



City of
URBANDALE
Department of Economic Development

MARCH 9, 2015

City Council Approves Douglas Avenue Urbanization Project; Area Eligible for New Incentive

The City Council has awarded the construction contract and work will begin this spring to upgrade one of Urbandale's main business corridors. The section of Douglas Avenue from the I-35/80 interchange on the west to 100th Street on the east will be urbanized. The existing roadway will be improved with storm sewer, curb and gutter, filled ditches and raised medians. The existing bike trail will remain on the north and sidewalks will be installed on the south side of Douglas. The entire project should be complete by winter 2015.

This section of Douglas Avenue is also eligible for the recently approved redevelopment/reinvestment incentive. Properties that are within 500 feet of the Douglas Avenue centerline are potentially eligible for a three-year, ninety percent property tax rebate on redevelopment projects that generate new taxable valuation. Please [contact economic development staff](#) for more details.

The historic Downtown Urbandale area at the east end of Douglas Avenue will also be improved this year. The community recognizes the importance of this place with a unique streetscape which will undergo a renovation. Hard surfaces will be replaced or repaired, cleaned and sealed as part of efforts to maintain the vitality and welcoming appearance of this important eastern entrance into Urbandale. Financial incentives are available in this area for projects that add new taxable valuation.

Urbandale Engages with Future Workforce

In February, 16 first-year College of Business and Public Administration students in the DiveNOW program at Drake University spent an afternoon with City staff to provide a fresh look at the City's website as a marketing tool. The students were tasked with analyzing the City's online presence, comparing it to other communities and providing recommendations for improvement. They shared their perspectives and insights on how they expect cities to market themselves to upcoming generations of residents, employees and business owners. The students' recommendations will be implemented with the delivery of the City's new website in summer 2015.

Also, City staff members were interviewed by a senior Marketing major at the University of Northern Iowa to discuss Urbandale's growth and how the community plans to continue to grow in the future. The student's blog covers various topics each week about ways to retain

millennials in the Iowa workforce upon college graduation. Read the blog post [here](#).

Approved, Issued, Opened in Urbandale

Urbandale provides many opportunities for commercial and residential investment. Below are some recent projects:

Approved: site plan for Fireplace Superstore for an approximately 39,000 square foot addition to the existing building at the southeast corner of Douglas Avenue and 109th Street.

Approved: final plat for Timber Ridge Townhomes Plat 2 consisting of two townhome units

Opened: Jimmy John's in Paragon Retail Center at 12711 Meredith Drive

Opened: Pita Pit at the northwest corner of Merle Hay Road and Aurora Avenue

Opened: Royal Flooring and Paints of Iowa, LLC at 9850 Douglas Avenue

Invest in Happiness: Urbandale in the Rankings

Urbandale has already been ranked as one of the best cities for home ownership in Iowa (*NerdWallet*), a best city for young families (*NerdWallet*) and a great place to retire (*MarketWatch*). In the last couple months, Urbandale has garnered two national rankings related to happiness. [Movoto blog](#) ranked 50323 as the [third happiest ZIP Code in America](#), based on low unemployment, short commute time, high level of income, high percentage of married residents, high rate of homeownership and high levels of educational attainment. Additionally, Movoto ranked the area as the [second best ZIP Code in America for your marriage](#) based on similar criteria.

Uniquely Urbandale: A community with many high value options!

Did you know...

- That Urbandale is in both Polk *and* Dallas County? The county line is at 142nd Street with Polk County on the east and Dallas County on the west.
- That Urbandale city limits include the area north of Interstate 80 between 86th and west of 100th Streets along Northpark Drive *and* south to Hickman Road?
- That its corporate limits extend west to 184th Street (Warrior Lane/V Avenue) *and* east to Merle Hay Road?
- That it contains six public *and* two private school districts? (Dallas Center-Grimes, Des Moines, Johnston, Urbandale, Waukee, West Des Moines, St. Pius X School and Des Moines Christian School)

These facts translate into abundant options for residents and businesses. Access a map of Urbandale's City Limits [here](#) and a map of school district boundaries [here](#).

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City of Urbandale Economic Development Department Website

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