

DOWNTOWN MASTER PLAN

City of Urbandale, Iowa

June 17, 2025



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Prepared for:



Prepared by:



Acknowledgements

City Council

Bob Andeweg, Mayor
Patricia Boddy, Councilmember
Joe Cacciatore, Councilmember
Bridget Carberry Montgomery, Councilmember
Amy Croll, Councilmember
Blake Rozendaal, Councilmember

Planning and Zoning Commission

Jeff Hatfield
Josh Heggen
Jacqueline Nickolaus
Joan Racki
Judy Ralston-Hansen
Julie Roethler
Aaron Smith
Adam Tillgren
Wayne Van Heuvelen

City Staff

Kristi Bales, Assistant Director of Community Development
Kristin Brostrom, Assistant Director of Engineering
Curtis Brown, Assistant City Manager
Aaron DeJong, Director of Economic Development
Steve Franklin, Director of Community Development
Jan Herke, Parks and Recreation Director
Scott Hock, Assistant Director of Parks and Recreation
David Jones, City Manager
John Larson, Director of Engineering and Public Works
Annika Schilke, Planner II
Anna Steenson, Marketing and Communications Specialist I
Eboney Woods, Economic Development Specialist
Derek Zarn, Director of Marketing & Communications

Consultant Team

Bolton and Menk

Jacob Ahrens
Ryan Benjegerdes
Tara Bounds
Casey Byers
Peter Crandall
Andrew Dresdner
Chris Lloyd
Jennifer McCoy
Mitchell Wall
Clarice Wildman

AECOM

Chris Brewer
Cameron Martin



0. Executive Summary

An Opportunity to Re-Define Downtown Urbandale

From Corridor to Downtown

Downtown Urbandale is located adjacent to Des Moines and in the eastern portion of the City. For several decades, prior to World War II, the intersection at 70th and Douglas served as the community's Downtown. A school, City Hall, the town's street car station, several businesses and homes clustered around the 70th Street and Douglas Avenue intersection, serving as a village center for the small population of Urbandale.

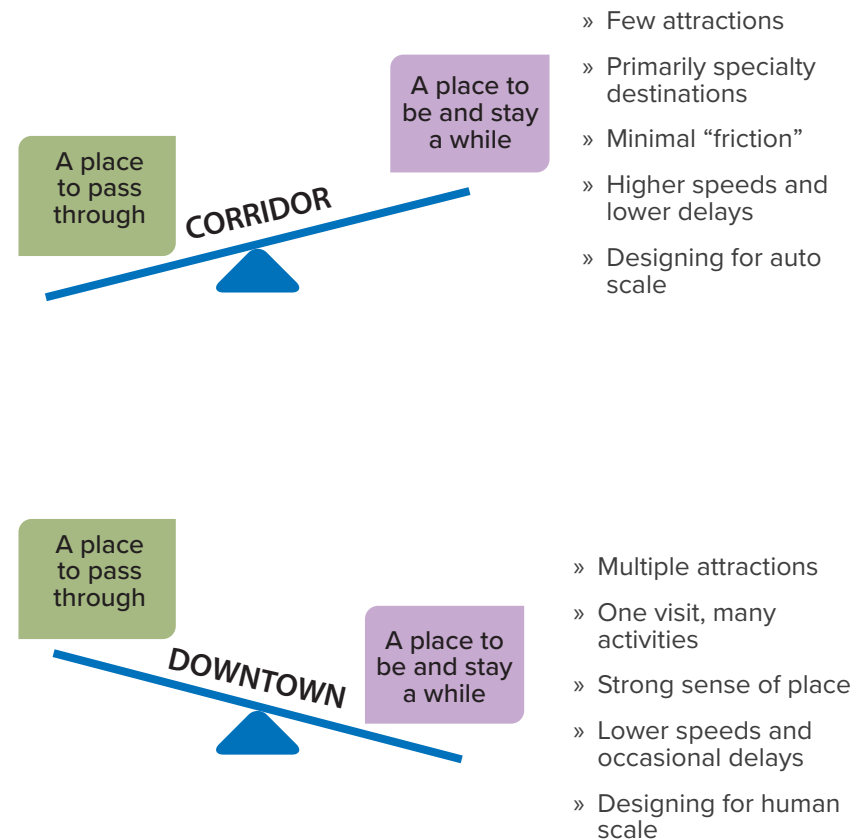
However due to Urbandale's rapid westward growth after World War II, the Downtown area (at 70th Street and Douglas Avenue) never fully took root. City Hall moved west to Walker Johnston Park, the school outgrew its site and the streetcar ceased operations in 1951. Douglas Avenue, under the jurisdiction of Iowa DOT, was widened to 4 lanes and auto-oriented uses replaced the daily goods and services that once served residents of Urbandale.

While the area at 70th and Douglas remained a minor business district, it has remained relatively stagnant for the past 3 decades.

This Plan, a priority in the City's 2023 Comprehensive Plan, seeks to reverse the fortunes of Downtown by working with the community to make bold and progressive investments that return Downtown to its former role as a center of gathering, business, living and enjoyment.

Central to this effort is changing the role of Douglas Avenue (no longer under the jurisdiction of Iowa DOT) in the community from a corridor to a place; from an area to pass through, to a place to stay and enjoy. In order to make this transformation, this Plan offers clear recommendations that will guide the city's actions and send a strong message to the real estate market and residents that Downtown Urbandale is once again a place to invest.

This Plan commits the City to rebuilding Douglas Avenue, to stormwater solutions that unburden private development initiatives, to new regulations and ordinances that support walkable patterns and increased density, to supporting building and site improvements, and to create in public spaces that draw a broad range of people to Downtown to patronize businesses and attend events.



8 Primary Recommendations

1 Reconfigure Douglas Avenue as a three-lane road.

2 Concentrate new redevelopment at mixed use nodes.

3 Establish a District Character and Identity

4 Create a downtown district parking management plan.

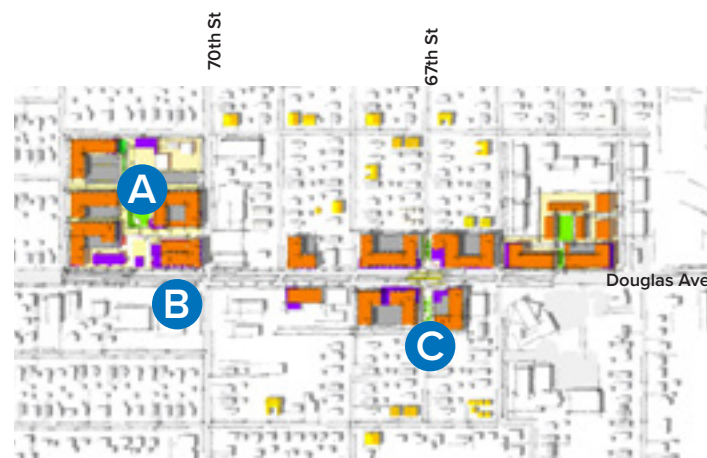
5 Pursue a sub-regional stormwater strategy.

6 Facilitate gentle density on single-family parcels off Douglas Avenue

7 Encourage bicycle use to Downtown.

8 Pursue a phased strategy for redevelopment.

Main Features of a Future Downtown Urbandale



The Big Node

The Big Node will be prioritized for redevelopment. New public spaces on the interior of the block will provide a place for gathering and relaxation. New businesses and residential buildings will face both onto the interior space as well as the perimeter streets.



Douglas Avenue

Douglas Avenue will be repositioned as a three lane road with on street parking. New pedestrian crossings, quality landscape, and other amenities will create a safer and more accessible place to visit, live, and conduct business.



The Little Node at 67th Street

Located at 67th Street the little Node will be created by closing off the ends of 67th Street and creating plazas connected to Douglas Avenue. Mixed use buildings will activate the plazas with ground floor restaurants and housing.

Creating Opportunities for Many Investments

Redevelopment and revitalization of Downtown will occur over many years by many people. A primary purpose of this Plan is to inspire investor confidence in the Downtown by a broad range of investors, stakeholders, employers, residents, and customers. Broad investments - large, medium, and small - are essential to creating a Downtown that is cared for and beloved by the community.

This page describes how Downtown can come together over time. Often these investments will be partnerships between the public and private sector - such as provision of public parking in a private building. Others will be made by individuals on their own.

LARGE INVESTMENTS

- A** New park space, shared street, district parking district stormwater to incentivize redevelopment
- B** Rebuild Douglas Avenue as a three lane road with pedestrian amenities and safety improvements
- C** Redevelopment of vacant or under utilized properties into mixed use projects
- D** Major rehabilitation and repurposing of existing buildings and infill development on parking lots

A sampling of Opportunities to invest in Downtown

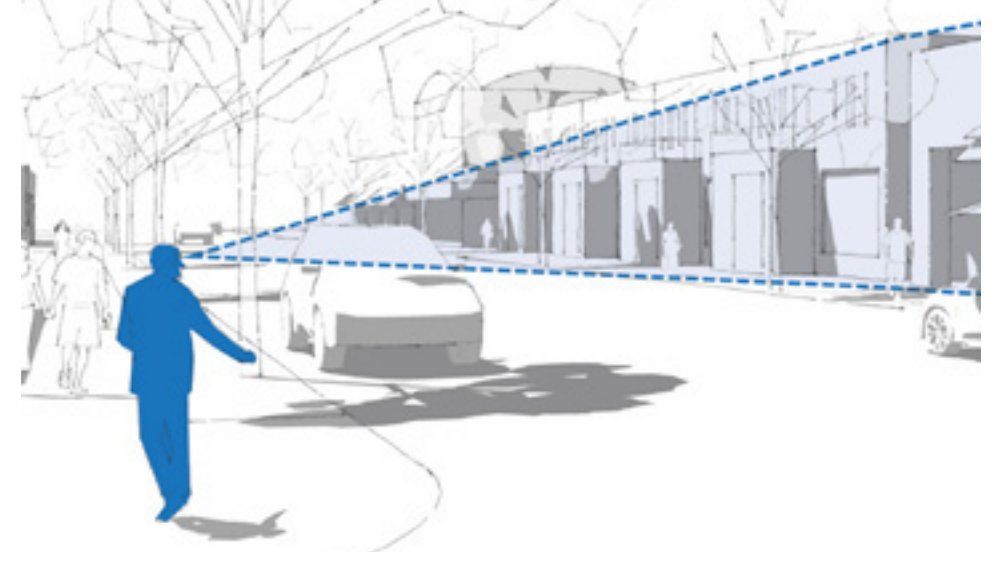


MEDIUM INVESTMENTS

- | Public Investments | | Private Investments | |
|---|--|---|--|
| E Support to rehabilitate an existing building through grants and incentives | F Public art and placemaking to encourage gathering and create a stronger district identity | G Redevelopment of properties to create "Middle Housing" | H Building improvements such as new roof, small additions and retrofits to attract desired tenants. |

SMALL INVESTMENTS

- I** Events such as farmers markets, music, and outdoor movies that bring the community together
- J** Support for community rain gardens to reduce stormwater runoff
- K** Addition of an Accessory Dwelling Unit to a home in the neighborhood
- L** Exterior property improvements such as adding a dining patio and improved parking lot landscaping



1. Background

What is a Master Plan for Downtown?

Vision for Tomorrow

Short Medium and Long term Actions

Invitation (and road map) to investment

Projects, Programs, Policies, and Partnerships

Downtown Urbandale

Though geographically small, Downtown has the potential to play an increasingly important role in the overall quality of life for current and future Urbandale residents. This master plan provides the vision, recommendations, and tools necessary to re-assert Downtown as a destination, a gathering place, a neighborhood, and contributor to the ever evolving and diverse brand of Urbandale.

The Plan communicates a vision for growth in the Downtown. Growth that will transform the downtown from what it is today - a series of disconnected primarily auto oriented uses - to a place that is most enjoyed on foot as a pedestrian. The public spaces and streets will be human scaled and the businesses will be oriented to the streets, parks and plazas, thereby creating an active place where neighbors and strangers can meet.

The Plan is action oriented. It contains 8 clear and specific recommendations encompassing a variety of (public and private) activities and investments that together will raise the local and regional profile of Downtown Urbandale. The recommendations guide downtown to become a more active, relevant, connected, and welcoming place. A place with more businesses, more housing, more events, and more people.

The Plan comes about from the City's recently adopted Comprehensive Plan. Adopted in 2023, and in recognition of the fact that Downtown has seen very little investment over the past 30 years, the Comprehensive Plan recommended undertaking a Plan for Downtown as one of the early and priority actions to be completed.

Central to the Plan is the understanding and recognition that this is the City's first significant redevelopment effort in its history. After decades of outward growth in greenfields, this Plan represents a deliberate turn inward to reinvest in the under invested (and under appreciated) parts of the city. This transition requires new policies, processes, and systems - as well as new measurements of success.



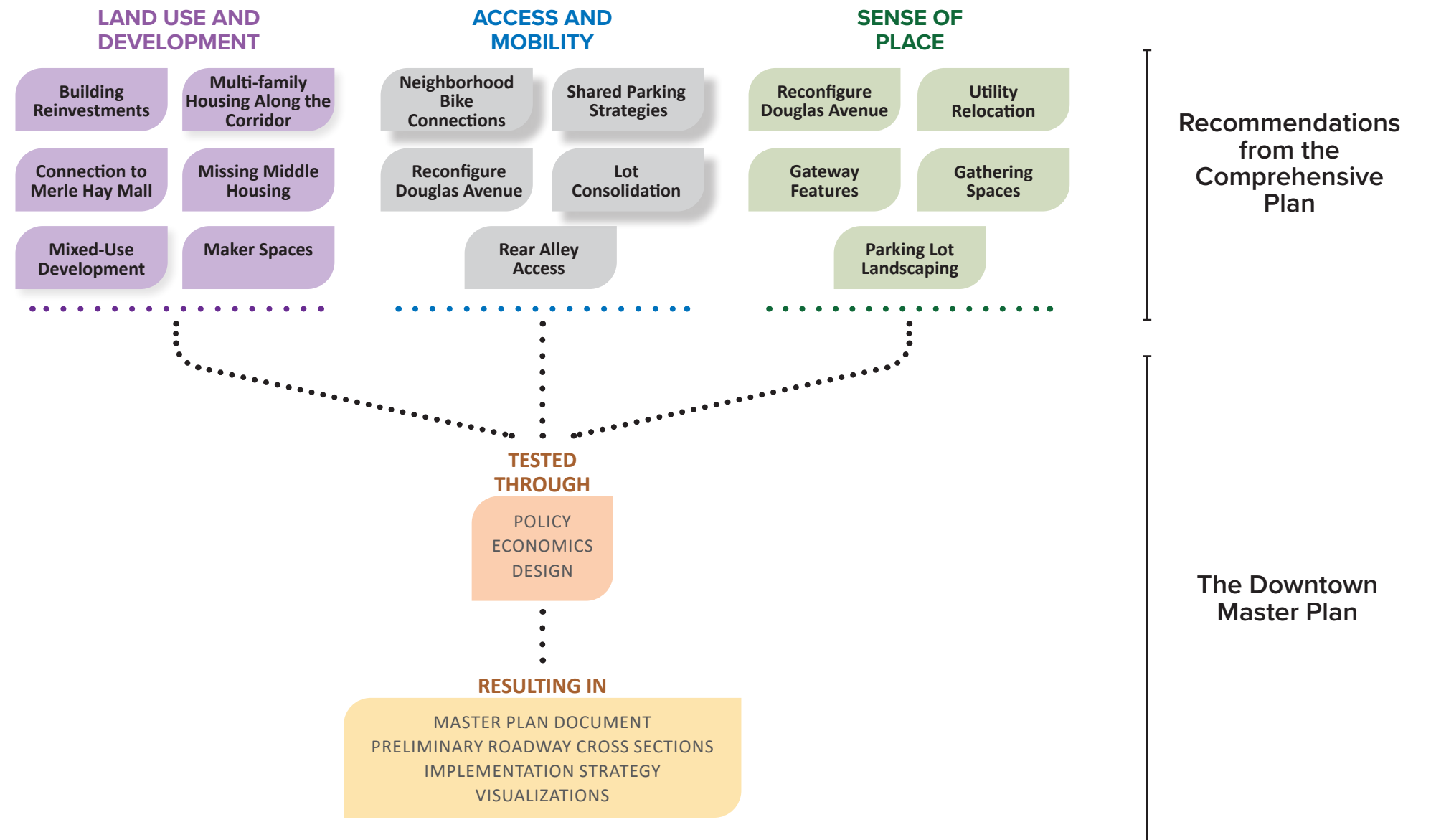
Origins of this Master Plan

From the Comprehensive Plan

In 2023, the City adopted a new Comprehensive Plan: Forward Urbandale. The Plan had three overarching themes: Environmental Stewardship, Welcoming to All, and Community Health and Wellness. The Plan also identified three key Focus Areas: Douglas Avenue and Parkway, Northpark and Plum Drive Business Corridors, and Downtown Urbandale. These locations were chosen for their redevelopment opportunities and their high potential for significantly adding to the overall quality of life for the community.

Upon adoption, the Plan listed a Downtown Master Plan as a priority action for the City to undertake. The Comprehensive Plan laid out 16 broad recommendations for Downtown in three categories: Land Use and Development, Access and Mobility, and Sense of Place.

The purpose of this Plan is to vet those 16 broad recommendations through the lens of Policy, Economics, and Design in order to give them greater specificity and direction through a series of policy initiatives, regulations, and capital projects.



A Brief History of Downtown Urbandale

Mining, Streetcars, and the Mall

Located on the western edge of Des Moines, Urbandale has evolved over the past 100 years from a mining town, to a streetcar suburb to a large and diverse community of nearly 50,000 residents en route to approximately 70,000 in 2050.

Urbandale's earliest European settlers arrived in the mid 1800's working in and altering the environment through agriculture, farming, and coal mining. The Urbandale Line was built in 1905 and connected the early residents to Des Moines via streetcars on Urbandale Avenue for the first half of the 20th Century. The Urbandale Line terminated and turned around at 70th and Roseland Road, a few blocks south of Douglas Avenue. Today, that location is memorialized as Trolley Park.

In the years prior to World War II, the City began to establish a modest identity with a simple downtown at the crossroads of 70th Street and Douglas Avenue. The City Hall and Library were located a few blocks south of Douglas Avenue on 70th Street and the first Urbandale High School opened on the south west corner of 70th Street and Douglas Avenue in 1935. A small cluster of businesses emerged at the intersection of 70th and Douglas Avenue, surrounded by the City's first residents in single family homes. For a few decades, before and immediately after World War II, Urbandale had a typical small Downtown : a space where commerce, government, and residents mixed.

After World War II, as the country entered a new era of prosperity, the Des Moines metro grew in population and spread outward. Returning service members, the baby boom, inexpensive land, and federal subsidies for roads and mortgages enabled Urbandale to grow rapidly by annexing vast acreage west of 70th Avenue.

During the 1950's - 1970's, Downtown's importance diminished. Urbandale line ceased operations in 1951, Merle Hay Mall opened in 1959, Urbandale High School closed in 1966, and a New City Hall was built at 86th Street staking a claim to a new civic center in the geographic center of the expanding City.

Rapid western growth never gave the young downtown an opportunity to fully root itself in the community. Accordingly, Douglas Avenue was widened from into a four lane road - signalling the importance of moving through the Downtown, rather than spending time within it.

New streetscapes to Douglas Avenue were added in 2000, but continued growth westward and the decline of Merle Hay Mall in the 1990's prevented Downtown from growing. As a result - save for a small series of local businesses - Downtown stagnated. There has been minimal private or public investment in the Downtown over the past 25 years.



1930
Population: 596



1950
Population : 1,777



1970
Population : 14,434



1990
Population : 23,000

What Makes a Downtown?

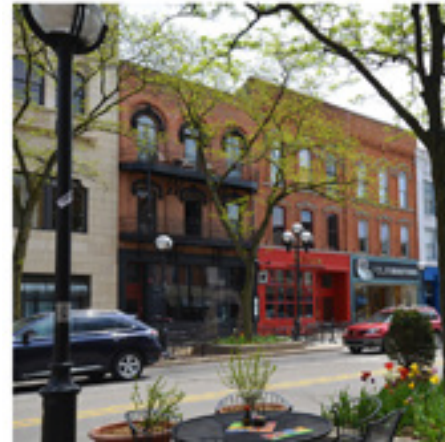
Social, Community and Economic Connections

Though not always located at the geographic center of a City, Downtowns tend to be the center of a community's commerce, government, activity, and identity. Typically they are the oldest part of a town or city - the place where the City started.

Many first ring suburbs struggle to define their downtown because the communities tend to be an extension of the larger city they border. Often, there is no threshold or clear distinction between where the City ends and the suburb begins. Many first ring suburbs exist solely due to the larger City; and many first ring suburbs don't have downtowns to call their own.

While Urbandale had a modest downtown located around the terminus of the Urbandale streetcar line, it never fully took root due to the City's fast westward expansion that transformed Douglas Avenue (Urbandale's Main Street), into a high capacity arterial - a corridor with which to pass through Downtown.

Downtown Urbandale has some of the ingredients of a downtown, however much will have to be created over time. Douglas Avenue will have to be converted back into a human scaled roadway that facilitates social interactions, community connections, and economic activity - preferably all at once. In doing so, Downtown will begin to transition from being a place to pass through to a place to stay.



Downtowns have an identity

- » A clear and special role in the community
- » Visual and architectural coherence
- » Unique character

Downtowns are active

- » A place for people to come together for special events
- » A place to live your public life
- » A place to do business

Downtowns are livable

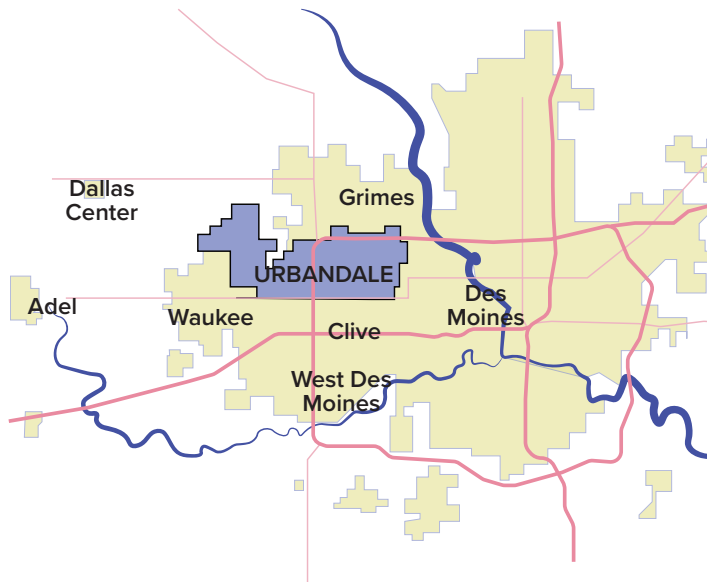
- » Unique housing choices
- » Walkable neighborhoods
- » Spaces for community connection
- » Daily goods and services

Downtowns are intentionally designed to have a scale that enables social interactions, community connections, and economic activity.



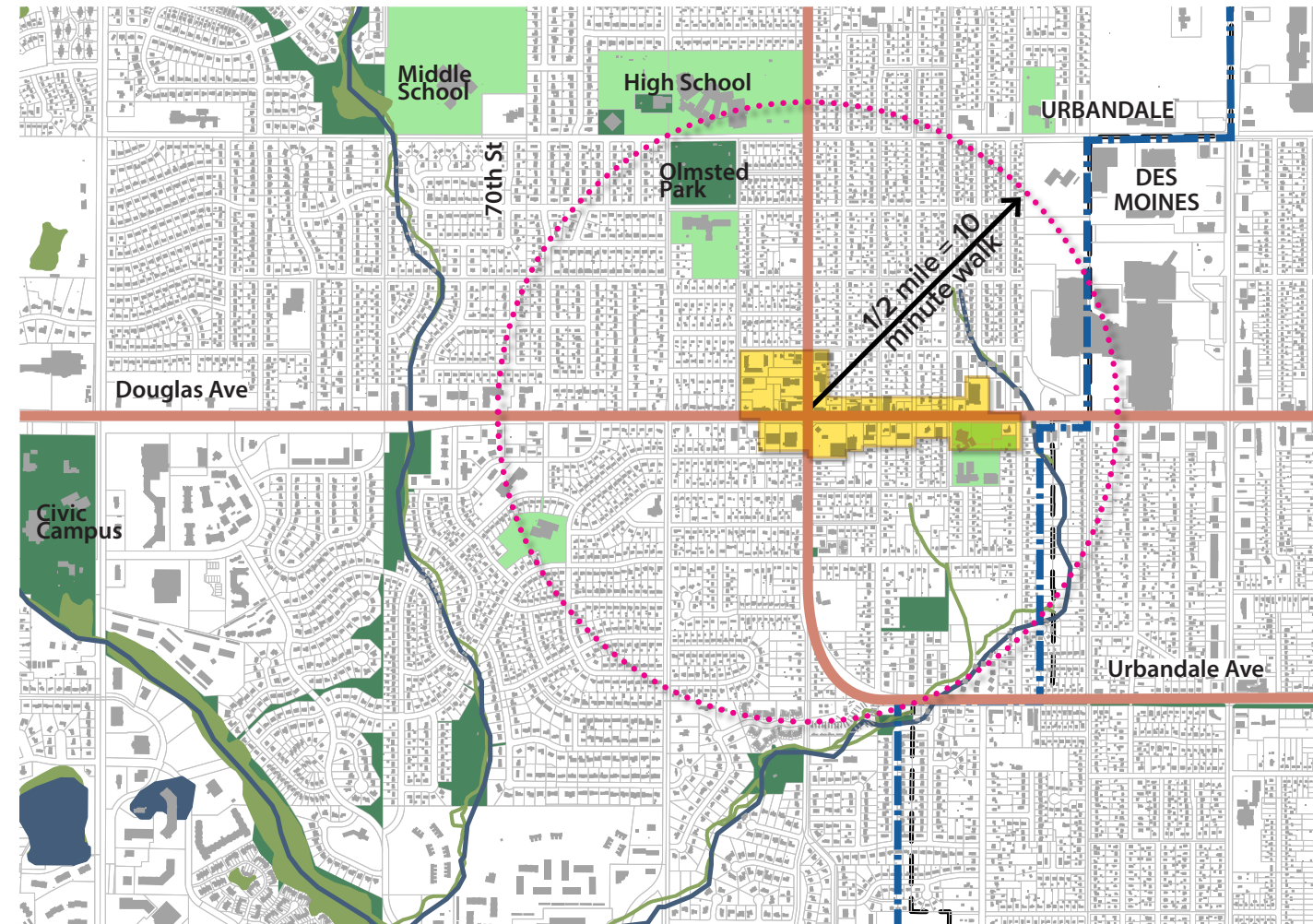
Existing Conditions

Regional Context



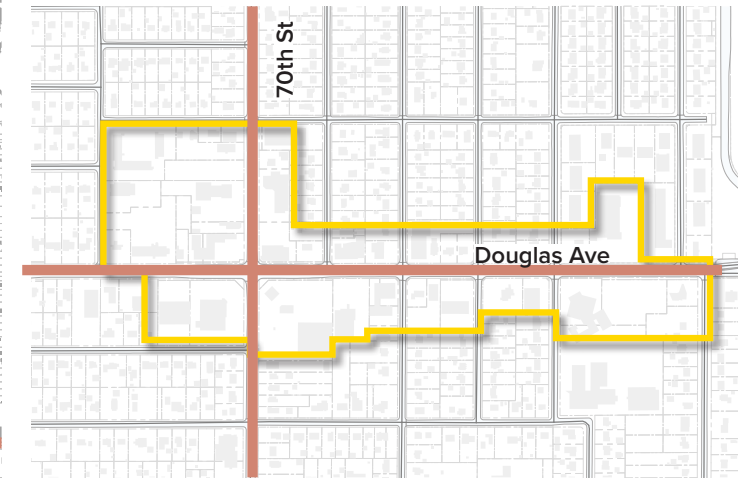
Urbandale in the Region
 Located west of Des Moines, Urbandale is a large first ring suburb that stretches well beyond I-80//35

Local Context



East Urbandale
 The eastern portion of Urbandale is the oldest section of town - characterized by a series of long rectilinear blocks with modest homes on less than quarter acre lots. Notably, this portion of the City is home to several schools - including the city's High School and Middle School.

