
1. Physical Environment

This chapter highlights tangible issues that have surfaced as needing attention. Physical Environment issues include such things as sidewalks, signage, trash and noise. Each issue has related goals, strategies and implementation steps to aid in attaining the goal.

1.1 Issue: *Zoning*

Goal

Ensure zoning that is compatible with the neighborhood.

Strategy 1

Advocate that all rezoning is compatible with the historic character of neighborhood.

Implementation

- Draft a CHD (commercial historic district) category and amend the zoning ordinance based on date, original architectural design and use.
- Request a transition area of 300 feet surrounding the historic district boundary where new uses must conform to the Sherman Hill historic district guidelines to be in harmony with the historic district uses and character.
- Recruit a SHA member as a liaison to the Des Moines Planning and Zoning Commission. Request that this person monitors all Planning and Zoning Commission agendas and attends meetings that are relative to this issue.

1.2 Issue: *Maintaining Architectural Character*

Goal

Encourage changes that are appropriate to the historic character of the district and restore original features and characteristics to the neighborhood, homes and other structures.

Strategy 1

Education owners and the public of Historic Design Standards.

Implementation

- SHA communications to create an education link on the SHA website to provide information to real estate agents and potential property buyers on “things to know” about property ownership in a designated historical district.
- SHA communications to include Historic Design Standards education material in the Welcome Bags.

Strategy 2

Ensure new outbuildings are designed to compliment the historical integrity of the property.

Implementation

- Encourage access to the structures from the alleys versus street curb cuts.
- Provide information on the SHA website about appropriate outbuilding design such as urban barns, carriage houses and Model-T garages.

Strategy 3

Encourage returning structures to their original density.

Implementation

- Discourage conversions of historically single-family structures to multi-family structures through the enforcement of zoning and removal of City-supported financing, including withdrawal of tax-abatement.
- Encourage the restoration of houses to single-family use which have been converted to multiple dwellings.

1.3 Issue: *Rental Housing (3 or more units)*

Goal

Encourage property owners to maintain buildings and manage resident behavior in a manner that contributes positively to the neighborhood

Strategy 1

Ensure landlord compliance with all City building and housing code requirements

Implementation

- Request a communication link from the City to where interested parties could have access to inspection findings.

Strategy 2

Encourage the adjustment of building codes for multi-family housing to be more compatible with historic character of neighborhood and existing historic buildings.

Implementation

- Create a committee to analyze opportunities within the building, housing and building conservation codes and make a proposal for adjustments.

Strategy 3

Partner with City police and react to police involvement to reduce crime related associated with rental properties.

Implementation

- SHA to request that each landlord within the neighborhood participates in the Des Moines Crime Free multi-housing program and recognize those that do so.

1.4 Issue: *Development Opportunities*

Goal A

Save vacant historic buildings

Strategy

Protect them from being raised or demolished by neglect while encouraging their rehabilitation.

Implementation

- Identify the properties that fall within this category.
- SHA Board to invite the property owners to a SHA Board meeting to discuss the feasibility of such.
- SHA to provide assistance to the owners in the form of information and

support.

- SHA Board to carry the information gathered to the SHA membership to determine how to move forward.

Goal B

Infill vacant lots with historically appropriate new buildings or relocated historic ones.

Strategy

Execute an infill strategy

Implementation

- SHA Board to create infill strategy plan.
- Rezone as necessary for implementation of the plan.

1.5 Issue: *Public Parks & Recreational Opportunities*

Goal

Connect the Sherman Hill neighborhood physically, visually and emotionally with surrounding parks and recreational opportunities.

Strategy 1

Connect urban recreation with neighborhood living.

Implementation

- Recruit SHA members as liaisons to specific groups to promote partnerships.
- Solicit the City to add way finding signage along main corridors near Sherman Hill.

Strategy 2

Create gateway to Sherman Hill and develop public lands adjacent to MLK and Interstate 235. (see The Gateway Vision, p 27)

1.6 Issue: *Public Views & Access*

Goal

Preserve public views and access

Strategy 1

Ensure that the neighborhood doesn't lose its views or access to public beauty due to man-made barriers.

