



Chapter Six: **Economic Development**



Economic Development

Overview

Chapter Purpose

The intent of the Economic Development Chapter is to provide an overview of the existing economic conditions present in Bondurant as well as the greater Des Moines metro area. A full market analysis was also completed and included as an Appendix to this comprehensive plan. This chapter summarizes key components of the full report.

The chapter includes demand estimates or summaries for residential, retail and industrial growth in Bondurant as well as identifying strategies to enhance Bondurant's competitiveness in attracting different types of growth and development activity.

The chapter also includes a series of goals, policies, and action items for Bondurant to consider to enhance their strategic location and opportunities.

Chapter Structure

The Economic Development Chapter follows the following format:



Overview of market analysis report



Review of residential, commercial, and industrial regional trends



Local market demand estimates and trends for residential, commercial, and industrial



Review of incentives and major projects impacting economic growth



Economic Development Goals, Policies, & Action Items

Market Analysis Overview

Bondurant's Place in the Region

Drive Time + Accessibility

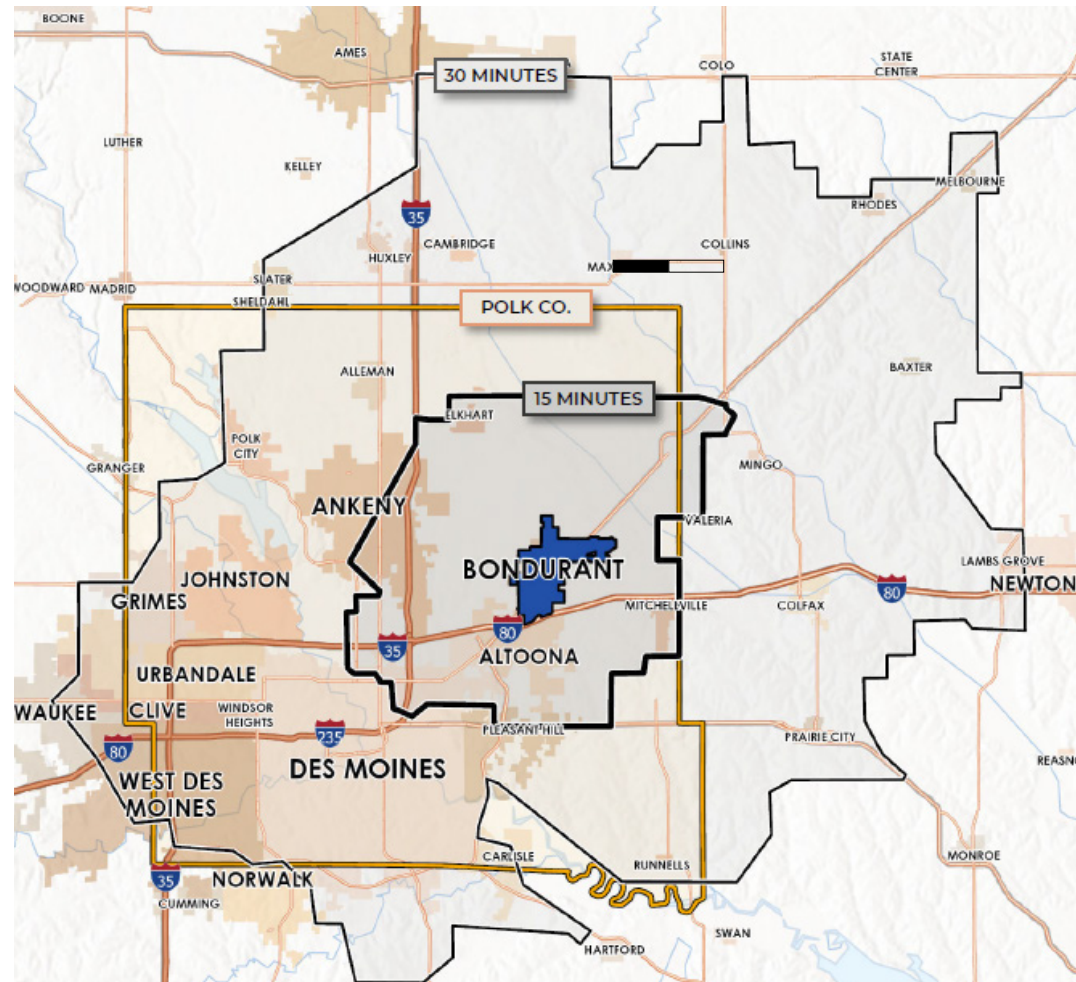
Figure 6.1 shows Bondurant's 15- and 30-minute drive time boundaries. The 15-minute drive time encompasses portions of Ankeny and Altoona, as well as unincorporated Polk County, and is home to nearly 95,000 people.

The 30-minute drive time includes large portions of the Des Moines metro area, including most of Des Moines, the remainder of Ankeny, West Des Moines, Urbandale, Clive, Grimes, and Johnston. There are approximately 588,000 residents living within the 30-minute area.

This analysis highlights Bondurant's access to employment opportunities throughout the metro area. Bondurant is convenient to many of the Des Moines metro area's amenities and employment opportunities, which means that it will continue to be an attractive location for residential growth.

- Bondurant
- 15-Minute Drive Time
- 30-Minute Drive Time

Figure 6.1 Drive Time Boundary Map (Esri, 2021)



Source: Leland Consulting Group with inputs from Esri 2021

Market Analysis Overview

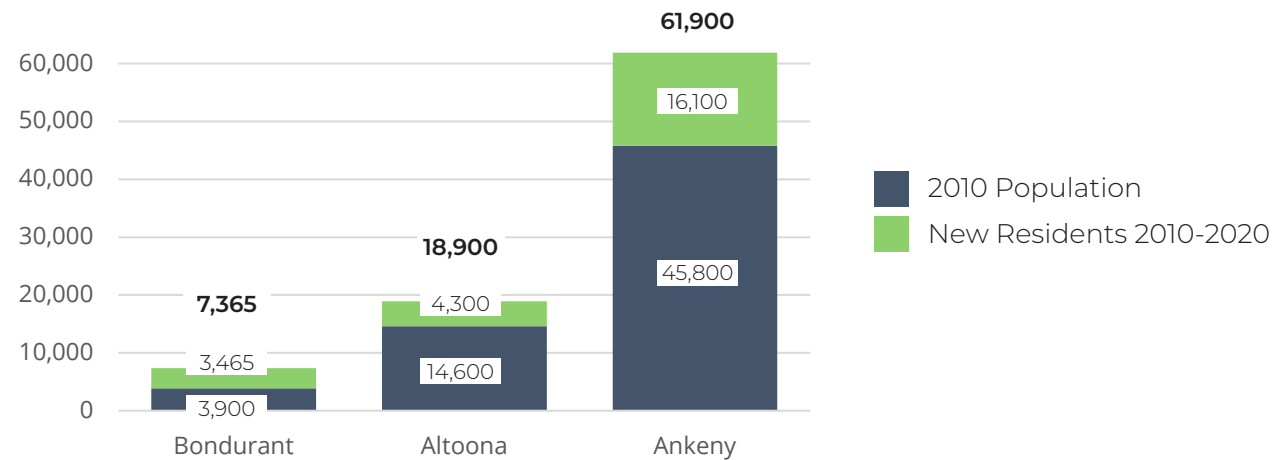
Bondurant's Place in the Region

Population Growth Comparison

Compared to other nearby or relevant geographies, Bondurant has grown the most rapidly, increasing in population by 3.4% annually since 2010. The nearby communities of Altoona and Ankeny have also grown more rapidly than the drive sheds (which include both urbanized and rural areas), the county, metro, and state. Since 2010, the areas within a 15-minute drive of Bondurant have added nearly 14,000 new residents.

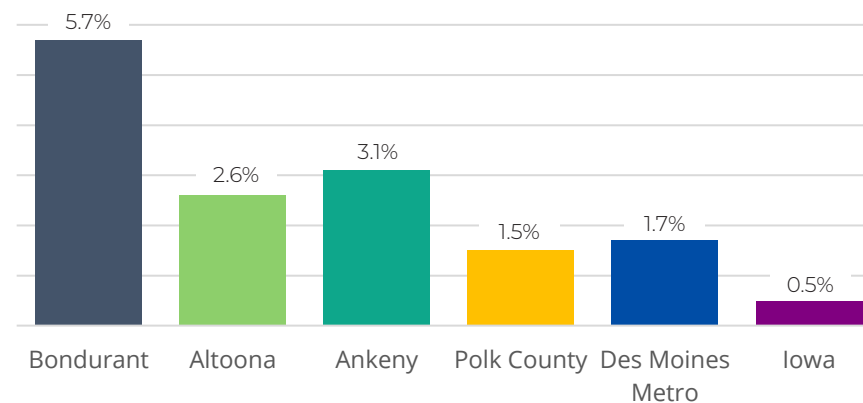
Between 2010 and 2020, Bondurant grew by 3,465 residents, accounting for 5.0% of the county's overall growth. Altoona accounted for 6.2% of the county's growth and Ankeny accounted for 23.3%.

Figure 6.2 2021 Estimated Population



Source: US Census, Esri 2021

Figure 6.3 Annual Population Change 2010-2021 (est.)



Source: US Census, Esri 2021

Market Analysis Overview

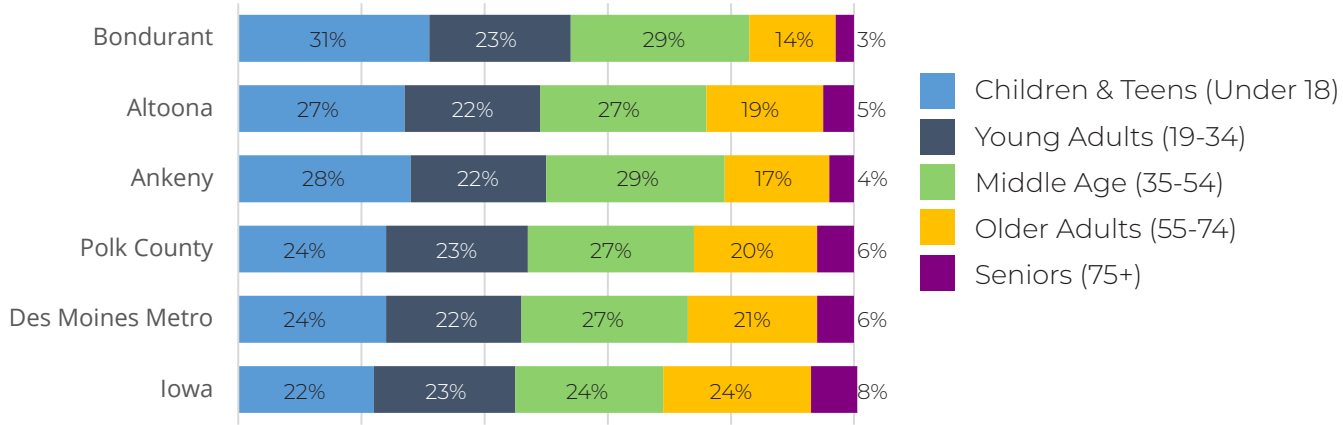
Bondurant's Place in the Region

Households Comparison

Bondurant is characterized by a greater proportion of children, who make up nearly one-third of the city's population. Middle age adults are the second-largest age group, in many cases the parents of the children.

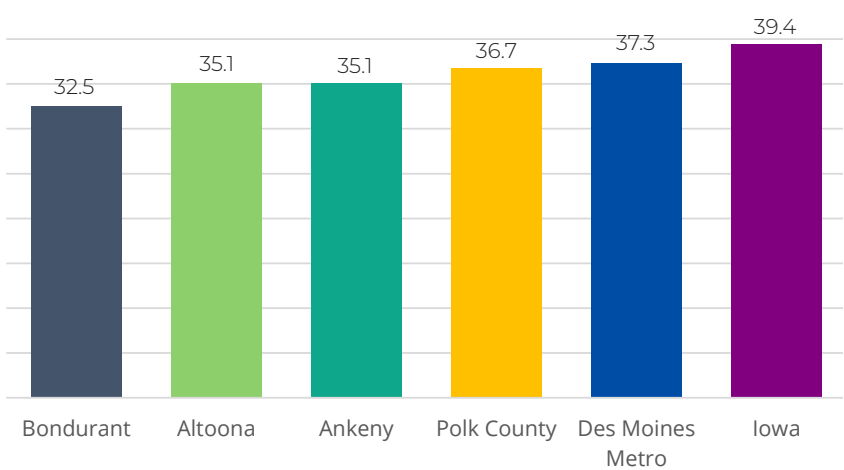
Notably, there are far fewer older adults and seniors within Bondurant when compared to other communities. Many factors may play a role in this, including a low proportion of long-standing residents relative to the rest of the population, a lack of housing that meets the needs of these age groups, and lack of proximity to senior-supporting facilities, such as hospitals. This also indicates that there may be opportunities to make Bondurant more senior-friendly and multigenerational.

