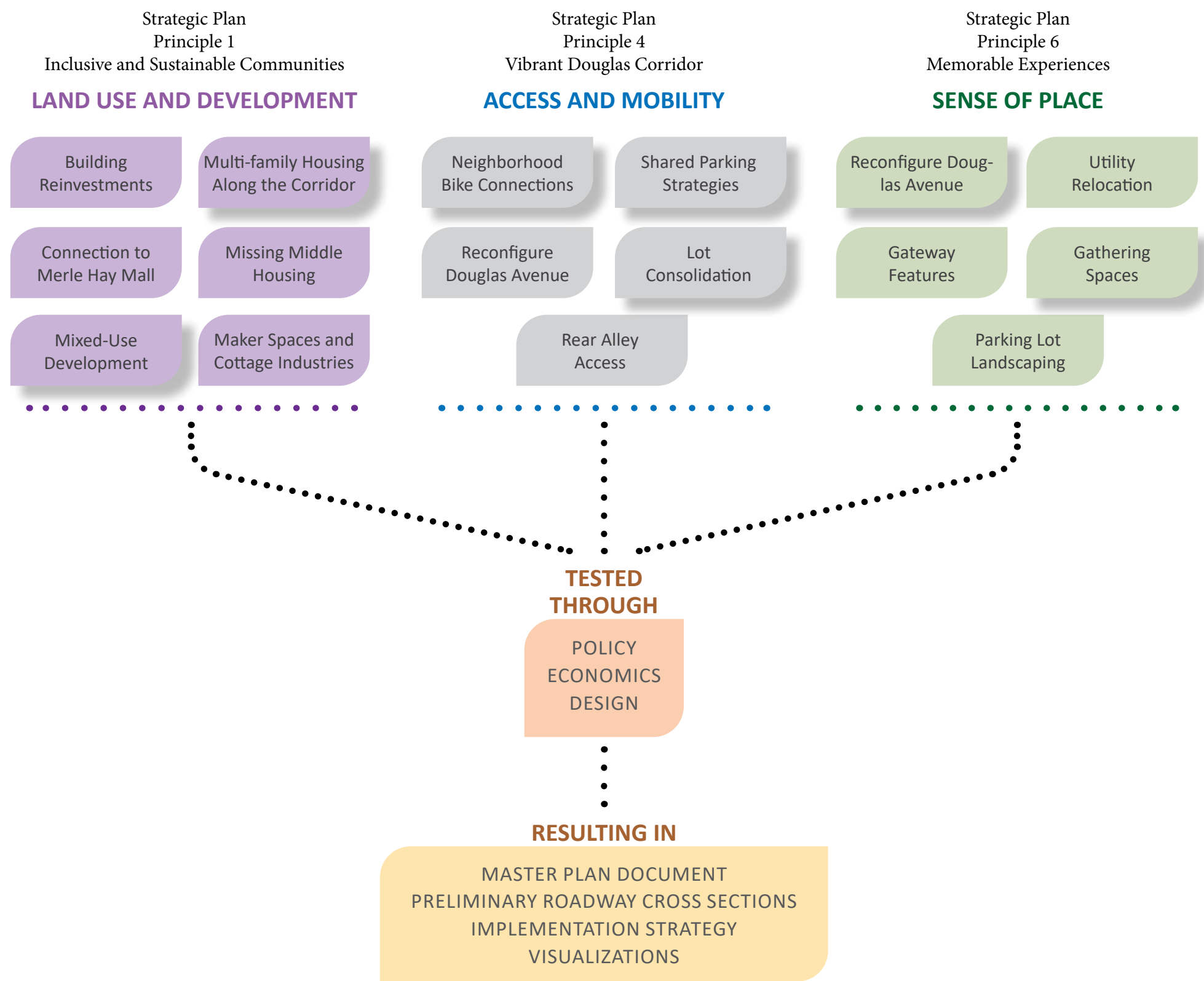




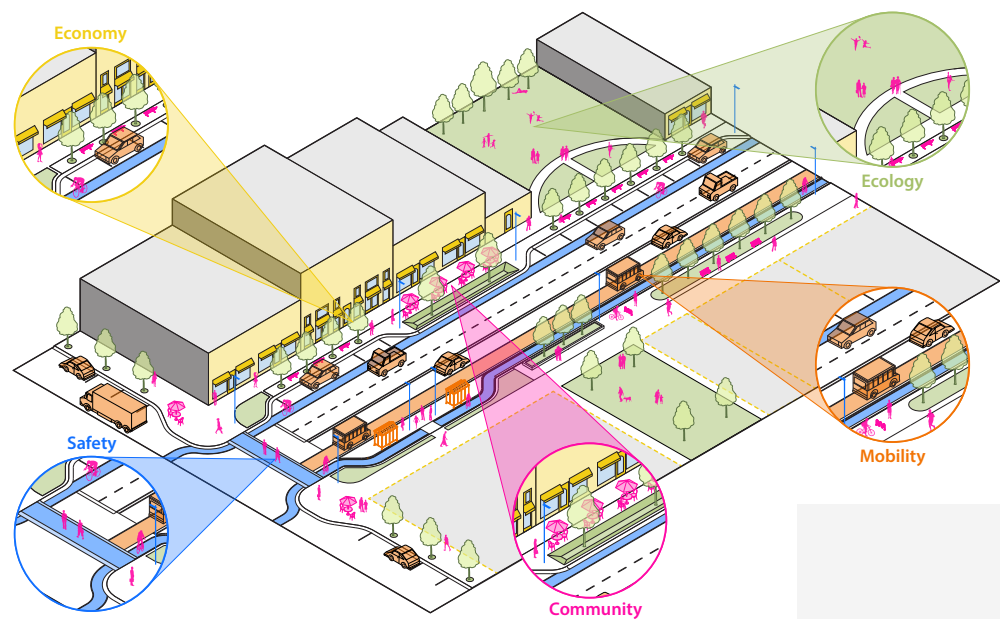
DOWNTOWN MASTER PLAN  
City of Urbandale, Iowa: February 2025



# THE COMPREHENSIVE PLAN



# Balanced Approach



*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.*



**Community:** Integrating public and private space to build community coherence and connection.



**Mobility:** Supporting people of all abilities to move around the community with ease and efficiency.



**Ecology:** Ensuring that infrastructure integrates with natural systems to support a healthy environment.

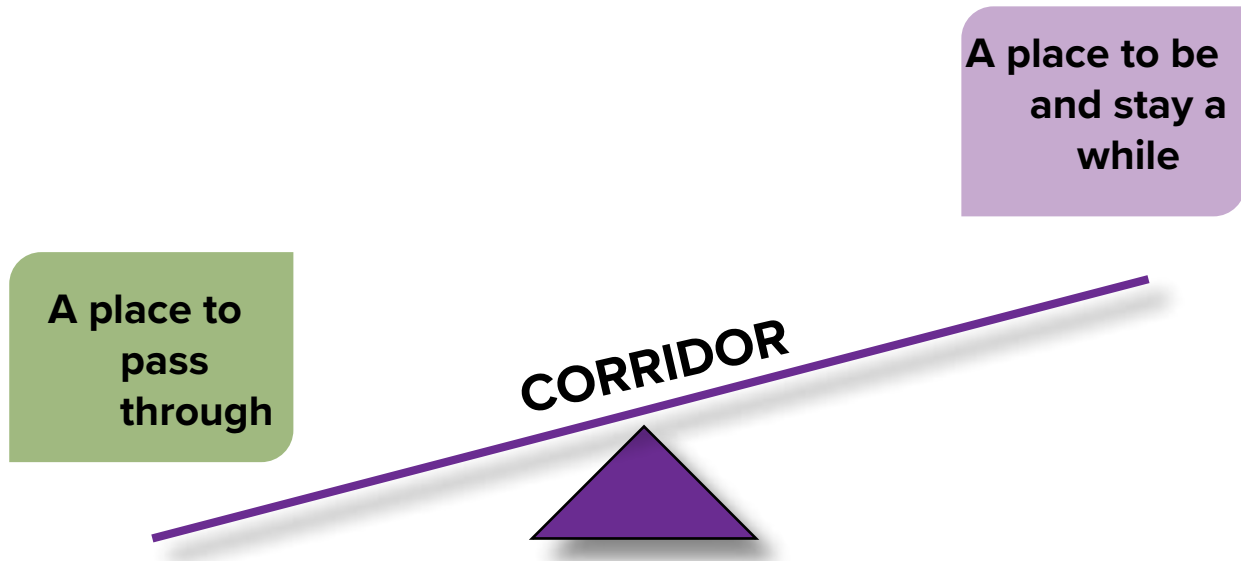


**Economy:** Supporting a robust ecosystem of economic activity, reflective of community identities.



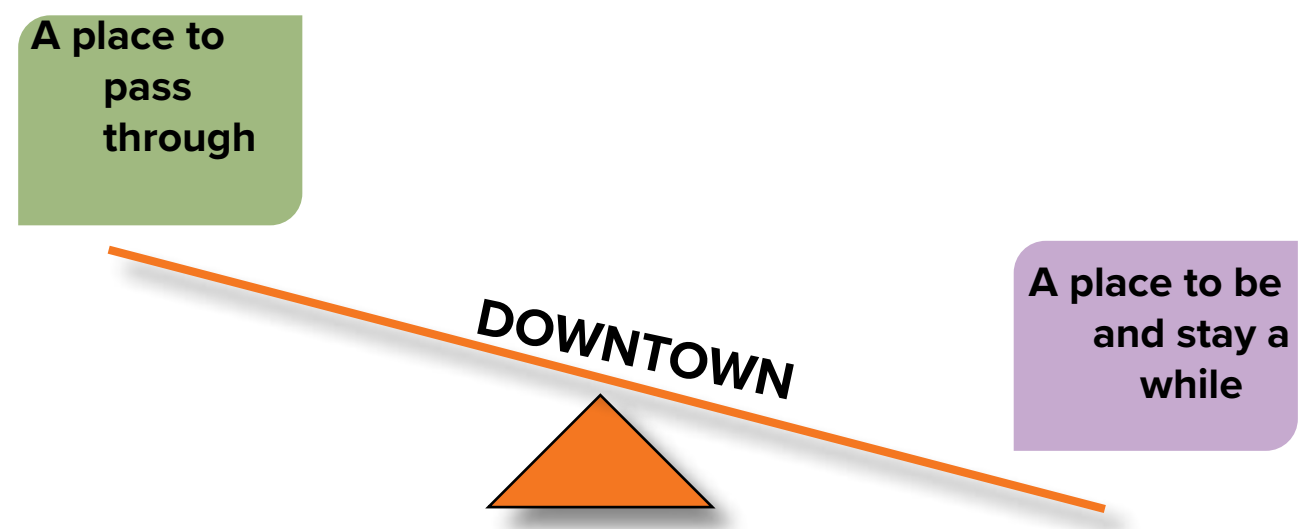
**Safety:** Creating a safe a comfortable environment for all people.

