

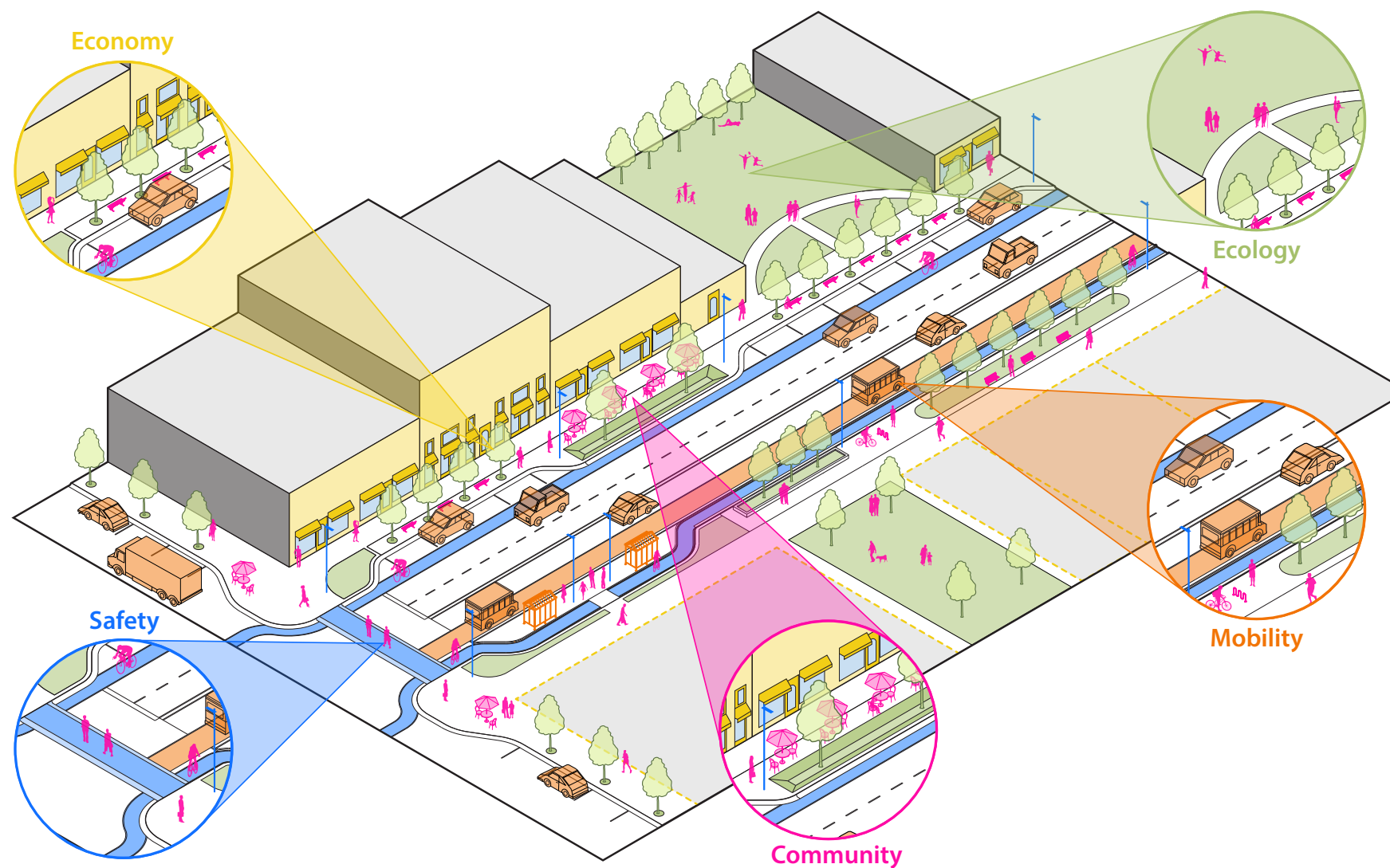


DOWNTOWN MASTER PLAN  
CITY OF URBANDALE, IOWA : Oct 2024

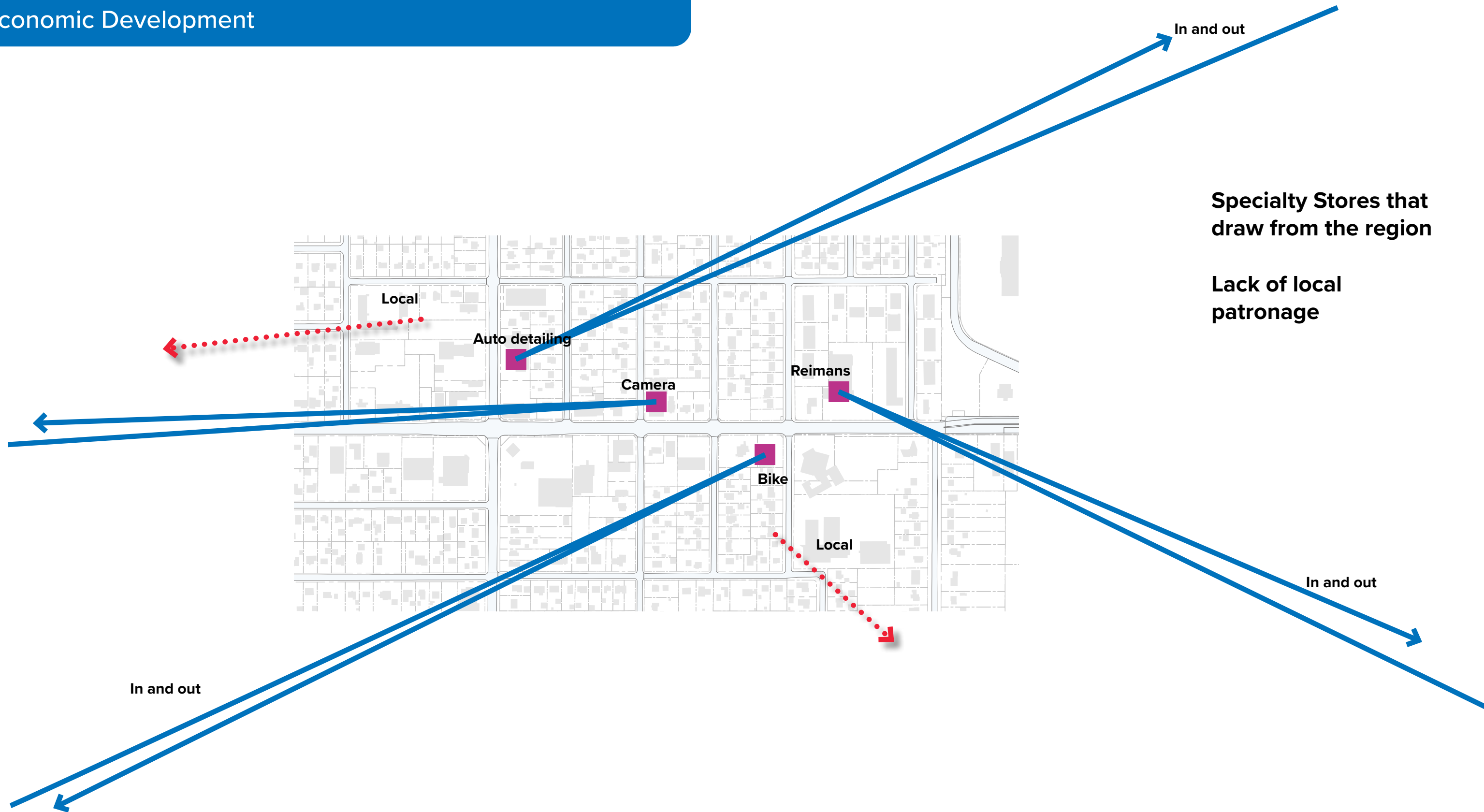


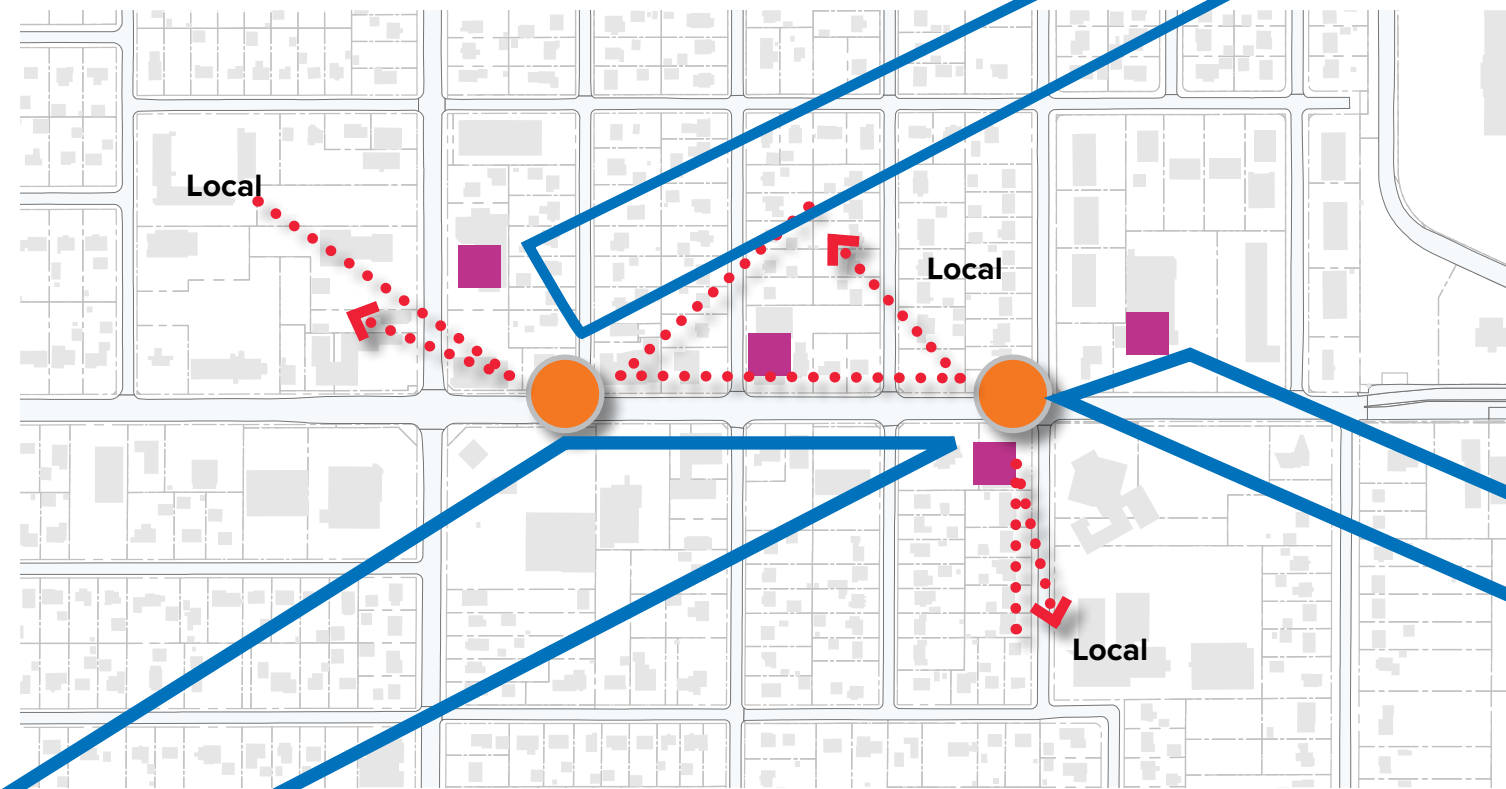
## OUR APPROACH TO DOWNTOWN REDEVELOPMENT

*A downtown cannot thrive without a core set of high-functioning systems. Whether it is economic development, or sustainable infrastructure, these urban systems and values are interconnected and amplify the success of each other.*



