

**DRAKE NEIGHBORHOOD PLAN**  
**DRAFT – HOUSING GOALS**

<b>Goal / Outcome</b>	<b>Strategy</b>	<b>Action Steps</b>	<b>Responsible Party; Priority</b>	<b>Focus Area</b>
Increase home ownership in the Drake Neighborhood.	Promote NFC and other area non-profits' homebuyer programs.	The DNA will include NFC advertisements in the Drake newsletter & on the DNA website regularly.	NFC, DNA, NRO; Immediate & Ongoing	NHOOD
		The DNA will highlight NFC experience/success stories told by individual homeowners in their newsletter & on the DNA website.	DNA, NFC; Immediate & Ongoing	NHOOD
		The DNA will include information on area non-profit housing agencies such as Habitat for Humanity and HOME, Inc. on their website.	DNA, HOME Inc., Habitat; Immediate & Ongoing	NHOOD
	Market the Drake neighborhood to homebuyers.	Develop a promotional strategy / marketing story on "reasons to live in the Drake Neighborhood" to give to realtors. [See also <i>Neighborhood Identity Goals</i> .]	DNA Housing, Communications & Marketing Committees; <1 year	NHOOD
		Make information on homes for sale more accessible, by listing on the DNA website, in the newsletter, at the farmer's market booth, and during the annual house tour.	DNA Housing Committee; 1-2 years	NHOOD
		Invite realtors to take turns at the Farmer's Market in the DNA booth.	DNA Housing Committee; 1-2 years	NHOOD
		Establish relationships with relocation managers' at large employers in the Des Moines Metro Area, such as Drake University, Principal, Nationwide, etc., and promote the Drake neighborhood's housing opportunities.	DNA Housing Committee; 3-5 years	NHOOD
	Educate residents on "good practices" for homeownership.	The DNA will host an informational housing fair and include resources/tips for homeowners.	DNA; 6 mos. – 1 year	NHOOD
		The DNA will create a handbook with advice on "living in the neighborhood", including important phone numbers, City policies, and good neighbor ethics.	DNA, NRO, Drake U, City CD; 1-2 years	NHOOD
		The DNA will post the handbook on its website, ultimately creating an easy to search online resource.	DNA; 1-2 years	NHOOD
		The DNA Housing Committee will sponsor a booth at the Drake Farmer's Market at least twice per season offering resources for homeowners, the neighborhood handbook, and other relevant information.	DNA; 2 years	NHOOD
	Work with area lenders to develop promotions and/or loan products.	The DNA will establish a relationship with at least one local lender and promote loan products that assist in	DNA; 3-5 years	NHOOD

