



DOWNTOWN MASTER PLAN  
City of Urbandale, Iowa: March 2025

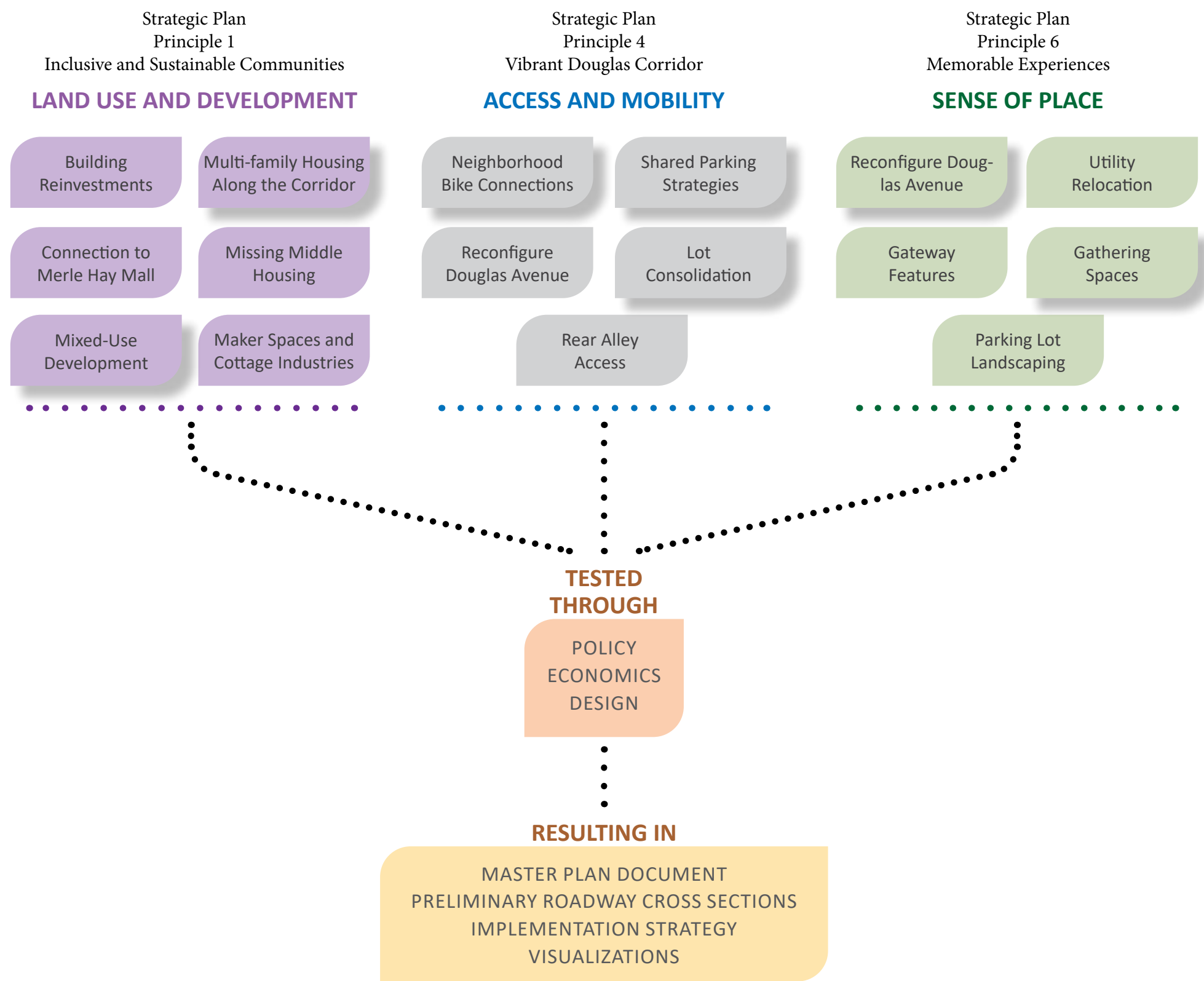


## AGENDA

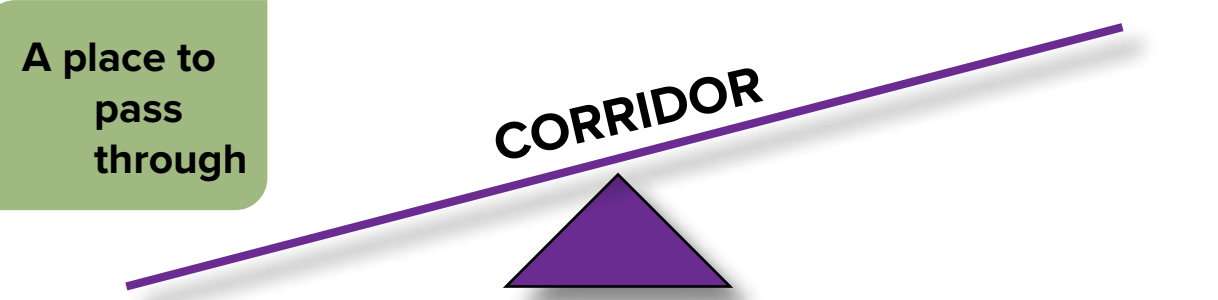
1. Project Schedule
2. Review of Recommendations 1-4
3. Presentation of Recommendations 5-8

- **Wednesday April 2:** Business and commercial property stakeholder in the morning and session with Resident stakeholder in afternoon.
- **May 1:** Open House 5PM – 7PM
- **May 20:** Public Hearing and Discussion on Plan
- **June 17:** Final Council Adoption

