



Staff Technical Committee  
August, 2024

DOWNTOWN URBAN DALE  
**FOCUS AREA PLAN**






**Access & Mobility**

-  Potential Trail
-  Potential Neighborhood Bikeway
-  Intersection Improvements
-  Pedestrian Crosswalk
-  Road/Lane Reconfiguration
-  Potential to Vacate Right-of-way

**Sense of Identity**

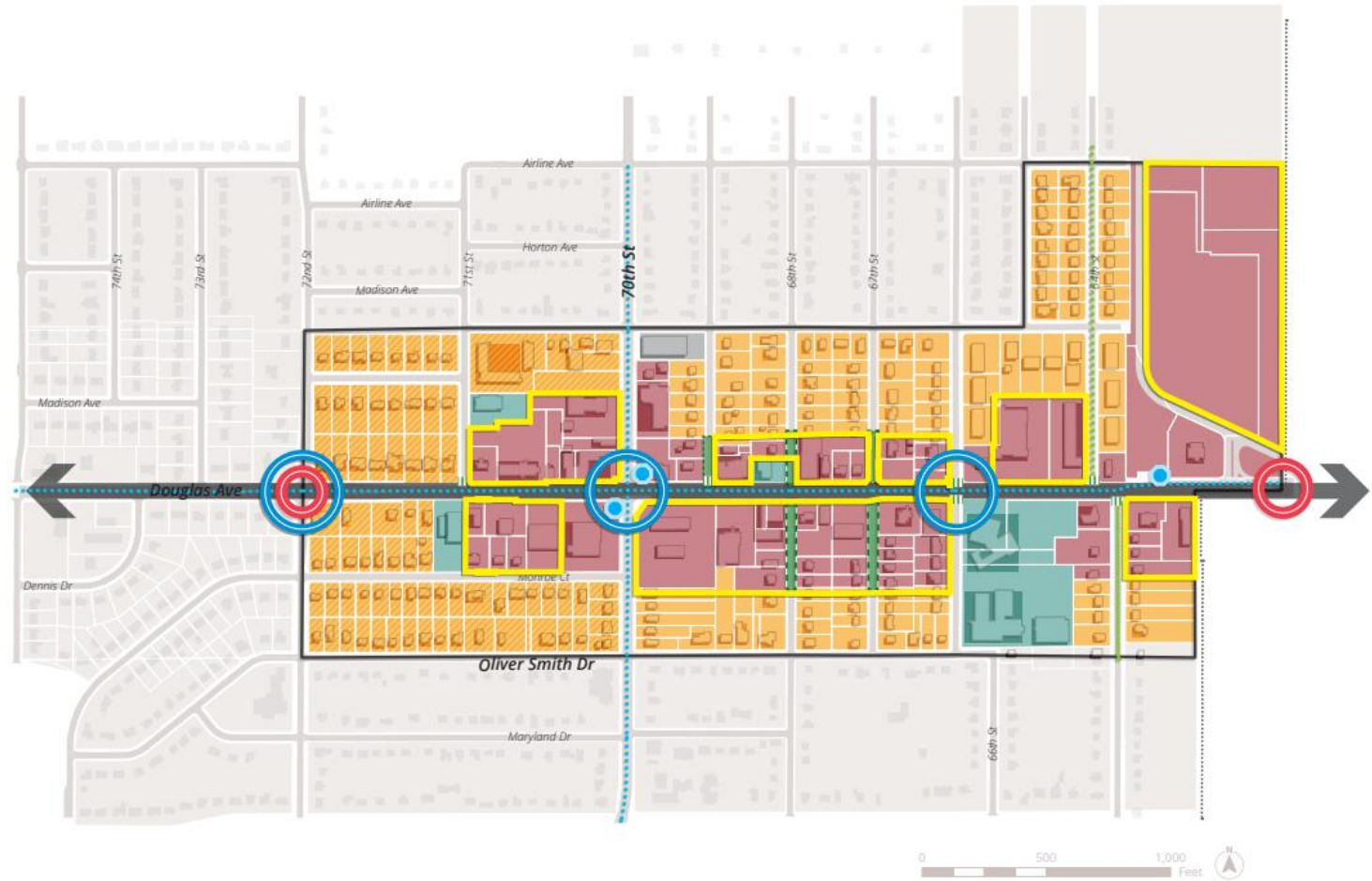
-  Downtown Gateway
-  Wayfinding Signage

