



FORWARD
URBANDALE

MOVING OUR COMMUNITY FORWARD TOGETHER

COMPREHENSIVE PLAN

ADOPTED DECEMBER 12, 2023



Urbandale in 2024 and Beyond

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

“What Urbandale wants to be when it grows up”

Planning Themes



Environmental Stewardship

Sustainable development policies and practices are important for the long-term success of the region.

Welcoming to All

Where current and future residents of all incomes, races, and ethnicities have access to opportunities, services, and amenities they need to thrive.

Community Health and Wellness

How future development in Urbandale is planned and designed will directly influence the health of residents and employees.

Northpark/Plum Focus Area



NORTHPARK/PLUM DRIVE FOCUS AREA PLAN

Access & Mobility

- Potential Trail
- Potential Neighborhood Bikeway
- Potential Ped. Bridge Connection
- Pedestrian Crosswalk
- Trailhead

Context

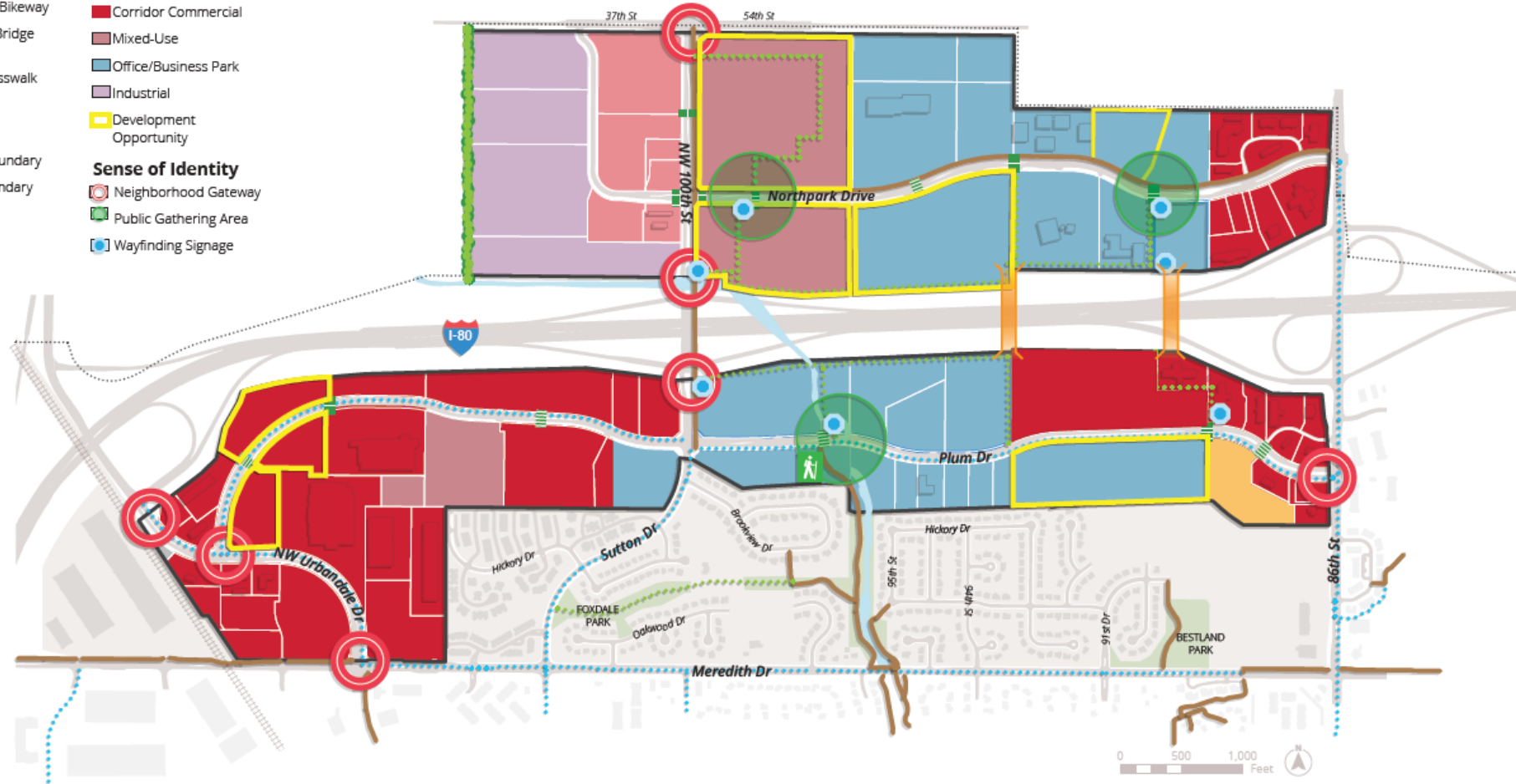
- Focus Area Boundary
- Municipal Boundary
- Parks
- Existing Trail

