planning Grant: Project No. lowa P-3

Prepared under the Contract for the lowo Development Commission by: Anderson Engineering Company City Planning Consultants

chart

2

-65a-

SECTION 10

PROPOSED LAND USE

2

Map 8, Page 89 Comprehensive Plan, shows the recommended future use of land in Urbandale. This portion of the Comprehensive Plan is identified as the Proposed Land Use Plan and is intended to achieve a balanced distribution of land in the various use categories. The Land Use Plan reflects the land requirements for future school and recreation needs and other public facilities and forms the basis for delineation of the various district boundaries on the Zoning District Map.

For development of private property, the Land Use Plan proposes six districts as follows:

Residence

Single Family District One and Two Family District Multi-Family District

Commercial

General Commercial District

Industrial

Light Industrial District Heavy Industrial District

(On the Zoning Map, the Commercial District is separated into two Commercial Districts, the C-1 District, and the C-2 District.)

For public development, the Land Use Plan contains the following Plans:

School Plan Parks and Recreation Plan

The following is a discussion of the districts proposed in the Land Use Plan for private development of land.

Residential Districts

The Land Use Plan proposes three districts within the residential classification for Urbandale which, if properly distributed, should fulfill the residential needs of the City. These are the Single Family District, the One and Two Family District, and the Multi Family District.

-66-



FUTURE POPULATION DISTRIBUTION

map 7



NDALE - - - IOWA



legend





As provided in the proposed Zoning Ordinance, the Single Family District permits only single family homes, and in addition, permits churches and schools. This district requires the largest lot size of the three residence districts resulting in the lowest potential density of population. The Single Family District is usually found in the outlying areas away from the center of the City on the principal that the highest density of population should be close to the center of the City and there should be a reduction in the density as the distance from the center increases. Urbandale is unlike most cities in that the most intensive use of land is not in the approximate center of the City but is at the far east end of the City. This, of course, is due to the fact that early development in the City took place close to the corporation line of the City of Des Moines and has spread westward residentially. Also, the lots in the older east section of the City are generally smaller than newer lots recently developed.

The minimum lot size requirement specified for this district in the proposed Zoning Ordinance was based upon a study of trends in lot sizes in the area proposed for this district. Areas designated for the Single Family District on the Land Use Plan are located west of 86th Street (Clive Road) and north of Meredith Road. Table 27 , Page 70, shows the minimum lot size proposed for this district and the potential population density.

The One and Two Family Residence District as proposed in the Zoning Ordinance, permits all uses permitted in the Single Family District and in addition, permits two family dwellings (duplexes). This district permits smaller lots than in the Single Family District, which together with the fact that duplexes are permitted, results in a higher potential density of population than in the Single Family District. Table 27, Page 70, shows the minimum lot size recommended in the Zoning Ordinance and the potential population density for this district. Lots in this district platted prior to the adoption of the Zoning Ordinance that do not meet the minimum size requirements, can be used for a single family residence. Any lots platted after the adoption of the Zoning Ordinance must meet the minimum size requirements. The minimum lot sizes specified in the Zoning Ordinance for this district were based upon a study of prevailing trends in lot size in the area proposed for the One and Two Family District.

The Multi-Family District is a potentially high density residence district that permits single family dwellings, two family dwellings and multiple dwellings having three or more dwelling units per structure. This high density district as previously mentioned, is located in the east section of the City adjacent to the City of Des Moines. In addition to the residential uses permitted, this district includes some transitional uses as proposed in the Zoning Ordinance.

Table 27 on the following page shows the potential density of population that regulations in the proposed Zoning Ordinance permit in each of the three residential districts based upon 3.5 persons per dwelling unit. Anytime these figures are used in determining the amount of population that an undeveloped area would contain, approximately 20 percent of the area should be deducted for streets and other non-residential uses before applying the density factor to the remaining area.

TABLE 27

LOT SIZE REQUIREMENTS

| District | Minimum Lot Area Single Family Dwelling | Population Density Single Family Development |
|------------------|--|---|
| Single Family | 11,000 | 14 Persons per acre |
| One & Two Family | 9,000 | 17 no man Musclu |
| Multi-Family | 7,500 | 20 " " " |

Commercial

One Commercial District is shown on the Land Use Plan, Map 8. This commercial area, however, is divided into two commercial districts in the Zoning Ordinance and on the Zoning Map. These districts are designated as the C-1 Commercial District and the C-2 Commercial District. The primary difference between the two districts is that the C-2 District permits some uses not permitted in the C-1. These are of a heavier commercial nature.

The C-1 Commercial District is intended as a neighborhood shopping type district and permits all retail commercial and service uses and professional offices. All permitted uses are required to provide a front yard and rear yard to maintain intensity of development similar to the residential areas in which they are located. Off-street parking facilities are to be provided for new commercial development as well as off-street loading facilities.

The Comprehensive Plan shows two circles in the commercial symbol along Meredith Road. This is to indicate that at some future date, there may be a need for C-1 Commercial Zoning in these general locations. It was felt that it is premature at this time to attempt to delineate actual commercial districts in these areas. At a future date, the City Council on recommendation of the City Plan Commission can establish specific districts when needs and development trends indicate the proper amount and location of commercial zoning in these areas.

The City of Urbandale does not have a Central Business District commensurate with the type of downtown area normally found in cities of equivalent size. This is apparently due to the rapid growth of the City in recent years and the fact that the people of Urbandale have done most of their shopping in the City of Des Moines. The construction of the Merle Hay Plaza Shopping Center adjacent to Urbandale in the City of Des Moines in the mid-1950's, when the population boom in Urbandale was in its early stages, would also have had an affect on this lack of primary shopping facilities. As a result, it is felt that a Central Business District in the normal sense will not develop in the City in the future. The area around the general vicinity of 70th Street and Douglas Avenue will develop as an important commercial and service facility, but will develop move in line with shopping center type concepts including provision of off-street parking. This belief is reflected in the provisions recommended in the Zoning Ordinance for the C-2 District. The regulations as proposed require a frontyard and off-street parking just as in the C-1 District. Two areas have been proposed for the C-2 District on the Zoning Map. These are the Commercial District on Douglas Avenue and 70th Street from just east of 74th Street to the east corporate line and on Hickman Road west of Clive Road. (86th Street) Map 11, Page 96, shows a suggested method of developing the area in the vicinity of 70th Street and Douglas Avenue.

The commercial districts shown on the Land Use Plan, Map 8, were whenever possible, located on the principal of grouping commercial establishments at strategic locations rather than developing the frontage of busy streets in strip form as many streets in cities have developed in the past. The grouping concept serves the customer bestⁿ by permitting him to shop at several establishments with one stop and it permits free movement of traffic on the thoroughfares. On Douglas Avenue, it will be necessary for future commercial areas to develop frontage roads paralleling Douglas Avenue, with access to the main road permitted only at infrequent intervals. The commercial areas shown on the Land Use Plan and Zoning Map have been given sufficient depth to permit modern development.