Figure 6.4 2021 Estimated Population by Age Bracket



Source: Esri 2021

Figure 6.5 Median Age



Source: Esri 2021

Market Analysis Overview

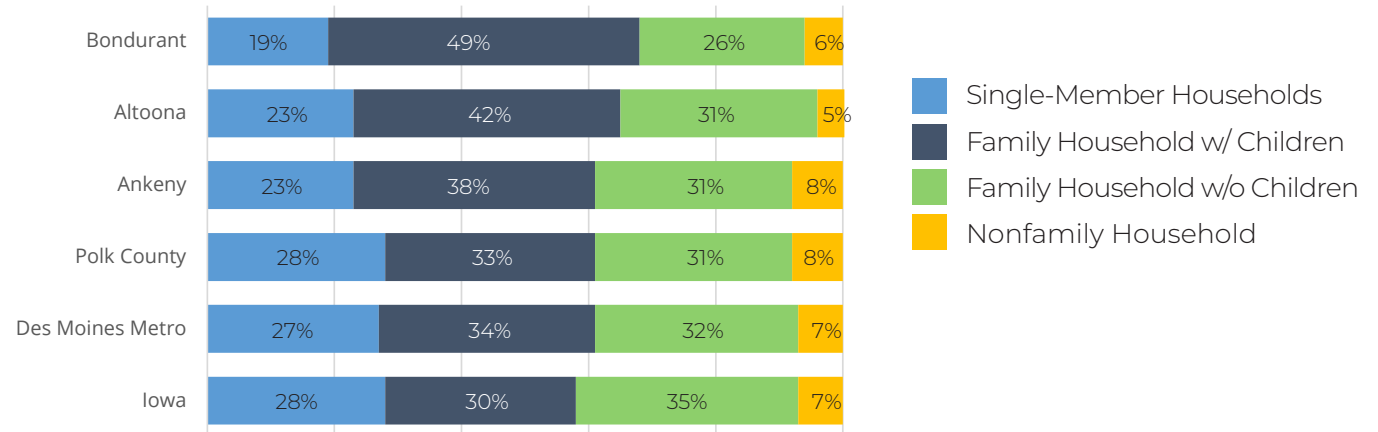
Bondurant's Place in the Region

Households Comparison

A look at households by composition echoes the findings from population from age. Of the six geographies, Bondurant has the greatest proportion of family households with children, who make up nearly half (49%) of the population. Family households without children are the second largest group, making up a little over a quarter of the population (26%).

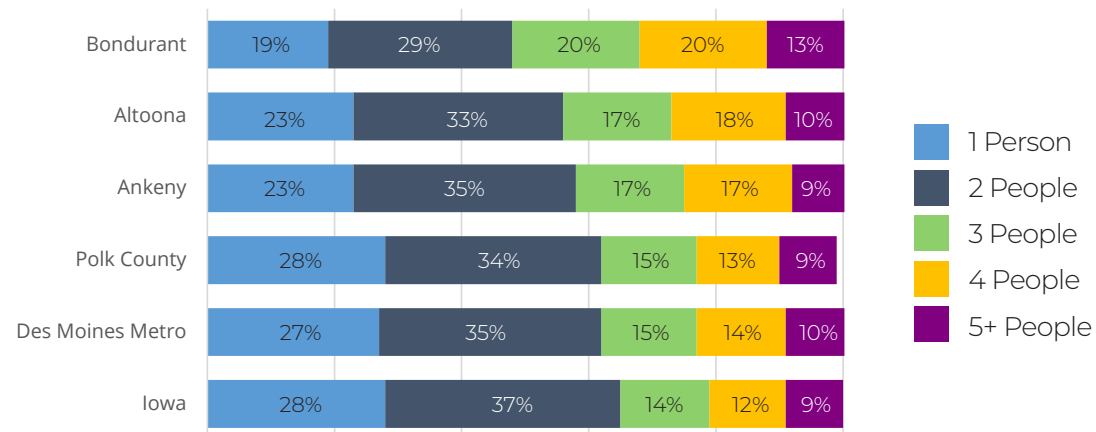
There's also a notably small proportion of single-member households. The low availability of smaller, one- or two-bedroom homes and apartments, likely plays a large role in this. This also indicates that there are opportunities to increase the availability of smaller housing units to bring in smaller one- or two-member households.

Figure 6.6 Households by Composition



Source: Esri 2021

Figure 6.7 Households by Number of Members



Source: Esri 2021

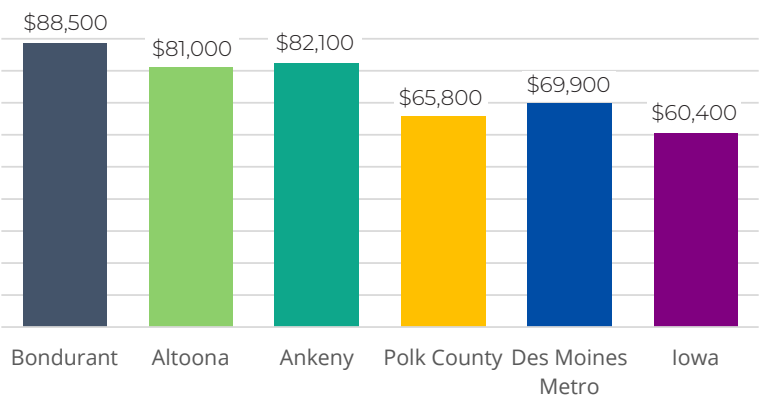
Market Analysis Overview

Bondurant's Place in the Region

Income Comparison

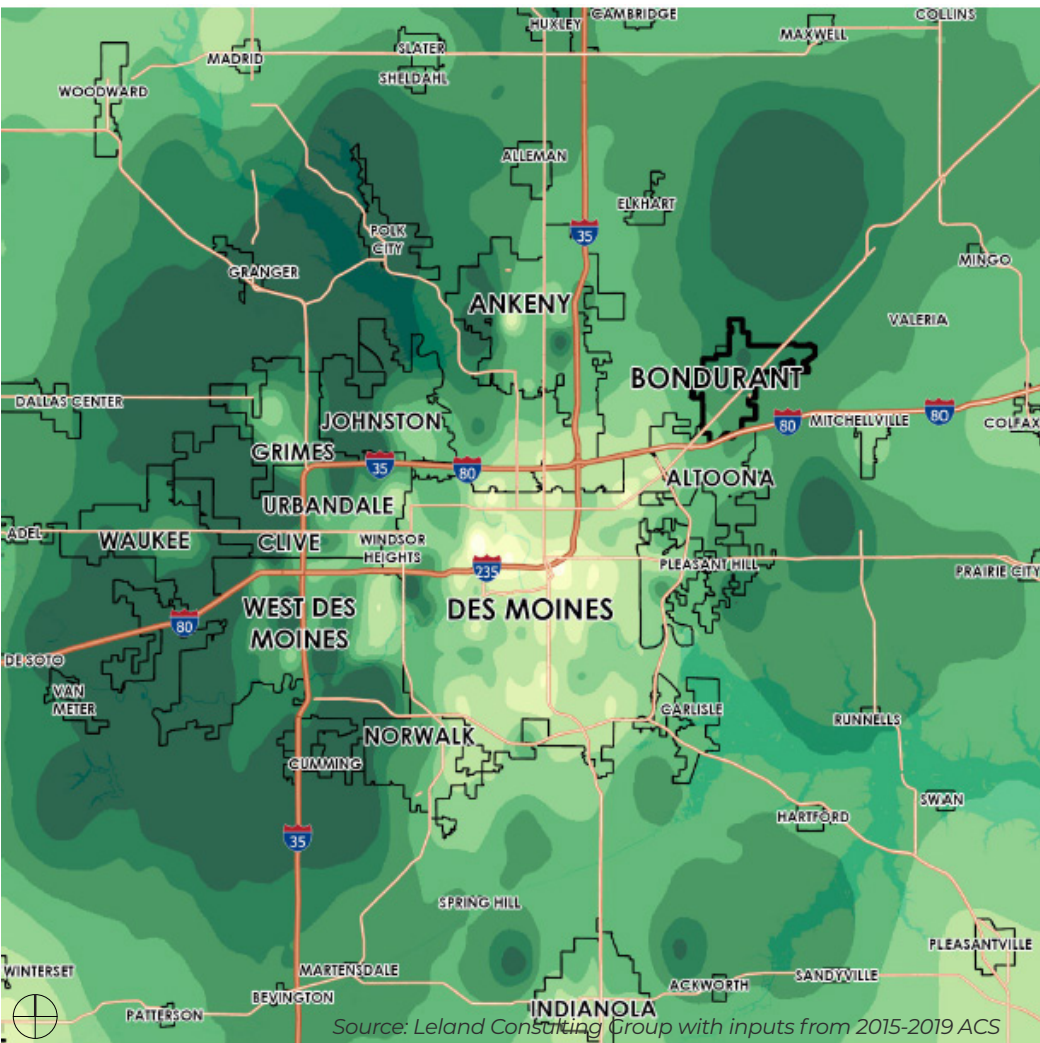
Figure 6.8 shows median household income in the Des Moines metro. Median household incomes are lowest in the central and southern portions of the city of Des Moines, and increase toward the periphery of the metro. Based on concentrated income power in the west metro, West Des Moines, Urbandale, and other communities, are likely to capture a large proportion of new regional retail. However, high median household incomes in Bondurant, Altoona, and Ankeny also make them attractive communities for new retail.

Figure 6.9 Median Household Income



Source: Esri 2021

Figure 6.8 Median Household Income



Market Analysis Overview

Jobs Data and Bondurant

Jobs Data and Bondurant

The Longitudinal Employer-Household Dynamics provides high-quality labor market data as a joint partnership between the U.S. Census Bureau and U.S. State data. The latest available LEHD data is from 2019. There has been significant job growth in Bondurant since 2019 that will not be adequately captured in this data. To supplement, recent job growth will be covered separately. This chapter will reference both datasets.



Market Analysis Overview

Employment in Bondurant

Changing Conditions

The opening of the Amazon fulfillment center at the end of 2020 changed Bondurant from a “bedroom community,” where more people work elsewhere, to a job center that brings in workers each day, particularly to the transportation, warehousing, wholesaling, and manufacturing sectors.

In the near term, many of these workers will likely commute into Bondurant from other communities. However, over time, it is expected that demand for housing in Bondurant and nearby communities will grow as workers look to relocate to be closer to work.

As Bondurant grows and diversifies, it will add employment opportunities at a variety of incomes. The extent to which Bondurant becomes a “live-work” community depends on the availability of housing options at different income levels, life stages, and preferences.

Jobs in Bondurant Since 2017

Table 6.2 shows a summary of jobs added within Bondurant’s city limits since 2017. Overall, there has been over 2,400 jobs added. When compared to the estimated 1,238 jobs in 2019, this represents a huge jump in total jobs located in the community.

Major job growth has occurred in the Transportation & Warehousing industry sector with the addition of two large Amazon facilities. Other industrial / light industrial growth as well as some commercial / office growth has occurred in recent years. New planned developments are coming online frequently.

The next round of LEHD jobs data should better reflect the jobs in Bondurant today.

