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CITY OF INDIANOLA

Sub Area Development

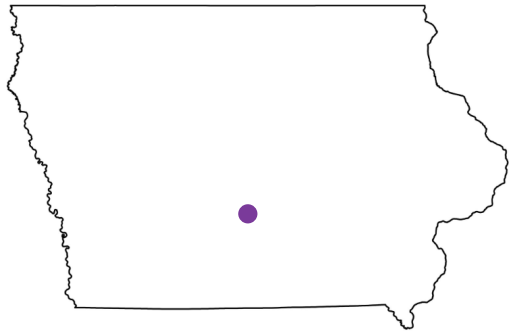


WHY INDIANOLA?

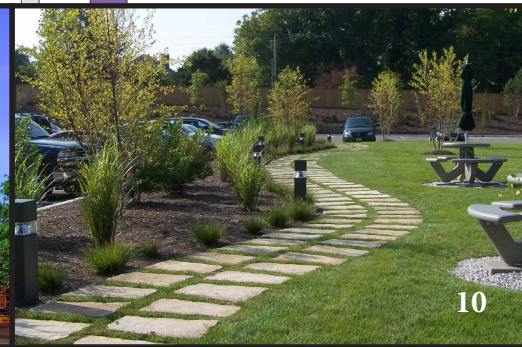
The City of Indianola is located 20 miles south of Des Moines, Iowa's capital. Those who call Indianola home choose it for its small-town charm, excellent schools, local events and businesses.

It is a steadily growing City with abundant opportunities for commercial and residential development.

Visit <http://indianolaiowa.gov/> to learn more!



LOCATION Des Moines Metro
POPULATION 12,055
MEDIAN INCOME \$64,949
US - 65 N 18,000+ AADT



Blue Sky Land Use Concept



ATTRACTIONS & EVENTS

National Balloon Museum

Hot Ballooning is a unique aspect of Indianola's history and culture. The City hosts the National Balloon Classic annually and thousands come to experience the 9 day event. The museum provides the public with an understanding of ballooning and its history of ballooning through various exhibitions and collections.

National Balloon Classic

A 9 day event hosting over 100 hot air balloons of unique colors and shapes. Live music, balloons rides, food vendors, beer/wine, and fireworks make this annual event a local favorite.

Des Moines Metro Opera

A major American Summer Opera Festival and one of the state's largest performing arts organizations, annually producing over 100 shows in the metro area and surrounding region.

Summerset Trail

A popular bike and pedestrian trail that stretches 11 miles between Indianola and Carlisle. Currently being expanded, the trail will soon connect all the way to Des Moines, creating more accessibility to Indianola.

Warren County Fair

The fair has taken place annually since 1855. It features live music and entertainment, food and drink vendors, kids activities, and livestock showings.