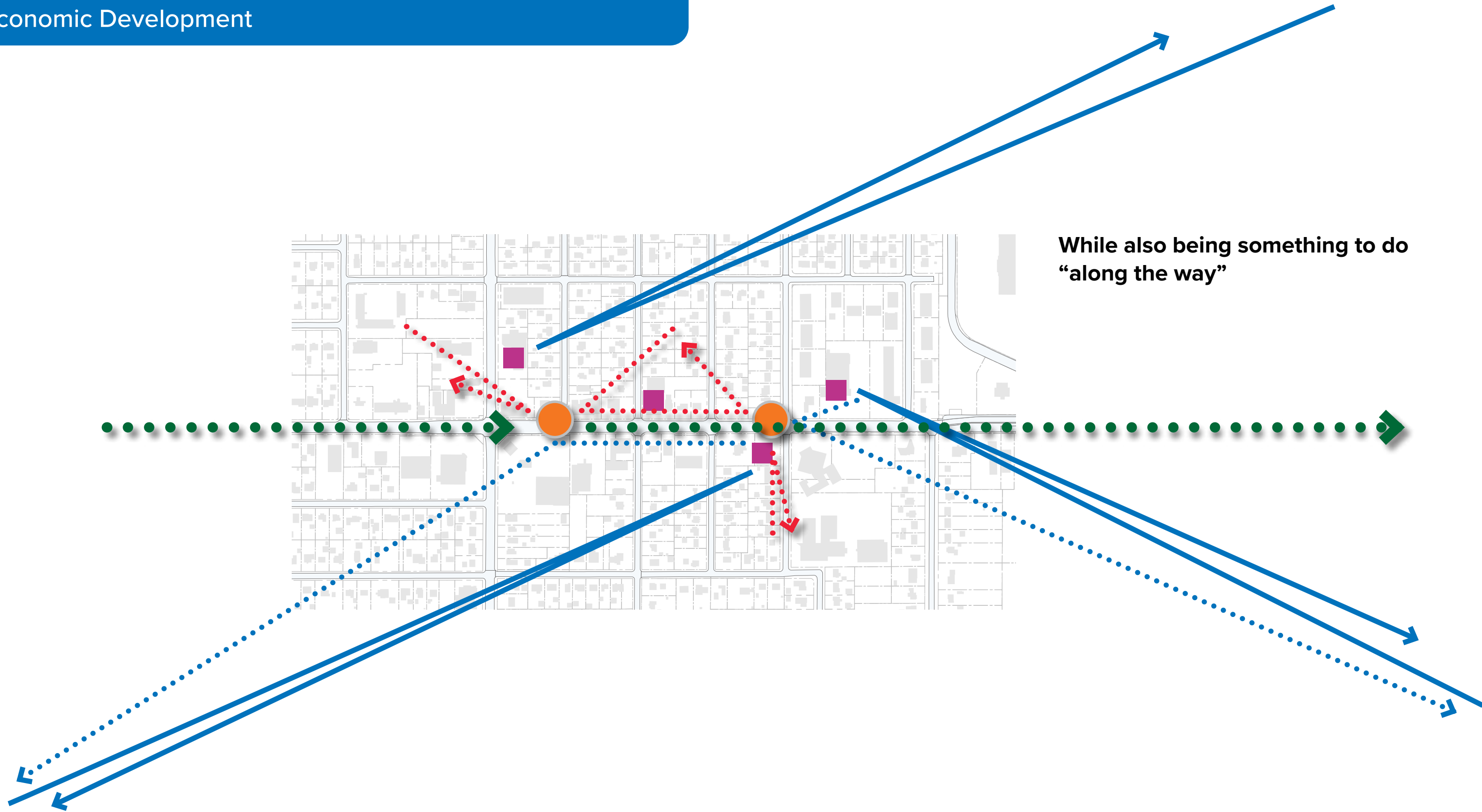
# Economic Development



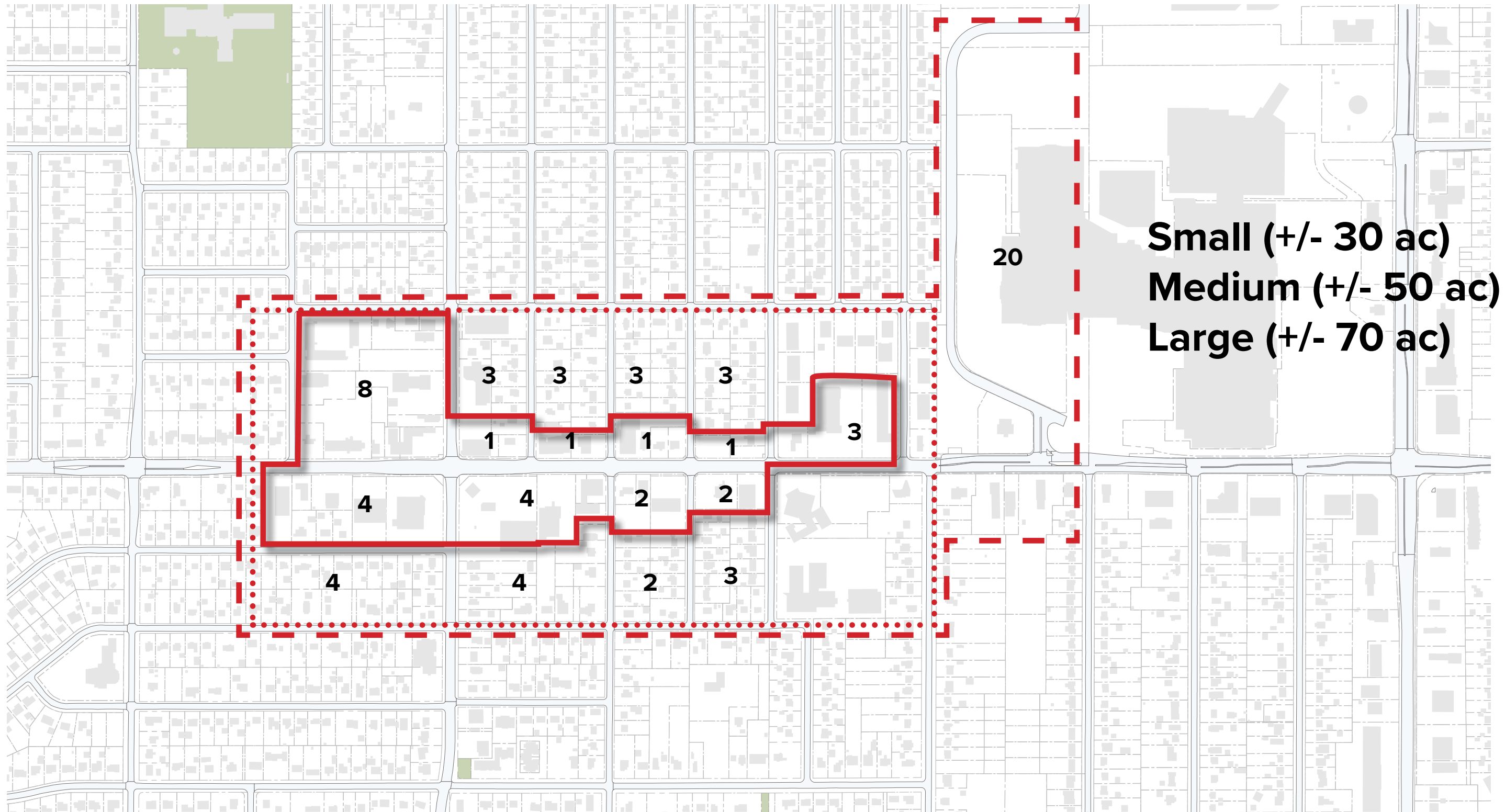


**What are the Uses and Places that extend the stay for the regional visitor and serve as a local amenity for the immediate neighborhood**