# THE COMPREHENSIVE PLAN

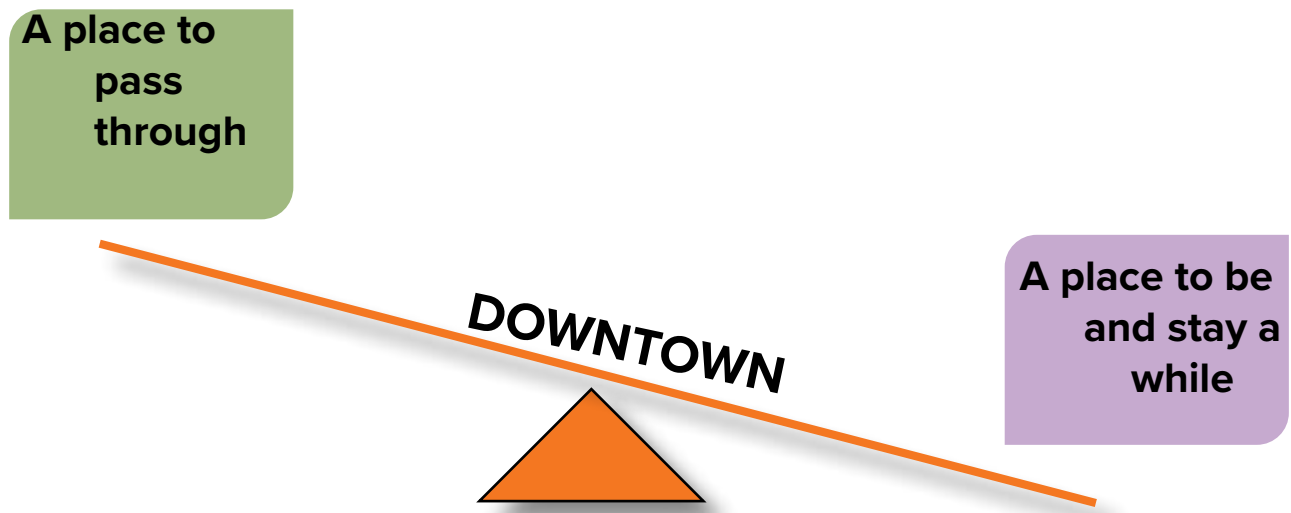


**TODAY A CORRIDOR**



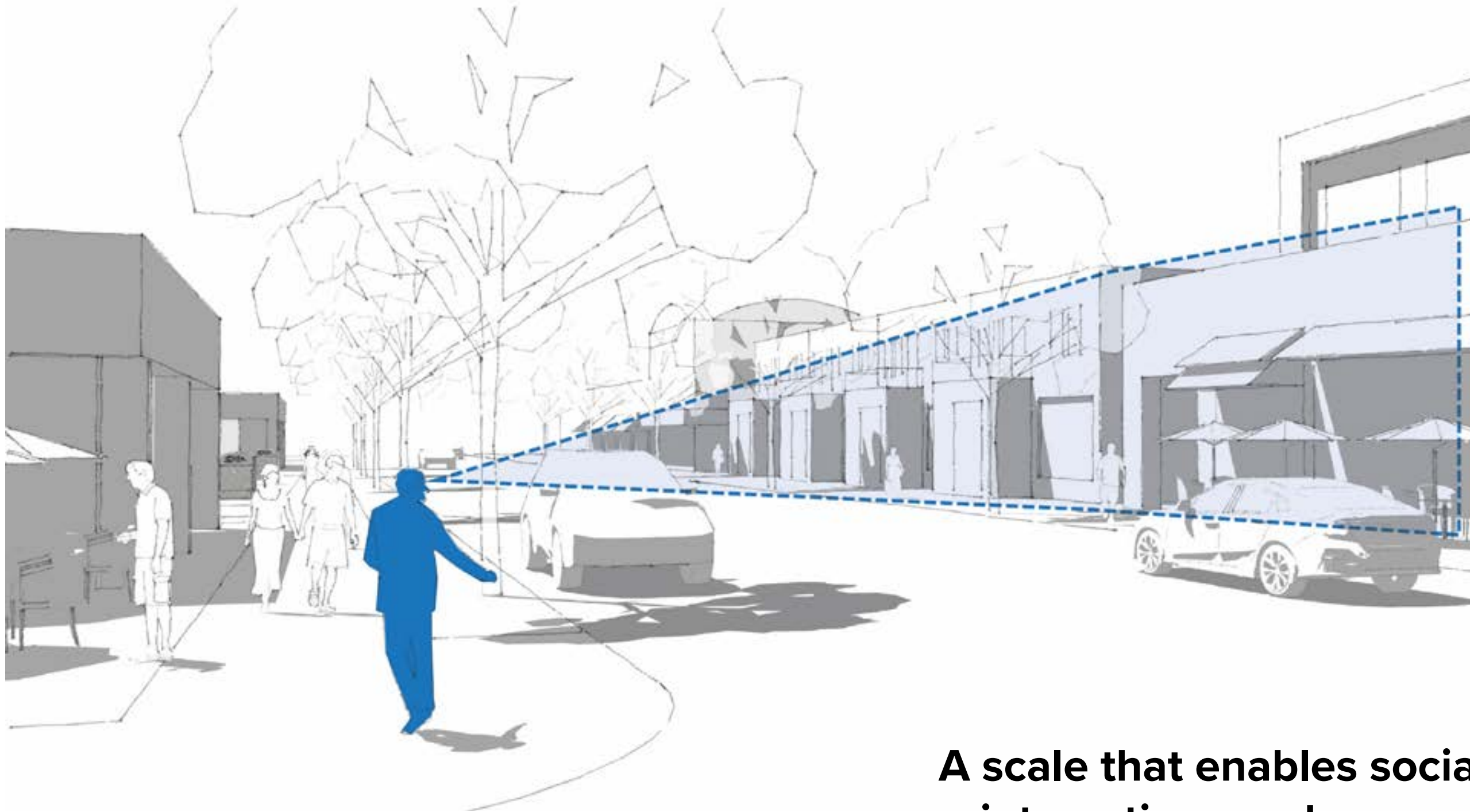
*Few attractions  
Primarily specialty destinations  
Minimal “friction”  
Higher speeds and lower delays  
Designing for auto scale*

**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**

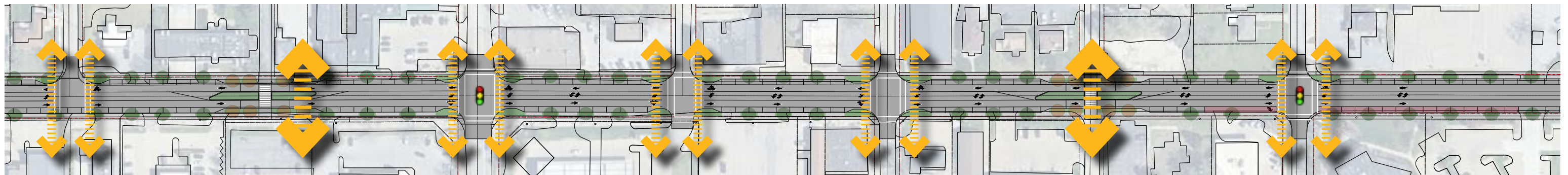
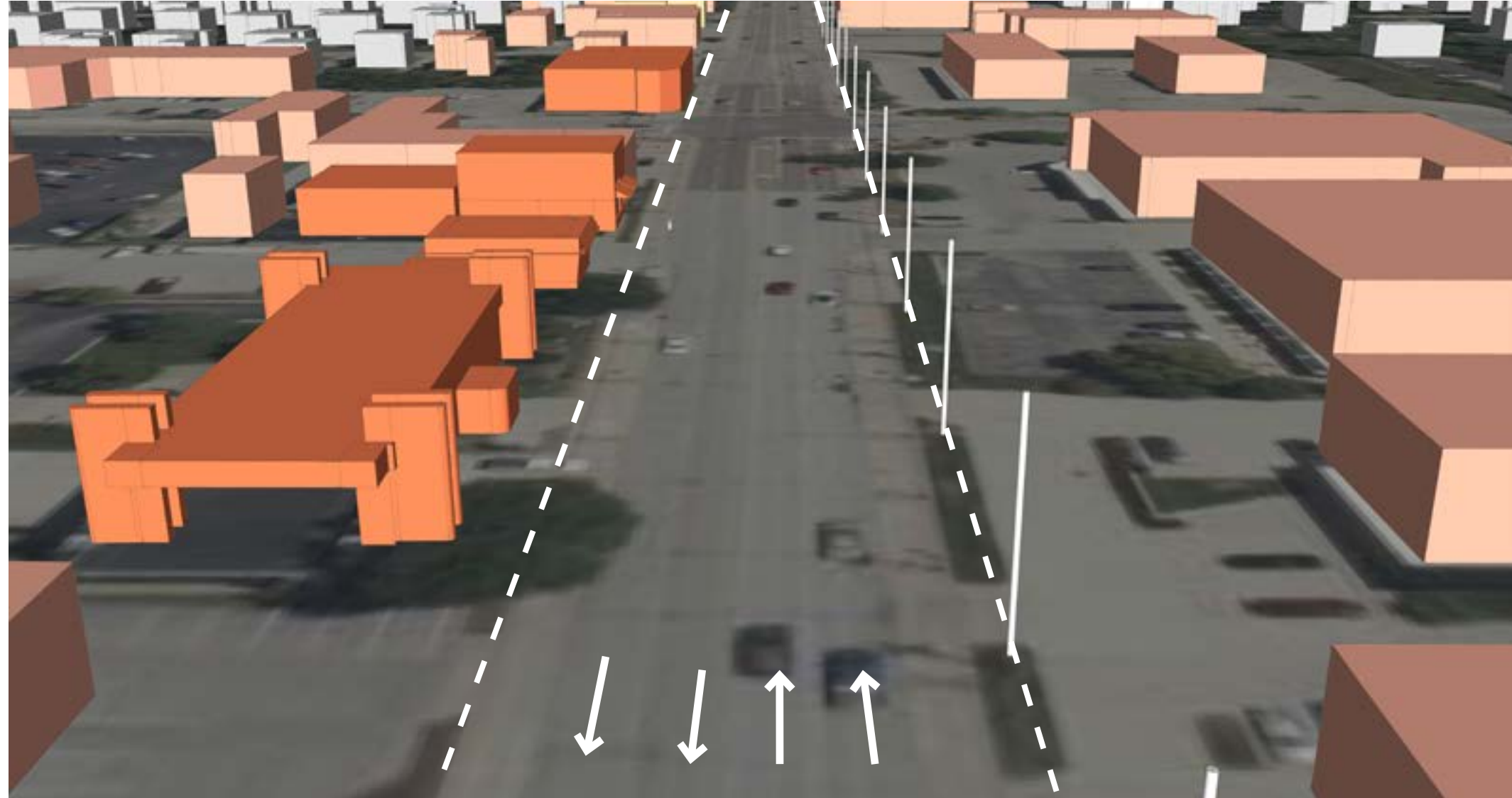
**7**  
**Encourage bicycle use in Downtown.**

