



INGERSOLL
& GRAND

Iowa Parks Foundation and The Avenues: Urban Recreation District Pilot Program

Our proposal

- Initial \$20k grant from IPF to be matched by The Avenues \$20k private donations to fund study
- One year timeline after the initial \$40,000 is secured to develop a full plan and funding campaign to co-create better public spaces in the historic heart of Iowa's capitol city.

Qualifications:

- High urban density melding neighborhoods and businesses
- Inclusive demographics spanning the full socio-economic spectrum –
 - 17,100 population within district and immediate surrounding neighborhoods
 - 39.1 median age
 - \$52,515 median household income
 - 81 percent have some college or bachelor's/grad/advanced degree
- Service corridor with attractive streetscaping surrounded by vibrant green spaces
- Historic; for over a century the Ingersoll and Grand corridors and surrounding neighborhoods have ranked among the most sustainable and sought-after communities in Greater Des Moines and Iowa
- The Avenues has a reputation for authenticity and serves as a model in every initiative undertaken
- Needed balance to public utilities improvements and streets
- Passion for natural environment
- Roots in Ingersoll Park/original fairgrounds, Woodland Cemetery, Greenwood Park, Greenwood Pond Urban Wetland project, canopy of deciduous trees and position amidst major nature parks and water trails

Strong Support:

The Avenues of Ingersoll & Grand – a Self-Supported Municipal Improvement District, a 501(c)6 – provides a strong foundation to support this pilot project. It can provide an experienced, connected Board of Directors, a dedicated staff person, oversight and support with city officials and staff as an instrument of government, a fundraising arm through its 501(c)3 board, relationships with seven neighborhood associations and the West Side Chamber, a proven track record of innovative Public/Private collaborations, and an established account through the Community Foundation of Greater Des Moines.

Shared Vision:

Our objective would be -

- To increase property values, economic activity and jobs and dramatically improve quality of life for local urban residents and visitors. Outdoor wellness space is highly desired by residents and employers. This urban area is well-positioned to connect communities within a growing regional parks and trails network in the heart of Des Moines and Central Iowa.

Our plan would include:

- Stitching together existing and planned trails, parks and bridges via urban loops both within and surrounding our district by developing new and innovative park concepts (using existing public space to avoid taking away tax base), improving:

Natural Infrastructure

- multiple staggered or alternating walking loops spaced throughout the district
- micro parks
- clear physical connections to recreational assets outside the URD (for example, connect at 28th south to Waterworks Park)

Wellness

- after hours community use of school grounds
- pop-up activation centers, such as temporary climbing walls
- newly-connected trails to encourage regular physical activity and bikes as transportation

Beautification

- partial or full boulevard creation to calm traffic
- organic sculpture park
- preservation of historic trees and park-like lawns

Social Spaces

- open food and art market space
- outdoor public art and music performance
- alleyway recreation space for retail businesses
- dog parks