

# NORWALK



## CITY OF NORWALK ECONOMIC DEVELOPMENT GUIDE



# CONTENTS

*Preserve and Improve Why People  
Want to Live and Work in Norwalk*



<b>WELCOME TO NORWALK</b>	<b>2</b>
<b>LETTER FROM THE MAYOR</b>	<b>3</b>
<b>POPULATION</b>	<b>4</b>
<b>NORWALK MAPS</b>	<b>6</b>
<b>NEW BUSINESSES &amp; EXPANSIONS</b>	<b>7</b>
<b>COMMERCIAL AND INDUSTRIAL VALUE GROWTH</b>	<b>8</b>
<b>NORWALK CENTRAL</b>	<b>9</b>
<b>SW DEVELOPMENT CORRIDOR</b>	<b>10</b>
<b>FUTURE LAND USE PLAN</b>	<b>11</b>
<b>INCENTIVE PROGRAMS</b>	<b>14</b>
<b>INTERNATIONAL RELATIONS</b>	<b>16</b>
<b>GREATER DES MOINES</b>	<b>17</b>
<b>DSM METRO RANKINGS</b>	<b>19</b>
<b>NORWALK COMMUNITY SCHOOLS</b>	<b>20</b>





# WELCOME TO NORWALK

On behalf of the City of Norwalk, I would like to express our gratitude for your interest in this beautiful and future-minded community.

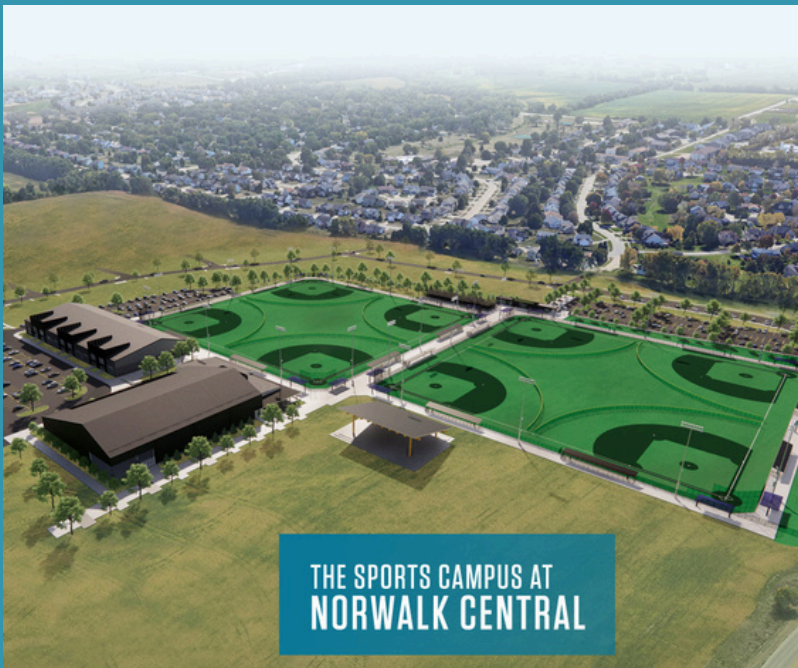
This packet includes information that will help you get to know Norwalk and the wealth of opportunity it provides for quality of life, development, business, and return on investment.

Visit our Economic Development page on the City website to view current available commercial and industrial sites and buildings.

Please do not hesitate to reach out if you'd like to learn more. We're always ready to assist in any way and look forward to discussing your interests.

Hollie Zajicek,  
Director Economic Development

HollieZ@Norwalk.Iowa.Gov  
515.314.5862



CHECK OUT THE 2024  
PROJECT RECAP VIDEO







From  
the Mayor

From the moment you enter Norwalk, you'll understand why so many residents choose to call this home. In Norwalk, you'll find safe, tranquil neighborhoods and the satisfaction of being able to enjoy all of the comforts of metro living, without traffic congestion or a lengthy commute. Our community welcomes you to enjoy our beauty, the high-quality amenities, and the full range of municipal services we offer.

Additionally, Norwalk is home to a school district that is continually focused on excellence and advancing student achievement. Our class sizes and facilities are a perfect fit for children of all ages and abilities. Our business community is also ready to welcome you. With a host of thriving (mostly locally owned) businesses, you can find the products and services you need for nearly any occasion.

High-quality health care? We have it.  
Great places to buy fresh groceries? They're here.  
The best burgers, Mexican, Chinese or Italian food? Look no further!  
Need to get fit? We have you covered.

Our city's Economic Development Director, active Chamber members and helpful business community can assist you with any number of other needs you may have while living, working or playing in Norwalk.

From the minute you arrive, you'll begin to understand why Norwalk is one of the fastest-growing cities in central Iowa and how you might benefit from the wealth of opportunities in this great suburb of the Des Moines metro.







**ONE OF THE  
FASTEST GROWING  
CITIES IN IOWA**

**43% INCREASE  
IN POPULATION  
FROM 2010 TO 2020**



# POPULATION INFORMATION

## 2022 U.S. Census Est.

# 14,177

### KEY FACTS

13,222

Population



2.7  
Average Household Size

37.2

Median Age

\$93,456

Median Household Income

### EDUCATION

3%

No High School Diploma



24%  
High School Graduate



32%  
Some College



42%  
Bachelor's/Grad/Prof Degree

### BUSINESS



221

Total Businesses



2,126

Total Employees

### EMPLOYMENT



73.7%

White Collar



15.7%

Blue Collar



10.6%

Services



Unemployment Rate

### INCOME



\$93,456

Median Household Income



\$45,395

Per Capita Income



\$249,036

Median Net Worth

### Households By Income

The largest group: \$100,000 - \$149,999 (22.9%)

The smallest group: \$25,000 - \$34,999 (3.6%)

Indicator ▲	Value	Diff	
<\$15,000	4.2%	-1.5%	
\$15,000 - \$24,999	5.2%	0	
\$25,000 - \$34,999	3.6%	-1.6%	
\$35,000 - \$49,999	8.8%	-1.8%	
\$50,000 - \$74,999	15.2%	-2.3%	
\$75,000 - \$99,999	16.3%	+0.9%	
\$100,000 - \$149,999	22.9%	0	
\$150,000 - \$199,999	11.6%	+2.8%	
\$200,000+	12.1%	+3.3%	