**TODAY A CORRIDOR**



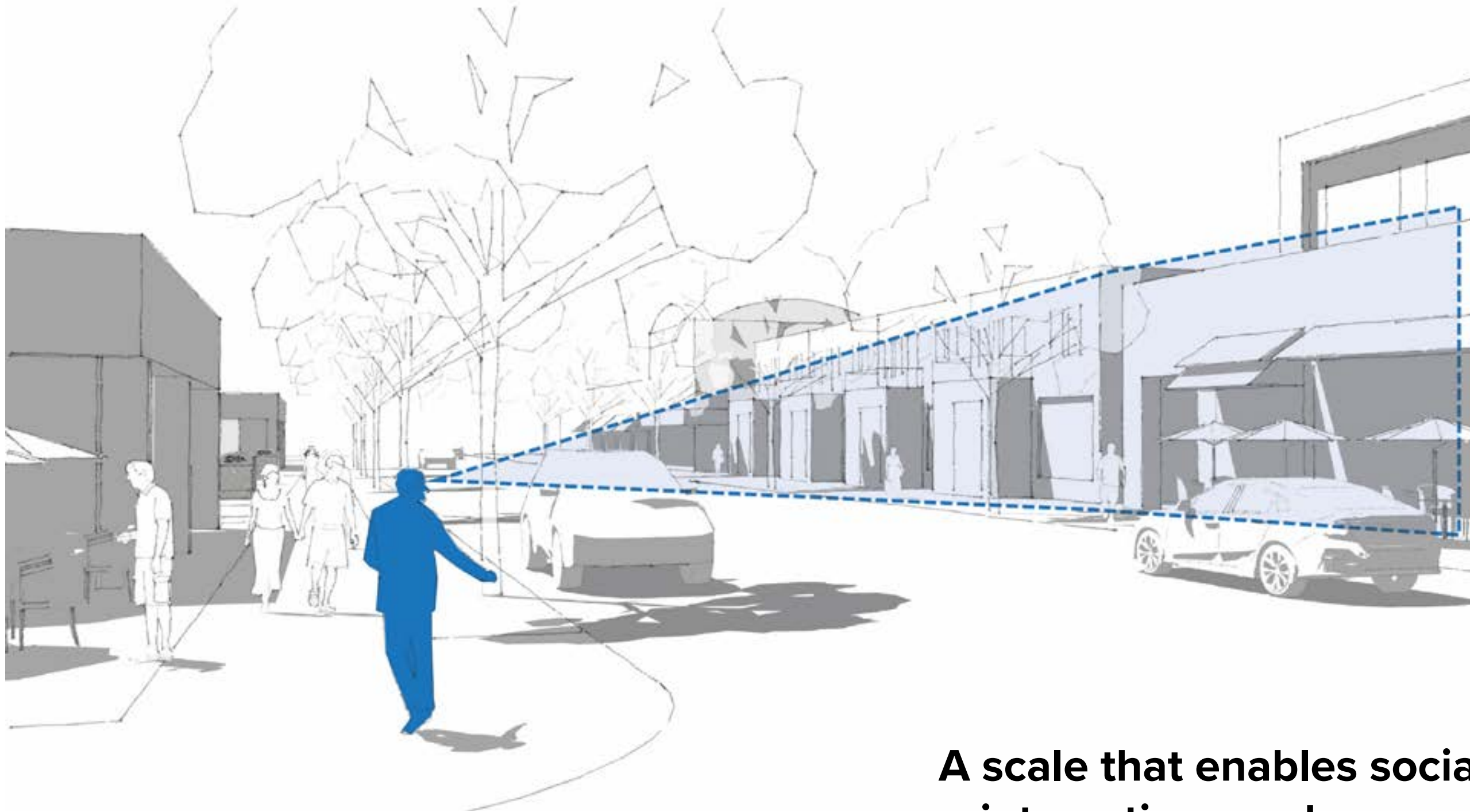
*Few attractions  
Primarily specialty destinations  
Minimal “friction”  
Higher speeds and lower delays  
Designing for auto scale*

**TOMORROW A DOWNTOWN**



*Multiple attractions  
One visit, many activities  
Clear legibility  
Lower speeds and occasional delays  
Designing for human scale*

## What makes DOWNTOWN?



**A scale that enables social interactions and community connections**

## 8 MAIN RECOMMENDATIONS

**1**  
**Reconfigure Douglas Avenue as a three-lane road.**

**2.**  
**Concentrate new redevelopment at mixed use nodes.**

**3**  
**Pursue a sub-regional stormwater strategy.**

**4**  
**Create a downtown district parking management plan.**

**5**  
**Facilitate gentle density on single-family parcels off Douglas Avenue**

**6**  
**Establish a District Character and Identity**

**7**  
**Encourage bicycle use in Downtown.**

**8**  
**Pursue a phased strategy for redevelopment.**

**1**  
**Reconfigure  
Douglas Avenue  
as a three-lane  
road.**

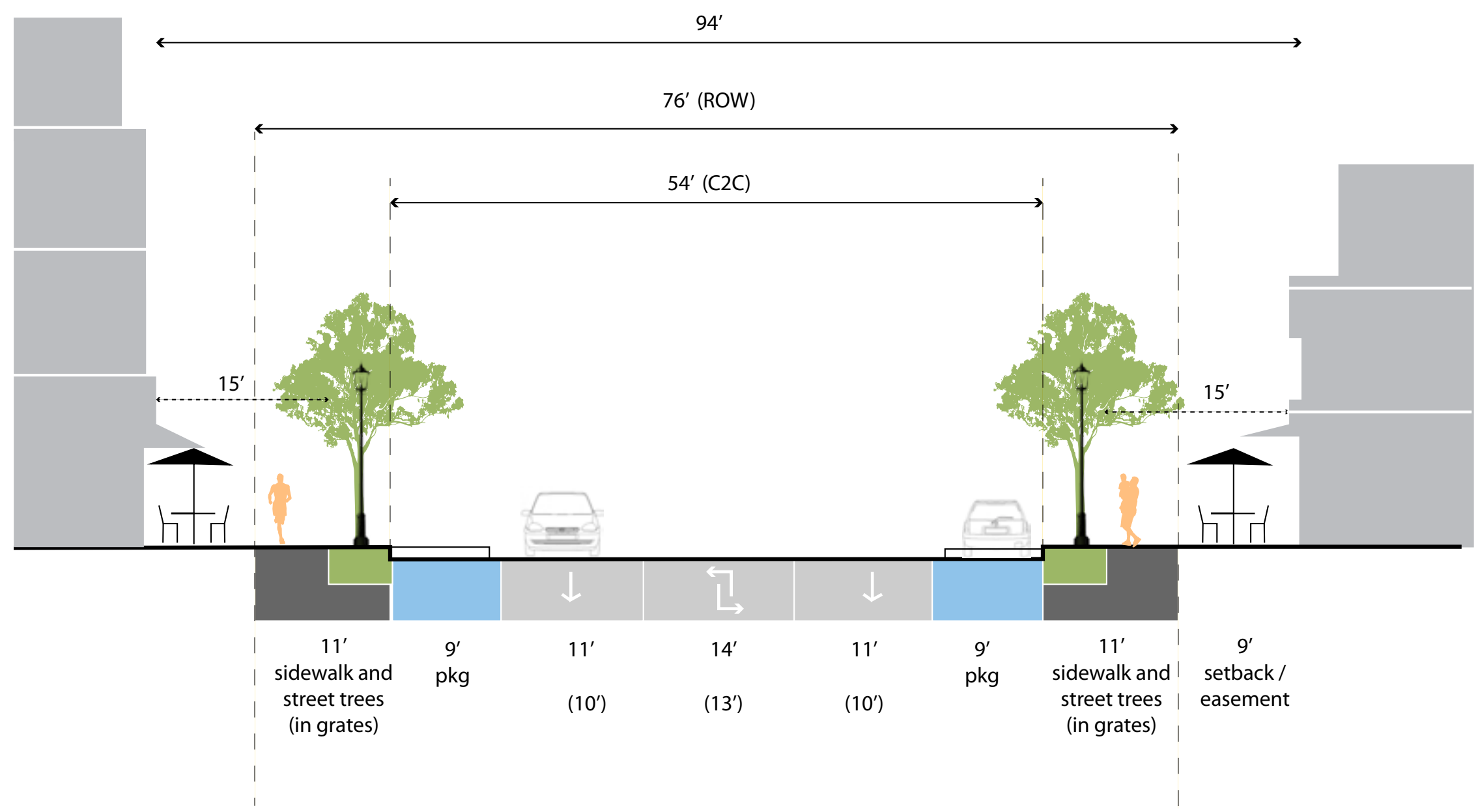
- 1a. Prioritize pedestrian space and safety over vehicular expediency.**
- 1b. Create enhanced pedestrian crossings as major intersections including 70th Street and 67th Street.**
- 1c. Bury overhead power lines**
- 1d. Reduce curb cuts and discourage new curb cuts on Douglas for redevelopment projects.**

RECOMMENDATION



# RECOMMENDATION

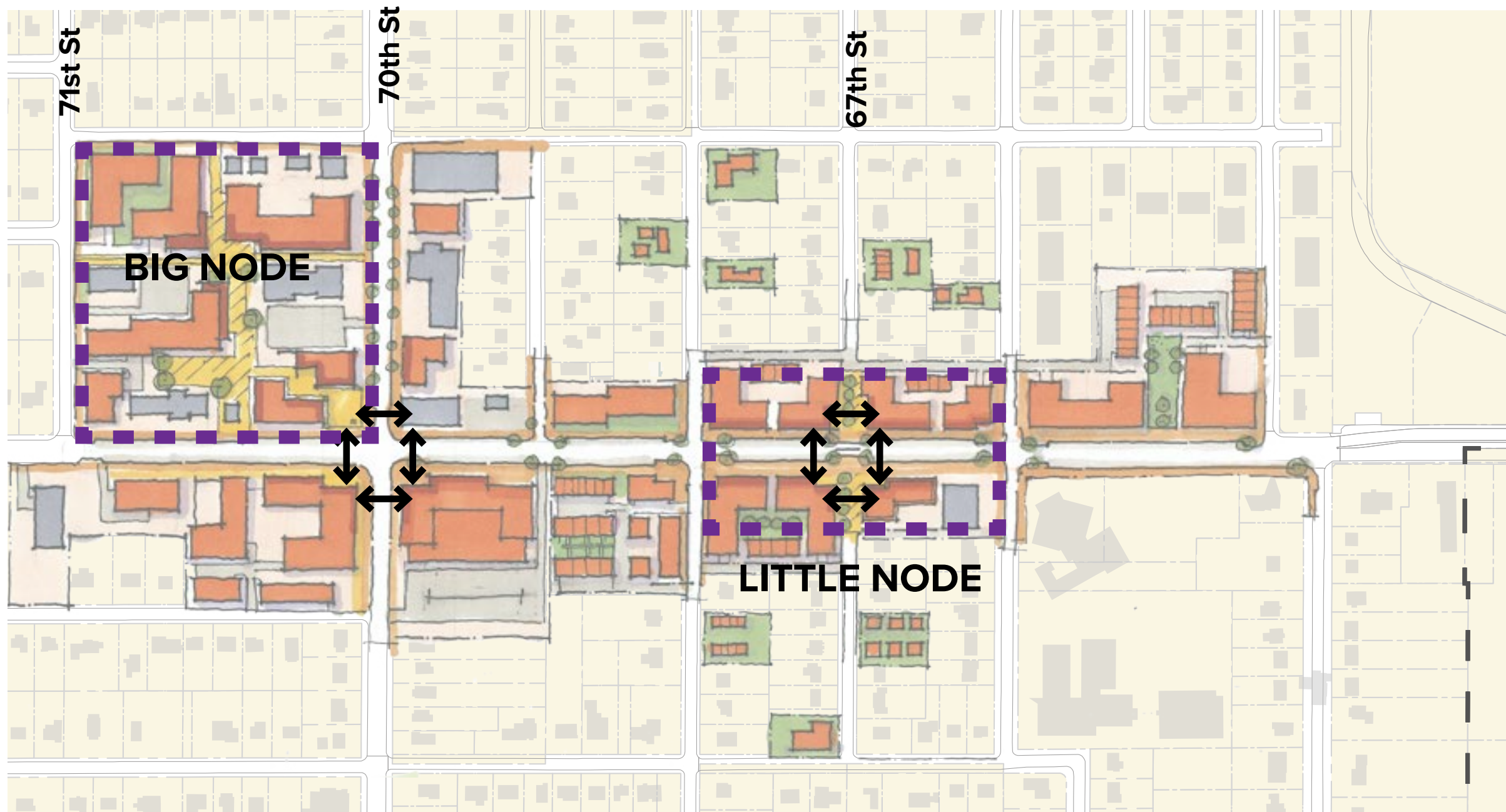
**1a. Prioritize pedestrian space and safety over vehicular expediency.**