Implementation

- Encourage diligence to this cause among all neighbors to ensure our collective voice.
- SHA communications to periodically speak to this topic in newsletters or on meeting agendas.
- SHA liaison to the Planning and Zoning Commission to monitor development applications and identify those which could interfere with views. (see 1.1 Zoning, Strategy 1)

1.7 Issue: *Trees & Landscaping*

Goal

Enhance landscaping to improve the appearance and livability of the neighborhood.

Strategy 1

Develop a tree strategy with the Public Works Department and the City Arborist.

Implementation

- SHA committee to annually apply for the Lillian Schwartz grant to execute the annual phases of the overall strategy.
- Consult with a historical landscape architect to determine how year round interest could be achieved appropriately throughout Sherman Hill.
- Through the Public Works Department request the addition of sycamore trees north on MLK to the Cottage Grove vicinity to provide continuity of landscaping.
- Consider biodiversity to maintain sustainability.

Strategy 2

Provide educational information and recognition to residents who improve or add landscaping.

Implementation

- Promote the preferred planting of Red Oak trees throughout Sherman Hill.
- SHA communications to provide periodic reminders in the newsletter on the FREE “Residential Tree Program of Central Iowa”.
Link to www.MidAmericanEnergy.com/html/energy3f.asp
- SHA communications to provide information in one newsletter annually on how to report damaged, defective or dangerous trees.
Link to www.ci.des-moines.ia.us/departments/PW/trees_report.asp
- SHA communications to provide education annually in the November newsletter on how to secure free plants from the City for public space plantings throughout Sherman Hill.
- Encourage seasonally and historically compatible decorating contests such as harvest, winter, Independence Day, etc. and recognize participation.

Strategy 3

Minimize evasive trimming of parkway trees.

Implementation

- Communicate this request to MidAmerican Energy.
- Bury overhead utility lines (see 1.15 *Utilities* below)

Strategy 4

Request that the brick wall and landscaping on the east side of MLK is continued to as near Cottage Grove as possible in order to provide continuity.

Implementation

- SHA committee to make this request to the Public Works Department for consideration.
- SHA committee to work with City to determine budget and finalize funding resources (SHA, grants, in-kind, fundraising , etc.)

1.8 Issue: *Streetlights*

Goal

Improve the system of historic-style streetlights

Strategy

Increase historic lighting and decrease cobra-style lighting throughout Sherman Hill.

Implementation

- SHA Board to invite a representative from Traffic and Transportation to a SHA Board meeting to discuss lighting requirements.
- Discussion points should include; increasing historic lighting in order to eliminate cobra-style lighting and incorporating electrical service from the street to the alley where it currently runs from the cobra's.
- SHA Board to communicate information from discussion to the SHA members and determine how to move forward.
- SHA Board to communicate SSMID financials and any changes to the SSMID and allowable uses of funding.

1.9 Issue: *Signing*

Goal

Signage can have a significant impact on the quality of the physical environment with our neighborhoods. The design and placement of signage should enhance the character of Sherman Hill, define neighborhood boundaries and provide visual continuity.

Strategy 1

Construct monument signage at key neighborhood entrance points.

Implementation

- Select a project manager to work with SHA through the design, bidding and construction process.
- If necessary, determine a phased schedule to work within financial constraints.

Strategy 2

Replace standard street and traffic control signs with historically designed signs.

Implementation

- Select a SHA committee to address historically appropriate signage.

Strategy 3

Remove and replace existing National Historic District signs.

Implementation

- Select a SHA committee to design new signs that incorporate the Sherman Hill logo, determine placement, establish budget and oversee production and installation of signs.

Strategy 4

Develop a banner program for installation on the historic street light poles.

Implementation

- SHA committee to research the historic light poles to determine if banner signage can be added.

- If banners can be added, committee to oversee design, placement of banners, budget, production and installation.

Strategy 5

Have “Historic Sherman Hill Neighborhood” Destination Signage added at MLK exit on I-235.

Implementation

- If maximum number of two destinations is not being used (currently Airport & AIB) follow the process as outlined at www.iowadot.gov/iowaroadsigns/road-signs.aspx?

Strategy 6

Have “Historic Sherman Hill Neighborhood” way finding signage added at intersections of Cottage Grove and Crocker, MLK and Woodland, 15th and Grand, 15th and Center, and 19th and Crocker.

Implementation

- SHA committee to research how to have these added and execute the request.