Bars show deviation from Warren County

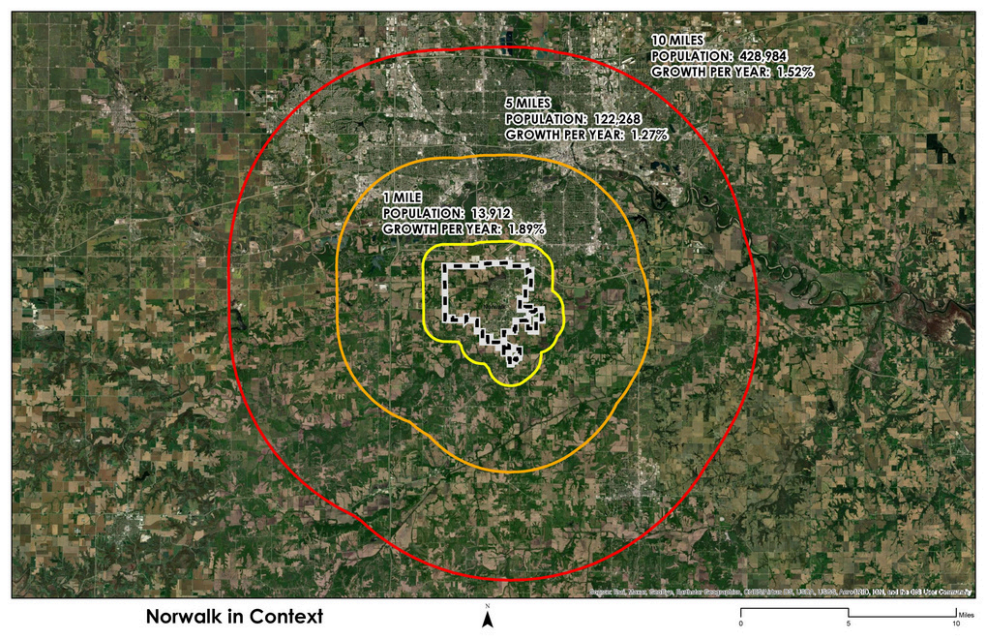
This infographic contains data provided by Esri, Esri-Data Axle. The vintage of the data is 2022, 2027.

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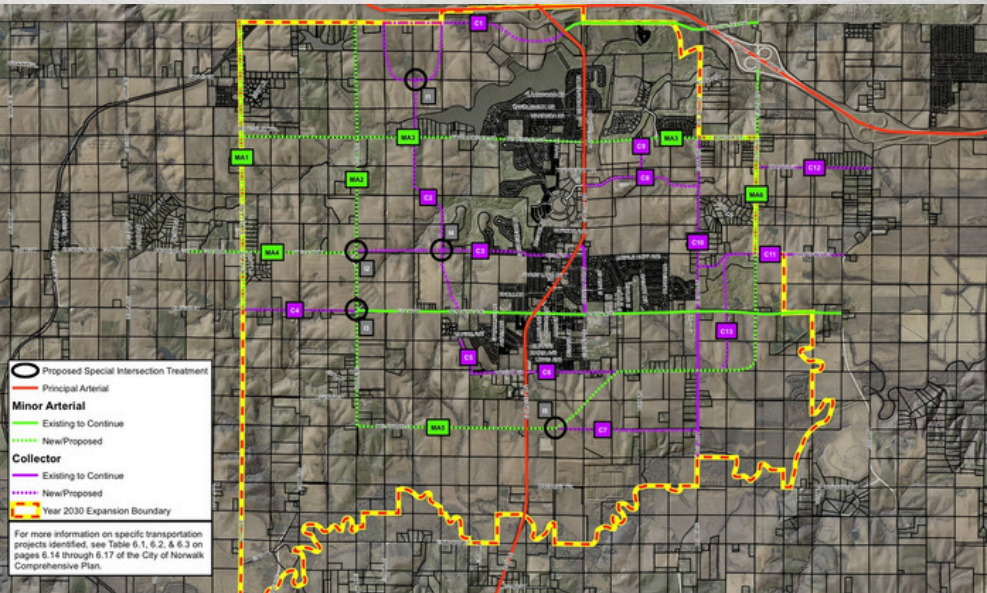
Source: This infographic contains data provided by Esri, Esri-Data Axle. The vintage of the data is 2022, 2027.