Industrial

The Industrial area shown on Map 8 has been confined primarily to the area west of the Chicago, Milwaukee, St. Paul and Pacific tracks. This railroad, which runs diagonally through the western part of the City, is the only railroad serving the City directly. Much of the industrial development at present lies west of the railroad tracks with the city's residential area located east of the tracks. The land west of the tracks, as shown on Map 8, is well suited to industrial development because of its proximity to the railroad on the east and the Interstate Highway on the west. North-south Interstate 35 and east-west Interstate 80 are both immediatly available to this industrial area at the Douglas Avenue and Hickman Road interchanges. These two Interstate Highways will in the future give direct access by freeway to major Midwest Cities such as Omaha, Minneapolis, Chicago and Kansas City.

The total area of the Industrial District as shown on Map 8 is 1166 acres. Most of this is not presently in the City of Urbandale but legal proceedings are pending for the annexation of the balance of the area as far west as the Interstate Highway.

There are two industrial districts proposed for the City of Urbandale; the M-1 Light Industrial District and the M-2 Heavy Industrial District. The Light Industrial District permits most manufacturing and processing uses. Certain uses that often have undesireable features such as excessive dust, smoke, noise, odor, etc., are permitted only in the Heavy Industrial District and require special consideration, including public hearings. As proposed in the Zoning Ordinance, neither the Light Industrial District nor the Heavy Industrial District permit the construction of dwellings. This serves as a protection for industries against encroachment of residences. unity a frontyard and off-street parking just as in the C-1 District. Two areas

Industrial Plan

Map 9, Page 91, shows a suggested development Plan for the Industrial District west of the railroad tracks. This is by no means the only way the 1166 acre area could be developed but is intended to illustrate the type of development that should be encouraged. It is served by portions of the Major Thoroughfares Plan providing good circulation. The Plan shows how some of the property could be served by rail facilities and suggests for the future an airport for small private airplanes and a heliport for transporting goods to the Des Moines Airport for shipment by air.

A sample method of development of two of the lots is shown to indicate how modern industrial development can look. At present, some of the property in the Industrial District is owned by the State of Iowa but this is likely to be sold in the near future for private development. A large area adjacent to the Interstate Highway has been designated as a proposed camping and recreation area. This is land that would require considerable grading for industrial use and has natural beauty that should be preserved. Such a recreation facility would be an asset to an industrial development.

It is felt that the construction of homes in the general area between the railroad tracks and the Interstate Highway should not be permitted on the basis that the area is best suited location wise for industry and that the construction of homes might discourage industry. There have been several new industrial uses established in this area recently and there is reason to believe that this development will continue. The City of Urbandale needs to strengthen its tax base with good industrial development and every effort should be made to encourage it. doubted and state the state of the state of the yawdy II state of and

atorstate 80 are both imprediative avoidable to this tadustrial area at the Dour-

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er re and the fair that the pennin of he control to wate there is a started

Non-Conforming Uses

In the areas proposed for Residential and Commercial use, some uses will be made non-conforming through adoption of the Zoning Map and Zoning Ordinance. These are uses that exist at the time of adoption of the ordinance that are not a

permitted use in the Zoning District in which they are located. Under the provisions of the proposed Zoning Ordinance, these non-conforming uses can continue as they presently exist and can be changed in use within prescribed limits. Reference should be made to the proposed Zoning Ordinance for more information on nonconforming uses.

Special Uses

Section 16 of the proposed Z oning Ordinance lists a number of "Exceptions to Prohibited Uses" under paragraph E. These are in most cases uses that require special consideration and in some cases are not listed in any district as a permitted use. This sub-section provides that any of the uses listed can be located in any district in which they are not otherwise permitted by special permit of the City Council after receiving a recommendation from the Planning Commission and after holding a public hearing thereon. Uses listed include airports, public buildings, mobile home parks, etc.

Recreation

The Comprehensive Plan, Map 8, shows a Plan for Parks and Recreation facilities designed to provide an adequate amount of recreation facilities that are so vital to a city. The recreational facilities in Urbandale must be expanded to keep pace with the rapidly expanding population of the City. Table 28 shows recommended standards for various types of recreation facilities. The amount of area that would be required for the anticipated population of 24,000 by 1990, and the area provided for various facilities in the Comprehensive Plan is also shown in Table 28.

TABLE 28

Recommended Standards Playgrounds Local Parks **Recreation Center or Playfield Total Recreation Area**

Playgrounds Local Parks **Recreation Center or Playfield Total Recreation Area**

(Table 28 continued on next page)

STANDARDS FOR RECREATION FACILITIES

| 1 acre/800 Population |
|-------------------------|
| 1 acre/1,000 population |
| 1 acre/800 population |
| 1 acre/100 population |
| |

Space required for 24,000 Population

| | 30 acres |
|----|-----------|
| | 24 acres |
| ds | 30 acres |
| | 240 acres |
Space provided in Comprehensive Plan Playgrounds (including school sites

(Table Cont.)

Local Parks **Recreation Center or Playfields Total Recreation Area**

25 Acres (approx.) Adequate 30 Acres 128 Acres

The recreation needs of the community could be grouped into two categories, active recreation and general recreation. Under active recreation would fall such things as playgrounds, and playfields. General recreation might include some of the playground and playfield activities for children together with active and passive recreation for adults. The following is a discussion of the types of recreation facilities and standards for each.

Playgrounds

The playground is the most numerous type of facility and is intended for use by children between the ages of 6 - 15 years. In the event that playground facilities are furnished in the same general area with adult recreation facilities, they should be physically separated to avoid conflict. Since the location requirements for playgrounds are similar to those for elementary schools, it is advantageous from an economic point of view to utilize the elementary school properties whenever possible to satisfy the playground needs. There should also be playground facilities furnished in connection with playfield facilities and the large parks. Table 29, Page 75, shows recommended site size and location requirements for playgrounds.

The playfield or recreation center is intended to provide diversified recreation for young people and adults. There should also be some provision for playground facilities at these locations. Playfields generally require some supervision by trained personnel, the amount depending upon the type of activities provided and the intensity of use. The following are typical facilities that are associated with the playfield:

> Baseball Football Soccer Softball **Field Hockey** Handball Volleyball Tennis Picnic Area

Swimming Pool

-74-

Type Playground Playfield General Recreation Existing Facilities

TABLE

29

Playground facilities in the City presently consist of the existing elementary school sites together with the facilities in the City Park located at 74th Street and Prairie Avenue. The City Park contains approximately 9 acres and provides a variety of facilities including a shelter house.

RECOMMENDATIONS- Playgrounds

It is recommended that the elementary sites serve as the primary playground facilities with additional facilities provided in the parks. In delineating areas for playgrounds, the site size standards recommended in Table 29 should be referred to.