**Land Use**

-  Mixed Residential
-  Mixed-Use
-  Public/Semi-Public
-  Downtown Transition Area
-  Development Opportunity

**Context**

-  Focus Area Boundary
-  Municipal Boundary



DOWNTOWN URBAN DALE  
**FOCUS AREA PLAN**

**Access & Mobility**

-  Potential Trail
-  Potential Neighborhood Bikeway
-  Intersection Improvements
-  Pedestrian Crosswalk
-  Road/Lane Reconfiguration
-  Potential to Vacate Right-of-way

**Sense of Identity**

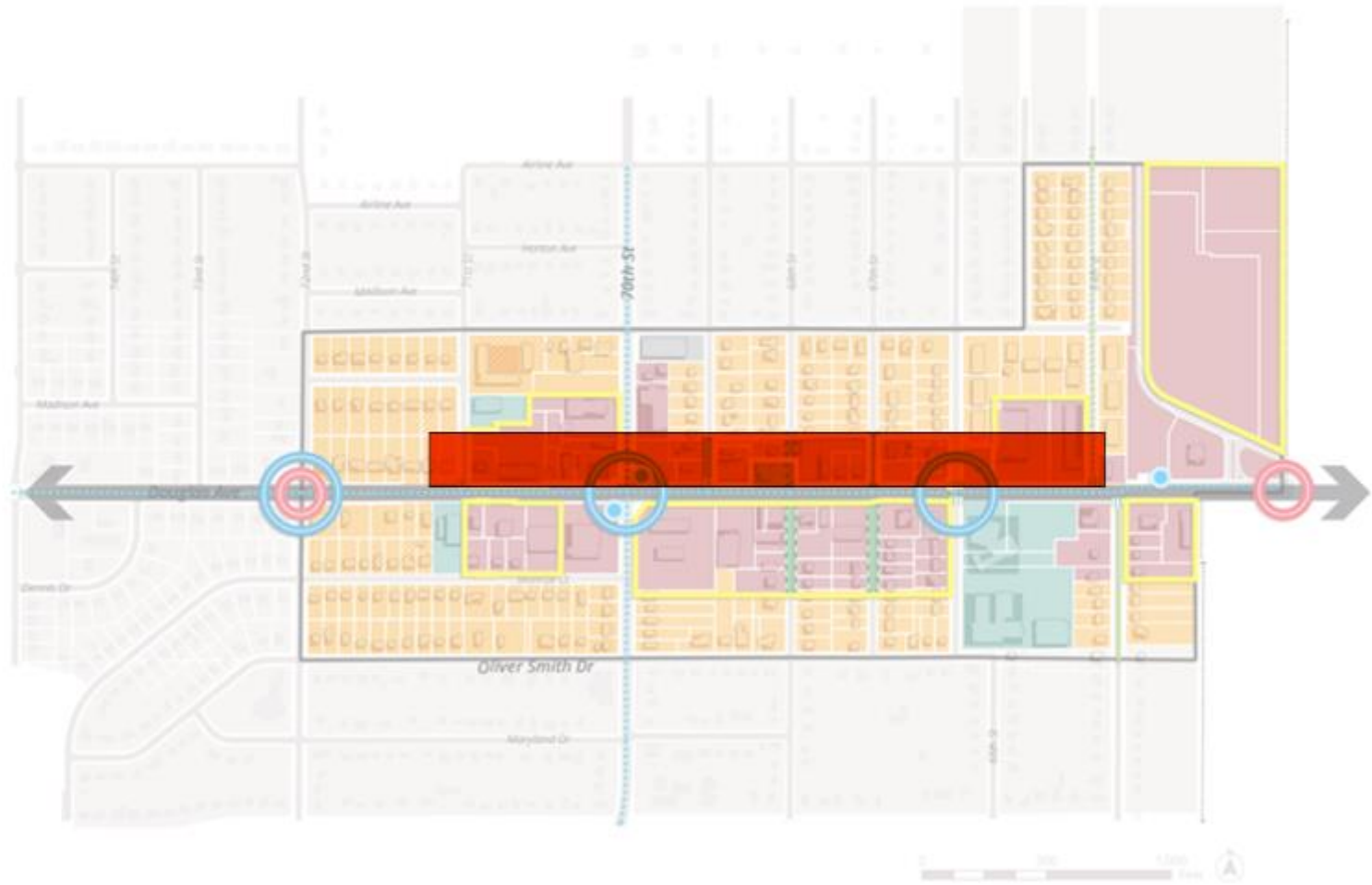
-  Downtown Gateway
-  Wayfinding Signage

