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CENTRAL BUSINESS DISTRICT REPORT

ANKENY, IOWA

PRELIMINARY DRAFT

CENTRAL BUSINESS DISTRICT REPORT

ANKENY, IOWA

December, 1964

Prepared under contract and financed in part by the Iowa Development Commission under the provisions of Chapter 28, State Code of Iowa in cooperation with the City of Ankeny.

Urban Planning Grant

Project No. Iowa P-21

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Iowa Development Commission
Planning Division

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Introduction

The central business district is the heart of the urban community. The problem in evaluating Ankeny's central business district is to determine what should be classified as the core area. The historical approach to defining the central business district is best stated as follows: The central business district is the retail core of the region as well as the center for financial and administrative activities. In addition, major entertainment and cultural facilities are most frequently found in the central business district. In Ankeny, the central business district is divided between commercial strip development along Ankeny Boulevard (U. S. 69), and an area along Third Street from Pleasant to Scott Street.

To define either of these two areas by the definition previously referred to, one finds that neither of the two areas are applicable. The strip development along Third Street contains the administrative and limited cultural and retail facilities. The strip development along either side of Ankeny Boulevard (U. S. 69) contains the largest number of retail and service facilities. The opportunity for cultural and recreational activity in either area is extremely limited.

Analysis of Existing Conditions

With Ankeny's increasing rate of population, it can be assumed that the commercial development will also increase. It is unlikely, however, that the new commercial development will take place in the Third Street area. Rather, it is relatively safe to assume that any new commercial development that occurs in Ankeny will be created in the Ankeny Boulevard area. There is adequate vacant land available to facilitate the construction of commercial buildings to meet floor area demands and provide, in addition to this, facilities to meet the needs of off-street parking. A much more attractive commercial district could have been realized in this area if more consideration had been given to planned development and aesthetic interests.

Third Street

The commercial strip along Third Street has several buildings which are structurally unsound. These buildings should be removed and consideration given to redeveloping the entire area. This area will probably lack the ability to attract sufficient numbers of people needed to support a convenience retail center. Consideration should be given to this area as a possible urban renewal project. (This is discussed in more detail on Page 2).

The assessed valuation of the area extending from Scott to Pleasant Streets along Third Street is shown on Page 3. The total assessed valuation for this area amounted to \$275,000. Based on the 1963 millage rate, this area produced only \$28,141 in taxes. These figures do not include the land owned by the railroad. It does, however, include the buildings on the railroad owned land. The basic land uses that are existent in this area include residential, service, commercial and industrial facilities. (See Map on Page 4).

Urban Renewal

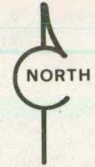
Urban renewal assistance is available for any blighted or deteriorated area if it meets certain eligibility requirements. In brief, the area must be blighted to a degree warranting public action. The Urban Renewal Administration specifies that twenty per cent (20%) of the buildings in the area must contain one or more building deficiencies and the proposed project area must contain at least two (2) environmental deficiencies. Building deficiencies include inadequate original construction, inadequate or unsafe plumbing, heating or electrical facilities, a need for major structural repairs or defects which, when taken collectively, are causing the building to have a deteriorating effect on the surrounding area. Environmental deficiencies include overcrowding of structures on the land, excessive dwelling unit density, incompatibly mixed land uses, obsolete building types, unsafe and poorly designed streets, and inadequate public utilities or public facilities.

For communities under 50,000 in population, the net project cost is shared on a three to one basis (3 to 1) with the Federal Government paying the larger share. The community share may be in the form of a simple cash payment or in the form of credit for certain types of work which it performs. Creditable items include public improvements which benefit the project area, with the allowable credit depending on the extent of benefit. By paying for all or part of the community's share in credits, the city can often successfully relate urban renewal projects to capital improvements which it would have to make in any case. In this way, the locality avoids an outlay of extra cash for urban renewal.

