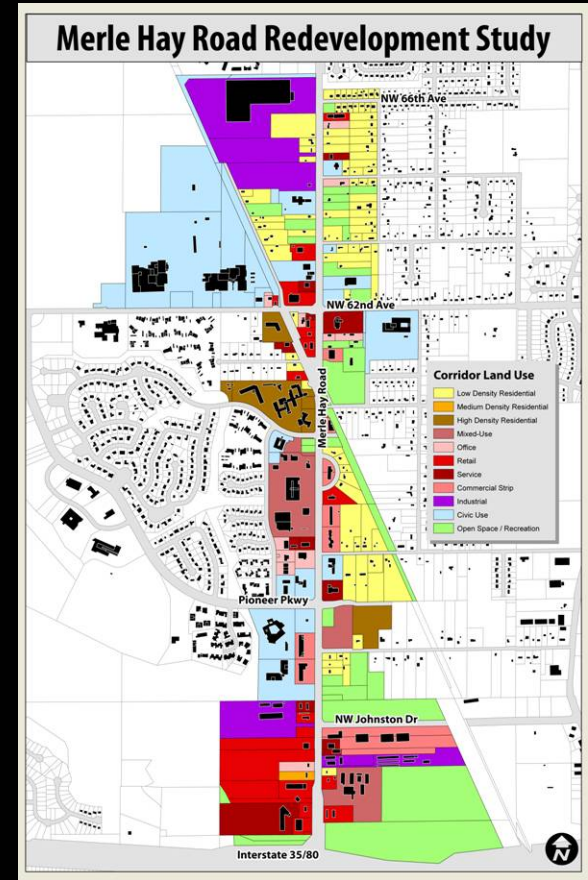


Johnston Merle Hay Road Redevelopment Study

An evaluation of opportunities for infill mixed-use development

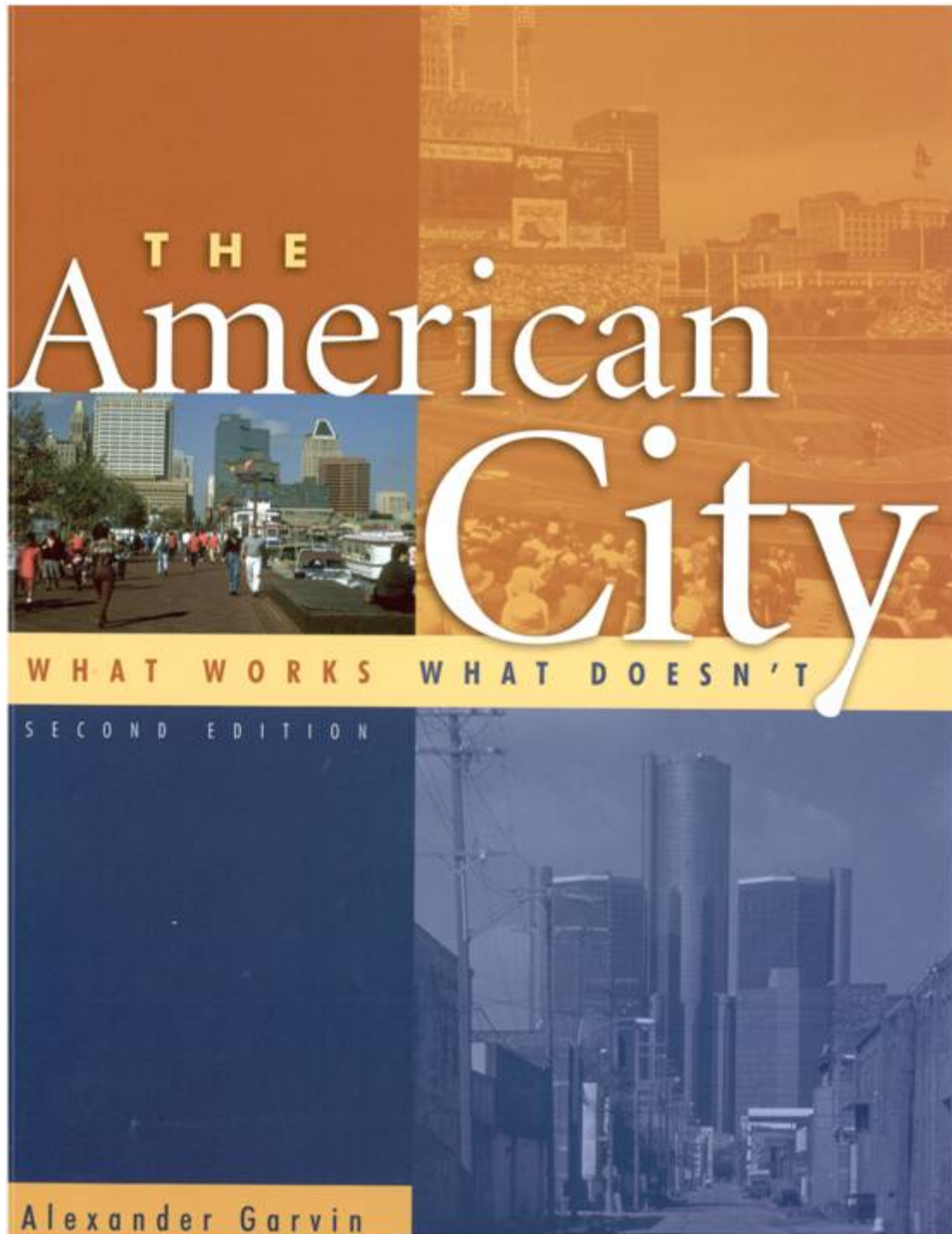


Steering Committee Meeting 6
July 26, 2007

Agenda



- 1. Project Status**
- 2. ERA Report Comments**
- 3. Development Concept Update**
- 4. Plan Implementation: TIF Analysis**
- 5. Final Report Summary**
- 6. Plan Review Process**



Successful Planning is public action that generates a sustained and widespread private market reaction which improves the quality of life in the affected community...

- Alex Garvin

Agenda



- 1. Project Status**
- 2. ERA Report Comments**
- 3. Development Concept Update**
- 4. Plan Implementation: TIF Analysis**
- 5. Final Report Summary**
- 6. Plan Review Process**