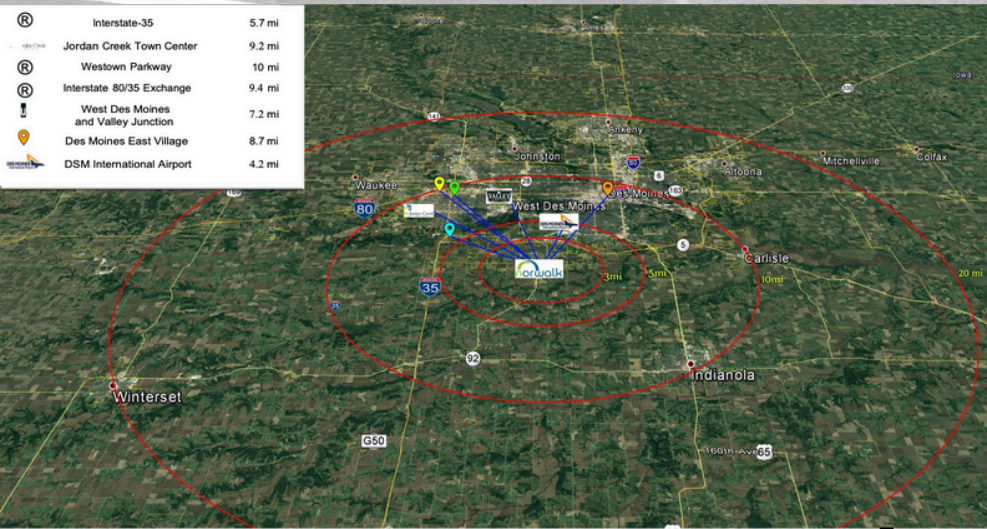
# NORWALK AREA POPULATION RADIUS



# FUTURE TRANSPORTATION MAP



# DISTANCES TO MAJOR ROADWAYS





# NEW BUSINESSES SINCE 2020

- Alice Place Senior Living
- Amazon Go
- Arch Foot & Ankle
- Athletico Physical Therapy
- Bellflower Florist & Gifts
- City State Bank Norwalk Fieldhouse
- Cooper's Central Table and Cocktails
- Crayons 2 Pencils Recreation Center
- Dunn Industrial Condominiums
- Edward Jones
- El Dorado Mexican Restaurant
- Ember Market
- Fairfield Inn & Suites by Marriott
- Fareway (New Building)
- Gregg Young Sports Campus at Norwalk Central
- Goodwill
- HD Sports
- Holland Farms Senior Living
- Hotworx Studio
- Jimmy Johns
- Johnson Orthodontics
- Kwik Star
- Lil' Scholars Legacy
- Luana Savings Bank
- Mulletts Restaurant
- Northern Lights Pizza
- NutriSmoothie and Cafe
- Ocean Athletics
- Pin High Golf Simulator & Sports Bar
- RC Dermatology
- Re/Max Precision
- Rock Valley Physical Therapy
- Scooters Coffee
- Select Physical Therapy
- Sportsplex Norwalk
- Starbucks
- State Farm Insurance
- Subway (Relocation)
- Sunset Lounge
- Super Cuts
- Titan Storage
- True Roots Chiropractic
- UnityPoint Clinic Family Medicine
- Young & Company

## EXPANSIONS

- City State Bank
- Michael Foods
- Norwalk Veterinarian Clinic
- La Quercia
- Windsor Windows

## COMING SOON!

- Affinity Credit Union
- Christian Brothers Automotive
- DMOS Orthopedic Centers
- Hyper Energy Bar
- Never Bored Games
- Pizza Ranch
- Sports Nutrition Affiliates
- Tru by Hilton
- Vivid Life Spa



## NEW BUSINESS & JOBS SINCE 2017

60+ NEW BUSINESSES  
600+ NEW FULL TIME JOBS





# COMMERCIAL AND INDUSTRIAL VALUE GROWTH

2024 saw an increase in assessed value of **19.07%** for new commercial (+\$17.4M) and **6%** increase for new industrial (+\$2.8M) values.

This adds **\$20.2M** in taxable value and **\$744k** in new annual property taxes.

Most significant are the increased commercial and industrial values since the City created the Economic Development Department in 2017:

## INDUSTRIAL VALUES

2016: \$4,716,500

2024: \$50,421,100

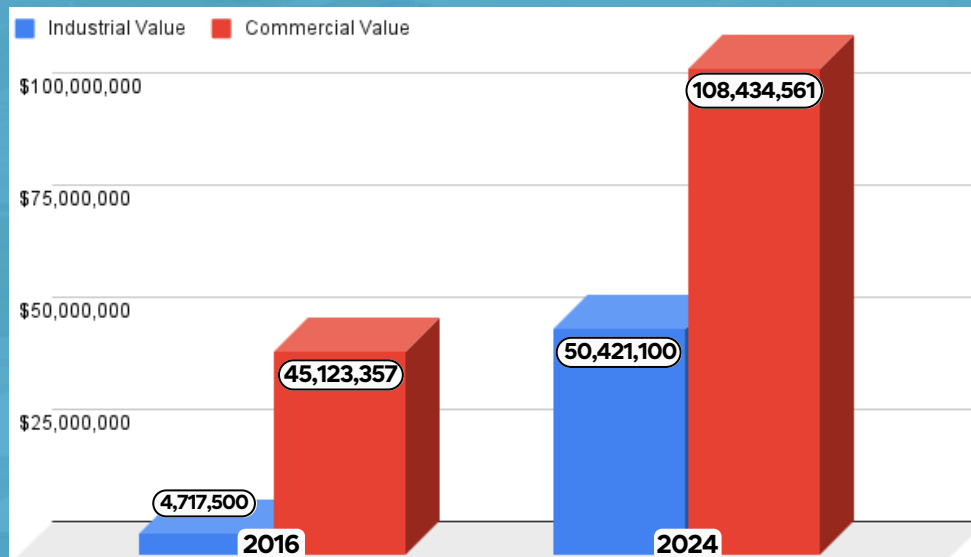
**(\$45,686,100 in new value and 969% increase!)**

## COMMERCIAL VALUES

2016: \$45,123,357

2024: \$108,434,561

**(\$63,311,265 in new value and 140% increase!)**



**Total new Commercial and Industrial Taxable Values (2016-2024): \$108,997,365 new value, a 219% increase, and \$4.1M in new taxes.**





# NORWALK CENTRAL

[NORWALKCENTRAL.COM](http://NORWALKCENTRAL.COM)

The City of Norwalk has committed a significant amount of time and resources to a new community-based district called Norwalk Central. Norwalk Central is a 70-acre area in the heart of the City along Highway 28, which leads directly into West Des Moines and connects the entire southern part of the state to the Des Moines Metro.

Norwalk Central is designed to provide the community, visitors, and tourists with an all-encompassing experience. This experience entails multiple opportunities for recreation, fitness, entertainment, sporting venues, retail shopping, service providers, eateries, hotels, and public spaces such as parks, trails, amphitheater, and civic/community facilities.

A 22-acre indoor-outdoor sports and recreation campus is the “anchor” piece within the district and is a unique public-private endeavor. Allowing for both private developments to generate new tax increments, as well as much-needed space and amenities for the public to gather and enjoy.