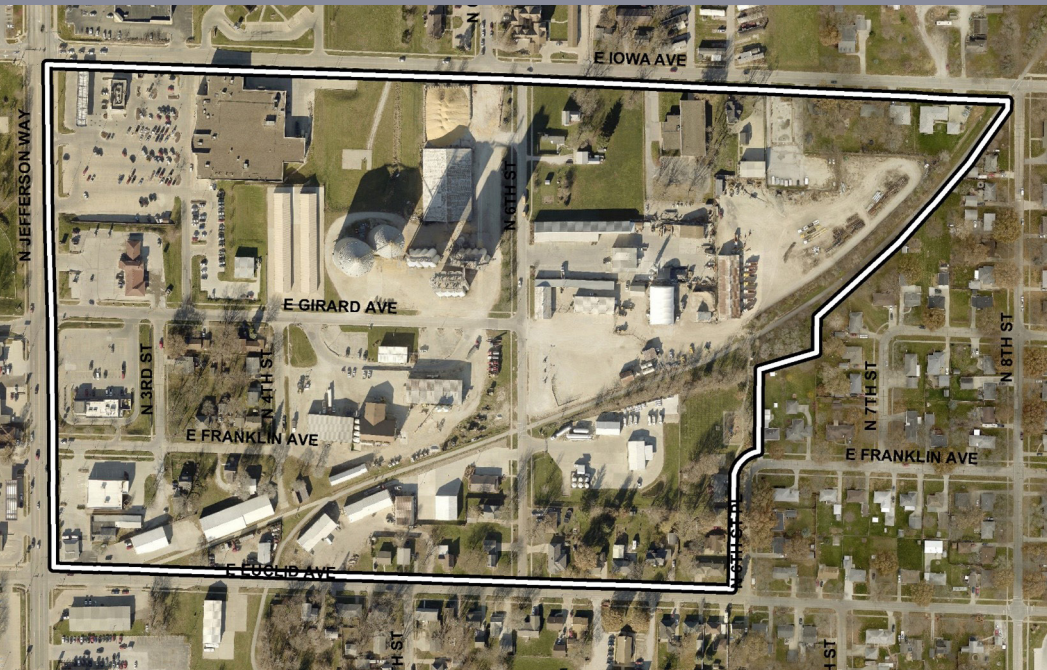
Simpson College

Simpson College is a private Methodist liberal arts college in Indianola, Iowa. It is accredited by the Higher Learning Commission and has about 1,250 full-time and 300 part-time students. In addition to the Indianola residential campus, Simpson has a facility in West Des Moines.



6TH ST SUB AREA

The Indianola 6th Street Sub Area is an ideal location for new and expanding businesses, as well as multi-family residential, as it places them in the perfect position to take advantage of all that Indianola has to offer. Developing in this area is a worthwhile investment, as establishing in the Sub Area will provide many benefits due to its close proximity to N Jefferson Way and its substantial traffic flow, as well as the growing population of Indianola.



The Towers Land Use Concept



Dayton Park is located on the eastern edge of the site. It is a well-loved and utilized facility by surrounding families in the neighborhood.



Summerset Trail cuts through the middle of the Sub Area and provides the opportunity for bicycle centered businesses. The trail will connect to Des Moines in 2023, making accessibility to Indianola even easier.



The Sub Area is currently zoned light Industrial and is home to Heartland Coop and the City Public Works Department. The City is looking to move and relocation discussions are in progress with Heartland Coop.



Commercial Market

Housing Market

Potential Market Opportunities

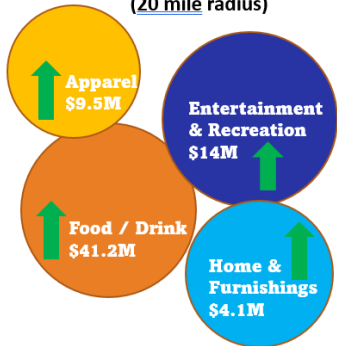
- Restaurants
- Home Furnishing
- Specialty Food
- Clothing
- General Merchandise
- Bicycle Centered Businesses



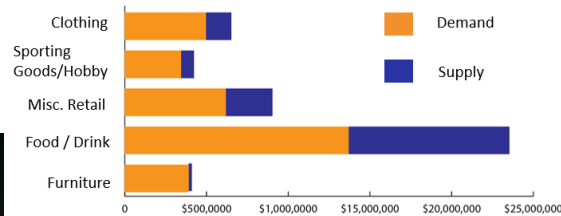
Potential Market Opportunities

- Apartments
- Duplexes
- Row Houses

Projected Spending Growth by 2026 (20 mile radius)

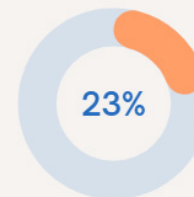


Current Indianola Supply / Demand Mismatch

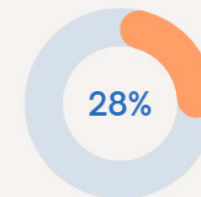


Multi-Family Housing

Increase in Growth Rate since 2017



Residents lived in Multi-Family Units in 2017



Residents lived in Multi-Family Units in 2020

Indianola Housing Stock

Total Housing Units - 6,014

Owner Occupied - 67%

Renter Occupied - 33%

Vacant - 523

Population - 15,833

Housing Units by Type

Total Housing Units - 6,014

Single Family, Detached - 3,804

Single Family, Attached - 453

Two Units / Duplex - 120

Multi-Family - 1,534

Mobile Home - 103