Comparable Areas



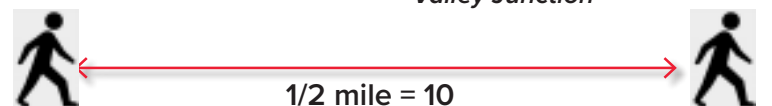
Urbandale



Beaverdale



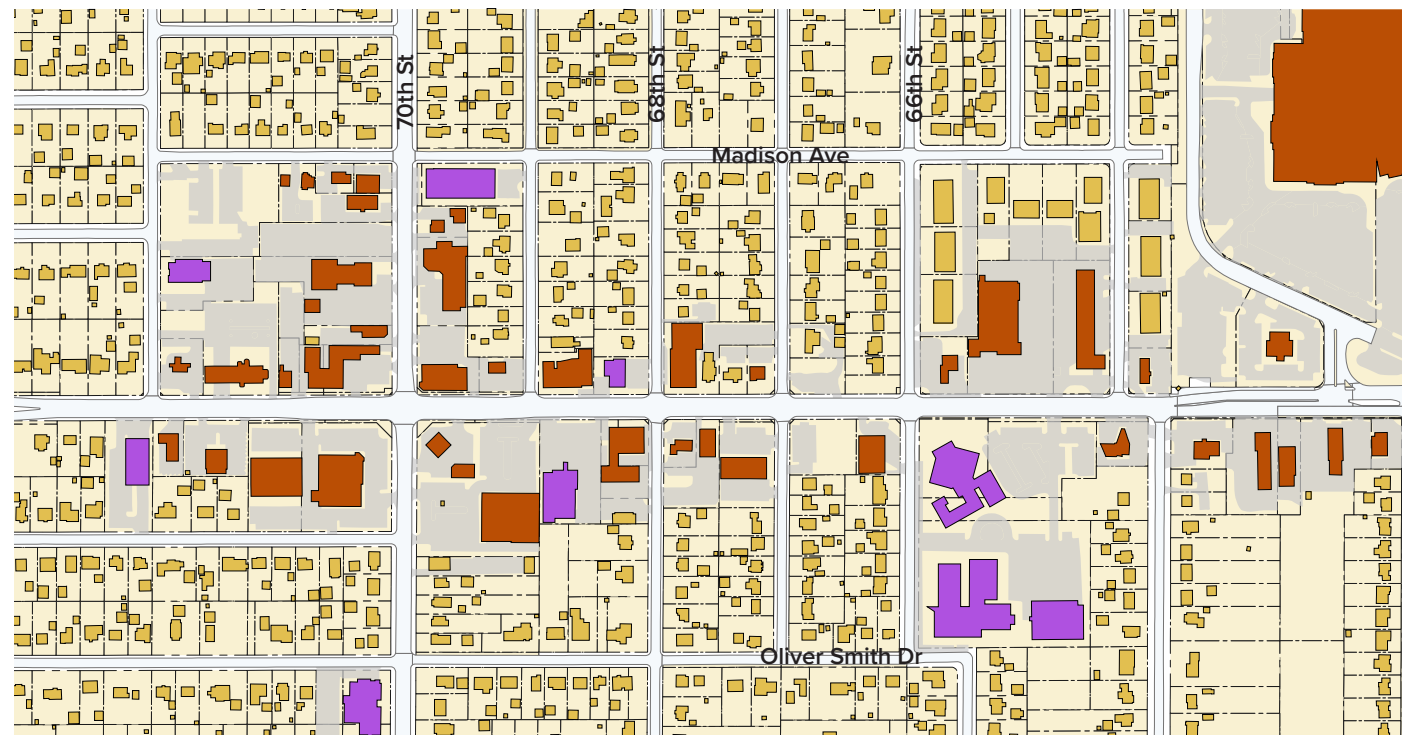
Valley Junction



A Comfortable Scale
 Downtown Urbandale is approximately 1/2 mile in length, about a 10 minute walk from end to end.

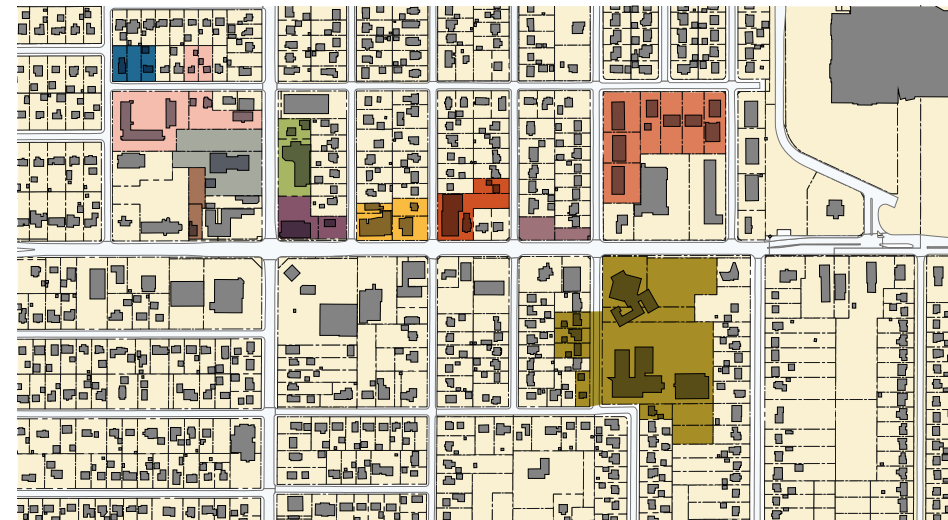
Existing Conditions

Property and Development Patterns

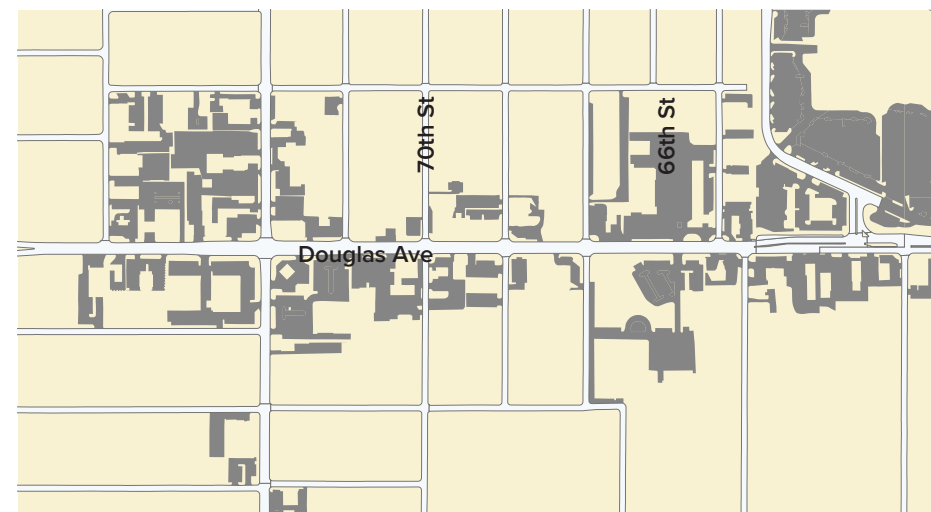


Building Use in Downtown

- Commercial
- Housing
- Public/Worship/education



Consolidated Ownership

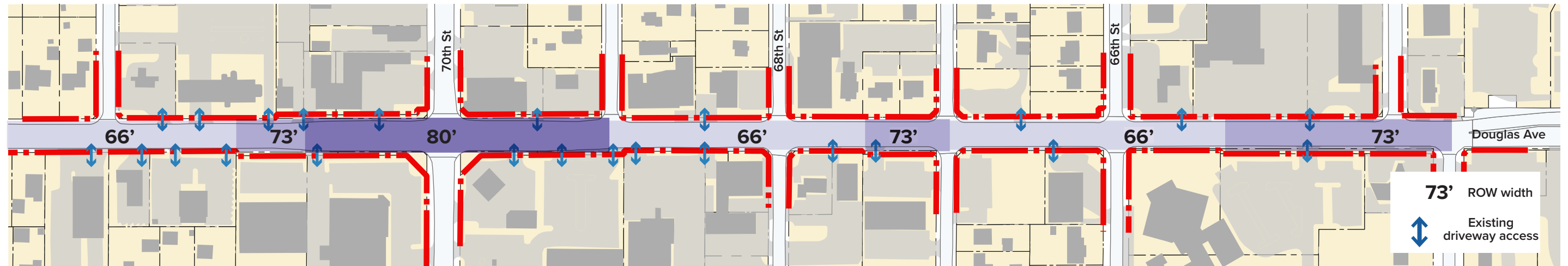


Private driveways and parking areas

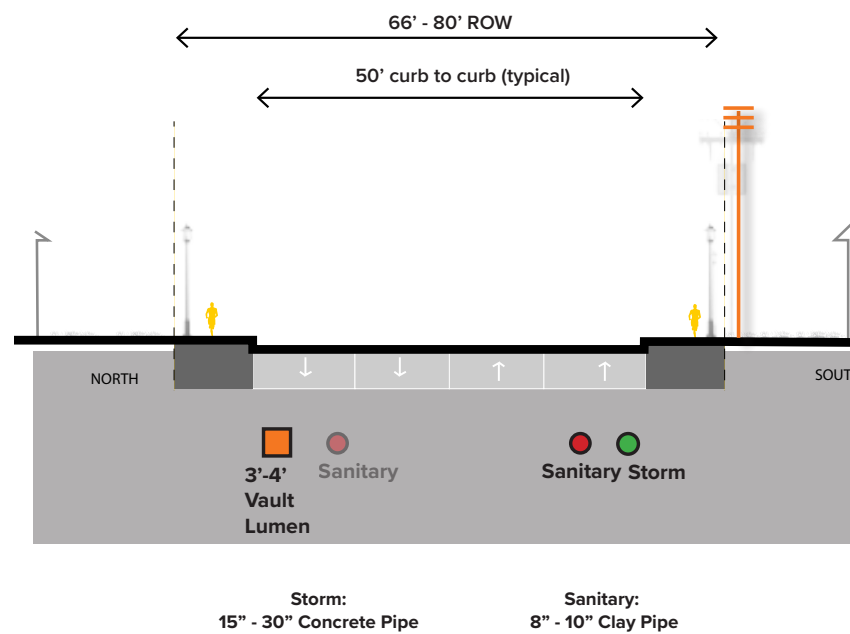


Existing Conditions

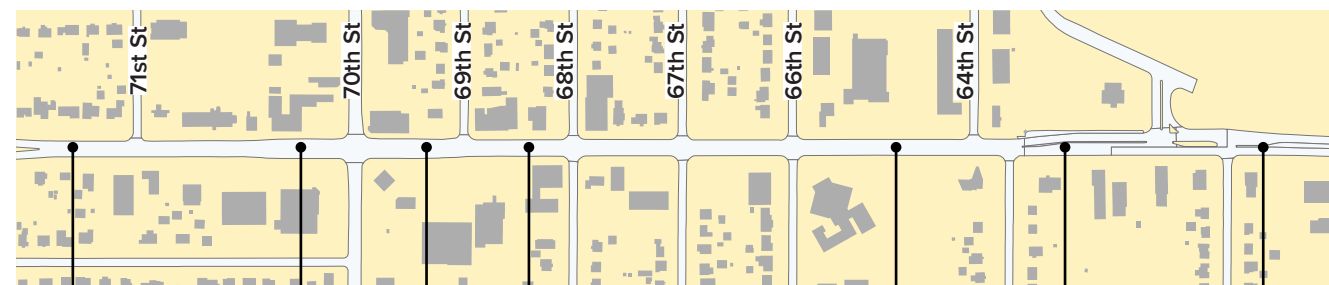
Douglas Avenue



Douglas Avenue ROW Width and Driveway access



Douglas Avenue: Typical cross section with utilities (depths vary)



Douglas Avenue Traffic Counts

2016 count from Iowa DOT collected September 2024 as part of this planning effort

18,300	18,300	16,900	17,100	16,800	16,800	16,800	2016 ADT
14,911	13,679	13,701	12,859	12,807	12,680	12,742	2024 ADT



Douglas Avenue at 67th Street

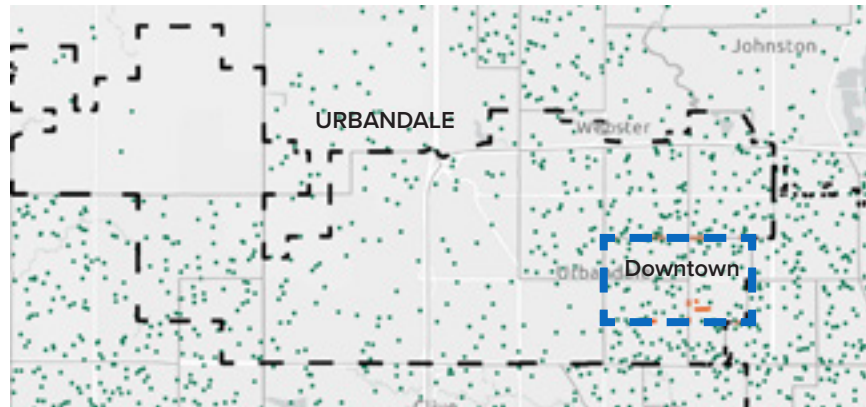


Douglas Avenue at 70th Street

Converting to a three lane section will not impact motorists using Douglas Avenue as an origin or destination. A review of anticipated future year traffic volumes (2045) with full redevelopment along the corridor (approx 1000 new units) showed 30-60 second additional delay, on average, for a motorist driving through Downtown

Existing Conditions

Economic and Demographic Drivers



Total Population
45,591

Total Households
17,163

Household Size
2.64 people /
household

- » The Downtown Core (Trade Area) totals 7,325 people estimated for 2022, representing approximately 16% of Urbandale’s population.
- » In general, this trade area includes significantly older residential and commercial stock, which is generally built at higher densities relative to western areas in Urbandale.
- » With eastern portions of Urbandale having been developed by the 1970’s, the majority of growth has unfolded across western Urbandale, as evidenced by average annual growth rate of 4.7% compared to East Urbandale which can be considered a stable neighborhood with 0.3% growth between 2011 and 2022.

Susceptibility to Change Analysis



Within in the Downtown there are a significant number of underutilized parcels that are highly susceptible to change. These underutilized parcels are highly sought after for redevelopment opportunities making Downtown Urbandale and ideal corridor to attract future investment.

Benchmarking

City	Project Name	Type	Year Built	# of Units	Avg. Unit Size	Avg. Rent/ Month	Rent/sf
Urbandale	Calusa Townhomes	Townhomes	2023	8	1,460 sf	\$2,005	\$1.37
Urbandale	Lillis Lofts	Apartments	2021	43	1,203 sf	\$1,436	\$1.19
Urbandale	Holcomb Place	Townhomes	2019	24	1,140 sf	\$1,388	\$1.22
Benchmark Averages					1,268 sf	\$1,610	\$1.26
Market Averages					859 sf	\$1,048	\$1.22

Year	Des Moines Metro Average Effective Rents	Urbandale Average Effective Rents
2025 (YTD)	\$2.43	\$1.24
2024	\$2.41	\$1.23
2023	\$2.43	\$1.21
2022	\$2.45	\$1.20
2021	\$2.33	\$1.14
2020	\$2.29	\$1.15

- » Market rents for newly built multifamily properties are below that of new construction throughout the Des Moines Metro area.
- » Average market effective rents for new construction properties onwards throughout the Des Moines Metro are achieving higher rents, suggesting that Urbandale’s rent ceiling has not yet been tested.
- » Multifamily rents in Downtown Urbandale have room to grow, particularly for well-designed, high-quality buildings with amenities to align with evolving demographic trends.
- » As new developments reshape expectations for the multifamily market in the City, market rents are expected to rise in line with the Des Moines Metro averages.

Real Estate Driver Conclusions

- » The corridor remains defined by older real estate conditions which are mostly reflected in the generally dated and depreciated condition of Douglas Ave itself. Strategies to rebuild streets such as Douglas need to be intentional as to repositioning of adjacent development.
- » The corridor retail assessment focused on attractive vacancy rates (below 10-year average) with a limited pipeline of new development. With broader retail trends signaling the end of the “retail apocalypse”, there are reasonable expectations for new retail development along the corridor, particularly if aligned with new rooftops. One variable concerns the future of Merle Hay Mall; our experience with similar mall reuse outcomes is a repositioned mall with significantly less retail space.
- » The analysis argues that the study area is “stuck in neutral” from a demographic standpoint, linked to reduced housing turnover and older households. Owner-occupied homes in East Urbandale have seen lower turnover compared to West Urbandale and the region.
- » Household affordability is a greater concern in East Urbandale relative to West Urbandale and with approximately 50% of renter-occupied households considered to be cost-burdened by median rental costs in the region. This trend is in part a reflection of surprisingly strong rents associated with single family homes in renter occupancy along the corridor.
- » Employment within Urbandale is clustered in the eastern portion of the City, with Health Care and Social Assistance and Retail Trade as the top performing employment sectors, along with a significant number of local schools.
- » Overall, Urbandale’s strong population base, educated workforce, and proximity to major employment centers position it as an attractive market for residential and mixed-use developments.
- » 24% of all single-family home rentals in Urbandale (Polk Co) are concentrated in the downtown study area and 30% of single-family home transactions occurring in the downtown area are by investors not owners. Lack of owner occupancy within the corridor is both a concern and a potential opportunity.
- » Houses in east Urbandale are older and smaller relative to West Urbandale, which is a mismatch with the concentration of schools in East Urbandale.
- » There are approximately 4,000 students and 500 staff employees in East Urbandale - contributing significantly to the market potential of the area.
- » Homes in West Urbandale are selling for slightly higher price / square foot relative to East Urbandale (\$254 versus \$205).
- » The analysis points to a path to higher apartment rents in east Urbandale supportive of new construction.

Existing Conditions

Sample Project and Proforma - Typical Project



The financial model relies on Yield on Cost as a key metric to assess project viability. Yield on Cost represents the projected stabilized net operating income of the asset divided by the development costs. This metric takes a snapshot of a development's return potential and is especially useful for determining whether a project meets investor thresholds or would require support to move forward.

If the Yield on Cost falls below the typical hurdle rate of between 6 – 7% for mixed use multifamily projects, it may indicate a gap in viability that the City can help address through policy intervention. Using the key variable inputs for costs, the expectation is that a 6.5% Yield on Cost is indicative of development potential.

Importantly, this “hurdle rate” does not factor in expected benefits to developers from the use of debt + equity financing, which would be expected in future development. As such, the proposed hurdle rate is considered conservative.

Prototype Project	
Residential GSF	80,000 sf
Commercial GSF	10,000 sf
Units	80
Parking spaces	185 (surface + below grade)

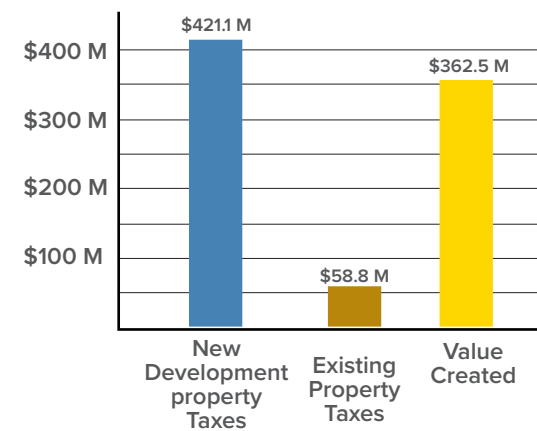
	Residential Rental Rate				
	\$1,771 per unit	\$1,993 per unit	\$2,214 per unit	\$2,435 per unit	\$2,922 per unit
\$270 per sf	4.9%	5.5%	6.1%	6.7%	7.9%
\$250 per sf	5.3%	5.9%	6.5%	7.1%	8.5%
\$230 per sf	5.6%	6.3%	7.0%	7.6%	9.1%
\$210 per sf	6.1%	6.8%	7.5%	8.2%	9.7%
\$190 per sf	6.6%	7.3%	8.1%	8.9%	10.5%

Fiscal Benefits

Public infrastructure reinvestment goals:

- » Initial projects: \$1 public dollar yields \$4 private dollars of corridor investment
- » Later phases: \$1 public dollar yields \$6-\$10 dollars of private investment

Potential Tax Stream for Downtown Redevelopment - Full Build out



A Typical Downtown project (4 story building with 80 units) will be valued at approximately \$32,000,000. Such a project will have a potential tax revenue of approximately \$24,000,000 over a 40-year period in residential property taxes and \$9,100,000 over a 40-year period in commercial property taxes or a total of approximate \$33,100,000 over 40 years.

At the corridor level, based on the conceptual development program, there is an opportunity to create approximately \$362,500,000 in property taxes over a 40-year period. At full build-out, the corridor could attract up to \$373,000,000 in private development investment.

A Strategic Path Forward

Confidence in Downtown

- » Downtown Urbandale has the fundamentals necessary for revitalization: Strong demographics, economic drivers and land availability. With proper planning, the City can attract meaningful investment to the region with strategic opportunities.

Early Projects Require Support

- » Initial developments are likely to require greater public support setting the stage for corridor redevelopment and tapering out over time. In addition, the timing of the redevelopment of Merle Hay Mall influences additional build-out along the corridor.

Setting a Floor on Value

- » By supporting early projects, the City will establish a baseline for the new normal in rental rates, land values, and investor expectations, paving the way for future projects.

Public Investment Unlocks Private Capital

- » Strategic infrastructure investments, such as road widening, certain servicing requirements tend to reduce development risk and signal confidence in the neighborhood, sparking further private investment.



2. Recommendations

8 Primary Recommendations

Recommendation 1:

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

Recommendation 2:

**Focus
Redevelopment
at strategic
locations.**

Recommendation 3:

**Establish a district
character and
identity.**

Recommendation 4:

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

Recommendation 5:

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

Recommendation 6:

**Facilitate “Middle
Housing” on single-
family parcels off
Douglas Avenue and
within Downtown.**

Recommendation 7:

**Encourage bicycle
use in Downtown.**

Recommendation 8:

**Pursue a phased
strategy for
redevelopment.**

Recommendation 1: Reconfigure Douglas Avenue as a three-lane road

Overview

Douglas Avenue is the heart of Downtown Urbandale. Today, the roadway is dominated by vehicle traffic, with pedestrian comfort, safety, and amenities being secondary. Much of this effect is driven by the existing roadway design and layout which facilitates high traffic speeds and brings pedestrians and vehicles into potential conflict. Douglas Avenue, in its current configuration, encourages and enables people to pass through downtown quickly, rather than facilitating people to arrive, stay, and enjoy downtown as a place to spend time.

Reconfiguring Douglas Avenue to a three-lane roadway with on-street parking and enhanced pedestrian safety and amenities is a critical step to helping Downtown thrive. A great corridor is one that supports a strong diversity of activity, where people feel safe, businesses can thrive, and traffic flow works for every mode of transit. When Douglas Avenue becomes a place to be, rather than a place to move through quickly, people will make the choice to live, do business, and spend their time in Downtown Urbandale.

Sub Recommendations

- 1a. Prioritize pedestrian space and safety over vehicular expediency.
- 1b. Create enhanced pedestrian crossings at major intersections including 70th Street and 67th Street.
- 1c. Underground overhead power lines where they cross Douglas Avenue and relocate them to the rear of properties along Douglas Avenue.



Douglas Avenue



Recommendation 1: Reconfigure Douglas Avenue as a three-lane road

1a

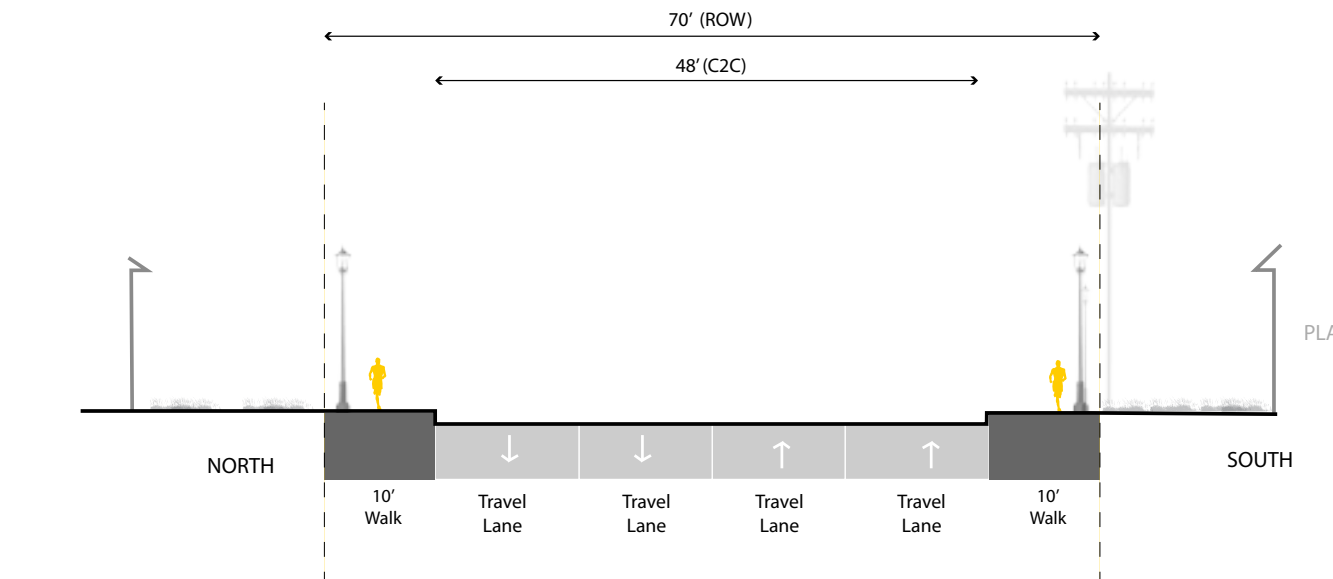
Prioritize pedestrian space and safety over vehicular expediency.

Supporting pedestrian activity is foundational to the health of a downtown. When pedestrians do not feel safe, a downtown cannot support a vibrant business ecosystem and will not attract mixed use development. A reconfigured Douglas Avenue can deliver pedestrian safety and comfort by implementing a road design that encourages vehicles to slow down to safe speeds, introduces safe pedestrian crossings, and grows the amount of space that pedestrians and businesses can use to support an active and beautiful downtown. A new three-lane road section with two travel lanes, one turning lane, and on-street parking can achieve multiple goals of increasing safety, supporting local businesses, and creating public spaces where people want to spend time.