Playfields- Parks

It is recommended that the playfield facilities be provided in the park areas with emphasis on the present City Park at 74th Street and Prairie Avenue and in the new park recommended in the area west of Clive Road and north

Dressing rooms will be required for swimming pools and equipment should be provided for some of the field games such as baseball, soccer and field hockey. Table 29, shows recommended site size and location standards for playfield as found in Chapin's, Urban Land Use Planning.

RECREATION FACILITY STANDARDS

Location Standard

Site size Standard

1/2 mile 1 mile

3-6 acres 10-30 acres

This category applies to the large parks and includes a variety of facilities for people of all ages. The large parks in this case would include playground and playfield facilities together with picnicing, provisions for passive recreation and special facilities such as a swimming pool and ice skating rinks. of Douglas Avenue.

Two new park locations have been recommended one of which is in the north west part of the City and the other is in the south Central area. The first of these sites could provide a varied type of recreation with playground and playfield facilities, along with picnicing and provision for passive recreation. North Walnut Creek meanders through the area adding variety and beauty to the site. The second new park location is on the south side of the Karen Acres area and is presently the site of a small sewage treatment plant. Such an area cannot be used for housing as long as the sewage treatment plant is in operation and would be wuited to development for some types of recreation. The sewage treatment plant may some day be abandoned making its use more desireable. The topography of this area is quite rough in places and a drainage tributary of North Walnut Creek runs through it.

In considering the recreation program of the City, it should be borne in mind that Urbandale has an unusually high number of children shown by the high number of persons per dwelling unit as pointed out in Section 7 on Population. These children will need recreational facilities of all types.

Special Facilities

Consideration could eventually be given to the possibility of establishing a municipal golf course. A generally accepted population standard for a golf course is 1 hole per 3,000 population. The recommended site size standard is 100 acres per 18 holes. If such a facility becomes feasible on the basis of futurepopulation, a possible site would be the area north of Meredith Road and east of the C, M, St. P. tracks. This area at the point where the Interstate Highway turns from east-west to north-south is not particularly well suited location wise for industry and will not likely develop residentially. There are, of course, other suitable areas to locate such a facility.

The Land Use Plan, Map 8, shows a suggested camping area adjacent to the Interstate Highway between Hickman Road and Douglas Avenue. This facility would be primarily for the use of motorists on the Interstate Highway who desire a camping place for accomodations in their travels. It is felt that such a facility could return benefits to the City of Urbandale. The property, which is partially wooded and somewhat rough in topography, has natural beauty that would make it easily adaptable for this purpose. Consideration should be given to contacting the County Conservation Commission and the State of Iowa relative to participation in developing such a facility. The State presently owns approximately two-thirds of the area as part of the Honor Farm.

it is accountionded that the play first facilities be provided in the park treas will accounts to on the prosen. Objective at 14th Stread and Francis Aveing the to the accounts and the area were of Olive Road and north

Schools

The Urbandale School Administration has done a fine job of planning its school needs for the future as illustrated in a memorandum published by the Superintendent of Schools. This memorandum contained a resume' of existing school sites and facilities and a statement on new sites that should be acquired. The recommendations contained in the memorandum have been incorporated into the Plan for Schools shown on the Comprehensive Plan, Map8, Page 89. Several sites have been shown in the periphery area that were not contained in the recommendations of the memorandum. These sites, however, should not be needed in the foreseeable future unless the rate of growth is much greater than expected.

The School District has just kept pace with needs resulting from phenomenal growth in school enrollment by way of high taxation for general education, site acquisition, and building funds. The District expects to have to continue at this rate for some time to come. To illustrate the growth experienced, an estimated 100 children move into the Urbandale School District during each year. Enrollment in September 1961 totalled 1714, more than 200 pupils above the 1960-61 number. Total enrollment in 1970 is expected to be double 1960's, or 3,000 pupils.

The following table shows past enrollments for each school year since Fall 1950. Expected 1965-66 enrollments are shown for junior and senior high school and total. The junior and senior high enrollments are figured under both the existing division of grades, (Grades 7 & 8 comprising junior high & Grades 9 - 12 senior high), and under the proposed division, grades 7 - 9 in junior high and grades 10 - 12 in senior high.

TABLE 30

DLE 30

| opena stari | K-6 | 7-8 | 9-12 | 7-9 | 10-12 | Total K-12 |
|-------------|------|-----|------|-----|-------|------------|
| 1950-51 | 261 | 75 | 83 | 98 | 60 | 419 |
| 1951-52 | 277 | 73 | 95 | 109 | 59 | 445 |
| 1952-53 | 308 | 66 | 112 | 101 | 77 | 486 |
| 1953-54 | 370 | 80 | 123 | 118 | 85 | 573 |
| 1954-55 | 419 | 94 | 132 | 134 | 92 | 645 |
| 1955-56 | 534 | 100 | 139 | 142 | 97 | 773 |
| 1956-57 | 673 | 105 | 159 | 154 | 110 | 937 |
| 1957-58 | 783 | 113 | 193 | 168 | 138 | 1089 |
| 1958-59 | 839 | 131 | 216 | 190 | 157 | 1186 |
| 1959-60 | 909 | 186 | 222 | 244 | 164 | 1317 |
| 1960-61 | 1017 | 225 | 260 | 315 | 170 | 1502 |
| 1961-62 | 1163 | 209 | 342 | 334 | 217 | 1714 |
| 1965-66 | | | | 480 | 450 | 3,000 |

SCHOOL ENROLLMENT, 1950-1961

-77-

Table 31 shows the biennial census of school children in the City of Urbandale from 1954 through 1960.

The LE - St. & School science with a tak to be a steries of Dianting it.

TABLE 31 SCHOOL CENSUS The make a set of stage successful to the case of the contract of the set from the set

| AGE | | YEAR | | |
|--|-------------|------|------|------|
| | 1960 | 1958 | 1956 | 1954 |
| Under 1 | New States | | | |
| vear | 134 | 129 | 79 | 77 |
| 1 | 161 | 162 | 120 | 57 |
| $2 \sim 10^{-10}$ | 192 | 128 | 120 | 82 |
| 1.550 of 1.3 million 1.3 | 186 | 167 | 122 | 60 |
| Jonation 44 margins | 164 | 116 | 119 | 82 |
| a chu th e jire marair a | 191 | 199 | 104 | 69 |
| 5-21 | 1790 | 1416 | 1027 | 655 |
| 7-17 | 1240 | 930 | 683 | 430 |
| alter in a charter sin | graan of ch | | | |

Table 32 shows the enrollment in the various grades for the current year.