1.10 Issue: *Sidewalk Maintenance*

Goal

Improve the condition and appearance of the sidewalks

Strategy 1

Improve the maintenance of the sidewalks.

Implementation

- Given that sidewalk maintenance is the responsibility of the property owner, property owners with defective brick sidewalks should be encouraged to repair rather than replace their sidewalks.
- By City of Des Moines policy, local neighborhood associations are notified when a residential brick sidewalk is declared defective so they may render assistance to the property owner.
- Inform property owners that the Public Works Department will sell them replacement sidewalk brick at a reduced cost. For more information contact SHA or the Public Works Department.
- Inform property owner that the Special Assessment Subsidy Program was adopted by the City Council to assist low and moderate income home owners in paying assessments in conjunction with construction of new public improvements such as repairs of sidewalks. Property owners must apply for special assessment subsidy within 30 days of the date the NOTICE TO REPAIR SIDEWALK. The special assessment subsidy application form is located at www.ci.des-moines.ia.us/forms

Strategy 2

Improve sidewalk condition during winter months

Implementation

- SHA communications should include an article about sidewalk snow clearing in each November newsletter to educate property owners on timeframes for clearing walks and the link to the Public Works request form to report walks not cleared in a timely manner. A website link is at www.ci.des-moines.ia.us/departments/PW/requests.asp

Strategy 3

Improve appearance and usability of sidewalks during summer months

Implementation

- SHA communications to include an article encouraging tree and hedge trimming around sidewalks in each May newsletter.

1.11 Issue: *Edmonds Elementary School*

Goal

Sustain Edmonds Elementary School as a key component to the vital and integral strength of Sherman Hill and adjoining neighborhoods.

Strategy 1

Encourage elementary-age children living in Sherman Hill and adjoining neighborhood to attend Edmonds.

Implementation

- Include information about Edmonds in neighborhood welcome packets.

Strategy 2

Sponsor annual meeting of parents, teachers, administrators and neighborhood to discuss issues of concern.

Implementation

- Contact Edmond's PTA to schedule alumni meeting and coordinate with SHA residents.

Strategy 3

Sponsor annual volunteer day at Edmonds to work on building and grounds upkeep.

Implementation

- SHA to contact Edmonds administration and coordinate.

1.12 Issue: *Alley Maintenance*

Goal

The traditional grid system of street design uses alleys to access accessory buildings such as barns and garages. Given that most residents use alleys on a daily basis, alleys that are poorly maintained and unattractive detract from the character and livability of Sherman Hill. Therefore, alleys should be preserved and their condition and appearance improved.

Strategy 1

Preserve existing alley grid and alley grid

Implementation

- SHA Board to request a representative from Public Works Department to attend a board meeting to educate/brainstorm what can be done to preserve the alley grid in Sherman Hill
- Discussion points should include; a strategy for replacement with the existing or generally consistent brick and damage being caused by commercial haulers.

- SHA Board to carry the information gathered to the SHA members to determine how to move forward.

Strategy 2

Improve the appearance of the alleys.

Implementation

- SHA committee to create a program to recognize dwellers who improve the appearance of the alleys behind their homes (weeding, planting, maintenance to retaining walls, structures, etc.)

1.13 Issue: *Traffic*

Goal

Ensure reasonable level of traffic which is compatible with neighborhood living.

Strategy 1

Enforce “No Truck” routes throughout the neighborhood.

Implementation

- SHA communications to include an article on how to report violations in two newsletters annually.

Strategy 2

Eliminate bus routes throughout the neighborhood and move them to streets peripheral to neighborhood.

Implementation

- Submit request to the Traffic and Transportation Department to move the bus route from Center Street to Crocker Street and from Woodland Avenue to High Street.

Strategy 3

Remove curb extensions and have them replaced with more historically appropriate traffic calming methods.

Implementation

- SHA Board to request a representative from the Traffic and Transportation Department attend a board meeting to educate and discuss better alternatives.
- SHA Board to carry the information gathered to the members to determine how to move forward.

1.14 Issue: *Parking*

Goal

Provide a balanced system of neighborhood parking.

Strategy 1

Improve the system of parking for better snow removal.

Implementation

- Work with the Traffic and Transportation Department to determine the feasibility of alternating side street parking (odd/even days) and implement system if feasible.