The private athletics complex is called Gregg Young Sports Campus at Norwalk Central. It contains:

- 10 acres of multi-sport turf fields
- 6+ acres of public park & trail space
- Private sports/recreation/fitness & retail center
- Parking, pedestrian walkways & outdoor spectator space
- Concessions & restrooms

The public recreation facility, known as the City State Bank Norwalk Fieldhouse, currently houses:

- Parks & Recreation offices
- Commons area for programming
- Concessions
- Multi-use court space with rubberized gym floor:
  - 4 basketball courts
  - 4 volleyball courts
  - 6 pickleball courts
- Rental space for practice, tournaments & other events

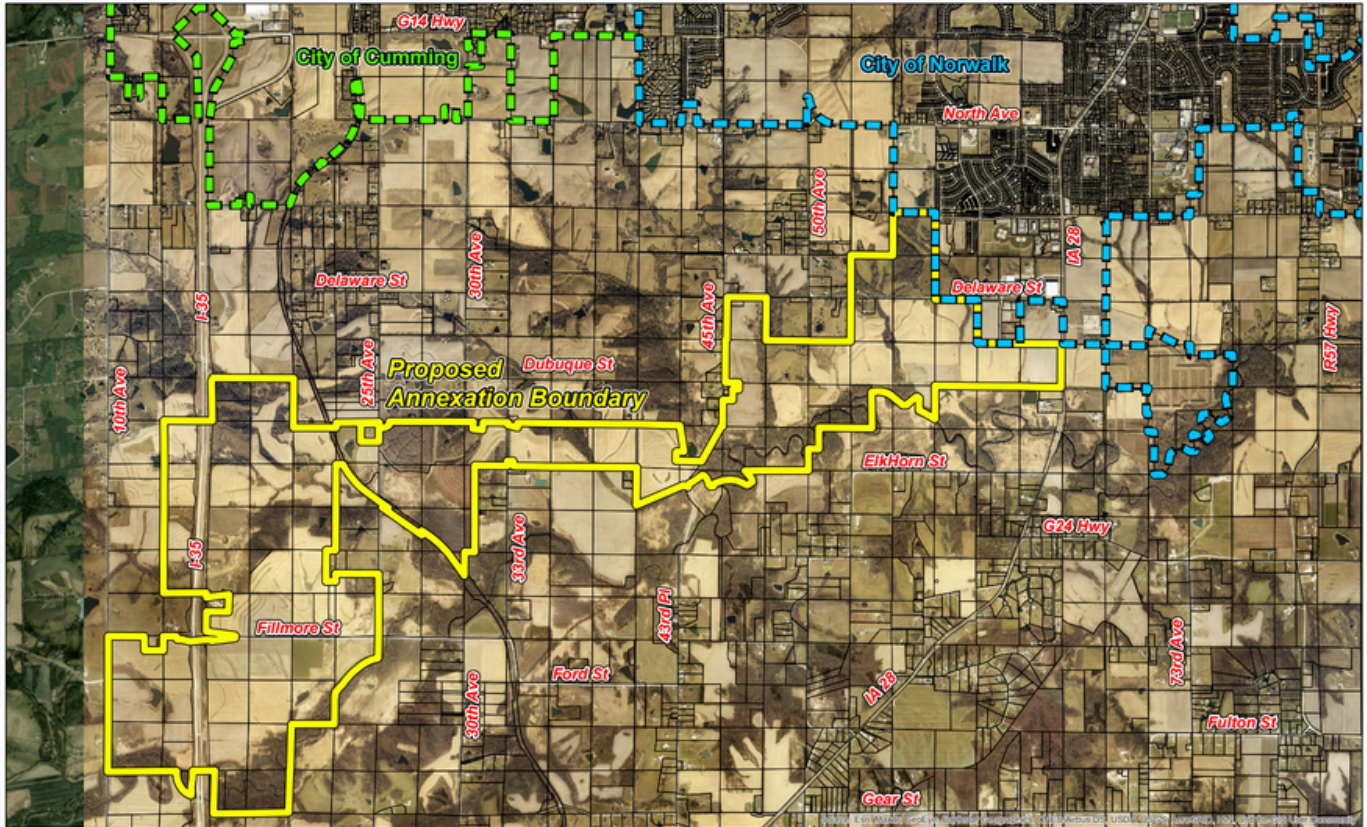
This district is creatively designed to allow easy access for all visitors to reach and enjoy every component without having to drive to each destination. A walkable, welcoming neighborhood feel will draw people to this core area and provide them with a safe, fun, and interesting experience.





# NORWALK'S SOUTHWEST DEVELOPMENT CORRIDOR

## EXPANDING CITY LIMITS



Norwalk Annexation Proposal Map



Date: 12/12/2024

## NEWLY ANNEXED 2,900-ACRES

Norwalk's westward annexation will provide access to 2,900-acres for tech, data, and industrial development and connect Iowa Highway 28 to Interstate 35. The City is investing in infrastructure expansions in this corridor including the new 72-inch North River Sewer Interceptor, water main expansion and extension of Delaware Street west towards 50th Avenue.



VISIT  
<https://norwalkiaswdevelopment.com>  
FOR MORE INFORMATION



# Businesses & Developers are Choosing Norwalk

## FUTURE LAND USE PLAN

### Existing Land Use

The intent of the Future Land Use Plan is to build upon the existing community character that exists within Norwalk today. While the Future Land Use Plan does provide opportunity for expanded commercial, industrial, and multi-family growth, the proposed plan affirms the importance of the existing open space, low-density residential, and parks and recreation land throughout Norwalk today.

### Housing Choice

While single-family homes play a dominant role in Norwalk's residential environment and will continue to do so in the future, areas for a more diverse set of housing types have been shown in the Future Land Use Plan. This will provide more choices to current and future residents and help create opportunities for additional tax base in the community.

### Highway 5 & Interstate 35

Norwalk is conveniently located just south of Highway 5 and near Interstate 35. Access to these major arterial roadways has and will continue to contribute to the growth pressures in Norwalk. The Future Land Use Plan takes strategic advantage of this access by expanding proposed areas of commercial, industrial, and residential growth.

### Development Land

The Future Land Use Plan shows a vision for the community with a significant increase in land available for development land such as industrial, flex, and commercial uses. These land uses will help continue to diversify the tax base for the community.