TABLE 32 ENROLLMENT - SEPTEMBER, 1961 a deared of date and a span of a set of a space of a state of the spectra of the spectra of the spectra of the

| Grade | 1 | 223 | " |
|-------|----|-----|-------|
| Grade | 2 | 159 | ** |
| Grade | 3 | 156 | " |
| Grade | 4 | 140 | ч (д. |
| Grade | 5 | 120 | " |
| Grade | 6 | 147 | " |
| Grade | 7 | 107 | ** |
| Grade | 8 | 102 | 11 |
| | | | |
| Grade | 9 | 125 | |
| Grade | 10 | 93 | " |
| Grade | 11 | 65 | " |
| Grade | 12 | 59 | " |
| | | | |
| 24 | | | |
| | | | |
| | | | |
| | | | |
| | | | |

Elementary grades enrollment -1163 students

| Junior high | enrollment | |
|--------------|------------|-------|
| | | |
| the and | | |
| | | |
| Alex N | | |
| Senior high | enrollment | 037 . |
| | | |
| Total enroll | ment | |
| | | |
| | | |

| 209 | |
|------|----------|
| | |
| | |
| 342 | п |
| 1714 | Students |

Problems associated with the rapidly growing enrollment have necessitated many measures of expedience, associated mostly with classroom space.

That the quality of education has not been sacrificed is evidenced by high ranking in achievement tests of Urbandale students in comparison with other Iowa schools. (Superintendent's Annual Report to Board of Education, Urbandale Community School, 1960-61.) A pupil-teacher ratio exists of less than 30:1 in the elementary grades and efforts to attain an overall average of 27:1 are being continued. Auxilliary services such as school lunches are available for all students and bus transportation is provided for students who live over one mile from school.

While the Urbandale system has very inadequate physical education facilities. home economics, shop, and band are provided. Teacher salaries have recently been increased; thus placing the school's salary schedule in a competitive position for the hiring of new teachers, and cutting down substantially on teacher turnover. Each school now has a central library and improvements have been made in science course material, music, school health services, etc.

Efforts of the School Board to maintain and improve education in Urbandale have had the overwhelming support of the community. On the last bond issue, 94% of the citizens voted in favor of the school building program. The avid interest, of Urbandale parents in the education of their youngsters is communicated to the students who are eager to learn. This is extremely helpful in keeping the level of academic achievement high.

Some future problems of the Urbandale School District are noted in the Superintendent's report:

"1. The shortage of classrooms will continue to be one of the most pressing problems. At the present time, with the use of rental classrooms at Karen Acres North, Karen Acres South, Community Congregational Church, and Park Shelter House, the school is still short two elementary classrooms for the coming year. 1961-62. The following year will require an additional six or eight classrooms. and any building program which the School District might have can not possibly be completed before February, 1963. The School Board should actively investigate and promote any possibility which might offer more classroom space. Such possibilities might include community plans for building of new churches, the leasing of buildings for classroom space, state aid, federal aid, and election to vote bonds for school building."

The Karen Acres site has since been purchased by the School District as more economical in the long run than its continued rental. It is hoped that the property will eventually be converted to park use.

During the school year 1962-63, the School District plans to rent additional space in a proposed new Methodist church. In 1963, perhaps TV teaching will be employed to ease the lack of sufficient classroom space. By 1964, the voters willing, construction of an elementary school may be completed for use.

Under Iowa statute governing bonding debt limit, the Urbandale School District has been able to build classrooms at only one-half the rate needed to keep up with growing enrollment, and this with approval by the voters to bond to the debt limit every two years. Table 33 shows the Bond Schedule of the Urbandale School District. Table 34 shows the trend in property valuation in the School District since 1954.

TABLE 33 SCHOOL BOND SCHEDULE

| Outstan | ding | To Be Paid | Balance | | |
|---------|-----------|------------|---------|------------|--|
| 7-1-61 | \$380,000 | \$ 17,000 | 7-1-62 | \$ 363,000 | |
| 7-1-62 | 363,000 | 17,000 | 7-1-63 | 346,000 | |
| 7-1-63 | 346,000 | 19,000 | 7-1-64 | 327,000 | |
| 7-1-64 | 327,000 | 19,000 | 7-1-65 | 308,000 | |
| 7-1-65 | 308,000 | 20,000 | 7-1-66 | 288,000 | |
| 7-1-66 | 288,000 | 20,000 | 7-1-67 | 268,000 | |
| 7-1-67 | 268,000 | 22,000 | 7-1-68 | 246,000 | |
| 7-1-68 | 246,000 | 21,000 | 7-1-69 | 225,000 | |
| 7-1-69 | 225,000 | 23,000 | 7-1-70 | 202,000 | |
| 7-1-70 | 202,000 | 24,000 | 7-1-71 | 178,000 | |
| 7-1-71 | 178,000 | 24,000 | 7-1-72 | 154,000 | |
| 7-1-72 | 154,000 | 22,000 | 7-1-73 | 132,000 | |
| 7-1-73 | 132,000 | 23,000 | 7-1-74 | 109,000 | |
| 7-1-74 | 109,000 | 24,000 | 7-1-75 | 85,000 | |
| 7-1-75 | 85,000 | 21,000 | 7-1-76 | 64,000 | |
| 7-1-76 | 64,000 | 24,000 | 7-1-77 | 40,000 | |
| 7-1-77 | 40,000 | 20,000 | 7-1-78 | 20,000 | |
| 7-1-78 | 20,000 | 20,000 | 7-1-79 | None | |

TABLE 34

PROPERTY VALUATION

| ு பான்னை கொரும் கடிக்கு காது திரைக்கு காது திரைக்கு காத | 60% Valuation | 100% Valuation |
|---|---------------|----------------|
| 1954-55 | \$ 1,618,500 | \$ 2,697,500 |
| 1955-56 | 2,201,116 | 3,668,527 |
| 1956-57 | 2,849,668 | 4, 749, 447 |
| 1957-58 | 3, 694, 781 | 6,157,968 |
| 1958-59 | 4, 523, 333 | 7,538,888 |
| 1959-60 | 5,075,272 | 8,458,787 |
| 1960-61 | 5,818,087 | 9, 696, 811 |
| 1961-62 | 7,135,683 | 11,892,805 |
| Tax Dirw unefformed Victory of a | | |

Table 35 shows recommended standards for school site sizes and location. These standards should be used in acquiring future sites.

TABLE

Elementary Schools Minimum area Recommended minimum

Service area

35

Junior High Minimum area Recommended minimum

Service Area

Senior High Minimum area Recommended minimum

Elementary School Sites - Existing

The Urbandale School District presently owns five sites for elementary schools throughout the City. Two of these sites now have buildings. Table 36 lists the school sites by location as shown on Map 8 and the size of each site.