Strategy 2

Improve parking allocation in higher density areas.

Implementation

- Work with the Traffic and Transportation Department to determine the feasibility of “permit only” parking in certain areas in Sherman Hill.
- If determined feasible, work with City to implement system.

Strategy 3

Remove parking restrictions on 19th Street

Implementation

- Submit request to the Traffic and Transportation Department to study 19th Street to see if the parking restriction can be removed.

1.15 Issue: *Utilities*

Goal

Improve the utilities within Sherman Hill and minimize their impact on the visual appearance of the neighborhood.

Strategy 1

Request that the utility box at MLK and Woodland and any future utilities at major intersection be hidden with appropriate landscaping.

Implementation

- SHA committee to make this request to the Public Works Department for consideration.

Strategy 2

Bury overhead utility lines throughout Sherman Hill.

Implementation

- SHA Board to invite a representative from MidAmerican Energy to a SHA Board meeting to discuss the feasibility of such.
- SHA Board to communicate information gathered to the SHA membership to determine interest in moving forward.
- Encourage individual property owners to bury overhead electrical, phone and cable lines when making improvements to their properties.

Strategy 3

Ensure a smooth transition during process of separating and upgrading the sanitary and storm sewers.

Implementation

- Sewer separation in Sherman Hill is planned as part of Public Works Department “phase in” approach that started in 2008. SHA Board to invite a representative from Public Works to a SHA meeting to overview the work and schedule planned for Sherman Hill.
- Discussion points should include: point of contact for the project, impact to the structures on the south side of Woodland Avenue, elevation of drainage to adjacent buildings, possibility of salvaging brick from streets for brick crosswalks, potential damage to trees in the right-of ways.
- SHA Board to communicate information gathered to the SHA members to advise all.

1.16 Issue: *Trash*

Goal

Reduce uncontained trash

Strategy 1

Make garbage disposal more easily accessible.

Implementation

- Consider revising SSMID to allow funds to purchase historically appropriate metal trash cans to be placed along commercial corridors and pay for weekly disposal.

Strategy 2

Encourage residents to take advantage of City programs to dispose of trash.

Implementation

- SHA communications to heavily promote the annual Des Moines SCRUB day set for the Sherman Hill neighborhood.

Strategy 3

Discourage illegal trash dumping.

Implementation

- SHA communications to provide periodic reminders of the Public Works program for reporting illegal dumping at www.ci.des-moines.ia.us/departments/PW/requests.asp

1.17 Issue: *Property Appearance*

Goal

Encourage beautification of properties.

Strategy 1

Promote the City of Des Moines SCRUB days.

Implementation

- See 1.16 *Trash*, Strategy 2 above.

Strategy 2

Coordinate participation in the City of Des Moines SCRUB days.

Implementation

- SHA to provide assistance to property owners wanting to but unable to participate by providing volunteers to assist them.
- SHA to identify and reach-out to property owners who would benefit and offer assistance if needed/wanted.
- SHA to coordinate a volunteer group during the event to haul prepared yard waste to alternate dump sites open during the event.

Strategy 3

Educate neighbors on how to report problem property concerns.

Implementation

- SHA communications to provide regular educational information including contacts or City websites on who/where to report problem property issues (ie: weeds, overgrown lawns, graffiti, trespassing, etc.).

1.18 Issue: *Noise Pollution*

Goal

Reduce and regulate excessive noise.

Strategy

Educate neighborhood residents on noise reduction.

Implementation

- SHA communications to promote noise sensitivity periodically in the form of newsletter reminders or on meeting agenda's; include topics such as City policy, noise violation reporting steps and noise barrier solutions.

1.19 Issue: *Connections*

Goal

Connect our neighborhood physically, visually and socially with surrounding neighborhoods.

Strategy

Develop partnerships and dedicated involvement to see plans executed around our northwest and south boundaries.

Implementation

- See separate chapter dedicated to Connections.

2. Neighborhood Identity & Public Perception

After many decades of decline, Sherman Hill has experienced an incredible rebirth over the past 35 years. Through our strong neighborhood association and partnerships with various city groups, we will promote Sherman Hill as diverse, vibrant and livable. We strive to preserve the historic character of the neighborhood through education of appropriate renovations of the homes. We see the need to connect Sherman Hill physically, visually and socially with surrounding neighborhoods, while also increasing safety and security in and around our boundaries.