Land Use

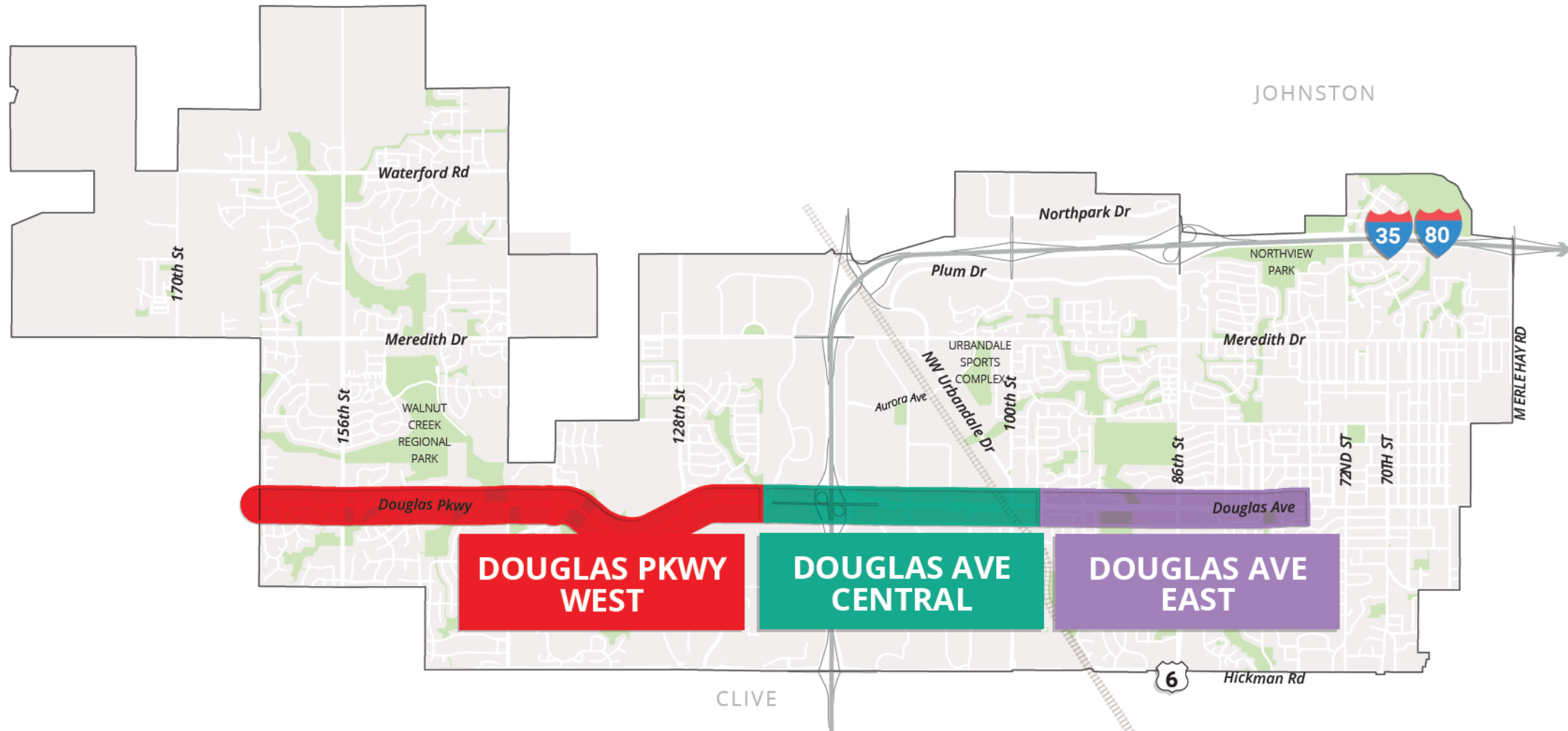
- Mixed Residential
- Local Commercial
- Corridor Commercial
- Mixed-Use
- Office/Business Park
- Industrial
- Development Opportunity

