

Downtown Urbandale Revitalization

Forward Urbandale Comprehensive Plan



- Adopted on December 12, 2023
- Guiding plan for the growth of Urbandale over the next 20 years
- Identifies long range goals to focus efforts
- Planning themes: Environmental Stewardship, Welcoming to All, Community Health and Wellness

“What Urbandale wants to be when it grows up”

Economic Development



- Revitalizing & reinvesting in what we have
 - How can existing buildings be used to their fullest potential?
 - Where can a mix of uses be successful?
- Enhance local attractions
 - Refreshing current amenities
 - Creating ‘third places’



Downtown Urbandale Focus Area



- A 'Reinvestment First' approach
 - \$1,500,000 to assist in reinvesting in downtown
 - Flexible program to work for many ideas
 - Focused on making visual improvements to properties along Douglas



Discussion Preview



- Identity
- Street network
 - Circulation, Traffic, Access, etc.
- Parking
 - On and off street
- Buildings
 - Height, size, etc.
- Signage
- Uses
- Others?

Overview: Beaverdale



- Identity
 - Initial Impression
 - Known For
- Attractions
 - Art
 - Events/Festivals
 - Dining
- Navigating the District
 - Traffic Direction
 - Parking



Overview: Ingersoll



- Identity
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Overview: Valley Junction



- Identity
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Overview: Prairie Trail



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Review: Beaverdale



- What do you like about this area?
- What could be better about this area?
- Are there similarities to Downtown Urbandale?
- What can Downtown Urbandale learn from this area?



Review: Ingersoll



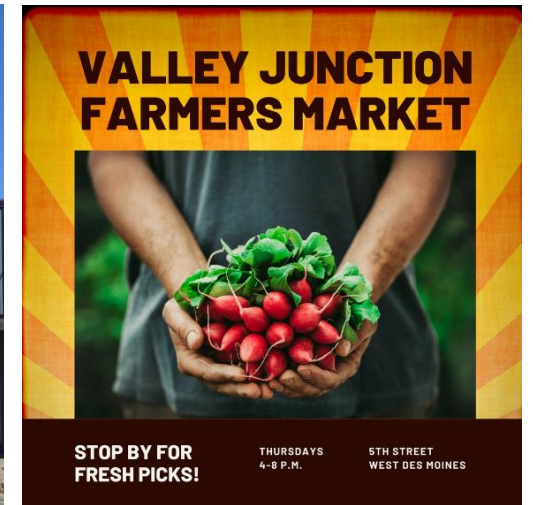
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Downtown Urbandale Next Steps



- Downtown Master Plan Consultant
- Downtown Urbandale Revitalization Meeting Series
 - *Master Planning*
 - *Redevelopment*
 - *Implementing Change in Downtown Urbandale*
- Next Meeting: July, Week 2



Thank You



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