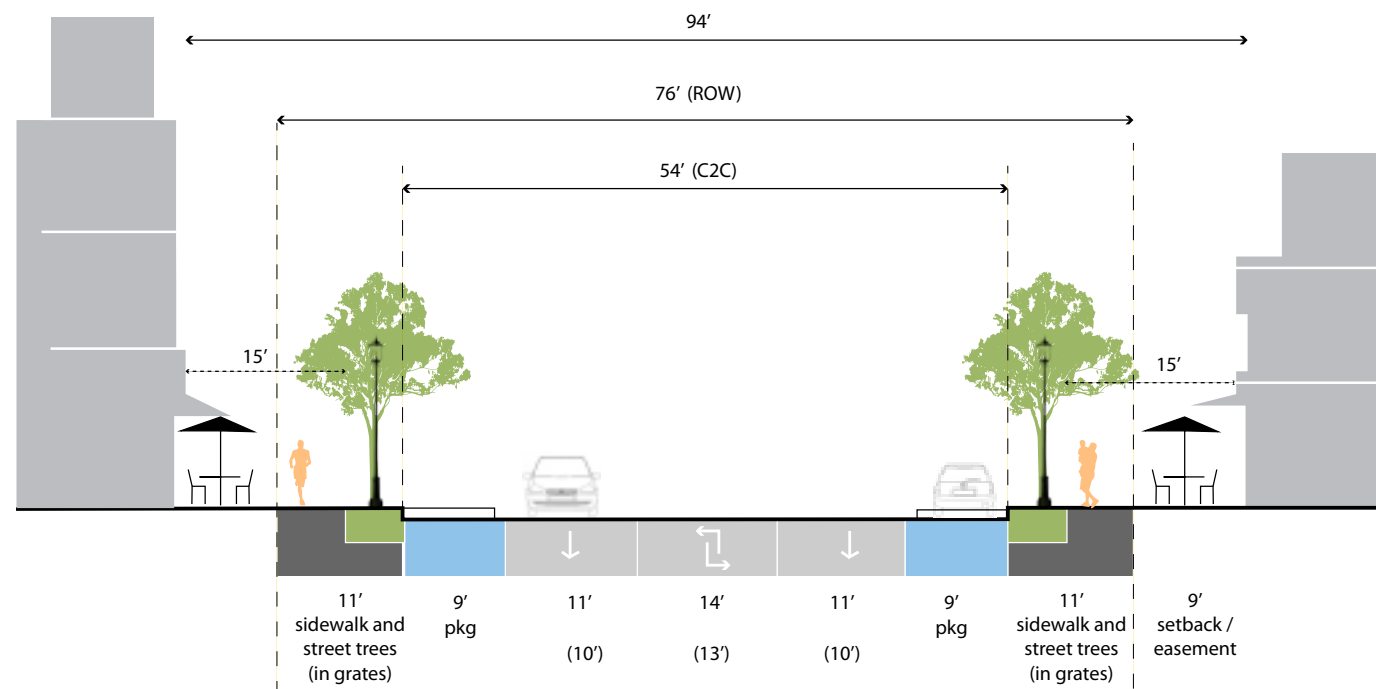
Converting to a three-lane section will not impact motorists using Douglas Avenue as an origin or destination. A review of anticipated future year traffic volumes (2045) with full redevelopment along the corridor (approx 1000 new units) showed 30-60 second additional delay, on average, for a motorist driving through Downtown

Action Steps

- Reconfigure the roadway design and layout through re-striping, reconstruction, or both to a three lane section.
- Adopt policies that prioritize pedestrian safety and activity over ease of vehicle movement.
- Utilize traffic calming measures to reduce vehicle speeds and conflicts with other transit modes.
- Reduce or eliminate curb cuts along Douglas Avenue where feasible.
- Activate the ground floor of new development with commercial uses or active residential uses including walk-out residential units.



Existing Street Section



Proposed Street Section



Pedestrian-focused corridor design examples

Recommendation 1: Reconfigure Douglas Avenue as a three-lane road

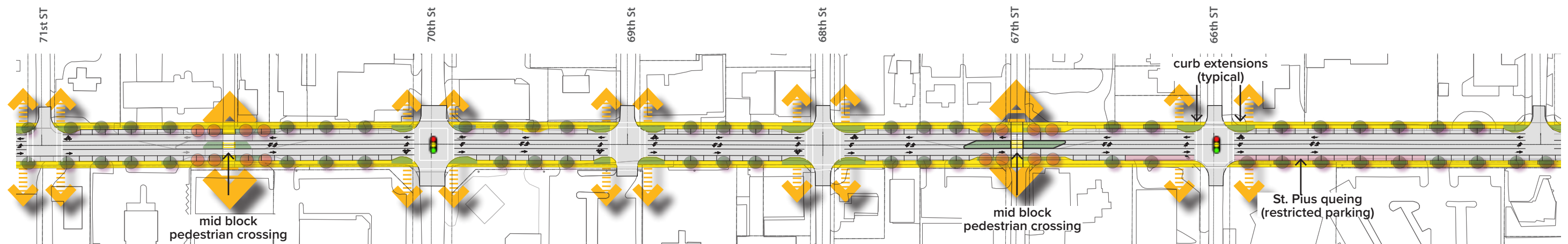
1b

Create enhanced pedestrian crossings at all intersections, with a focus at 70th and 67th Streets

Downtown Urbandale needs to function as one place. A human-scaled Douglas Avenue with a new three-lane layout and clear, safe, and easy pedestrian crossings will enable Downtown to function holistically without creating a divide between north and south. New mid-block pedestrian crossings at 67th Street and west of 70th Street. New enhanced crossings at 70th Street in addition to other pedestrian safety measures like bump-outs, pedestrian refuges, and medians, where appropriate, will add to a functional public realm that supports downtown activity (see the Urbandale Complete Streets Master Plan).



- ### Action Steps
- Prioritize pedestrians in public realm design.
 - Implement a new mid-block crossing at 67th Street to support new development and public realm connections.
 - Implement a new mid-block crossing between 70th and 71st to support development and connections to public space.
 - Implement bump-outs, medians, and other pedestrian safety measures where appropriate.
 - Implement enhanced pedestrian crossings at all downtown intersections.



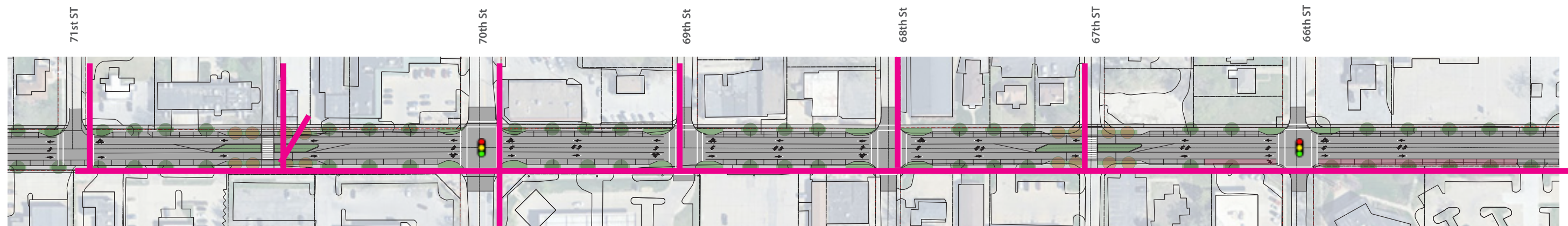
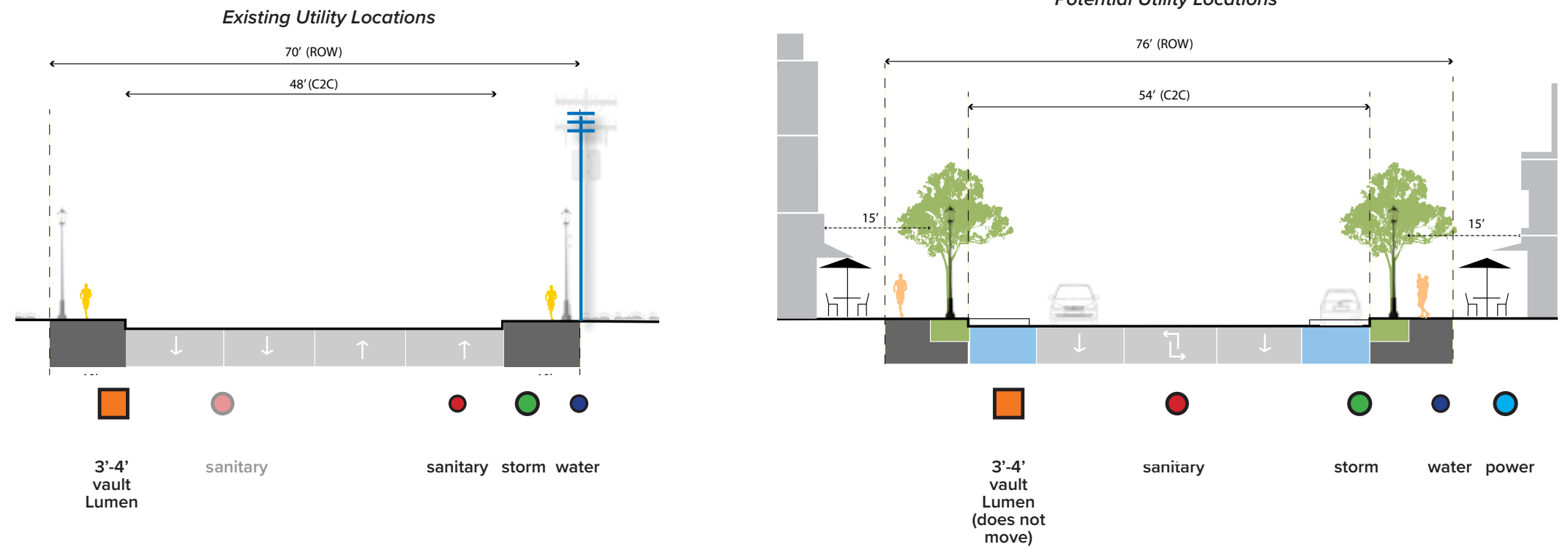
Douglas Avenue Existing Conditions

Recommendation 1: Reconfigure Douglas Avenue as a three-lane road.

1c
Underground overhead power lines where they cross Douglas Avenue and relocate them to the rear of properties along Douglas Avenue.

Action Steps

- Where feasible, underground overhead power lines along Douglas Avenue in new or existing vaults.
- Where locating underground is not feasible, relocate overhead power lines to new or existing alleyways or behind proposed development.
- Locate utility equipment out of pedestrian thoroughfares and screen with vegetation.



Above ground power lines in Douglas Ave

Recommendation 2: Focus Redevelopment at Strategic Locations

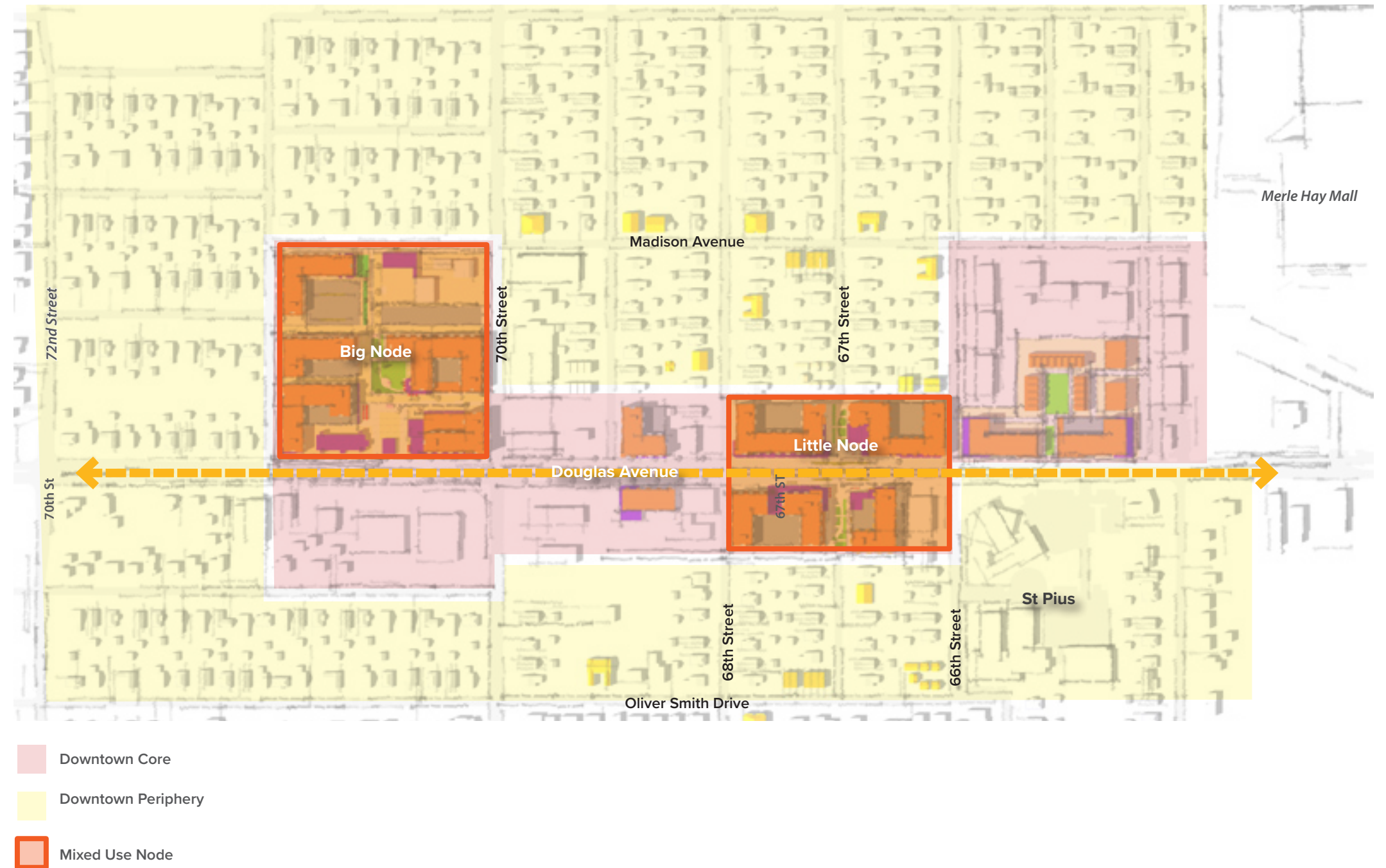
Overview

A strategic redevelopment plan will focus on areas Downtown that are currently underutilized and provide the best near-term opportunities for private sector investment. In addition to facilitating new development, this plan seeks to unlock opportunities for new and innovative public space solutions that will provide unique experiences to downtown residents and visitors and high-functioning public services and amenities.

While redevelopment will be concentrated at strategic focus areas in the near term, the redevelopment vision is not limited to specific sites but designed to catalyze redevelopment across Downtown more broadly, benefiting the entirety of the Douglas Avenue corridor and setting the stage for the long-term evolution of Downtown to grow and thrive for decades to come. The redevelopment vision includes four general focus areas:

1. The “Big Node”
2. The “Little Node”
3. The Downtown Core
4. The Downtown Neighborhoods

Each focus area will be discussed in more detail throughout this plan with unique strategies, guidelines, and implementation steps.



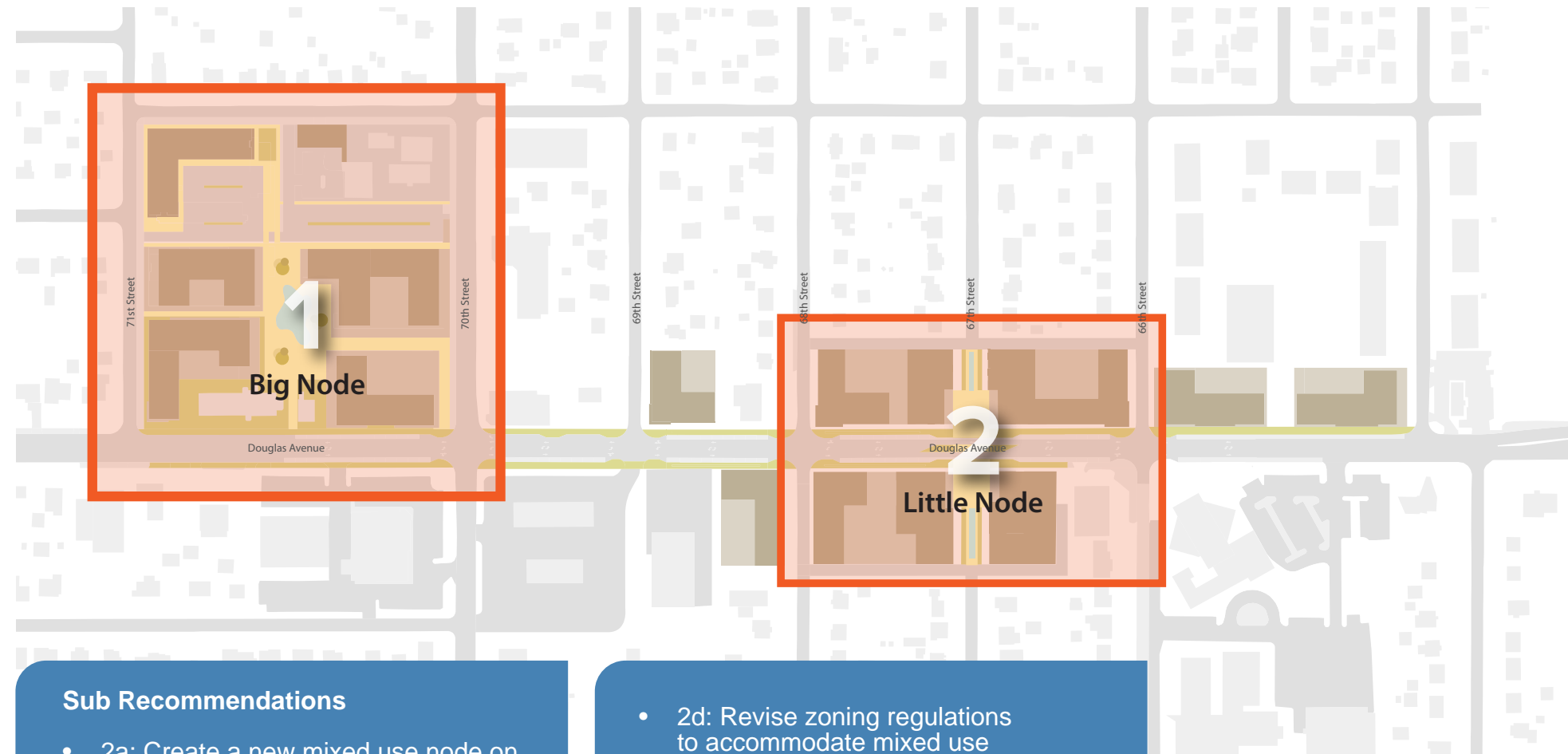
Recommendation 2: Focus Redevelopment at Strategic Locations

1. The Big Node

The 'Big Node' refers to the parcels located north of Douglas Avenue and south of Madison Avenue between 70th and 71st Streets. This block today contains a broad mix of uses including automobile services, retail, and office. There are also several vacant or underutilized properties. This block represents the biggest opportunity to provide transformative urban redevelopment within downtown. By strategically guiding site acquisition, infrastructure investment, and redevelopment, the big block can become a destination for both unique residential opportunities and community serving retail and recreation.

2. The Little Node

The 'Little Node' refers primarily to the intersection of Douglas Avenue and 67th Street. The existing topography along Douglas creates a sense of arrival at this intersection as you move west from Des Moines. Several vacant or underutilized parcels at this intersection provide an opportunity to create a new mixed use commercial node with increased housing density. Additionally, by closing the street ends of 67th Street to vehicle traffic and utilizing those spaces for stormwater storage and public realm enhancement, the Little Node will provide unique opportunities for community gathering, destination restaurant, and retail uses that are served by high-quality amenities.



Sub Recommendations

- 2a: Create a new mixed use node on the block north of Douglas between 70th Street and 71st Street.
- 2b: Create a new mixed use 'Little Node' at the intersection of 67th Street & Douglas Avenue.
- 2c: Establish publicly-accessible alleys behind new development at 67th Street to accommodate parking and loading.

- 2d: Revise zoning regulations to accommodate mixed use development along the corridor.
- 2e: Establish design guidance for new buildings within downtown.
- 2f: Invest strategically to enhance existing buildings, properties, and businesses.

Note: the terms "Big Node" and "Little Node" are used for planning purposes only. Eventually, as the areas develop they will adopt a more appropriate name.

Recommendation 2: Focus Redevelopment at Strategic Locations

2a

Create a new mixed use node on the block north of Douglas Avenue between 70th & 71st Streets.

The block bounded by Douglas Avenue on the south, Madison Avenue on the north, and 70th & 71st Streets represents a unique opportunity to bring transformative change to Downtown Urbandale. It is the largest block within the downtown study area and is today occupied by several vacant or underutilized properties that will likely be positioned for redevelopment in the near future.

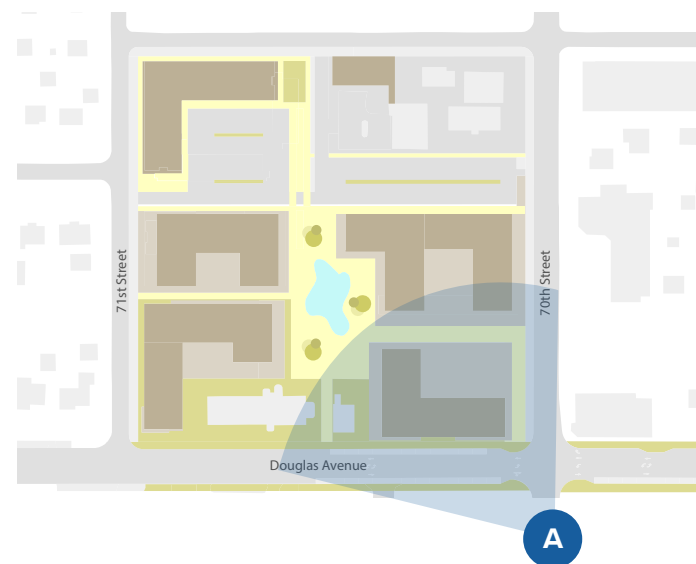
The vision for the 'Big Node' involves capitalizing on the flexibility of the larger block to create a unique public realm feature that can anchor redevelopment with high-quality public realm amenities and high-functioning stormwater infrastructure. The City of Urbandale can use strategic property acquisition, planned infrastructure phasing, and partnership with the private development community to implement the broader placemaking vision and create a truly unique amenity that can become a regional destination and a catalyst for the growth of Downtown.

The vision involves several interconnected parts:

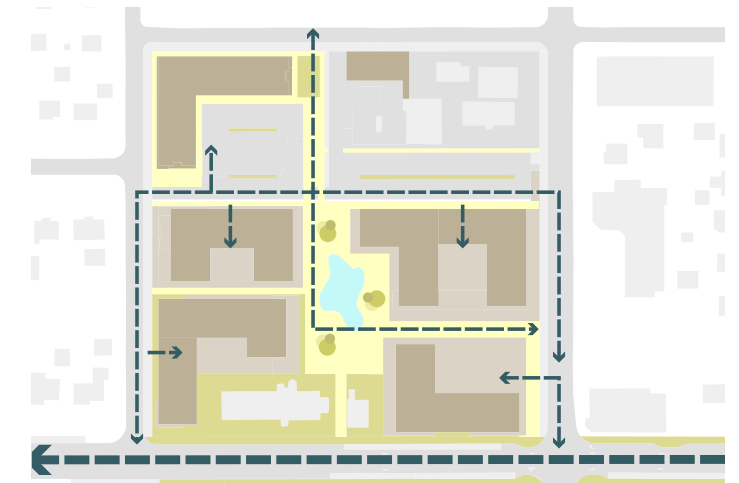
- A high-quality public realm feature at the center of the block that serves as both an amenity to the public and adjacent development as well as a stormwater system for capturing and managing privately generated stormwater.
- A shared street that serves as an internal circulation artery for the larger block and a flexible public space.
- A series of mixed use redevelopment projects on the outer edges of the block that frame the public realm amenity spaces and activate the streets surrounding the big node while providing destination retail services and new housing options.



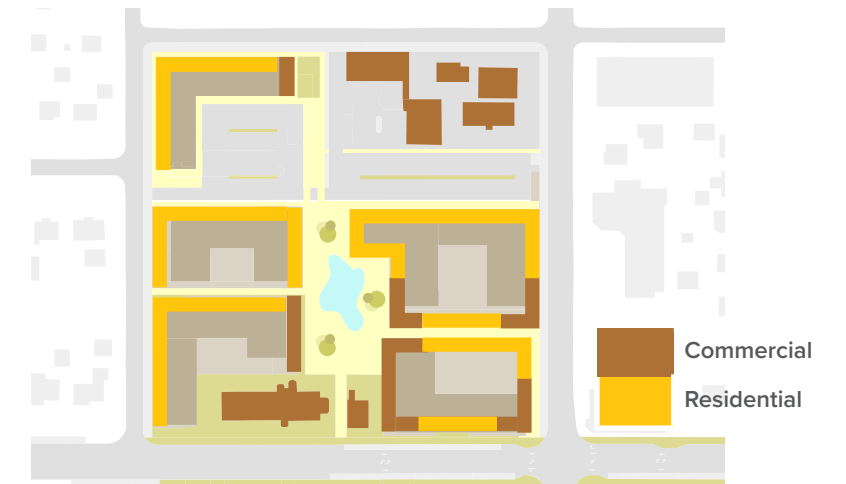
Perspective A - Big Node Long-term Development Vision



- (A) Adaptive reuse of existing commercial properties
- (B) Internal greenway promenade with enhanced pedestrian and stormwater facilities
- (C) Mixed use redevelopment framing the block
- (D) Central pedestrian plaza and stormwater facility



Vehicle Circulation



Ground Floor Use



Pedestrian Circulation

Recommendation 2: Focus Redevelopment at Strategic Locations

2a

Create a new mixed use node on the block north of Douglas Avenue between 70th & 71st Streets.

The interior of the block is envisioned as a multi-functional public realm amenity with high quality public spaces that serve as a regional attraction to visitors and residents alike. This open space plaza will function as both a stormwater capture system and an internal circulation route for the entire block, coordinating shared infrastructure systems that incentivize development and enhance the public experience.



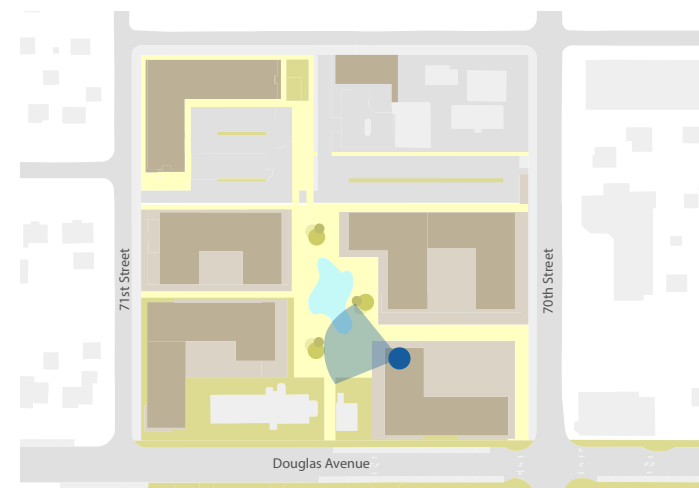
Vehicle Circulation



Pedestrian Circulation



Big Node Interior Plaza



Viewpoint Reference

- Internal greenway promenade with enhanced pedestrian amenities and stormwater infrastructure (A)
- Central pedestrian plaza and stormwater amenity (B)
- Ground floor commercial uses (C)
- Residential walk-out units (D)

Action Steps

- Design a shared street to circulate vehicles to shared commercial parking spaces and provide a pedestrian thoroughfare through the block between Madison and Douglas Avenue.
- Concentrate residential vehicle access and commercial loading away from public realm amenities to minimize conflicts with pedestrians.
- Design stormwater infrastructure with visible and interactive features like amenity basins and stormwater ponds that can serve as unique public realm features.
- Create a gateway feature to the interior of the block at Douglas Avenue that can draw activity into the center.
- Where feasible, adaptively reuse select existing properties for commercial use. Incorporate existing buildings into the gateway feature.
- Guide groundfloor uses to activate public space. Concentrate commercial uses together and implement active residential ground floor uses like walk-out units.
- Strategic public acquisition of specific parcels will provide the City with leverage and flexibility in implementing shared infrastructure systems.