**Land Use**

-  Mixed Residential
-  Mixed-Use
-  Public/Semi-Public
-  Downtown Transition Area
-  Development Opportunity

**Context**

-  Focus Area Boundary
-  Municipal Boundary





70th St

64th St

Madison Ave

Oliver Smith Dr

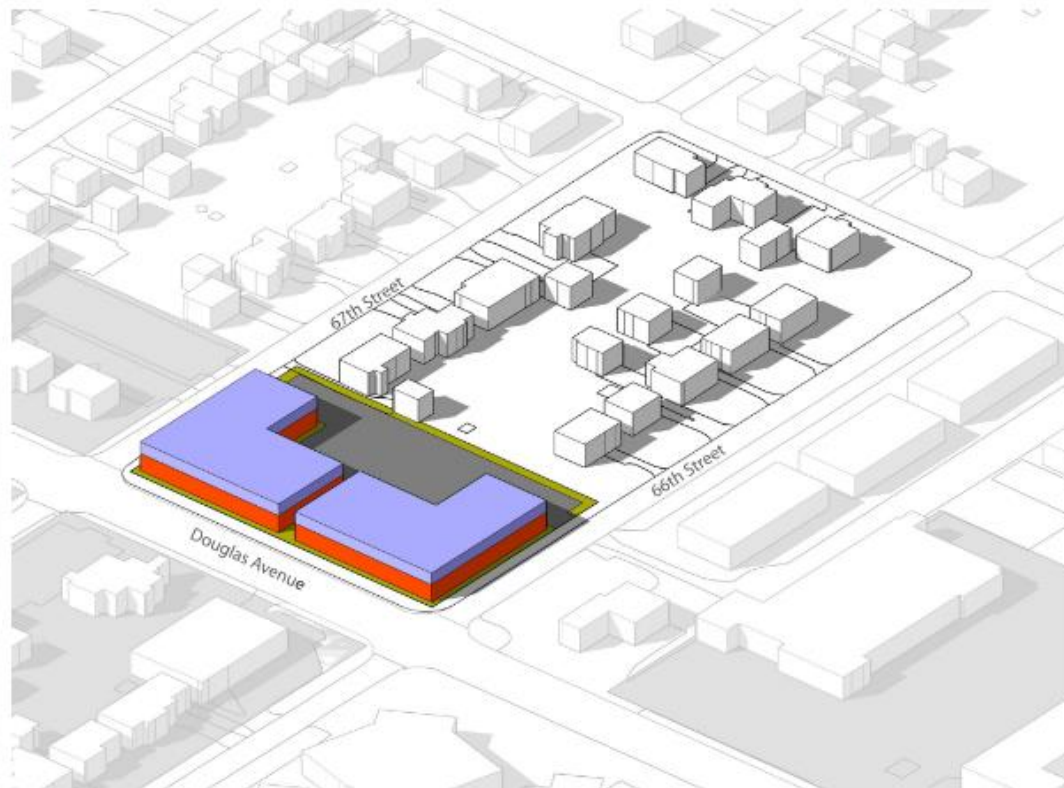
Mixed Use 5-6 story



Block 1	Commercial	Residential
Site Area	55,000 square feet (1.3 acres)	
GSF	15,000 sf	100,000 sf
Parking	30 spaces	175 spaces (underground)
Floors	4-5 floors	
FAR	~2.0	
Units	100 units	
Density	76 du/acre	



### Commercial Mixed Use 2-story



Block 1	Commercial	Office
Site Area	55,000 square feet (1.3 acres)	
GSF	25,000 sf	25,000 sf
Parking	60 spaces (surface)	
Floors	2 floors	
FAR	1.0	





*Mixed Use 3-story*



Block 1	Commercial	Residential
Site Area	55,000 square feet (1.3 acres)	
GSF	10,000 sf	50,000 sf
Parking	75 spaces (surface)	
Floors	3 floors	
FAR	1.1	
Units	50	
Density	38 units / acre	