2.1 Issue: *Neighborhood Identity & Historic Character*

Goal A

Promote the unique and historic character of the Sherman Hill neighborhood. Strengthen neighborhood identity and promote its historic character and heritage.

Strategy 1

Promote our properties, their architecture, history, age and first family, through signage, self-guided tours etc. to spur interest and excitement in the neighborhood.

Implementation

- SHA committee to research and assemble historic information and photograph for each historic property.
- Research grants and other funding opportunities to assist with research, design and production of educational materials.
- Develop educational materials using multiple methods of communication such as website, self-guided tour maps, signage, MP3 tours, etc.

Strategy 2

Develop a comprehensive visual plan for the neighborhood through signage, graphics, gateway and promotional material

Implementation

- See 2.3 *Promotion and Marketing Sherman Hill and 1. Physical Environment.*

Goal B

Dispel negative myths about owning and improving historic properties.

Strategy 1

Utilize SHA website to provide interested Sherman Hill buyers knowledge of HPC rules and the process.

Implementation

- Provide links on SHA website to Des Moines Historic Preservation Guidelines and Standards.
- Post information from the National Trust for Historic Preservation regarding the value of rehabilitating historic properties.

Strategy 2

Inform realtors of HPC rules, guidelines and the approval process.

Implementation

- SHA to send annual mailing to Des Moines area realtors regarding property ownership in Sherman Hill.

Strategy 3

Build a better partnership with the Des Moines Historic Preservation Commission.

Implementation

- Host annual retreat for HPC members, City staff and neighbors.
- SHA Board to work with HPC to identify a date for the retreat. SHA to budget monies for retreat.

Goal C

Encourage owner-occupied residences.

Strategy

Discourage conversions of historically single-family residences to multi-family buildings through the enforcement of zoning and removal of City-supported financing, including withdrawal of tax-abatement.

Implementation

- SHA to work with City staff, and Planning and Zoning Commission.
- Encourage owner occupancy of historic apartment buildings through conversion to condominiums and/or cooperatives.

2.2 Issue: *Sherman Hill Association*

Goal

Encourage and support a strong and active neighborhood association

Strategy 1

Promote and support the work of the SHA Board and committees

Implementation

- Update SH residents via newsletter and website of agenda from monthly board meetings, and provide updates on the projects the committees are pursuing.
- Use quarterly meetings as an opportunity to provide updates of board and committee topics.

Strategy 2

Encourage general membership and participation.

Implementation

- Utilize the yard signage to announce SHA meetings.
- Utilize electronic payment methods for membership dues.
- Send out an annual solicitation mailing.
- Expand email list and Google groups.

Strategy 3

Encourage landlords and their tenants to participate in SHA.

Implementation

- SHA to host an annual landlords meeting.
- Compile mailing list of landlords in Sherman Hill.
- Encourage landlord participation in Quarterly Meetings.

Strategy 4

Improve SHA communication with all renters within Sherman Hill.

Implementation

- Purchase mailing lists for the neighborhood from marketing company.
- Send post card directing “residents” to the SHA website.

Strategy 5

Strengthen regular communication within neighborhood to build awareness of goals, progress and opportunities to participate as volunteers.

Implementation

- Provide information via SHA communications such as newsletter, website, yard signs, etc.

2.3 Issue: *Promotion & Marketing of Sherman Hill*

Goal

Promote Sherman Hill as a diverse, unique, vibrant and livable historic neighborhood.

Strategy 1

Keep the SH website updated with upcoming events and current information and links.

Implementation

- SHA to look into feasibility of hiring a webmaster.

Strategy 2

Utilize the adopted SHA motto: “A distinctive downtown neighborhood” and SHA

logo.

Implementation

- Use logo and motto on all SHA promotional materials including yard signs, banners, website and newsletters.

Strategy 3

Use the signage and banners proposed in section 1.1 *Signage* to brand Sherman Hill and increase public awareness.

Implementation

- Design signage program using Sherman Hill logo and a consistent graphic approach.
- Add Sherman Hill way-finding signage, implementing logo if possible.