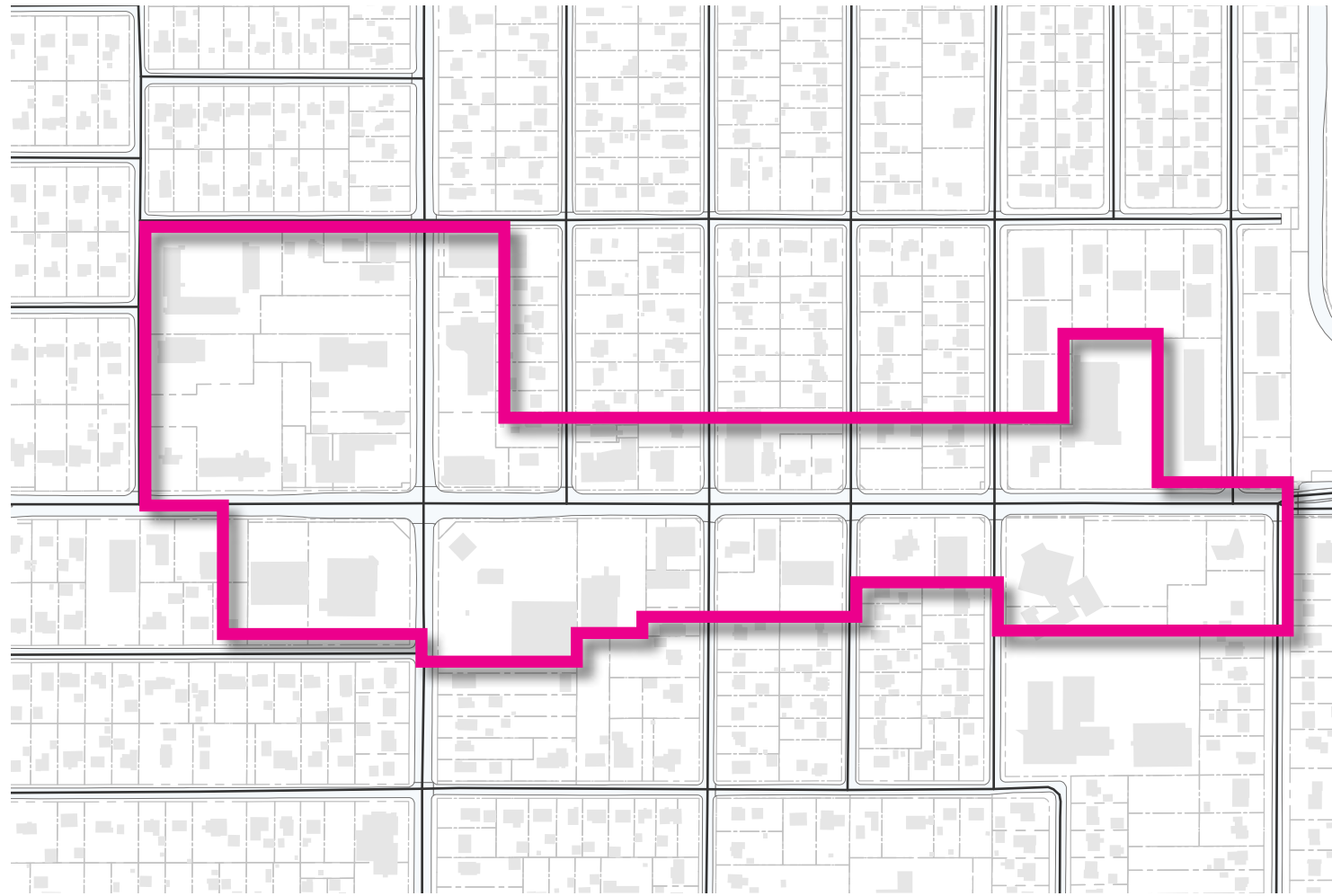
Economic Development



# Context - Scale of Downtown



# Comparison



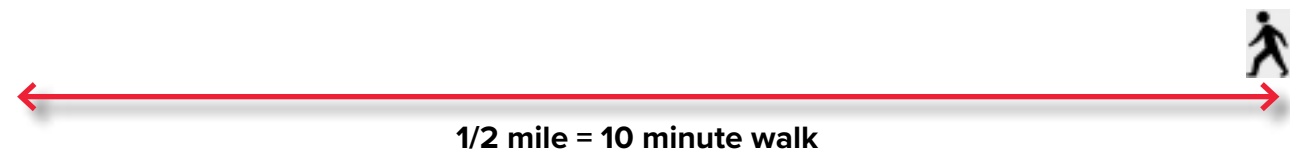
Urbandale



Beaverdale



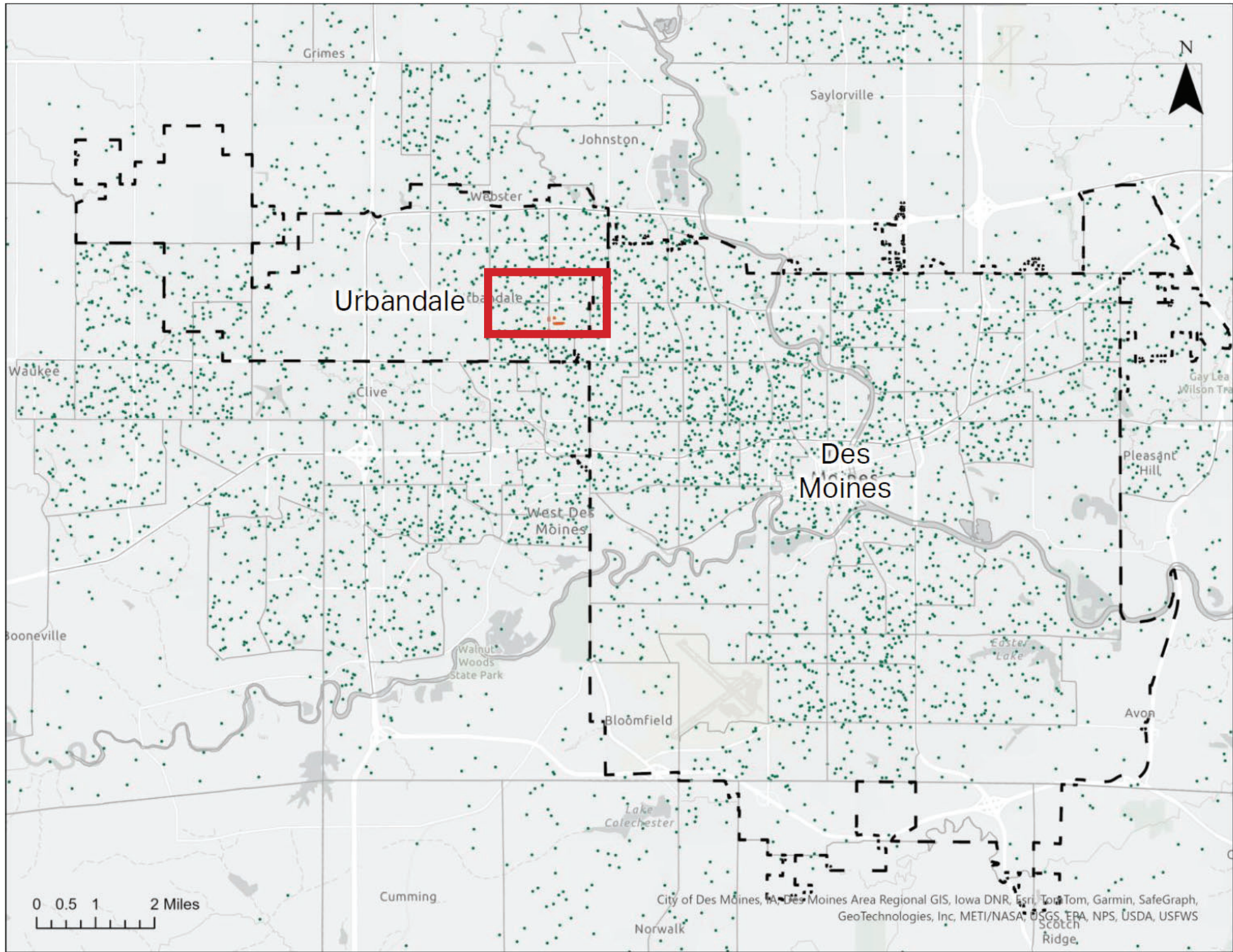
Valley Junction



# Economics



# Economic Analysis



Household Size	Total Households	Total Population
<b>2.64</b>	<b>17,163</b>	<b>45,591</b>

**7,300 population in Study area**

**4,000 students in Study area**

## Growth

**Des Moines is fastest growing large metro in the Midwest over last 10 years**

**.3% Growth in east Urbandale**

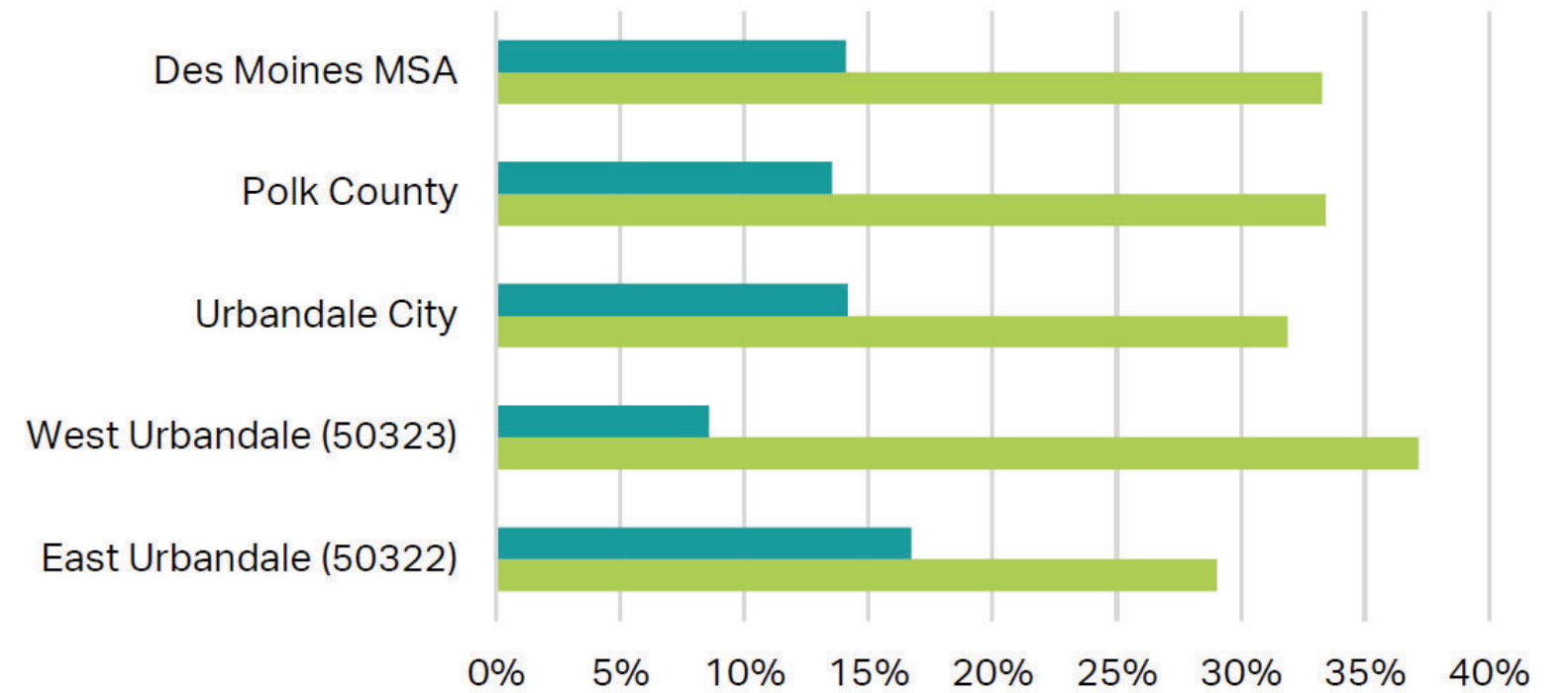
**4.7% growth in west Urbandale**

HOUSEHOLD TRENDS

HOUSEHOLD SIZE			
	west Urbandale	Metro	east Urbandale
2011	2.90	2.49	2.37
2022	2.92	2.46	2.48

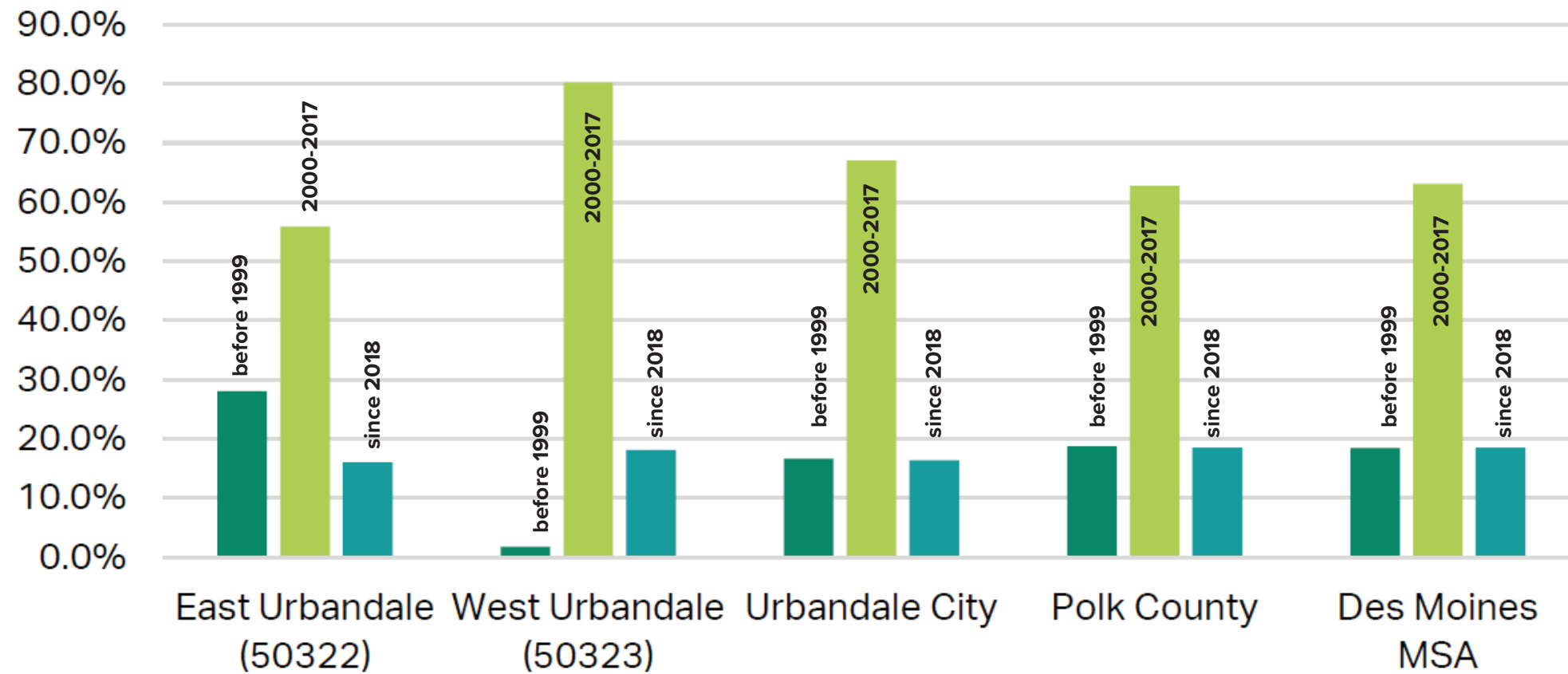
— Percentage of Pop 65+ — Percentage of Pop less than 25