### Open Space & Environmental Features

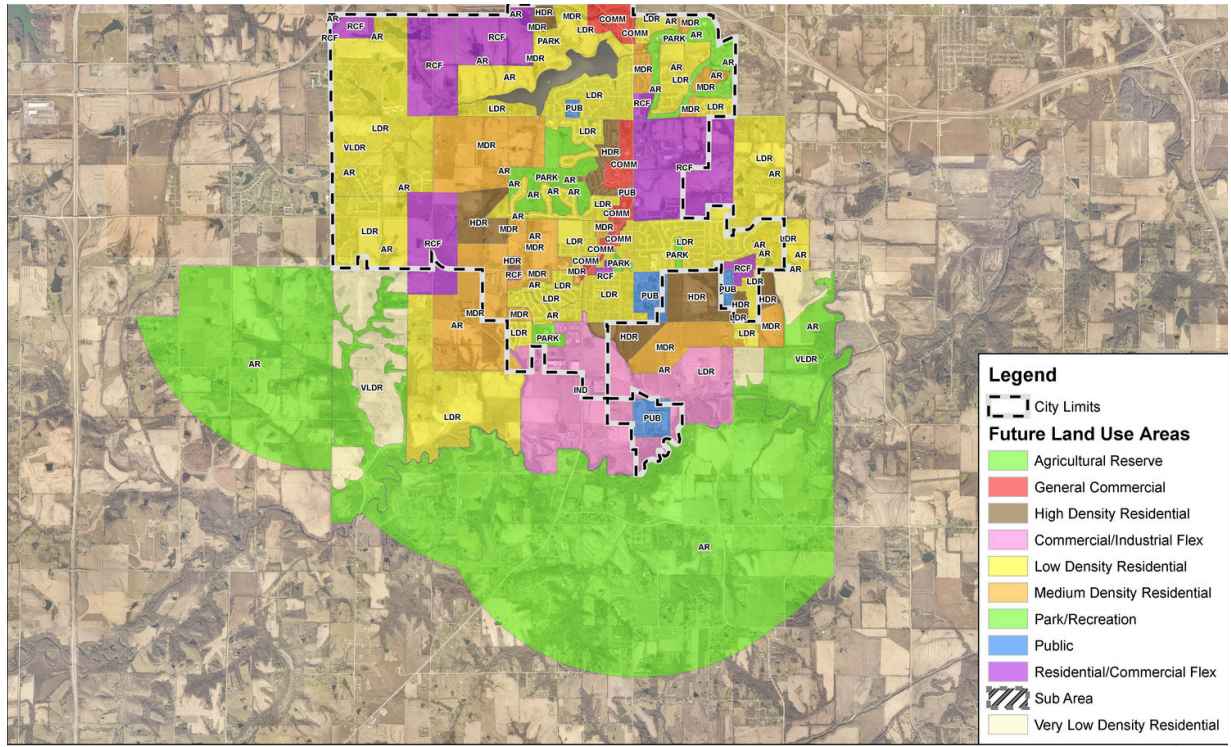
Norwalk has excellent public and private recreation systems available for residents and visitors. Open Space, Parks & Recreation continues to be a priority within the community in the Future Land Use Plan. Natural features such as North Creek and its floodplain are preserved within the Future Land Use Plan.

### Room to Grow

Even within the existing city limits, Norwalk has significant room for new growth and development. The Future Land Use Plan takes full advantage of this opportunity and provides proposed land uses throughout the Norwalk area.