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

RECOMMENDATION



# RECOMMENDATIONS



71st St

69th St

68th St

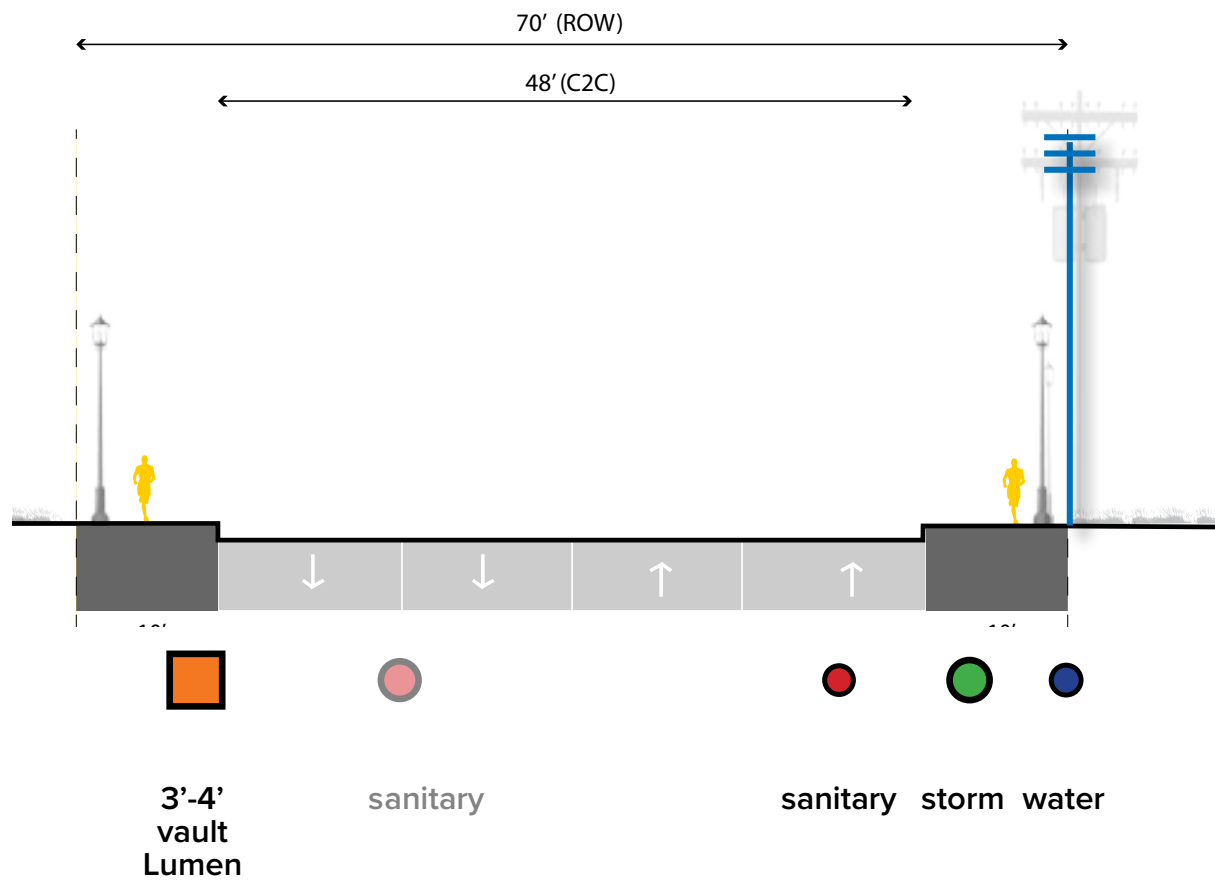
67th St

66th St

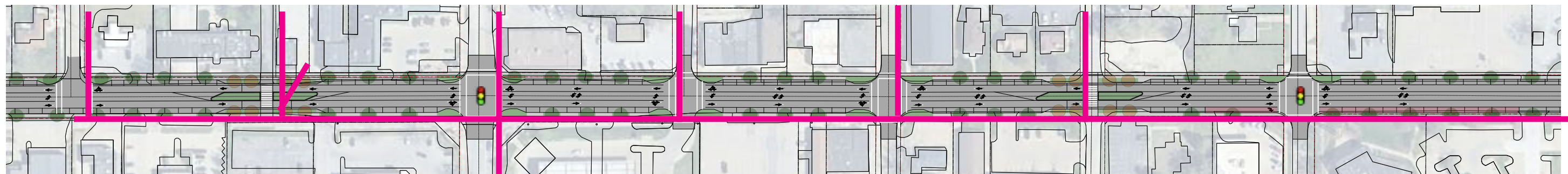
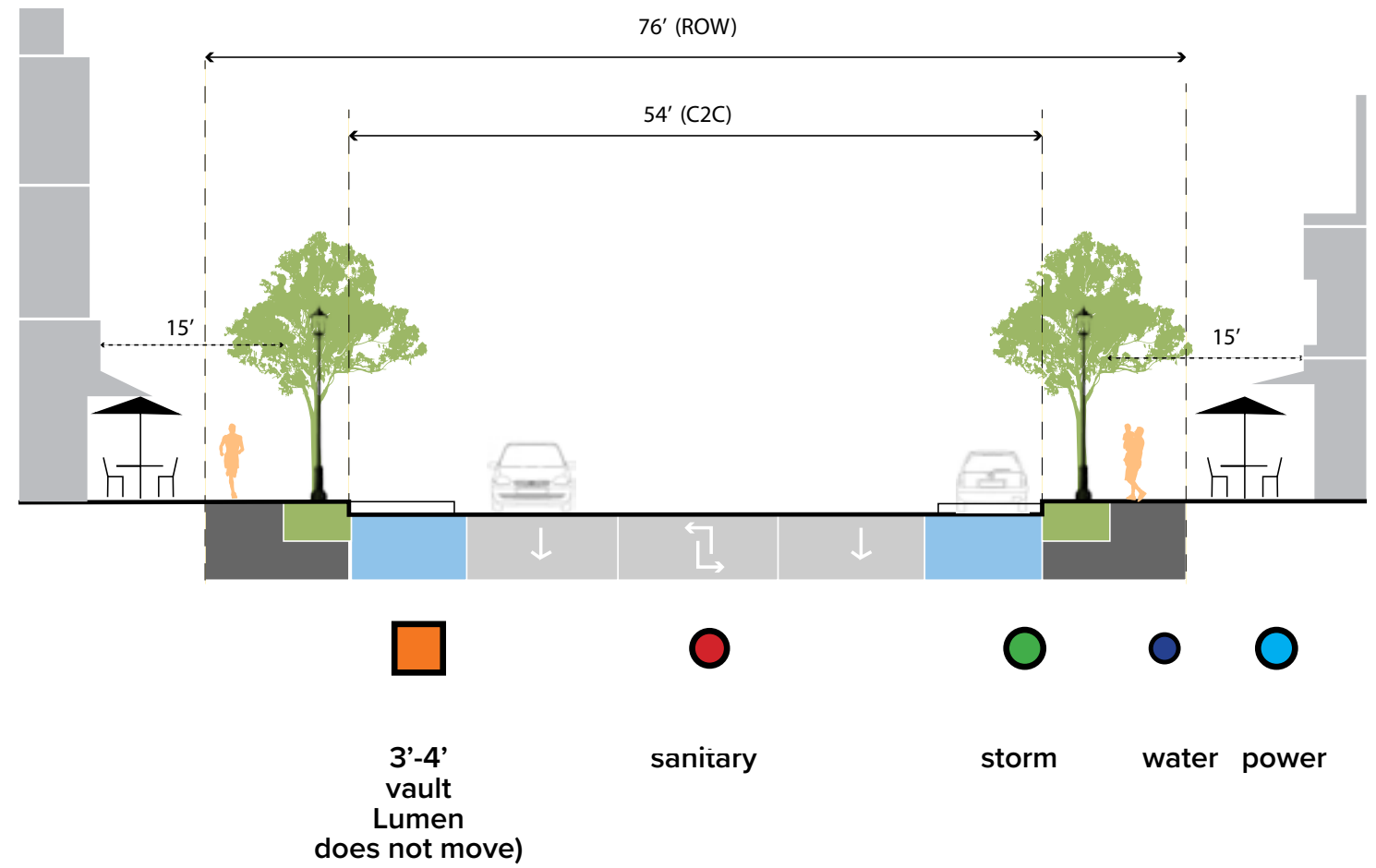