Table 6.1 Top 5 Growth Industries in Polk County 2021-2023

Industry	New Jobs	Average Wage
Health Care & Social Assistance	2,800	\$52,400
Finance & Insurance	1,400	\$97,700
Accommodation & Food Service	1,000	\$19,600
Professional Services	975	\$80,300
Admin & Waste Mgmt	740	\$41,700

Source: Greater Des Moines Partnership 2021

Table 6.2 Jobs Created in Bondurant Since 2017

Site Name	Number of Jobs Created Since 2017
Amazon / Project Bluejay	1,800
Amazon / Project Omega	300
JAS Concrete	70
Bondurant Industrial Park sites	55
Midstates Precast Products	50
Generation Next Daycare	46
Road Machinery & Supplies	44
Kum & Go	25
Mid Country Machinery	15
Combined others with 10 or fewer new jobs since 2017	69
TOTAL ADDED JOBS	2,474

Source: City of Bondurant

Market Analysis Overview

Employment in Bondurant

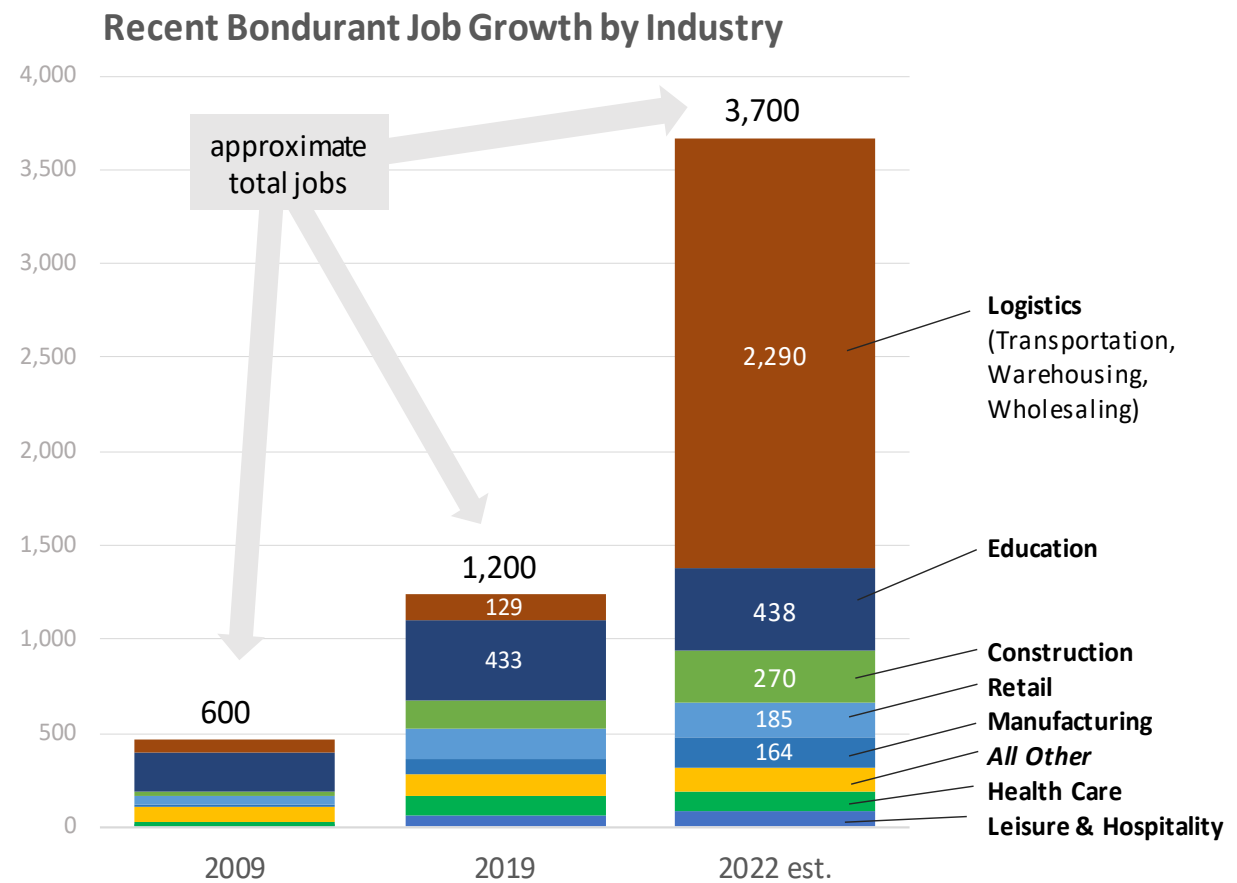
Recent Bondurant Job Growth by Industry

Bondurant's employment mix has been drastically transformed by the arrival of two new Amazon facilities (along with several smaller, primarily industrial developments).

Between 2009 and 2019, total employment at Bondurant workplaces doubled from around 600 to 1,200 jobs. In just three years since, that total has nearly tripled – driven by nearly 2,300 new (or expected/committed) jobs in the logistics cluster alone.

While Amazon (and related facilities) tend to have a “multiplier” effect – spurring new local spending and jobs in other industries, those effects tend to occur at the regional level. Bondurant's small size relative to the metro area will naturally limit the extent to which it can capture some of that expected spin-off development and employment.

Figure 6.10 Recent Bondurant Job Growth by Industry



Source: U.S. Census Bureau, Center for Economic Studies, LEHD

Market Analysis Overview

Commuting Dynamics by Industry

The completion of massive new Amazon distribution facilities adds over 2,000 jobs to the logistics-related industry group (wholesale, transportation, warehousing) that now dominates Bondurant workplaces.

Based on other smaller suburban cities throughout the country where new Amazon warehouses were built between 2012 and 2017, about 90-95% of new Amazon employees will commute in from locations outside the suburb in question. (depending in part on how much residential development capacity has)

Even with such a small percentage likely to both work and live in Bondurant, Amazon and other new developments will likely drive demand for hundreds of potential new Bondurant housing units.

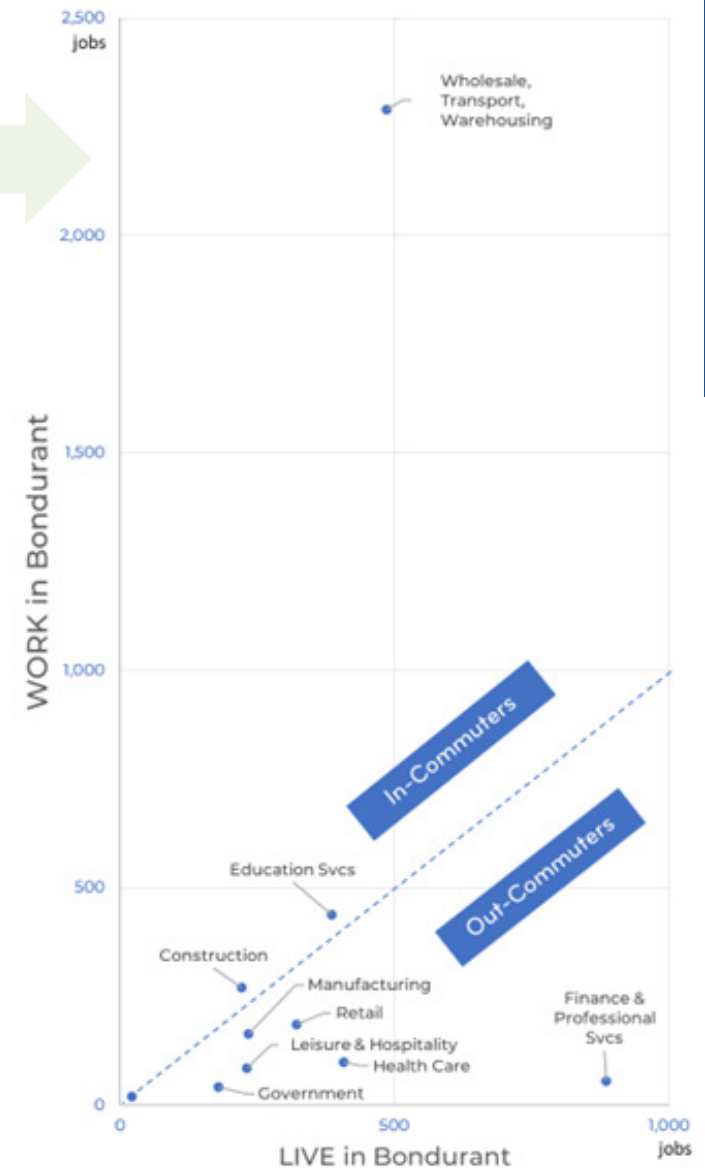
This chart shows estimated jobs in 2022 by industry.

Industry groups higher on the chart employ more workers in Bondurant workplaces (regardless of residence)

Industries further to the right have more Bondurant residents working in those industries (regardless of workplace).

Industries above the dotted line are more likely to commute in from outside Bondurant; those below are more likely to commute out.

Figure 6.11 Bondurant Workers by Industry (2022 est.)



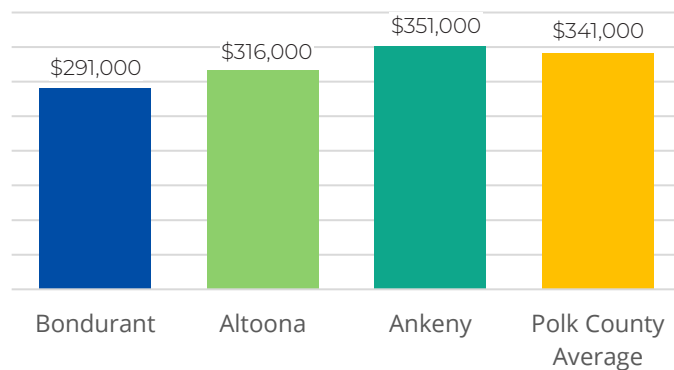
Market Analysis Overview

Regional Single-Family Housing Development

Recent Single-Family Development

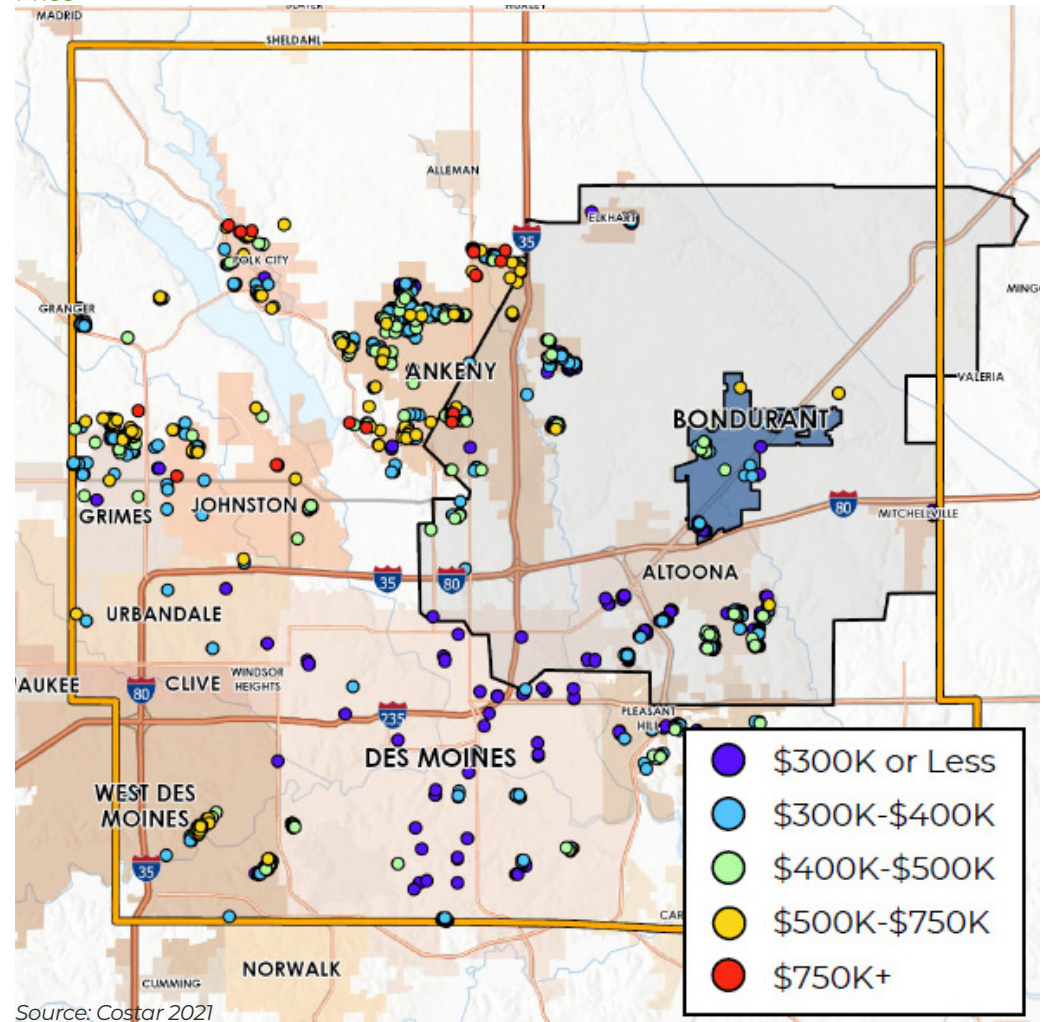
Figure 6.12 shows recent housing construction (2020 and 2021) by sales price. Infill housing in Des Moines tends to be priced until \$300,000, while the highest value housing is being built within Polk City and Ankeny. Housing in Bondurant is mostly in the under-\$300,000 to \$750,000 range. Overall, housing in Bondurant has the lowest average sale price compared to Altoona, Ankeny, and the county. This is interesting given high median household incomes in Bondurant.

Figure 6.13 Average Sale Price, New Construction 2020/2021 Homes



Source: Redfin 2021

Figure 6.12 Recent New (2020/2021) Single-Family Development in Polk County Sale Price



Source: Costar 2021

Market Analysis Overview

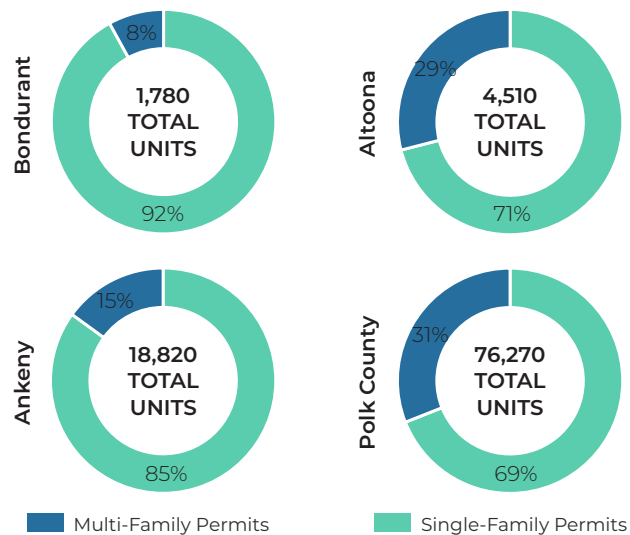
Regional Multi-Family Housing Development

Recent Multi-Family Development

There has been little multifamily building activity in Bondurant over the past ten years when compared to neighboring communities. Altoona has built a handful of multifamily properties since 2010, while Ankeny has built more extensively.