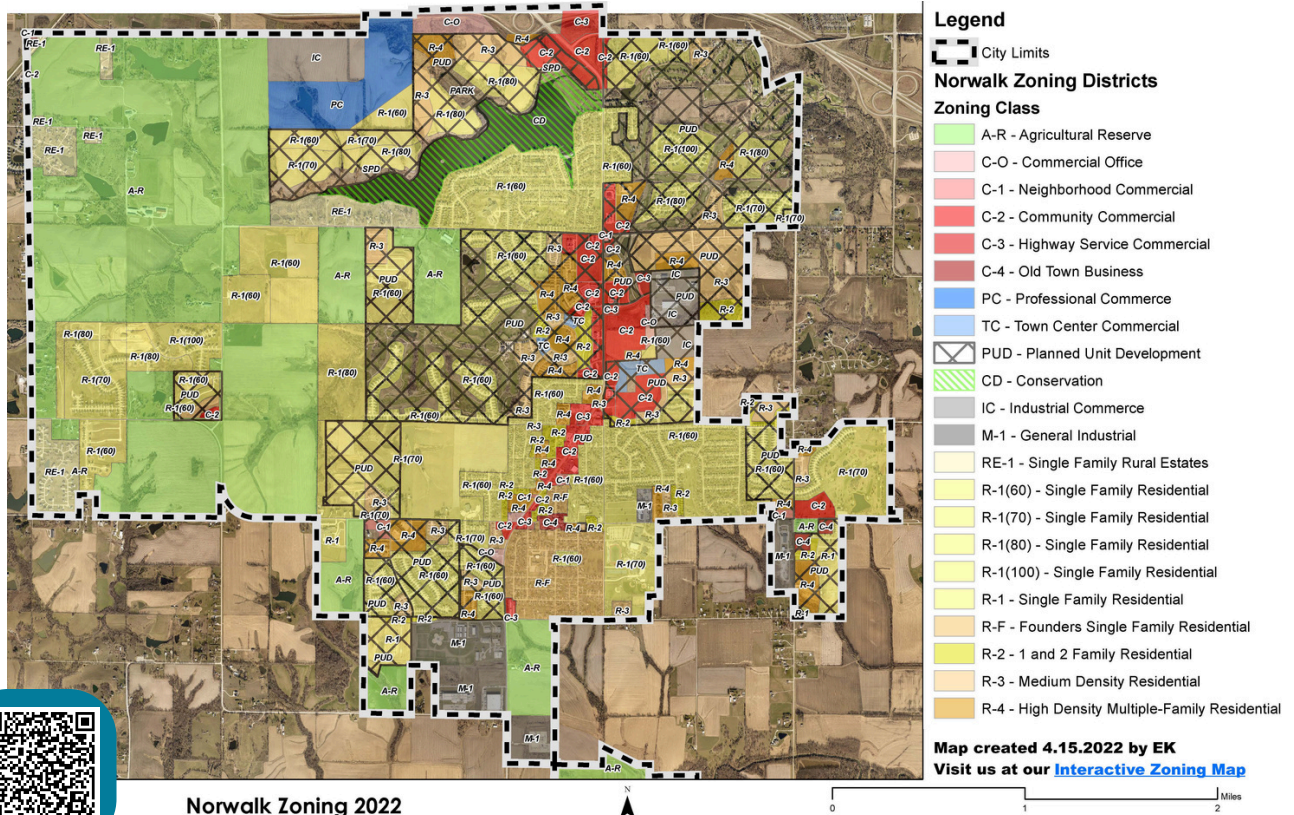


# FUTURE LAND USE MAP



Norwalk Future Land Use Map - 2022

# ZONING MAP



Norwalk Zoning 2022





# MAJOR EMPLOYERS

Capital City Fruit  
City of Norwalk  
Eden Crest Assisted Living  
Gregg Young Chevrolet  
Holland Farms Senior Living  
Loffredo Fresh Foods  
La Quercia  
Norwalk Community School District  
Norwalk Nursing & Rehab Center  
Norwalk Ready Mix  
MercyOne Family Medicine  
Michael Foods  
UnityPoint Clinic Family Medicine  
Windsor Windows



# INCENTIVE PROGRAMS

## HIGH-QUALITY JOBS

The City of Norwalk will provide a grant for each new position created as detailed below: The incentive will be \$1,000.00 per full-time position with qualifying wages based on the State of Iowa's HQJ wage threshold, up to 20 positions. This threshold is derived from the bi-annual Laborshed report the State of Iowa administers.

\$500.00 per new full-time position that does not meet the State wage threshold will also be available, for up to 20 positions. A minimum of five positions must be created and filled at the same time to qualify.

There is a cap of 40 jobs total for each company that qualifies for the incentive (20 jobs that meet the threshold/\$1000 each, 20 jobs that don't meet threshold/\$500 each). The max grant amount a company could qualify for is \$30,000.

Companies that qualify for the HQJ incentive program will receive 50% of the total grant at the start date of the new positions in Norwalk, and the remaining 50% on the two year anniversary of the start date for each original position that has been maintained and still in existence at that time.

## TIF

(Tax Increment Financing) may be available for commercial projects in undeveloped commercial areas. Projects may qualify for up to 20 years of 80% TIF rebate from the new increment the project creates.

## BUSINESS PROPERTY TAX CREDIT

Available for certain commercial, and industrial properties.

## FIRST-IN COMMERCIAL DEVELOPMENT

New companies or local expansion of an existing company, may receive special consideration with regards to incentives if they are the first constructed non-residential development in a larger planned new TIF district within Norwalk's urban renewal area. To increase the commercial tax base and employment opportunities, the City may generally consider the following:

Incentives may consist of a relaxed ROI with a maximum of twenty years, an 80% tax rebate through Tax Increment Financing, from the available increment generated from the new project. Developers agreeing to pay for all infrastructure costs with zero "upfront" cash paid by the City may potentially receive 100% up to the full 20-year rebate period.

Eligible projects may also qualify for "upfront" grant funds if the developer constructs infrastructure that will also serve additional parcels for future commercial developments. "Upfront" means payment will be provided after the infrastructure is constructed and accepted by the City and prior to taxable value created.

Eligible projects must be the first development to be constructed in a larger planned development where the infrastructure is built to primarily serve commercial projects.

The project to be constructed must include new infrastructure to the site that will ultimately aid in the attraction of additional future commercial projects and "make shovel ready" the overall development.



# INCENTIVE PROGRAMS



## IMPROVEMENTS

Any commercial building that is 10 years of age or older within Norwalk city limits, OR, an existing Norwalk business owner who is building a new commercial facility within Norwalk city limits, or expanding their existing facility. Eligible commercial buildings must be used only for business operations and classified/taxed as commercial. Residences, multi-residential/ apartment buildings, home-based businesses and nonprofits are not eligible with the exception of the provisions below.

## DEMOLITION

Grant funds may be used to demolish any dilapidated building (single family, multi-family/ apartment, or commercial) as long as the building is located in a commercial zoned area, or in an area designated in the City's Future Land Use Plan as commercial. A new commercial facility with minimum 1,000 square feet must be constructed on the demolished site and be fully inspected/approved by the City in order to receive grant fund reimbursement.

## CONVERSION

Grant funds may be used on residential and multi-family structures for the sole purpose of converting the structure to a commercial-only use facility. The building must be located in a commercially zoned area, or identified in the City's Future Land Use Plan as commercial. Prior to any physical improvements to the building, full plans must be reviewed and approved by the Community Development Department before eligibility will be considered for the grant.

## VETERANS

Veterans and veteran spouses are eligible, but must show proof of veteran or veteran spouse status with a copy of the DD214. Eligible applicants may receive up to \$5,000 to use towards opening a new business, or physically expanding an existing business in Norwalk. The business must be opened or located in a commercial building, in a commercially zoned area of Norwalk. A maximum of one grant per business, per veteran/spouse is allowed.

[NORWALK.IOWA.GOV/GOVERNMENT/DEPARTMENTS/  
ECONOMIC\\_DEVELOPMENT/INCENTIVE\\_PROGRAMS](https://www.norwalk.iowa.gov/government/departments/economic_development/incentive_programs)



# INTERNATIONAL RELATIONS

The City of Norwalk has been an official Sister-City to Vushtrri, Kosovo since 2018.

The State of Iowa and the Republic of Kosovo have had a strong partnership since America's military intervention in the Serbian war in 1999. Since then, the relationship has grown between Iowa's National Guard, government relations, sister-city designations, and Iowa's first foreign embassy with the opening of the Republic of Kosovo Consulate in downtown Des Moines four years ago.

Norwalk's partnership is one of the most active of all the sister-cities in Iowa.

Several business and trade opportunities have been established between Norwalk and Vushtrri. Norwalk delegates have been asked to lead large trade initiatives between the two nations. And Norwalk and Vushtrri's school systems have engaged in youth programs.