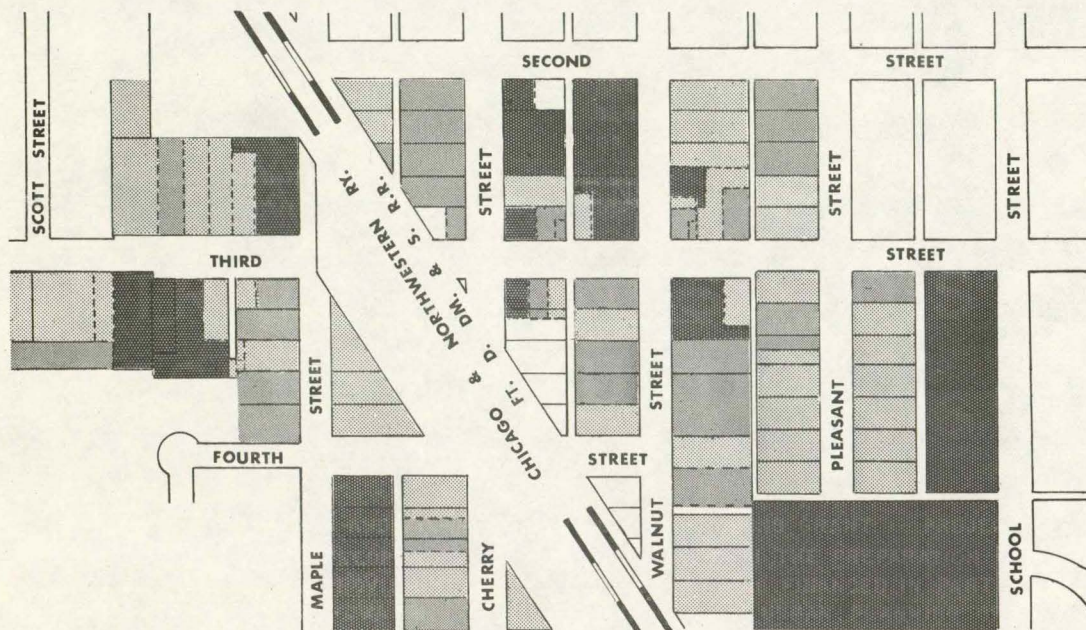
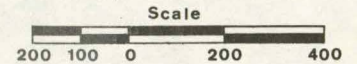
Working capital for an urban renewal project is first obtained by contribution of the community share, plus money from the Federal Government or a federally guaranteed private temporary loan. This money goes into the project expenditures account. Money is spent from the project expenditures account as the work is accomplished (buying of properties, demolishing structures, installing improvements, etc.). Money is "earned" in two (2) ways: Capital grant payments are paid by the Federal Government, and money comes in from the sale of project land to private developers. The money from federal capital grant payments and the proceeds from the sale of the land go into a loan repayment account which is then used to retire the temporary loan.