Recommendation 2: Focus Redevelopment at Strategic Locations

2a

Create a new mixed use node on the block north of Douglas Avenue between 70th & 71st Streets.

The proposed shared street that bisects the 'Big Node' is intended to provide both vehicular and pedestrian access to the interior commercial and amenity spaces of the block. The street is envisioned as a multi-modal 'woonerf' style amenity space that can be closed to vehicular traffic during peak use times and programmed for special events and pedestrian activity. It will also have a unique stormwater functionality with permeable paving and enhanced landscaping. When vehicular access is allowed, it will provide access to a limited amount shared parking for commercial uses and pickup / drop-off spaces.

Important design considerations for shared street per NACTO's (National Association of City Transportation Officials) recommended best practices:

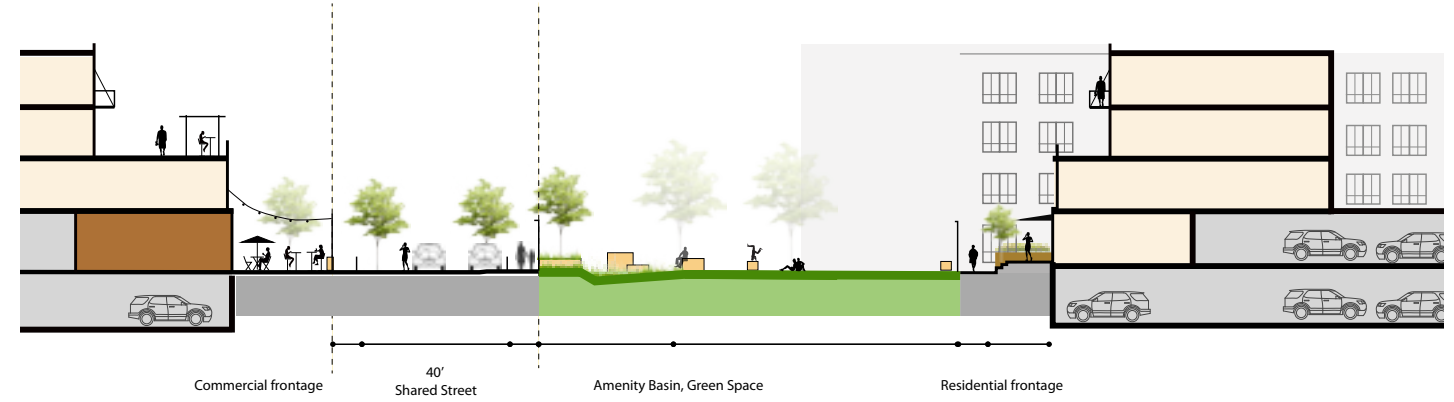
- Textured or pervious pavements that are flush with the curb reinforce the pedestrian-priority nature of the street.
- Street furniture, including bollards, benches, planters, and bicycle parking, can help define a shared space, subtly delineating the traveled way from the pedestrian-only space.
- A shared street sign should be used at the entrance to a shared street. In some cases, a modified YIELD TO PEDESTRIANS sign may be added to reinforce the conversion in early stages.
- Shared streets generally permit motorists and bicyclists to operate in a 2-way fashion. Narrower shared streets may be made 1-way for motorists, though 2-way bicycle traffic should still be permitted. Certain restrictions and regulations may apply to vehicles on a shared street. Designers should strive to make these behaviors implicit through the design details of the street itself.



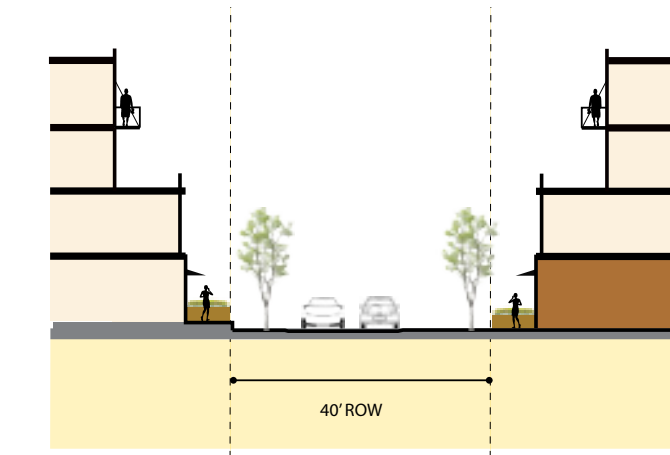
Example shared street in Victoria, BC incorporating angled parking and decorative paving



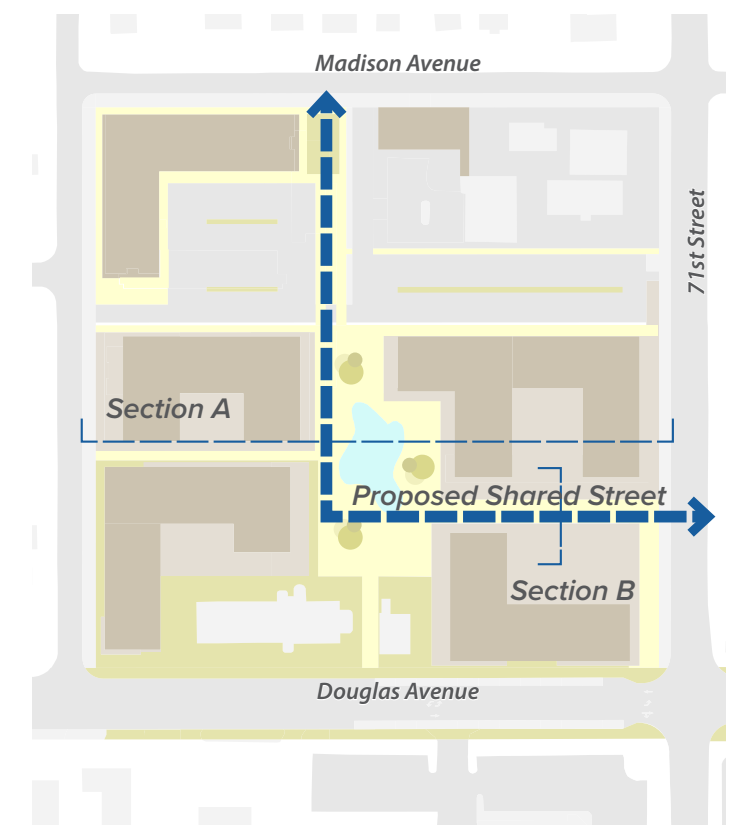
Example shared street (Clematis Street) in West Palm Beach, FL utilizing bollards and decorative paving to delineate space.



Section A - East/West



Section B - North/South



Recommendation 2: Focus Redevelopment at Strategic Locations

2b

Create a new mixed use 'Little Node' at the intersection of 67th Street & Douglas Avenue

The intersection of 67th and Douglas presents an opportunity to capitalize on a redesigned Douglas Avenue that is more oriented towards pedestrians. Part of transforming Douglas Avenue into a thriving commercial corridor with a variety of active uses means incentivizing high-density mixed use development along the corridor and supporting those uses with quality public realm amenities.

The vision at 67th Street involves closing the ends of the street to vehicles as they intersect with Douglas Avenue and repurposing the public right of way to serve as a pedestrian plaza with integrated stormwater functionality. Anchoring that node with mixed use development and active commercial uses such as restaurants and neighborhood-serving retail will catalyze the re engagement of Douglas Avenue as a place for people to gather.

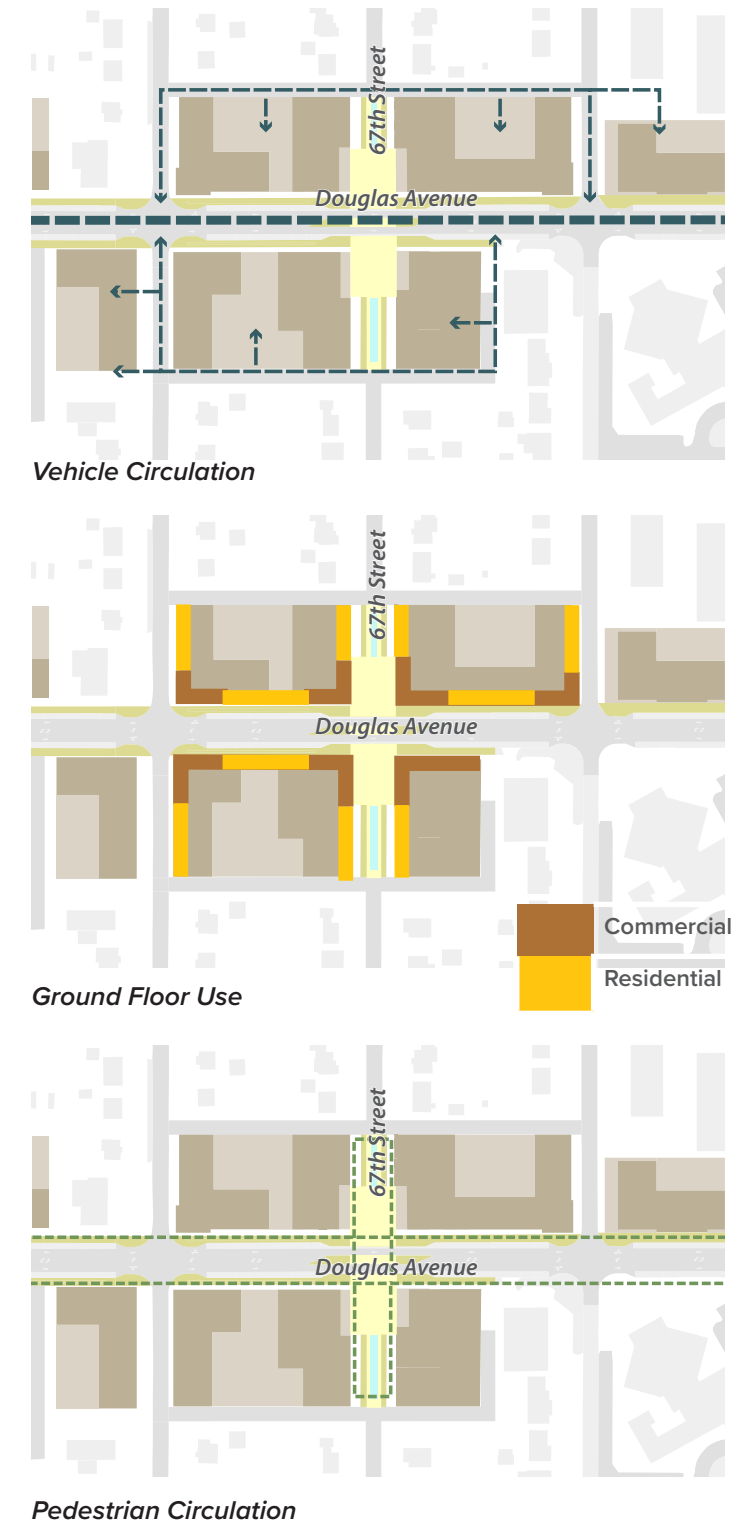
The larger vision at 67th Street and Douglas Avenue includes:

- Closing the street ends of 67th Street north and south of Douglas Avenue for at least 200 feet to create a pedestrian plaza.
- Connecting across Douglas Avenue with an enhanced pedestrian crossing or tabled intersection to create a seamless and safe pedestrian experience.
- Redevelopment of the corners surrounding 67th and Douglas with high-density mixed use development and active commercial uses at the ground floor including restaurants and neighborhood-serving retail.

- Integrating stormwater features and enhanced landscaping into the new pedestrian plazas to make space for leisure, commercial activity, and social connection.
- Creating a shared alleyway at the rear of new development off of Douglas Avenue for vehicular access, loading and utilities.



- Pedestrian Plaza (A)
- Commercial Uses at the Corners along Douglas (B)
- Enhanced Pedestrian Crossing at Douglas (C)
- Mixed Use Development (D)

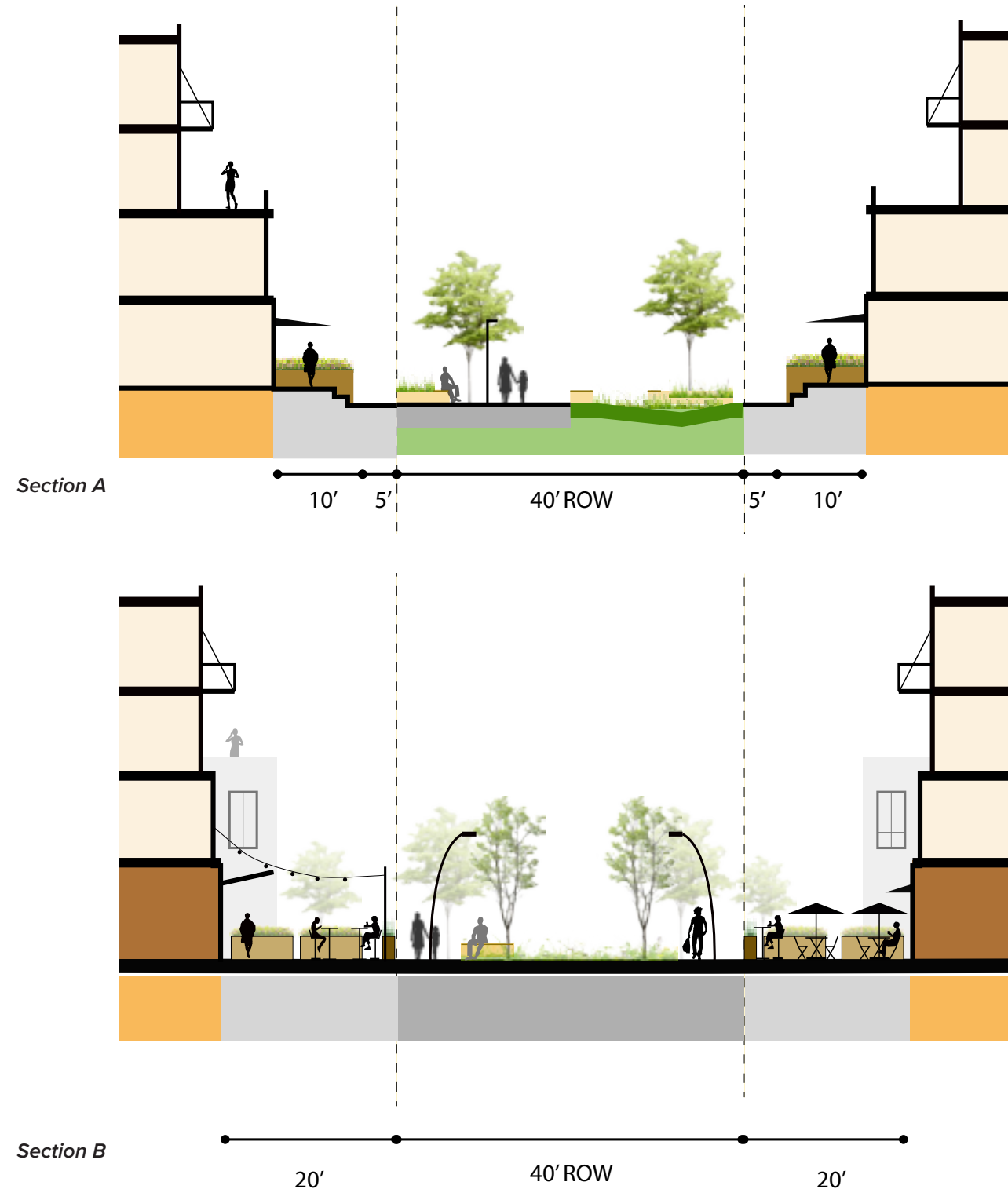
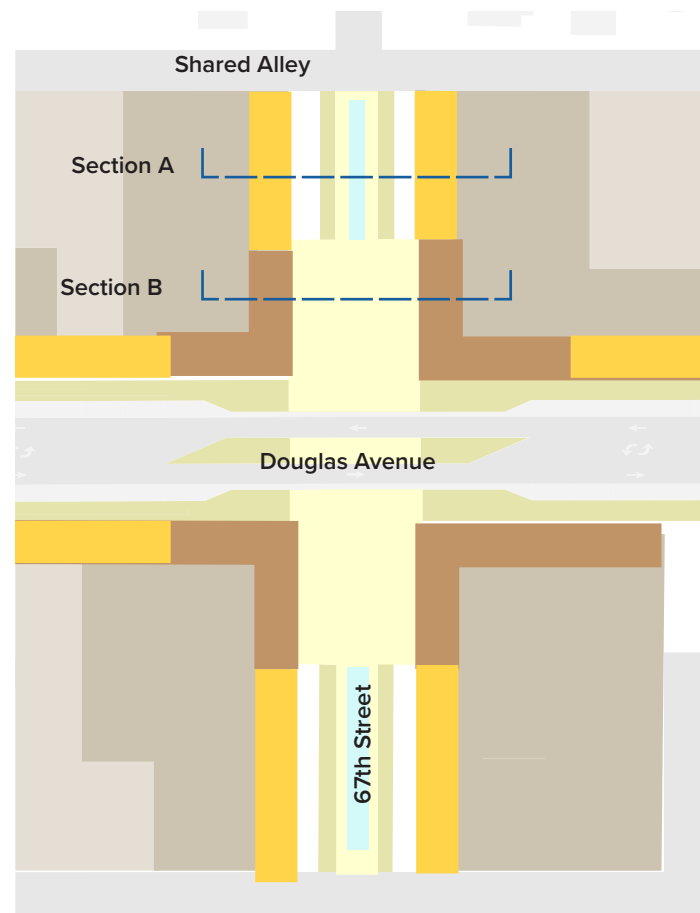


Recommendation 2: Focus Redevelopment at Strategic Locations

2b

Create a new mixed use 'Little Node' at the intersection of 67th Street & Douglas Avenue

The pedestrian plaza at the intersection of 67th and Douglas will incorporate the existing 40 feet of public right of way and an additional setback on adjacent private property for at-grade activation and programming. The vision includes active commercial uses at the corners where 67th intersects with Douglas; ideally restaurants or other highly active retail uses. Closer to the neighborhoods away from Douglas, ground floor walk-up residential units can complement the activation of the plaza. The plaza itself should be designed for maximum flexibility at Douglas and for leisure and relaxation at the neighborhood ends where adjacent to residential uses.



Action Steps

- Retain maximum flexibility for the plaza space as it intersects Douglas Avenue to allow for future programming, plaza activation by adjacent commercial uses, and flexible furnishing.
- Incorporate stormwater amenity features and enhance landscaping element on the neighborhood-adjacent ends of the plaza to provide screening, space for leisure and connection, and shade.
- Orient active uses in adjacent mixed use development toward the pedestrian plaza.
- Incorporate stormwater functionality into the plaza to serve adjacent development.
- Create an enhanced crossing at 67th and design public realm to reinforce a seamless and safe pedestrian experience across Douglas Avenue.

Recommendation 2: Focus Redevelopment at Strategic Locations

2b

Create a new mixed use 'Little Node' at the intersection of 67th Street & Douglas Avenue



67th Street Pedestrian Plaza and Stormwater Amenity Space



Example plaza conditions

- (A) Stormwater amenity features
- (B) Active commercial uses
- (C) Walk-out residential units
- (D) Place-making and identity features

Recommendation 2: Focus Redevelopment at Strategic Locations

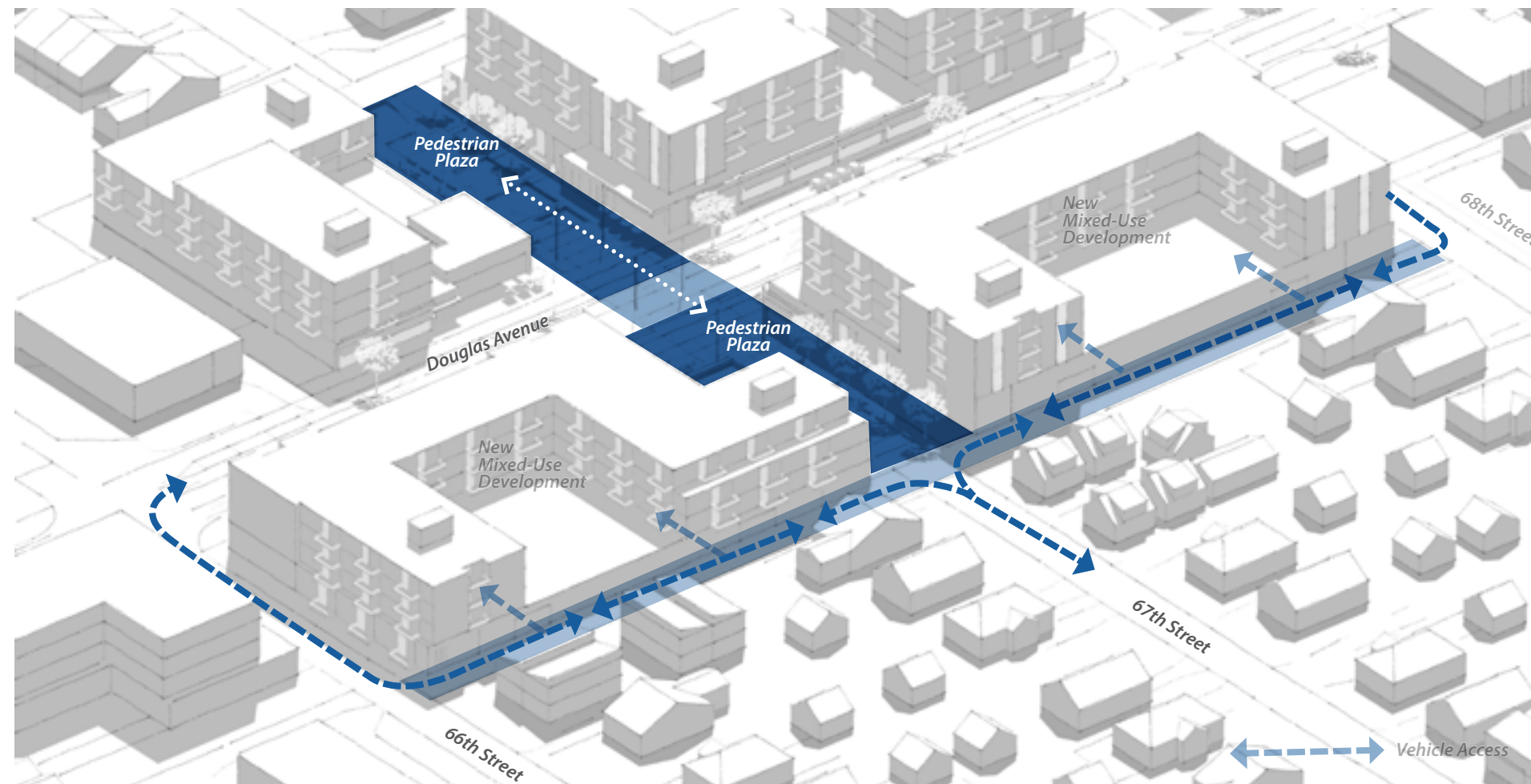
2c

Establish publicly-accessible alleys behind new development at 67th Street to accommodate parking and loading.

Closing the Douglas Avenue ends of 67th Street requires creating vehicle egress for properties south of the closure. Additionally, new developments along Douglas Avenue will need to accommodate loading and parking access off of Douglas Avenue. The most efficient way to provide this is by establishing a shared alley behind new development that can be accessed from side streets on either side of the 'Little Node' (66th & 68th Streets), and can be accessed as an egress route onto Douglas by residents of 67th Street. A shared alley can be publicly owned, or it can be privately owned with public access easements. It can be built by the City of Urbandale as public right of way, or it can be built and financed by adjacent private development.

Action Steps

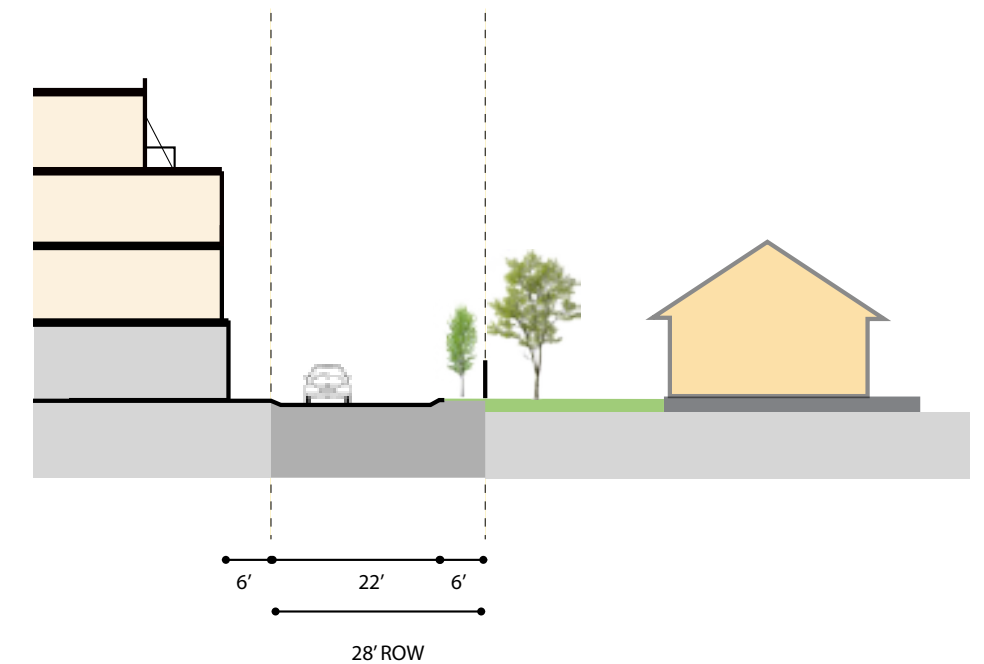
- Alley's should be constructed in conjunction with new development and accompanying street end plaza's at 67th Street. They can be publicly owned or privately owned with public access agreements.
- Alley design should accommodate parking access and loading for new development but can also be designed as a shared right of way with pedestrian access and active ground floor uses where feasible (i.e. walk-out units)



Vehicle Access Diagram - 67th Street Pedestrian Plaza and Alley



Example rear alley condition



Proposed Alley Section

Recommendation 2: Focus Redevelopment at Strategic Locations

2d

Revise zoning regulations to facilitate active mixed use development along the corridor.

Facilitating redevelopment will involve implementing regulations that incentivize the right kind of development—preventing unintended outcomes and reducing barriers to desirable outcomes. Part of that effort involves developing zoning limits and requirements that support mixed use development, active ground floor uses, and appropriate design qualities. Integrating form-based regulations can be one way to achieve positive outcomes in the built environment while moving away from overly burdensome regulations. Establish appropriate zoning including:

Setback Frontage*	Minimum	Maximum Setback
Douglas Avenue (Commercial)	6 feet	8 feet
Douglas Avenue (Residential)	6 feet	10 feet
67th Street (Commercial)	10 feet	20 feet**
67th Street (Residential)	15 feet	20 feet**

Ground Floor use	Minimum Glazing
Commercial	40%
Residential	20%

*Setback are examples that may apply in other areas of Downtown.