TABLE 36

Location

74th Street and Prairie Avenue (building) 70th Street and Palm Drive (building) 64th Street and Aurora Avenue (no building) 97th Street and Dewey Gibbs Road (no building) 1/4 mile west of Clive Road and 1/2 mile north of Douglas Avenue (no building)

SCHOOL SITE STANDARDS

5 acres

- 5 acres plus 1 acre per 100 ultimate enrollment
- 1/2 mile
- 10 acres
- 10 acres plus 1 acre per 100 ultimate enrollment
- 1 mile
- 20 acres
- 20 acres plus 1 acre per 100 ultimate enrollment

ELEMENTARY SCHOOL SITES

Site Size

7 Acres 5 Acres 5 Acres 11 Acres

6 Acres

Two additional sites are needed in the near future as follows:

- 1. North of Douglas Avenue 1/2 mile and east of Clive Road 1/4 to 1/2 mile. This site would contain an elementary school and a junior high school.
- 2. South of Douglas Avenue 1/4 mile at 82nd Street. This site would contain an elementary school only.

Junior High Schools

The future high school site at 70th Street and Aurora Avenue is the only location now being used as a junior high school. It is the plan of the School Administration to use this site entirely for senior high school facilities and to utilize the present high school at 70th and Douglas Avenue as a junior high school or to sell the latter site and acquire a new school site. The Central City Plan, Map 11, Page 96, recommends that ultimately, the present high school site would be a good location for a civic center including the City Hall. This would require a new location for the Junior high school.

As pointed out in the section on elementary schools, the thought at this time by the School Officials is that a site for a junior high school should be acquired in conjunction with an elementary school north of Douglas Avenue and east of Clive Road. This site would be in addition to the use of the present high school as a junior high.

Senior High School

The present senior high school is located on the southwest corner of the intersection of 70th Street and Douglas Avenue. A new site for a future senior high school is located 1/2 mile north at 70th Street and Aurora Avenue. This site contains 25 acres and is presently occupied by a building now used as a junior high that will ultimately become part of the high school building.

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SECTION 11

A plan for a system of major thoroughfares throughout the City of Urbandale is a part of the Comprehensive Plan, Map 8, Page 89, and is referred to as the Major Thoroughfares Plan. It is important for the City toplan its street system in this fashion so that heavy traffic loads can be carried on streets that are properly planned and constructed leaving the remainder of the streets for light traffic. Five types of major thoroughfares are recommended to handle the traffic needs of Urbandale as follows:

Freeway Expressway Primary Thoroughfare Thoroughfare Collector

In preparing the Major Thoroughfares Plan for Urbandale, recognition has been given to the importance of integrating this Plan with the Major Streets Plan of the City of Des Moines. The names for the various types of thoroughfares listed above are the same as used in the Des Moines study and an effort has been made to use right-of-way widths similar to the Des Moines recommendations. This eliminates confusion in referring from one Plan to the other since they are both part of an overall system. The Plan for Urbandale has been actually designed to mesh with and constitute an extension of the Des Moines system. There has been some uncertainty regarding the portion in the vicinity of 63rd Street and Aurora Avenue due to an evolving change in the Des Moines Plan in this area. The design has been resolved, however, and both cities should be able to proceed with further planning of the facilities.

New streets for which right-of-way is acquired in the future should be planned as specified in the Major Thoroughfares Plan to provide adequate rightof-way for future needs. The capacity of existing streets where acquisition of additional right-of-way is difficult can be improved by other means such as restricting parking on the street. Chart 3, Page 86, shows suggested crosssections for the various types of streets. The following is a brief discussion of the five types of thoroughfares.

MAJOR THOROUGHFARES PLAN

Type Width of Right-of-way

Variable 150 feet 100 to 125 feet 80 feet 70 feet

Freeway

This designation has been given to the Interstate Highway as it passes the City on the north and west. The Interstate is very important to the City and should be emphasized in this fashion. The City will not, of course, be involved in the planning or construction of this type of facility in the foreseeable future.

The Interstate Highway provides excellent highway facilities to the City for travel and transportation throughout the Des Moines Metropolitan Area and to the various Sections of the State. Map 1, Page 7 shows the relative positions of Urbandale and the Interstate Highway in the Des Moines Metropolitan Area and Map 2, Page 8 shows the location of Des Moines within the State and the Interstate Highway System throughout Iowa and bordering States.

Expressway

Court 114

Merle Hay Road along the east boundary of the City is the only thoroughfare that has been designated as an Expressway. This Street has been so designated by the City of Des Moines in its Preliminary Major Streets Plan as a primary access Street into the City of Des Moines from the Interstate Highway. This is the only Street at present with an interchange with the Interstate in a distance of 18 miles from the Douglas Avenue interchange west of Urbandale to the Second Avenue interchange, 8 miles east of Merle Hay Road. Merle Hay Road also serves as an important access road to Urbandale, and to the other cities of the west urban area.

Chart 3, Page 86, Street cross-sections, illustrates the type of street that Merle Hay Road should be as proposed in the Des Moines Major Streets Plan.

Primary Thoroughfare

Four Primary Thoroughfares have been shown on the Major Thoroughfares Plan to circulate traffic through and around the City. Clive Road and Douglas Avenue have been designated as the north-south and east-west Primary Thoroughfares through the City. Hickman Road, between Urbandale on the north and Clive and Windsor Heights on the south has been designated as a periphery Primary Thoroughfare. Both Hickman Road and Douglas Avenue serve as access roads from the Interstate Highway into the Des Moines Metropolitan Area and as such will carry large volumes of traffic.



The fourth Primary Thoroughfare is 63rd Street along the common boundary between Des Moines and the Cities of the west urban area. This Street has been proposed in the Des Moines Major Streets Plan as a major north-south traffic facility between the Interstate Highway and Army Post Road. There is no right-of-way on this alignment, at present, in the Urbandale area. This facility is planned to connect with Merle Hay Road at Aurora Avenue.

Minimum right-of-way recommended for the Primary Thoroughfare is 100 feet on Clive Road and Hickman Road and 125 feet on Douglas Avenue and 63rd Street. There will, no doubt, be areas where a narrower width will be necessitated by existing development. These Thoroughfares will eventually require four moving lanes of traffic. Chart 3, Page 86, shows the suggested cross-section for Primary Thoroughfares. Reference should also be made to the Des Moines Major Streets Plan for design standards on 63rd Street.

The number of intersections of cross-streets with any of the Primary Thoroughfares should be limited in the future whenever possible to reduce the number of points at which traffic enters the Primary Thoroughfares. This will help to maintain maximum efficiency for carrying traffic. Distance between intersecting streets should be between 600 and 1320 feet where practicable.

Thoroughfare

The Thoroughfare is designed to carry a smaller volume of traffic than the Primary Thoroughfare and is intended to distribute the traffic throughout the various sections of the City from the Primary Thoroughfares and the Expressway. The right-of-way provided for the Thoroughfares should be sufficient to provide four moving lanes of traffic if necessary.

The 80 foot right-of-way as shown in Chart 3 with a pavement width of 45 feet, should be sufficient to serve this need. In the industrial area, initial pavement construction should consist of a 24-foot pavement without curb, if four-lane pavement is not warranted immediately.