% of Population Less than 25 and Greater than 65



HOUSEHOLD TRENDS

Owner-Occupied By Year Moved In



**Of the owner occupied houses in East Urbandale 30% are occupied by householders 65+ yrs of age**

**13% in West Urbandale**

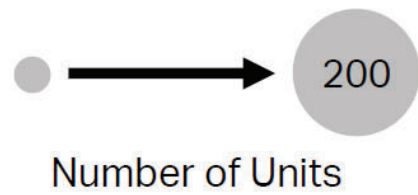
APARTMENTS IN URBANDALE

2,578

Total Existing Units

0

Total Pipeline Units

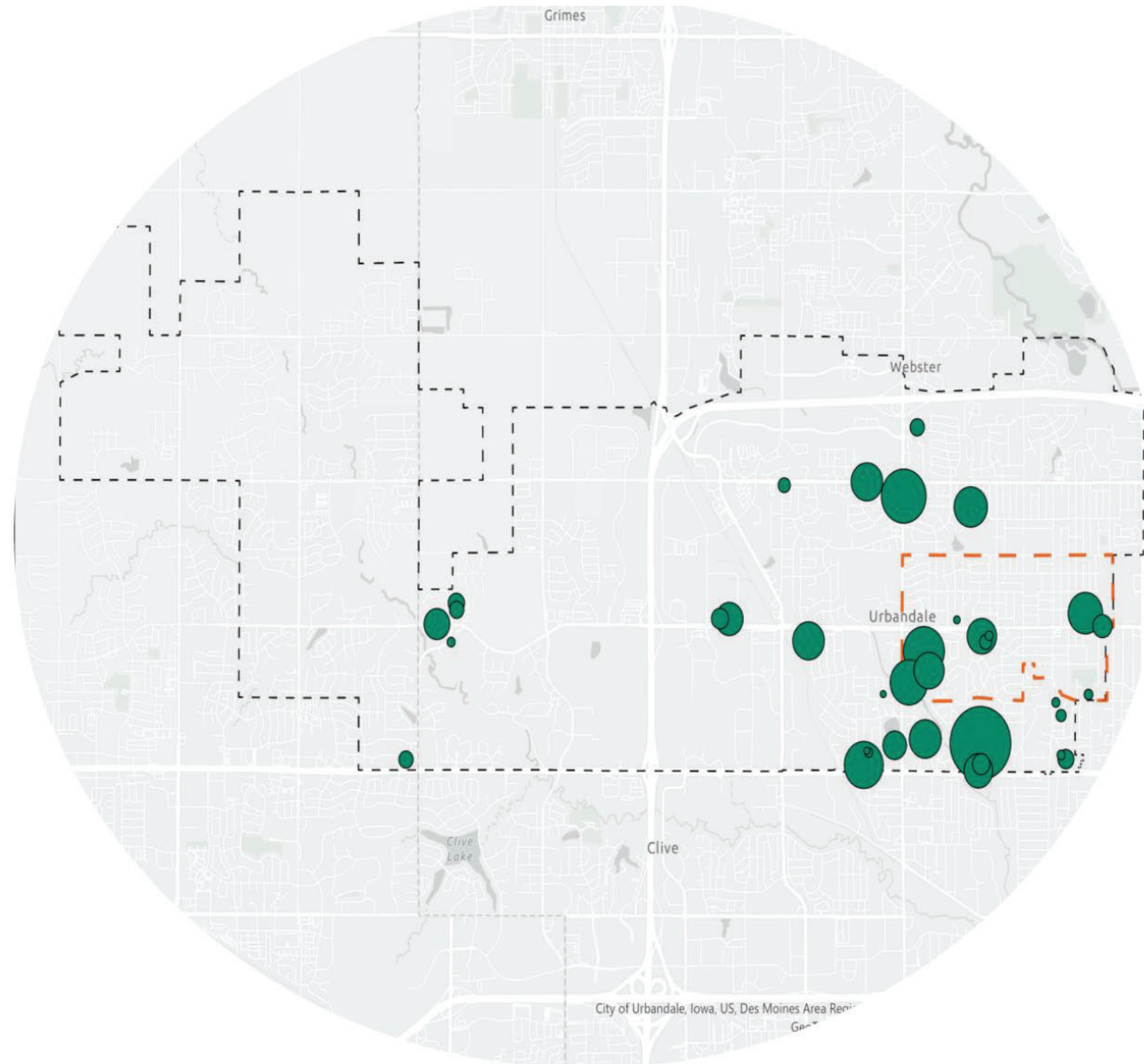


Existing Building ●

Development Pipeline ●

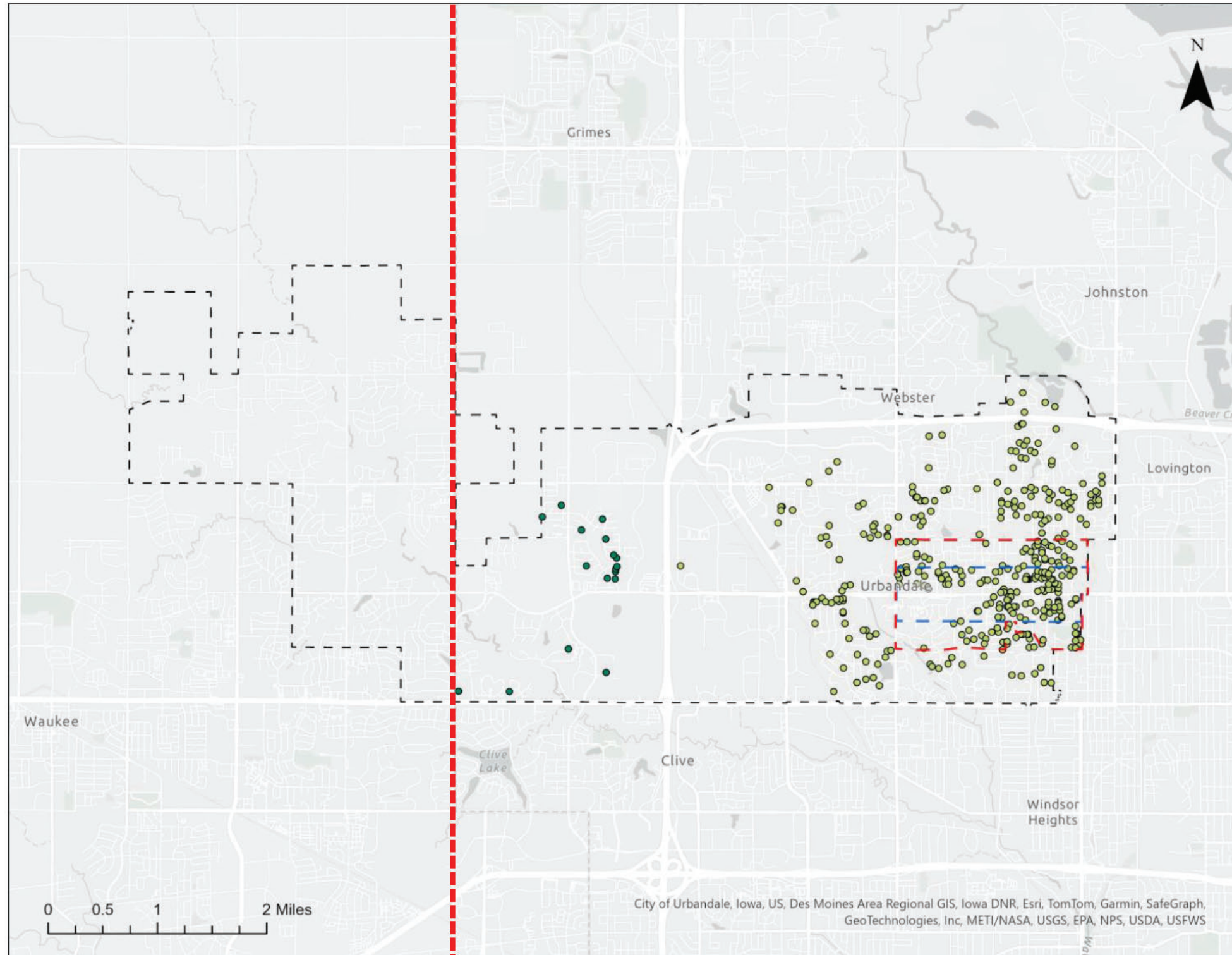
Core Study Area □

Sources: CoStar, AECOM



**Newer multi-family apartments are renting at a premium compared to the market, indicating demand for newer rental units.**