Sense of Identity

- Neighborhood Gateway
- Public Gathering Area
- Wayfinding Signage



Douglas Parkway Focus Area



Downtown Urbandale Focus Area



DOWNTOWN URBANDALE 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

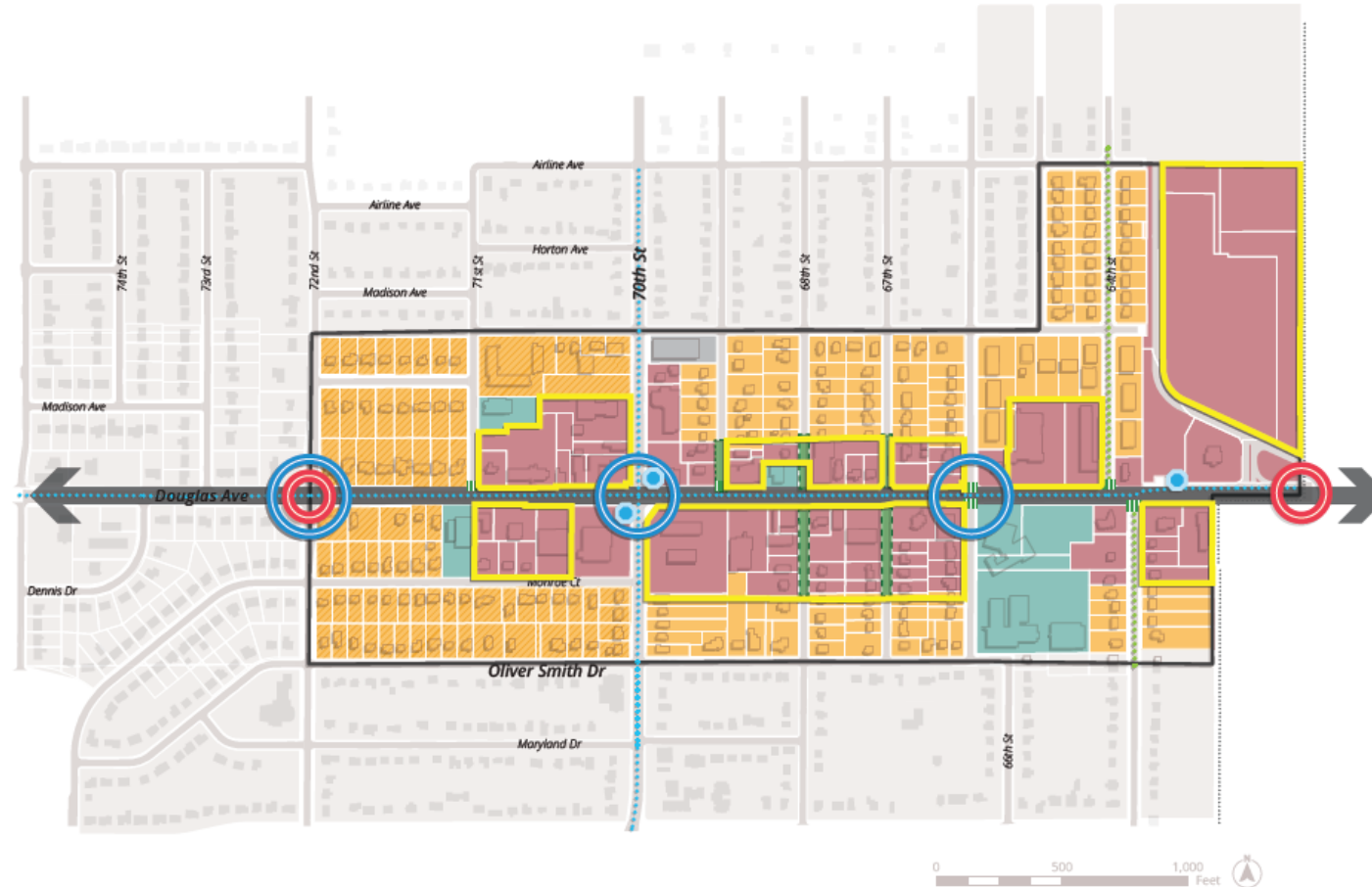
- Downtown Gateway
- Wayfinding Signage

Land Use

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

Context

- Focus Area Boundary
- Municipal Boundary



Economic Development



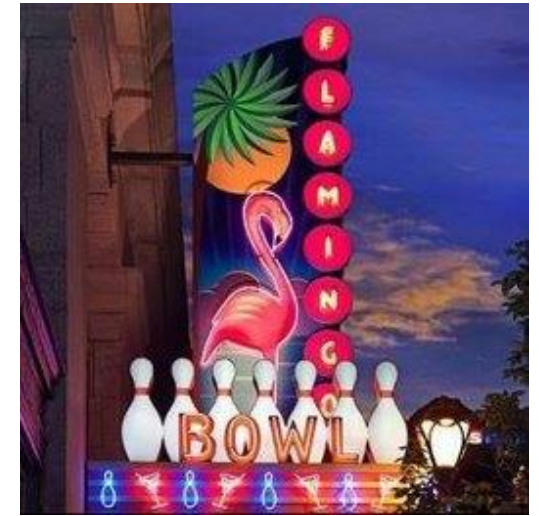
- Revitalizing & reinvesting in what we have
 - How can existing buildings be used to their fullest potential?
 - Where can a mix of uses be successful?
- Enhance local attractions
 - Refreshing current amenities
 - Creating ‘third places’



Downtown Urbandale Focus Area



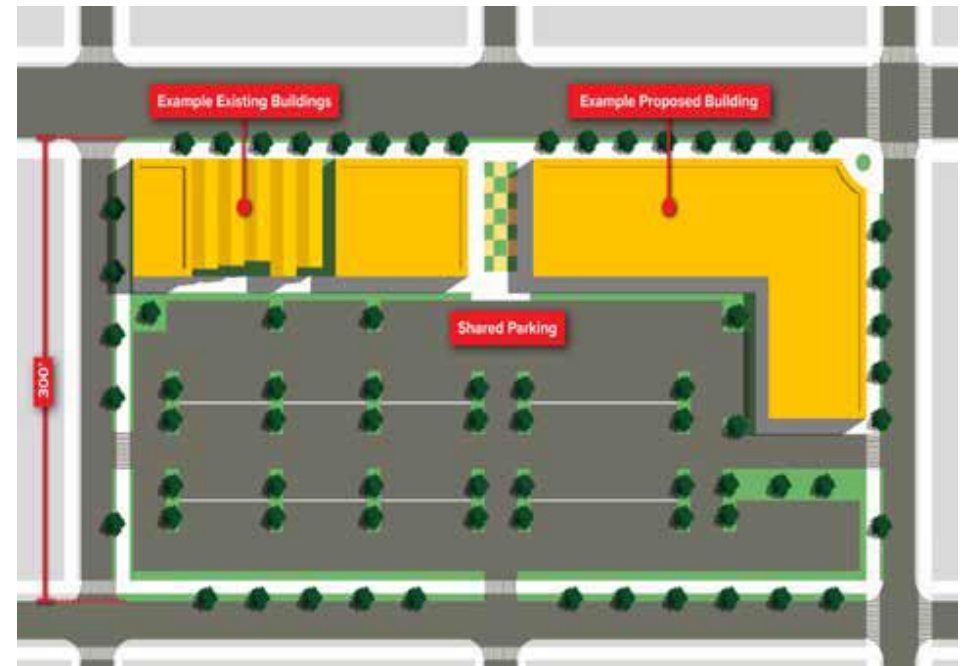
- Major effort to revitalize Urbandale's oldest neighborhoods
 - Building reinvestment and façade improvements
 - Appropriate Redevelopments
 - Access and mobility
 - Understanding the 'best' right-of-way
 - Gathering spaces



Downtown Urbandale Focus Area



- Address investment barriers to development
 - Zoning
 - Parking
 - Signage



Downtown Urbandale Focus Area



- Mixed-Use
 - Entrances along Douglas
 - Active first floors
 - Outdoor amenities
- Housing opportunities
 - Multifamily development
 - Property add-ons



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



Downtown Urbandale Focus Area



- Next Steps
 - Downtown Master Plan
 - Branding
 - Encouraging Investments
 - Next Meeting Date



Thank You



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