A north-south Thoroughfare has been shown along the eastern part of the industrial area. This Thoroughfare would provide good access to the industrial area from Hickman Road and Douglas Avenue and is designed to connect with similar streets through the industrial areas in Clive and West Des Moines to the south. Aurora Avenue has been shown as a Thoroughfare from Merle Hay Road to 70th Street. With the change in location of the 63rd Street connection to the Aurora Avenue alignment, it is felt that an extra

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The preparation of this chart was financed in part through an urban planning grant from the Housing and Home Finance Agency, under the provisions of Section 701 of the Housing Act. of 1954, as amended.

Urban Planning Grant: Project No. Iowa P-3

Prepared under the Contract for the lowa Development Commission by: Anderson Engineering Company City Planning Consultants

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E0' THOROUGHFARE

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SUGGESTED STREET CROSS SECTIONS



25'

RESIDENTIAL STREET

chart

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-87-

traffic burden will be placed upon this segment of Aurora Avenue requiring the specifications of a Thoroughfare rather than a Collector Street.

Collector

The system of Collector Streets serves to collect traffic from the residential streets and distribute it to the system of Thoroughfares and Primary Thoroughfares. These streets should be wide enough to provide a minimum of two 11-foot unobstructed lanes of traffic. If on-street parking is to be permitted, the pavement should be sufficiently wide to handle the parking without interference with the traffic lanes.

Chart 3 shows that a minimum right-of-way width of 70 feet is recommended for Collector Streets with a minimum pavement width of 37 feet in areas where parking is to be permitted on both sides of the street. In undeveloped areas, right-of-way should be acquired for these streets at the time of development of the land.

Street Surfacing

Map 10 shows the type of surfacing existing on all the streets within the City of Urbandale. Also shown on this map is existing curb and gutter.

-88-





map 8

















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SECTION 12

Map 11, Page 96, is identified as the Central City Plan and illustrates the type of development that should take place in the area around the intersection of Douglas Avenue and 70th Street. The Plan for this area is referred to as the Central City Plan because it is felt that this area will best serve as the financial and cultural center of the City. Actually, this area is not in the geographical center of the City but rather, is at the east end.

As mentioned in Section 10 under Commerce, the City of Urbandale does not have a central business district commensurate with the average Iowa City of 5,000 population. Furthermore, a central business district of this type is not expected to develop. Never-the-less, the City needs to encourage business expansion in this location to serve the purpose of the central business district in furnishing a wide variety of services in one general area.

In conjunction with this commercial area should be some of the civic and cultural facilities of the City. The Plan on Map 11 suggests that the area at the southwest corner of the intersection of Douglas Avenue and 70th Street, which is now occupied by the Urbandale High School, be used ultimately as a civic area containing buildings such as the City Hall, library, and a community center or similar facilities. This recommendation is made even though the City government has just recently occupied a new building. The present City Hall should be ample for many years but if anticipated growth is realized, larger and more adequate quarters would no doubt be needed, at which time, consideration could be given to construction of a new City Hall as shown on the Plan. During the inter-im, the present school facilities could be used for a junior high school as presently planned.

An alternate to the use of this property for civic uses is development for commercial use as is indicated for the area north of Douglas Avenue. This type of development is not recommended, however, unless a similar civic development is planned in the same general area.

A development of this nature in the vicinity of 70th Street and Douglas Avenue would have good access from all parts of the City and would offer the patrons advantages of the shopping center type of development that are problems now plaguing central business districts. These include attractiveness and provision of adequate parking facilities. The type of businesses that should be established in this area must be carefully determined by market survey due to the competition offered by the Merle Hay Haza shopping center.

CENTRAL CITY PLAN

CENTRAL CITY

CENTRAL OTTY PLAN

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SECTION 13

The term "public improvements" embraces a variety of publicly constructed facilities, such as sanitary sewers, sewage treatment plants, streets, bridges, storm water sewers, water distribution systems, schools, libraries, etc. Funds used to pay for these improvements are called "capital expenditures". A "capital improvements program" is a plan outlining proposed "public improvements" over a period of several years, along with the "capital expenditures" required to pay for them. The purpose of a "capital improvements program" is two fold, i.e. (1) To designate those public improvements considered necessary to maintain and to improve overall municipal efficiency and functioning, and (2) To indicate an order of instigation and development that will allow the municipality to pay for the improvements and still continue on a sound financial basis. It should be of primary importance for a municipality to insure that public improvements, necessary for the peoples use and enjoyment, are provided through a wisely planned expenditure of public funds.

The program contained herein covers a six-year period. It should be reviewed each year by a committee composed of Planning Commission members and those municipal officials involved in budgeting, so that any necessary revisions may be made before preparing the final Capital Budget to be recommended to the City Council for the insuing year. Using this program as a guide, the Planning Commission should maintain a six-year plan -- adding those public improvements to the list that will become necessary as the municipality develops. In so doin the following factors should be given careful consideration: a. The selection and priority of public improvements must reflect the needs of the general community, and should basically follow the precepts of the Comprehensive Plan. b. The cost of these improvements must be correlated with the financial capacity of the municipality, and so scheduled as to avoid erratic expenditures, and to keep on a sound financial basis.

There are certain assumptions that should be made before estimating future requirements and resources. For example, it is assumed that population will continue to grow as it has in the recent past, and that land use patterns will develop in accordance with the Land Use Plan. The latter would be guaranteed through the adoption of zoning restrictions. It is assumed that property will continue to be assessed at its present percentage of market value, and that future tax rate increases will be resisted. It is also assumed that the present variety and level of services will continue to be offered during the program period.

The above assumptions provide a framework through which proposed changes in revenue sources or expenditure programs can be evaluated. To assume any changes in either the tax base or the expenditure programs will confuse the model and introduce assumed changes in policy, which may not occur.

Regardless of past practice, the Capital Budget should be properly proportioned to the operating budget -- so that some predetermined fraction of the operating budget can be invested in Capital Improvements each year.

CAPITAL IMPROVEMENTS PROGRAM

With these assumptions in mind and giving careful consideration to the factors listed above, the following steps should be taken in either adding to, revising, or making a Capital Improvements Program.

1. Set up a criteria of the municipal improvements to be provided. (Comprehensive Plan)

2. Determine the available sources of revenue which can be used to finance these improvements.

3. Compile a list of the improvements which are necessary to attain and maintain the criteria of municipal services desired.

4. Prepare an estimate of the cost of the required public improvements.

5. Select from the lists above those projects of highest priority and prepare a short term schedule (five to six years) which can be carried out within the legal and financial limitations of the municipality.

It should be remembered that in the determination of financial resources, operating and maintenance expenses, as well as Capital Expenditures for the proposed improvements, must be evaluated. Determination of the standard of municipal services is a matter of public policy controlled by the public and its elected representatives. Therefore, the success or failure of the Comprehensive Plan, together with adherence to a Capital Improvements Program, will be dependent finally on what the citizens want and how much they will be willing to pay.

There are several methods by which a Public Improvements Program may be financed. These are: (1) Annual appropriations from the tax levee; (2) Special assessments; (3) Revenue Bonds; and (4) General Obligation Bonds.