**Setbacks along 67th Street should be landscaped and / or programmed with pedestrian amenities.

Require Principal Entrances at the corner of major intersections **(A)**

Require enhanced landscaping at walk-out residential unit frontage **(B)**

Require minimum glazing at the ground floor **(C)**

Action Steps

- Establish setback regulations for different building frontages.
- Determine height maximum and step back requirements for upper stories.
- Define building materials minimum expectations and design guidelines for different facades.
- Eliminate maximum lot coverage and impervious surface requirements in mixed use districts.
- Establish minimum amount of retail space required for mixed use buildings.
- Establish minimum amount of glazing and/or transparency for ground floor facades.



Recommendation 2: Focus Redevelopment at Strategic Locations

2e

Establish design guidance for new buildings in downtown.

New buildings should incorporate best practices for exterior building materials and overall massing and composition. In general, new buildings should follow a “base / middle / top” pattern, incorporating a strong and grounded building base with durable materials and lighter, more contemporary and, if necessary, cost-efficient materials at the middle and top. The City should adopt materials standards that set minimum expectations for exterior materials and prevent the implementation of low quality materials on new buildings.

Building Section	Appropriate Materials
Base*	Brick, Natural Stone, Glass, Concrete Block (Architectural Finish), Concrete Panel, Poured Concrete
Middle	Brick, Glass, Stucco, Metal Panel, Concrete Panel
Top	Brick, Stucco, Metal Panel, Fiber Cement Panel

*EIFS is not an appropriate material on any building base and on any facade facing a public street or public space.



Example Building Designs

Recommendation 2: Focus Redevelopment at Strategic Locations

2f

Invest strategically to enhance existing buildings, properties, and businesses.

Investing in existing businesses in Downtown Urbandale, whether through physical improvements to buildings, enhancements to public realm, or facilitating growth and expansion is a solid economic development strategy. The City will need to balance that priority with the parallel priority to facilitate redevelopment of existing properties, especially those that may currently be occupied. This will involve careful coordination with the business community, property owners, and other stakeholders to understand where change is likely to occur, and where investing in stability may be a prudent option.

Ideally, both strategies can be pursued at the same time. Redevelopment will inevitably benefit existing businesses by creating space for more businesses and activities, building the downtown population and customer base, and expanding the tax capacity along with the city's ability to provide support and services.

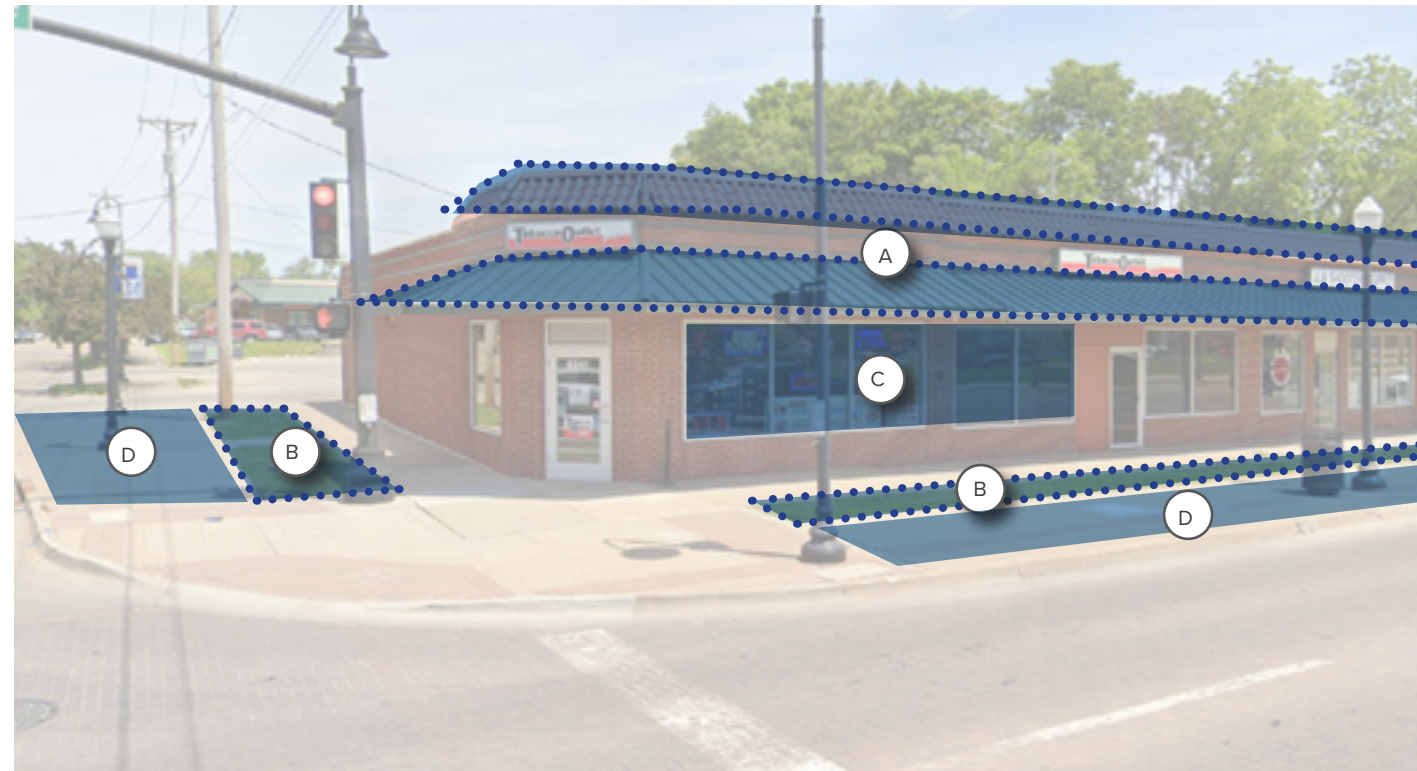


Flexible Furnishing and Seating Examples

- (A) Remove additions to facade that detract from building character i.e. metal awnings
- (B) Maximize flexible pedestrian space and remove turf grass from busy commercial areas
- (C) Maximize window area and transparency for commercial uses and restore historic storefront designs where appropriate
- (D) Utilize flexible furnishing and planting to enhance and activate public realm

Action Steps

- Concentrate on investments in existing properties that reinforce downtown character and contribute to an active pedestrian experience.
- As redevelopment occurs, assist existing property owners with business expansion or relocation to help keep them in downtown Urbandale.
- Consider the development of a façade improvement program for Downtown.
- Invest in public realm enhancement like landscaping, parking lot screening, flexible furnishing that improve the pedestrian experience.



Existing property investment strategy diagram



Example storefront restoration

Recommendation 3: Establish a district character and identity.

3a

Remove, replace, or relocate existing public realm features that are outdated

Overview

The quality, character, and design of the public realm will help set the standard and expectations for private development. It should also create a unique identity for the downtown while supporting the activities and patterns of use becoming of a Downtown.

The current streetscape is outdated and contains several memorials, monuments and fixtures. Many of these fixtures are either no longer relevant to the public space around them or are disconnected from the activity of downtown.

The Plan offers a public realm approach that honors the unique history of Urbandale and its people, while also looking forward to deliver a streetscapes, public spaces, buildings and public art that is durable, adaptable and relevant for generations to come.

Sub Recommendations

- 3a. Remove or relocate existing public realm features that are outdated.
- 3b. Create different public realm character zones - each with its own identity consistent with it's function.
- 3c. Integrate public art into downtown through events, amenities, and infrastructure. Use public art to celebrate the unique qualities of the Downtown - its history, people, and geography.
- 3d. Subtly Integrate relevant theme related to the identity of the Urbandale (its culture, geography, and history) into the design of the Douglas Avenue public realm.



1. Remove the fountain at the southeast corner of 70th & Douglas



2. Re purpose the clay monument and commemorative plaques at the site of the old Urbandale High School into future redevelopment on the site



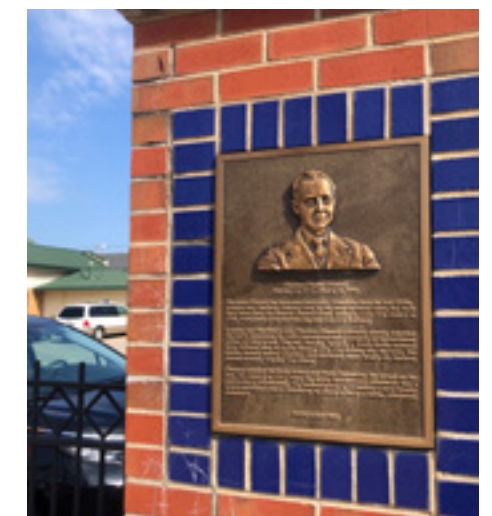
3. Replace light fixtures and update branding



4. Relocate the Veterans Memorial to the interior of the 'Big Node'



5. Relocate the Clock and Olmstead plaque to the interior of the 'Big Node'



Recommendation 3: Establish a district character and identity.

3a

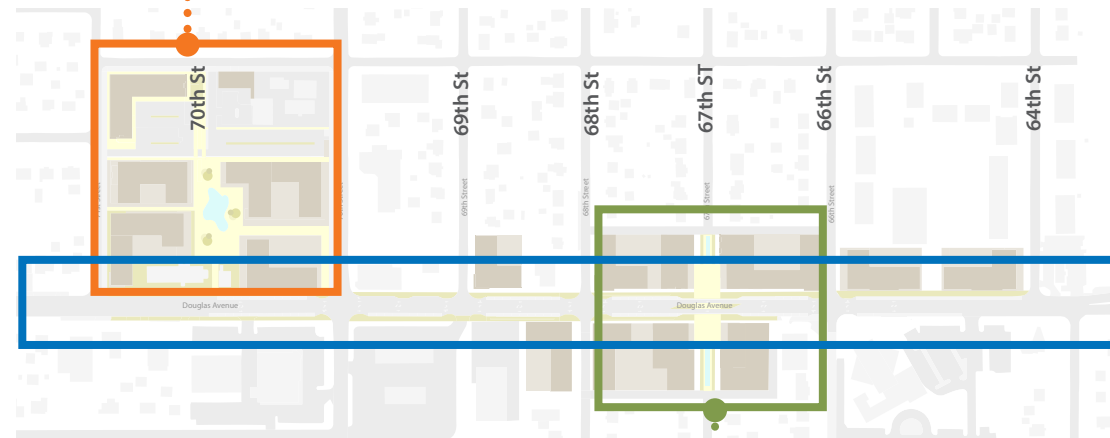
Create different public realm character zones in the Downtown - allowing each to have its own identity consistent with its function.

Consistent with other recommendations in the Plan that define development patterns and open spaces, the design approach to the public realm promotes three distinct public realm character areas: Douglas Avenue, The Big Node, and 67th Street/Little Node. Each of three zones should have their own unique approaches to public realm design - including landscape, materials, amenities, and functional elements such as benches, planters, and lighting.

The Big Node



- Event lawn with diverse programming
- Curbless pedestrian scaled street
- Park activation
- Flexible seating and lounging
- Stormwater Amenity Basin
- Art + Play



Douglas Avenue



- Wide sidewalks, street trees, and hearty landscaping
- Parklets
- Stormwater Streetscape
- Integrated Plantings and Furnishings



The Little Node: 67th St



- Generous Dining Patios
- Integrated Plantings and Furnishings
- Clear and safe Pedestrian Crossings

Recommendation 3: Establish a district character and identity.

The Big Node



Stormwater Amenity Basin



Flex Space



Art + Play



Pop-up Park Programming

Recommendation 3: Establish a district character and identity.

Douglas Avenue



Wide sidewalks, street trees, and hearty landscaping



Integrated Plantings and Furnishings



Flexible seating and lounging

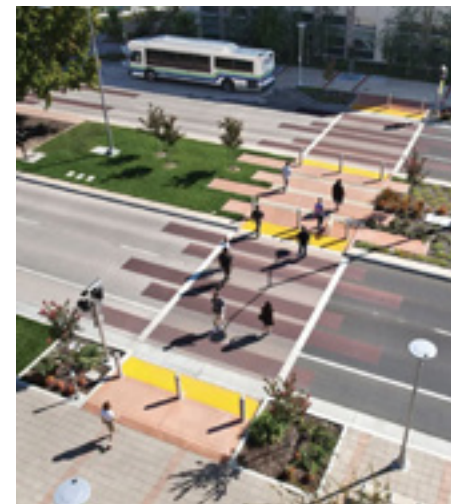
The Little Node: 67th Street



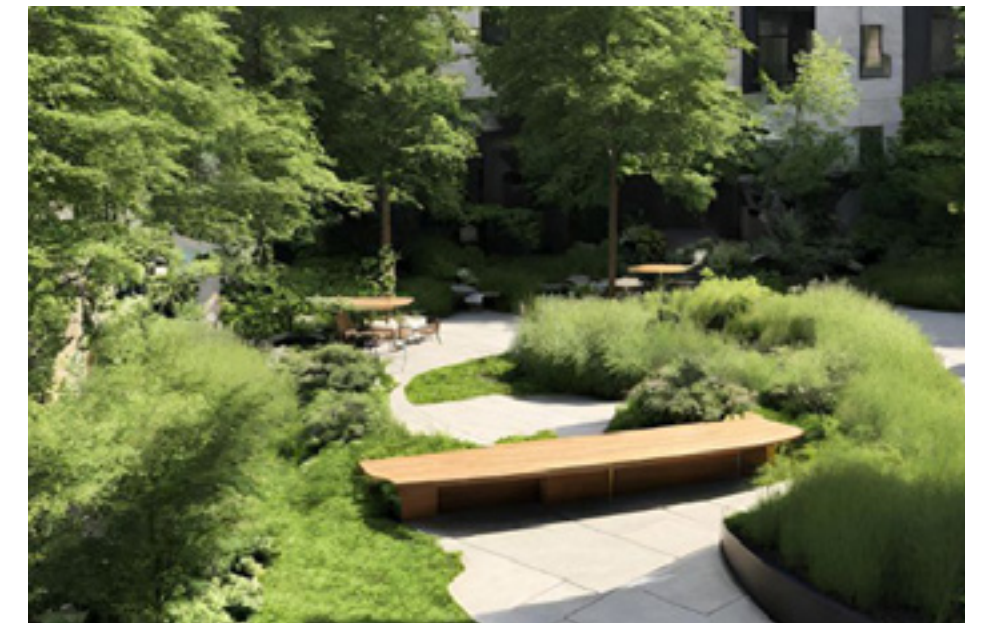
Generous Dining Patios



"You Are Here" District Identity



Clear and safe Pedestrian Crossings



Integrated Plantings and Furnishings

Recommendation 3: Establish a district character and identity.

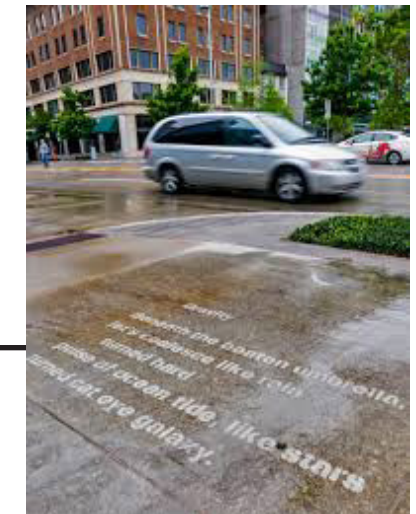
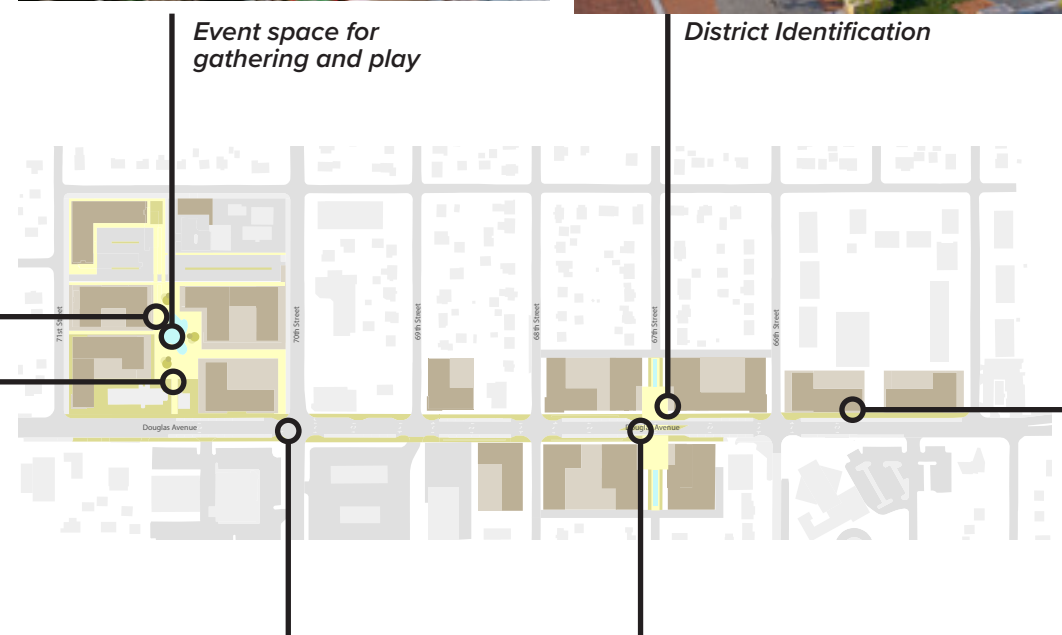
3b

Integrate public art into the downtown through events, amenities, and infrastructure. Use public art to celebrate the unique qualities of the Downtown - its history, people, and geography.

Public art, in a variety of forms, should play a prominent role in the identity and evolution of the Downtown. If well integrated into the Downtown, it will play an important role in the identity of the downtown as its buildings and spaces. The role of public art extends beyond beautification; it reflects the community identity, acts as a tool for social engagement and civic discourse - as well as a key attraction for visitors.

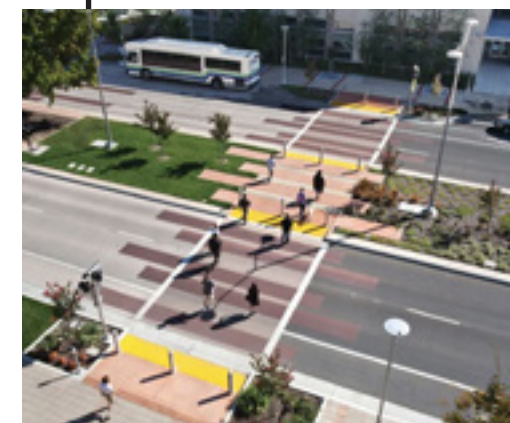
This Plan identifies several opportunities for public art in Downtown, including “statement” pieces that brand the Downtown, subtle integration of art in everyday infrastructure as well as opportunities for events and celebrations. In general, public art should celebrate the unique qualities of downtown - its history, people and geography.

Current public art (the Urbandale High School commemorative pieces and the Veterans Memorial) should be re-integrated into the Downtown. The Plan proposes integrating the High School pieces into redesign of the intersection because it is the site of the original school. Consideration should be given to repositioning the Veterans Memorial to a more appropriate space elsewhere on the corridor within the Big Node to unlock future potential at that corner.



Interactive and artful play

Multipurpose seating



Pavement markings for traffic calming and pedestrian safety

Sidewalk poetry

Recommendation 3: Establish a district character and identity

3c

Subtly integrate relevant theme related to the identity of the Urbandale (its culture, geography, and history) into the design of the Douglas Avenue public realm.

Creating an authentic and unique place comes about over time. It emerges through a combination of built form (buildings and spaces), activities, patterns of use, business tenants, community stewardship, and community institutions. One of the many roles of the public realm is to represent an identity of the community while also allowing the identity of the community to emerge through the patterns of use that the public realm supports. When the design of the public realm tries to define authenticity by itself, it is often perceived as inauthentic, overly branded, and eventually dated. Therefore, this Plan recommends the future streetscape and public realm along Douglas Avenue be designed with an approach that balances the need and desire to recognize the history, culture, and geography of Urbandale in a subtle way, while allowing the activities, people, and businesses to create the lasting authenticity of the Downtown.

Action Steps

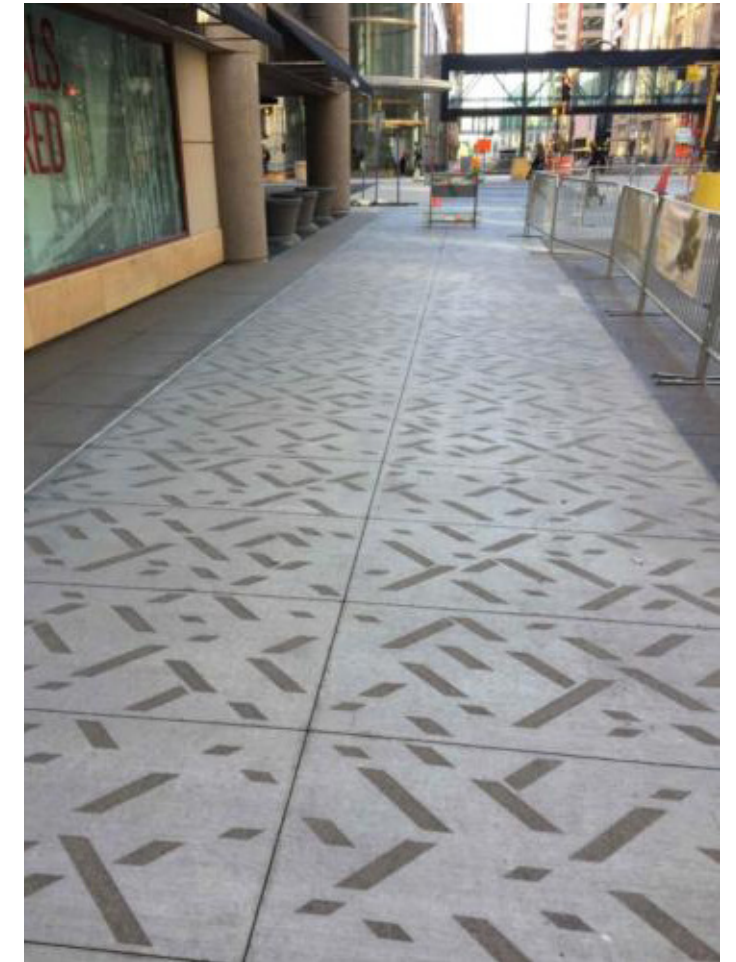
- Use of stamped concrete sidewalk with local motif
- Use of brick accents in the streetscape as a reference is use in the past.
- Use of locally, native, hearty, salt tolerant plant palette that support bio diversity and habitat.
- Gentle use of logo or motif on customized furnishings.



District identity & branding



Use of brick as an accent material for in streetscape



Use of concrete

Recommendation 4: Create a downtown district parking management plan

4a

Identify possible sites for district or public parking to support commercial uses.

Supporting commercial uses along Douglas Avenue requires a multi-pronged approach to parking. On-street parking will meet a limited amount of short-term parking needs for quick trips. To enable to the kind of longer-term “park and walk” trips that involve people staying and visiting multiple commercial or recreational destinations, some amount of public district parking is needed. That parking can be provided either in a publicly or privately owned surface lot, or it can be incorporated into the structured parking of a private development. In either case, a use agreement needs to be established for public access and controls put in place to limit the abuse of parking intended for commercial support by other users.

Action Steps

- A publicly-owned and managed lot will give the City the most control and assurance of long-term availability.
- Publicly accessible parking should be clearly marked, and relatively affordable for short-term use.
- Public parking should be time-limited.
- Public parking incorporated with private development should have an established use and access agreement.

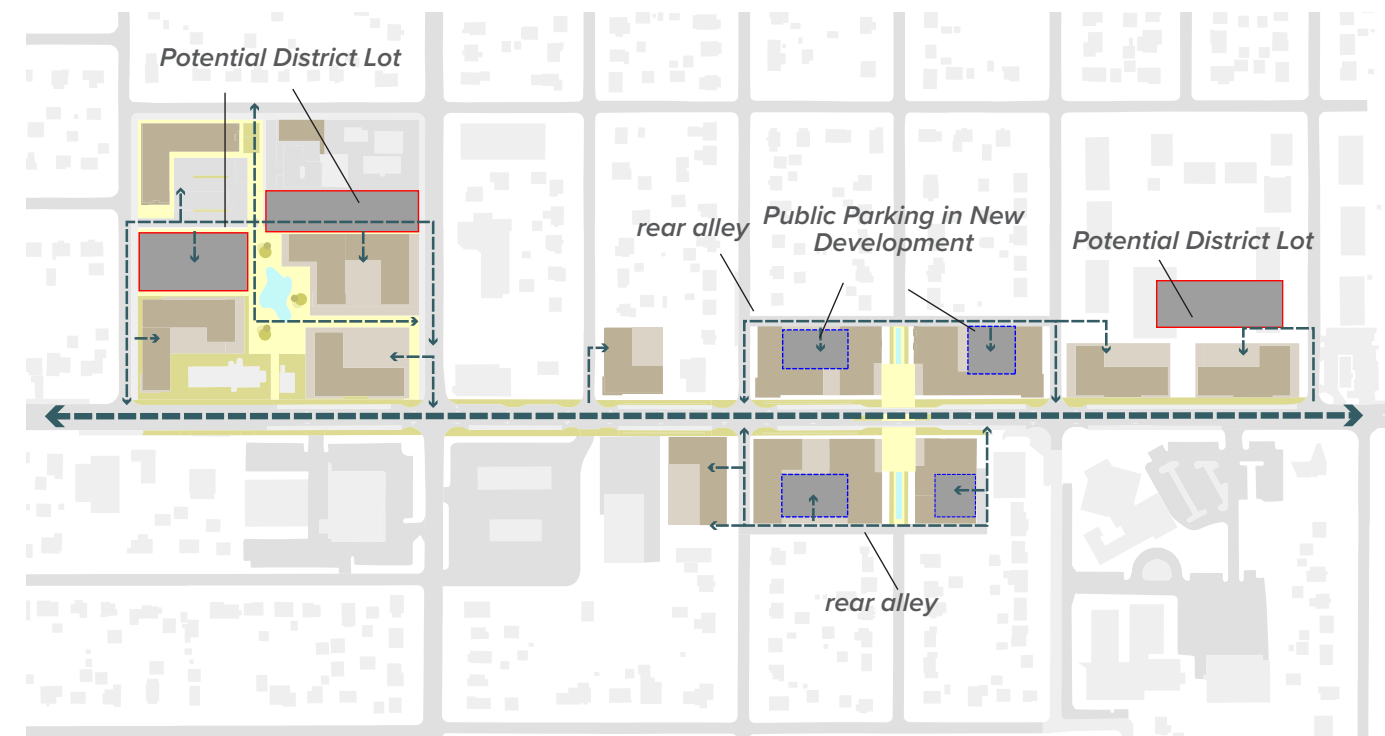
4b

Reduce vehicle parking minimums for residential development.

Vehicle parking minimums, while well-intended, can be a burdensome requirement on urban redevelopment. Parking is expensive to build. Incorporating structure parking, whether above-grade or underground, can be the make or break piece of a project budget. Surface parking lots, while cheap, use a lot of space and are not an efficient land use strategy for urban redevelopment. Reducing parking minimum or eliminating them altogether and focusing on developing a district-wide parking plan can give developers more flexibility in making financially challenging projects work. This is especially true for smaller scale and infill redevelopment projects of the type that we want to see work in Downtown Urbandale.

Action Steps

- Work in partnership with members of the development community to develop parking regulations that work for the type of projects that the community wants.
- Consider the elimination of parking requirements for private development altogether.
- Alternatively considered a “tiered” parking requirement that gives more flexibility to smaller projects.
- Consider implementing shared parking agreements as an enabling tool through zoning or development agreements.
- Coordinate parking considerations across the Downtown district.



