



## The Anatomy of Community Character

Look, feel, vibe, culture, history, people, events... "Community Character" involves many ingredients. Today we want to start by defining what those key aspects are for Historic West Des Moines, as a group. Please take 5-minutes to fill in the questions below.

### STEP 1: The Look

Consider "Community Character" as it relates to the look of Historic West Des Moines, i.e. the physical characteristics, built environment, streetscape. Share 2 keywords or phrases that describe the ideal LOOK of Community Character in the residential and commercial districts.

(COMMERCIAL LOOK)

(RESIDENTIAL LOOK)

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### STEP 2: The Feel

Consider "Community Character" as it relates to the feel of Historic West Des Moines, i.e. how would you describe it to family and friends? Share 2 keywords or phrases that describe the ideal FEEL of Community Character in the residential and commercial districts.

(COMMERCIAL FEEL)

(RESIDENTIAL FEEL)

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### STEP 3: The Vibe

Let's bring it home! Using some or all of the keywords above, describe the overall VIBE of Community Character in Historic West Des Moines by completing the starter sentence below:

"Welcome to Historic West Des Moines, a community that is...."

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## **Community Ambassador Program**

Hello Steering Committee Members! Thank you for your involvement and work to date with the Historic West Des Moines Master Plan Update. As we together embark on this process and plan, we invite you to be our community ambassadors, i.e. the boots-on-the-ground local engagement team that helps further the project's reach by sharing information, marketing events, and securing input from specific groups of folks.

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### **WHAT DOES A COMMUNITY AMBASSADOR DO?**

- Ambassadors collect experiences and insights from their neighbors and community resources to provide Historic West Des Moines with a broad community perspective to help inform priorities and initiatives.
- Serves as a point of contact at public and community events on behalf of the Project
- Promotes the project, shares information, engages their circle to share and attend events
- Assists with managing engagement based on their strengths, skills, experience, and availability

### **YOU ARE AN IDEAL CANDIDATE TO BECOME AN AMBASSADOR IF YOU...**

- Have experience living or working in Valley Junction and/or the surrounding area
- Are curious about other people's perspectives and interested in outreach to discover solutions
- Bring a positive and constructive approach to offering perspective so we can learn from each other

How do you get your news & hear about what's happening in the community? Check all that apply.

- City Communications
- HVJF Communications
- Neighbors/Word of Mouth
- Newspaper
- Next Door
- Facebook
- Instagram
- Twitter
- Places of Worship
- Local Groups/Orgs
- Business Community
- Schools/Parents/Kids
- Events
- Other (please list)

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# 5 | Timeline

## Proposed Project Timeline

The chart outlines the anticipated timeline for the project. All noted staff in this proposal are available to complete the required tasks for the Historic West Des Moines Master Plan Update within the noted time frame. The timing of various activities is indicated on the timeline below. Additional community engagement as determined by the project team and City staff will be ongoing throughout the planning process. *NOTE: (#) indicates reference to items listed in the RFP under scope of Work.*

PHASE	2021					2022											
	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	
<b>COMMUNITY ENGAGEMENT (5)</b>																	
Steering Committee																	
Project Website + Marketing																	
Interviews / Focus Groups																	
Community Workshops																	
Planning Commission / City Council																	
<b>HWDM TODAY</b>																	
Parking Analysis (3)																	
Market Analysis (11, 12, 13)																	
Residential Mix and Housing Analysis (8, 17, 9)																	
Land Use Analysis (10)																	
Building Analysis (16, 9)																	
Property Maintenance (18)																	
Comparative Study + Best Practices (20, 21)																	
<b>VISION</b>																	
Design Guidelines (1)																	
Zoning Recommendations (2)																	
North Expansion Opportunities - 400 & 500 Block (4)																	
Railroad Avenue Corridor Opportunities (7)																	
Encouraging Continued Investment (6)																	
Upper Story Space Recommendations (14)																	
Master Plan Graphics (15)																	
Complete Streets / Bike / Ped Recommendations (22)																	
<b>IMPLEMENTATION</b>																	
Funding Sources (19)																	
Socio-Economic Implications (23)																	
Priorities + Partnerships																	
Plan Drafting + Formatting																	