CITY OF ANKENY

CENTRAL BUSINESS DISTRICT ASSESSED VALUATION



ANKENY CITY PLAN AND ZONING COMMISSION



LEGEND

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	2,500		9,999
	10,000		UP

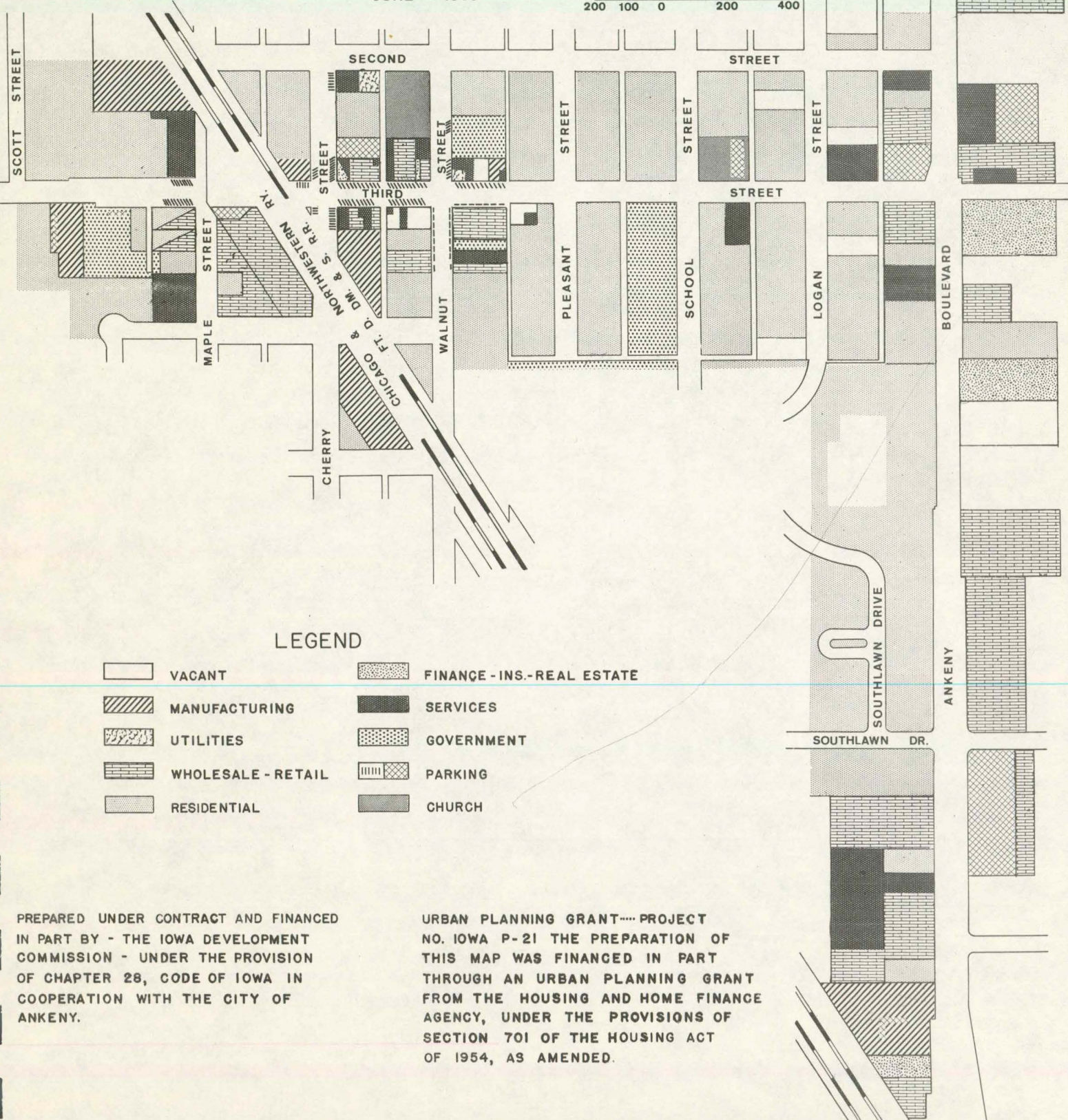
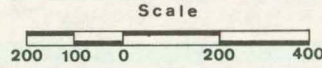
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ANKENY.

URBAN PLANNING GRANT PROJECT
NO. IOWA P-21 THE PREPARATION OF
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









CITY OF ANKENY

EXISTING COMMERCIAL DISTRICT

ANKENY CITY PLAN AND ZONING COMMISSION
JUNE 1963



LEGEND

	VACANT		FINANCE - INS.-REAL ESTATE
	MANUFACTURING		SERVICES
	UTILITIES		GOVERNMENT
	WHOLESALE - RETAIL		PARKING
	RESIDENTIAL		CHURCH

PREPARED UNDER CONTRACT AND FINANCED IN PART BY - THE IOWA DEVELOPMENT COMMISSION - UNDER THE PROVISION OF CHAPTER 28, CODE OF IOWA IN COOPERATION WITH THE CITY OF ANKENY.

URBAN PLANNING GRANT.....PROJECT NO. IOWA P-21 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 HOUSING ACT OF 1954, AS AMENDED.

Ankeny Boulevard

The commercial strip development along Ankeny Boulevard is relatively new. Ankeny Plaza has nine stores, eight of which have been constructed within the last year. In addition to Ankeny Plaza, several other new businesses have been established along Ankeny Boulevard that include the Savings and Loan Bank and the Commercial Bank. The development that has taken place in this area has done so on a piece-meal basis without any consideration given to an over-all plan. The building setback from the street varies from twenty-five to one hundred and seventy-five feet. The placing of signs on the buildings lacks uniformity and as a result, the appearance of the area leaves much to be desired. Landscaping is non-existent and the area is devoid of luster.

In the Major Thoroughfare Plan, a recommendation was made for Ankeny Boulevard to become a four-lane thoroughfare from Enterprise Road to N. E. 86th Avenue. This is a necessity if Ankeny Boulevard is going to become adequate to serve both traffic and land access needs.

The existing land use map on Page 4 indicates the use of land in June, 1963. Several changes have since taken place in the creation of new and the relocation of old businesses. The commercial area along either side of Third Street has lost several business establishments. The Ankeny Boulevard area, however, has seen the addition of several businesses since the land use survey of June, 1963.