The Process

Merle Hay Road: I-35/80
to NW 66th



Assessment

- Market
- Existing Conditions
- Traffic/Transportation
- Plans/Regulations

Vision

- Steering Committee
- Stakeholder Meetings
- Community Meetings

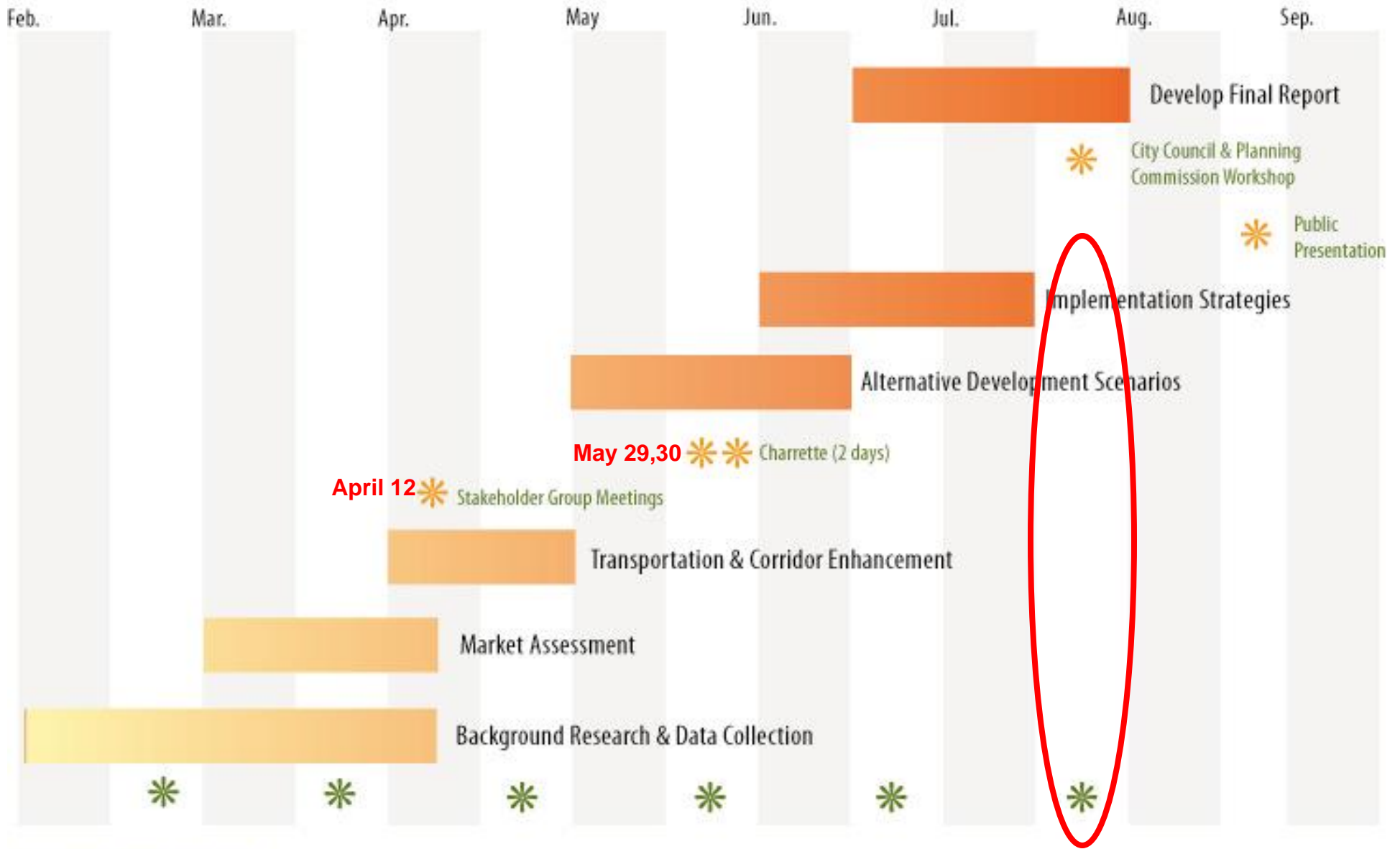
Plan

- Charrette
- Urban Design
- Development Opportunities
- Regulatory Revisions

Implementation

- Strategic Actions and Investments to Create Widespread and Sustained Market Response

JOHNSTON MIXED-USE CORRIDOR PLAN TIME SCHEDULE



* Steering Committee Meeting

Johnston Merle Hay Road Study

Meeting Schedule

- **Committee Meeting 1** (Feb. 22): Project Initiation
 - **Committee Meeting 2** (March 15): Existing Conditions
Focus Group/Key Person Interviews (April 12)
 - **Committee Meeting 3** (April 26): Existing Conditions/Visioning
 - **Committee Meeting 4** (May 24): ERA Market Assessment
Land use Design Workshop (2 days) (May 29,30)
 - **Committee Meeting 5** (June 26): Implementation
 - **Committee Meeting 6** (July 26): Draft Plan Review
- Planning Commission/Comprehensive Plan Advisory Board Meeting (July 30)**
City Council Briefing (August 6)
Community Open House (Aug.)
Plan Approval Process (TBD)

Agenda



1. Project Status
2. ERA Report Comments
3. Development Concept Update
4. Plan Implementation: TIF Analysis
5. Final Report Summary
6. Plan Review Process