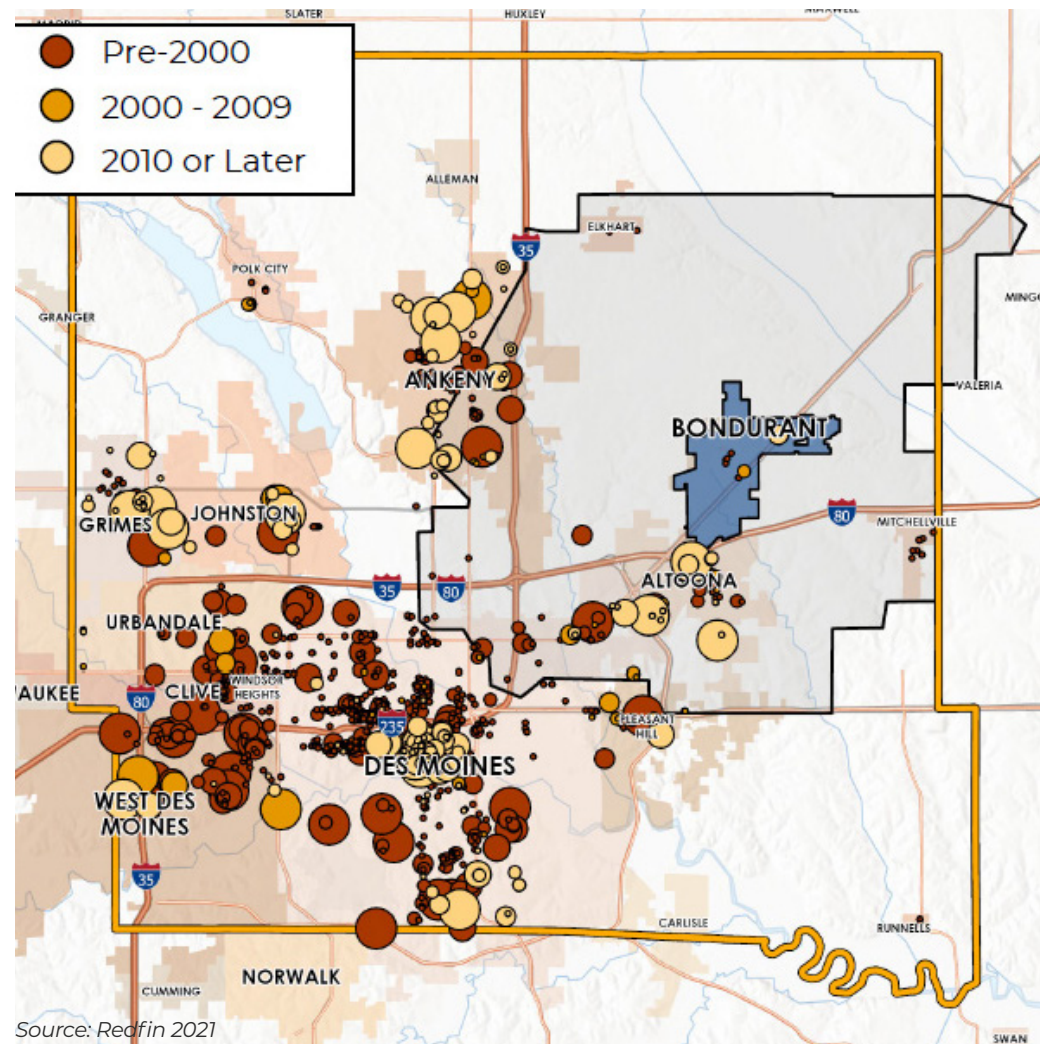
Though once considered an “urban” building type, there has been growing demand for apartments in suburban locations for multiple reasons. The rise of suburban employment centers, a growing number of smaller households, and the need for housing to accommodate different life stages all contribute to demand for apartments in suburban communities.

Figure 6.15 Types of Housing Permitted by Jurisdiction 2000-2020



Source: US Dept of Housing and Urban Development 2021

Figure 6.14 Multi-Family Supply in Polk County by Year Built



Source: Redfin 2021

Market Analysis Overview

Regional Retail Distribution

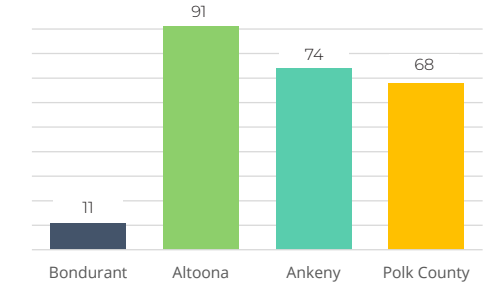
Regional Retail Trends

Figure 6.16 shows the distribution of retail space within Polk County. Retail tends to cluster along major roads and interstates, where it is most visible to passing cars. Retail that serves a regional population, such as large shopping centers, tends to locate where two major transportation corridors intersect.

Retail construction since 2010 has taken place in Urbandale, Ankeny, Altoona, and Des Moines, with a small amount in Bondurant.

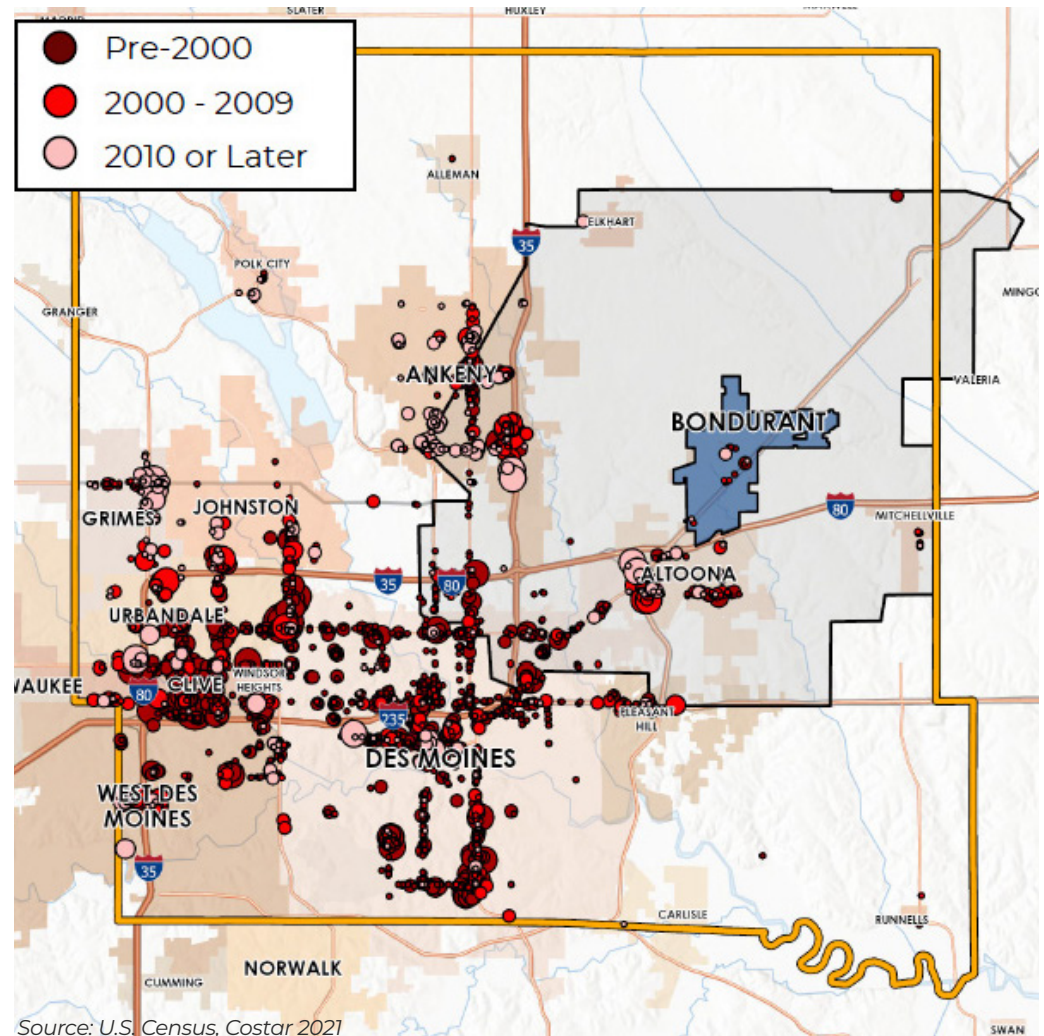
While retail industrywide is facing severe challenges resulting from the growth in ecommerce, Bondurant has two reasons to expect significant retail growth in the future. First, its population is expected to grow tremendously as new housing and employment is developed over the next 20 years, creating demand for more retail to serve the needs of these new residents and workers. Second, as Figure 6.17 shows, Bondurant has a very low amount of retail square feet per capita currently. Whereas in the past, Bondurant was primarily a bedroom community that did not have enough of a population base to sustain significant amounts of retail, as it grows it will hit a critical mass where retailers will be attracted to the city to provide goods and services that residents currently must venture outside the city to find.

Figure 6.17 Retail Square Feet Per Person



Source: Redfin 2021

Figure 6.16 Retail Supply in Polk County by Year Built



Source: U.S. Census, Costar 2021

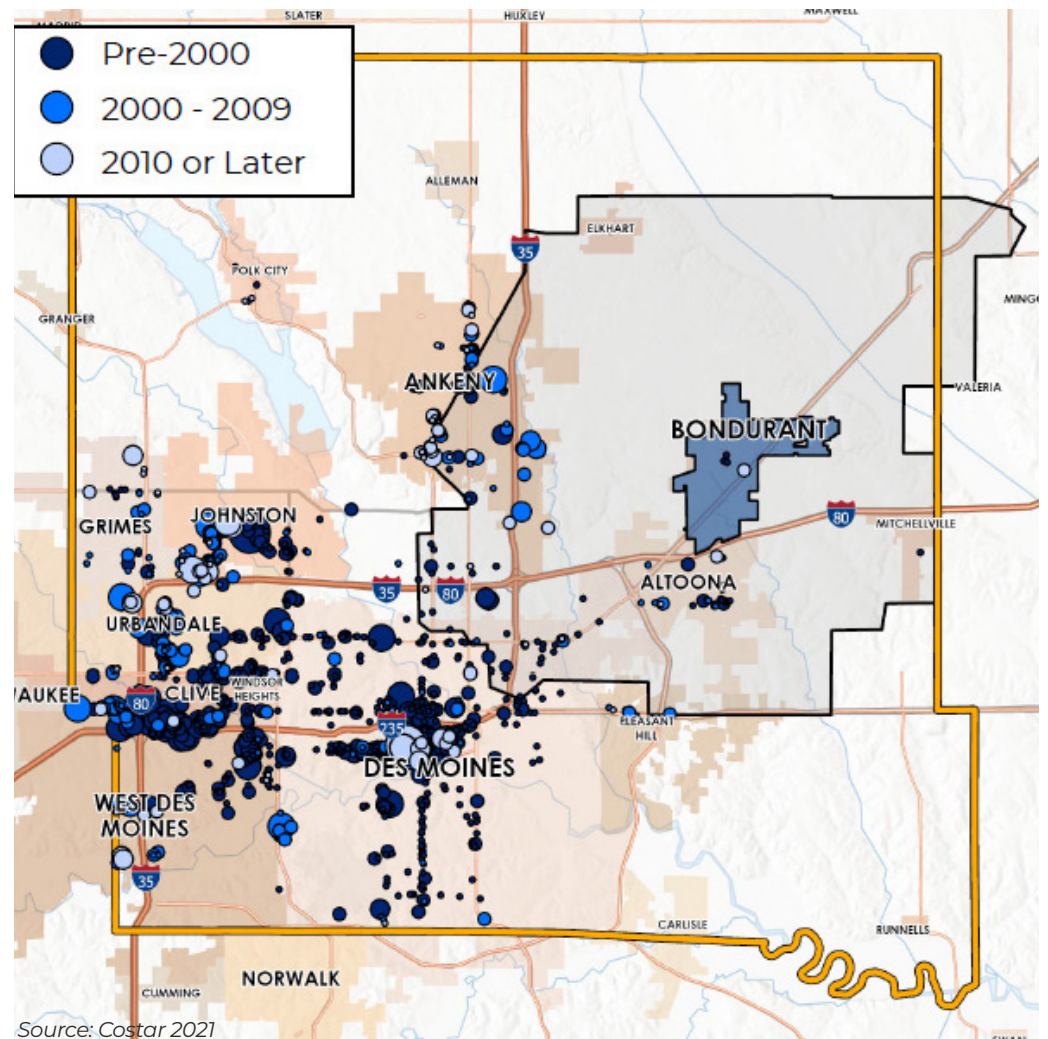
Regional Office Trends

Figure 6.19 below shows the number of office square feet per person in Bondurant, Altoona, Ankeny, and Polk County. While in Polk County, there is close to 70 square feet of office space per resident, in Bondurant, Altoona, and Ankeny, the amount of office square feet per person is much lower.

