

	ITEM	TASKS	WHEN	FINANCIAL	CITY DEPT./AGENCY	STATUS	
1	Attract Additional Restaurants (with outdoor dining if possible)*	a	Develop and implement incentive system to address extraordinary costs related to restaurants (commercial kitchens, grease traps, etc.)				COMPLETE , City has initiated 2 pilot redevelopment programs in 2017 - Property Improvement Fund & Regulatory Compliance Fund. A total of \$1,658,800.61 was awarded to businesses
		b	Identify downtown's most likely restaurant locations, and prioritize them by market interest				City allowed market to dictate locations of new restaurants
		c	Identify suitable locations and any regulatory modifications to support outdoor dining				COMPLETE - The City has approved the leasing of two walkways to neighboring restaurants (2021).
		d	Negotiate agreements				COMPLETE - The City has approved the leasing of two walkways to neighboring restaurants (2021).
2	Phenix Site Redevelopment	a	Complete financing for rehab and conversion of existing building to apartments	NA	NA	NA	COMPLETE - Phenix Apartments was opened in August 2018. Seventeen mixed-income apartments - 1, 2, & 3 Bedroom units
		b	Select developer for 6th Street frontage, and approve development agreement	NA	NA	NA	This is on hold indefinitely. The Planned Unit Development (PUD) for the site currently states that no single family housing can be developed.
		c	Adopt site master plan, including relocation of parking for existing building, development of a new park area (with potential community garden, and new housing along 6th Street, approve new plat (and zoning if needed)			NA	COMPLETE - A PUD for the area has been adopted. No future changes planned for the site.
		d	Develop new homes along 6th Street	NA	NA	NA	This is on hold indefinitely. - PUD for area has been changed so no single family housing can be developed
		e	Create park space			Park and Rec	COMPLETE - Playground reopen in August 2017. Sign for "Nellie Phenix Legacy Commons" installed.
3	Community Garden	a	Determine location and program/rules and maintenance plan				No location on City-owned property is currently available/suitable for community gardens. Southeast corner of Nellie Phenix Legacy Commons could potentially work, but a disadvantage is the loss of open play field.
		b	Promote				
		c	Install and operate, including monitoring and adjustment of regulations as needed				
4	Signs (particularly allowing blade signs)	a	Modify sign regulations to accommodate appropriate pedestrian scale signs as noted in section on regulations (page 60)	NA	NA	NA	COMPLETE , Sign ordinance complete and adopted - 2017
5	Creating additional opportunities for outdoor seating (and dining)	a	Develop guidelines and allow parklets			CED, DS, CM, ES, PS	Although Parklets have not been created, the City has approved leasing two areas to neighboring restaurants in the 100 and 200 block (2021)
		b	Implement streetscape recommendations (curb bump-outs, widen sidewalk, allow parklets, etc.)	2017-2022	\$3,545,000 - \$4,475,500	ES, Park and Rec, CED, CMO	This has been completed for the 100, 200, & 300 blocks of 5th Street. Next step are the side streets - planned for 2021-2022

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6	Parking Education and Signage Education	a	Develop and distribute a simple parking diagram showing available public parking, and promote on HVJF website and/or app				
		b	Develop and install new parking directional signs as noted on the plan (page 50)	2017-2021	\$3,545,000 - \$4,475,500	WDM Public Services	COMPLETE - Parking directional signs are part of the streetscape project done - 2020
7	Public Art	a	Conduct a community-based temporary art installation within the downtown				COMPLETE - Two permanent public art projects have been installed. An additional permanent project is being installed summer of 2021 as part of the "LIGHT Valley Junction" project. There is no funding for an additional project at this time - 2021
		b	Install one or more art piece(s) within HWDM				COMPLETE - Public Art Projects underway: 1 - Co Sign - New business signage - cooperative team with business owner, visual artist and sign fabricator; 2 - Our Main Street - completed and installed in 2018; 3 - Public Arts Advisory Commission is currently working on a permanent commissioned piece to be installed in one of the walkways as part of the "LIGHT Valley Junction" project (2021)
8	Rehabilitate existing housing stock	a	Work with property owners to inform of available programs and implement other suggested activities (tool sharing, etc.)				COMPLETE - Currently offer Metro Home Improvement Program (MHIP) and Neighborhood Finance Corporation (NFC) Program. City will offer Rental Rehabilitation Program beginning late 2021.
9	Add new parking	a	Install angled parking along the 500 block of 5th Street similar to that found on the 100-400 blocks	2017-2021	\$700,000 - \$850,000	WDM Public Services	These projects are listed as possible future project(s) in Historic WDM Urban Renewal Plan as funding allows
10	Activating upper stories along 5th Street	a	Develop and fund local incentive system for building rehabilitation				COMPLETE - The City offered two rounds of funding for Upper Story Housing. 42 units will be rehabilitated or constructed, 39 of which must be affordable for 15 years.
		b	Seek national register status for downtown, which will allow for additional tax credit and grants				COMPLETE - 2017 - Historic Valley Junction district listed on the National Register of Historic Places
		c	Work with property owners to better utilize upper story space within the downtown				COMPLETE - The City offered two rounds of funding for Upper Story Housing. 42 units will be rehabilitated or constructed, 39 of which must be affordable for 15 years.
11	Trail Connection (to Levee Trail)	a	Work with railroad(s) and obtain approval for trail crossings	2017-2021	\$500,000 - \$600,000	WDM Parks and Recreation	Plans are complete for trail connection and funding is budgeted. Approval has been received from two railroads for crossings in two locations. Waiting on installation of crossings by railroads (2021)