SINGLE FAMILY HOME RENTALS



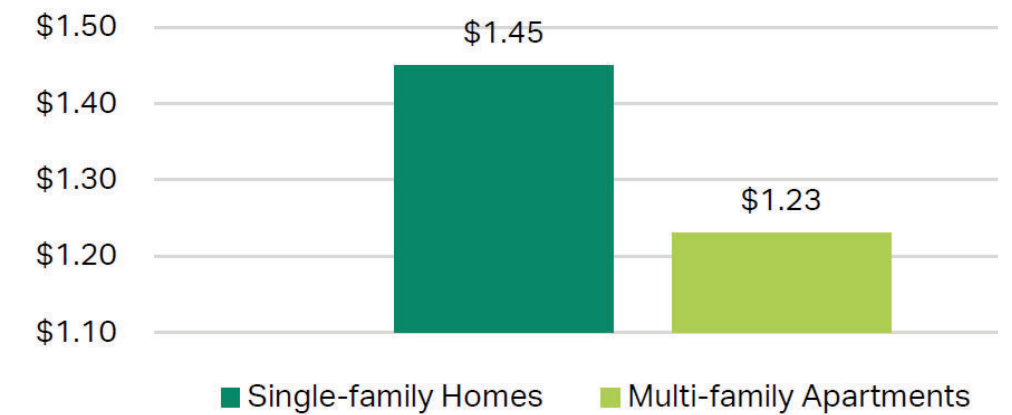
**362 Single Family Houses for rent**

**18 in west Urbandale**

**362 in east Urbandale**

**- 177 in the Downtown core**

**Average Rental Rates in Urbandale**



# Economic Analysis

## RETAIL

**3,743,000**

Total Existing SF

**35,800**

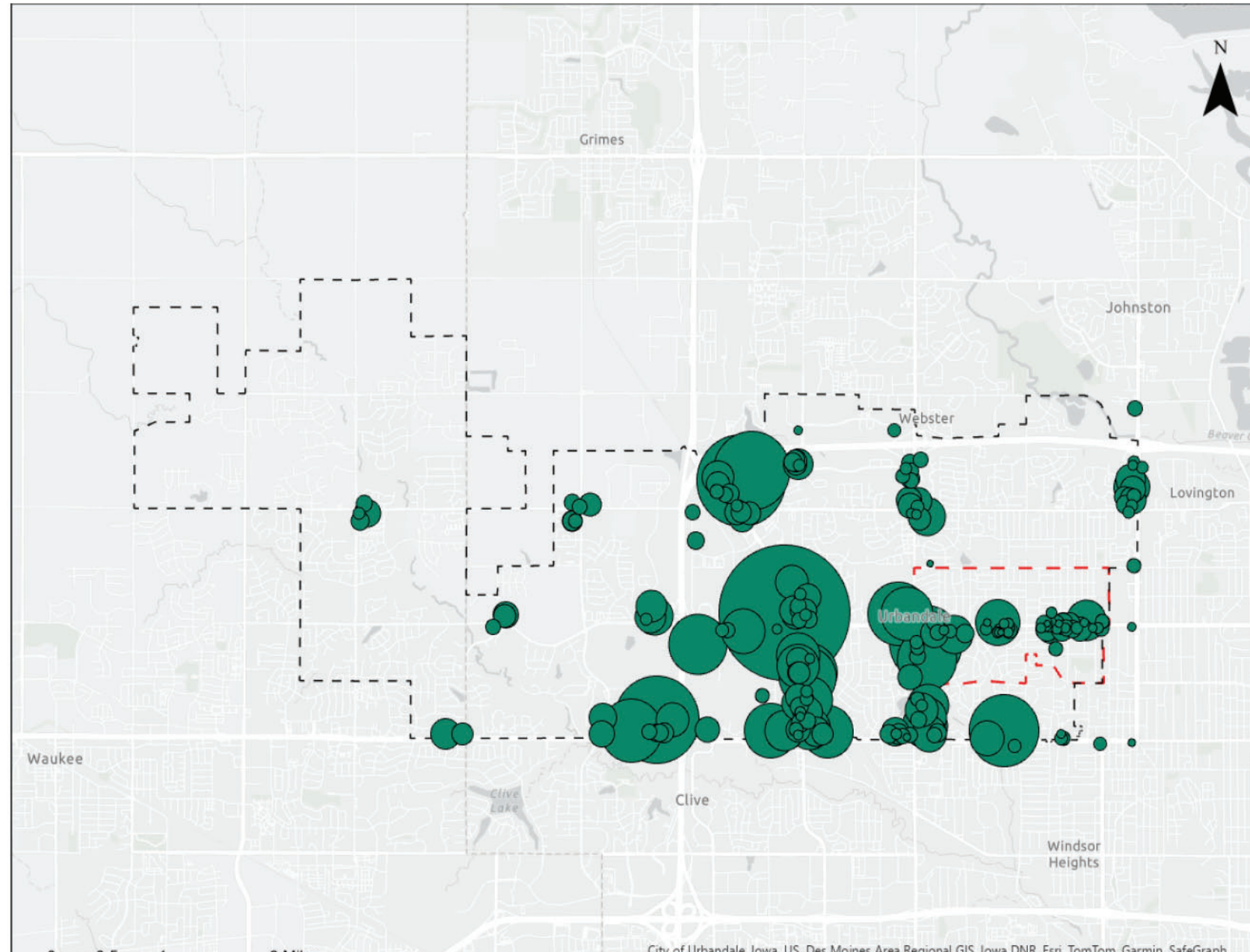
Total Pipeline SF



Existing Building ●

Development Pipeline ●

Core Study Area □

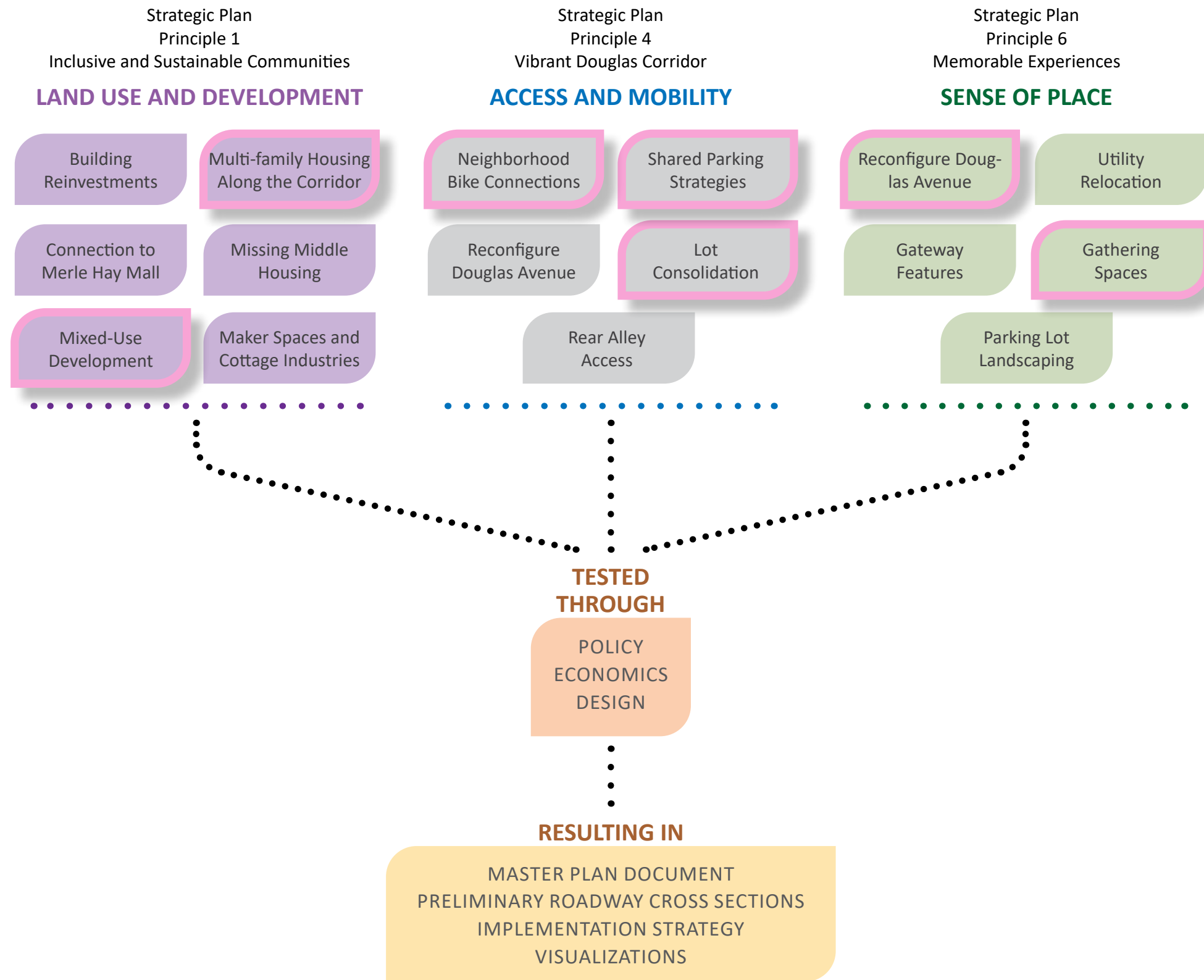


retail sales per capita is growing

population is growing

+/- 50,000 sf of demand in study area

# THE COMPREHENSIVE PLAN



# Transportation

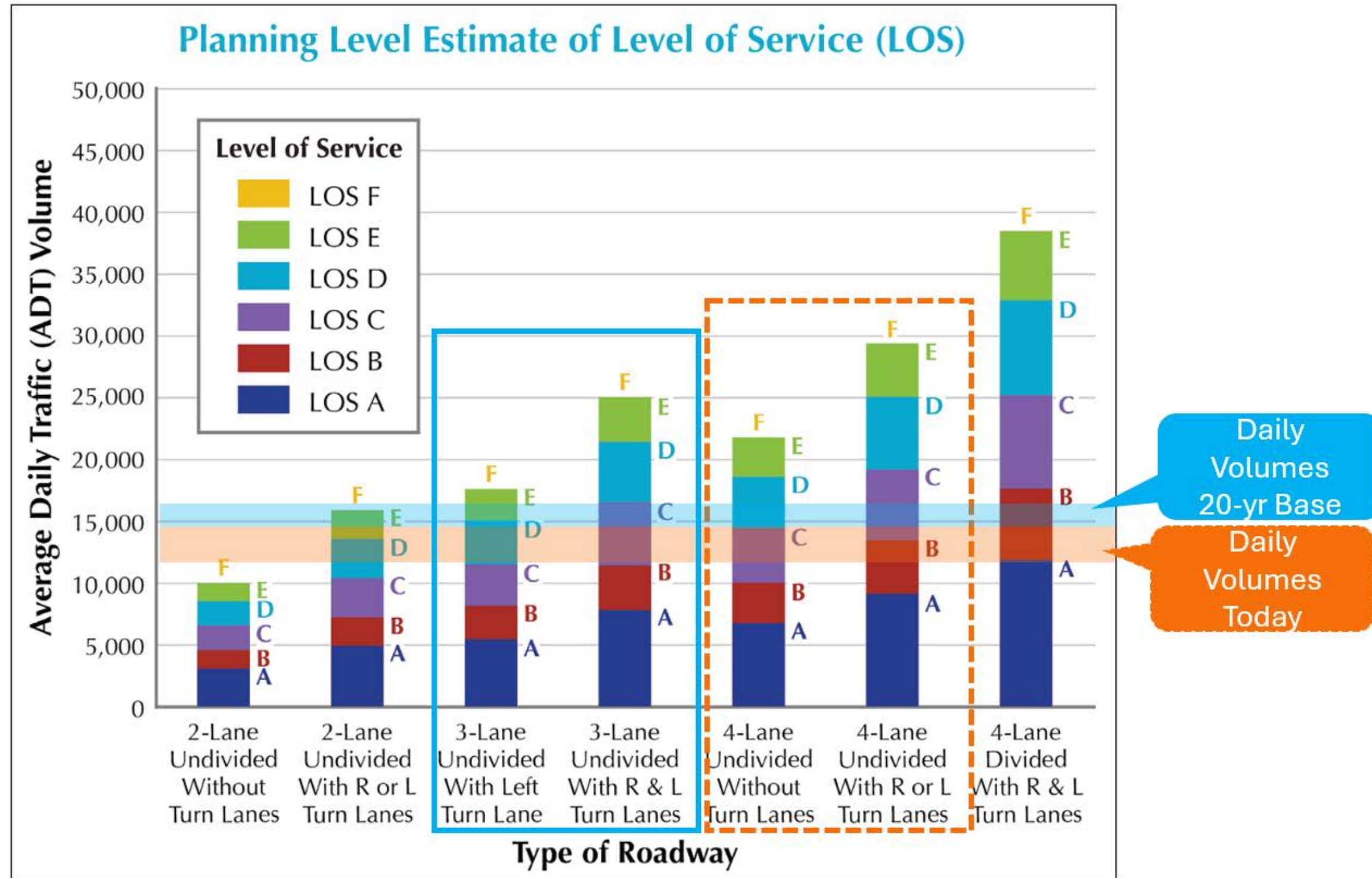


# Transportation



## Legend

2016 Iowa DOT ADT -   
2024 Count ADT -



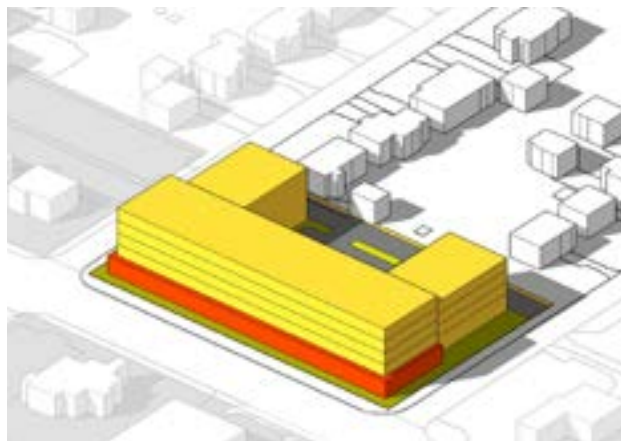
# Design



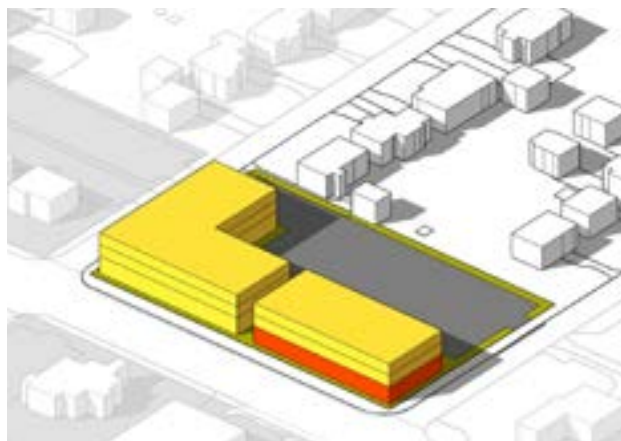
# Development Pieces

## MIXED USE

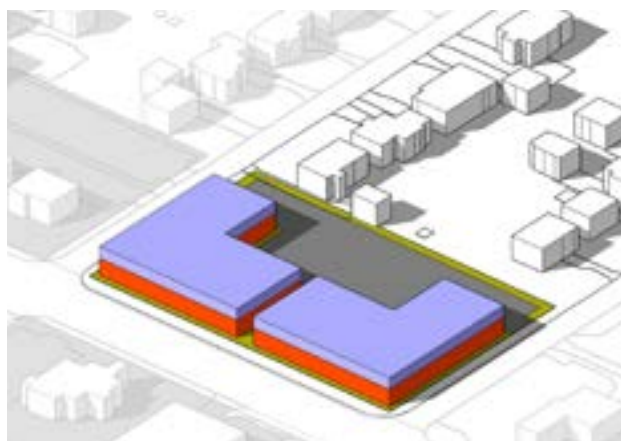
5 story Mixed Use (grocery?)