# RECOMMENDATION

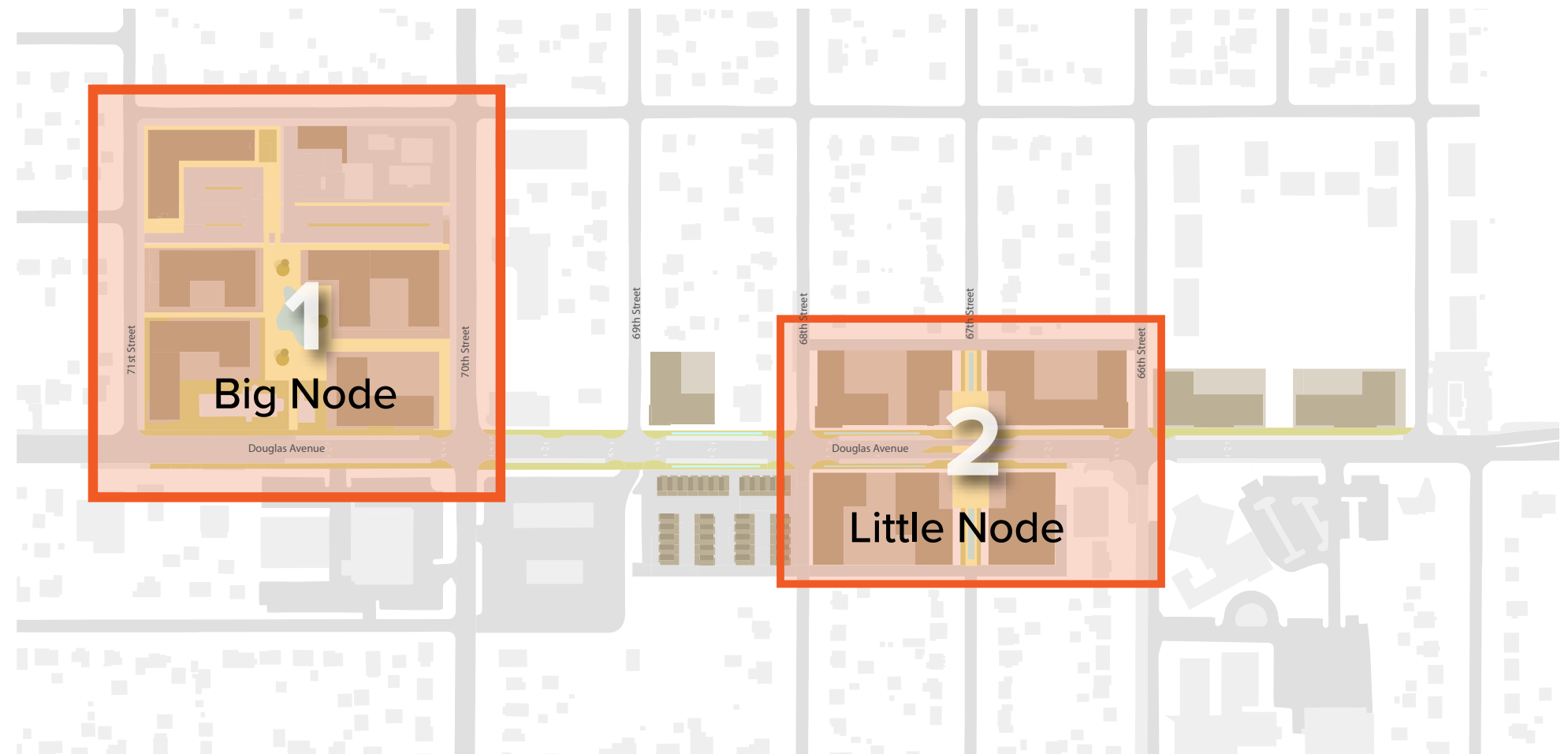
Existing Utility Locations



Proposed Utility Locations



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



RECOMMENDATION



RECOMMENDATION



# RECOMMENDATION



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Flexible Spaces



Shared Street



Park Features and Acupuncture

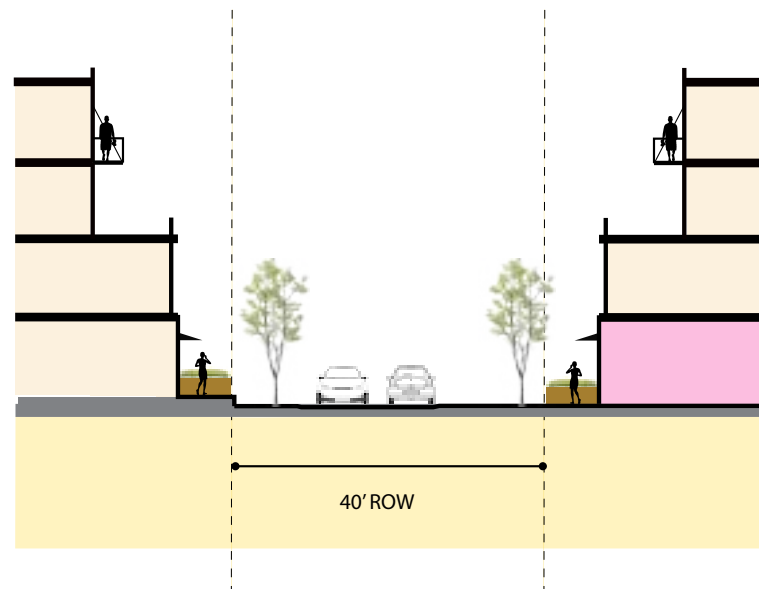
## RECOMMENDATION



# RECOMMENDATION



Shared Street



## RECOMMENDATION



View from Douglas Ave



# RECOMMENDATION



From Interior



# RECOMMENDATIONS

## Little Node



# RECOMMENDATIONS



## RECOMMENDATIONS



# RECOMMENDATIONS



## RECOMMENDATIONS



## RECOMMENDATIONS



*“lighter materials” on top of  
“heavier” materials*

*Longer facades  
articulated in masses*



*Few simple high  
quality materials*

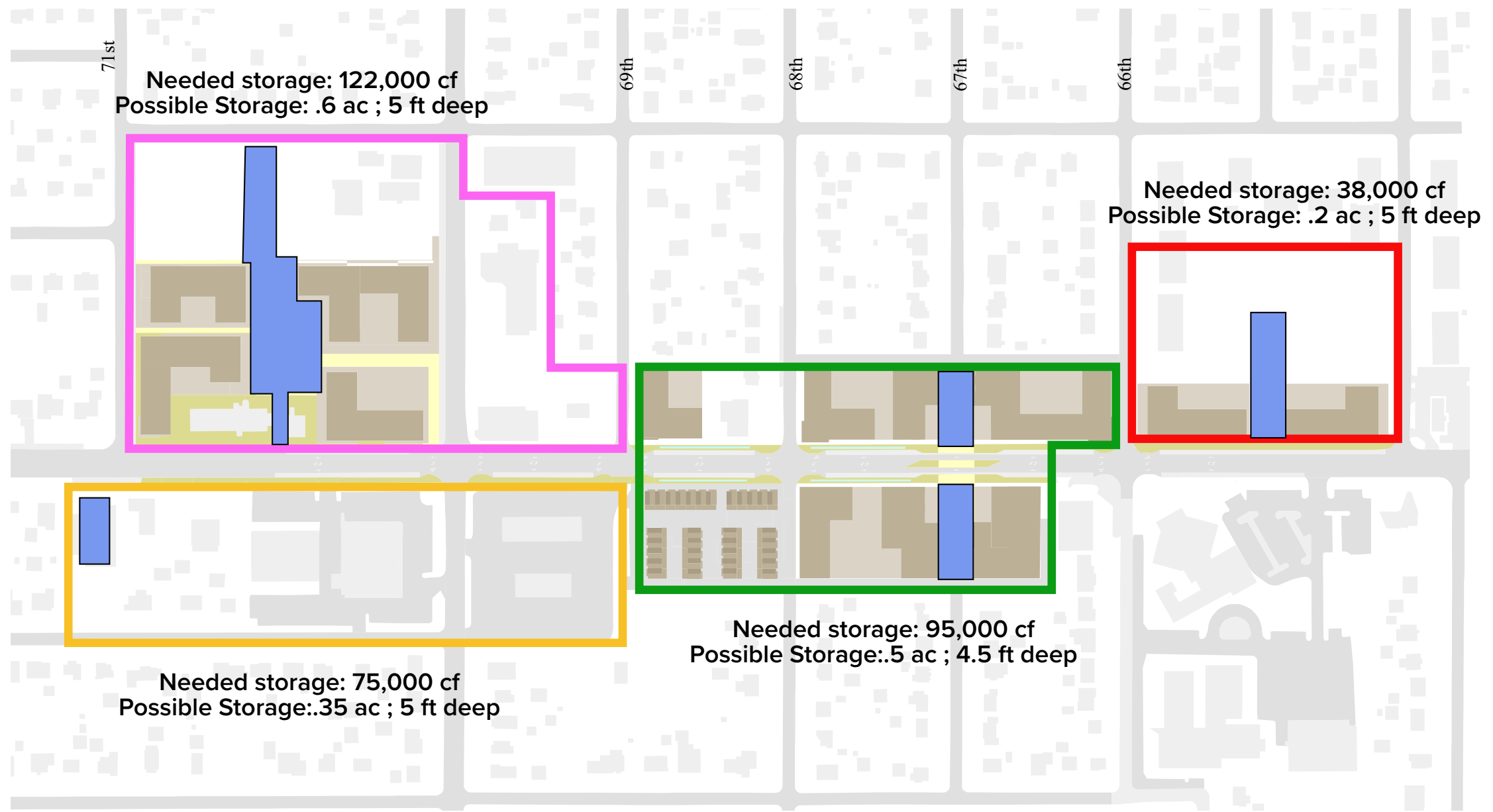
*Step down towards alley and  
lower scaled districts*