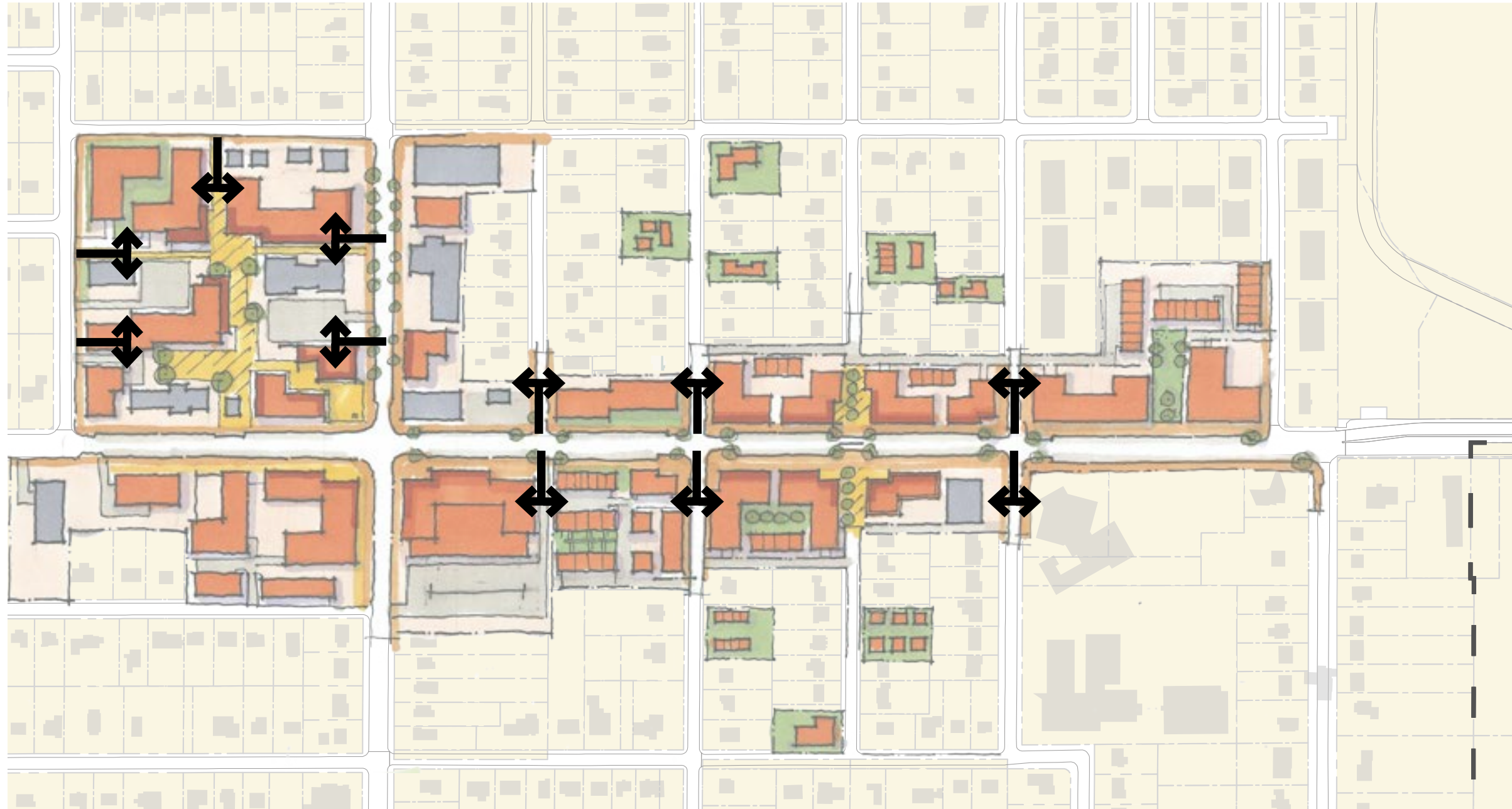
## RECOMMENDATION

1b. Create enhanced pedestrian crossings at major intersections including 70th Street and 67th Street.