3 story Mixed Use



2 Story Mixed Use



## HOUSING

3-5 story Apartment



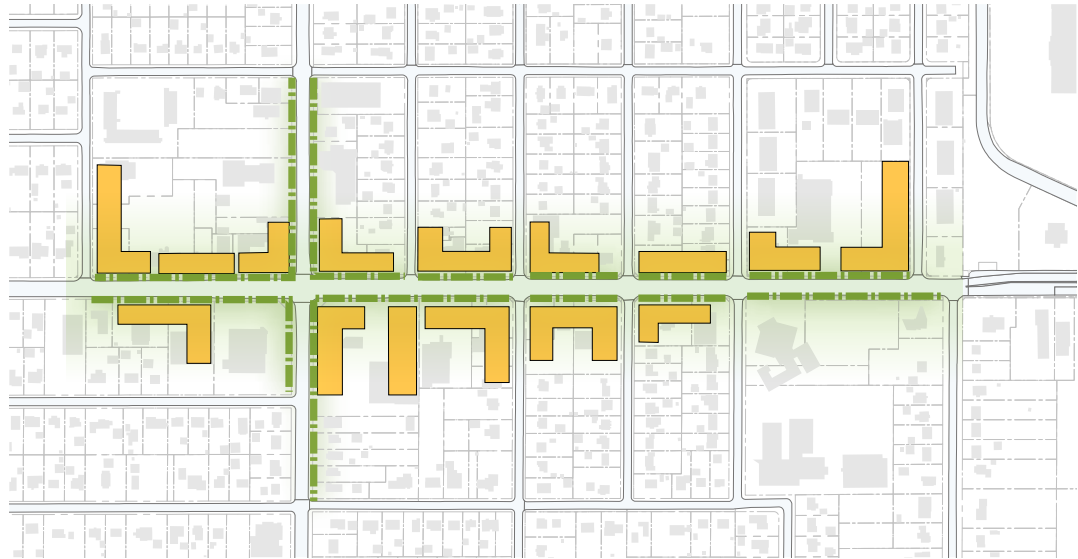
Small Lot 6-12 Unit Apartment



Townhouse



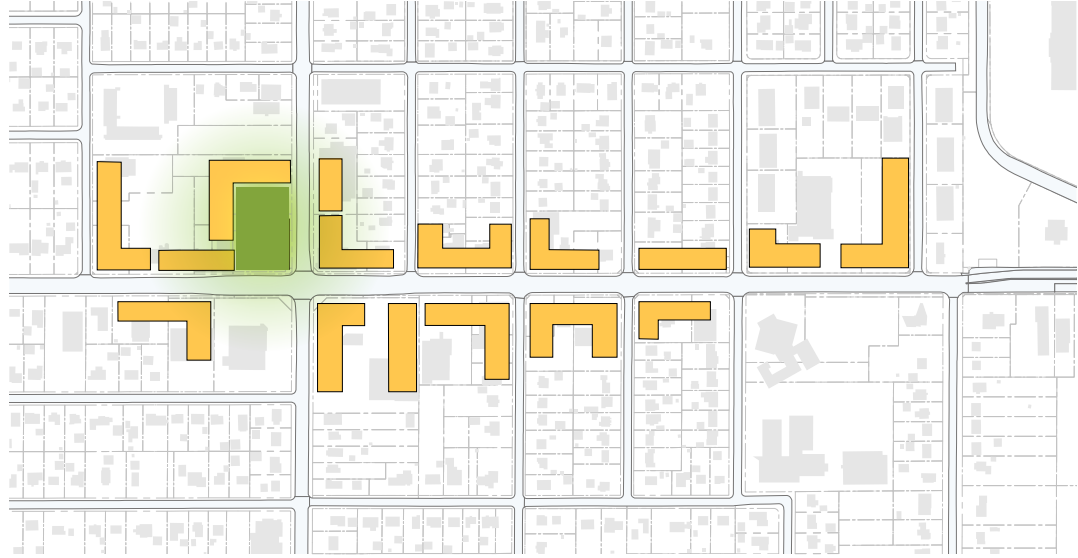
# Public Space Approach



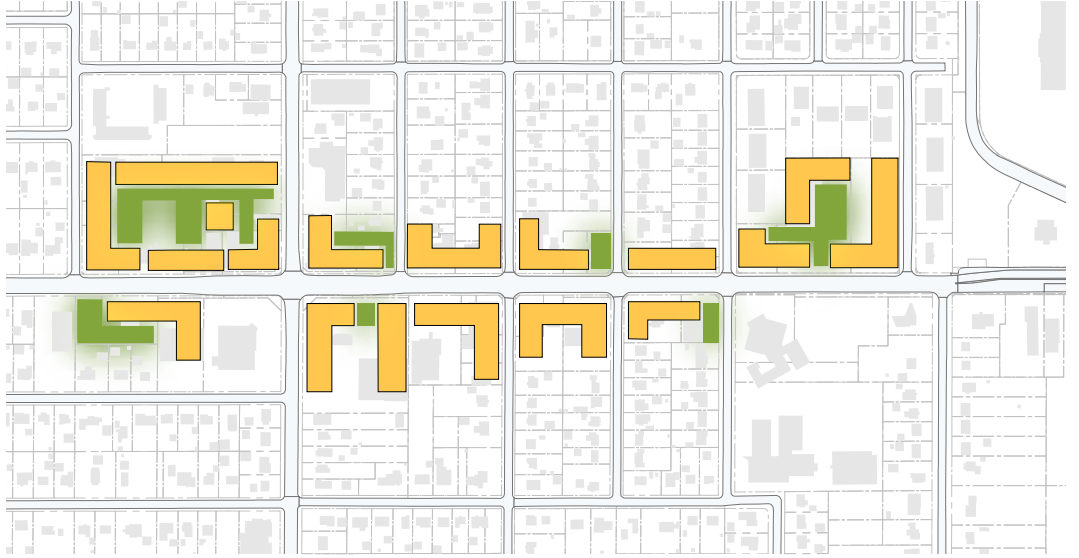
**A great sidewalk** Grand Boulevard, St Louis  
Rice Street, St. Paul  
Ingersoll, W. Des Moines



**Shared Street** Argyle Street, Chicago, IL  
Batavia Blvd, Batavia, IL  
Bell Street, Seattle



**Square or Plaza** The Hangar, Kenmore WA  
Hear of the City, Burnsville, MN  
Wayzata Promendae, Wayzata,



**Nook and Cranny** 50th and france, Edina, MN  
Printers Alley, Nashville, TN  
Calle Guanjanto, Ashland, OR

# Public Space Approach



Square or Plaza



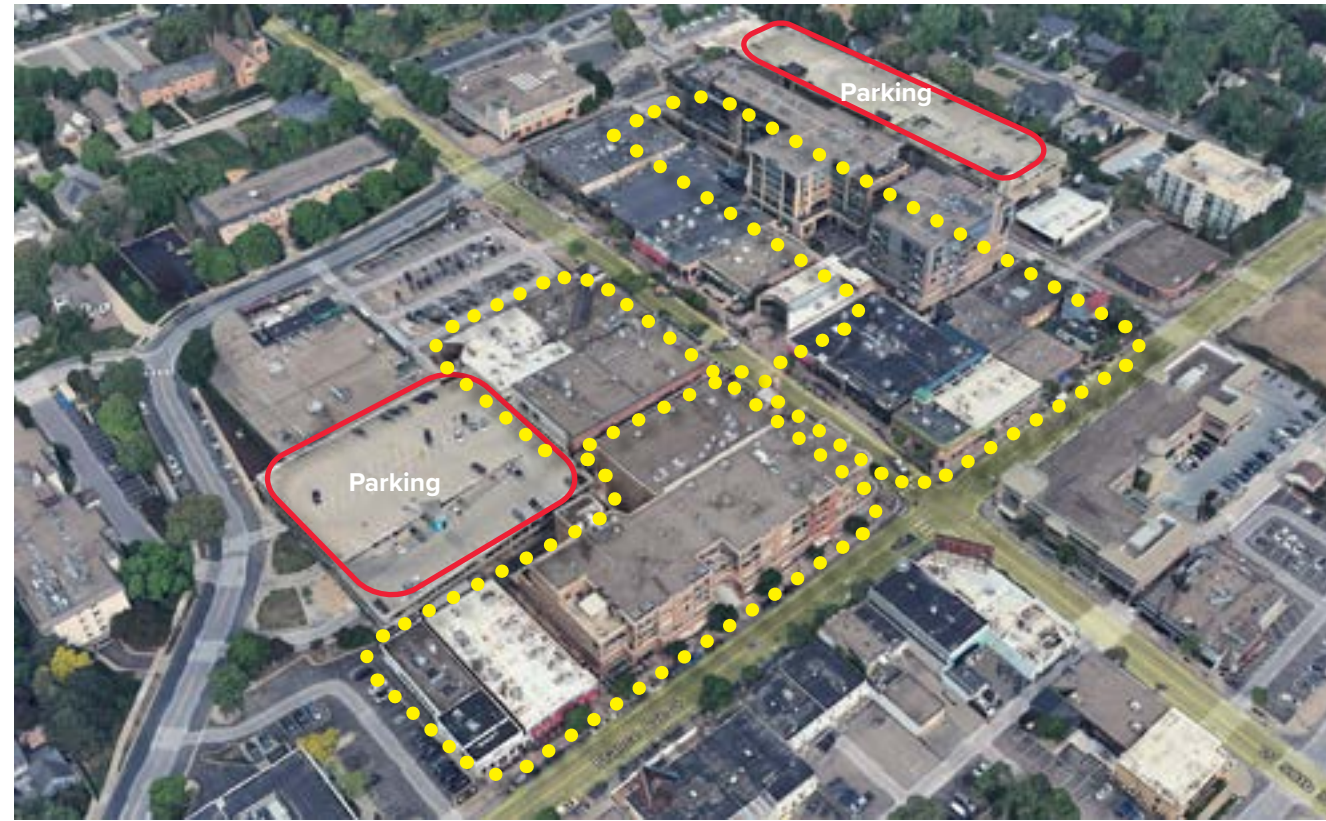
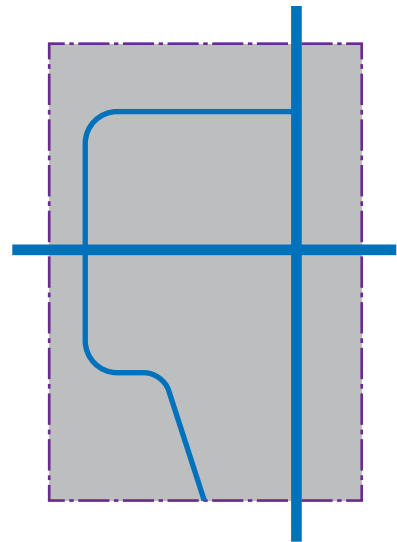
The Hangar,  
Kenmore, WA



# Public Space Approach



Nook and Cranny



50th and France,  
Edina MN



# Public Space Approach

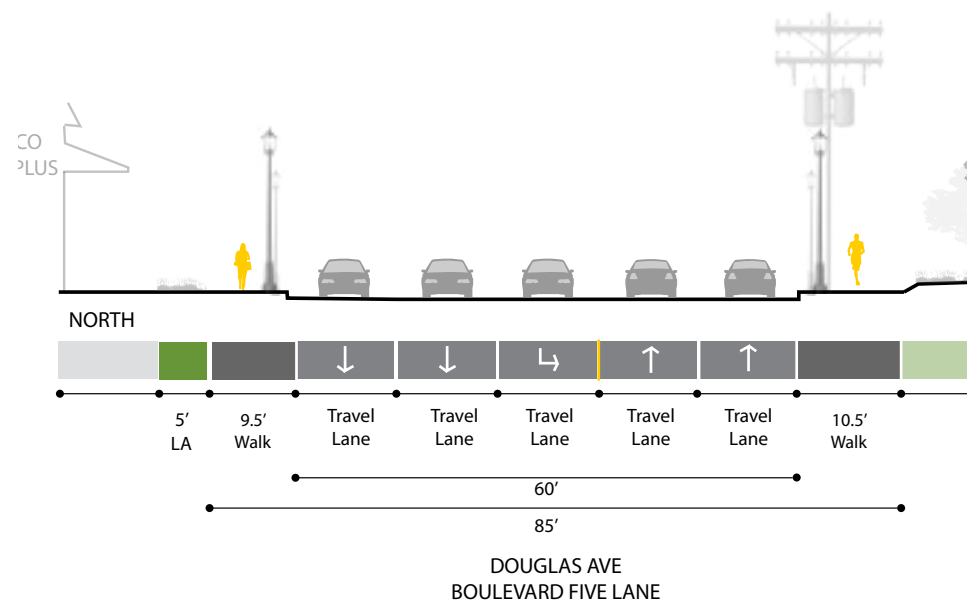


A Great Avenue



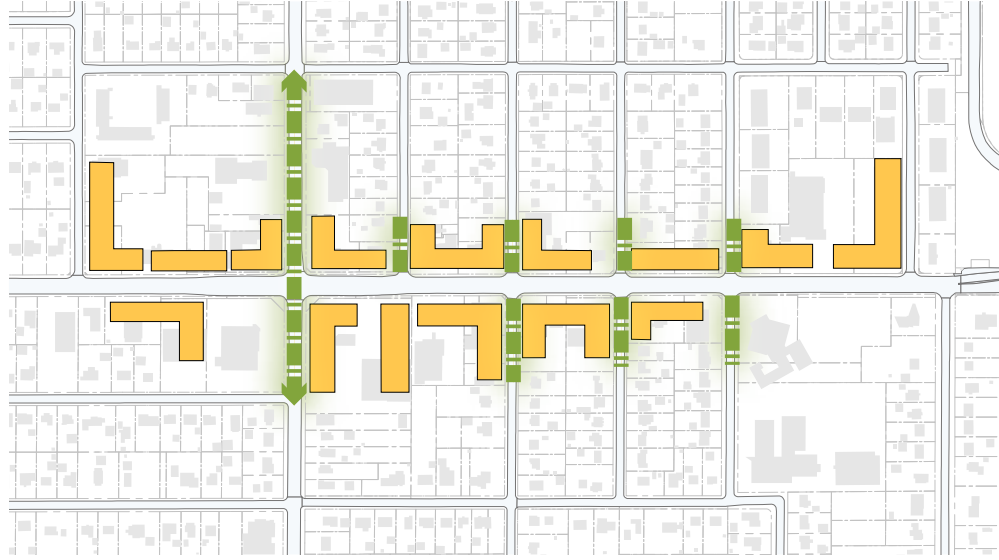
Grand Boulevard,  
St. Louis, MO

(20,000 ADT)