Parking

For the present commercial activity, the central business area on Third Street contains adequate parking space. A survey of available on-street parking spaces produced a total of 167 spaces:

Third Street	
(Cherry to Pleasant Street)	69
Walnut Street	
(Second to Third Street)	47
(Third to Fourth Street)	25
Cherry Street	
(150 feet North and South of Third)	<u>26</u>
Total	167

Of the 167 parking spaces indicated, only 21 are parallel parking stalls. The remainder, or 146 stalls, are diagonal parking spaces. Due to the minimal

safety factor of diagonal parking, consideration should be given to abandoning this type of parking. Allowing automobiles to back into the main traffic flow is not only a safety hazard but also reduces the traffic flow capacity.

A survey of the available off-street parking facilities produced only one location, the private lot located north of Third Street and east of Cherry Street. This lot capacity is 19. Off-street parking along Ankeny Boulevard is provided by each business establishment. This should be required in addition to the hard surfacing of all parking areas and an adequate, constant, setback provided from the street right-of-way.

Socio-Economic, Population and Trade Area Survey

In the Socio-Economic, Population, and Trade Area Survey, completed and published earlier in the planning program, several suggestions were presented for improving the position of Ankeny's merchants. It was pointed out in the survey that only eleven of forty-five commodities were purchased in Ankeny by 80 per cent of the residents. Eight or more of the forty-five items were not available in Ankeny at the time of the survey.

In order to evaluate the retail potential in Ankeny, one has to look at the total sales, income per capita retail sales, and population. As can readily be seen by Table I, the residents of Ankeny enjoy a considerably higher median family income than most communities of comparable size.

In 1960, the total retail sales in Ankeny amounted to \$4,450,000 dollars. The population in 1960 was 2,964. The per capita retail sales amounted to \$1,510 dollars. (See Table I -- Comparison of Retail Sales in Ankeny with other Comparable Communities, 1958 - 1962**).

TABLE I

Comparison of Retail Sales in Ankeny With
Other Comparable Communities

Town	Pop. 1960	Retail Sales*					Per Capita Retail Sales	Median Family Income
		1958	1959	1960	1961	1962	1960	1960
Ankeny	2,964	3,062	3,883	4,450	4,726	5,306	1,510	6,653
Audubon	2,928	6,005	6,624	6,640	6,617	6,938	2,267	4,523
Belle Plaine	2,923	5,210	5,232	5,163	5,218	5,261	1,766	4,473
Forest City	2,930	5,795	5,918	5,599	5,654	5,657	1,910	5,088
Clarion	3,232	6,374	6,394	6,773	6,877	7,070	1,972	5,681
Monticello	3,190	7,525	7,813	7,768	7,811	7,965	2,123	5,165
Onawa	3,190	6,298	6,879	7,044	6,897	6,703	2,217	4,820
Sibley	2,852	6,319	6,393	6,271	6,282	6,454	2,198	4,758
Tipton	2,862	6,595	6,761	6,687	6,672	6,477	2,326	4,698

*-in thousands of dollars

Source - State Sales Tax Collection Reports

The preceding table bears out the fact that the citizens of Ankeny are purchasing many of their goods and services outside of Ankeny. This situation is more understandable when one considers Ankeny's proximity to the shopping facilities of the City of Des Moines. With this in mind, the businesses of Ankeny should review the "Socio-Economic, Population, and Trade Area Survey" in a critical manner to judge whether or not it is possible to decrease the amount of dollar flow out of Ankeny for commercial goods. In the area of convenience goods, people will buy close to home if these goods are available. Thus, a larger variety of supply might be one method of stemming the outflow of dollars from the community.

The Central Business District Plan

If the community has the desire to improve the central business district(s), support for the following elements is necessary:

The program for the expansion and redevelopment of the Ankeny central business district should follow a step-by-step process toward an ultimately safe, convenient, and aesthetically pleasing center of commercial enterprise in one area and a civic and professional complex in the other area. Goals that are established should be done so with the realization that Ankeny's economic capabilities are influenced by the City of Des Moines.

