Project Summary

Seeking Development and Land Management interest

A private development in Pleasant Hill, Iowa seeks response from interested parties in development and/or management of the proposed Pleasant Hill Agrihood. This phase in the selection process is structured to gather qualifications from interested developers and/or land managers for particular areas of the site prior to issuance of a formal request for proposals.

Our goal is to be one of the first Agrihoods in the state of Iowa, offering flexibility and uniqueness to families. Providing a place to live within an agri-centric neighborhood within Pleasant Hill, adjacent to the growing Downtown Des Moines metro.
Background Overview

Agrihood Project Information

In 2015, the City of Pleasant Hill adopted a new Comprehensive Plan which identified during the public meeting and stakeholder engagement process that residents and business leaders in Pleasant Hill are looking to be a suburb of choice in the Des Moines metro. The City is working to implement the goals of the plan through new investments, programs, and initiatives. The City was awarded a competitive grant opportunity in 2016 for the Community Food Systems Program through Iowa State University. This program is a joint partnership between the Community Economic Development and Agriculture and Natural Resources Extension offices, working in partnership with the Community Design Lab. Within the process, a local coalition was established as Grow Pleasant Hill. The coalition created a mission, vision and core values and established priority projects to meet this vision.

Mission:
To develop a unique, inter-connected regional community that cultivates health through innovation and thriving economy.

Vision:
Grow Pleasant Hill is fostering a unique and creative suburb, promoting quality of life by: Partnering with our neighbors; creating a space for food businesses to thrive; offering creative opportunities for everyone to access healthy foods; promoting wellness in education and project collaboration.

Core Values:
Collaboration and Partnership: community through relationships based on passion, expertise and skills critical to the development and sustainability for our regional transformation.

Inclusion: access to community food system components, regardless of income, race, gender, location; and encouraging under-represented people to be leaders in decision-making processes.

Awareness: education and learning opportunities about health, wellness and food systems to embolden all people to advocate and implement priorities.

Innovation and Creativity: creative and dynamic opportunities through innovative strategies that will enhance overall quality of life to live and play.

Economic Development: a suburb of choice; attracting residential development and promoting opportunities for businesses related to health and food sectors.

This agrihood project is one of the identified priorities to further the City's goal of creating a neighborhood through placemaking and providing housing for all. The following partners are collaborating on the concept of an agrihood development: Iowa State University Community Food Systems Program, City of Pleasant Hill, Veterans in Agriculture, Trent Grundmeyer-local champion of the project, and a private land owner.
Community Amenities:
• Pleasant Hill is a hub of the Gay Lea Wilson Trail providing access to Des Moines and the City of Altoona
• The City boasts 8 parks with a 77-acre park breaking ground in 2019.
• Expanded access to downtown Des Moines through the extension of Martin Luther King Jr. Parkway
• Travel is made easy because the City resides at the intersection of US Highway 65 bypass and Iowa Highway 163, with quick access to Interstate 80, Interstate 35 and the Des Moines International Airport
• Implemented a Complete Street policy to enable safe access for all user, including pedestrians, bicyclists, motorists, and transit riders
• Residents have the option between two strong school districts, Des Moines Public Schools and Southeast Polk Community School District

Housing Need
• Senior Living: Within a 6 mile market area of Pleasant Hill, it is assessed that there is a demand of approximately 196 new units of assisted or nursing home demand. Approximately 131 in assisted living, and 66 in nursing home; additionally, as individuals age, there may be a downsize option- this could lead to the need for approximately 487 new units total- with the assumption that Pleasant Hill could capture at least 100 if there were appropriate condo/apartment size densities available.
• Pleasant Hill has an opportunity for additional single-family housing under $260,000 and between $270,000-$450,000 based on a housing needs assessment conducted in summer 2018.
• Nearly 14,000 residential units are needed over the next ten years within a 6 mile radius of Pleasant Hill. Our community has the capacity to absorb 1,900 of those units through apartments, attached ownership, and single-family homes.
• 3% vacancy rate for multifamily units

Des Moines Metro Amenities
Within 10 miles is the Des Moines metro. Over forty (40) development projects are expected by the end of 2019. This includes investment in streetscape plans, a Wells Fargo History Museum, Cowles Commons renovation with gardens, interactive foundation and public art. Additional amenities in Des Moines include:
• Pappajohn Sculpture Park
• Blank Park Zoo
• State Capital
• Greater Des Moines Botanical Garden
• Living History Farms
• Urban Agriculture
• Local Food Restaurants
• Over 60 Public Parks
• State Fair Grounds
• History and Art Museums
• Science Center
• Shopping Destination
The vision for the Agrihood is a neighborhood development strategy centered on agriculture and open space. The development will support beginning farmer programs, provide connections to natural resources and the food system, promote community gathering space, and provide opportunities for education and events. In addition, we are seeking interested retirement center partners to incorporate space for a multi-tiered facility.