# Downtown Master Plan: Urbandale, IA

# Public Space Approach



Shared Street



Bell Street  
Seattle, WA



Batavia IL



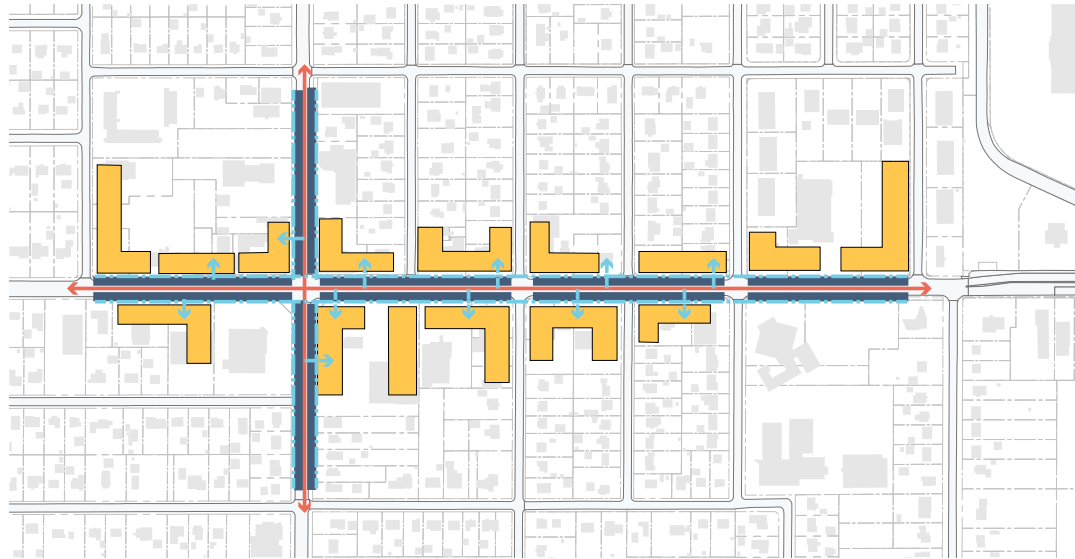
Lancaster CA



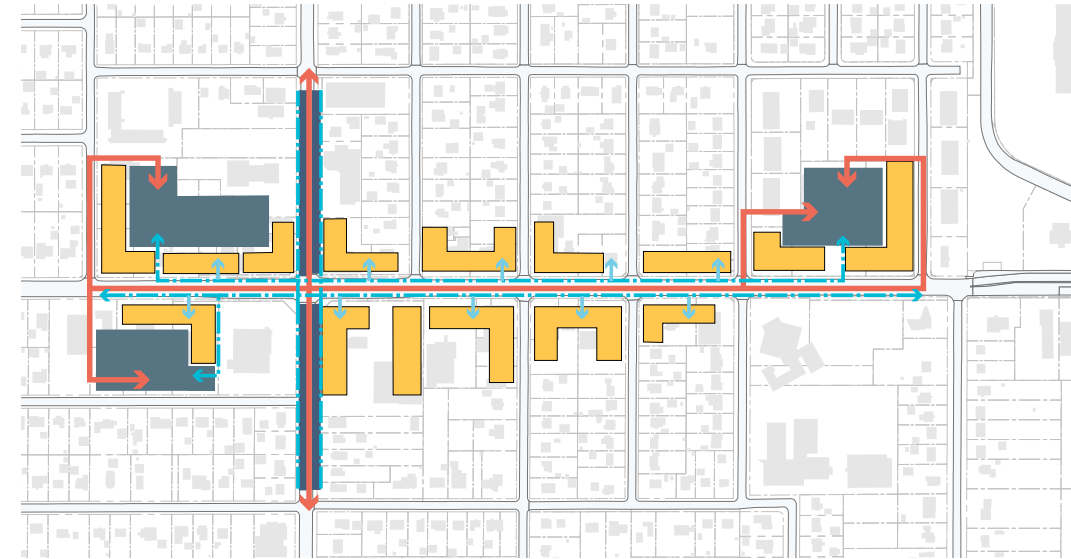
Lancaster CA

# Downtown Master Plan: Urbandale, IA

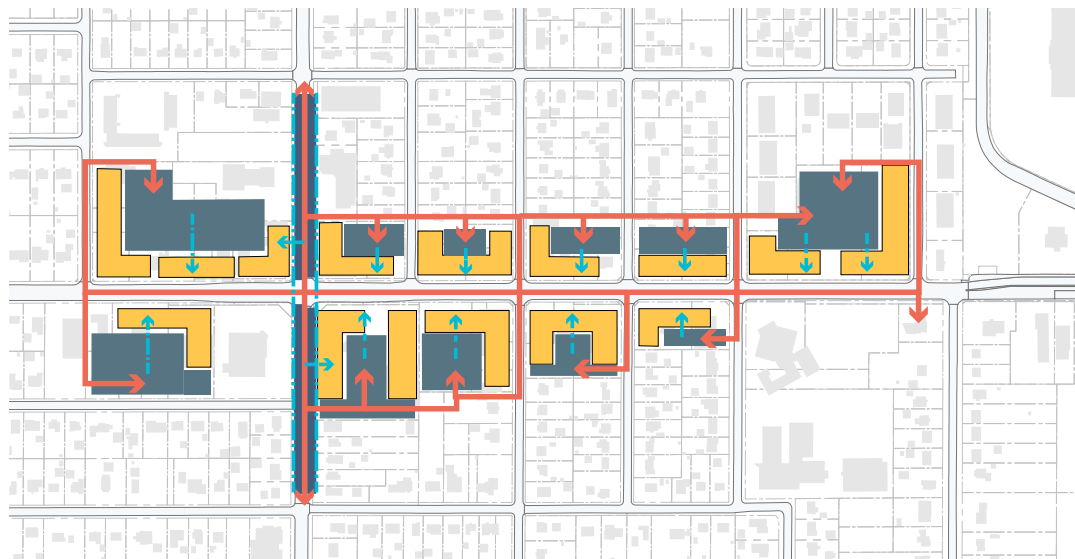
# Parking Strategies



On Street Parking

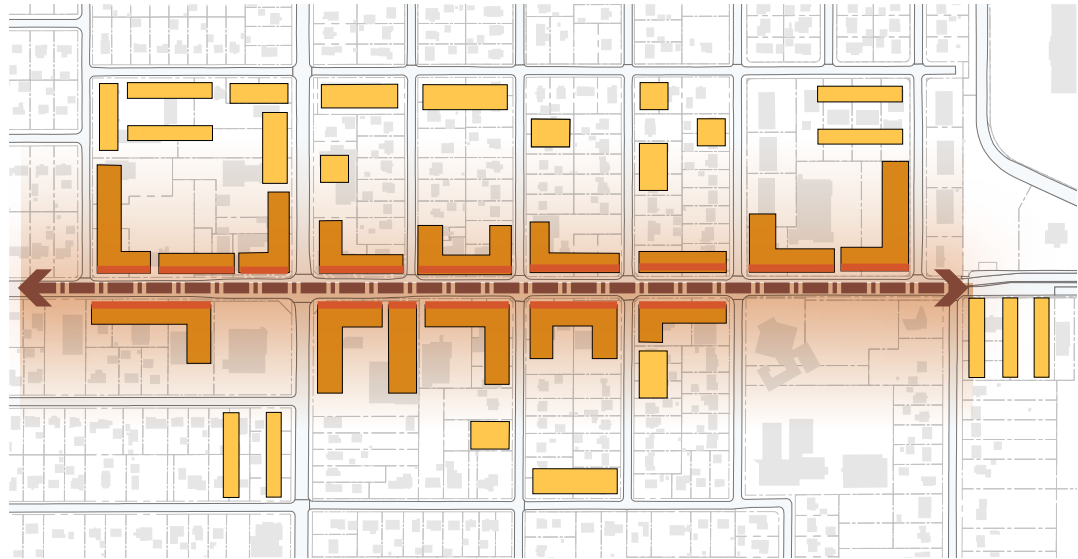


Shared Lots

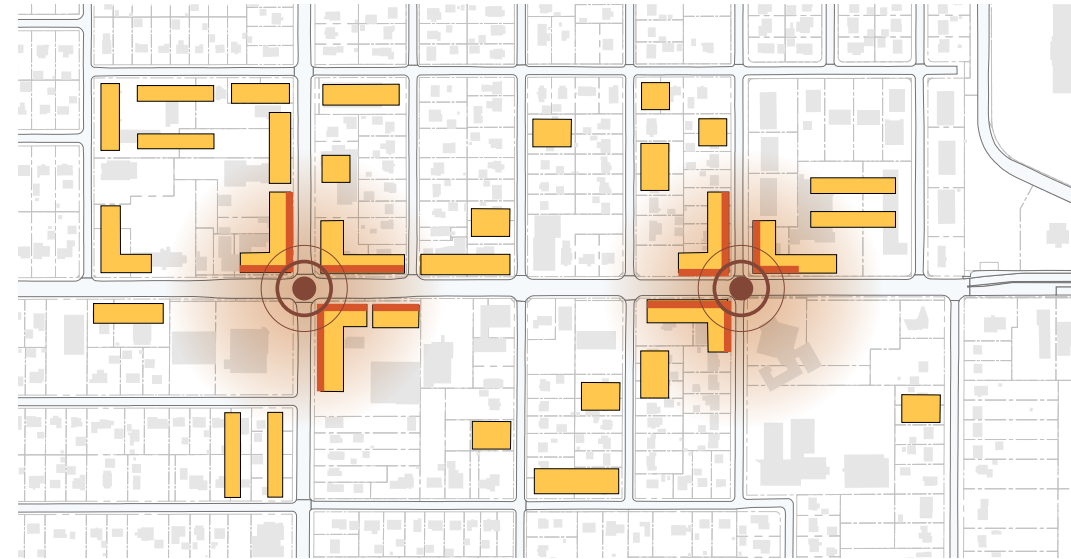


Alley and Backside Parking

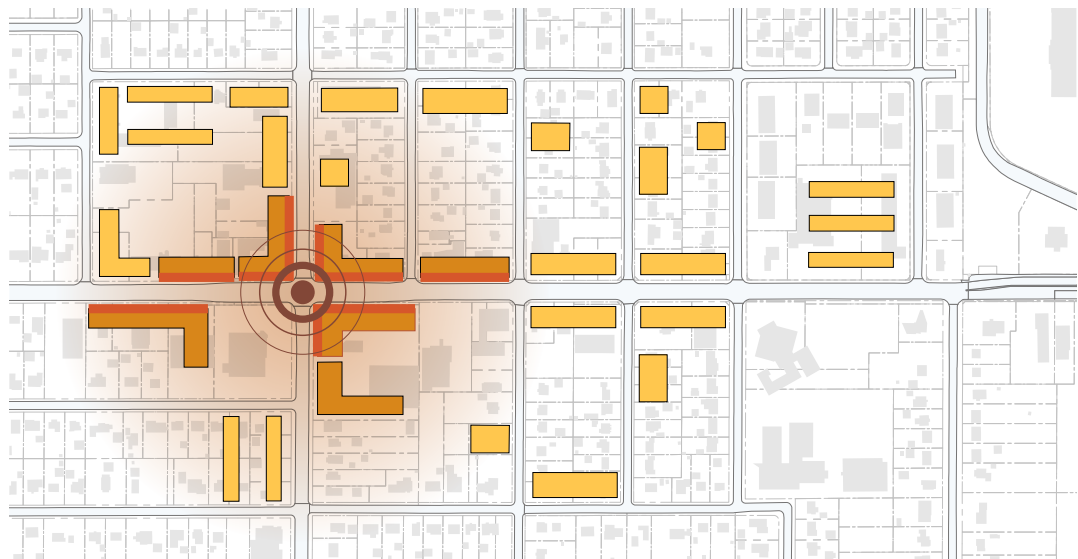
# Development Models



The Avenue



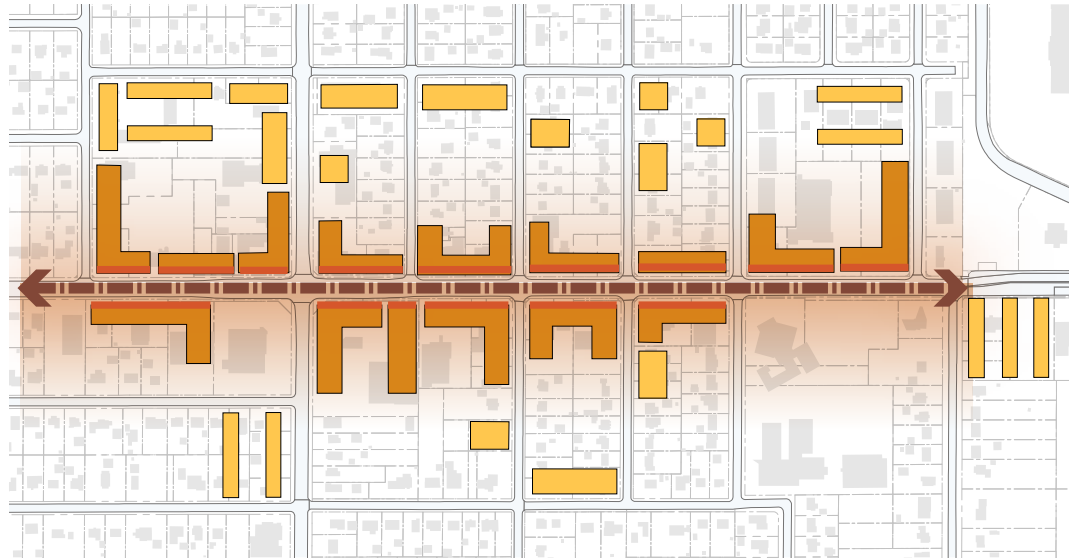
The Village



The Big Node

## 1. TEAM LEAD

### The Avenue

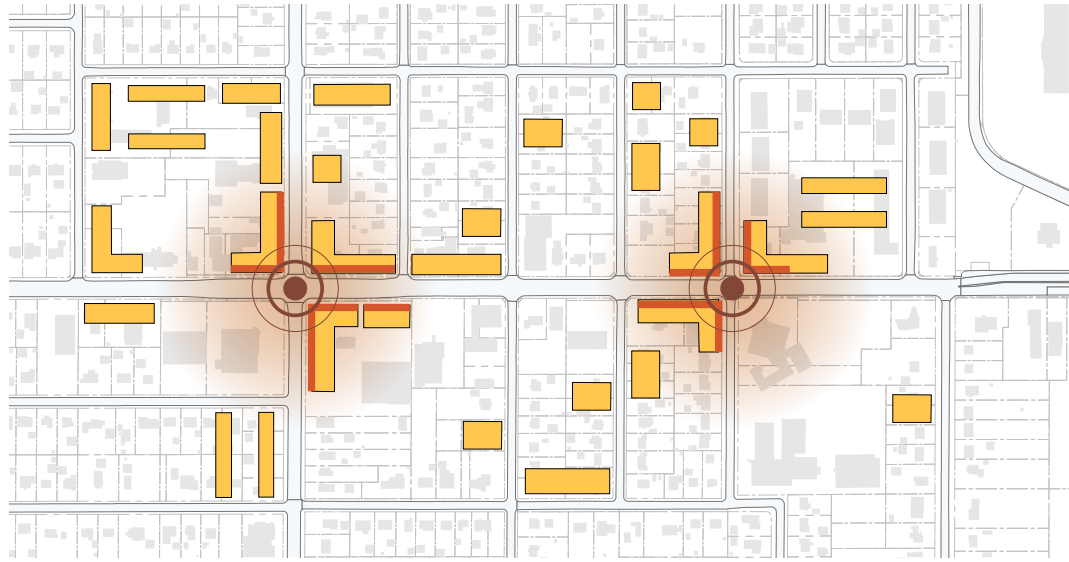


- » Invest in corridor experience for pedestrians
- » Concentrate develop along Douglas Avenue