*Highly transparent and active  
ground floors*

*Corner articulation*

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

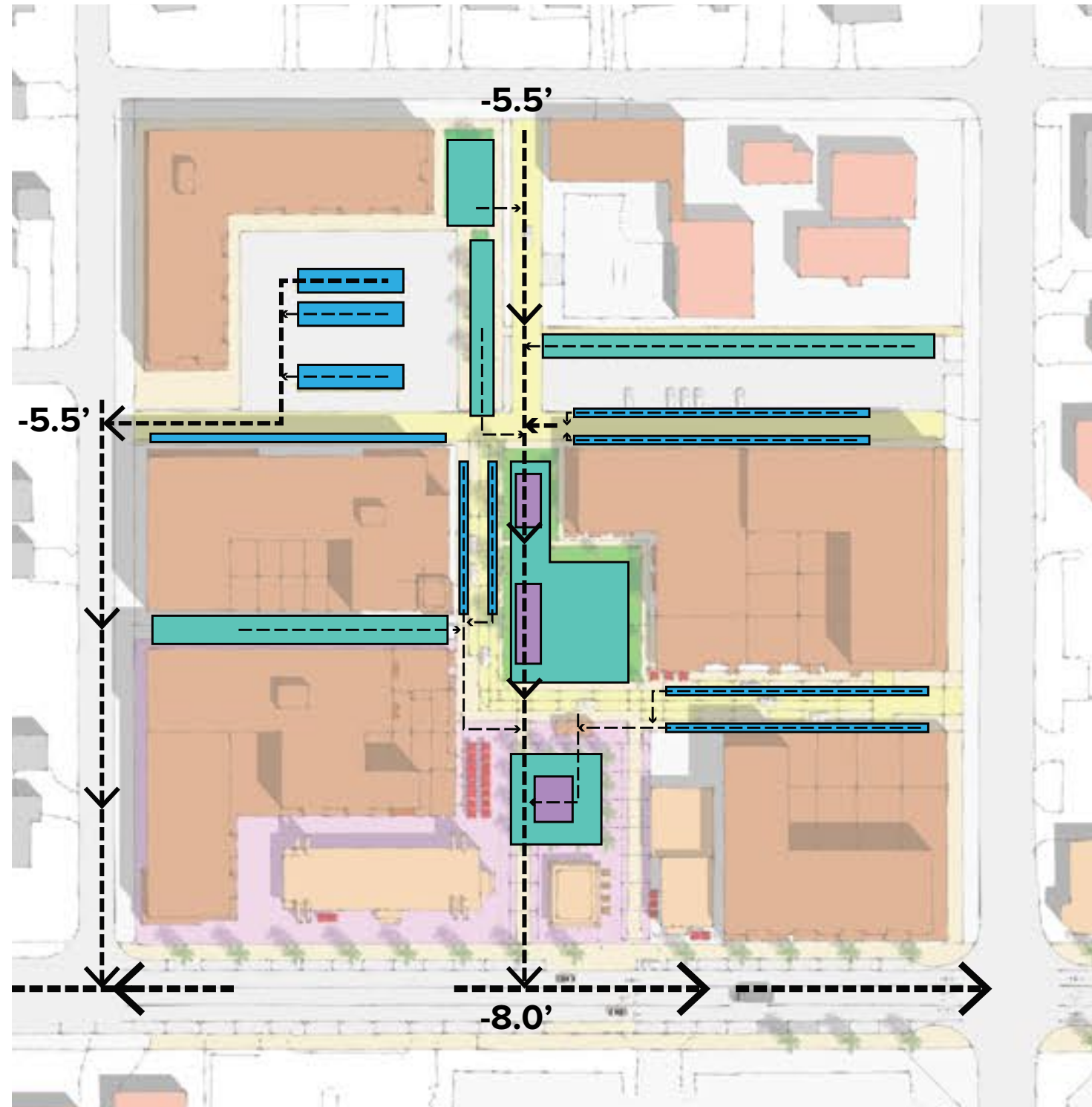
*Change the existing drainage patterns and using (new) public areas to handle storage needs for redevelopment*