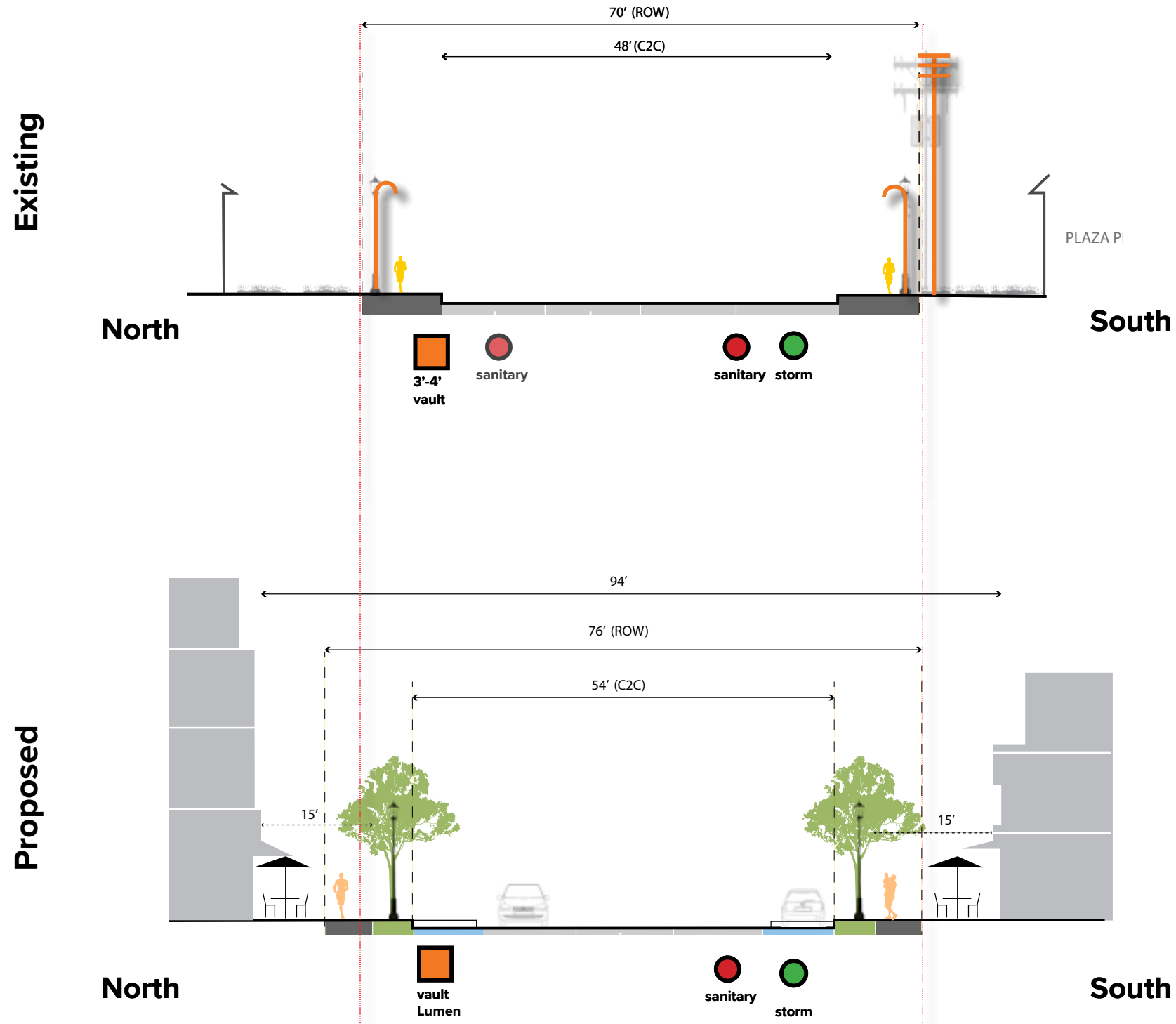
RECOMMENDATION

**1c. Reduce curb cuts and discourage new curb cuts on Douglas for redevelopment projects.**



# RECOMMENDATIONS

## 1d. Bury overhead power lines

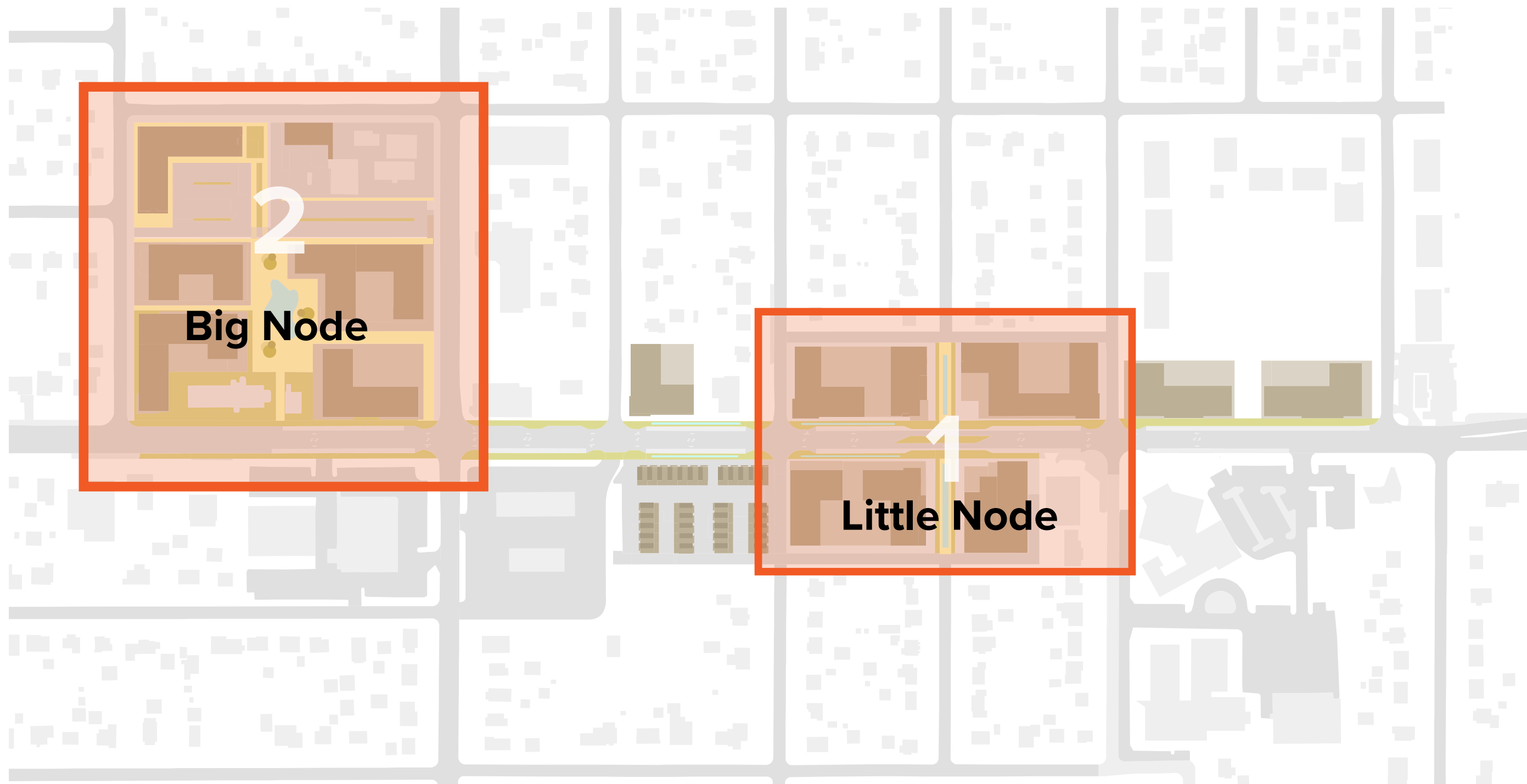


- 1. all underground (8 switches/pads) / \$2.6 Mil
- 2. move to rear of lot and underground street crossings

**2.  
Concentrate new  
redevelopment at  
mixed use nodes.**

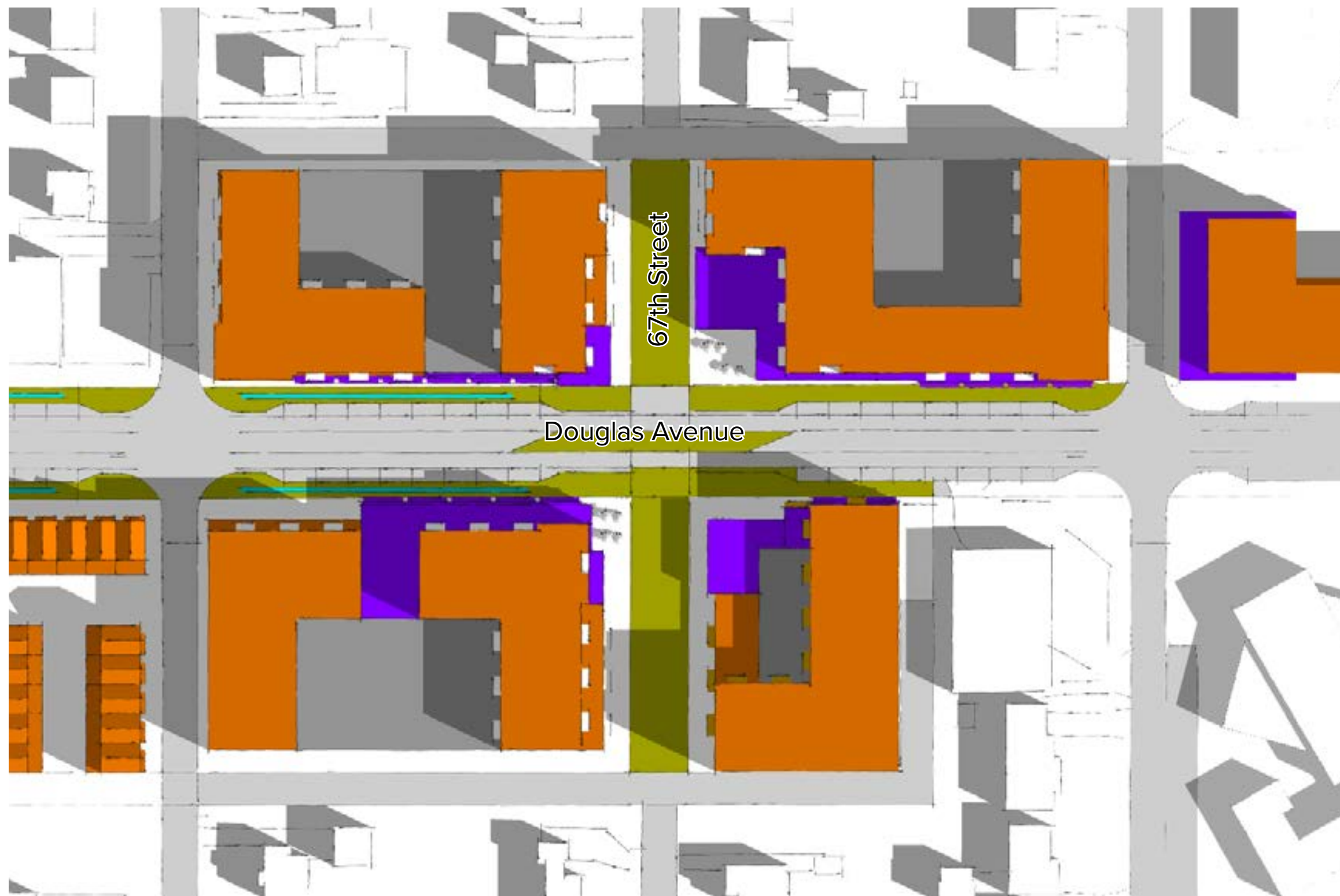
- 2a. Create a new mixed use node at the intersection of 67th & Douglas.**
- 2b. Create a new mixed use node on the block north of Douglas between 70th Street and 71st Street.**