The low amount of office space within Bondurant indicates an opportunity to increase the supply of office space within the city, particularly office space that serves the surrounding community. Examples of this include medical and dental, law and financial, and office space appropriate for small businesses.

Location	Number of People Vaccinated
Bondurant	6
Altoona	10
Ankeny	22
Polk County	67

Figure 6.18 Office Supply in Polk County by Size and Year Built



Market Analysis Overview

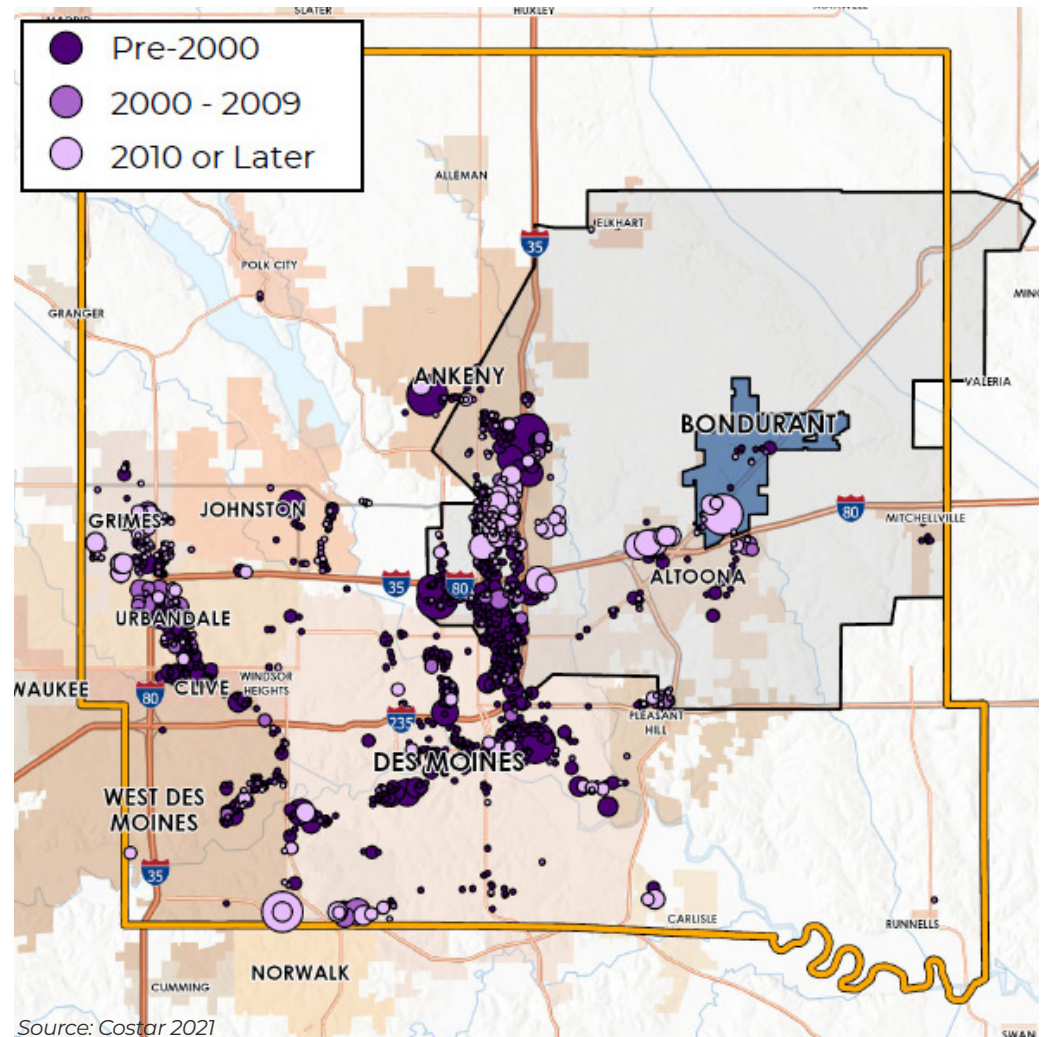
Regional Industrial Distribution

Regional Industrial Trends

In contrast to retail and office development, there has been a considerable amount of industrial development within Bondurant in recent years along Hubbell Avenue/ Highway 65. Figure 6.20 shows the distribution of industrial space within Polk County.

There are two main industrial corridors within the county. The primary industrial area is located along Interstate 35 from Des Moines north into unincorporated Polk County and Ankeny. This area has also seen a lot of recent development. The second major corridor is along the Norfolk Southern railway corridor in west Polk County.

Figure 6.20 Industrial Supply in Polk County by Size and Year Built



Market Analysis Overview

Local Market Demand

Residential Demand

Growth in the Des Moines metro area, coupled with the availability of new housing, high quality of life, and availability of developable land, means that Bondurant will continue to grow and add new housing and residents in upcoming years.

Figure 6.22 shows how the number of residents and households is expected to grow in upcoming years. Over the next 20 years, Bondurant is expected to add over 13,100 residents and 4,900 households.

Note, household demand estimates were calculated through 2040. The further out the estimate, the less reliable they can become. Bondurant can be fairly secure in adhering to 2040 estimates and therefore they were used to calculate household demand estimates. Additionally, it is highly likely the plan will be updated prior to 2050.

Figure 6.21 Population + Household Demand Estimates, 2040

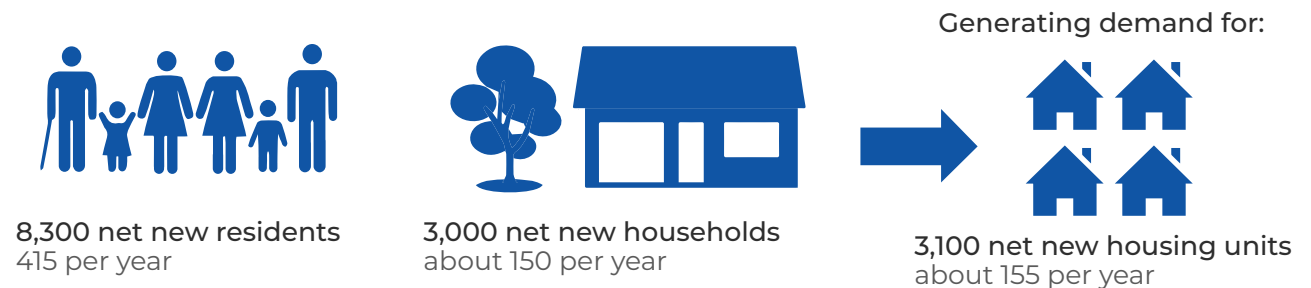
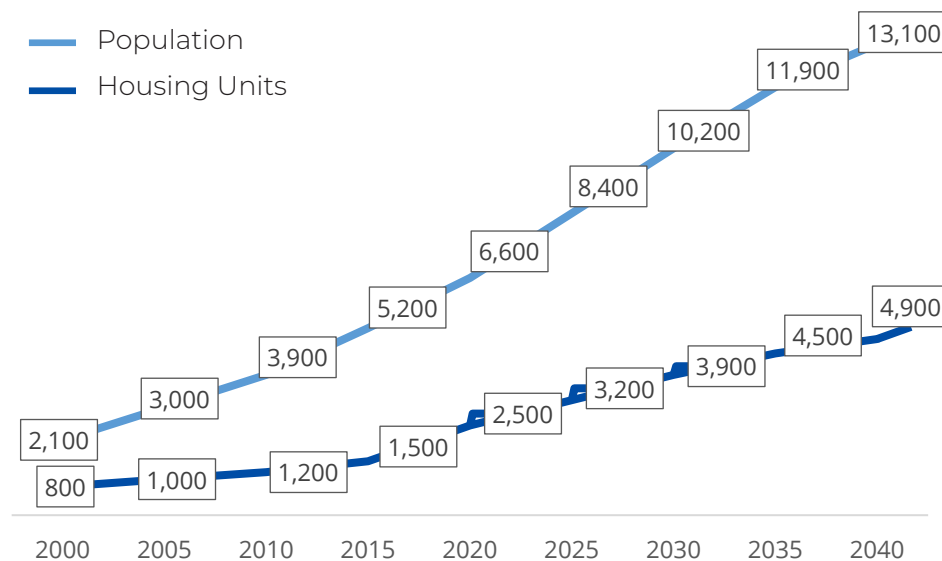


Figure 6.22 Population + Housing Unit Growth



Source: Leland Consulting Group with inputs from U.S. Census Bureau

Market Analysis Overview

Local Market Demand

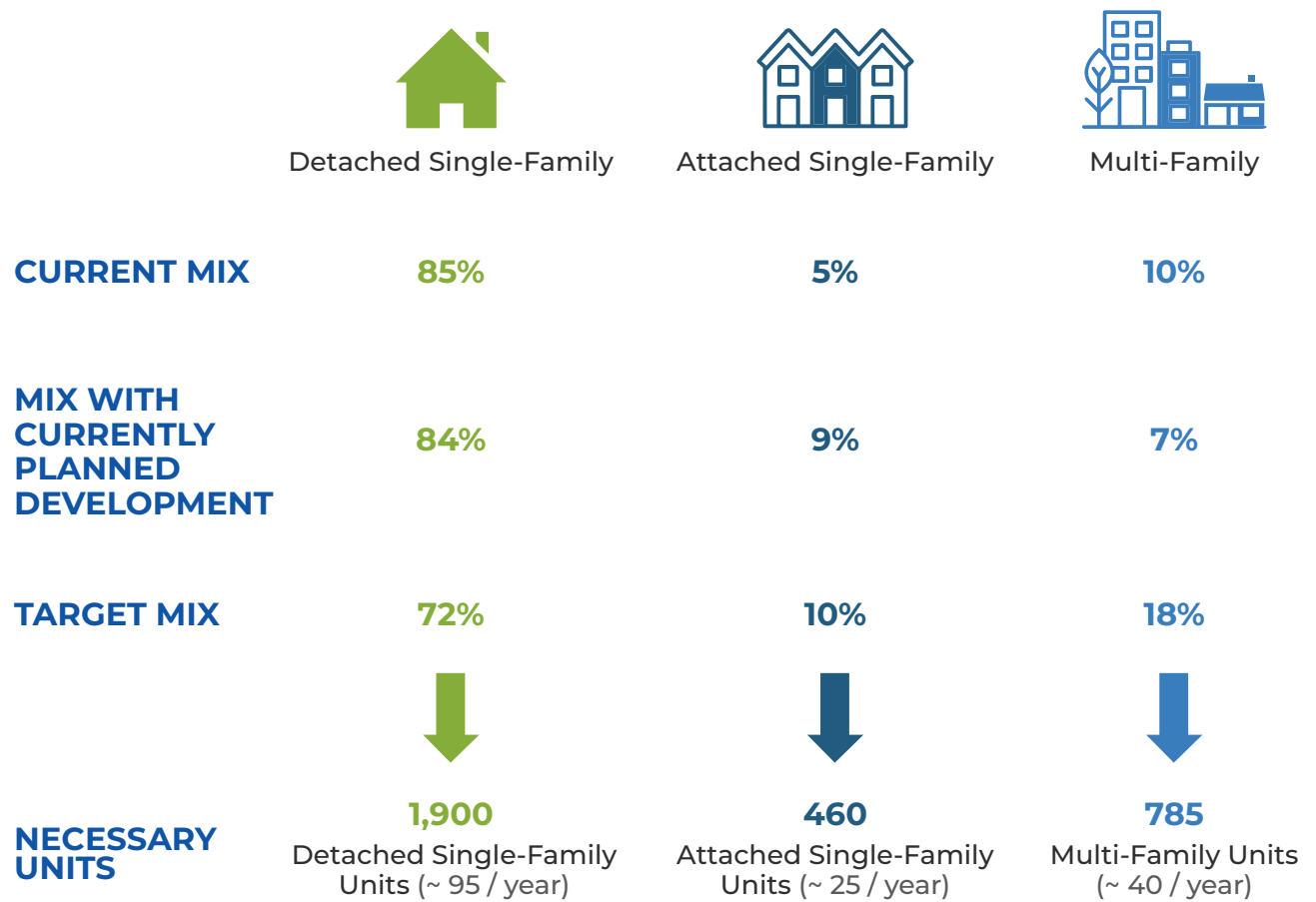
Residential Demand Estimates

Figure 6.23 shows the current, planned, and target mix for housing typologies in Bondurant. Currently, Bondurant is approximately 85% detached single-family, 5% attached single-family, and 10% multi-family units. The target mix for 2040 calls for slightly more housing diversity while also remaining predominantly detached single family residential. The target mix is 72% detached single-family, 10% attached single-family, and 18% multi-family.