4c

Establish a minimum amount of public parking for commercial uses.

Commercial uses in Downtown Urbandale will rely on publicly accessible parking. That parking will be provided by a combination of sources, including public surface lots, public parking incorporated into new development, and on-street parking.

Action Steps

- New mixed-use development should provide public parking for commercial uses at a ratio of 1 space per 500 square feet of commercial retail space.
- For restaurant uses, public parking should be provided at a ratio of 1 space per 200 square feet of commercial space.

- Parking that is provided in a shared lot that is accessible to the commercial use should be counted toward the requirements.
- Allow shared parking agreements between properties.
- Public parking should be clearly marked and easily accessible from Douglas Avenue.

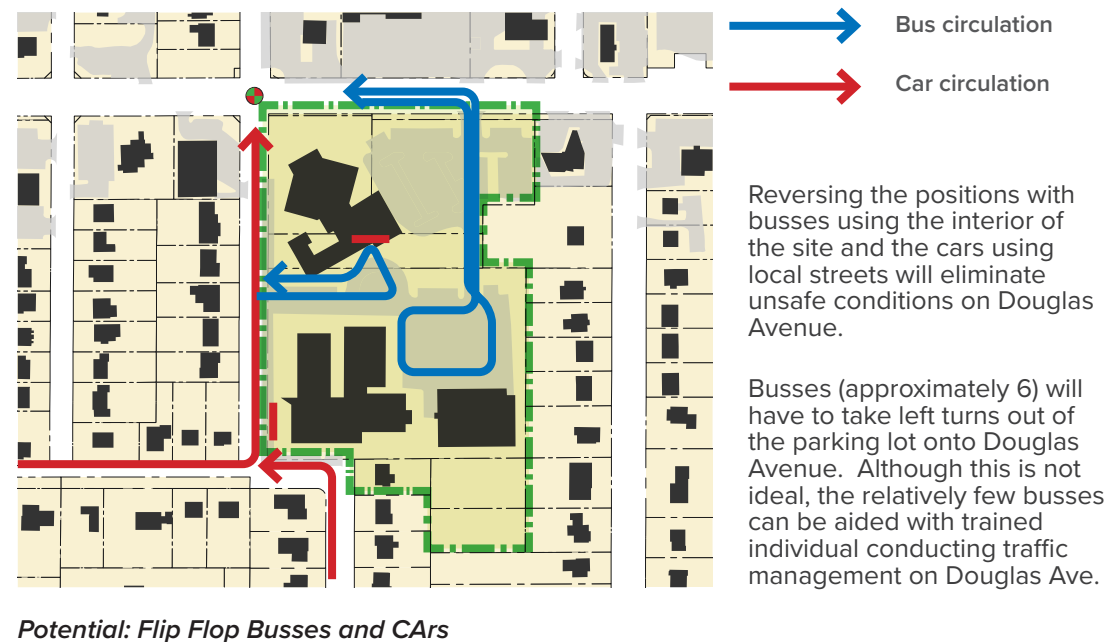
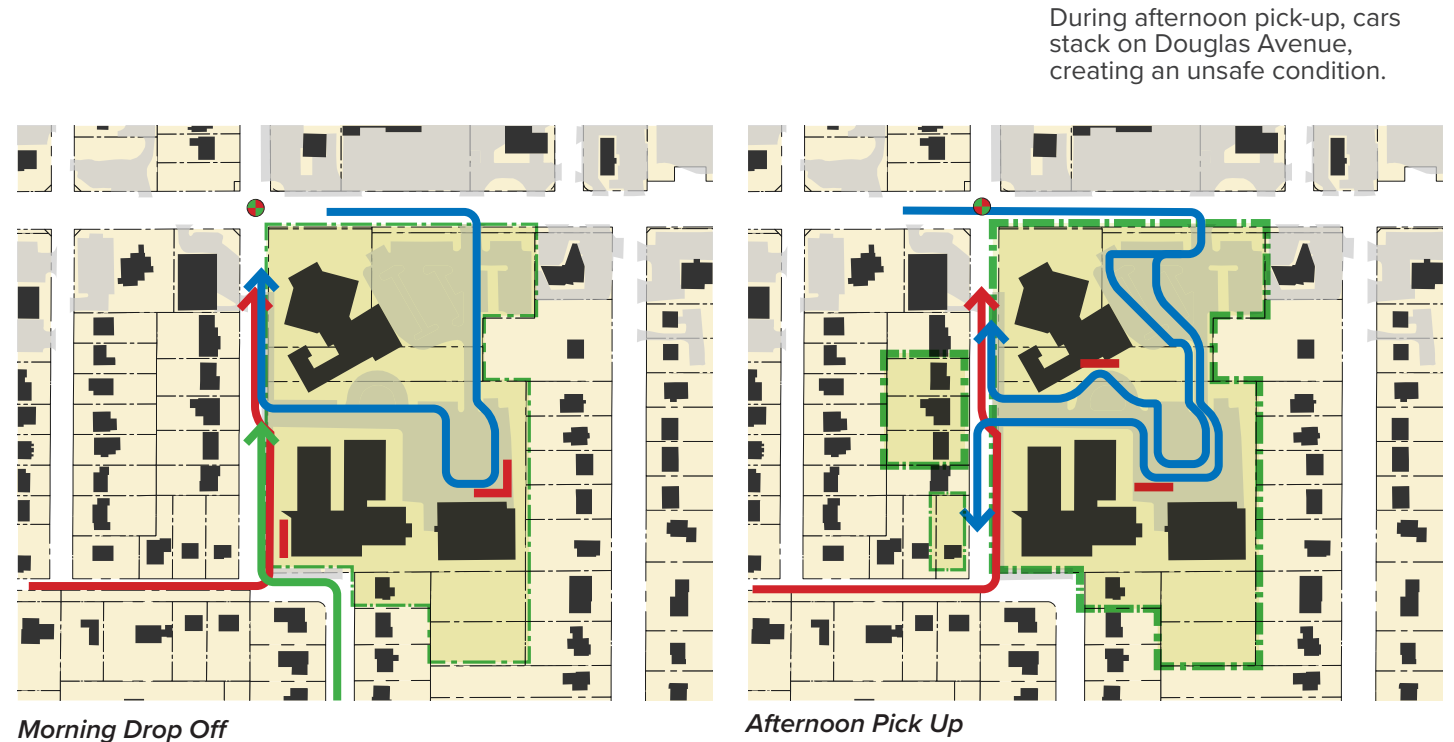
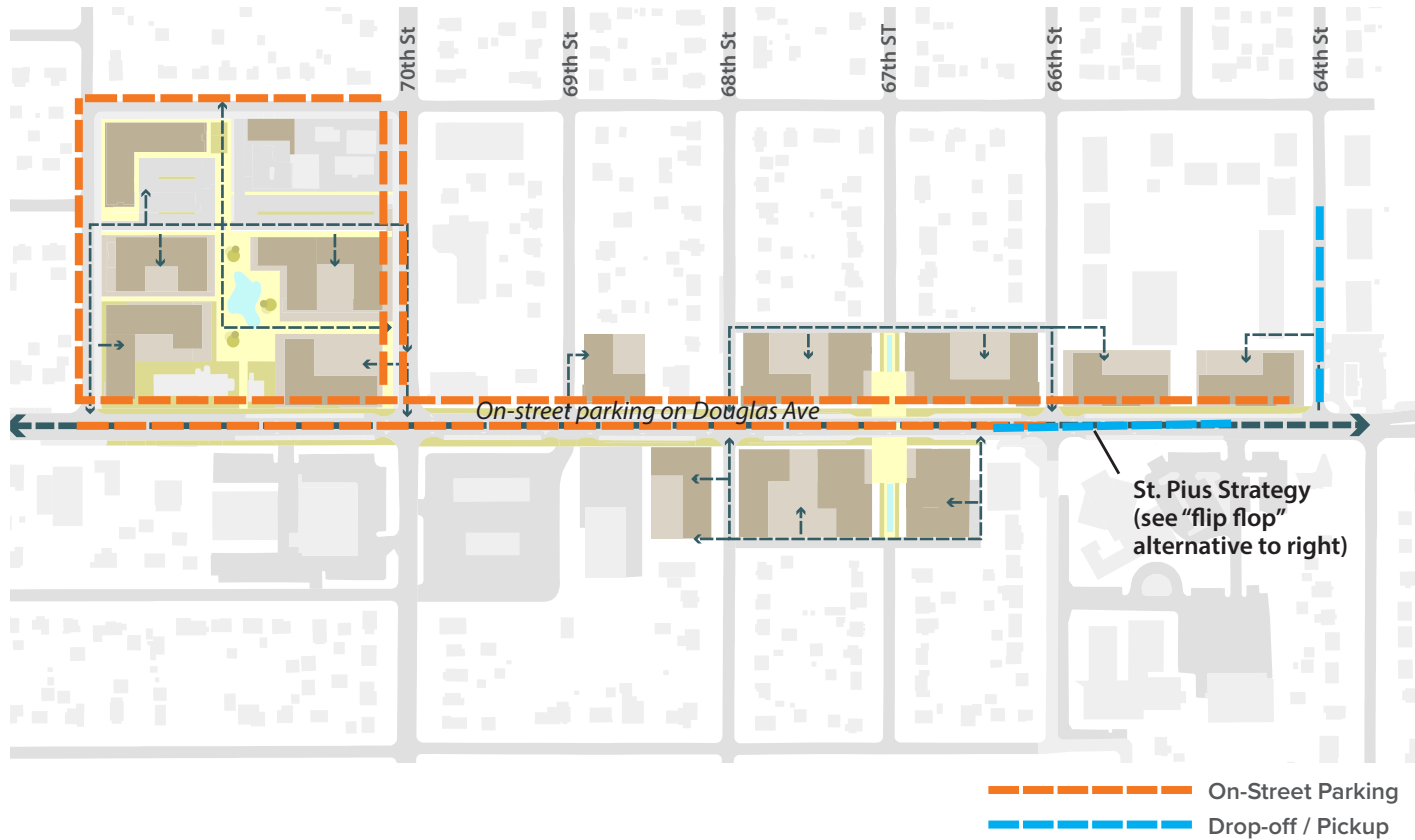
Recommendation 4: Create a downtown district parking management plan

4d Implement metered and/or time-limited on-street parking on Douglas Avenue

On-street parking is the easiest and most accessible form of temporary public parking for visitors to Downtown Urbandale. It is necessary to support ground floor retail uses and serve as supplemental visitor parking for other public spaces and multi-family residential uses. In order for on-street parking to function properly and to turn-over with enough frequency, it should be metered and/or time-limited.

Action Steps

- On-street parking should be metered and/or time-limited to facilitate turn over.
- Incorporate specific strategies to accommodate parent pick-up and drop-off at St. Pius School, including queuing on 64th Street and a portion of Douglas Avenue at limited times of the day.
- Work with St. Pius to adjust existing pick-up/drop-off patterns to eliminate queuing on Douglas Avenue. This should include internal operations (such as staggering pick up times) as well as circulation changes.



Recommendation 4: Create a downtown district parking management plan

4e

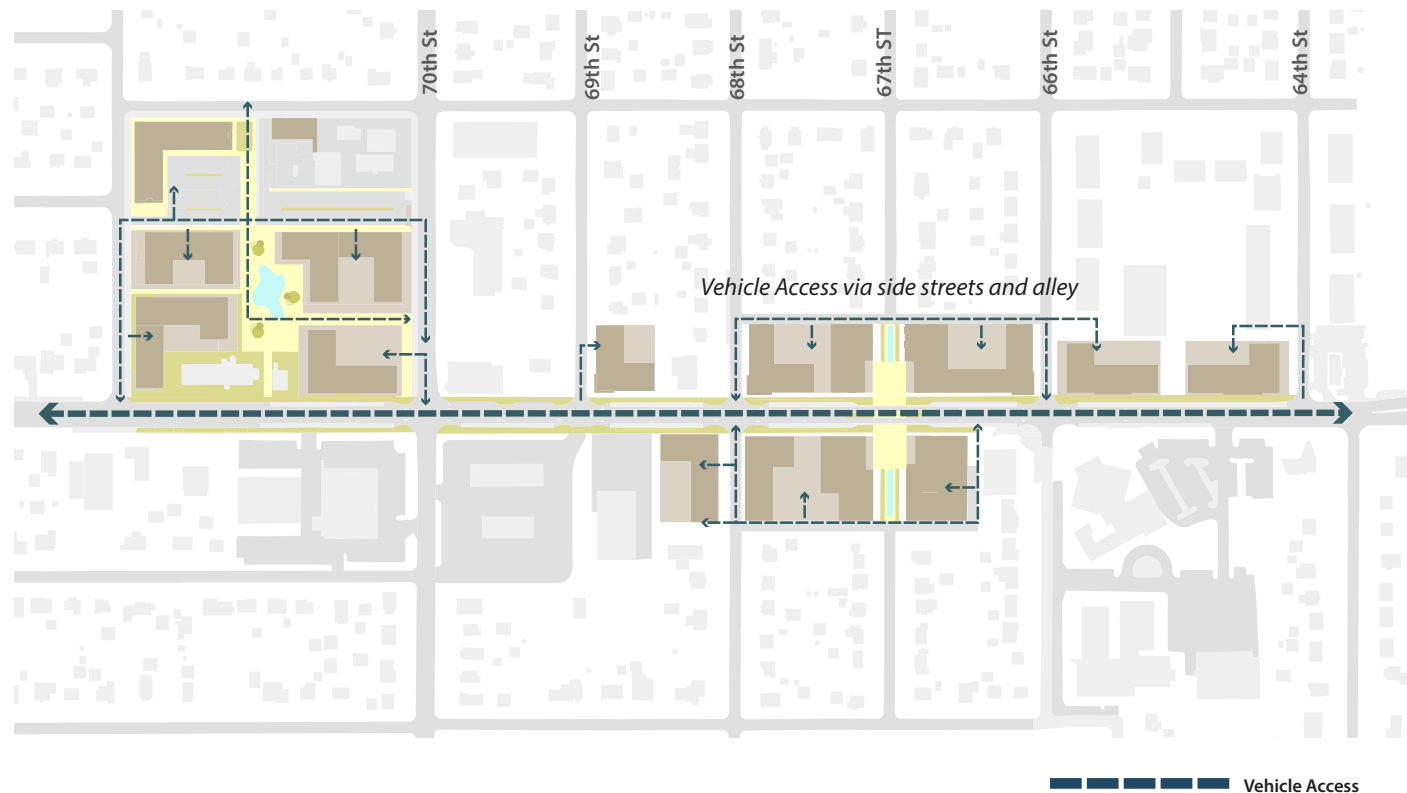
Facilitate vehicular access to redevelopment sites off Douglas Avenue

The vision for Douglas Avenue involves prioritizing the pedestrian experience. Part of that vision involves moving vehicle access points off Douglas Avenue and onto side streets to minimize conflicts with pedestrians. Redevelopment should orient parking access and loading to the rear of the property via the proposed shared alleys.

In some cases, redevelopment will occur after completion of the three lane conversion of Douglas Avenue. Elimination of driveway access on Douglas Avenue, and new buildings located closer to the sidewalk will require rebuilding sidewalks, utility hookups, and other elements of the public realm.

Action Steps

- At the 'Little Node', facilitate vehicle access on the side streets and at the shared rear alleyways.
- At the 'Big Node', focus vehicle access from the side streets off of Douglas Avenue.
- Establish standards for developers to follow when rebuilding elements of the public realm upon redevelopment.
- Reduce curb cuts along Douglas Avenue by consolidating and relocating on side street or to rear where possible.



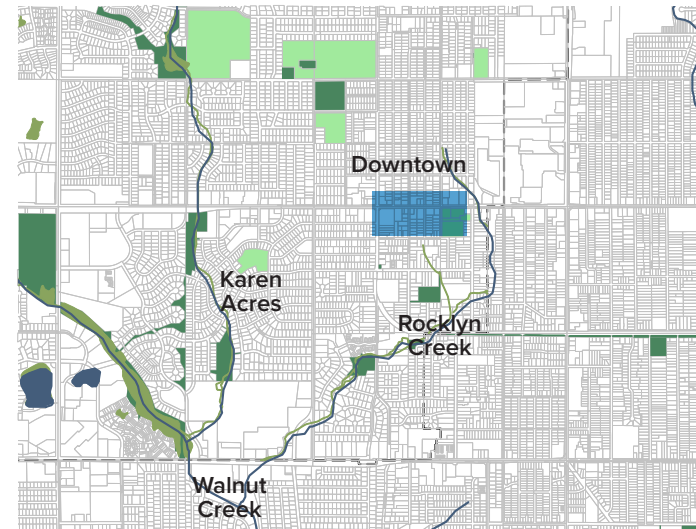
Recommendation 5: Pursue a sub-regional stormwater strategy

Overview

Stormwater strategies play an important role in shaping the built environment. With the growing frequency of extreme events, increased runoff resulting from “up stream” development and the aging under-capacity of existing systems, downstream properties are increasingly at risk of flood damage. Stormwater regulations and infrastructure improvements seek to reduce and mitigate these risks by retaining storm event water on site and discharging it at a manageable rate.

Downtown is located in the Walnut Creek Watershed. The 70th and Douglas intersection is at a high point, with Douglas sloping down to the east and west towards separate tributaries to Walnut Creek. The City has made recent improvements to stormwater infrastructure in Douglas Avenue at Merle Hay Mall. The infrastructure in Douglas Avenue, in the Downtown between 65th Street and 71st Street, is several decades old.

Despite being a heavily paved and impervious area, localized flooding in the Downtown is not common. Nevertheless there remains a need to reduce the rate of discharge into the stormwater system due to impacts downstream - that are only expected to get worse overtime as the City continues to develop (and redevelop).



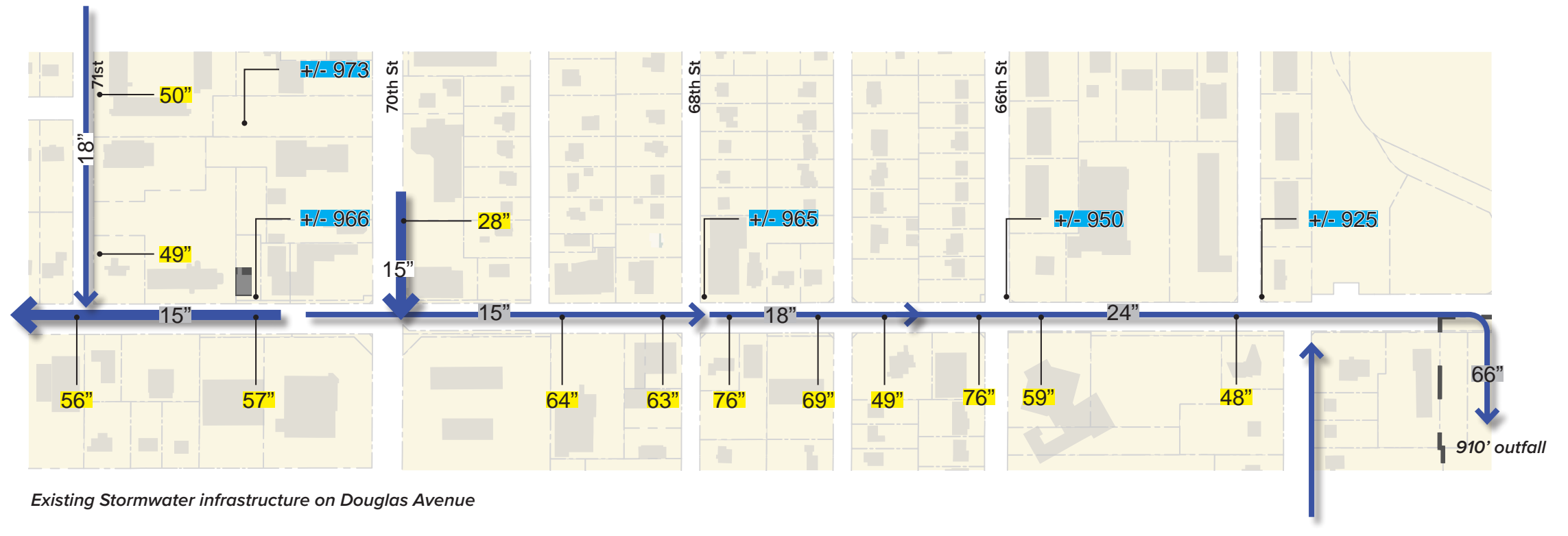
Downtown in relationship Walnut Creek



Private impervious surfaces (grey and black)

Sub Recommendations

- 5a Establish sub-watershed areas in which new public areas will handle the storage needs of redevelopment.
- 5b. Invest in an integrated green stormwater infrastructure system at both the Big and Little Nodes in order to stimulate redevelopment.

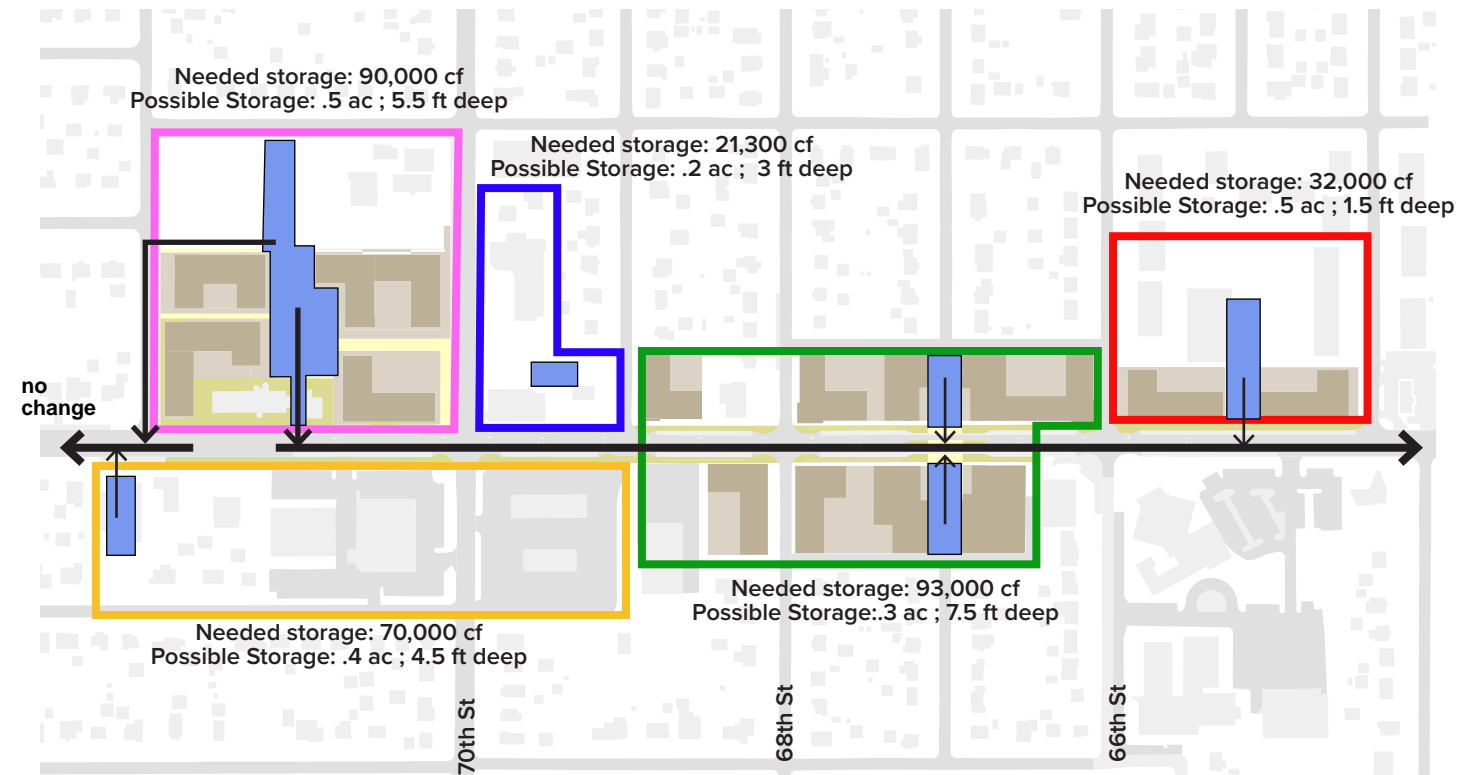


Recommendation 5: Pursue a sub-regional stormwater strategy.

5a

Establish sub watershed areas in which new public areas will handle the storage needs of redevelopment.

In order to accommodate stormwater in an efficient manner, the Plan recommends an approach that subdivides Downtown into four sub-watershed districts of approximately equal size. The four areas roughly correspond with likely redevelopment phasing. Given there is no public open space in Downtown, the Plan recommends creating value to the Downtown by inserting new open spaces in each of the subdistricts. The new public realm will perform several functions - including handling sub-regional stormwater. Therefore, instead of treating stormwater on a project by project basis, which will be costly and inefficient, the Plan recommends handling stormwater in newly introduced public spaces so it can double function as an amenity for the Downtown.



Proposed Sub Watershed Areas

Action Steps

- New stormwater infrastructure should multi-function as amenity space wherever possible.
- Interim solutions for stormwater may be required due to sequencing of downstream improvements.



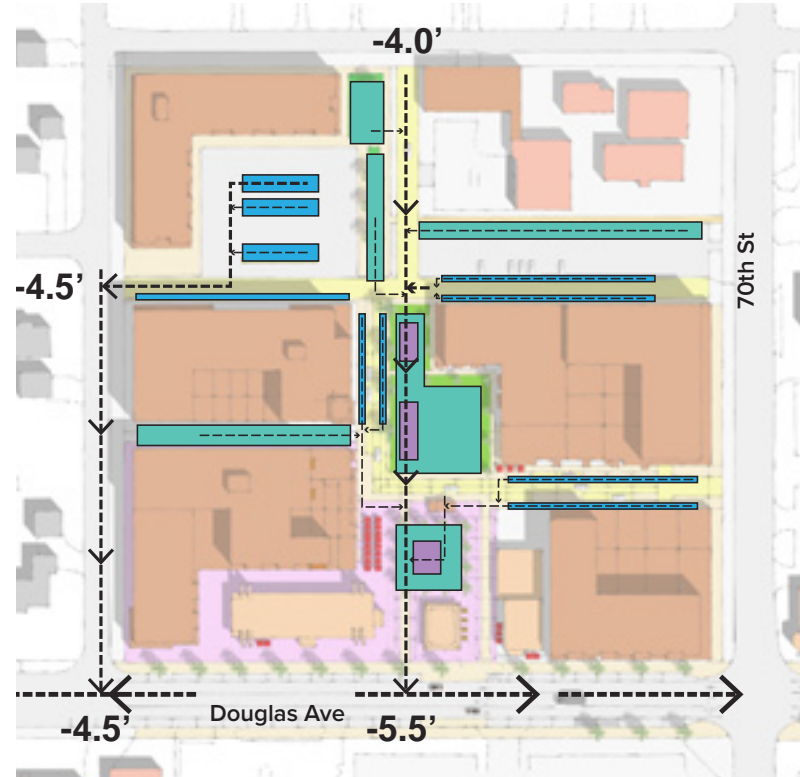
Recommendation 5: Pursue a sub-regional stormwater strategy.