Strategy 4

Develop calendar of events to market the positive aspects of our neighborhood. Purposely position these new events to focus on who we are (distinctive neighborhood, gracious living, diverse, family friendly, tight-knit, safe)

Implementation

- Calender planning committee to convene October 1.
- Present calendar for input at SHA annual meeting in November.
- Turn calendar over to SH board for November budget meeting: Progressive dinners, Doors to the Past, Halloween on the Hill, Garden Tour, Auction on the Hill, Pancake Breakfast, National Night Out, Ice Cream Social, Scrub Days.
- Publish calendar in SHA communications and post at area business.

2.4 Issue: Key Facilities

Goal

Support activities for the continued vitality of key facilities within and adjacent to Sherman Hill.

Strategy 1

Identify key facilities in Sherman Hill and determine how SHA can support them.

Implementation

- Identify contact person from each key facility and maintain communication.
- List key facilities on SHA website and provide links to their organizations.

Strategy 2

Invite one organization to attend per board meeting.

Implementation

- SHA to identify and invite appropriate volunteers and staff to SHA meetings.

Strategy 3

Encourage neighbors to volunteer at key facilities.

Implementation

- Encourage key facilities to use SHA communication vehicle to publicize

volunteer opportunities.

2.5 Issue: *Safety & Security*

Goal

Develop an active neighborhood watch program to decrease illegal activity and improve safety and security in and adjacent to Sherman Hill.

Strategy 1

Develop a strategy to address panhandling.

Implementation

- Work with City to investigate and develop an ordinance and/or policies relating to panhandling.

Strategy 2

Aggressively promote landlord participation in the Crime Free Multi-Housing Program.

Implementation

- Encourage participation in SHA communications to landlords.
- Work with Des Moines Police Department (DMPD), Iowa Landlords Association, and City of Des Moines to encourage participation.

Strategy 3

Improve police awareness and accessibility to DMPD in Sherman Hill.

Implementation

- Include a link on the SHA website to the DMPD website
- Educate our residents on the DMPD's Neighborhood Based Service Delivery (NBSD) policing program and foster open communication between our residents and our NBSD officer.
- Invite the Police Department to be present at a SHA quarterly membership meeting to encourage open communication and updating of any current criminal issues.
- Participate annually in National Night Out event.

2.6 Issue: *Property Improvement*

Goal A

Encourage property owners to improve their property and do so in a manner that is appropriate to the neighborhood character.

Strategy 1

Educate property owner about appropriate ways to improve their properties.

Implementation

- Create and maintain illustrations of finished buildings as well as buildings in need of rehabilitation. Highlight a rehab project showing before and after photos.

- Through SHA communication inform owners of educational opportunities such as workshops, speakers, tool lending, etc that assist homeowners with identifying and performing necessary home repairs.
- Provide on-going information to SH residents on how to maintain and improve their property’s appearance (tree trimming, weed control, mowing, painting, etc.)

Strategy 2

Encourage all Sherman Hill property owners to maintain their properties in compliance with codes and ordinances.

Implementation

- Provide information on the SHA website and newsletter regarding applicable City and County ordinances such Historic Preservation Guidelines, housing code, weed control, sidewalk maintenance, etc.

Goal B

Educate current and potential owners about alternative financial assistance available for property improvements.

Strategy 1

Educate owners and potential owners about tax credits, tax abatement and grants available for historic properties.

Implementation

- SHA to host “Historic Tax Credits for Dummies” or “Demystifying the Historic Tax Credit Process” seminar.
- Provide examples of historic tax credit applications and add link to State Historic Society website.
- Partner with State Historic Society and Historic Preservation Commission to assist owners with available historic grants and tax credits.

Strategy 2

Educate SH residents about rehabilitation loans from the Neighborhood Finance Corporation (NFC).

Implementation

- Provide link on SH website to NFC.
- Provide additional information in SHA communications.

Goal C

Facilitate and encourage investment in the Sherman Hill neighborhood.

Strategy 1

Foster relationship between SHA and Neighborhood Investment Corporation (NIC). Determine mutual goals and create a working partnership.

Implementation

- Partner with NIC to purchase and rehab vacant buildings.
- SHA member to be liaison to NIC.
- Invite NIC to SHA board’s annual planning retreat.

Strategy 2

Study issues of investor/landlord lending and the feasibility of a finance program.

Implementation

- Establish joint SHA/NFC committee.

Strategy 3

Identify and market buildings within the neighborhood that are in critical need of repair.