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		the rehabilitation of homes or conversion of rentals to owner-occupied units.		
	Reduce the number of homes purchased on contract in the NE part of the neighborhood.	The DNA will partner w/ the City and local non-profits to replace contracts w/ mortgages for eligible buyers. Start by offering credit counseling.	DNA, HOME, Inc., City NCS, CCI? 5+ years	NE Quadrant
	Reduce the number of homes vacated or abandoned due to foreclosure.	The DNA will work w/ City to utilize Neighborhood Stabilization Program (NSP) to return the viability of these properties.	DNA, City CD; 2 years	NE Quadrant
		The DNA will sponsor a meeting to educate neighborhood residents on how to handle vacant, abandoned or foreclosed properties.	DNA, City CD, NBSD; 2 years	NE/SE/SW
	Transition multi-family buildings to owner-occupied units, as appropriate.	Promote existing, conforming duplexes as opportunities for home ownership.	DNA, City CD, NFC 1-2 years	NHOOD
		Establish financing that would allow for, if/when appropriate, built-as multi-family building from rental to owner-occupied condo units.	DNA, City CD, NFC 3-5 years	SE/SW
Promote the renovation and maintenance of built-as multi-family buildings.	Work w/ landlords and investor owners to ensure good management plans/practices for multi-family properties.	The DNA will host an informational housing fair and include resources for landlords and tenants.	DNA 6 mos. – 1 year	NHOOD
		The DNA will acknowledge property owners that complete the Crime Free Multi Housing Program w/ the Des Moines Police Dept. in their newsletter and on the DNA website.	DNA, Drake U <6 mos.	NHOOD
	Showcase quality rental units in the neighborhood.	Continue to include quality apartment buildings whenever possible on the annual house tour.	DNA Rental Committee 1 year; Ongoing	NHOOD
	Encourage property owners to utilize resources such as the Rental Rehabilitation Program through the City of Des Moines Community Development Department.	The DNA will work with the NRO to develop a housing resource guide listing available programs and application criteria.	DNA, NRO, City CD 1-2 years	NHOOD
Increase the involvement of the rental community in the neighborhood and DNA.	Provide information that is useful for renters and landlords.	Partner with HOME, Inc. to distribute their <i>Rental Handbook for Landlords and Tenants</i> to Drake rental properties.	DNA Rental Committee, HOME, Inc. 1-2 years	NE/SE/SW
		Promote the housing counseling services offered by HOME, Inc. as a resource for renters or landlords.	DNA Rental Committee, HOME, Inc. 1-2 years	NHOOD
		The DNA will work with neighborhood landlords to create a Drake Area Landlord Association.	DNA, DABA? <6 mos.	NHOOD
Improve neighborhood	Identify properties or	The DNA will conduct a property	DNA, City CD	SE/NE

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appearance by restoring and preserving the architectural integrity of properties.	blocks that are in greatest need of improvement.	condition survey in the field and use housing data provided by the City to identify properties that are in the greatest need of improvement.	1 year	
		The DNA will work w/ City staff & local non-profits to identify programs available to assist in revitalizing properties in disrepair.	DNA, City CD 1-2 years	NHOOD
	Sponsor a “Great Unveiling” project each year, in conjunction with the house tour and National Preservation Week.	The DNA and a partnering agency will organize a project, pursuant to available funding, where a house covered in replacement siding is stripped to the original cladding.	DNA Housing Committee, Partnering Agency (SHPO, DM Rehabbers Club) 1-2 years	NHOOD
	Provide assistance to those who are unable to maintain their property.	The DNA Volunteer Committee will partner with Rebuilding Together, Drake students, local churches, contractors, and organize volunteer clean-up/repair projects.	DNA Volunteer Committee, Drake, Rebuilding Together <6 mos; Ongoing	NE Quadrant
	Promote awareness of tools for home improvements and repair.	The DNA will post information on their website on available grants, loans, and other tools for home repair (NFC, NCS, etc.)	DNA, NFC <6 mos; Ongoing	NHOOD
	Utilize NBSD staff assigned to Drake to enforce the City’s existing codes.	The DNA will educate residents, through the DNA website, on the role of NBSD staff in the neighborhood.	DNA, NBSD <6 mos; Ongoing	NHOOD
		NBSD officers will attend at least one quarterly Drake Neighborhood meeting per year to educate residents on City housing code.	DNA, NBSD Ongoing	NHOOD
Provide a range of quality housing opportunities in the Drake Neighborhood.	Encourage for-profit developers & not-for-profit housing providers to build quality housing units consistent with the existing neighborhood character.	The DNA will develop partnerships w/ Greater Des Moines Habitat for Humanity, HOME Inc., City of Des Moines NCS, etc. through regular communication.	DNA 1 year	NHOOD
		Encourage new, affordable multi-family developments to be located along neighborhood corridors such as University Ave, Forest Ave, MLK Jr. Parkway, etc.	DNA, City CD Ongoing	NHOOD
Preserve, promote, and protect historic resources in the Drake Neighborhood.	Identify historic districts and properties that exist in the Drake Neighborhood.	The DNA Preservation Committee will conduct a Historical and Architectural Resource Survey of the Drake neighborhood.	DNA Preservation Committee Immediately	NHOOD
		The DNA, via consultants, the DNA Preservation Committee, and/or other such means will prepare the site inventory forms for historic eligibility and nominations for properties/districts to be listed on the Nat’l Register of Historic Places.	DNA Preservation Committee 2-3 years	NHOOD
		The DNA will share findings from the	DNA	NHOOD