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		b	Obtain funding and install trail connection				Funding is available for construction of trail connection. Construction ordered on 5/17/21 with a contract anticipated being awarded on 6/21/21.
12	Develop priority opportunity sites (especially those that are vacant)	a	Meet with property owners to discuss options and promote redevelopment				
		b	Negotiate development agreements and secure zoning as needed				
13	Neighborhood Gateways	a	Develop design for neighborhood gateways and secure appropriate sites				Funding for this type of project were spent on the sidewalks and walkways to repair pavers in the 100, 200 & 300 block of 5th Street
		b	Install neighborhood gateways				Funding for this type of project were spent on the sidewalks and walkways to repair pavers in the 100, 200 & 300 block of 5th Street
14	Integrate Sustainability	a	Integrate sustainable features into all new public projects and encourage in private development				
15	Celebrate History	a	Install plaques/story boards in downtown to celebrate areas' history				
		b	Conduct story telling event, including guided walking tours				COMPLETE - HVJF currently offers walking tours.
16	Funding	a	Adopt a new Urban Renewal Area and TIF	NA	NA	CED	COMPLETE - The Historic WDM Urban Renewal Plan and TIF Ordinance was completed as of April 2017
17	Increase investment in downtown properties to increase commercial activity and enhance the appearance and experience	a	Identify two pilot rehabilitation projects with willing property owners, specifically these test projects should be Valley Junction vintage buildings requiring improvements, that a future use would likely trigger the City's change of use regulations, or have been considered as possible restaurant locations			CED	COMPLETE - The Upper Story Housing Program was offered and was a jump start to redevelopment and investment in the neighborhood.
		b	With City staff, identify the code and regulatory issues that must be remedied for each project, and ask property owners to identify the costs associated with each project, based upon these code and regulatory issues. Determine an initial incentive amount to complete one or both projects	NA	NA	CED	COMPLETE , City has initiated 2 pilot redevelopment programs - Property Improvement Fund & Regulatory Compliance Fund. A total of \$1,658,800.61 was awarded to businesses. City staff will pursue two issues (1) communal fats/oil/grease tanks and (2) Expansion of fire sprinkler system
		c	Based upon the pilot project(s), identify process, code and regulatory improvements that can be easily accomplished and fit with the City's standard procedures				
		d	Complete the planned nomination of the Valley Junction commercial district to the National Register of Historic Places. This will enable access to tax credit noted below.	By June 30, 2017 an answer is expected	NA		HVJF

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		e Consider the development of incentives to support district improvements.	NA	NA	NA	COMPLETE - City has initiated 2 pilot redevelopment programs - Property Improvement Fund & Regulatory Compliance Fund. A total of \$1,658,800.61 was awarded to businesses.
		f Identify companion funding sources to provide additional options and/or supplement the City's incentives.		None	NDC	COMPLETE - Polk County, Neighborhood Development Corporation, Iowa Great Places are options.
18	To develop key partnerships supporting business growth and serving as a downtown business resource	a Contact regional/Des Moines Metro business services to understand programs that can assist current and future ground level business with growth-related issues.				COMPLETE - A guest speaker series was held and funded by Polk County (2019).
		b Meet with downtown's most established business owners to identify the resources and partners that could assist with succession or transition planning			HVJF, CED	
		c Match succession or transition planning resources with existing owners, as appropriate.			HVJF, CED	
		d Add to the Commercial district's story as the place in the West Des Moines fostering independent business growth in all uses.				
19	To ensure Master Plan implementation work specific to the Valley Junction commercial district is completed over the long-term	a Establish a Special Service Municipal Improvement District, or SSMID				HVJF is pursuing this
		b Identify possible purchases of Plan recommended products, such as public art or street furniture, to enhance district appearance and to assist the City with implementation				Per email from Sally 6-4-17 - no new planters or benches planned currently - they were replaced recently. Public art - "Our Main Street" completed 2018. Additional permanent public art project being installed in 200 block west walkway in summer 2021.
		c Quantify HVJF staff commitment for Master Plan implementation efforts, or who will be responsible for what work and when the work needs to be done. Integrate this implementation work and the organization's annual scope of work and strategic vision.			HVJF Board	
		d Identify and catalog local expert volunteers to supplement HVJF's Board and Staff expertise by assisting with specific tasks, such as financing , on an ad hoc basis			HVJF, City	