In many of the cities in Iowa the sale of General Obligation Bonds is the most frequently used method of financing public improvements. Such bond issues must be authorized by referendum vote. The total amount of outstanding bonded indebtedness is limited by the Code of Iowa to not more than five percent of the total market value of the taxable property in the City. (plus monies and credits)

The special assessment is a direct tax levied against all property especially benefited by an improvement or against the general public, as the case may be, and against which bonds may be issued. For example, a special assessment per front foot may be charged against a property especially benefited by the paving of a street.

Bonds secured solely from revenues derived from the improvements financed by their use are increasingly popular in all levels of government. Many types of improvements are now financed by Revenue Bonds including water supply and distribution systems, toll bridges, sewage treatment plants, off-street parking facilities, etc. Since these enterprises produce revenue sufficient to amortize the bond issue, the city's credit is not pledged and Revenue Bonds are not subject to legal debt limitations which apply to General Obligation Bonds.

Certain public improvements may be financed on pay-as-you-go basis from the general tax levee through the issuance of Revenue Bonds and by receipts from the road-use tax. But, funds for a truly progressive Capital Improvement Program must, in general, be obtained either from borrowing or from sources not presently utilized. This report makes no specific recommendations as to new sources of income, but any new form of income should assist in securing an equitable distribution of taxes, so that all persons benefiting from the urban facilities will make some contribution thereto.

The 1961 total assessed valuation (of properties) was \$8,627,590. The City of Urbandale would be legally authorized to issue a total of \$743,000 worth of General Obligation Bonds, less the amount of those bonds now outstanding. (\$279,300)

From the foregoing sections of this report a list of all major recommended capital improvements was compiled as shown in the accompanying table. In this table, various projects are arranged in categories and by general priority in each category. From this complete list a number of top priority projects were selected, approximate cost estimates made, and probable means of financing studied. School District projects are held separate, since the School District is a separate taxing agency with the power to issue General Obligation Bonds of its own.

The Capital Improvements Program recommended in this report should not be considered as an ultimate goal; it is only a beginning. Other projects will become necessary from time to time and new problems will arise, including those which could be generated by new development in land use, such as the coming of new industries. Changes in the recommended program are a virtual certainty. Detailed study of numerous projects is required; those to be financed by General Obligation Bonds, as well as those to be financed by Revenue Bonds, Special Assessment Bonds, and by general revenues.

The initiation of the Capital Improvements Program is nevertheless the important factor in the future growth and development of Urbandale. The successful utilization of this procedure will be dependent upon leadership from the City Council and the City Planning Commission, and the cooperation of all city officials and the general public.

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RECOMMENDED CAPITAL IMPROVEMENTS FOR THE CITY OF URBANDALE

SANITARY AND STORM SEWERS

1. A trunk-line sewer connecting Urbandale with Des Moines. This sewer, if possible, should be constructed in conjunction with the Town of Clive and the City of West Des Moines. Connections to the sewer lines in the Town of Clive would be made at the following points:

- a. Eightieth Street and Hickman Road.
- b. Pittsburgh Des Moines Steel Road and Hickman Road.
- c. On Hickman Road, approximately one-half mile east of Interstate Highway No. 35.
 - d. State Farm Road and Hickman Road.
- 2. A trunk-line sewer from Eightieth and Hickman North to Douglas Avenue. This trunk line should also include a branch line to pick up the sewage that presently empties into the Karen Acres treatment plant.
- 3. A trunk line from the intersection of Pittsburgh Des Moines Steel Road and Hickman Road North to Douglas Avenue (this construction may be necessarily delayed by the development of the Town of Clive's sewer system).
 - 4. A trunk-line sewer from Eighty-third Street and Oldham Drive North across Douglas Avenue and along upper Walnut Creek to Meredith Road.
 - 5. A storm sewer system in Douglas Avenue between Interstate Highway No. 35 and Ninety-first Street when that section of paving is constructed by the Iowa Highway Commission.

STREET PAVING

- 1. Urbandale Avenue from Westover Boulevard to Sixty-eighth Street.
- 2. Eighty-sixth Street from Hickman Road to Douglas Avenue.
- 3. Rocklyn Drive from Hickman Road to Urbandale Avenue.
- 4. Eighty-sixth Street from Douglas Avenue to Meredith Road.
- 5. Meredith Road from Merle Hay Road to Eighty-sixth Street.
- 6. Seventieth Street from Aurora Avenue to Meredith Road.

WATER LINES

- west 114th Street.
- together on this project).
- Avenue.

- Marvland Drive.

from.

ITEM 2 - EIGHTIETH STREET MAIN SEWER - A main-line sewer from Eightieth Street and Hickman Road North to Douglas Avenue should be constructed as soon

1. A water line along Douglas Avenue from the present standpipe West to North-

2. A water line in Hickman Road West from Ninety-sixth Street to State Farm Road (if possible the City of Urbandale and the Town of Clive should work

3. A water main in State Farm Road connecting Hickman Road and Douglas

4. A water main in Seventy-fourth Street from Hickman Road to Benton Drive.

5. A water main in Rocklyn Drive from Hickman Road to Urbandale Avenue.

6. Construction of water mains to replace those two inch (2") diameter water mains existing in Madison Avenue, Airline Avenue, Horton Avenue, Prairie Avenue, Sixty-eighth Street, Sixty-seventh Street, Oliver Smith Drive, and

SIX YEAR PROGRAM OF PROJECT DESCRIPTIONS

ITEM 1 - OUTFALL SANITARY SEWER - A trunk-line sewer connecting the cities of Urbandale and Des Moines is of predominate importance. The existing sewage collection system is barely adequate to take care of the needs of the present population, and any extension of these existing lines is precluded until a satisfactory means of sewage disposal can be obtained. Furthermore, the area that is presently serviced by sewers is but a small portion of the total area within the proposed corporate limits. Service to the remaining area (which included all of the areas zoned light and heavy industrial) cannot be undertaken until the trunk line is constructed. At the present time the City of West Des Moines and the Town of Clive have started proceedings for the construction of a trunk line sewer system. This trunk-line sewer will service a large part of West Des Moines and all of the Town of Clive, and will extend sewer service to the south corporate limits of Urbandale. To avoid the cost of building a separate trunk-line sewer connecting to the City of Des Moines, the City of Urbandale should make every effort to enter into an agreement with the Town of Clive and the City of West Des Moines for the disposal of its sewage. Since the City of Urbandale has not, as yet, completed annexation of some of the area which would be serviced by the trunk-line sewer it has been necessary to form a sanitary district to provide a means of financing this project. The cost of the project is estimated to be approximately \$380,000, and would be financed through special assessments on the areas benefiting thereas the trunk-line sewer through West Des Moines and Clive is completed. It would pick up the sewage which presently empties into the pumping stations on Hickman Road and Douglas Avenue, as well as, that which empties into the Karen Acres treatment plant. Ultimately, this line could be extended to service all of the land in Urbandale lying east of the Chicago, Milwaukee, St. Paul & Pacific Railroad and south of Interstate Highway No. 35 with the exception of the areas now in the Urbandale-Windsor Heights Sanitary Sewer District, and that portion of the Urban Sanitary District which is serviced entirely by gravity sewers emptying into the Beaver Creek treatment plant. Cost of this section of the trunk line is estimated to be approximately \$85,000, and would probably be financed through the sale of Special Assessment Bonds.