Presentation

Market Analysis - Merle Hay Road Corridor

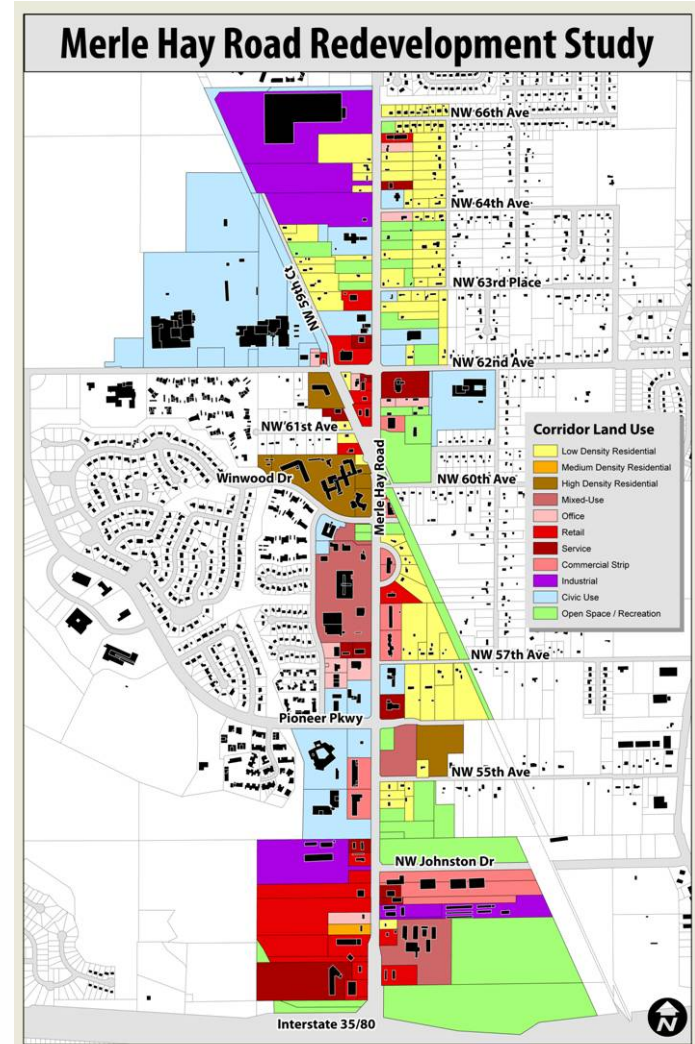
Presented to:

The City of Johnston

Presented by:

Economics Research Associates
RDG Planning and Design

May 24, 2007



Approach

- Demographic Context
- Economic Perspectives
- Land Use Context
- Retail Market Analysis
- Office / Industrial Markets
- Inputs to RDG Charrette Process

Demographic Perspectives

- Above average population growth - 9.5% annualized
- Housing unit growth since 2000 - 9.5% annualized
- Growth from 1.2% to 2.7% of MSA Population
- 8,800 new residents since 1990 – Younger families with children
- Growth is fast, albeit from a small base
- 2005 Population: 13,596
- 2030 population estimate of 32,481 residents
- Educational attainment leads region
- Income levels lead region, including West Des Moines