The City of Norwalk has sent officials on the Iowa-Kosovo delegation trip three times to date. Some of the initiatives Norwalk is working on with Kosovo include educational and school exchanges, government-to-government cooperation, economic development projects, police training programs, and business initiatives. Each year the delegation is organized by the Consulate of the Republic of Kosovo, Iowa Sister States, and is led by the former Adjunct General for the Iowa National Guard, Major General Tim Orr.

If you are interested in becoming involved in Norwalk's Foreign Relations, or would like more information on how to expand your business into Europe through the Kosovo-American incentive program, please contact:

**Hollie Zajicek**

**Economic Development Director**

**[holliez@norwalk.iowa.gov](mailto:holliez@norwalk.iowa.gov)**

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**Jaki Livingston**

**City Council member**

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**515-306-1640**

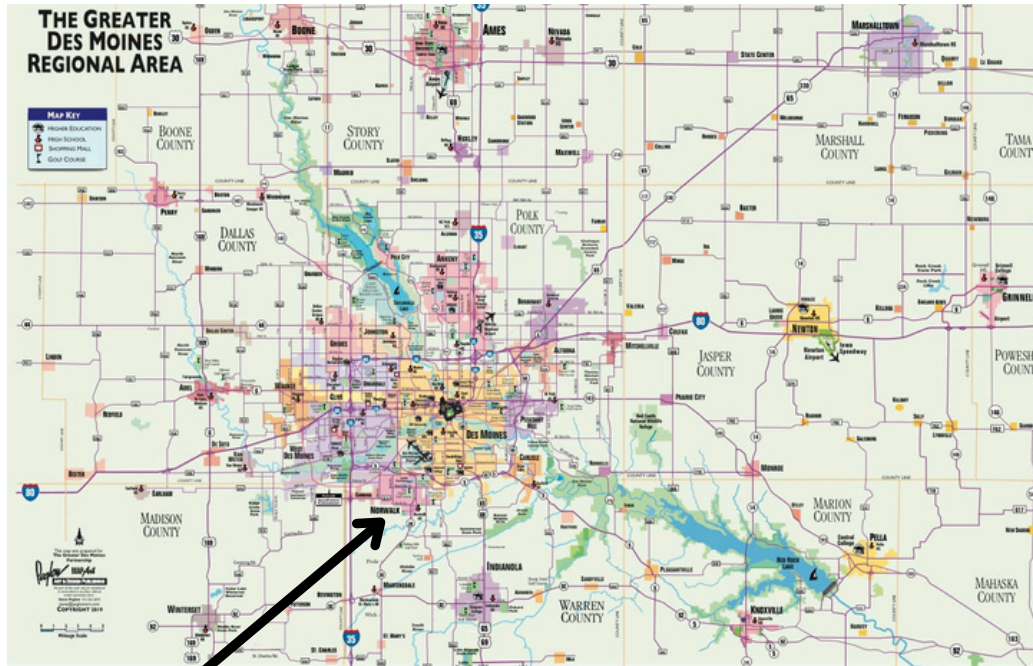


Kosovo Consulate  
Iowa



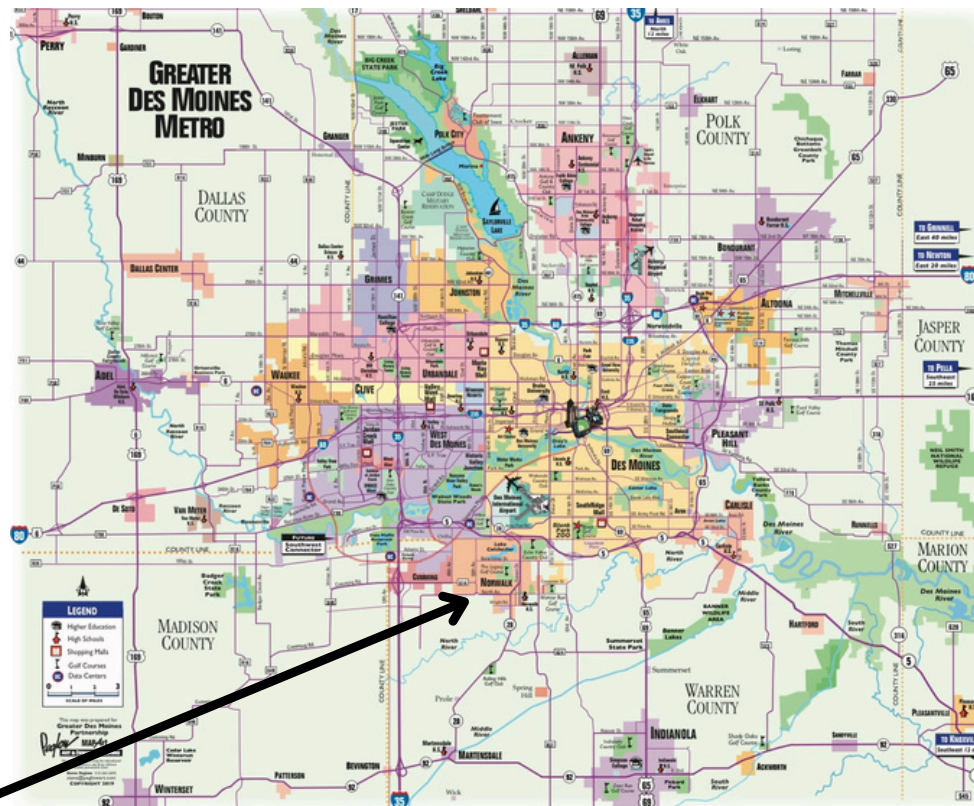


# GREATER DES MOINES



DSM comprises of ten counties – Adair, Dallas, Guthrie, Jasper, Madison, Marion, Marshall, Polk, Poweshiek, and Warren – totaling 792,000 residents

**Norwalk**



**Norwalk**

Greater Des Moines (DSM) is nationally recognized as a place where businesses thrive. In recent years, our strong population growth and business climate have attracted billions of dollars in capital investment. Companies large and small agree that DSM gives them the greatest opportunity for success!