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		historical and architectural survey via workshops and other association events, such as the annual house tour. In addition, all findings will be posted to the DNA website.	Preservation Committee 2-3 years	
		The DNA will post data from the historic survey onto the DNA website, creating a searchable tool for property owners and history buffs. May include the creation of a photo database.	DNA Preservation Committee 2-3 years	NHOOD
		The DNA will promote National Register Historic Districts through signage, among other tools.	DNA Preservation Committee 3-5 years	NHOOD
		The DNA will continue to research, identify, and nominate eligible properties to the National Register of Historic Places.	DNA Preservation Committee Ongoing	NHOOD
	Encourage the restoration of historic homes in the Drake Neighborhood.	The DNA will provide information, such as a pattern book or palette of designs, on appropriate home repairs, additions, etc., and include this information on the DNA website among other means of distribution.	DNA Preservation Committee, City CD 3-5 years	NHOOD
		The DNA Preservation Committee will promote the State Historic Tax Credit, available to owners of houses eligible for the Nat'l Register of Historic Places, via the DNA website and at workshops.	DNA Preservation Committee 3-5 years	NHOOD
Restore the original character of the SE part of the neighborhood while providing a range of quality housing opportunities.	Reduce density of properties originally built as single-family.	The DNA will work w/ NFC & City to identify properties that could effectively utilize the NFC's downsizing program.	DNA, NFC, City NCS, Other For/Non-Profit Development Partners 1-2 years	SE Quadrant
	Reduce density of multi-family properties.	The DNA will work with the NFC & City to identify a project area targeting density reduction and renovation of multi-family properties.	DNA, NFC, City CD 6 mos. - 1 year	SE Quadrant
		The NFC will, for a limited time, offer low interest loans to renovate and reduce units in multi-family properties in the identified project area.	NFC 1-2 years	SE Quadrant
Promote sustainability in the Drake Neighborhood	Encourage "green" construction techniques in rehab & new construction projects in keeping with the architectural integrity of the property.	The DNA will partner w/ Center on Sustainable Community (COSC) to host a workshop on sustainable initiatives and available incentives.	DNA, COSC, Drake, DM Rehabbers Club 1-2 years	NHOOD
		The DNA will spotlight green building practices in the newsletter, DNA website, and on the DNA House Tour.	DNA 6 mos.	NHOOD

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	Improve energy efficiency of homes in the neighborhood while maintaining their architectural integrity.	The DNA will partner with Polk County, MidAmerican Energy, and/or another corporation to do a weatherization project in the neighborhood.	DNA, Polk Co, MidAmerican Energy, Rebuilding Together 1 year	NHOOD
Establish a relationship with residents in the NE quadrant of the neighborhood to implement plan goals.	Improve communication with residents in this area.	The DNA will work with the Kirkwood Glen, Carpenter, Ingleside Hills neighborhood groups and CCI to identify common interests and a communication strategy.	DNA 6 mos. – 1 year	NE Quadrant
	Develop strategies to engage non-English speaking residents and ethnic groups.	The DNA will partner with Drake University or another individual or agency to translate their newsletter into Spanish, Sudanese, Laotian, etc. at least once per year.	DNA, EFR 6 mos. – 1 year	NE Quadrant
Improve property conditions and overall appearance in a manner that is in keeping with the architectural integrity of the neighborhood.	Identify problem properties or block areas in need of clean up or repair.	The DNA will work w/ the Neighborhood Resource Office to conduct a ComNet survey.	DNA, NRO 6 mos. – 1 year	NE Quadrant