



City of
Urbandale
Iowa

Economic Development Newsletter

Urbandale Unveils New Interstate Corridor Brand

Last month Urbandale unveiled a new name, logo and tagline for the Urbandale interstate corridor and development areas it serves.

The Urban Loop's common element is the six miles of Interstates 35 and 80 between Merle Hay Road and Hickman Road in Urbandale. It's near the center of a fourteen-mile, mid-continent, border-to-border and coast-to-coast combined stretch of those interstates.

The Urban Loop is dominated by the ninety-degree turn in the freeway that is its most recognizable feature, previously known as "Rider Corner." The name recognizes the former streetcar turnaround loop near 70th Street and Douglas Avenue where Urbandale's growth began.

The Urban Loop also references the fact that the ninety-degree turn in the freeway is a common element in many transportation "loops" through Urbandale and throughout the Metro area.

More access is ahead! Construction on the 100th Street interchange began this year and will open to traffic late 2018. The Meredith Drive interchange and Iowa Highway 141 flyover will open in 2020.



UrbanLoop

TURNING ACCESS INTO OPPORTUNITY



Urbandale will ultimately have seven points of access to Interstates 35 and 80, more than any other community in the Metro area:

1. Merle Hay Road
2. 86th Street
3. 100th Street (2018)
4. Iowa Highway 141 (reconfigured 2020)
5. Meredith Drive (2020)
6. Douglas Avenue
7. Hickman Road

With over 700 acres of development-ready land, the Urban Loop represents major opportunities for developers, businesses and workforce talent seeking career opportunities.

A full media kit, including video, maps, brochures and brand rationale and style guide can be accessed at: www.urbanloop.org

Congratulations to Urbandale's Award-Winning Businesses!

Urbandale is privileged to be the home of successful companies and business leaders in many industries. A number of recent award announcements highlight the hard work of the people contributing to Urbandale's thriving business community. Below is a sample of recent recognition received by Urbandale businesses – congratulations to all!

- [Golden Openings, Inc.](#) was recognized by the U.S. Chamber as 'Dream Big' Small Business of the Year.
 - [BirdDogHR](#) celebrated its third consecutive year on the Inc. Magazine 5000 List of Fastest-Growing Businesses.
 - [ProbioFerm](#) was named Most Innovative Company at the DMACC Small Business Awards.
 - [Insta-Pro International](#) was named the Small Business of the Year at the DMACC Small Business Awards.
 - Des Moines Business Record released their 2017 "Best of Des Moines" list and [WebSpec Design](#) and leader Jeremiah Terhark were named Best Web Developer and Best up & Coming Business Leader.
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Urbandale Fire Department Supports Business Investment with Customer Service and Efficiency

The [Urbandale Fire Department](#) (UFD) is an important part of providing confidence to invest in Urbandale. The Department's services are rated highly and Department staff are always looking for ways to be customer-focused and efficient. Here are some ways the Department is serving Urbandale businesses.

The UFD regularly conducts pre-plans of local businesses to prepare for emergency situations. The Fire Department makes every effort to be prepared by knowing a building's layout, special hazards, and contact information in advance of an emergency. To schedule a pre-plan site visit or provide the UFD with updated information, contact Fire Marshal Jon Rech at 515-331-6733 or by email at jrech@urbandale.org.

The Clive and Urbandale Fire Departments often collaborate to best serve businesses, employees and residents of both communities. The Fire Departments already share a training facility and common dispatch center. October 3 marked the start of calls being responded to by the closest ambulance or fire apparatus available from either fire department. Previously, calls for service were based on city boundaries. The result of the new collaborative effort will allow a fire truck or ambulance to more quickly reach the scene of an emergency regardless of location or city.

Finally, Urbandale residents are scheduled to vote for a proposed third fire station located on the western side of Urbandale on November 7. The new station would provide services to both Urbandale and Clive with the cities sharing operational costs. For more information, visit www.urbandale.org/FireStation43.

Urbandale Mayor and City Council Recognize Contributions of Manufacturers

At its meeting on October 24, the Urbandale Mayor and City Council recognized the City's manufacturing companies as part of the Year of Manufacturing and Manufacturing Day events. Notable facts about Urbandale's manufacturing sector include:

- Urbandale's manufacturing companies employ more than 1,500 people.
- Between 2005 and 2015, the number of manufacturing jobs in Urbandale increased by 28%.

Looking to learn more about manufacturing in Urbandale? View this [industry profile](#).

Home Base Iowa Summit November 7 at Urbandale Campus of Kaplan University

Urbandale is a [Home Base Iowa community](#) and proud to support efforts to attract veterans returning to civilian life to our city. On November 7 at 1:00 PM, Kaplan University in Urbandale will host a Home Base Iowa Summit. The goal of the event is to educate Urbandale businesses on the benefits of engaging with Home Base Iowa to address workforce shortages and to support veterans in Central Iowa. The event features an update from Home Base Iowa Program Manager Jason Kemp and businesses sharing veteran attraction and hiring best practices. Please RSVP to attend at this link and contact Andrew Gress at agress@kaplan.edu with any questions.

Approved, Issued and Opened in Urbandale

Site Plan Approved for a 2,600 square foot building addition and site improvements for Premier Automotive Service at 6815 Hickman Road. This represents a new investment in the Westover District in southeast Urbandale where the Bucs Arena is also located.

Site Plan Approved for a parking lot expansion and site improvements for Efkamp Automotive at 4512 Merle Hay Road. This project is another in a series of new construction and redevelopment projects in the Downtown Urbandale District. The project is immediately north of another recent investment: Twisted Bean Coffee Company.

Site Plan Approved for Walnut Crest Apartments. The project is three, three-story multi-family buildings and related site improvements. This is Urbandale's second apartment project in 2017 and is expected to have 72 units.

Site Plan Approved for an expansion of the Hy-Vee parking lot at 8701 Douglas Avenue. This project is at the northeast corner of the Hy-Vee store at 86th Street and Douglas Avenue.

Final Plat Approved for Silkwood Crossing Plat 2 at 142nd Street and Catalpa Drive consisting of 40 single-family residential lots on 14.4 acres. This is the fourth final plat in Urbandale this year and the 40 residential lots are part of the 151 lots platted so far in 2017.

PUD Zoning Amendment Approved for the "Ziegler Property" at 104th Street and Hickman Road. This 11.8 acre property is immediately north of CarMax at 104th Street and Hickman Road. A 51,000 square foot flex building with 25' ceiling heights is tentatively planned for the site.

Building Permit Approved for the Des Moines Electrical Apprentice Training Trust at 10700 Justin Drive. The Des Moines Electrical Apprentice Training Trust is repurposing a former 35,000 square foot DuPont Pioneer office and laboratory building into a state-of-the-art training facility for the in-demand electrician profession.

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[City of Urbandale Economic Development Department Website](#)

[Online Available Site and Building Database](#)

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