*Proposed Sub Watershed Areas*

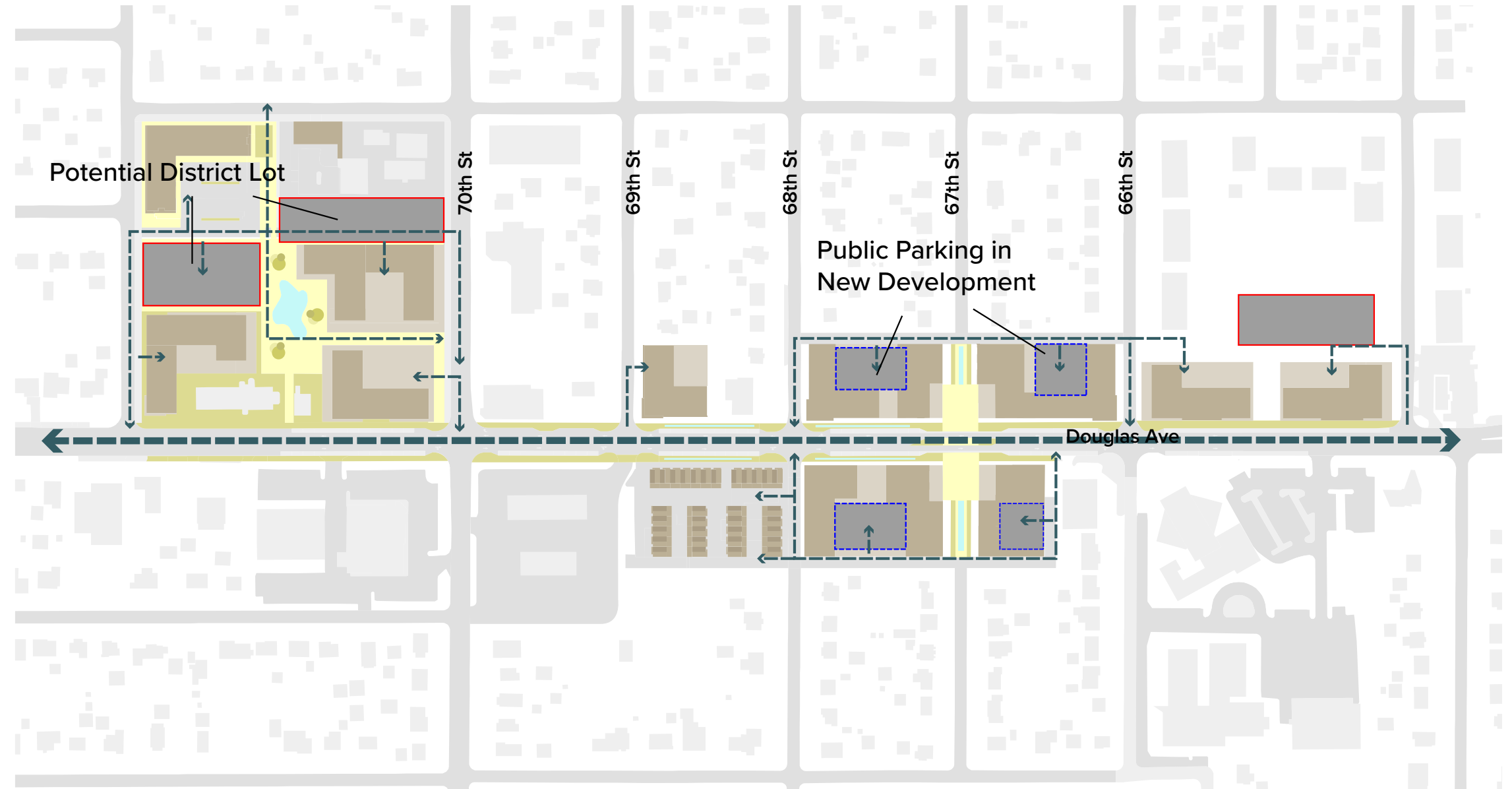
# RECOMMENDATIONS

## Big Node at 70th and Douglas

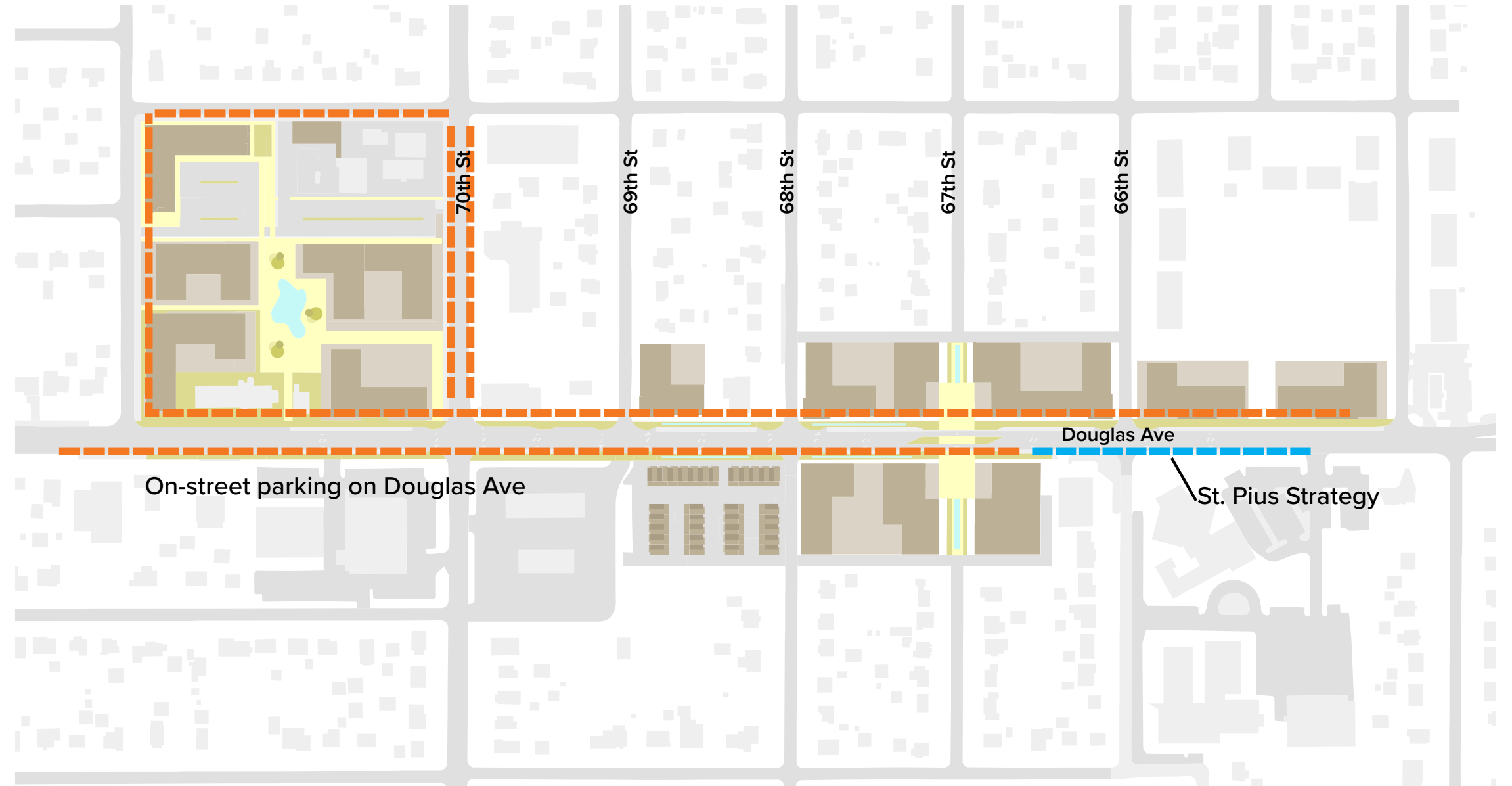


-  Permeable paving
-  Underground Storage
-  Amenity Basin

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



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**5**  
**Encourage**  
**“gentle density”**  
**behind the**  
**corridor.**