In general, the proposed improvement phases are as follows:

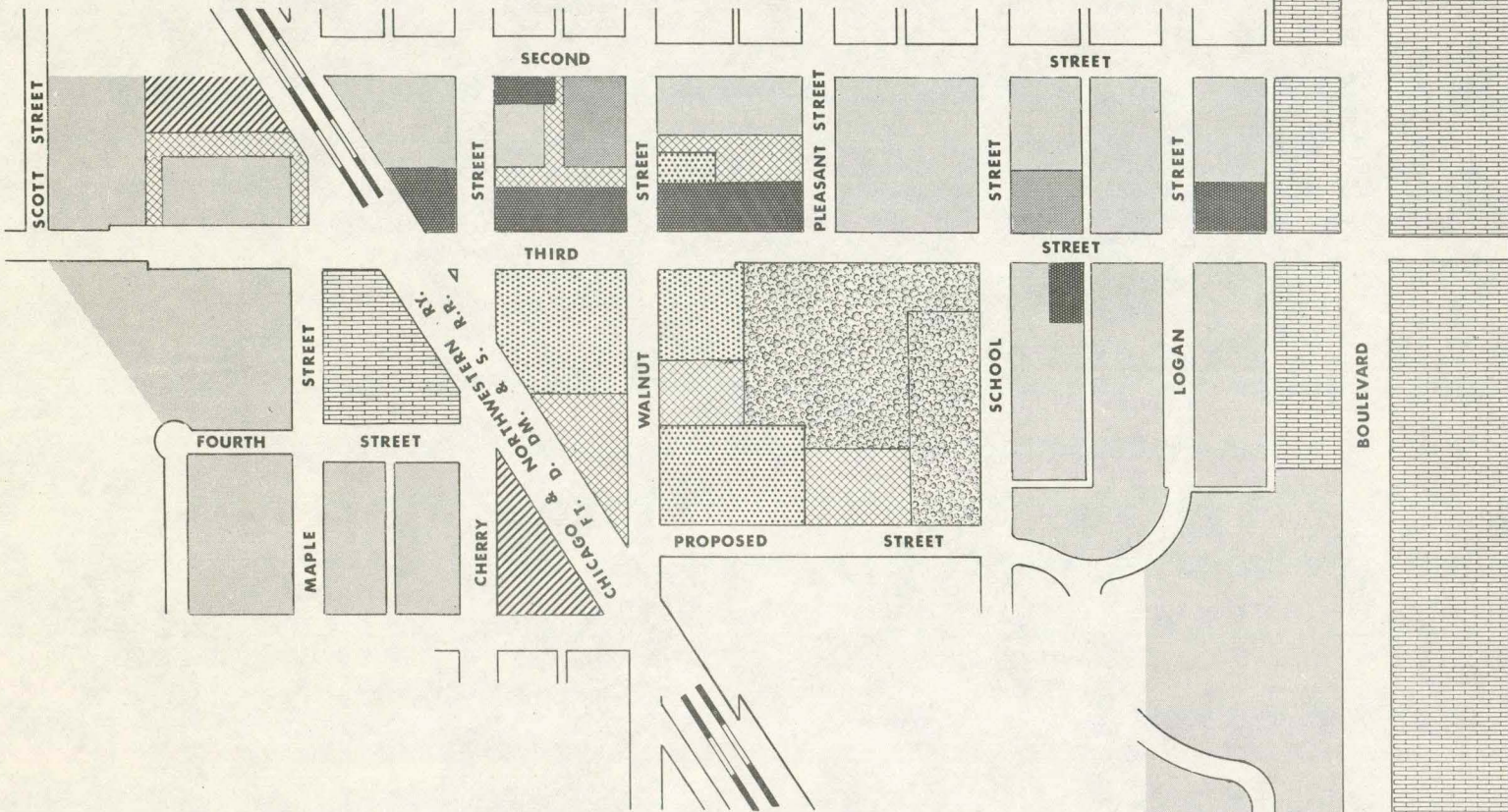
- (1) A gradual but continuing program of redevelopment of the old central business district, converting it from its present use to a civic and professional center complex.
- (2) A program of zoning enforcement to prohibit the development of commercial activity on Third Street between Pleasant Street and a half block west of Ankeny Boulevard.
- (3) Emphasize and encourage the importance of orderly, aesthetic growth and development of commercial uses along Ankeny Boulevard.
- (4) Implementation of the Major Thoroughfare Plan, which recommends the widening of Ankeny Boulevard to a four-lane highway from Enterprise Road to N. E. 86th Avenue.

CITY OF ANKENY

PROPOSED COMMERCIAL DISTRICT



ANKENY CITY PLAN AND ZONING COMMISSION



LEGEND

- | | | | |
|--|----------------------|--|------------|
| | PUBLIC & SEMI-PUBLIC | | SERVICES |
| | MANUFACTURING | | GOVERNMENT |
| | COMMERCIAL | | PARKING |
| | RESIDENTIAL | | CHURCH |

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