ITEM 3 - WEST INDUSTRIAL MAIN SEWER - To encourage industrial growth in the area west of the Chicago, Milwaukee, St. Paul & Pacific Railroad, it is essential for Urbandale to provide sewer and water service to that area as soon as possible. Sewer service will be delayed until an agreement between Urbandale and the Town of Clive can be worked out to provide for an extension of the trunkline sewers in Clive to the intersection of Hickman Road and Pittsburgh Des Moines Steel Road (and later, to the intersection of Hickman Road and State Farm Road). Negotiation and financing arrangements should be started as soon as possible. Urbandale's share of the cost of this construction is estimated to be \$50,000.

ITEM 4 - STATE FARM ROAD WATER MAIN - Water service should be extended west on Douglas Avenue from the standpipe to State Farm Road and thence south on State Farm Road to Hickman Road. Eventually, a water line should also be constructed on Hickman Road from the present meter pit at Ninety-sixth Street west to State Farm Road. The Douglas Avenue and State Farm Road lines (10" mains) should be built as soon as possible as an encouragement for new industries to locate in this area. Construction of the Hickman Road water line would be started as soon thereafter as a workable agreement between Urbandale and the Town of Clive concerning the sharing of the cost of this main could be arranged. Cost of the Douglas Avenue and State Farm Road water mains is estimated to be \$49,000. Cost of the Hickman Road water line is estimated to be \$58,000. The sale of Revenue Bonds could be used to defray the major portion of the cost of this project. Completion of the project will not only assure adequate water supply to this area, but also, provide a vital link in the overall water distribution system.

ITEM 5 - EIGHTY-SIXTH STREET PAVING - HICKMAN TO DOUGLAS -At present Urbandale has two primary thoroughfares running east and west between the Interstate Highway 35 and Merle Hay Road, namely Hickman Road and Douglas Avenue, both of which are paved. The north-south circulation of traffic at present is seriously hampered by unpaved streets. It is therefore, recommended that Eighty-sixth Street be paved (37 feet wide) between Hickman Road and Douglas Avenue. This street has been designated as a primary thoroug fare in the Comprehensive Plan and will become even more important as Urba dale develops. The estimated cost of this project is \$120,000. Since Eighty-sixth Street is a primary thoroughfare, and since it will be used by the majority of the citizens at times, it is not recommended that the entire cost be paid through Special Assessment Bonds. Part of the cost should be paid through either General Obligation

bonds, or if possible, out of the general tax levee.

ITEM 6 - URBANDALE AVENUE PAVING - WESTOVER TO SIXTY-EIGHTH -Urbandale Avenue is a thoroughfare which receives a large percentage of the heavy traffic entering and leaving the City of Urbandale. Its use is somewhat limited at the present time, however, due to an unpaved section of the street between Westover Boulevard and Sixty-eighth Street. A portion of the street in this area is owned by the City of Des Moines and the remainder by the City of Urbandale. Furthermore, both sides of the street are not at present developed and it is doubtful whether they will be developed in the future. It is felt that this street is of great value to the City of Urbandale, in general, and therefore, a part of the cost should be paid for by General Obligation Bonds or general tax levee, as opposed to Special Assessments. The City of Des Moines should be required to pay its proportional share of the total cost of the project. It is estimated that the total construction of twenty-five foot pavement would cost approximately \$15,000 of which Urbandale would need to pay \$10,000.

ITEM 7 - SCHOOL CONSTRUCTION - One of the most urgent problems at the present time is the lack of public school facilities. The population growth over the past several years has far outstripped the capacity of the existing school system, and will, undoubtedly, increase greatly within the next six years. A new high school is essential, as well as, the addition of an elementary school. The site of the high school, as shown on the Comprehensive Plan, is at the intersection of Aurora Avenue and Seventieth Street. A new elementary school should be constructed on the existing site at Ninety-fourth Street and Dewey Gibbs Road. Another site that may soon require an elementary school is at Seventy-eighth Street and Bellwood Drive, which would service the Karen Acres area. No cost estimate is made for these projects, since it will depend to a large extent upon the size and quality of construction desired. Financing of these projects would be arranged through the sale of General Obligation Bonds by the School District.

ITEM 8 - DOUGLAS AVENUE STORM SEWERS - At the time Douglas Avenue between Ninety-first Street and the Interstate Highway No. 35 is widened, the City of Urbandale will be required to pay for the cost of construction of a storm sewer system for this street. At present, the Iowa Highway Commission has not given priority to this paving project and it is not included in their "five year plan". It is felt, however, that Douglas Avenue will be widened sometime before 1968 and, therefore, budgeting for the cost of the storm sewer system should be considered. The estimated cost of the storm sewer in this project is \$30,000. General tax levee or General Obligation Bonds should be used to cover the cost of construction.

The items listed above were considered to be of the highest priority, but do not by any means constitute more than just a beginning, as far as the Capital Improvements required for the overall development of the City of Urbandale are concerned. As the Capital Improvements Program is extended, priorities should be given to those Capital Improvements which will induce industrial growth and benefit the Town in general.

URBANDALE CAPITAL IMPROVEMENTS 1963 through 1968

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| Special Assessments and Revenue Bonds | \$380,000 | 85,000 | 50,000 | | | 75,000 | 6, 000 | |
| Total Est. Cost | 3380, 000 | 85,000 | 50,000 | 17,000 | 32,000 | 120,000 | 10,000 | 30,000 |
| Project Name | Outfall San. Sewer D. M. to S. line of Urbandale | 80th Street Main Sewer Hickman to Douglas | W. Industrial Main Sewer Clive to Hickman Rd. | Douglas Ave. Water Main Standpipe to St. Farm | St. Farm Road Water Main Douglas to Hickman | 86th Street paving Hickman to Douglas | Urbandale Ave.paving Westover to 68th | Douglas Ave. Storm Sewers |
| Item No. | | 5 | თ | 4 | 4 | ß | 9 | 80 |

Urbandale City Offices Urbandale Chamber of Commerce Office of Superintendent of Schools U. S. Bureau of Census Reports Iowa State Health Department Iowa State Auditor's Office

GENERAL REFERENCES

Iowa State Highway Commission

Des Moines Public Library

Polk County Offices

U. S. Geological Survey Maps

Sales Management Survey of **Buying Power**

Other selected references as stated in the Text.



