

Date: December 8, 2023

To: City of Bondurant

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Re: Managing Rapid Growth – Lessons Learned from Comparable Communities

Appendix: Supplemental Information

SUMMARY

Over the past 10 years, the population of Bondurant has increased by approximately 91 percent.¹ Sustaining growth and meeting the needs of residents as the population continues to grow rapidly will require optimization of land use, meeting the diverse housing needs of residents, and continuously evaluating community needs.

BACKGROUND

Bondurant, Iowa, is located in Polk County and is 20 minutes outside of the state’s capital, Des Moines. The town has grown exponentially since 2010, with an approximate 91% increase in population, making it the fastest growing community in Polk County and the second in the state of Iowa.²

- The 2010 population was 3,860 and increased to a population of 7,365 in 2020.
- From 2020 to 2021, the population increased 9.1% from 7,365 to 8,035 residents.
- White residents make up 89.2% of the population, 8.6% are Black or African American residents, 1% are Hispanic, 1% are two or more races.

In 2020, Amazon opened the first fulfillment warehouse in Bondurant, making it the third in the state as of 2020 after Grimes and Iowa City.³ The Amazon fulfillment center has led to an increase in the city’s daytime population, which is the number of persons who arrive or leave the community of Bondurant for work, retail, or entertainment.

- Since opening, this facility has brought in more than 1,000 new jobs to the area.⁴
- In 2022, the approximate number of total jobs in Bondurant was 3,700, with 2,290 of those in the transportation, warehousing, or wholesaling industries.⁵
 - This is an increase from 2019, when there were 129 jobs in these industries.
- The current daytime population is 4,743 persons.⁶

¹ “Bondurant, Iowa: Embracing Growth While Preserving Hometown Charm.” *Bondurant IA*, 2 Nov. 2023, www.cityofbondurant.com/home/news/bondurant-iowa-embracing-growth-while-preserving-hometown-charm.

² Community Profile - City of Bondurant.” *Cityofbondurant.Com*, www.cityofbondurant.com/sites/g/files/vyhlf2841/f/uploads/chapter_3_-_community_profile.pdf. Accessed 7 Dec. 2023.

³ Jett, Tyler. “Amazon Opens Giant Bondurant Warehouse That Will Employ 1,000; Hiring Continues.” *The Des Moines Register*, Des Moines Register, 7 Dec. 2020, www.desmoinesregister.com/story/money/business/2020/12/07/amazon-opens-bondurant-fulfillment-center-its-first-iowa/6480466002/.

⁴ “Economic Development - City of Bondurant.” *City of Bondurant*, www.cityofbondurant.com/sites/g/files/vyhlf2841/f/uploads/chapter_6_-_economic_development.pdf. Accessed 8 Dec. 2023.

⁵ *Ibid.*

⁶ “Demographic Snapshot.” *Cleargov*, cleargov.com/iowa/polk/city/bondurant/demographics. Accessed 7 Dec. 2023.

CURRENT EFFORTS

- Recreation: Current spaces offering recreation for residents include Pawtocka Dog Park, Bondurant City Park, and Collision Soccer Park.⁷
- Land Use and Zoning: Bondurant's land use includes: 59.5% for agricultural purposes, 7.4% for light industrial, 13.5% for low-density housing, 0.5% for high-density housing, and finally, 0.4% for medium-density housing.⁸
- Housing: In Bondurant, 90% of housing units are owner occupied, leaving roughly 10% as rentals. This ownership percentage is roughly 20% higher than the Iowa average ownership rate.⁹

BEST PRACTICES

- Forest City, IA: Winnebago Corporation has a large facility in Forest City that brings in a sizable number of lower- to medium-income workers. In 2018, a new market rate apartment complex was built to address housing the in-flux of workers.¹⁰
- Ankeny, IA: Former Ankeny Community Developer, John Peterson, introduced the idea of nodes, a central point in a neighborhood that is composed of a mix of residential, commercial, and business/industrial uses. Ankeny has additionally promoted walkability, mixed use development, and new business attraction.¹¹
- Arlington, VA: The Amazon Home Equity Fund was launched in 2021. This fund is for communities, like Arlington, VA, where Amazon facilities are located. Arlington has seen a 22% increase in long-term committed multifamily affordable housing stock as a result of the fund.¹²