2. Concentrate new redevelopment at mixed use nodes.

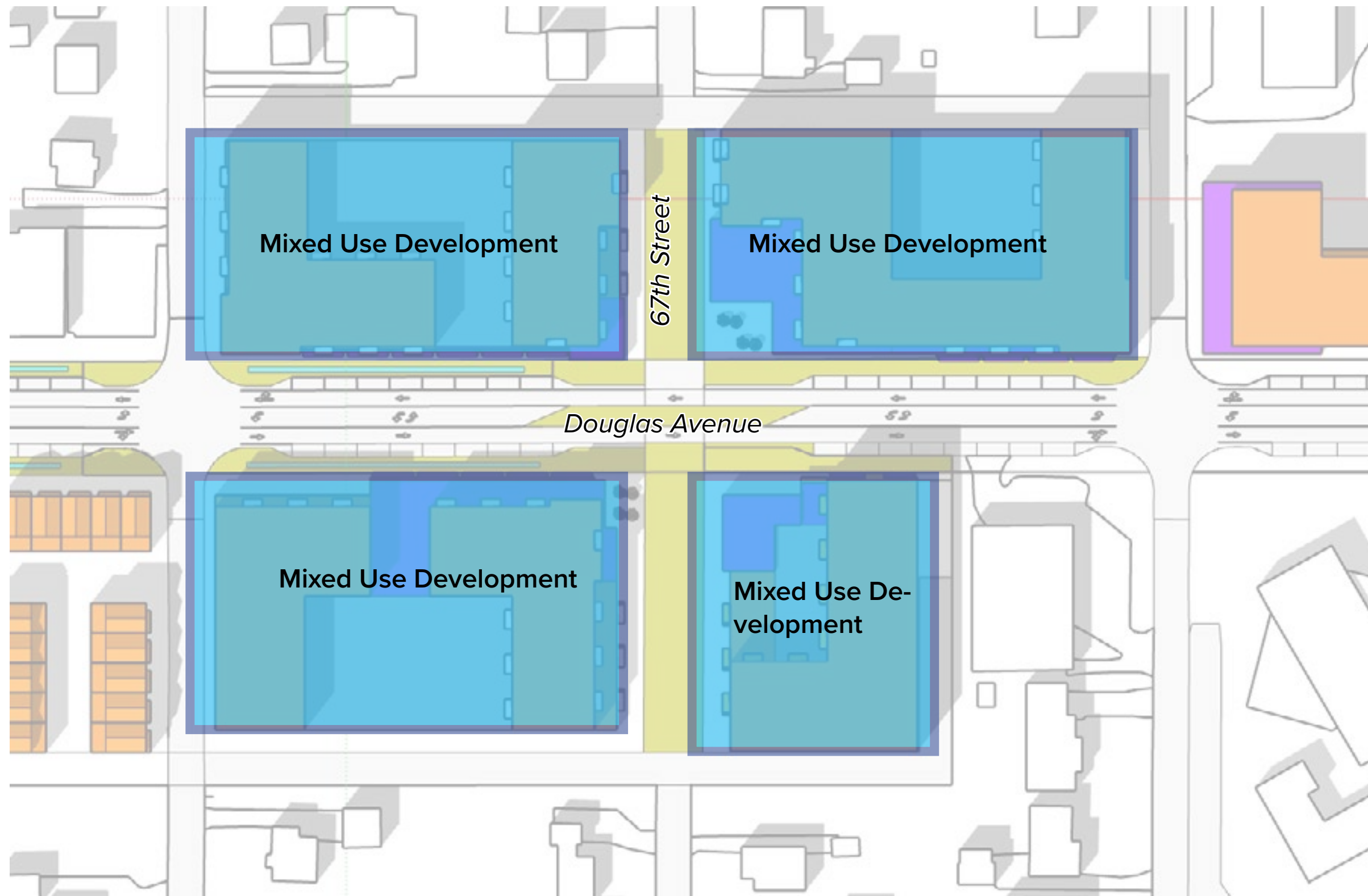


## RECOMMENDATIONS

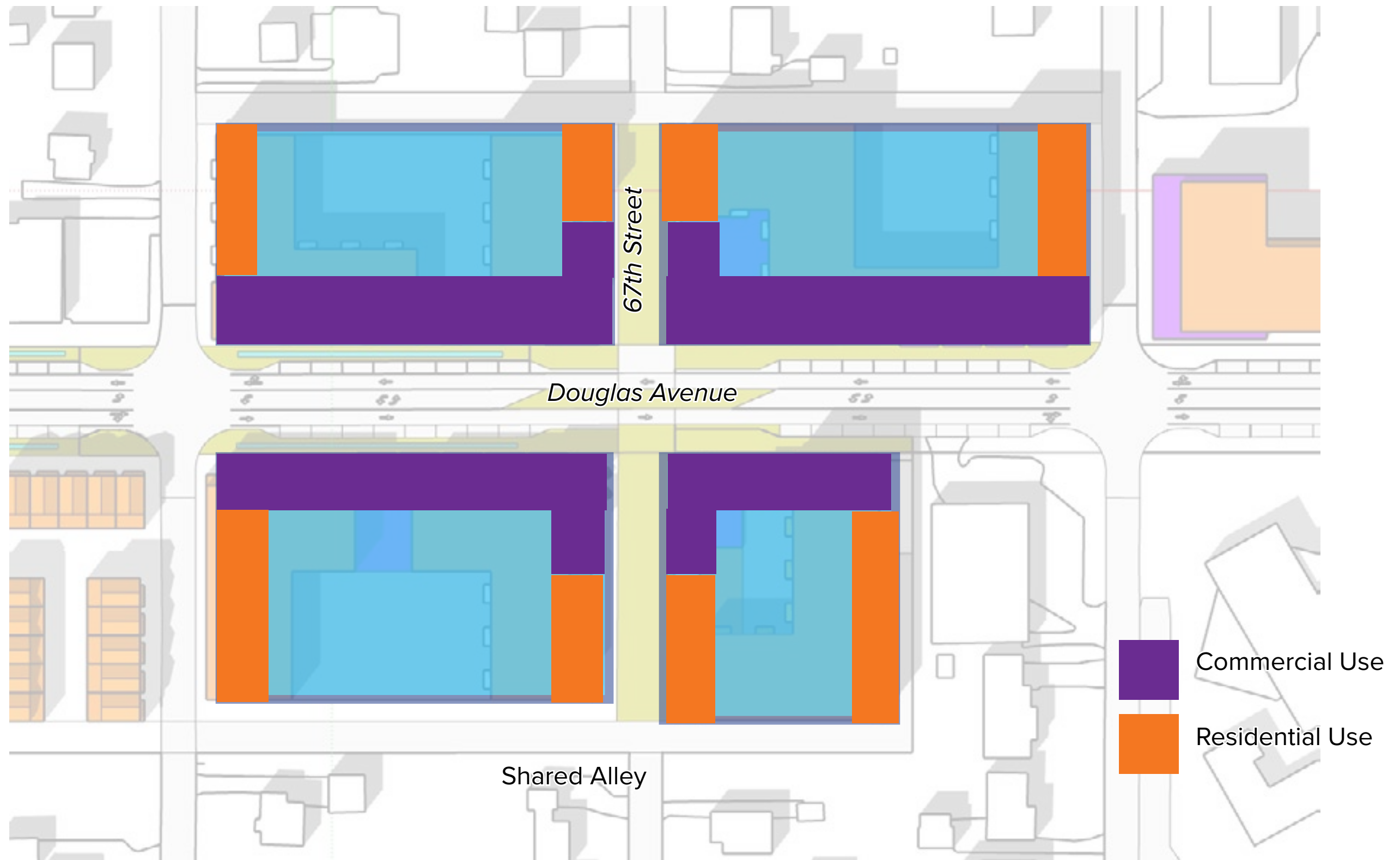
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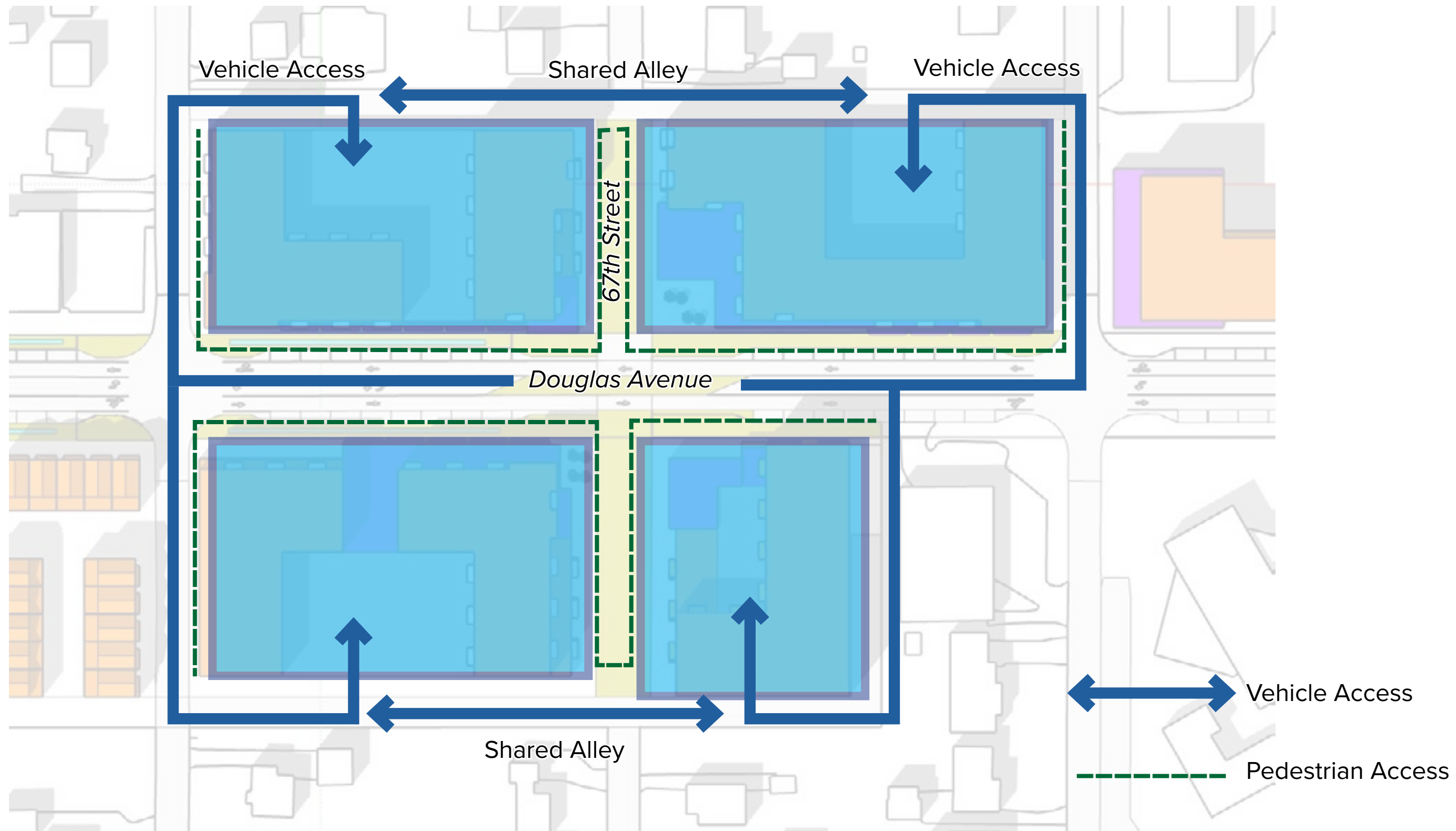
# RECOMMENDATIONS