*Cottage Cluster*

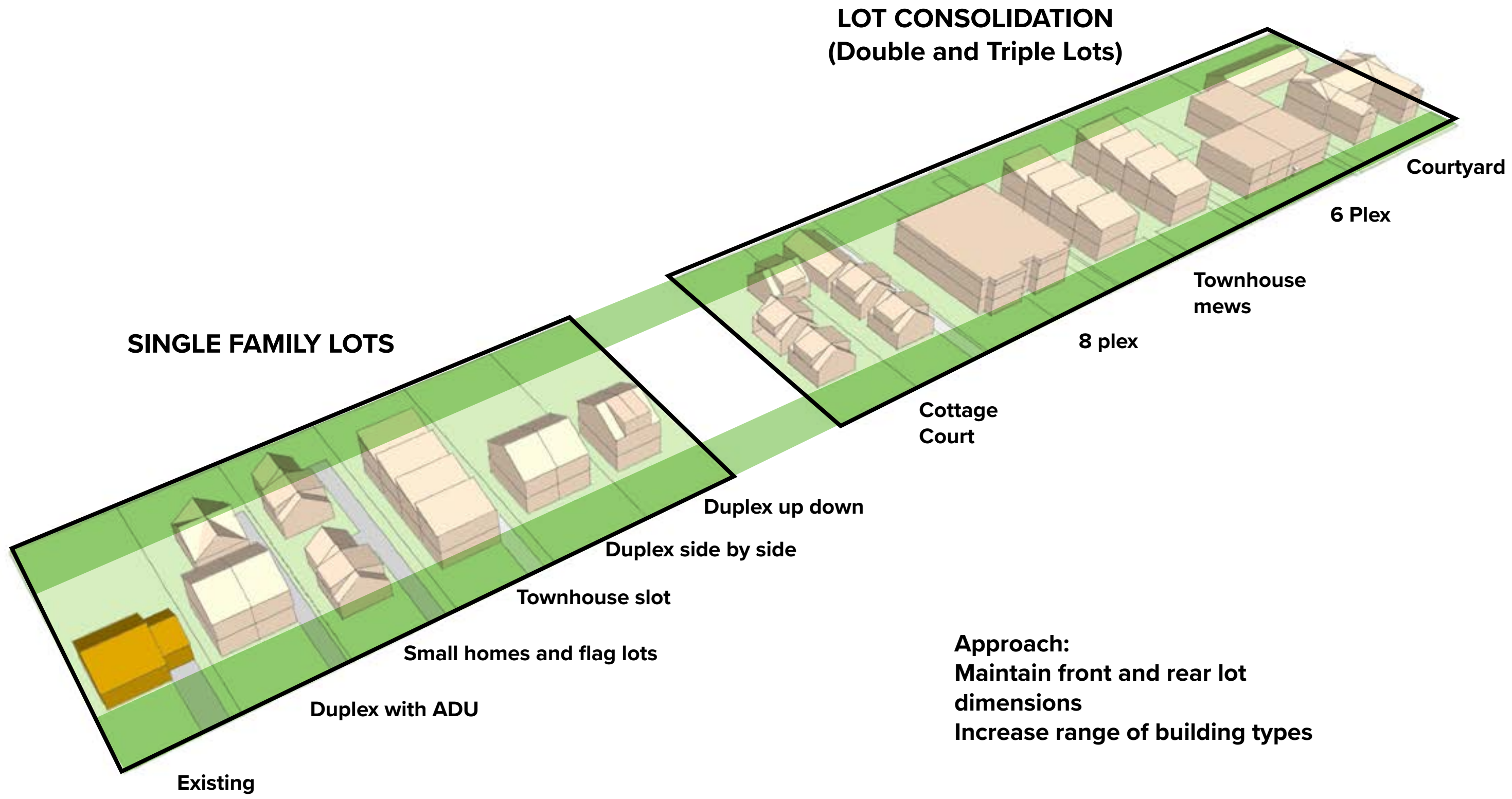


*8 Unit Apartment*



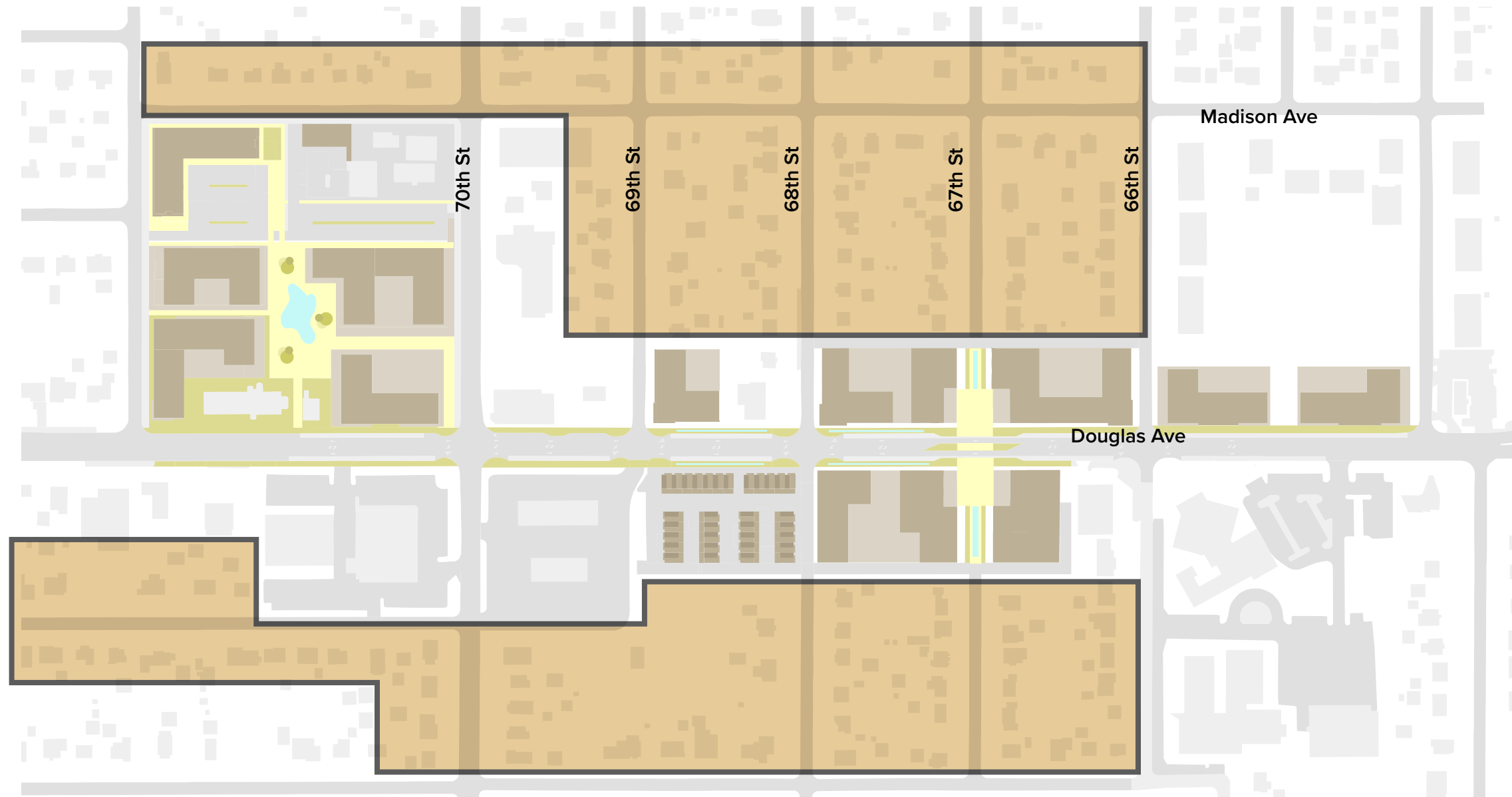
*Accessory dwelling unit (ADU)*

# RECOMMENDATIONS



**Approach:**  
Maintain front and rear lot dimensions  
Increase range of building types

# RECOMMENDATIONS



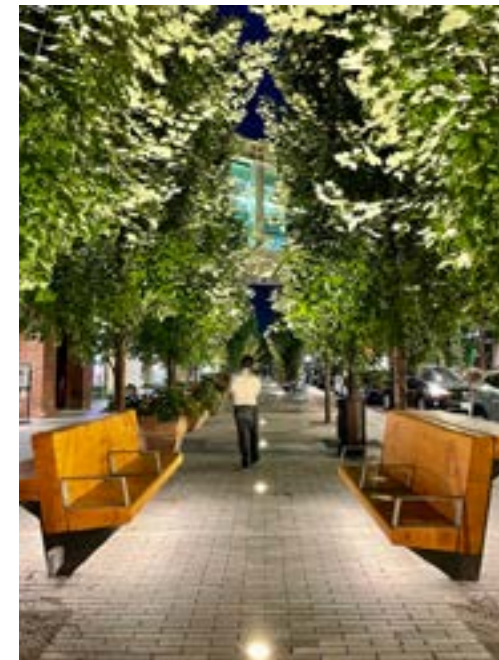
## 6 Establish a District Character and Identity

### Sub Recommendations

- 6a. Establish design guidelines for new development that reinforce district character through private signage, exterior materials, and building scale.
- 6b. Implement public realm elements that allow for flexibility and facilitate the evolution of district character over time.
- 6c. Integrate public art into downtown through events, infrastructure, and amenities



# RECOMMENDATIONS



High quality, durable materials  
Seasonal Use  
Flexible and adaptable

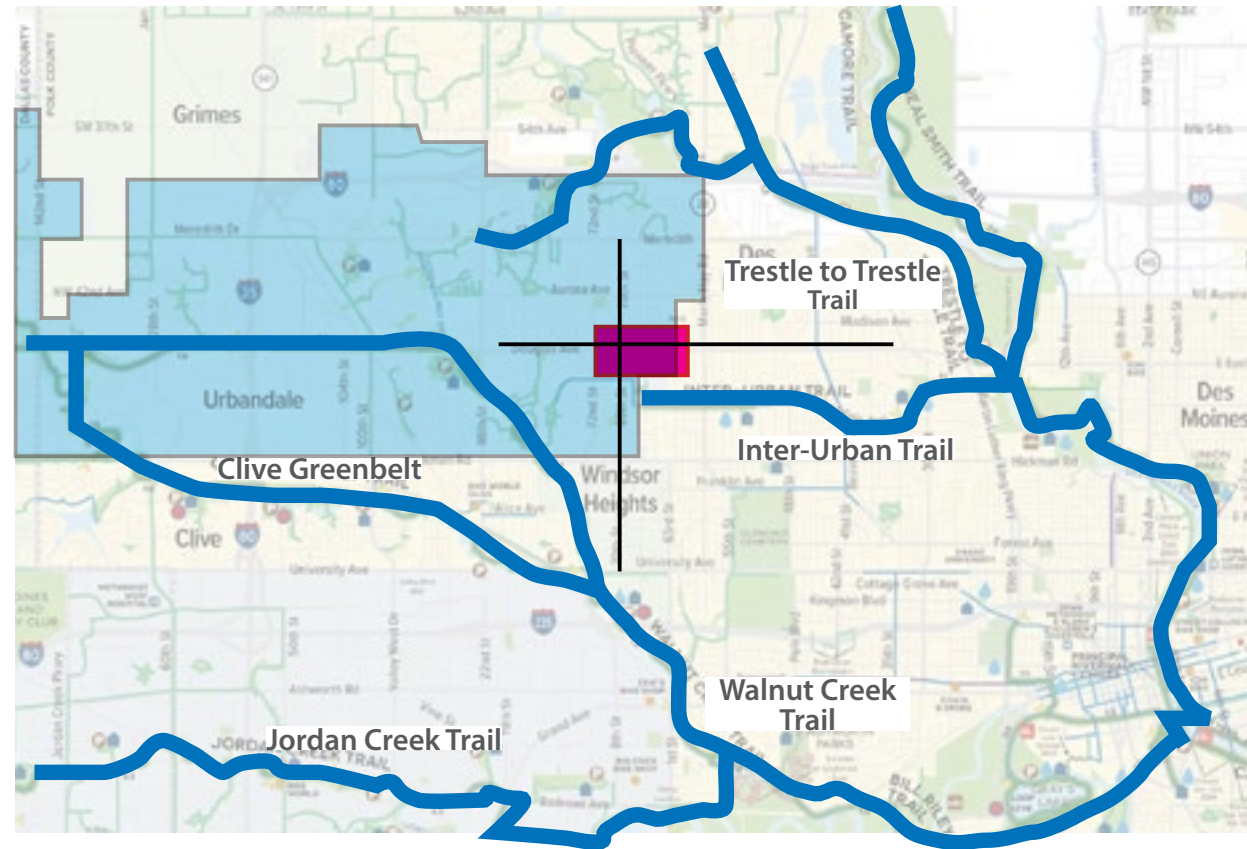
## RECOMMENDATIONS



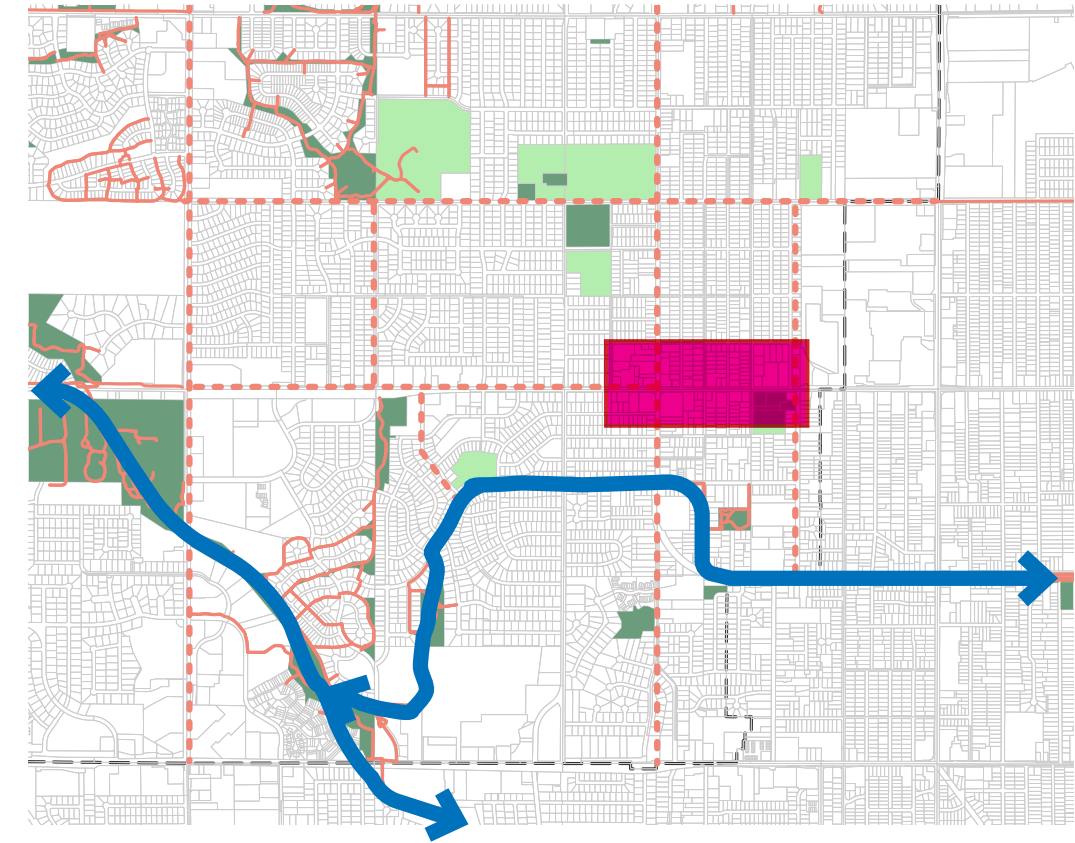
Gathering  
Play  
Relaxing  
Socializing