As shown in Figure 6.22, this equates to demand for 1,900 detached single-family units, 460 attached single-family units, and 785 multi-family units.

The Future Land Use Plan should meet and exceed these numbers in terms of total land acres to provide flexibility in the location and actual growth rate, which may be higher than the expected average rate.

Figure 6.23 Residential Demand by Housing Type, 2040



Market Analysis Overview

Local Market Demand

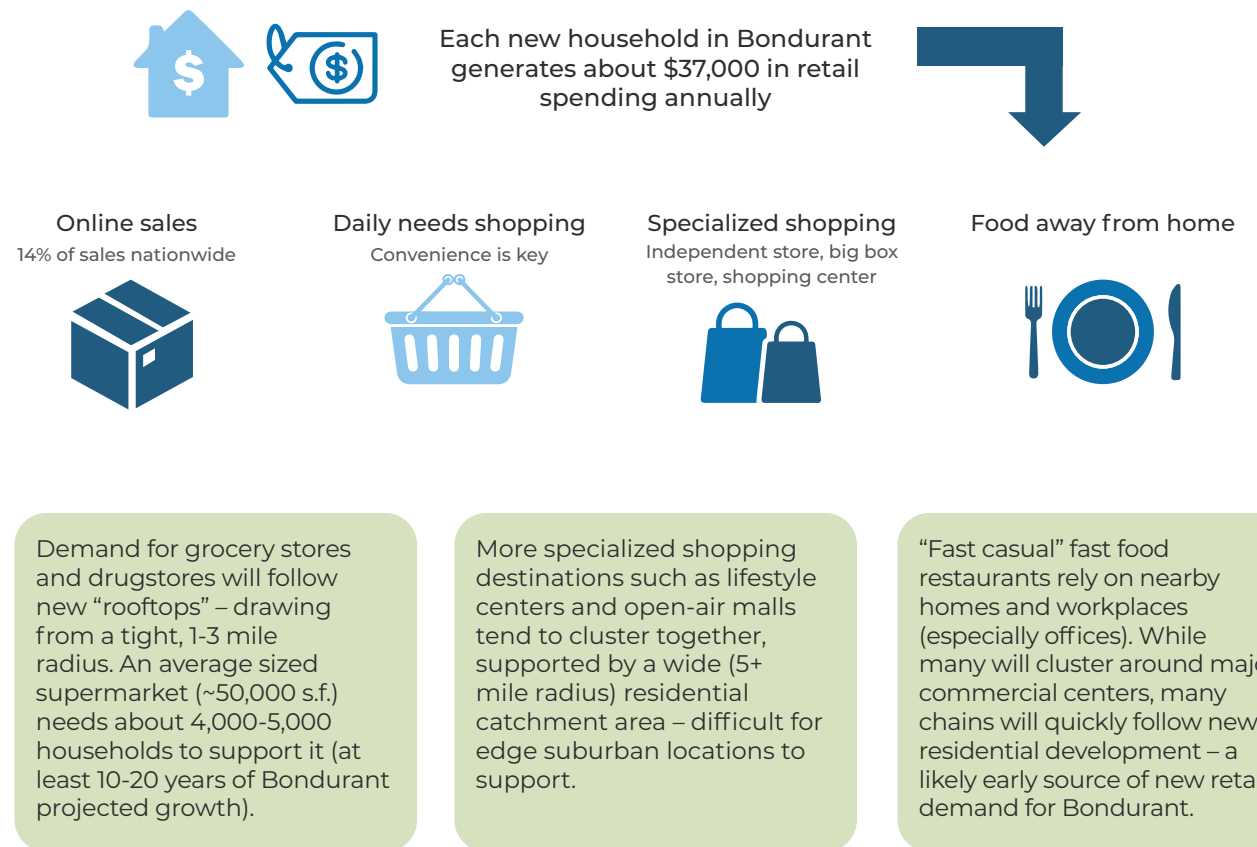
Retail Demand

Retail demand forecasts have been calculated for Bondurant based on population and household demand estimates discussed on the previous pages.

Each new household in Bondurant generates about \$37,000 in annual retail spending. There are many factors that impact retail forecasting in the modern age including the rise of online sales. However, daily needs shopping and specialized shopping are often met locally. Dining out / food away from home also are key commercial growth factors.

The retail demand forecasts are a relatively conservative estimate based on historical growth trends and forecasted residential growth. Future retail will largely be driven by the pace of growth in residential development, so these forecasts may be understated if the pace of housing development exceeds current projections.

Figure 6.24 Bondurant Retail Spending Breakdown



Market Analysis Overview

Local Market Demand

Retail Demand

Table 6.3 summarizes the 20-year retail demand estimates created for Bondurant by retail sector. Retail growth is driven by achieving a “critical mass,” where growth accelerates once a sustainable base of retail is in place or destination anchor retailers are attracted to the area. Potential catalysts for accelerated retail development could include:

- Development of the Central Park master plan and the attraction of regional recreational users, housing, and commercial development
- Ongoing redevelopment in downtown, especially redevelopment of the Landus site
- Accelerated development of residential growth areas
- Ongoing attraction of major industrial employers to the city

- Transportation improvements such as the proposed I-80 interchange
- Attraction of a regional retail anchor (e.g., Ikea, Costco, Cabela’s, etc.)

Table 6.3 20-Year Retail Demand Estimates for Bondurant in Square Feet

Retail Sector	Current Unmet Retail Demand	Future Retail Demand	Total Current and Future Retail Gap	Equal To:
General Merchandise	36,000 SF	51,000 SF	87,000 SF	2/3 of a Target Store
Food & Drinking Places	23,000 SF	38,000 SF	61,000 SF	See below
About 8 small restaurants (1,000 square feet / Boxcar BBQ size)				
About 8 medium restaurants (3,000 square feet / Reclaimed Rails size)				
About 6 large restaurants (5,000 square feet / Applebee’s size)				
Grocery Store	24,000 SF	48,000 SF	72,000 SF	1 Hy-Vee or 2 Fareway Stores
Hardware/Gardening	13,000 SF	17,000 SF	30,000 SF	1/3 of a Home Depot or 1 Ace Hardware
Health and Personal Care	11,000 SF	16,000 SF	27,000 SF	About 2 Walgreens or CVS Stores
“Big Box” Categories (Apparel, Home Furnishings, Sporting Goods, Hobbies, Electronics)	32,000 SF	45,000 SF	77,000 SF	3/4 of a typical big box store

Market Analysis Overview

Local Market Demand

Industrial Demand

Over the past five years, Bondurant has emerged as a major regional industrial employment center, attracting two Amazon fulfillment centers that, combined, employ over 2,000 people, plus many other smaller businesses. Along with its excellent transportation connections, these new businesses have solidified Bondurant as a premier location for further business growth, especially in the transportation and distribution sectors.

As a result, economic forecasts and projections are already out of date and do not reflect these recent projects and anticipated pipeline of new projects. While there is certainly an upper limit to what could conceivably be built in Bondurant, there is currently no reason to expect that it will not continue to see industrial job growth that far outpaces its residential and commercial growth. Since industrial job growth in

Bondurant will be driven largely by regional economic growth conditions, Bondurant can expect to continue to see rapid growth so long as it maintains the pace of infrastructure construction necessary to serve development sites. Commercial and residential development, on the other hand, while still growing rapidly, will be driven by more local demand and may not see the same level of growth as industrial.

Best Practices for Economic Development

Use of Incentives

Current Incentives Policy

Bondurant currently offers tax abatement as its main economic development incentive.

Commercial Tax Abatement

Bondurant currently offers two options for commercial tax abatement. Option 1 is a staggered decreasing abatement percentage starting with 80% in year 1 and decreasing to 30% by year 6. Option 2 provides 100% tax abatement for years 1-3 and 0% for years 4-6. Table 6.5 summarizes the options.

Residential Tax Abatement

For several years, Bondurant operated a three-year residential tax abatement program. The residential tax abatement program expired in July 2021.

Table 6.4 Current Commercial / Industrial Tax Abatement Options

Option 1 for Commercial / Industrial Development		Option 2 for Commercial / Industrial Development	
Year	Tax Abatement	Year	Tax Abatement
Year 1	80%	Year 1	100%
Year 2	70%	Year 2	100%
Year 3	60%	Year 3	100%
Year 4	50%	Year 4	0%
Year 5	40%	Year 5	0%
Year 6	30%	Year 6	0%

Source: City of Bondurant

Best Practices for Economic Development

Downtown Bondurant

Downtown Bondurant Recommendations

While Downtown Bondurant is discussed in greater detail in Chapter 7 - Community Character & Downtown, it is imperative to mention its importance within the economic development chapter.

Landus Redevelopment

The City should continue to pursue redevelopment of the Landus site by partnering with a master developer or developers to redevelop the site. This project represents a major catalytic opportunity to make a lasting impact on the downtown core.

Parking Considerations

The existing C-4 District, which covers the downtown, states this district is exempt from the traditional parking requirements. Parking is determined on a case-by-case basis via a parking study that identifies peak parking demand by use and a parking strategy. From an economic

development perspective, the City should continue to consider reducing or eliminating onsite parking requirements in the downtown area. Instead, the city should encourage shared parking solutions that encourage a park-once shopping experience

Downtown Organization

Lastly, Bondurant is supported by a wide range of community groups and organizations that perform various tasks and organize different events within the downtown area. While this arrangement currently works adequately, as the community continues to grow and as the Landus property redevelops, a more formal downtown organization, subcommittee, partnership, or other structure will be needed to help market downtown, organize and promote events, and advocate for downtown businesses. This could be in the form of a Self Supported Municipal Improvement District (SSMID).

Best Practices for Economic Development

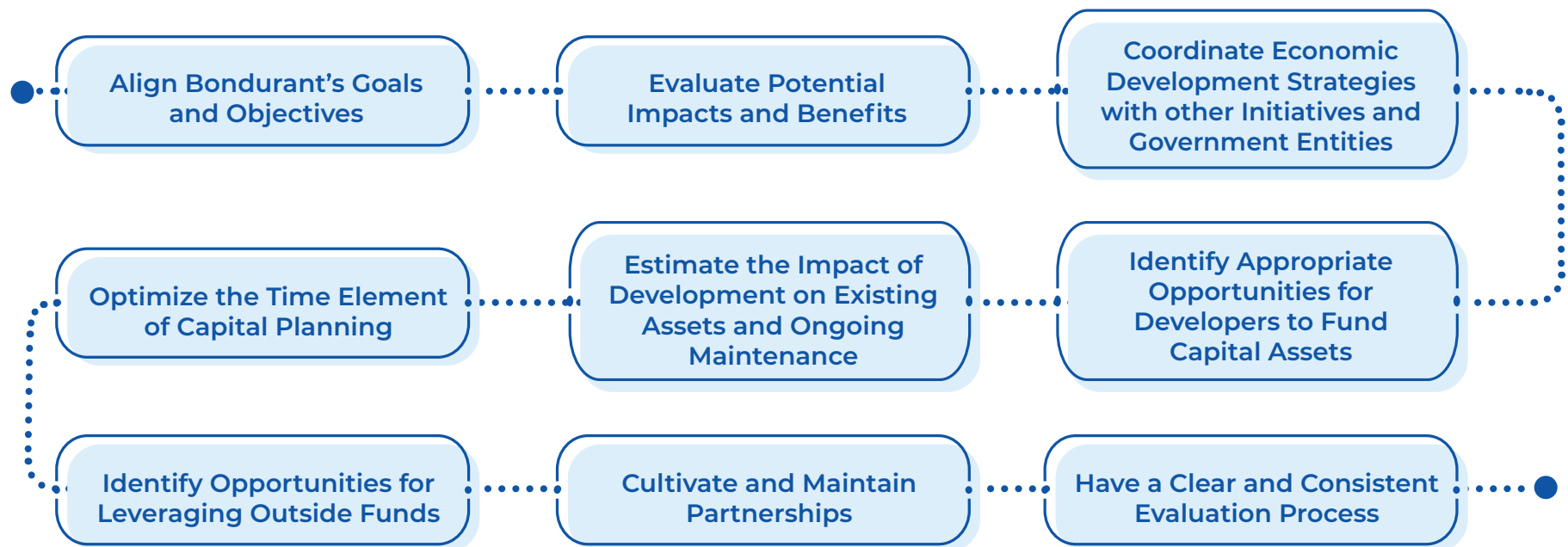
Economic Development Incentive Program + Policy

In August 2022, the City of Bondurant adopted an Economic Development Incentive Program + Policy. This initiative uses public funds to help incentivize private economic development investments in commercial and industrial projects with the intent to strengthen the community's economic viability and sustainability. This could be applied via non-residential tax abatement, the construction of supportive infrastructure, and tax rebates. The overarching goal of this policy is to diversify the tax base, create jobs, and promote business retention/expansion. The following paragraphs present some best practices for the City to follow as they look to assess their participation in a project or program and when creating development agreements.