**Agriculture, place-making and creative-land use**

The vision for the property is to be centered on agriculture and creative land-use for 70-80 acres of residential property with an additional 40-60 acres of agricultural and conservation land-use. Interested organizations may address one or more components of development.
Guiding Principles

*note that several items have been proposed but these are not mandatory, they reflect the community interest from coalition and project team meetings as well as precedent studies*

**Community:**
Offer distinct community amenities and options to connect with one another as well as a strong sense of place; Senior living to be included in overall community design strategy

**Agriculture:**
Provide space for various types of producing with a range from small and diversified farming, pasture and intermittent backyard gardening throughout residential properties
20-40 acres of diversified agriculture plots which may include individual plots for multiple farmers, or one large site

**Education:**
Offer both programs and general outreach that is inter-generational. This may include a built community center, hands-on learning with agricultural site, workshops or short courses, etc, that promote multiple types of learning experiences

**Wellness:**
Create multiple options for individuals through universal design solutions to age in place and have a complete, healthy life.

**Stewardship:**
Throughout the site, there will be multiple opportunities for residents and the public to learn and actively care for the environment and each other. This may include stormwater management, diversified agriculture, native habitats, etc.
**Site Conditions**

The site is located in unincorporated Polk County and zoned Low Density Residential. The 153 acres of land are occupied by an existing farmstead, with rolling hills, water features, woodlands, an estate home, and livestock. Private development is underway to the immediate north and west of the property providing extensions of roadways and utilities near the site. Preliminary Plat information for adjacent development is available by contacting City Hall.

The site is within the City of Pleasant Hill’s urban service area and is anticipated to be annexed into city limits to facilitate future development and connections to city services. Following annexation, the property could be assigned zoning to facilitate an agrihood development. It is anticipated a Planned Unit Development would be supported by the City of Pleasant Hill. The PUD would identify the housing types, design characteristics, bulk regulations, and other critical components to facilitate the development.

**Desired Site Conditions**

The visionary landowner is seeking a development partner to create and implement a Planned Unit Development over many years which meets the guiding principles and includes the following characteristics:

- A broad range of housing opportunities which attracts multiple generations. This may include executive lots with options for livestock and single family residential with unique style architecture. An interest in senior living options is preferred, including a multi-tiered health facility that incorporates independent living, retirement facility, assisted living, nursing home, and memory care unit.

- Agriculture components including the ability to allow for livestock, community gardens, sustainable farming practices, and/or a working farm

- Highlights and protects the natural environment through conservation best management practices

- Allows for commercial uses which complement the neighborhood design such as child care centers, community facilities, etc.
Additional Details

**Actions currently completed:**
- Development of project team
- Completed precedent report of agrihoods
- Concept design

**Current action steps:**
- Determine appropriate developer for site
- Develop partnerships for implementation

**Outreach Timeline**
- Open call for Letter of Interest starting March 25, 2019
- Submissions of interest due May 1, 2019
- Site tour scheduling confirmed by May 15, 2019

**Selection + Submission**

**Selection Process**
This request for site development and management interest is not a formal Request for Proposals. The Agrihood project team requests that qualified site developers, land managers, or project coordinators submit a statement of interest, identifying the project component(s) they are interested in based on the described vision for the Agrihood.

The project team will evaluate all submittals and follow up with organizations or teams for further discussion and site visit. Upon discussion, the select list of firms and organizations will receive a formal request for development proposals. The project team reserves the right to refuse all proposals. Upon completion of the interviews, the intention is to negotiate a development and management agreement.

**Submission Process**
Please submit the following in a letter of interest: qualifications, background, and experience with projects of similar scope and size. At a minimum, your letter should include:

**Statement of Interest**
- Clearly identify which components of this development concept your firm or organization is interested in and qualified for

**Potential team member profiles**
- Firm or organization profile (location(s), years of operation, and size)
- Individual team member profiles

Please send questions regarding process and your statement of interest to:
Courtney Long,
Program Coordinator- Iowa State University Extension
2321 N Loop Drive, Suite 121
Ames, IA 50010
court7@iastate.edu