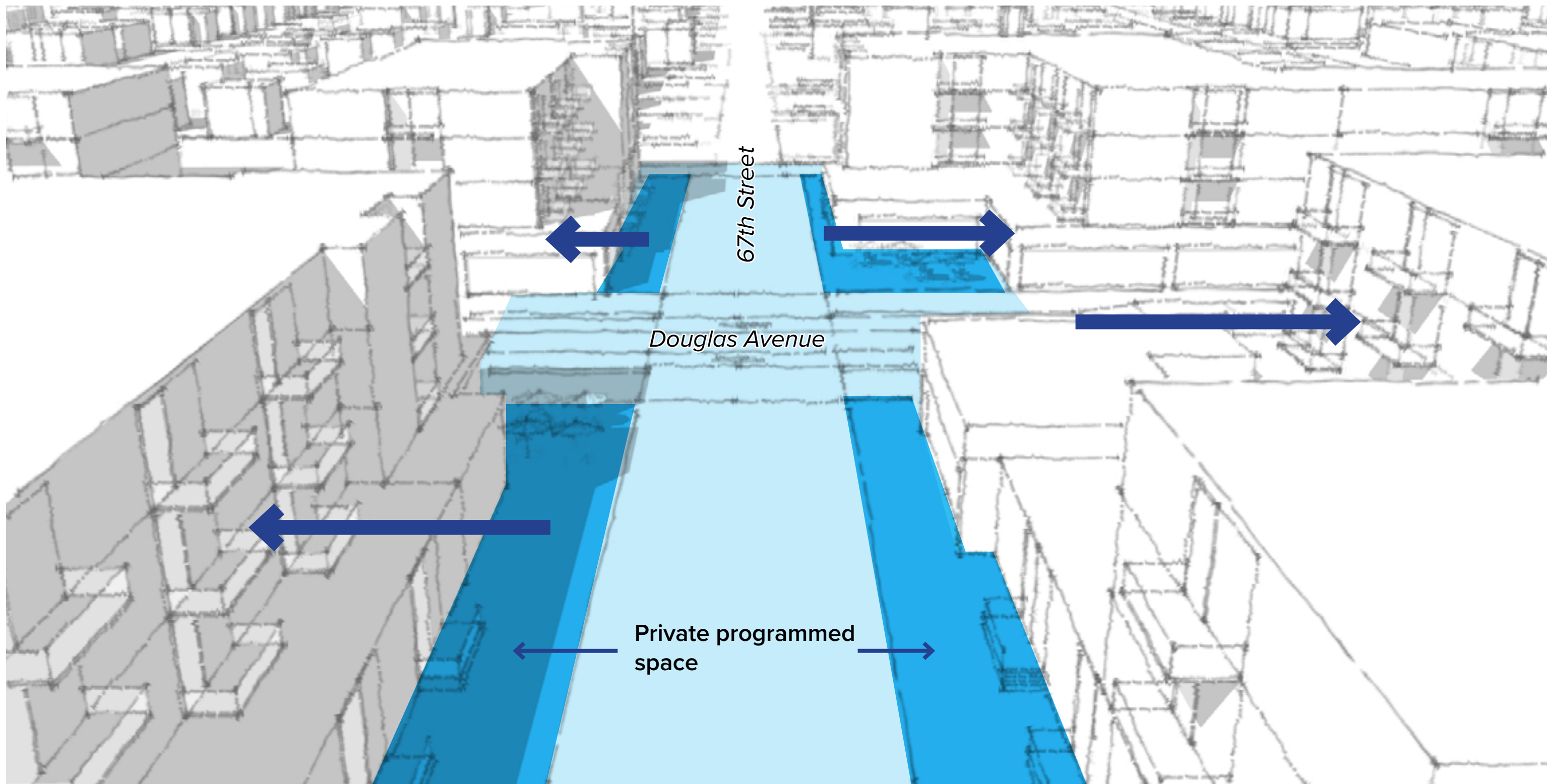
# RECOMMENDATIONS



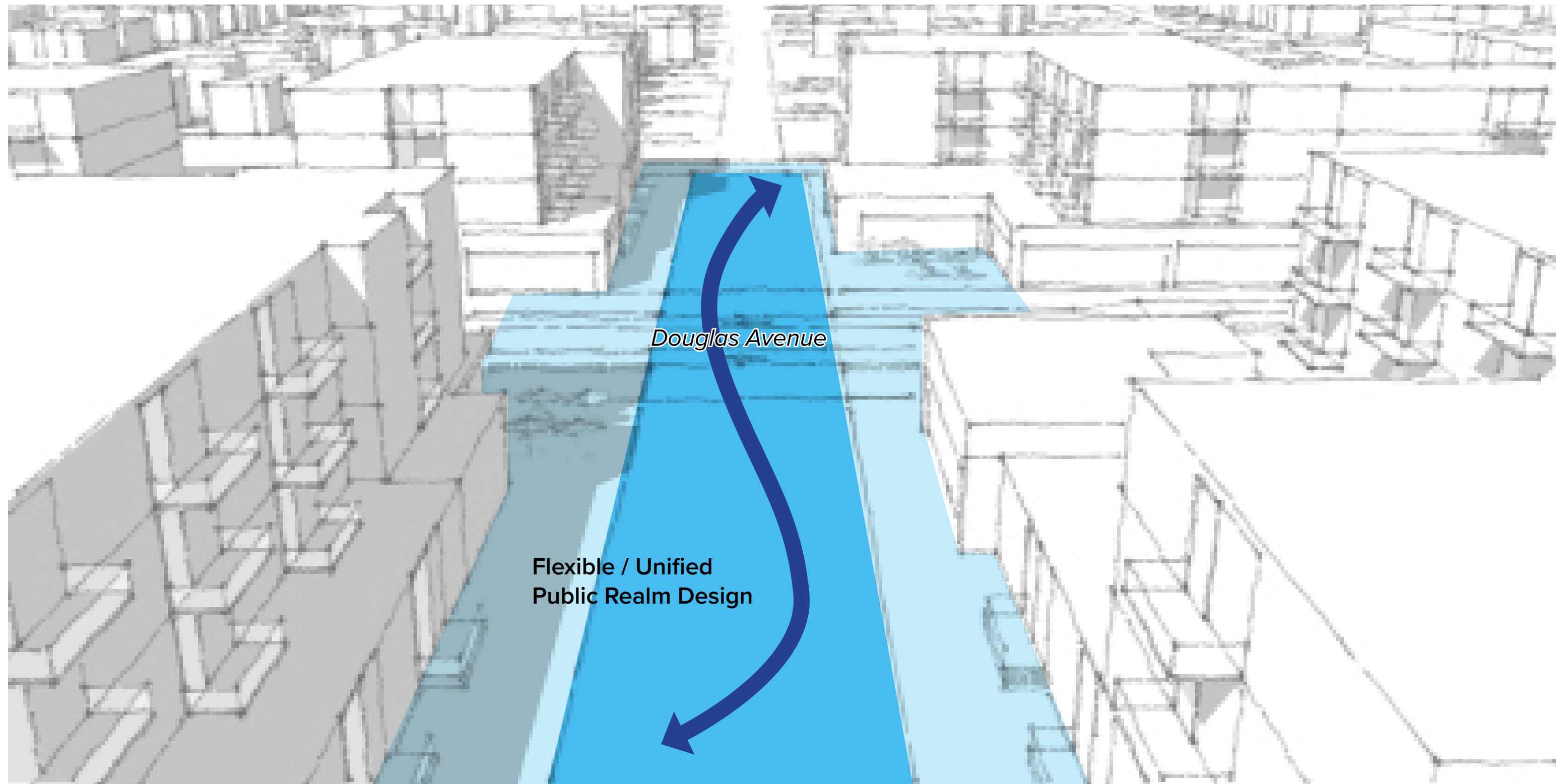
# RECOMMENDATIONS



# RECOMMENDATIONS



## RECOMMENDATIONS

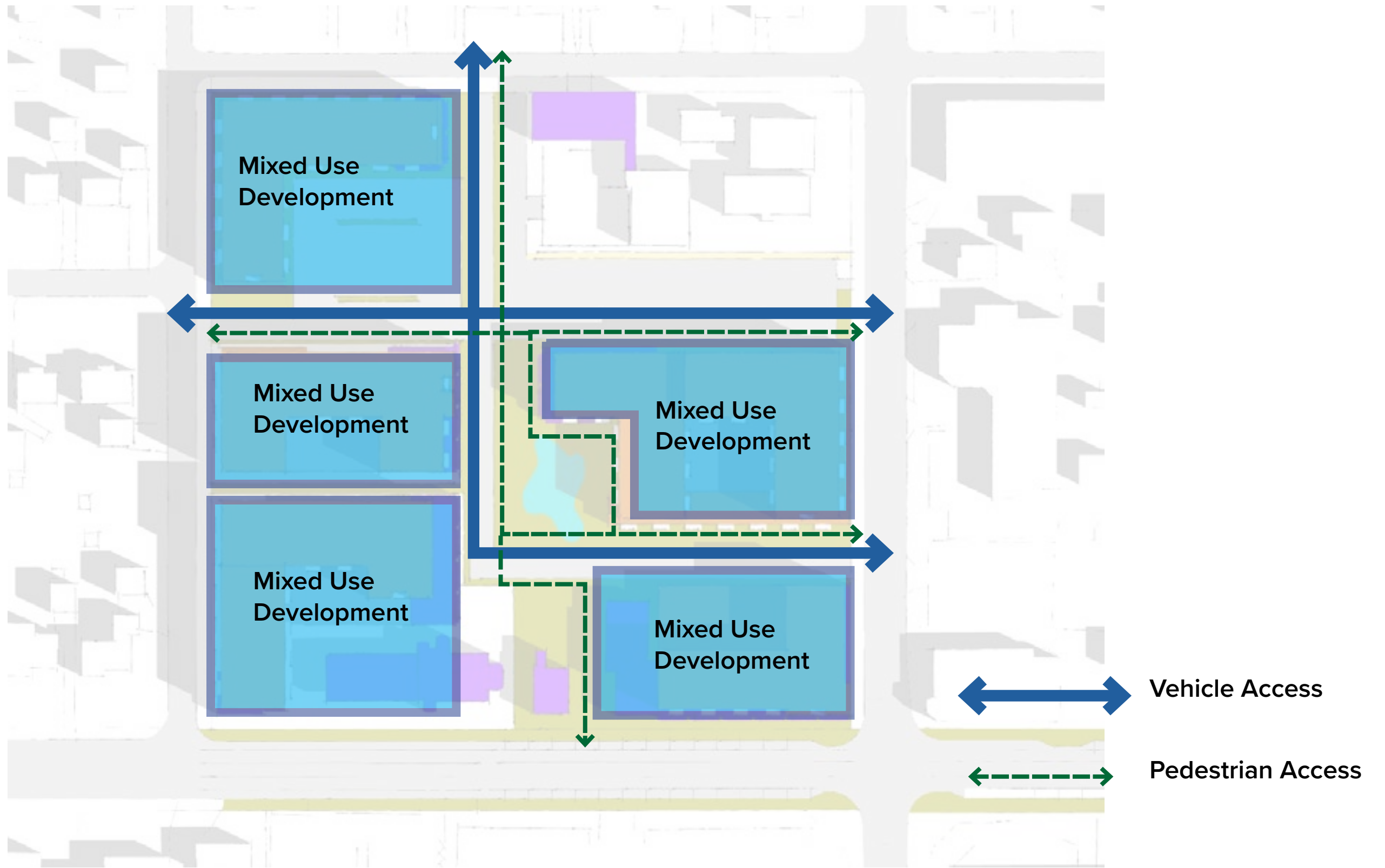


## RECOMMENDATIONS

**2b. Create a new mixed use node on the block north of Douglas between 70th Street and 71st**



# RECOMMENDATIONS



# RECOMMENDATIONS



## RECOMMENDATIONS



## RECOMMENDATIONS

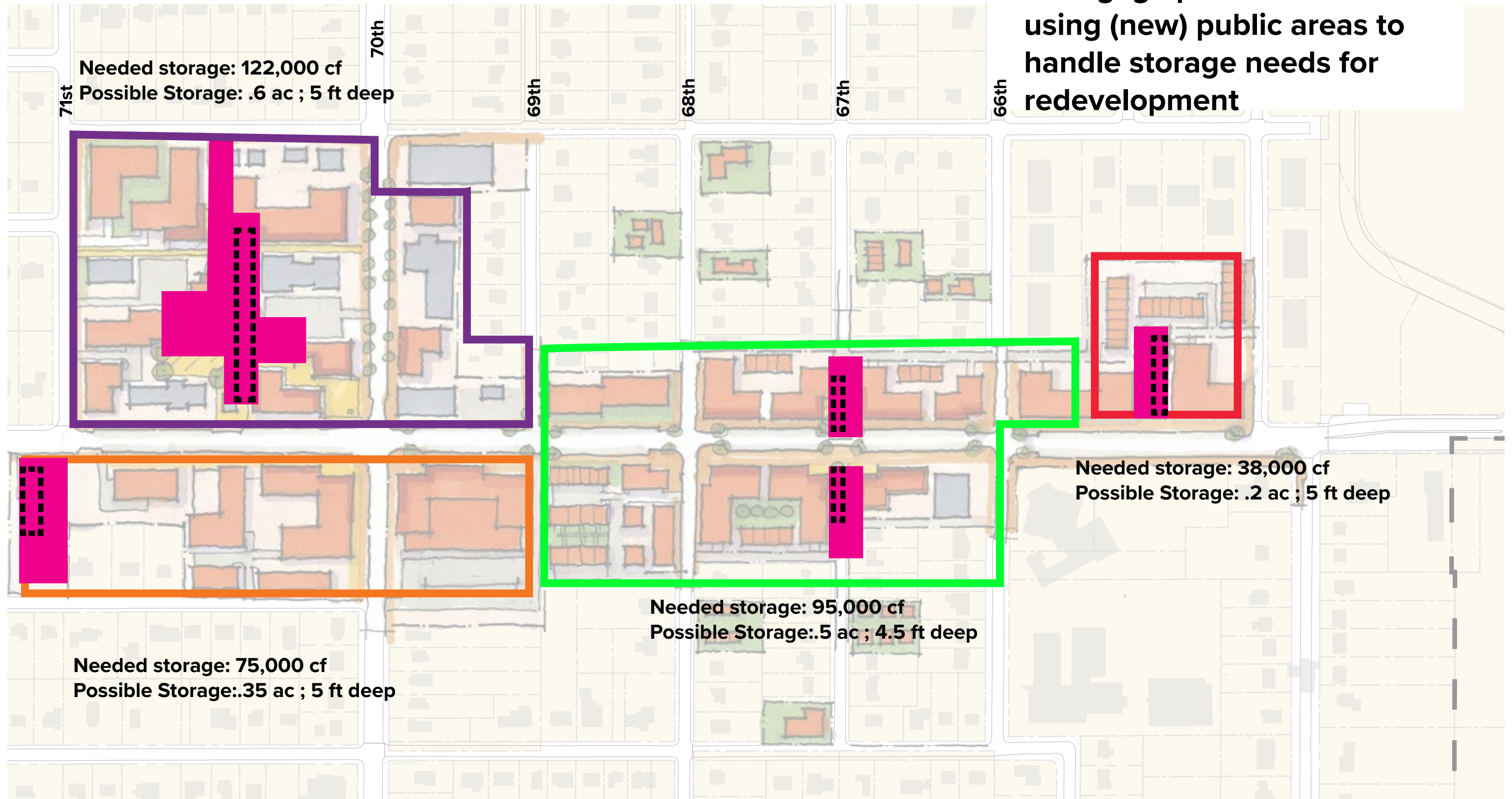


**3**

**Pursue a district stormwater strategy.**

- 3a. Construct shared underground stormwater storage at the intersection of 67th and Douglas.**
- 3b. Construct shared underground stormwater storage on the interior of the block north of Douglas between 70th Street and 71st Street.**
- 3c. Utilize shared stormwater facilities to create publicly accessible amenity spaces.**
- 3d. Leverage public investment in stormwater infrastructure to facilitate positive redevelopment outcomes and public benefits.**