- » Activate the street frontage with commercial uses
- » Encourage missing middle development beyond the corridor.
- » Destination retail and restaurant uses



## 1. TEAM LEAD

### The Village

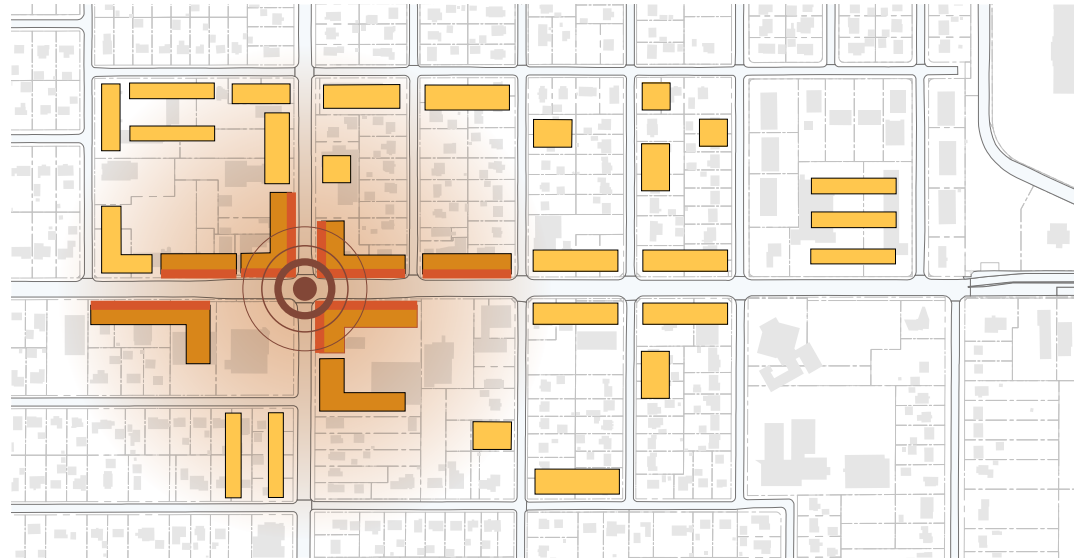


- » Multiple smaller commercial nodes anchor activity
- » Dispersed development across the downtown area
- » Neighborhood-serving retail uses



## 1. TEAM LEAD

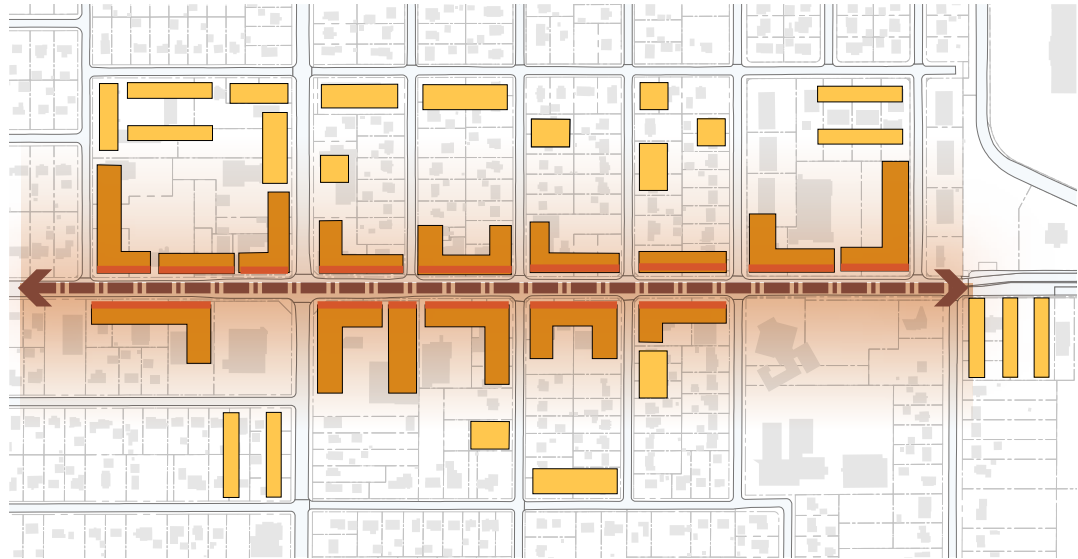
### The Big Node



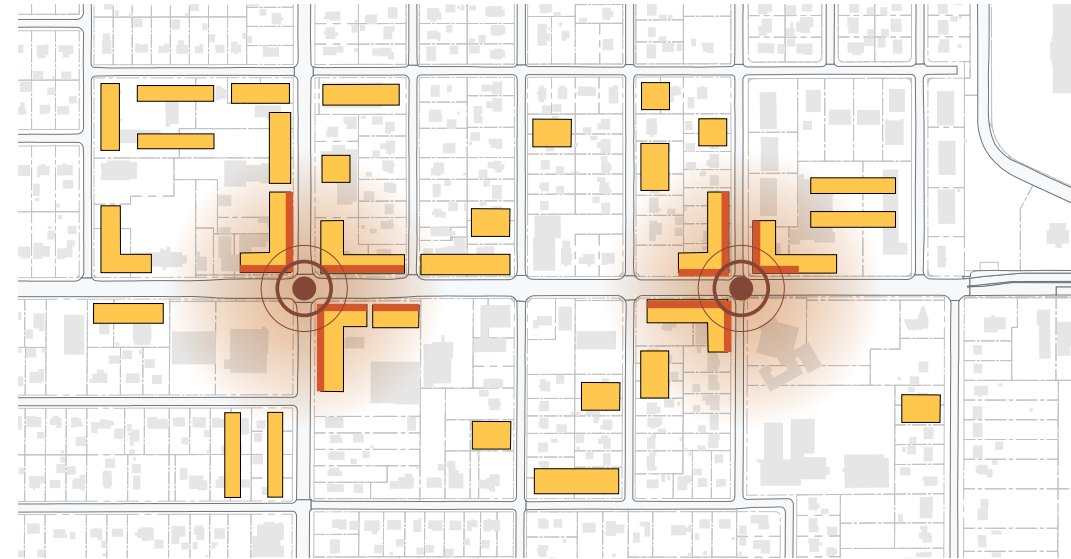
- » Concentrate development and investment at one intersection (70th Street)
- » Attract anchor retail tenants (i.e. grocery)
- » Encourage missing middle development beyond the intersection.



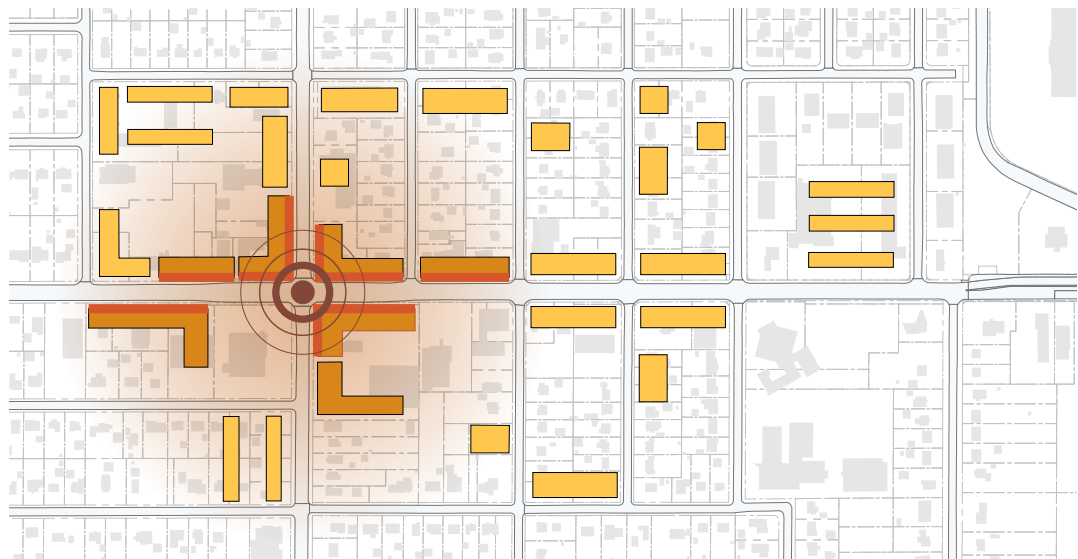
# Development Models



The Avenue



The Village



The Big Node