Implementation

- Provide information about properties for sale on SHA website.
- Actively seek investors for vacant and endangered properties.

2.8 Issue: *Connections***Goal**

Connect our neighborhood physically, visually and socially with surrounding neighborhoods.

Strategy

Develop strong partnerships with Des Moines Neighbors, the Greater Des Moines Partnership, Community Alliance, the City and County Steering Committee, Downtown Neighborhood Associations, Drake University, Ingersoll Business District, IMMC Campus, Des Moines Rehabbers Club, and others.

Implementation

- Encourage membership and active participation in Des Moines Neighbors.
- Designate at least one SHA liaison to attend Des Moines Neighbors meetings in effort to collaborate with membership of neighboring associations.
- Provide a Des Moines Neighbor's link on SHA website.

2.9 Issue: *Noise Pollution***Goal**

Reduce unwanted noise.

Strategy

Educate people on how they deal with noise such as calling the non-emergency police line and explain how to document trends.

Implementation

- Provide information via SHA communications.
- Implement noise level monitoring system.

2.10 Issue: *Commercial Business***Goal**

Strengthen relationship with business owners and managers by developing strategies for better communication.

Strategy 1

Develop and increase pride and understand the greater good of the neighborhood and its businesses.

Implementation

- SHA to invite Business owners to Quarterly Meetings.
- Encourage business owners to form a “Business Guild.”
- Include a Directory of neighborhood businesses on SHA website.
- Periodically include an article in the newsletter highlighting a neighborhood business owner and their business.

Strategy 2

Encourage garage, yard or porch sales by owner not to exceed more than two per year. Allow only one annual neighborhood wide sale.

Implementation

- Work with City to develop and adopt an ordinance to address this issue.
- If adopted, inform neighborhood of new regulation via SHA communications.

2.11 Issue: Rental Housing (3 or more units)

Goal

Ensure the property, as well as its residents contribute positively to the neighborhood.

Strategy 1

Insist on quality rental housing.

Implementation

- SHA to encourage landlord presence at SHA pot lucks and quarterly meetings.
- SHA to encourage landlords to regularly meet with property neighbor’s and encourage open lines of communication.
- SHA committee to raise awareness of conflicts and create a communications link between SH parties, the City of Des Moines Housing and Police Departments.
- SHA communications to provide periodic education on reporting concerns so problems get documented.
- Consider the creation of an internal program that recognizes landlords that meet a SHA “seal of approval”. Recognition might include website advertising, yard signs, newsletter acknowledgement, etc.

3. Economic Vitality

3.1 Issue: Diversity of compatible residential & commercial uses

Goal

Support the development, recruitment and/or retention of businesses that preserve the historic pedestrian character of Sherman Hill in the historic district and in areas that visually affect the historic district

Strategy 1

- Encourage the development, recruitment and/or retention of small-scale, pedestrian-friendly businesses that are compatible with existing structures in the historic district

Implementation

- SH board should consider a volunteer or committee that would pay attention to and/or nurture neighborhood businesses and help them take advantage of opportunities to grow and organize

Strategy 2

Discourage the development of new uses that would be detrimental to historic character of the area or the expansion of large-scale commercial development that requires the demolition of existing structures within the historic district or that visually is detrimental to the historic district

Implementation

- The SH board should partner with HPC and the City on policies/procedures about this issue.
- Educate the general public and area businesses about maintaining the historic character of the historic district and nearby areas where changes could have a visual impact on the historic district.
- Work with City to ensure zoning is compatible in this regard.
See 1.1 Zoning.

Strategy 3

Provide information on available financial support for businesses and provide a list of neighborhood businesses on the SHA website.

Implementation

- SHA Board to convene committee of neighborhood businesses to evaluate possible financial support information, confirm businesses to be listed and consult on implementation of strategies.

3.2 Issue: *Ensure high-quality, appropriate redevelopment*

Goal

Support redevelopment-- regardless of proposed uses – that is sensitive to the historic pedestrian character of Sherman Hill in the historic district and areas that visually affect the historic district for infill new construction, infill moved structures and rehabilitation/re-use of existing structures

Strategy 1

Educate owners and potential buyers/developers about the review role of the Historic Preservation Commission for new and rehabilitated buildings in the historic district

Implementation

- SHA committee to work with the City and County Assessor to provide “heads-up” information on their websites for those properties that are in the historic district and the role of the HPC in reviewing work to the exterior of properties.
- Provide hyper links from the Assessor’s page about properties in the historic district to the City’s web page about Historic Neighborhoods.
- Provide hyper links from the City’s website to the SHA website.