5b

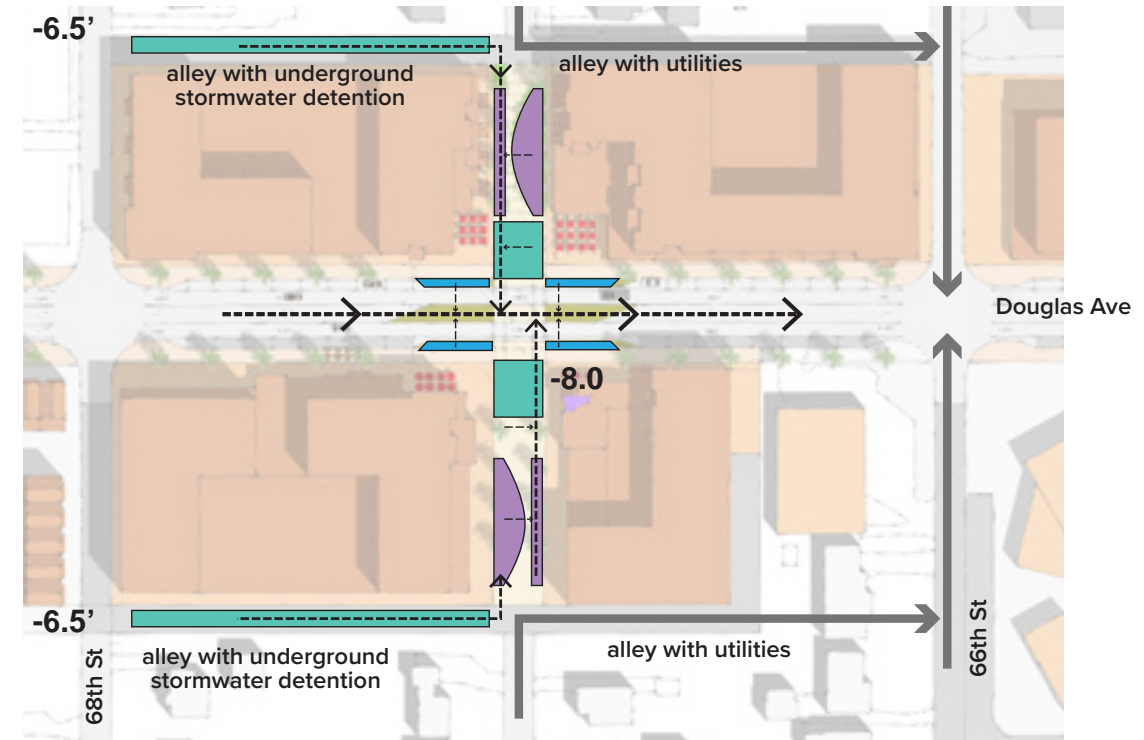
Invest in an integrated green stormwater infrastructure system at both the Big and Little Nodes in order to stimulate redevelopment

Early phase redevelopment in Downtown will be stimulated and incentivized by public investments in stormwater in both the Little and Big Nodes. In the Big Node, the Plan recommends introducing public realm in the middle of the large block to deliver amenity space, circulation and stormwater solutions for redevelopment of the entire block. A combination of amenity basins and underground storage will detain water and disperse it slowly either through percolation or stormwater pipes in 71st Street and Douglas Avenue.

In the Little Node, the existing ends of 67th Street will be converted into a plaza/park space. Similar to the Big Node, the space will be designed to detain stormwater for the surrounding developments. The west leg of the proposed alley behind development will contain underground detention. The east leg will carry the rerouted utilities that will be vacated from beneath the new plaza/park at the end of 67th Street.



Conceptual Stormwater Approach at the Big Node



Conceptual Stormwater Approach at the Little



Amenity Basin



Permeable pavers and planting areas with underground detention



- Permeable paving
- Underground Storage
- Amenity Basin

Recommendation 6: Facilitate “Middle Housing” on single-family parcels off Douglas Avenue and within Downtown.

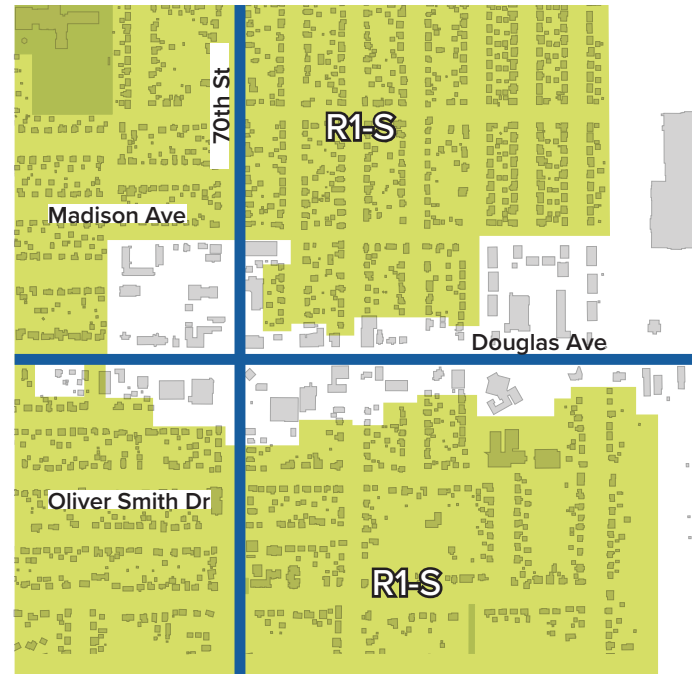
Overview

As Douglas Avenue redevelops, the values of the properties behind the corridor will increase creating incentives for property owners to reinvest in their properties. Consisting almost exclusively of modest single family homes on 1/4 acre lots built 50 years ago, the properties to the north and south of the corridor have been changing from home-owner to renter occupied buildings over the past 10 years. Today, they rent at a high square foot cost than most apartments in Urbandale, suggesting a high demand for larger units in the area.

In order to support the broader goals of Downtown Urbandale, this Plan recommends adjustments to policy and zoning that would enable properties beyond the corridor (between Oliver Smith and Madison Avenues) to be redeveloped with housing types such as duplexes, townhouses, or accessory dwelling units.

Sometimes referred to as *Missing Middle Housing*, *Gentle Density*, or simply *Middle Housing*, certain techniques allow for a broader (but limited) range of housing in this area will diversify the housing options in the area, while providing a modest increase in density to support commercial and retail uses on Douglas Avenue.

Design considerations and guidance is important for successful Missing Middle housing because the new buildings must fit in an (evolving) single family neighborhood.



Areas of Single Family Zoning and the R1-S Zoning District

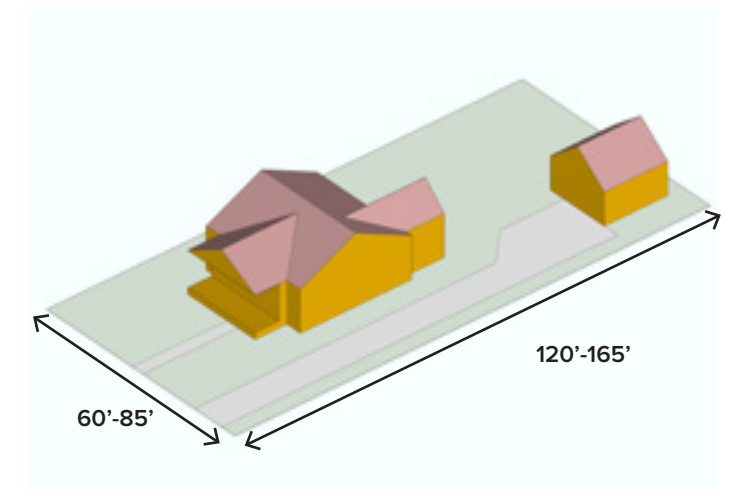


Single Family lots and Housing between Douglas and Madison Avenue

- ### Sub Recommendations
- 6a. Create a new zoning district or special overlay district that allows for the redevelopment or adaptive reuses of single-family parcels into multi-unit housing.
 - 6b. Facilitate limited lot consolidation for context-sensitive redevelopment of single-family parcels.



Typical Block in Downtown Urbandale



Typical R1-S lot and house

Recommendation 6: Facilitate “Middle Housing” on single-family parcels off Douglas Avenue and within Downtown.

6a. Create a new zoning district or special overlay district that allows for the redevelopment or adaptive reuse of single-family parcels into multi-unit housing.

The RS-1 District surrounding downtown extends approximately a mile or two to the north west and south, covering much of the eastern half of Urbandale. This Plan recommends creating an overlay district or a separate zoning category to apply to the residential areas within a few blocks of downtown. The new district or overlay district should enable incremental and organic changes to the neighborhood by permitting a wider range of housing types (Small Middle Housing). Specifically, consideration should be given to permitting small homes, duplexes, and townhouses on standard lots.

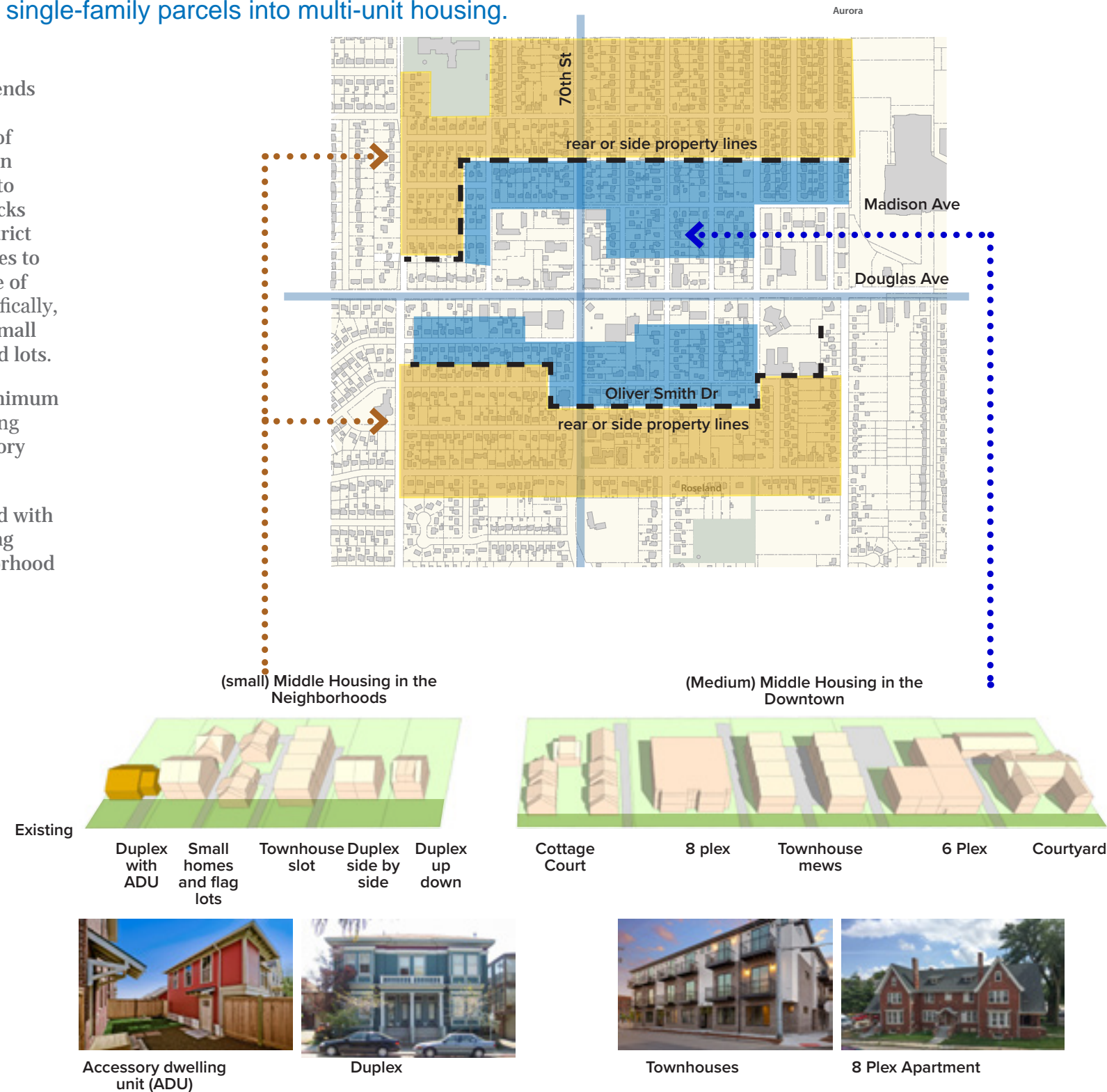
This can be accomplished by reducing the minimum lot size and width, permitting flag lots, reducing parking requirements, and permitting Accessory Dwelling Units as of right on all properties.

The new requirements should be accompanied with design guidance for building form and building frontage in order to maintain general neighborhood character.

6b. Facilitate limited lot consolidation for redevelopment of single-family parcels immediately behind the corridor.

The Plan recommends a new zoning district in the neighborhoods immediately behind the corridor and including Madison Avenue and Oliver Smith Drive. This new district should permit modest lot consolidation in order to accommodate Medium Middle Housing that requirements wider than standard 60’ lots. Specifically, lot consolidation can encourage cottage courts, small apartments, townhouses, and courtyard buildings.

A new zoning district for New Medium Middle Housing behind the corridor should maintain the existing requirements on building height. It should also incorporate provisions for on-site common space for residents, limits to lot coverage together with incentives to construct rain gardens to reduce the stormwater impacts.



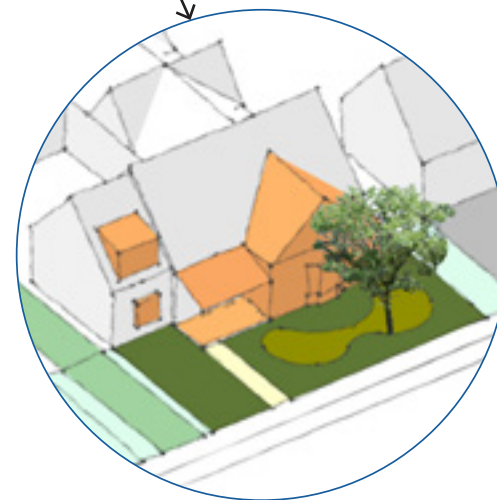
Recommendation 6: Facilitate “Middle Housing” on single-family parcels off Douglas Avenue and within Downtown.

Action Steps

- Establish face to face relationships between common zoning categories.
- Regulate building envelope (its form and scale - width, depth, and height) rather than number of units and density, in order to deliver predictable results.
- Maintain the house scale of neighborhoods by limiting the building height to 35' as measured to mid point of peak.
- Prohibit attached or tuck under garages that face and dominate the street.
- Modify parking requirements for single family homes.
- Consider reduction of minimum lot size and width to create flag lots.
- Consider allowing ADU's as of right, rather than as a CUP.
- Consider reductions of front yard setbacks or limited projections into front yard setbacks in exchange for frontage amenities.
- Create modified setbacks and smaller lot sizes for corner properties.
- Added flexibility with non residential uses directly behind the corridor; consideration of live work units and/or more opportunities for home occupation t



Penetrations into the front setbacks with frontage improvements

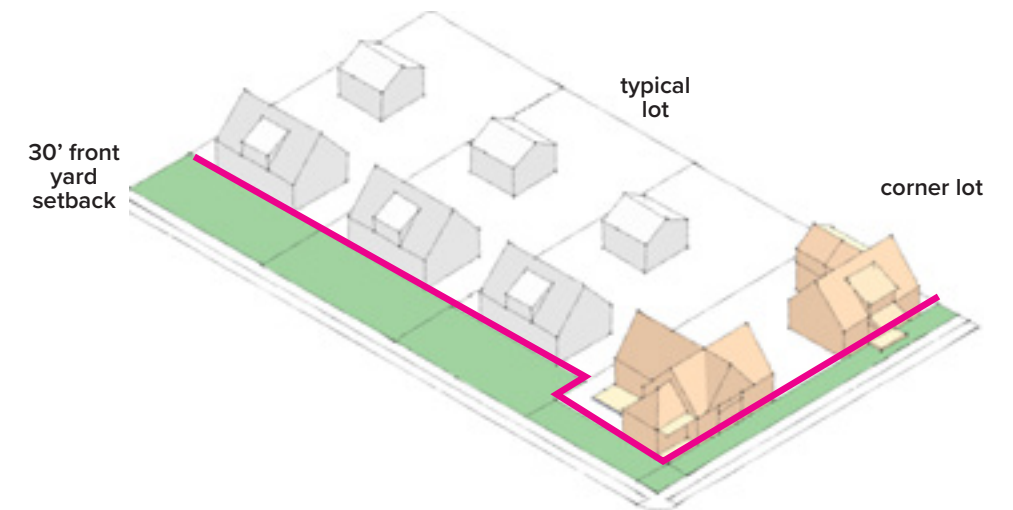


Potential Frontage Contributions

- » deep porch
- » shade tree
- » rain garden
- » narrow driveway
- » garage tucked back

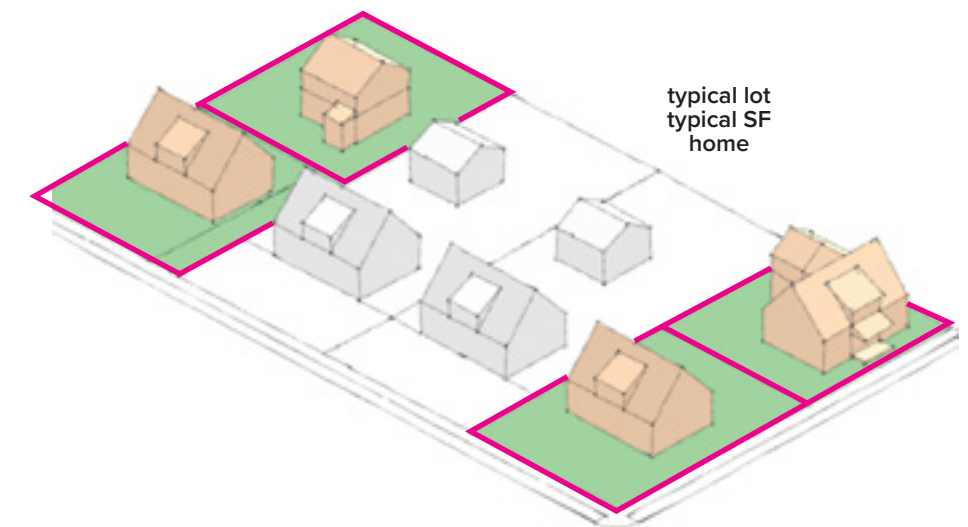
Flexibility with Front Yard Setbacks

In order to create additional development flexibility and a greater diversity of housing types, the strict 30' front yard setback requirement can be loosened in return for frontage enhancements such as deep and wide porches, high quality front facade materials, enhanced landscaping, and side loaded garages that do not face the street.



Flexibility with Corner Lots

Currently the code requires larger setbacks at corners. Reduced setbacks, with stoops or porches close to the sidewalk, can help define the corner and create a visual terminus to each block.



Reduced Minimum Lot Sizes

Currently the minimum lot size is 8750 sf. Many lots in and around the downtown are smaller. Reducing the minimum lot size will bring currently non-conforming (formerly legal) lots into compliance while also opening up the opportunity for smaller homes on smaller lots. This can happen both mid block with “flag lots” or on corner lots.

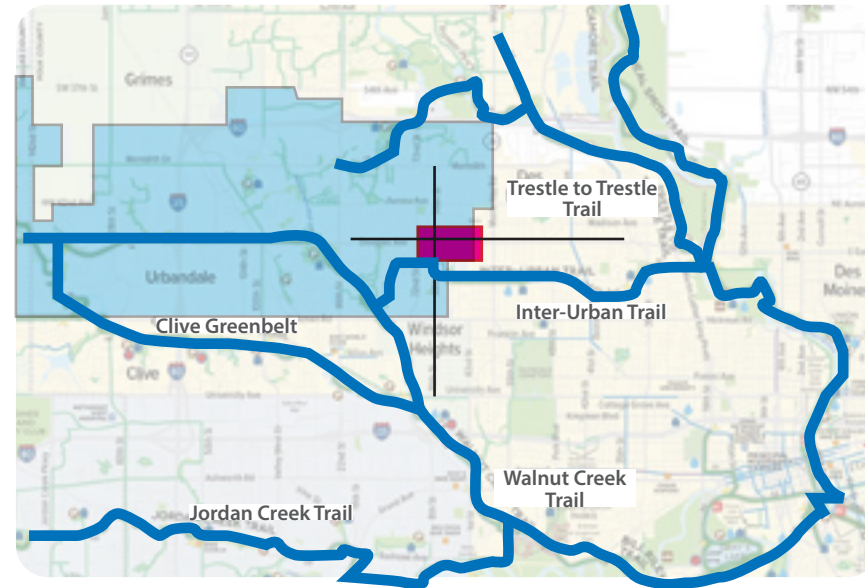
Recommendation 7: Encourage bicycle use in Downtown

Overview

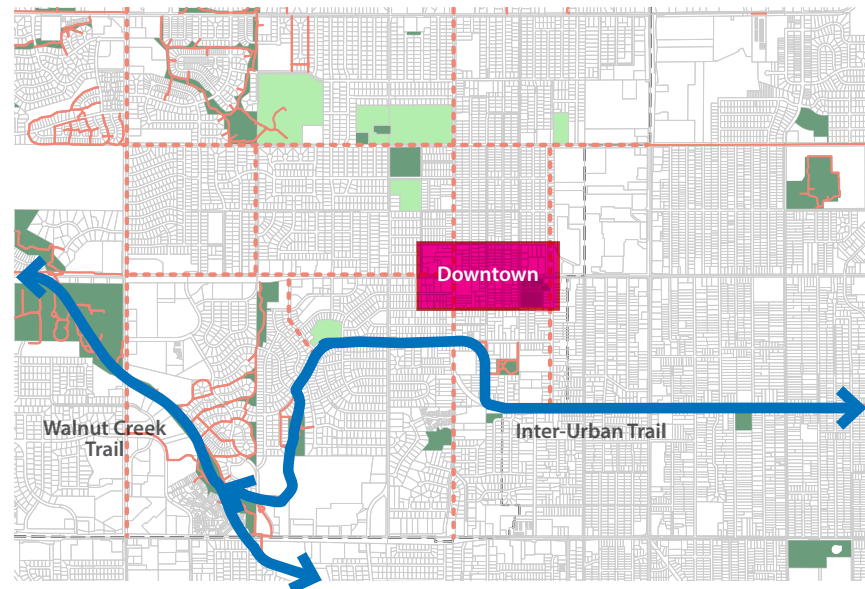
In order to succeed, Downtown Urbandale must become accessible to all - including those who choose to come to Downtown by bicycle - an increasing popular and efficient means of transportation. Accommodating cyclists of all ages and abilities will have the added benefits of reducing parking demands in the downtown while offering residents the cost saving and health benefits of living without a car.

The City's Complete Streets Master Plan (adopted in 2019) provides a City-wide analysis of streets and trails with recommendations for ways in which cycling and walking can be enhanced throughout the City. Specifically, the Plan seeks opportunities to extend the already popular trail system (for cyclists and pedestrians) onto and into the City's street grid. To this end, the Complete Street Master Plan contains recommendations on how, where, and when to integrate new trails, lanes, and sharrows onto existing streets throughout Urbandale. This Downtown Plan references the Complete Streets Plan and provides recommendations for how the two can support each other.

Currently there are several regional trails close to Downtown. The nearby regional trails are generally east/west providing access into Urbandale and towards Des Moines. While these trails do not have direct access to Downtown, the Plan offers recommendations for safe and convenient connections to them.



Regional Trails in Urbandale



Existing and Planned Bike lanes and trails and bikeways in Urbandale

Sub Recommendations

- 7a. Where feasible, create bike connections between nearby neighborhoods, regional trails and the Downtown.
- 7b. Provide bicycle parking at both the Big and Little Nodes.
- 7d. Require short and long-term bicycle parking for new development.



Street section on 70th Street, through the Downtown

Recommendation 7: Encourage bicycle use in Downtown

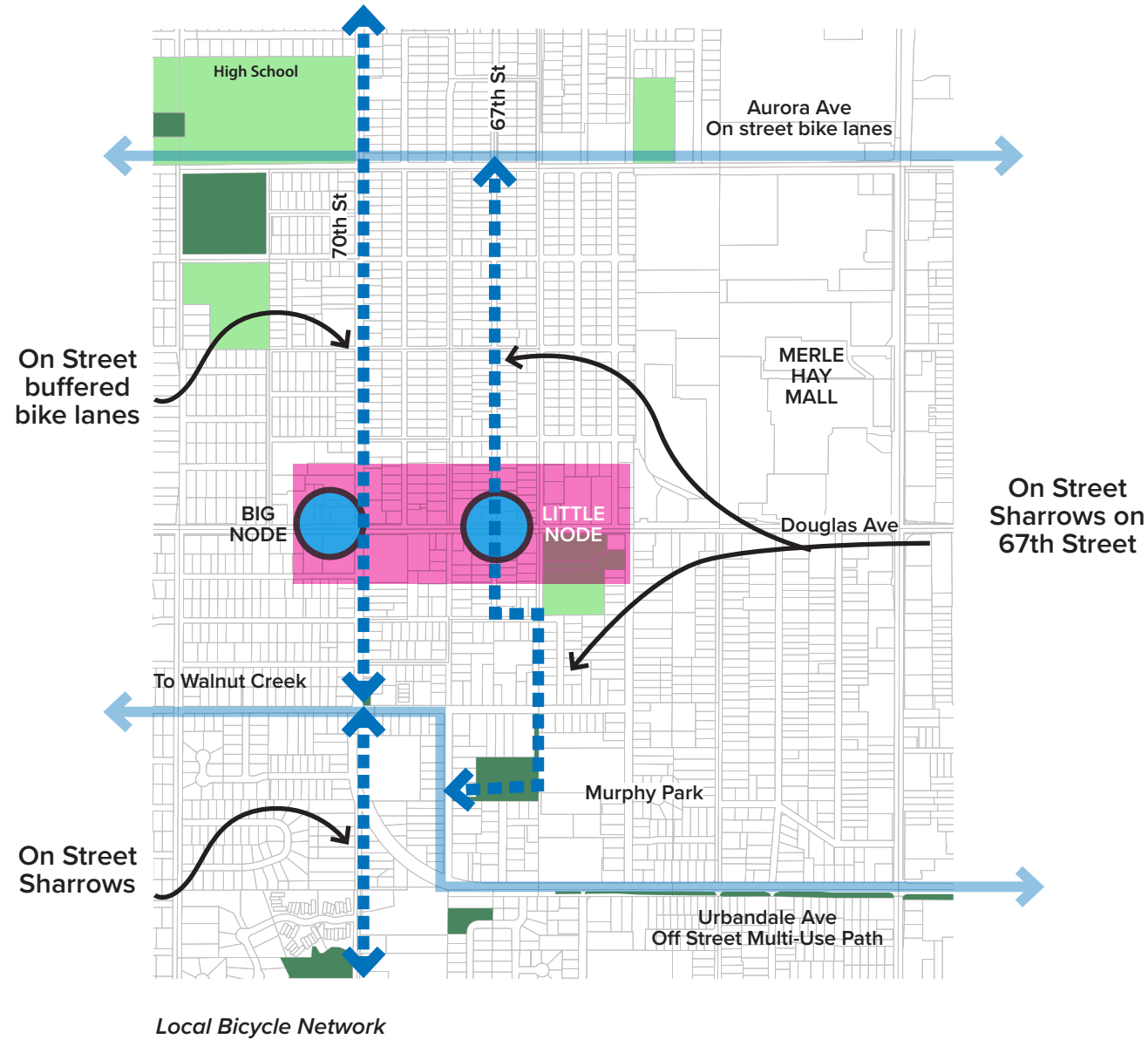
7a

Create bike connections between nearby neighborhoods, regional trails and the Downtown.