Best Practices for the Economic Development Incentive Program + Policy

In order to assess whether the City is willing and able to participate on a project or program, they must consider the overall risk and role. Figure 6.25 presents a series of best practices the City should consider when determining whether they should or should not participate. For further inquiry, the officially adopted program and policy provides additional context and information.

Figure 6.25 Best Practices for the Economic Development Incentive Program +Policy



Relevant Planned Projects

Central Park

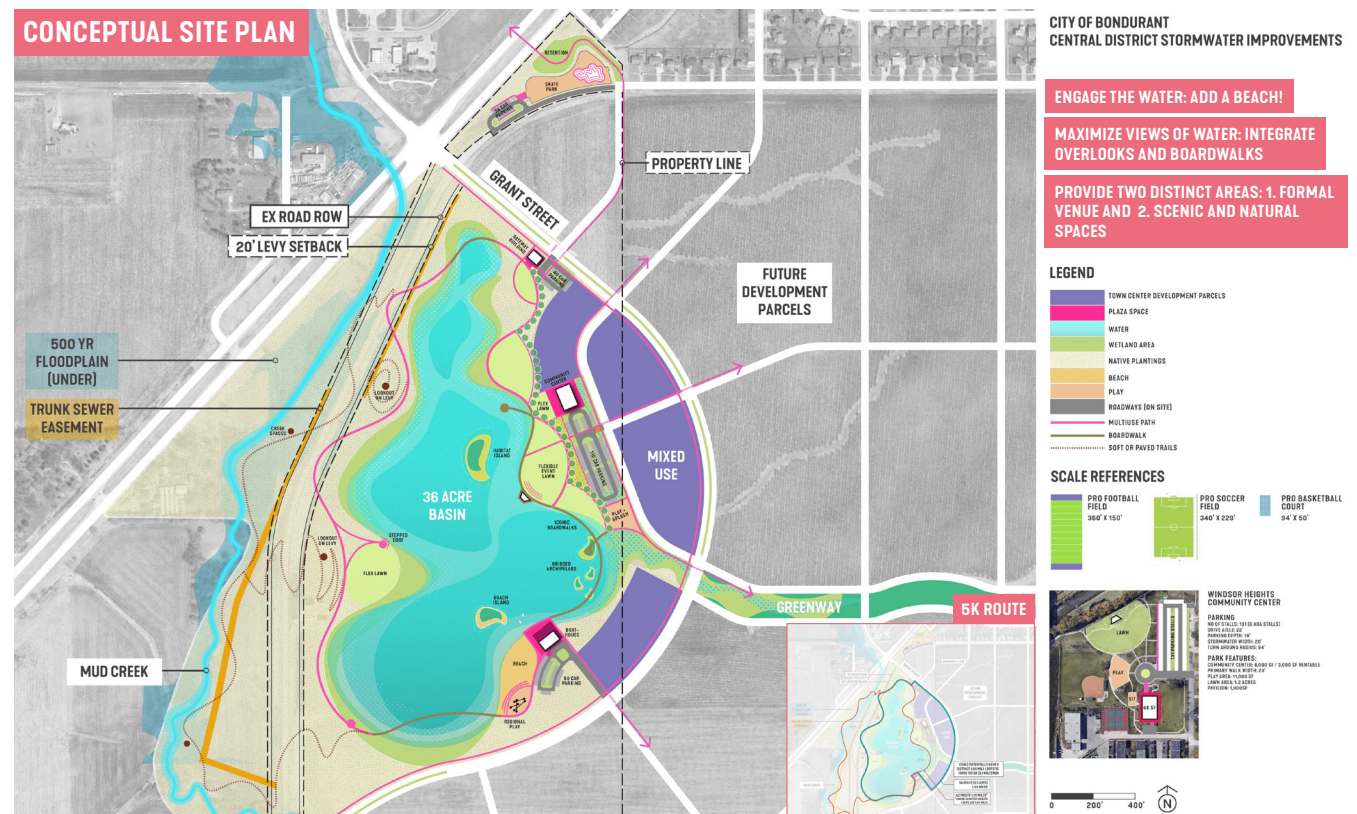
Central Park Overview

The Regional Commercial Master Plan identified a large regional park in the northwest corner of the study area near 15th Street SE & Grant Street. In 2021, the City took additional steps in acquiring two parcels to help implement this “Central Park” vision. Not only will this park serve as a major community amenity, but it is planned to be designed as a stormwater and water quality mitigation project.

Also in 2021, the City hired SmithGroup to model and design the Central Park including the stormwater facility. The Central Park Master Plan and design will include the final planning decisions regarding the realignment of Grant Street through the area.

Once completed, Central Park will hopefully serve to help support implementation of the greater vision identified in the Regional Commercial Master Plan. In particular, adjacent mixed-use development.

Figure 6.26 Central Park Concept B



Relevant Planned Projects

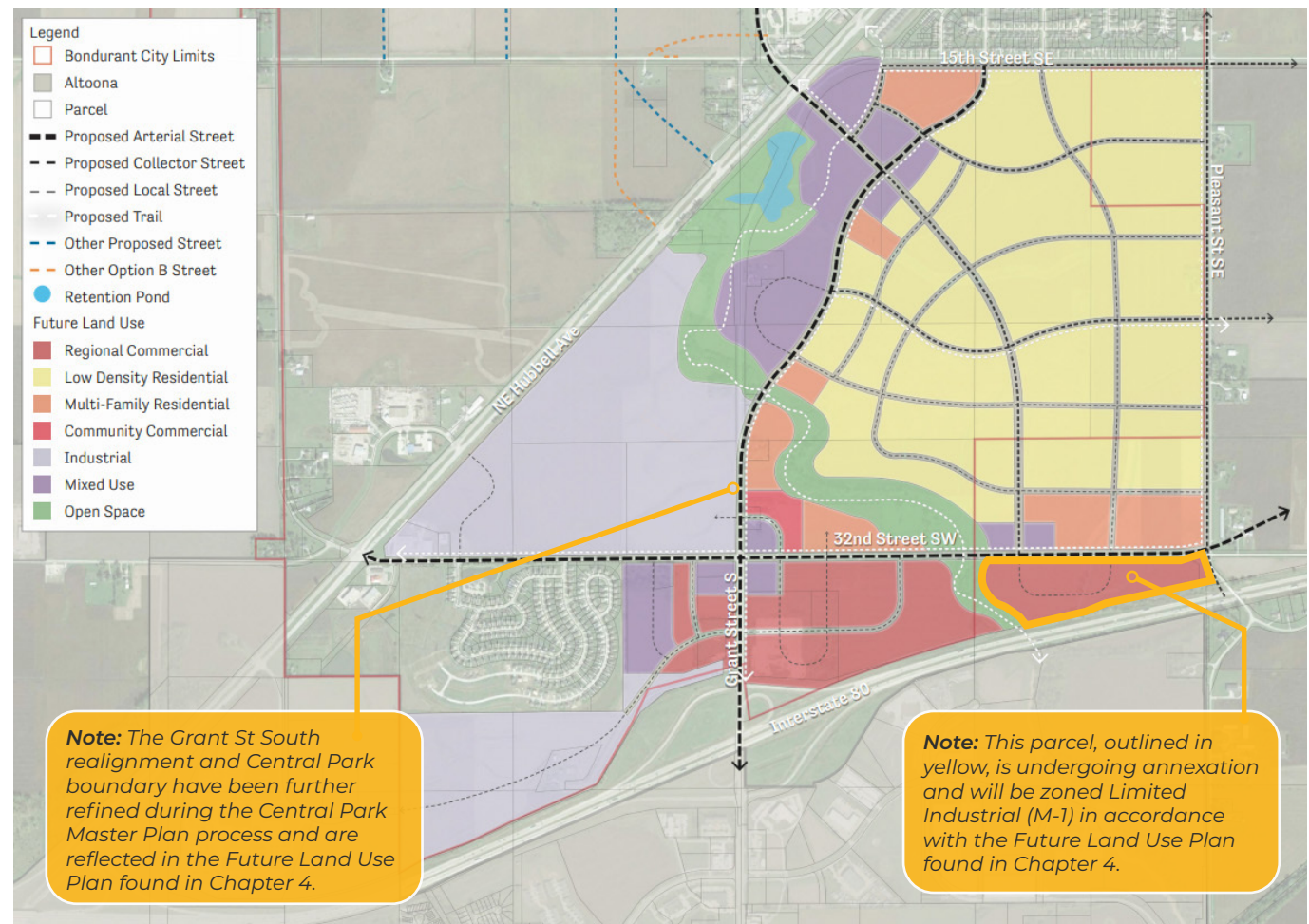
Regional Commercial Master Plan

Regional Commercial Master Plan

In 2020, Bondurant adopted the Regional Commercial Master Plan, which identified a master plan and design guidelines for the development of the area north of the NE 72nd / Grant Street interchange including the Grant Street South Overlay District. Figure 6.76 shows the Land Use Plan.

The plan calls for a mixture of low and medium-density residential along the northeast quadrant of the area. New mixed-use is identified along the realigned Grant Street corridor. The area immediately adjacent to the interstate is identified as a mixture of regional and community commercial. A large central park area with a pond is identified south of NE Hubbell Ave near Grant Street. Lastly, industrial land is identified in the southwest and northwest quadrant in what is now one of the Amazon facilities and a new spec industrial building.

Figure 6.27 Regional Commercial Master Plan - Land Use Plan



Relevant Planned Projects

Transportation Corridors

Key Transportation Corridor Projects

The Future Land Use Plan identifies several key transportation projects which, if completed, will greatly enhance the economic development potential of Bondurant. This includes the Northwest Beltway and a new proposed interchange along Interstate 80. Both projects have the potential to impact the growth and land use patterns of Bondurant.

The Northwest Beltway would activate the western edge of the planning boundary, which could attract additional housing and commercial growth.

The proposed new interchange along Interstate 80 could help enhance the industrial / business park potential of the area along I-80 to the east, which is identified as mainly industrial and business park / light industrial in the Future Land Use Plan.






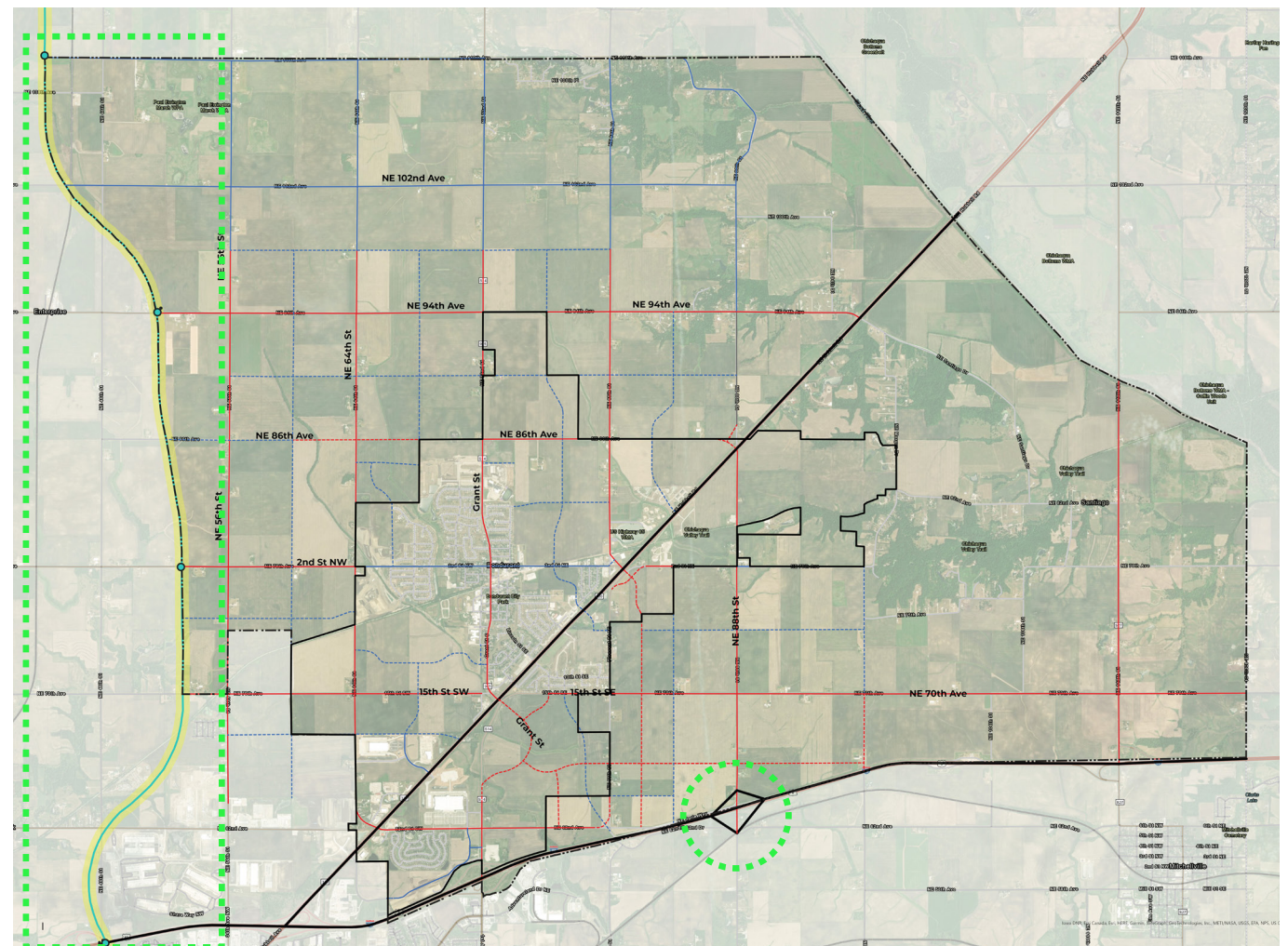
-  Planning Boundary
-  City Limits
-  Existing Interstate / Highway
-  Proposed Interstate / Highway
-  Existing Arterial
-  Proposed Arterial
-  Existing Collector
-  Proposed Collector

Figure 6.28 Future Streets Map with Key Transportation Improvements



Economic Development Implementation

A series of goals, policies, and action items have been created for Chapter 6 - Economic Development.