Strategy 2

Publicize the State/Federal financial incentives available for sensitive rehabilitation of historic structures in the historic district (upon approval of reviewed applications), such as the State Historic Tax Credit program which is available for substantial rehabilitation of owner-occupied properties

Implementation

- SHA committee to develop incentive information for the SHA website such as hyper links to the grants, tax credits and other financial incentives at the State Historic Preservation Office, incentives and The Standards for Rehabilitation from Technical Preservation Services at the National Park Service that are used to evaluate those financial incentive applications.

Strategy 3

Partner with the City, NDC, NFC and NIC to establish mutual understanding on what is sensitive redevelopment in Sherman Hill, especially in the historic district area, and set up policies/procedures to support sensitive development in Sherman Hill.

Implementation

- SHA Board to request a meeting to share information with these potential partners and develop mutual understandings, policies and procedures to support sensitive redevelopment in Sherman Hill and public awareness of its value

3.3 Issue: *Funding for SH activities and projects*

Goal A

Investigate dedicated funding streams and ensure payments.

Strategy 1

Request that NIC amend the language in their Articles of Incorporation to state that 50% of the annual net profit of NIC properties within Sherman Hill shall be allocated to SHA for capital improvements in Sherman Hill.

Implementation

- SHA Board should write a letter to NIC board asking for this change.

Strategy 2

Schedule an annual retreat between SHA and NIC Boards to establish priorities for neighborhood improvements.

Implementation

- Every mid-summer the SHA Board to ask the NIC Board after availability

of funds and the annual audit of their books.

- SHA Board to determine at its annual November budget meeting which capital improvements are desired/needed for the following year.
- SHA Board to make a written request to NIC for the funding.

Goal B

Determine two or more projects as priorities every year and use grants to fund them.

Strategy

Establish a committee that becomes knowledgeable about available grant program requirements and deadlines.

Implementation

- SHA Board to establish a committee to .research grants opportunities.
- Identify grant opportunities an include deadlines in calendar of events for Board. Examples are ICCG and Arts grants, SHSI grants, grants from Prairie Meadows, Principal Corp. and other large corporations, Lillian Schwartz and others researched through the Philanthropy Center at the library.

Goal C

Rais funds for SHA.

Strategy 1

Publicize the existing fundraising activities of the neighborhood.

Implementation

- Implement placing the fundraising activities on the calendar of events and make sure they are listed on the SH web site and elsewhere as determined to be beneficial. (See also 2. *Neighborhood Identity*.)

Strategy 2

Evaluate the effectiveness of various neighborhood fundraising activities, while recognizing that some activities that may not be the highest fundraisers have significant value in public awareness and continuity/tradition.

Implementation

- The SHA Board or treasurer could do this or charge a committee with the evaluation.

3.4 Issue: SSMID

Goal A

Consider redefining the boundaries of the existing SSMID areas

Strategy 1

Consider combining the two SSMIDs into one and expanding into the NW corner of the Sherman Hill Neighborhood and along the Southern Corridor and seek broad support for the changes

Implementation

- SHA Board to name an evaluation committee to analyze the current conditions of two existing SSMIDs and the areas for expansion.
- Determine the pros and cons of presenting a re-petition for expansion.
- Make a recommendation to SHA Board on the boundaries.
- If agreeable to the Board, hold public meetings and submit to the full membership at a quarterly meeting for approval.

Goal B

Consider allowing the SSMID funds to be used for additional purposes.

Strategy

Rewrite the provisions of the SSMID to allow broader use of the funds and seek broad support for it through neighborhood-wide meetings/presentations. (See also *2. Physical Environment.*)

Implementation

- SHA to name an evaluation committee to analyze what changes should be made and for what projects the funds may be used.
- When agreeable to the Board, the recommendations are to be presented at public meetings and to the full SHA membership at a quarterly meeting.
- If expansion of the boundaries and the fund use is approved, the Board should develop the petition and name a committee to circulate the petition and gather signatures.