## 2b. Changing the existing drainage patterns and using (new) public areas to handle storage needs for redevelopment

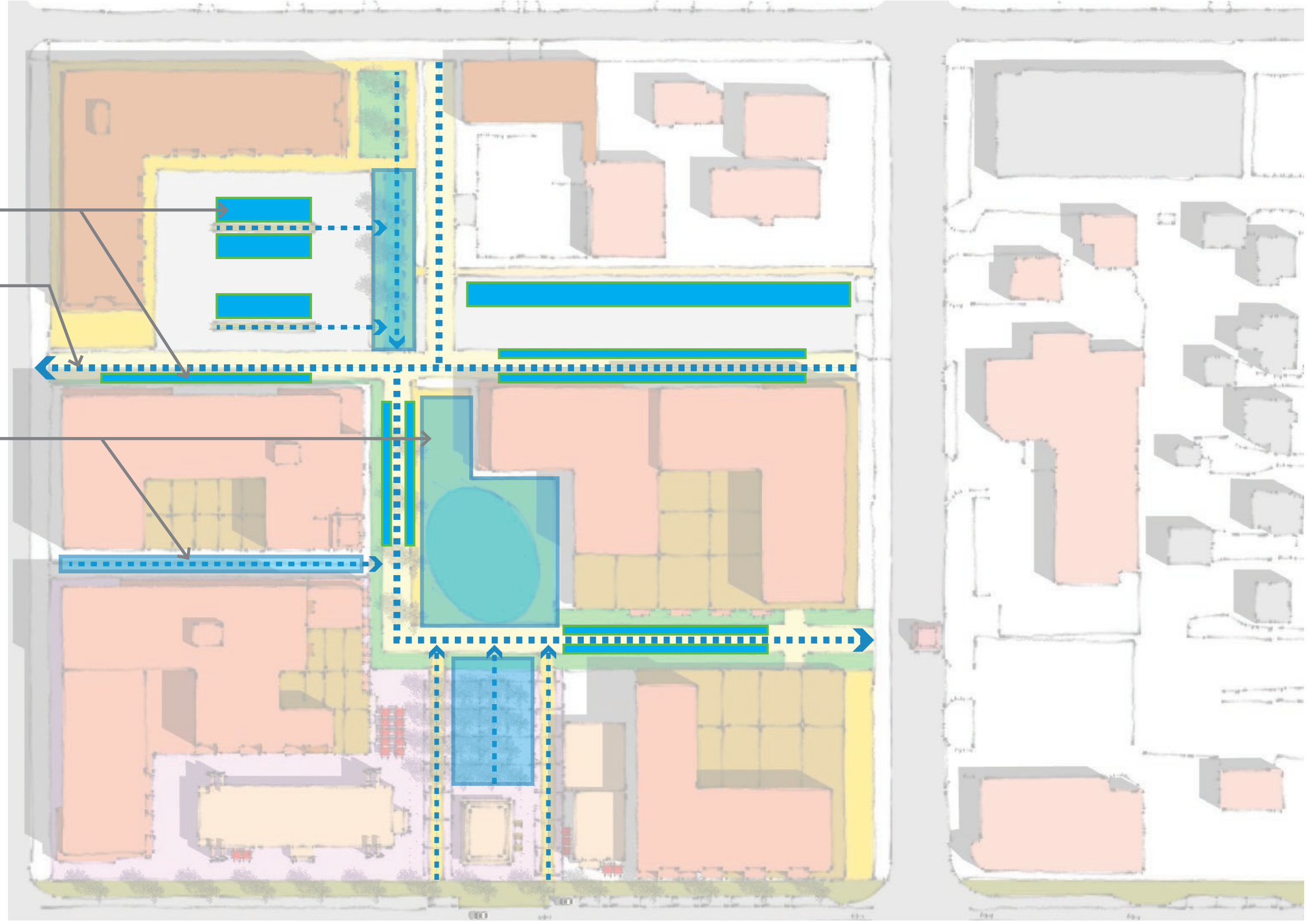


# 8 MAIN RECOMMENDATIONS

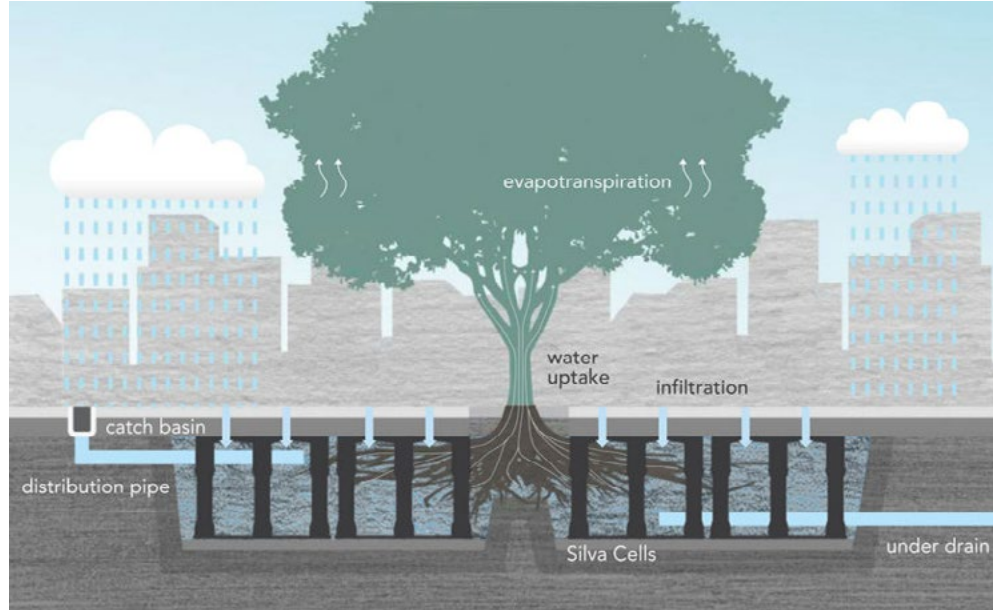
Permeable paver opportunities  
in parking bays

Subdrain/storm sewer  
connections

Underground detention  
beneath public spaces with  
integrated amenity basins



## 8 MAIN RECOMMENDATIONS



Underground Detention



Street / Sidewalk Infiltration



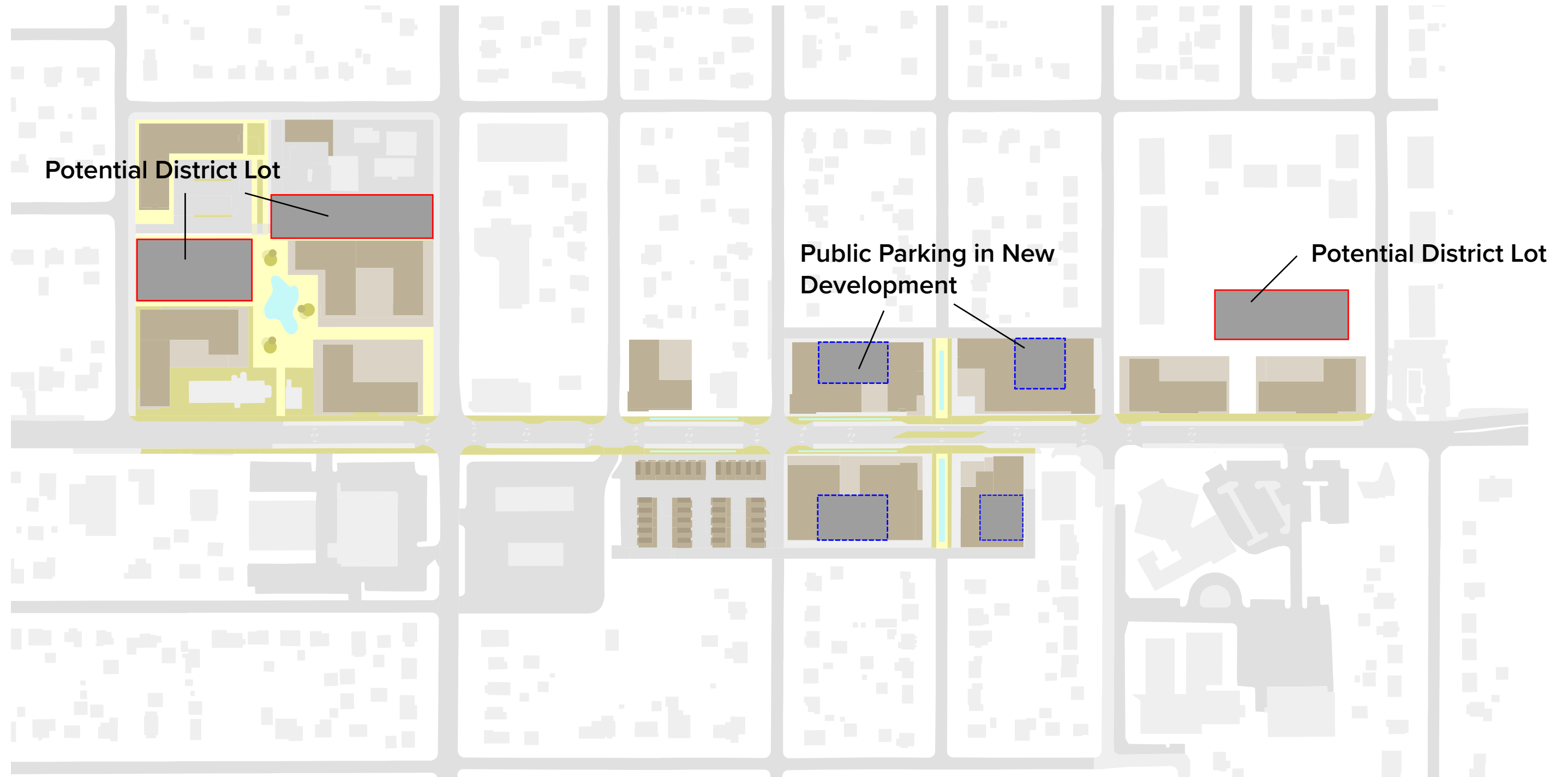
Amenity Basins

**4**  
**Create a  
downtown  
district parking  
management  
plan.**

- 4a. Identify possible sights for district parking to support commercial uses.**
- 4b. Reduce or eliminate vehicle parking minimums for residential development.**
- 4c. Manage on-street parking**
- 4d. Facilitate vehicle access to redevelopment sites off Douglas Avenue.**