Residential Implications

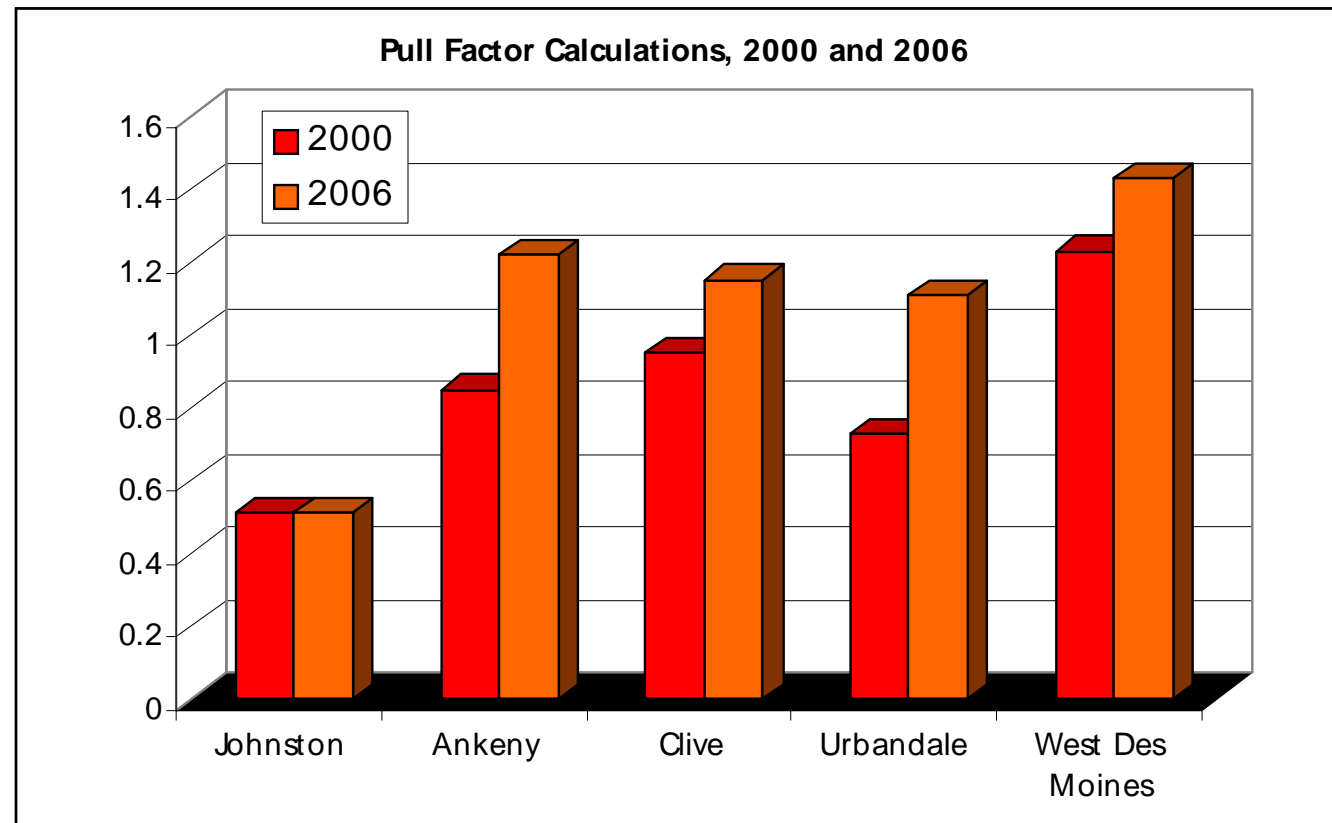
- While over 60% of new homes are single family, the number of families with children represent only about 40% of households,
 - Argues for an increases in the share of higher density owner-occupied units in the community at key locations
 - Higher densities would build support for retail development
- While growth is concentrated in younger families with children, baby boom retirements and on-going needs for affordable senior housing must be considered
- New housing projects that provide a level of walkability will see increased interest by buyers.

Priority Considerations Include:

- Broadening the array of housing options at higher densities, particularly north of 62nd Street.
- Upper floor residential in the town center area

Retail Market Analysis

- Despite strong population and income growth, pull factors for Johnston are flat
- Factor below 1.0 points to leakage
- Given above average incomes, factors should be higher



Retail Market Implications

- Johnston will double in size within 20 years
- Income and educational attainment factors for Johnston are exceptional
- Leakage of retail sales reflects strong destinations in adjacent communities
- JEDCO has identified numerous tracts NW of Merle Hay for commercial development
- Merle Hay Corridor - limited residential density
- ERA - Opportunity for 100,000 to 200,000 sf of new retail space through 2011.
- Retail opportunities should focus on infill sites south of NW 62nd, and higher density residential uses northward.
- A unique community destination – Where?