Goal

Goals are objectives or aims which may be broad or specific.

Policies

Policies represent on-going principles by which the City should adhere when approving new development or planning future investments.

Action Items

Action items are specific steps and activities the City should take.

These goals, policies, and action items were created to further promote the guiding principles and vision statement of the Building Bondurant Comprehensive Plan.

In Chapter 12 - Implementation, a series of matrices will be provided that include each chapter's goals, policies, and action items. In this later chapter, the guiding principle(s) being supported by each policy or action item will be highlighted. Additional items such as priority or potential partners will also be added.

Figure 6.28 Building Bondurant Guiding Principles



Economic Development

Implementation

Goal 9

Continue to grow Bondurant's industrial employment base

Bondurant has made great strides in expanding its employment base, especially its industrial employment base. These efforts should continue as a means to attract new jobs, additional tax revenue, and ultimately more residents, which will provide the demand needed to secure additional retail opportunities.

Policy 9A

Leverage City's annexation and land use policies, along with capital improvement planning tools to ensure an adequate supply of developable land for business in target industries

Certain areas within the planning boundary, mainly in the areas nearest to the Interstate, should receive priority annexation and capital improvement planning to ensure these high value sites are secured to support target industry development.

Policy 9B

Aggressively pursue infrastructure expansion in strategic locations based on the Future Land Use Plan

Demand for industrial / flex land in Bondurant is high and will likely remain high assuming a steady supply of available land that is infrastructure ready.

Policy 9C

Maintain flexible industrial zoning codes to readily accommodate new uses and technologies

As a growing industrial / light industrial employment hub, Bondurant should ensure it maintains flexible industrial zoning codes to entice development and interest from new technologies.

Policy 9D

Continue to identify and work with local property owners to market shovel-ready sites as well as Certified Sites

Bondurant has seen considerable success from its use of the Certified Sites program. The city should continue to utilize this program as well as market other shovel-ready sites throughout Bondurant.

Economic Development

Implementation

Goal 9

Bondurant has made great strides in expanding its employment base, especially its industrial employment base. These efforts should continue as a means to attract new jobs, additional tax revenue, and ultimately more residents, which will provide the demand needed to secure additional retail opportunities.

Continue to grow Bondurant's industrial employment base

Policy 9E

Preserve high visibility commercial land for high value retail uses and preserve business park/industrial designated land for new business uses that will bring positive tax revenues to the city

In accordance with the Future Land Use Plan, Bondurant should preserve certain areas of the planning boundary for commercial activities that rely on visibility and industrial areas that rely on accessibility.

Policy 9F

Move forward with key transportation corridor improvements needed to support new or developing employment areas that promote walking and alternative transportation modes while still supporting vehicular and truck traffic

Transportation improvements such as the Northwest Beltway and new interchange at I-80 should be actively sought by the community as both a mobility and economic development catalyst.

Policy 9G

Take action to ensure adequate water and power resources necessary to support economic development

If a potential large water or energy user approaches Bondurant for a new development or relocation, the community should take action and consult entities such as Des Moines Water Works or MidAmerican to ensure adequate supply lines exist to support the project.

Economic Development

Implementation

Goal 9

Continue to grow Bondurant's industrial employment base

Bondurant has made great strides in expanding its employment base, especially its industrial employment base. These efforts should continue as a means to attract new jobs, additional tax revenue, and ultimately more residents, which will provide the demand needed to secure additional retail opportunities.

Action Item 9A

Identify specific industries to target and work to address building space and infrastructure needs of the industries and their workforce

Bondurant should formalize a set of target industries for the community to help further establish themselves as an industrial, transportation and logistics hub within the state and Midwest.

Action Item 9B

Annex strategic locations around Bondurant to promote economic development in the community and protect its growth areas

Annexation in accordance with Chapter 4 - Land Use's annexation policy should be completed to secure additional areas for economic growth within the planning boundary.

Action Item 9C

Continue to incentivize business development and expansion in a strategic manner

Bondurant should explore market conditions as well as city resources when considering how best to incentivize a prospective project.

Economic Development

Implementation

Goal 10

Foster strong partnerships and relationships to promote economic growth

Quality economic development and growth often relies on the quality of a community's partnerships and relationships with different entities or businesses. Bondurant has many organizations working to advance the prosperity and quality of life in the community, which should be supported. New opportunities for catalytic projects such as the Northwest Beltway or a new interchange will rely on quality coordination and collaboration with partners.

Policy 10A

Continue to coordinate with local and regional economic development organizations to promote resources available to existing and new large and small businesses

Bondurant has a long list of local and regional organizations they can utilize to promote economic development within the community. These partnerships and relationships should continue to be enhanced to further economic development initiatives within Bondurant.

Policy 10B

Continue to market Bondurant's strategic location and high quality of life

The strong quality of life and convenient location of Bondurant should continue to serve as the centerpiece of its marketing strategy.

Policy 10C

Encourage new businesses locating in Bondurant to support transit service use by its employees through coordination with DART and through financial support of transit needs to the City

Bondurant should continue to work with DART or other relevant agencies on the long-term expansion of transit within the community, especially as the community continues to build its local workforce. This coordination should include collaboration based on shift changes and work schedules of local businesses.

Policy 10D

Support programming by the Bondurant Community Library to provide access to soft skills and basic technology training that provide low or no cost workforce education and training

Libraries help to provide a variety of soft skills training for local residents. Bondurant should continue to support its local library as the community and its needs and demand for services grow.

Economic Development

Implementation

Goal 10

Foster strong partnerships and relationships to promote economic growth

Quality economic development and growth often relies on the quality of a community's partnerships and relationships with different entities or businesses. Bondurant has many organizations working to advance the prosperity and quality of life in the community, which should be supported. New opportunities for catalytic projects such as the Northwest Beltway or a new interchange will rely on quality coordination and collaboration with partners.

Policy 10E

Promote and apply the Development Incentive Program + Policy for proposed commercial and industrial developments

Adopted in August 2022, this new policy outlines best practices the City should follow as proposed commercial and industrial projects are brought forward for consideration.

Action Item 10A

Work with Altoona to coordinate a new interchange along Interstate 80 near NE 88th Street to help promote development of land east of the Regional Commercial Master Plan area

Both Bondurant and Altoona would benefit from the addition of a new interchange along Interstate 80. Working with the neighboring community to achieve this shared benefit is critical to the success of this type of project.

Action Item 10B

Coordinate with Altoona, Ankeny, Pleasant Hill, Polk County, and the MPO on the promotion of the Northwest Beltway as well as preservation of right-of-way and easements

From a congestion standpoint, the entire Des Moines metro would ultimately benefit from the Northwest Beltway / an additional interstate or highway-level road within the metro. However, coordination with those jurisdictions most directly impacted by the Northwest Beltway is important to the long-term success of its implementation. Bondurant should actively work with these entities to preserve right-of-way and lobby for funding.

Economic Development

Implementation

Goal 11

Attract new retail to serve Bondurant's growing population

As Bondurant grows in population and employment opportunities, so too will its attractiveness to retailers. More amenities such as retail to serve daily needs was strongly sought by community members during the public input process. Part of attracting continued interest in residential growth in the community will be through marketing and communication efforts.

Policy 11A

Continue to encourage diverse residential growth in Bondurant to help gain the number of rooftops necessary to support expanded retail opportunities consistent with the Future Land Use Plan

Retail growth will follow residential growth or rooftops. A wide range of housing types should be encouraged in Bondurant to help support and create demand for local retail.

Policy 11B

Expand neighborhood-serving retail as the community grows to better meet the daily needs of residents and workers

Quality of life is generally improved for a community when daily needs for retail goods and services can be met easily and locally. This is true for both residents and workers.

Policy 11C

Actively market Bondurant as a desirable location for retail based on its population growth, high median income and spending power, and growing workforce population

Bondurant should continue to actively market the community with the region and beyond by highlighting the attractive demographics of the community, which includes high growth rates, high median income and spending power, as well as its growing workforce population. This will help let the commercial development community better understand all that Bondurant has to offer.

Economic Development

Implementation

Goal 11

Attract new retail to serve Bondurant's growing population

As Bondurant grows in population and employment opportunities, so too will its attractiveness to retailers. More amenities such as retail to serve daily needs was strongly sought by community members during the public input process. Part of attracting continued interest in residential growth in the community will be through marketing and communication efforts.

Action Item 11A

Coordinate with local commercial real estate brokers to help tell the story of Bondurant and attract new retailers to the city

To help attract interest in Bondurant across the region, the city should coordinate with local commercial real estate brokers to help promote the many benefits of the community. This will help Bondurant keep with the historically strong pull of the west metro in Des Moines.

Action Item 11B

Implement the Central Park Master Plan to help support the Regional Commercial Master Plan's vision of creating an attractive new housing, retail, and other commercial uses in a high-quality, mixed-use district that differentiates Bondurant within the region

By implementing the Central Park Mater Plan, the community will help support further support and interest in the vision laid out in the Regional Commercial Master Plan for this important growth area. This area has the potential to further set Bondurant apart from its local competition and can help attract additional residential growth and commercial opportunities.

Action Item 11C

Build high quality bicycle and pedestrian connections from neighborhoods to retail centers to encourage local shopping and to reduce vehicular dependence

New commercial areas in Bondurant should be adequately served by bicycle and pedestrian infrastructure. This will help support mobility and safety goals as well as reduce vehicular dependence which can ease congestion on intown roadways. Additionally, walk and bikeability can help support a hometown feel.

Economic Development

Implementation

Goal 12

Downtown Bondurant represents both a charming existing amenity as well as existing opportunity for new redevelopment within the community. Bondurant should take full advantage of this area by enhancing the downtown as well as attracting new development to the area.

Enhance downtown Bondurant through strategic investment and redevelopment

Policy 12A

Continue to support façade improvements, wayfinding signage, and streetscape improvements for downtown residents and businesses to assist in transforming Bondurant into a destination for residents and visitors

Beautification efforts, further detailed in Chapter 7 - Community Character + Downtown, should be supported in Downtown Bondurant to help create a stronger sense of place. This can help to attract additional businesses, services, and events to the district as well.

Policy 12B

Encourage retail, restaurant and entertainment uses on the first-floor of downtown buildings to promote all-day activity and a vibrant street frontage

All-day downtowns are often the most successful commercial districts. Promoting retail, restaurant, and entertainment uses on first-floors can help promote activity beyond the 8 to 5 activity offered by office or public uses. Additionally, these uses can help to activate the streetscape with outdoor seating and sales.

Policy 12C

Promote more frequent and on-going downtown events such as SummerFest, the farmers market and concerts

Additional community events / things to do was a common theme heard in the public input process. Bondurant should build upon the success of its current special events and activities by identifying additional events to hold downtown.

Economic Development

Implementation

Goal 12

Enhance downtown Bondurant through strategic investment and redevelopment

Downtown Bondurant represents both a charming existing amenity as well as existing opportunity for new redevelopment within the community. Bondurant should take full advantage of this area by enhancing the downtown as well as attracting new development to the area.

Action Item 12A

Partner with a master developer or developers to redevelop the Landus property in way that supports community goals and vision

The Landus property is an excellent opportunity to expand the downtown district in Bondurant. The City should continue with a partnership with a master developer to redevelop this important site to revitalize the area.

Action Item 12B

Encourage shared parking solutions that promote a park-once shopping experience

Flexible parking strategies can help to attract different uses to the downtown as well as put the focus on a park-once and walk shopping experience.

Action Item 12C

Support the formation of a downtown organization, subcommittee, partnership, or other structure to help market downtown, organize and promote events, and advocate for downtown businesses

As Bondurant continues to grow, a formal downtown group should be established to help coordinate events and growth downtown.