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



*Regional Trails in Urbandale*

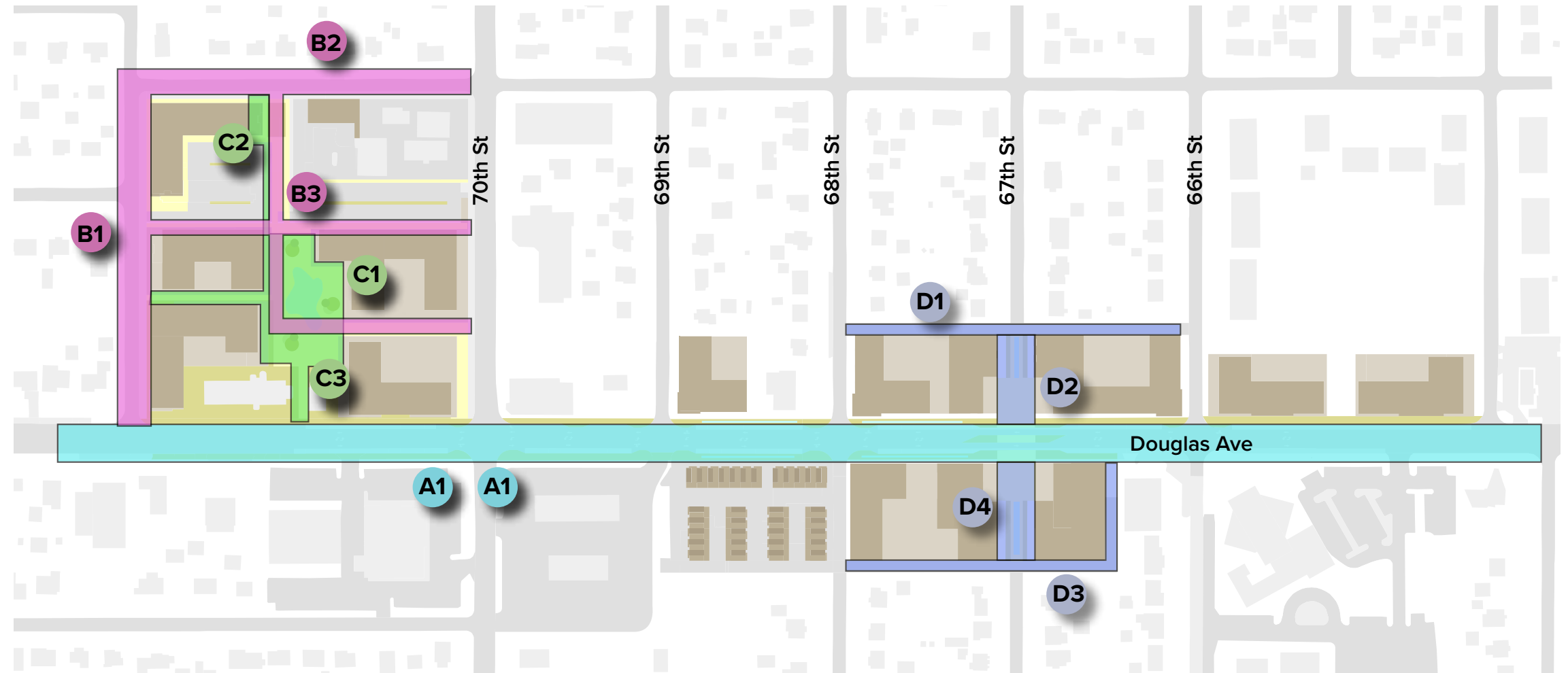


*Existing and Planned Bike lanes and trails in Urbandale*

# RECOMMENDATIONS

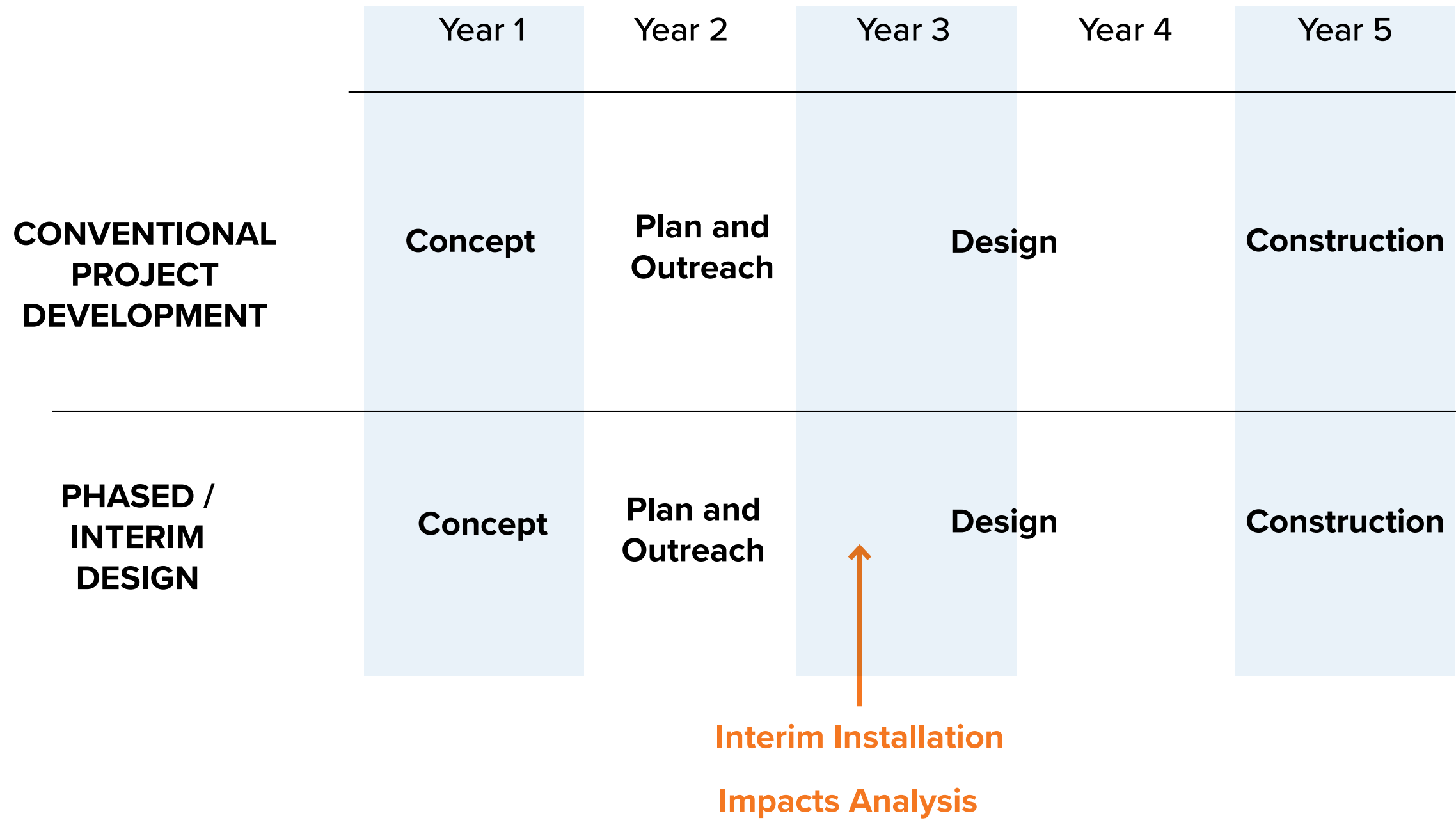


**8 Pursue a phased strategy for redevelopment.**



- |  |   |   |  |
|--|---|---|--|
| <p><b>Douglas Avenue Rebuild</b></p> <ul style="list-style-type: none"> <li><span style="color: #00A0C0;">●</span> A1 Bury Overhead Utilities</li> <li><span style="color: #00A0C0;">●</span> A1 Douglas Ave Reconstruction</li> </ul> | <p><b>Big Node Circulation</b></p> <ul style="list-style-type: none"> <li><span style="color: #C00080;">●</span> B1 71st Street Reconstruction</li> <li><span style="color: #C00080;">●</span> B2 Madison Ave reconstruction</li> <li><span style="color: #C00080;">●</span> B3 Interior “shared street”</li> </ul> | <p><b>Big Node Amenity</b></p> <ul style="list-style-type: none"> <li><span style="color: #00A000;">●</span> C1 Interior commons</li> <li><span style="color: #00A000;">●</span> C2 Public Amenity Area</li> <li><span style="color: #00A000;">●</span> C3 Public amenity Area</li> </ul> | <p><b>Little Node</b></p> <ul style="list-style-type: none"> <li><span style="color: #000080;">●</span> D1 Alley North Construction</li> <li><span style="color: #000080;">●</span> D2 Public Amenity North Area</li> <li><span style="color: #000080;">●</span> D3 Alley South Construction</li> <li><span style="color: #000080;">●</span> D4 Public Amenity South Area</li> </ul> |
|--|---|---|--|

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