POLICY RECOMMENDATIONS

1) Conduct a Community Survey

Draw from lessons other communities that have experienced similar fast growth, such as North Liberty, Iowa. It was the second-fastest growing city in 2020 and currently has a population of 20,479.¹³

- North Liberty partnered with Survey Monkey to conduct an online survey of its residents with a goal of understanding their perceptions and future aspirations for the city's atmosphere and amenities. DeNovo, a marketing agency based out of Cedar Rapids, IA, compiled the responses into a digestible report.¹⁴
- North Liberty's survey was conducted through online channels, via the city government's email list and social media platforms. A wider audience was reached with paid promotions

⁷ "Parks in Bondurant." Bondurant IA, www.cityofbondurant.com/parks-and-recreation/slideshows/parks-bondurant Accessed 30 Nov. 2023.

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⁹ Community Profile - City of Bondurant." *Cityofbondurant.Com*, www.cityofbondurant.com/sites/g/files/vyhlf2841/f/uploads/chapter_3_-_community_profile.pdf. Accessed 7 Dec. 2023.

¹⁰ Hardy, Kevin. "No One Would Build Apartments, so This Iowa Town Did It on Its Own." *The Des Moines Register*, The Des Moines Register, 30 Mar. 2018, www.desmoinesregister.com/story/money/business/2018/03/30/rural-homes-housing-crisis-iowa-real-estate-market-forest-city/472268002/.

¹¹ J. Peterson, personal communication, November 21, 2023.

¹² "County, Amazon Partner to Preserve 1300+ Affordable Homes in Arlington." – Official Website of Arlington County Virginia Government, <https://www.arlingtonva.us/About-Arlington/Newsroom/Articles/2021/County-Amazon-Partner-to-Preserve-1300-Affordable-Homes-in-Arlington>. Accessed 30 Nov. 2023.

¹³ Jett, Tyler. "Census 2020 Results Tab Dallas Fourth Fastest Growing County in U.S." *Des Moines Register*, 14 Aug. 2021,

www.desmoinesregister.com/story/money/business/2021/08/14/census-2020-results-data-population-dallas-county-fastest-growing-us-des-moines-iowa-suburbs/5462340001/.

¹⁴ "Community Branding and Visioning - City of North Liberty." *North Liberty*, Oct. 2019, northlibertyiowa.org/wp-content/uploads/2021/05/Community-Identity-Final-Report.pdf.

and incentivizing particularization. Audiences could also be reached through other forms of media, mail, or in-person venues.

- Budgetary implications for an online survey, such as Survey Monkey, vary by company partnership. Survey Monkey offers various subscription levels with prices ranging from \$25 to \$75 a month.¹⁵ Physical surveys distributed by mail average around \$1.83 per address.¹⁶

2) Re-Envision New Growth Development

Through the framework of nodes, economic and residential focal points with walkable infrastructure, mixed-use zoning, and diverse multifamily housing stock, Bondurant can grow in a sustainable fashion. Developing new regions of projected growth under this model will ensure ample economic diversity and traffic reduction as Bondurant grows.

- Identify correct node designation (downtown, regional, community or neighborhood) for the ideal service area of each planned community according to guidelines outlined in Initiative 1 of The Tomorrow Plan.¹⁷
- Create an educational plan for regional developers, financial institutions, and city appraisers to better understand mixed-use development in ideal node locations.¹⁸
- Hire a land appraiser experienced in mixed-use development for land valuation within node zoning regions, with an average salary of \$86,321 per year for certified general appraisers.¹⁹

3) Prioritize Affordable Housing

The biggest lesson shared by Ryan Rusnak, the Planning Director in North Liberty, was to develop proactive measures toward affordable housing needs for low-income residents.²⁰

- To meet affordable housing needs for households between the \$0 to \$25,000 annual income bracket, there should 15 out of 155 future housing developments reserved for housing prices under \$60,000, based on income and affordability of housing data (see Appendix I).
- Similarly, for households between the \$25,000 to \$49,000 annual income bracket, there should be 18 out of 155 future housing developments reserved for housing prices between \$60,000 to \$125,000.
- The attached calculation of affordable housing is based in the threshold of over 30% of a households or individuals' income qualifying as unaffordable.
- Federal assistance for affordable housing is available through the U.S. Department of Housing and Urban Development (HUD), listed in Appendix I.