# RECOMMENDATIONS

## 4a. Identify possible sights for district parking to support commercial uses.



## RECOMMENDATIONS

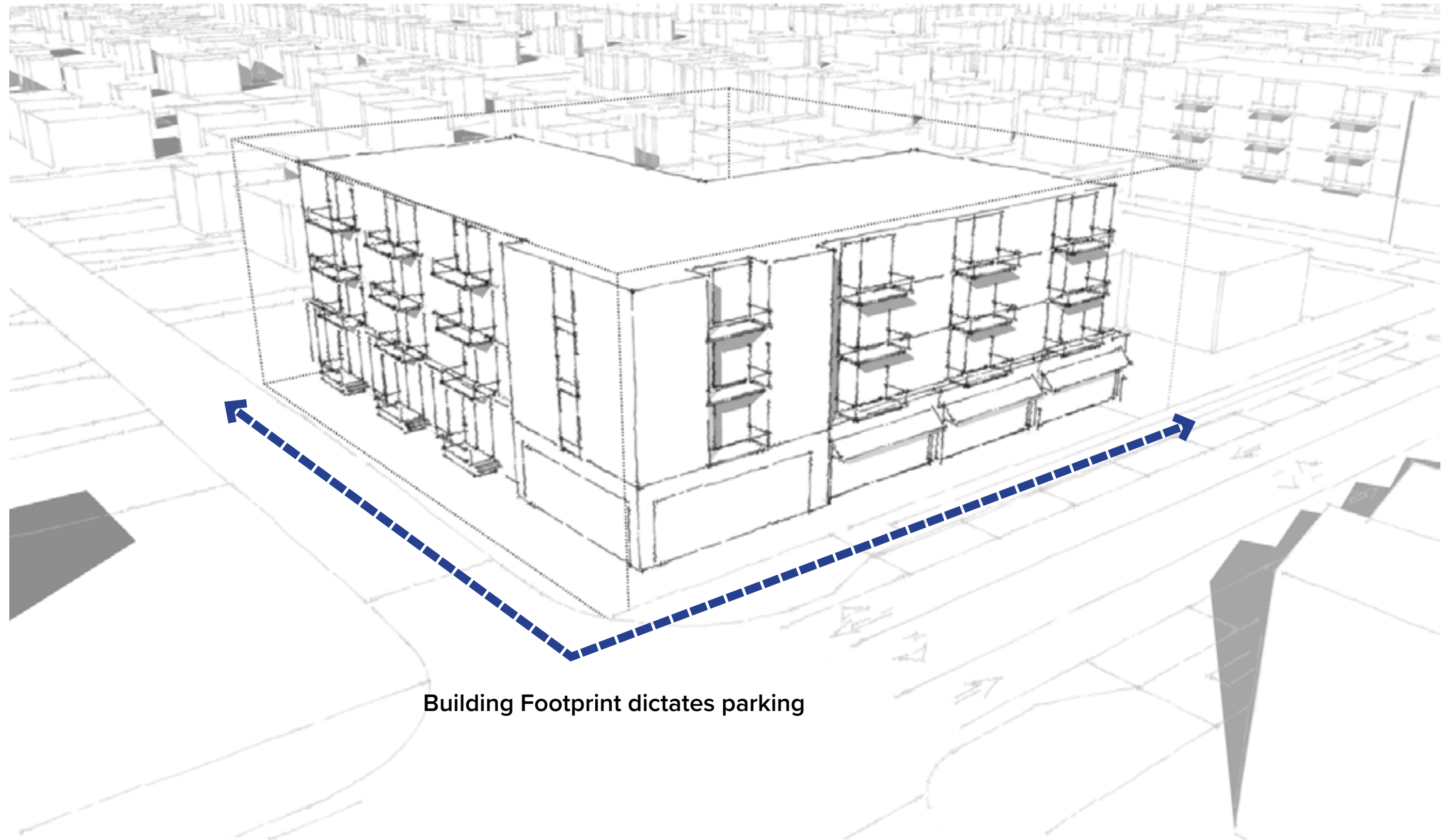
### 4b. Reduce or eliminate vehicle parking minimums for residential development.



*Smaller Scale Infill Development*

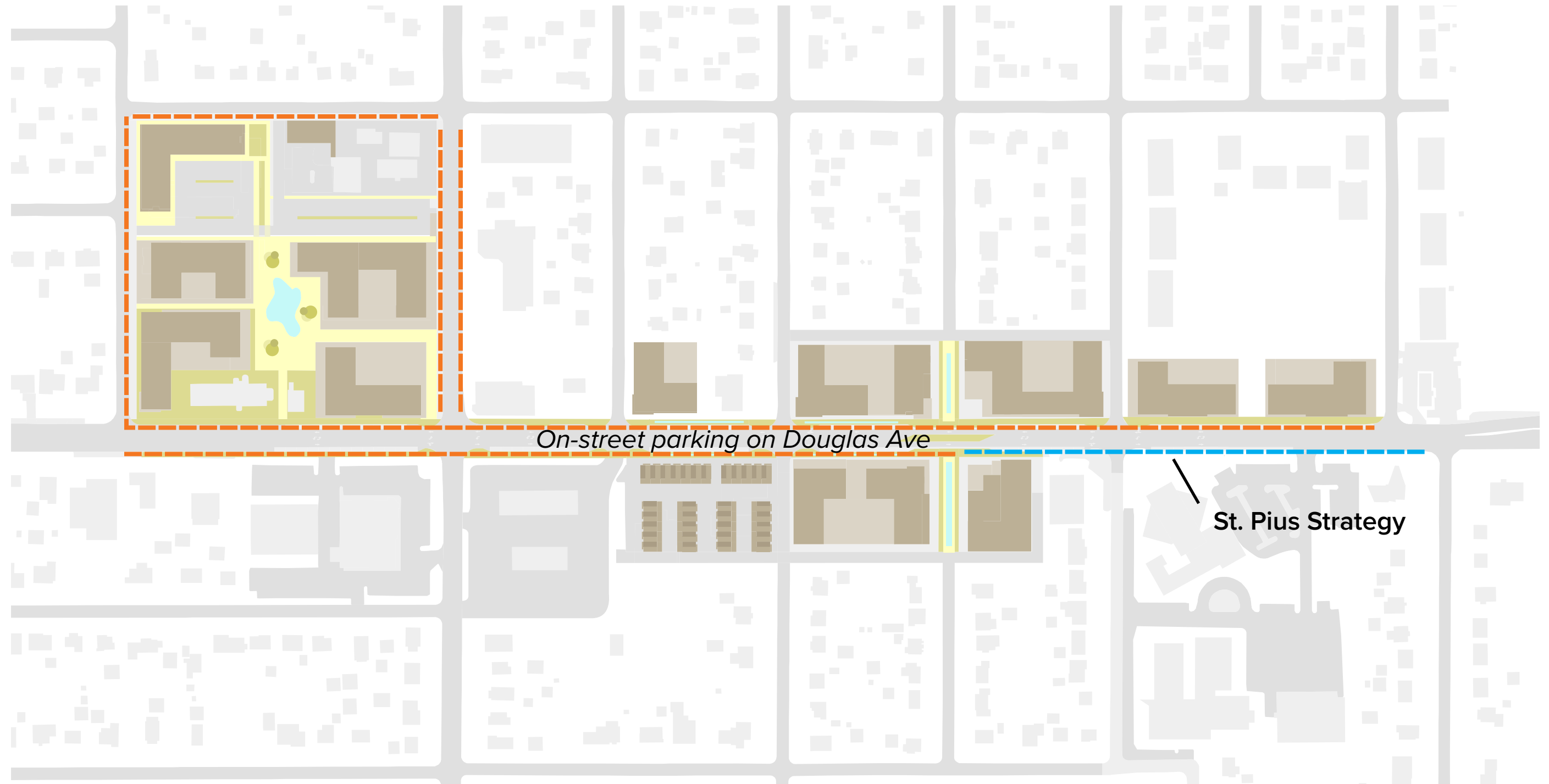


## RECOMMENDATIONS

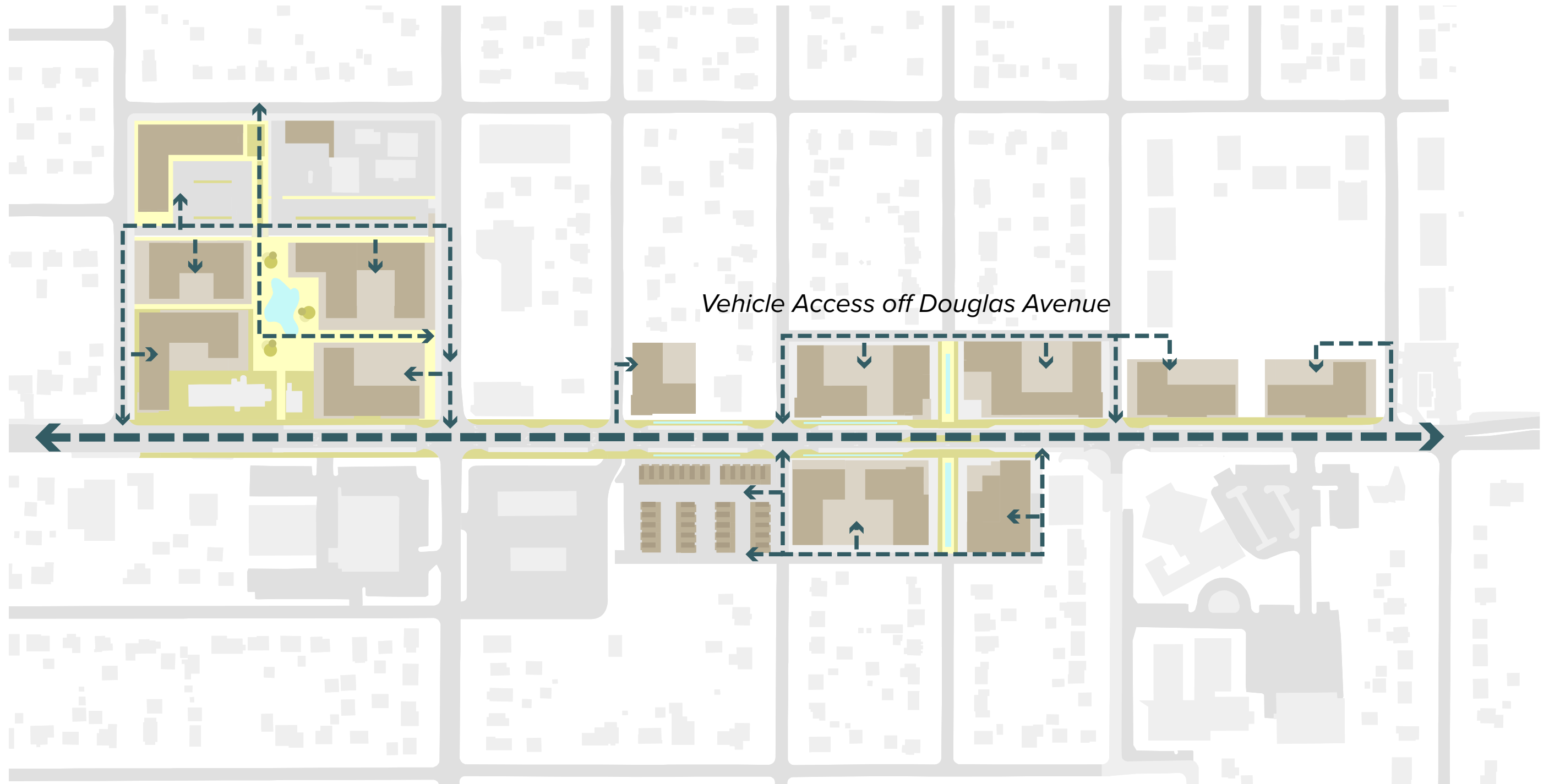


Building Footprint dictates parking

4c. Manage on-street parking



4d. Facilitate vehicle access to redevelopment sites off Douglas Avenue.





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