Office Market Perspectives

- Since 2000 - 2.6 million sf new office space
 - 75% of new inventory in western suburbs
 - Wells Fargo is a key driver
 - Overall occupancy at 92%
 - A modest share captured by Johnston
 - Johnston Station – Slow absorption
 - Windsor Office Park – Slow absorption
- Implications for Johnston
 - Significant acreage along I-35 in Urbandale
 - Competition with Ankeny / Altoona
 - Proposed NW 100th Street interchange w/I-35
 - Office opportunities are limited, as other sites are better positioned

Valuation Implications

Key Benchmark Commercial Sales:

- Casey's on Northglenn Drive: 96,000 sf for \$3.15 / sf
- Casey's on NW 100th: 47,428 sf for \$8.49 / sf
- Starbucks – 5340 Merle Hay: 35,191 sf for \$7.81 / sf

Value Implications:

- Commercial sites South of 62nd
 - values above \$8 per sf correlate with premium lease rates above \$15 per sf and national tenants
- Residential / Mixed Use sites North of 62nd
 - Value correlates with increased residential density
 - R-1 zoned land sells for \$0.80 to \$2 per sf
 - Higher density sites would sell at a relative premium

Agenda



1. Project Status

2. ERA Report Comments

See
"Johnston
Plan
Outline"

3. Development Concept Update

4. Plan Implementation: TIF Analysis

5. Final Report Summary

6. Plan Review Process

Agenda



- 1. Project Status**
- 2. ERA Report Comments**
- 3. Development Concept Update**
- 4. Plan Implementation: TIF Analysis**
- 5. Final Report Summary**
- 6. Plan Review Process**

Johnston Merle Hay Road Study

Meeting Schedule

- **Committee Meeting 1** (Feb. 22): Project Initiation
- **Committee Meeting 2** (March 15): Existing Conditions
Focus Group/Key Person Interviews (April 12)
- **Committee Meeting 3** (April 26): Existing Conditions/Visioning
- **Committee Meeting 4** (May 24): ERA Market Assessment
Land use Design Workshop (2 days) (May 29,30)
- **Committee Meeting 5** (June 26): Implementation
- **Committee Meeting 6** (July 26): Draft Plan Review

Planning Commission/Comprehensive Plan Advisory Board Meeting (July 30)

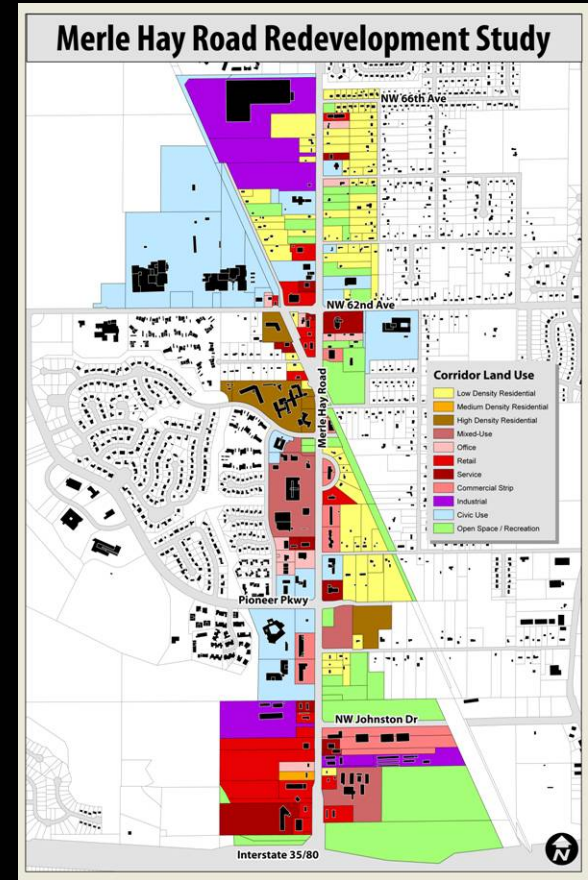
City Council Briefing (August 6)

Community Open House (Aug.)

Plan Approval Process (TBD)

Johnston Merle Hay Road Redevelopment Study

An evaluation of opportunities for infill mixed-use development



Steering Committee Meeting 6
July 26, 2007