¹⁵ Survey Monkey Inc, www.surveymonkey.com. Accessed 8 Dec. 2023.

¹⁶ Grubert, Emily. "How to Do Mail Surveys in the Digital Age: A Practical Guide: Published in Survey Practice." *Survey Practice*, 1 Jan. 2017, www.surveypractice.org/article/2787-how-to-do-mail-surveys-in-the-digital-age-a-practical-guide.

¹⁷ "The Tomorrow Plan: Partnering For a Greener Greater Des Moines." Des Moines Area Metropolitan Planning Organization, 2011, pp. 68-84.

¹⁸ Ibid.

¹⁹ "Certified General Appraiser Salary in Des Moines, Iowa | Salary.com." Salary.com, www.salary.com/research/salary/position/certified-general-appraiser-salary/des-moines-ia.

²⁰ R. Rusnak, personal communication, October 9, 2023.

NEXT STEPS

- Organize an in-person meeting with key stakeholders to discuss survey partnerships and methods.
- Implement a minimum requirement of affordable housing unit developments each year in comprehensive plan.
- Organize a Planning and Zoning Commission meeting to discuss the development of new mixed-use zoning codes for node-based development modeled around those established in Chapter 134 of the Municipal Code for the City of Des Moines.

APPENDIX I

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| <p>North Liberty Survey Report</p> | <p><u>North Liberty Community Survey Report: “Community Branding and Visioning for the City of North Liberty”</u></p> |
| <p>Calculations for Affordable Housing Needs in Bondurant</p> | <p>The data used to estimate the number of affordable housing developments needed each year derives from Chapters 3 and 5 of Bondurant’s latest Comprehensive & Visioning Plan.</p> <p>Household Incomes in Bondurant (Chapter 3, pg. 68) Less than \$10,000 = 1.3% \$10,000 to \$14,999 = 0% \$15,000 to \$24,999 = 6.2% Income bracket \$0 to \$25,000 = 7.5% of Bondurant’s population falls under the lowest income bracket requiring housing to be between the \$0 to \$60,000 market price.</p> <p>\$25,000 to \$34,999 = 8% \$35,000 to \$49,999 = 6.1% Income bracket \$25,000 to \$44,000* = 14.1% of Bondurant’s population falls under the second lowest income back requiring housing to be between the \$60,000 to \$125,000 market price.</p> <p>Household Attainability (Chapter 5, pg. 151) Gap in housing ~3.4% available affordable housing for 7.5% of households income bracket \$0 to \$25,000. ~4.1% gap</p> <p>Gap in housing ~7.8% available affordable housing for 14.1% of households income bracket \$25,000 to \$44,000*. ~6.3% gap</p> <p>Household Demand Estimates (Chapter 5, pg. 163) About 155 housing units per year to satisfy projected population in 2040.</p> <p>14.1% + 7.5 % = 21.6% of affordable housing needed based on data of current low-income residents. 155 x 0.216 ~ 33 units per year for low-income residents</p> <p>Based on housing gap currently, around 15 housing units for \$0-25k income bracket and 18 housing units for \$25-44k income bracket.</p> <p>*\$44,000 instead of \$49,999 on Bondurant plans to accord to average market price brackets.</p> |
| <p>HUD Funding Opportunities</p> | <p><u>https://www.hud.gov/program_offices/cfo/gmomgmt/grantsinfo/fundingopps</u></p> |

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| Des Moines “Chapter 134 Zoning Ordinance” | https://library.municode.com/ia/des_moines/codes/code_of_ordinances?nodeId=MUCO_CH134ZOOOR |
| Ryan Rusnak (North Liberty, Planning Director) | rrusnak@northlibertyiowa.org |
| John Peterson (Ankeny, Former Economic Development Director) | ankpetej@gmail.com |