# Industry Snapshot

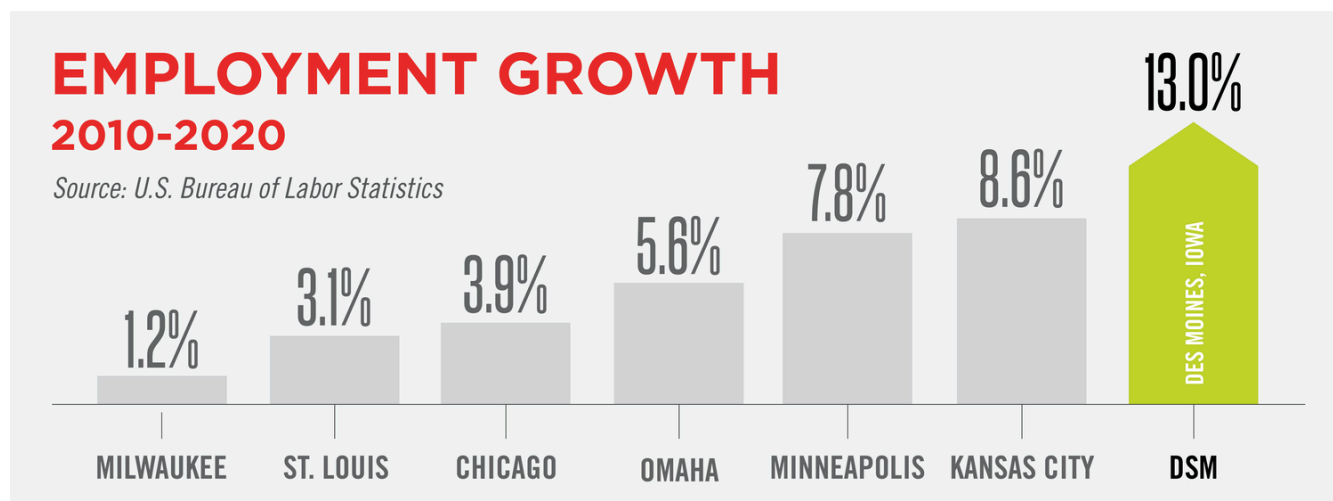
The largest sector in the Greater Des Moines (DSM) is Health Care and Social Assistance, employing 55,378 workers. The next-largest sectors in the region are Finance and Insurance (53,742 workers) and Retail Trade (45,418).

DSM celebrates its competitive business costs and affordable cost of living that help makes it a top 10 city in which to live and work.

The cost of Living Index for the Greater Des Moines area is 11.9% lower than the U.S. average.

For DSM residents, it is typical to find combined living cost savings 10% below the national average, according to quarterly surveys by The Council for Community and Economic Research.

According to Moody's Analytics, the cost of doing business in DSM is currently 13% lower than that of the nation as a whole. The 2021 Standard New Employer Unemployment Insurance Tax rate for non-construction employers is 1.0 % on a \$32,400 taxable wage base.



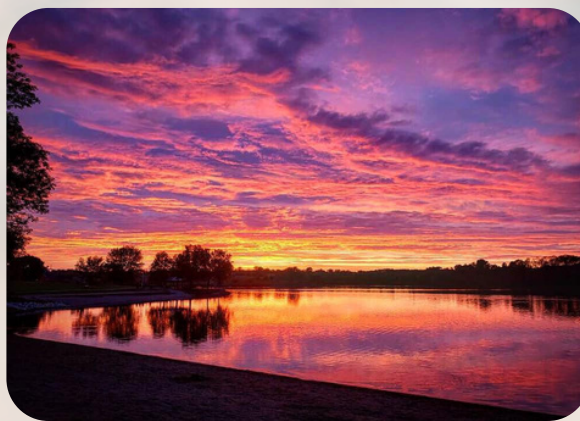
DSM's specialized, highly educated workforce makes locating or expanding a business in the region even more enticing. Iowa's public high school graduation rate is the highest in the nation at 91% (2017), with a regional average rate of nearly 5 points above the U.S.

Approximately 37% of the regional workforce has attained at least a bachelor's degree. The metro area's productivity rate also tops the U.S. figure (U.S. Bureau of Economic Analysis).



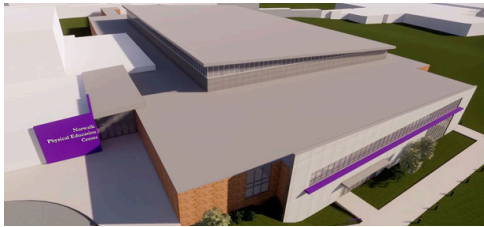
# Des Moines Metro Area Rankings

- #1** Best Midsized Metro for Millennials  
(commercialcafe.com), 2023
- #2** Best U.S. City for Young Professionals  
(forbes.com), 2024
- #3** Most Livable Metros for Renters  
(rentcafe.com), 2024
- #3** Most Livable City in the U.S  
(visualcapitalist.com), 2025
- #4** Best U.S. City for Young Adults  
(homebuyer.com), 2024
- #7** Safest Place to Live (realestate.usnews.com),  
2025





# Norwalk Community School District



## GROWING LEARNERS & LEADERS

### DISTRICT DETAILS

The Norwalk Community School District is home to approximately 3,300 students and over 480 staff members.

### SCHOOLS

- Oviatt Elementary
- Orchard Hills Elementary
- Lakewood Elementary
- Norwalk Middle School
- Norwalk High School

### DISTRICT HIGHLIGHTS

- Iowa School Nurse of the Year Awarded to Diana Duffy, 2022
- Athletic Director of the Year, 2022
- Three Iowa Teacher of the Year Awards
- 1 to 1 Electronic Devices per student
- 98.5% graduation rate
- 22 average Kindergarten-5th grade class size
- Competitive Athletic and Choir/Band/Dance/Speech/Debate programs



# Notes

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# Notes

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# ECONOMIC DEVELOPMENT DEPARTMENT

**VISIT OUR WEBSITE:**

**[https://www.norwalk.iowa.gov/departments/economic\\_development/](https://www.norwalk.iowa.gov/departments/economic_development/)**

**VIEW AVAILABLE PROPERTIES:**

**[https://www.norwalk.iowa.gov/departments/economic\\_development/available\\_properties](https://www.norwalk.iowa.gov/departments/economic_development/available_properties)**

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