The City's recently completed a Complete Streets Master Plan identified 70th Street for bike lanes and 64th Street as a Bikeway. Bikeways is defined in the Complete Street master Plan as " a street designated and designed to provide bicyclists a quieter alternative to riding along a busy corridor. They are used on low-traffic slow speed streets. These two improvements will provide access to Downtown form nearby neighborhoods as well as connectivity to important east west routes.

This Plan recommends designating 67th or 66th Street as the main north/south Bikeway in Downtown. (The Complete Street Plan designates 64th Street) Both 67th and 66th Streets will have safe crossings of Douglas Avenue. 66th Street has a traffic signal but will carry more traffic than 67th Street which will be closed to car traffic at Douglas Avenue.

During the planning process the team considered including bike lanes or a shared use path on Douglas Avenue. However given the limited right-of-way, the presence of heavily trafficked Merle Hay Mall on Douglas Avenue, and the presence of other high quality east/west trails, the Plan decided to omit lanes or a multi-use trail on Douglas. Instead, the Plan focuses on access to Downtown, rather than through it.



Action Steps

- In order to provide a safe bike crossing of Douglas Avenue, align the neighborhood bikeway on 67th or 66th Street
- Provide clear street markings in the neighborhoods to direct cyclists to the Big and Little Nodes
- In general, cyclists should be encouraged to come to Downtown, but to lock their bike upon arrival and walk to destinations within Downtown.



Example of on street markings for a neighborhood bikeway

Recommendation 7: Encourage bicycle use in Downtown

7b

Provide bicycle parking, bike amenities and bike facilities in the public realm at both the Big and Little Nodes.

This Plan supports cyclists in the Downtown with provisions for bike amenities and facilities in the Big Node and Small Node. Given the inability to include bike lanes or a multi-use path on Douglas Avenue, cyclists of all ages and abilities are generally recommended to come to downtown, park their bike, and walk to their bike to their final destinations. High quality bike racks, that are protected and appropriately designed, should be located in visible and accessible locations in both the big and Little Nodes. Consideration should also be given to providing a bike repair station and other amenities that support cycling to Downtown.

Action Steps

- Safe, accessible, visible and well designed bike racks and storage areas will help encourage cycling to Downtown.
- Work with local bike community to ensure public realm design considers needs of cyclists of all abilities.



Example of high-quality bicycle amenities within the public realm

7c

Require short and long-term bicycle parking for new development.

In order to further encourage and support bicycle use in Downtown, new development should provide adequate long and medium term bicycle parking for residents and employees. Short term bicycle parking will be supplied in the public realm at the Big and Little Nodes.

On site, indoor, secured parking is particularly important for residents in new developments. Indoor secure bicycle parking should be provided on the ground floor in a safe and accessible location.

High quality indoor and secure bicycle parking can be used to reduce the overall amount of automobile parking in the project.



Action Steps

- All new housing projects should be required to provide a minimum amount of indoor and secure bicycle parking (no ground floor, not in unit or on balcony).
- Zoning code provisions can reduce the amount of required car parking if the development provides additional high quality secure bike parking or other bike facilities.

Recommendation 8: Pursue a phased strategy for redevelopment.

Overview

This plan will take several decades to be fully implemented. It will require a variety of changes to city policy, operations, and regulations - including but not limited to changes to the zoning code, new incentive programs, new stormwater practices, re-aligning utilities and easements, and roadway reconstruction that narrows the street in order to create a safer environment.



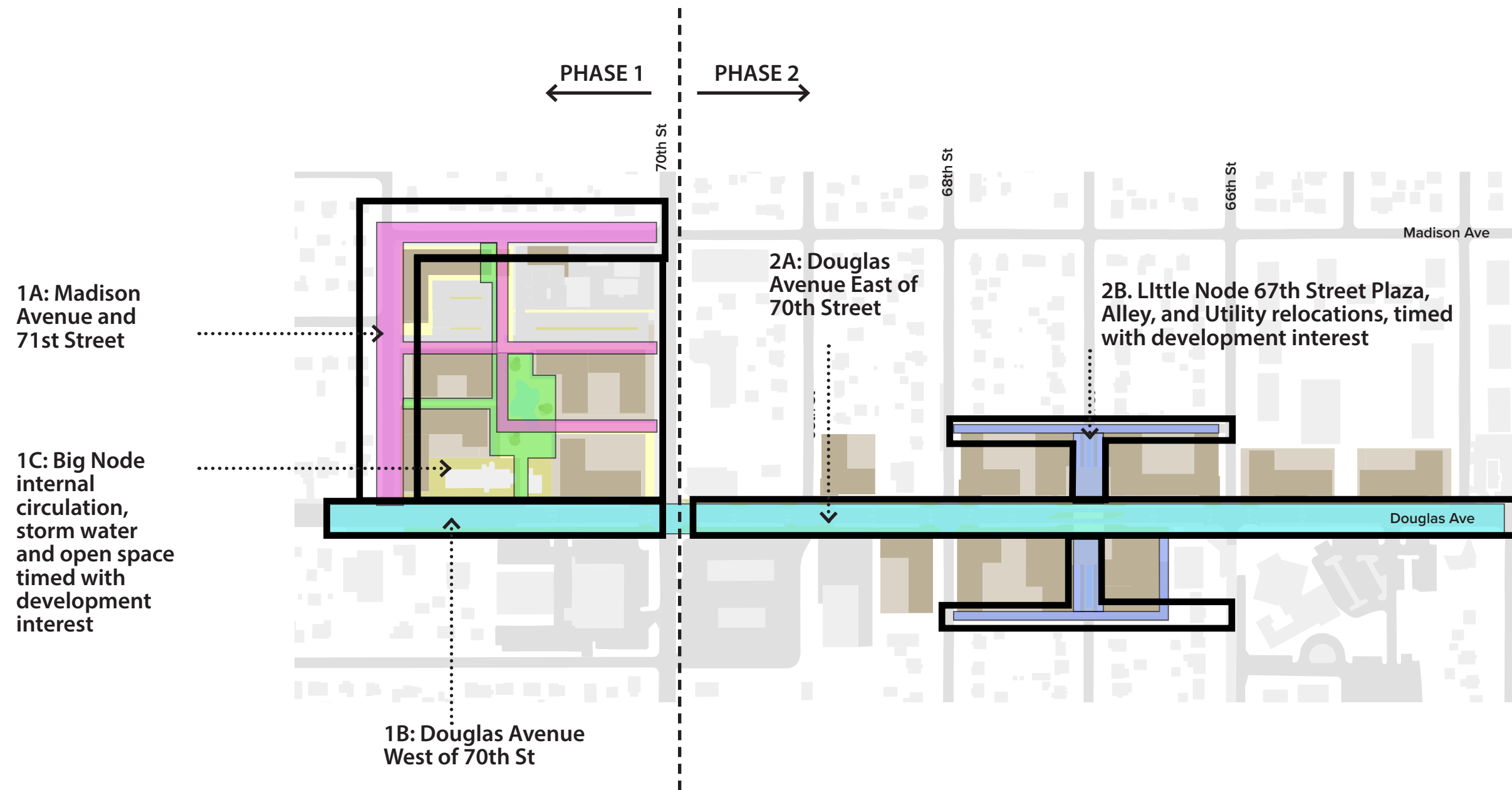
Sub Recommendations

- 8a. Concentrate public initial investments west of 70th Street to support early redevelopment efforts in the Big Node
- 8b. Support interim solutions with low cost pilot projects prior to full execution of infrastructure projects.
- 8c. Invest in social infrastructure (events and placemaking) in order to begin establishing new patterns of use.
- 8d. Pursue strategic property acquisition to facilitate redevelopment throughout the corridor

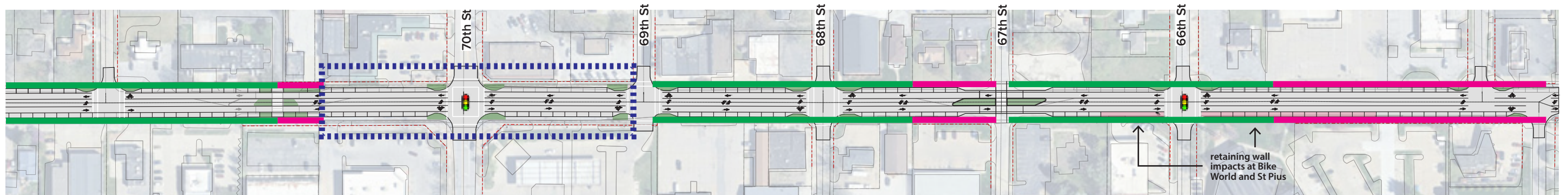
Recommendation 8: Pursue a phased strategy for redevelopment

8a

Concentrate public initial investments west of 70th Street to support early redevelopment efforts in the Big Node



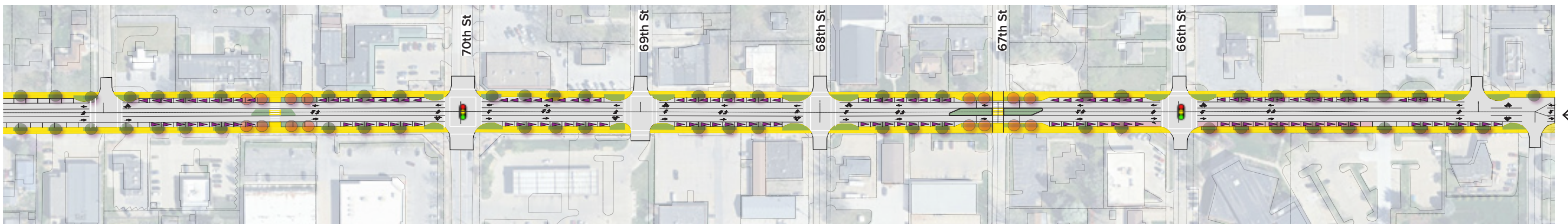
Recommendation 8: Pursue a phased strategy for redevelopment



Potential Right of Way Acquisitions

In order to secure a 76' ROW, as recommended in this Plan, there may be the need to acquire slivers of land. The Diagram above assumes a 76' ROW and equal acquisition on both sides of the street. In final design, this can be adjusted.

- 73' ROW and +/- 2' acquisition on both sides of road
- 66' ROW and potential 5' acquisition on both sides of road
- 80' ROW, no need for additional acquisition



Final Build

Over time, as redevelopment occurs, curb cuts will be reduced, sidewalks will be widened, amenities will be added to the Downtown.

note:

- » drop lane at 72nd St or lane merge between fire station and 72nd St

note:

- » lane drop at 64th St.
- » revert to four lanes east of 64th Street

Recommendation 8: Pursue a phased strategy for redevelopment.

8b

Implement temporary solutions and pilot projects prior to execution of a full infrastructure project

Prior to full reconstruction of Douglas Avenue, simple interim improvements can begin to transform the patterns of use and perception of the area. Re-striping Douglas Avenue as a three lane road with on-street parking on the north side of the street will slow and calm traffic, provide space for parking and parklets and create safer pedestrian crossings.



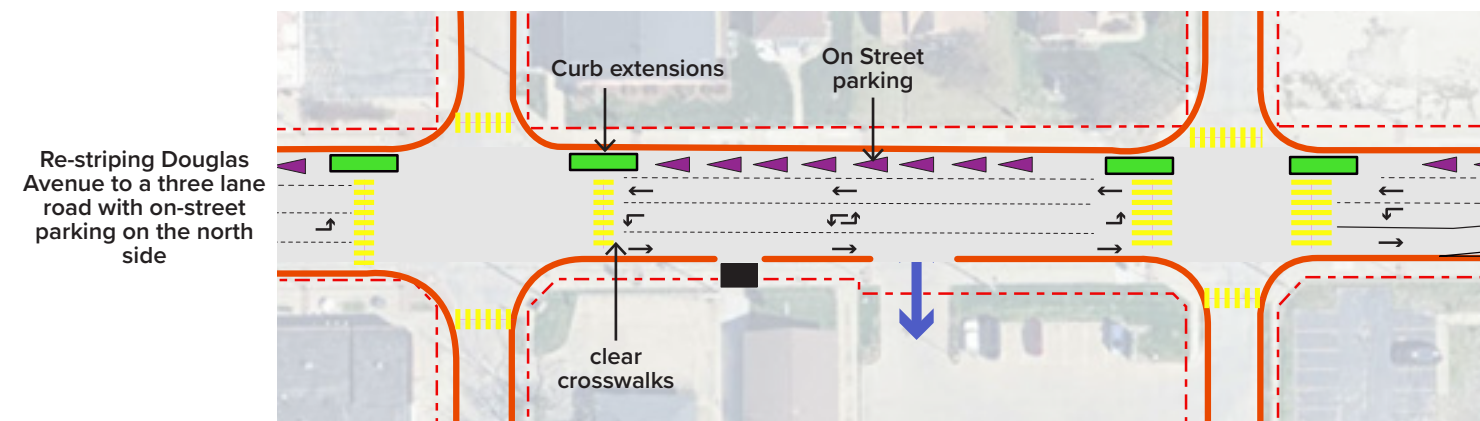
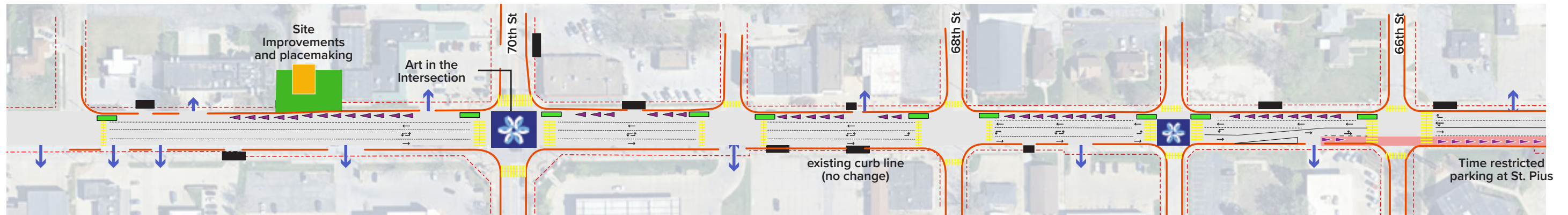
Parklets enable businesses to extend their space to the outdoors.










Curb extensions create safer intersections while maintaining drainage patterns



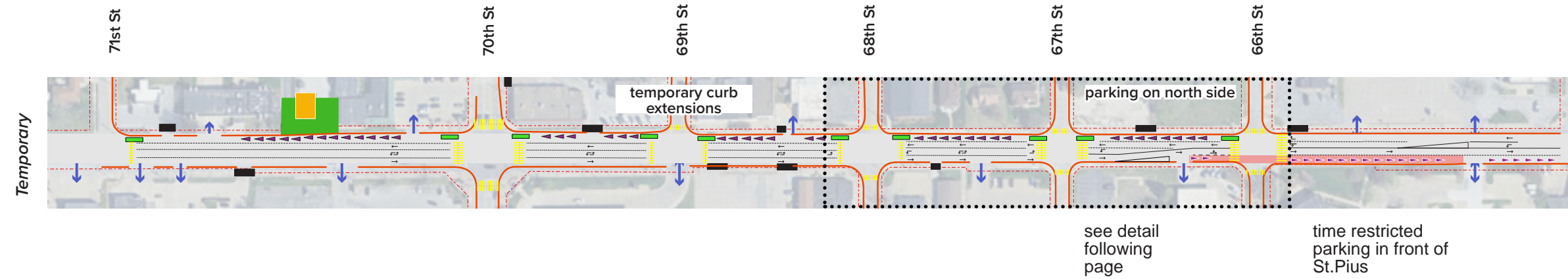
Art in the intersection and on crosswalks create a gateway to the Downtown and calm traffic



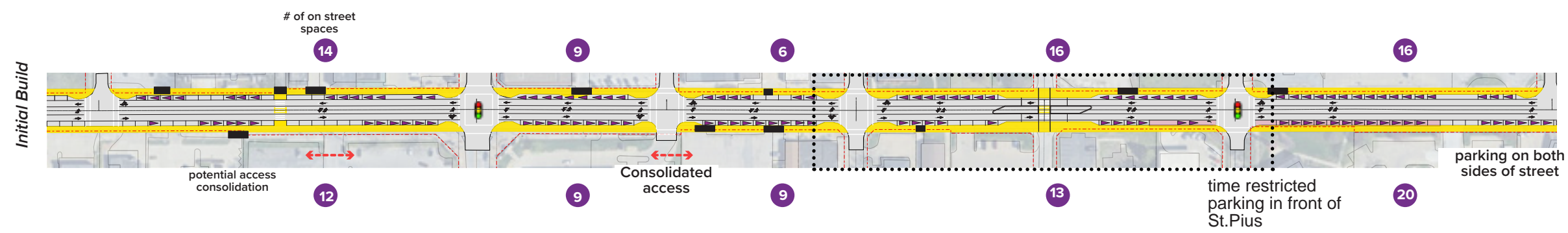
-  existing curb line (no change)
-  repainted and highlighted crosswalks
-  potential curb extensions
-  parking areas
-  potential consolidated access
-  drive access to property
-  art in the intersection

Recommendation 8: Pursue a phased strategy for redevelopment.

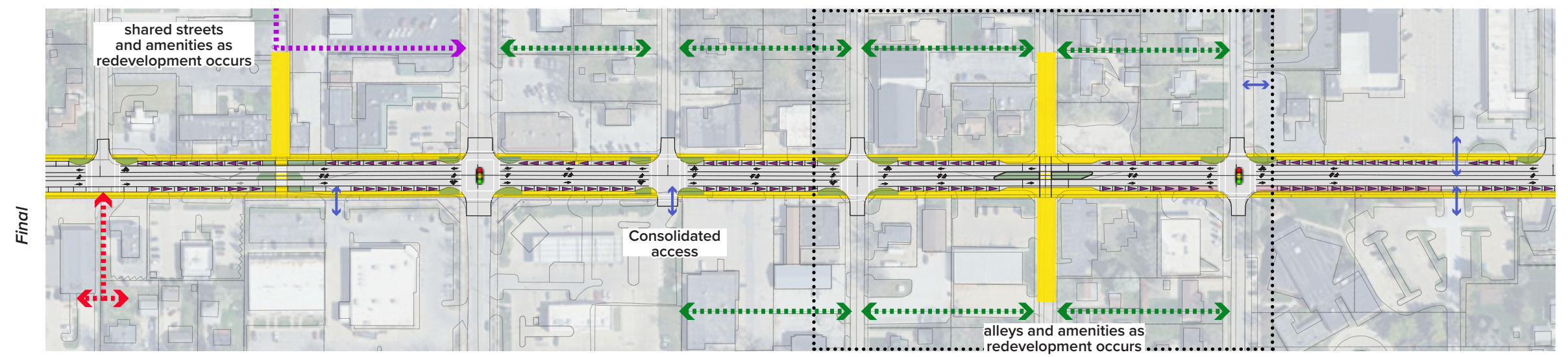
- potential driveway closure
- sidewalk
- potential shared access
- existing drive access, no change
- on street parking



- » 1. Maintain existing curbs, re-stripe to three lanes
- » 2. Temporary curb extensions
- » 3. On street parking on north side of street
- » 4. Repaint crosswalks
- » 5. Pedestrian refuges at 67th St
- » 6. Placemaking at Dairy Queen

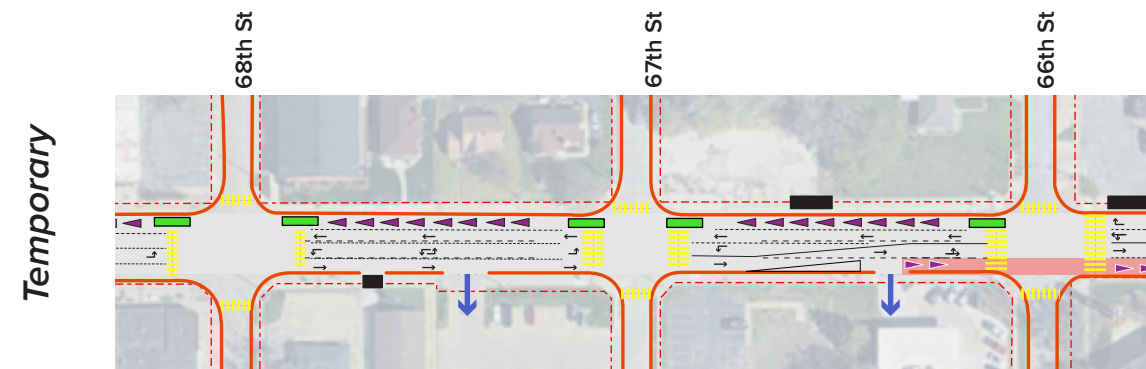


- » 1. Rebuild road to three lane
- » 2. Expand sidewalks
- » 3. Add landscaping and amenities
- » 3. Consolidate access where possible

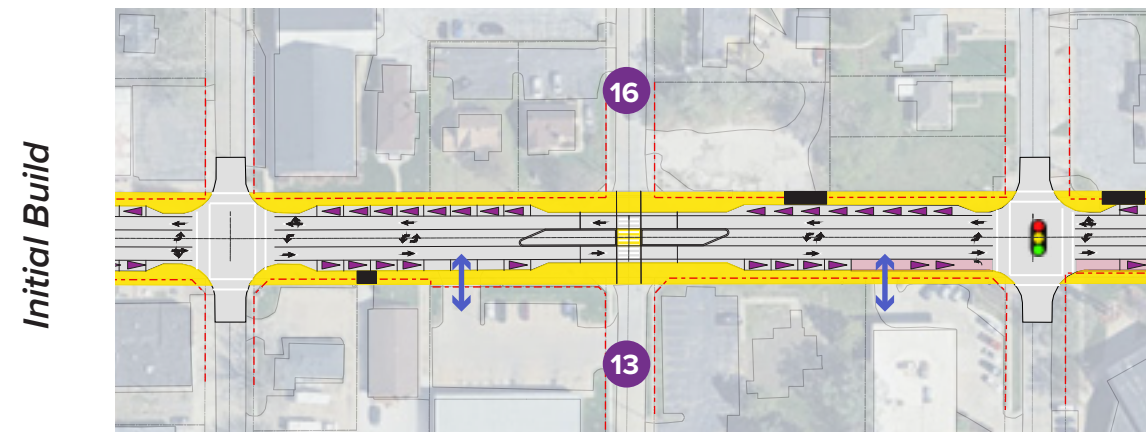


- » 1. Eliminate curb cuts by adding alleys and shared streets as development occurs
- » 2. Add amenities at big and little nodes as development occurs.

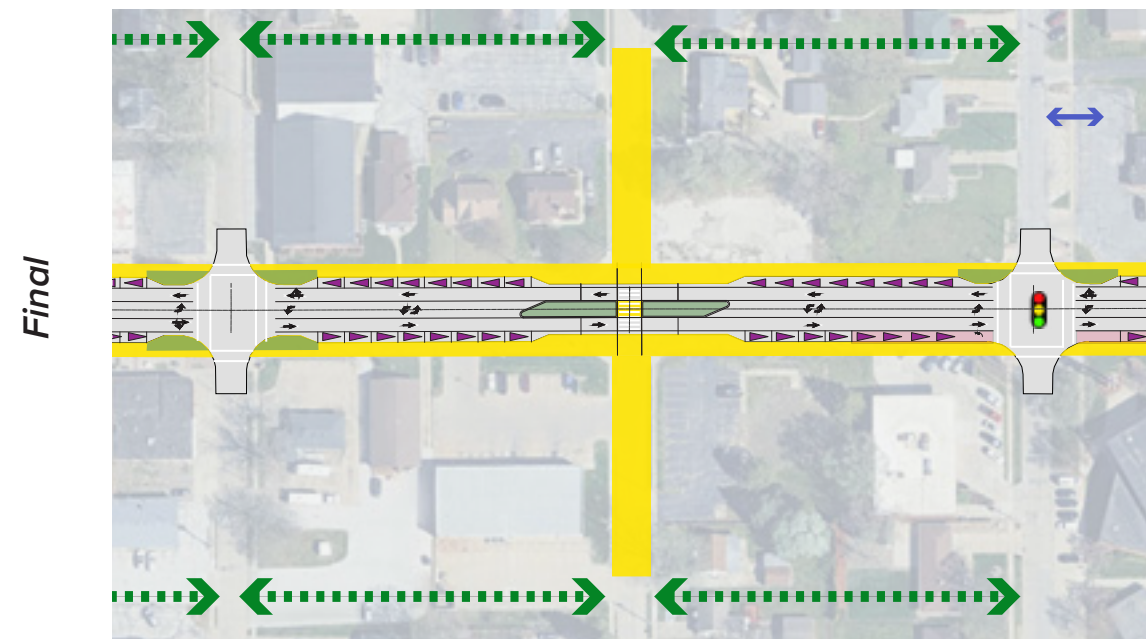
Recommendation 8: Pursue a phased strategy for redevelopment.



- » 1. Maintain existing curbs, re-stripe to three lanes
- » 2. Temporary curb extensions
- » 3. On street parking on north side of street
- » 4. Repaint crosswalks (art in the main intersections)
- » 5. Placemaking at Dairy Queen
- » 6. Consolidate access where possible



- » 1. Rebuild road to three lane
- » 2. Expand sidewalks
- » 3. Add landscaping and amenities
- » 4. Consolidate access where possible



- » 1. Eliminate curb cuts by adding alleys and shared streets as development occurs
- » 2. Add amenities at big and little nodes as development occurs.

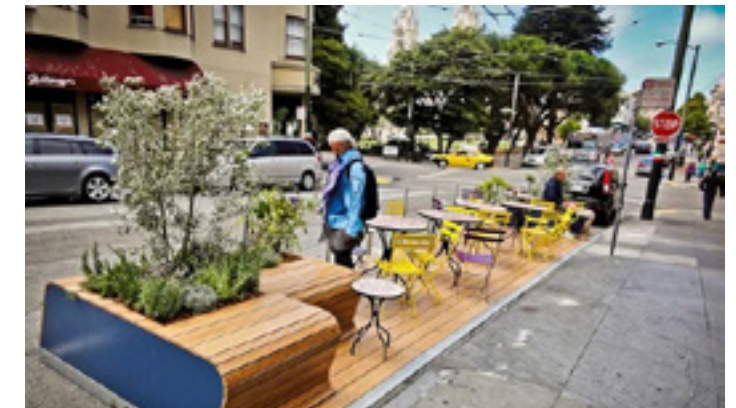
Recommendation 8: Pursue a phased strategy for redevelopment.

8c.

Invest in social infrastructure (events and placemaking) in order to establish new patterns of use and a strong sense of civic life.

A successful Downtown will require investments in social infrastructure in order for it to become a welcoming place that supports healthy public and civic life. This Plan recommends supporting investments in, placemaking, public spaces, and events in the early years of the revitalization efforts. Investments should focus on creating new patterns of use by the community which eventually will help transform the community's relationship to Downtown.

Eventually, the Downtown should consider forming a SSMID (Self Supporting Municipal Improvement District). Funds from a SSMID can be used for a wide range of purposes, including support of an operation fund. SSMID funds may also be used for establishing a capital improvements fund, issuing bonds to pay for improvement projects within the district, using district revenue for debt service (only to pay for the principal and interest of SSMID bonds) and to pay for parking fees at any facility that is within or used by the district. Those purposes must be listed when establishing a district and may be general or by the specific improvements and uses of the revenue. The council must also state the maximum tax rate that may be imposed on the properties within the district.



Recommendation 8: Pursue a phased strategy for redevelopment.

Douglas Avenue Rebuild

- A1 Underground Overhead Utilities
- A2 Douglas Avenue Reconstruction

Big Node Circulation

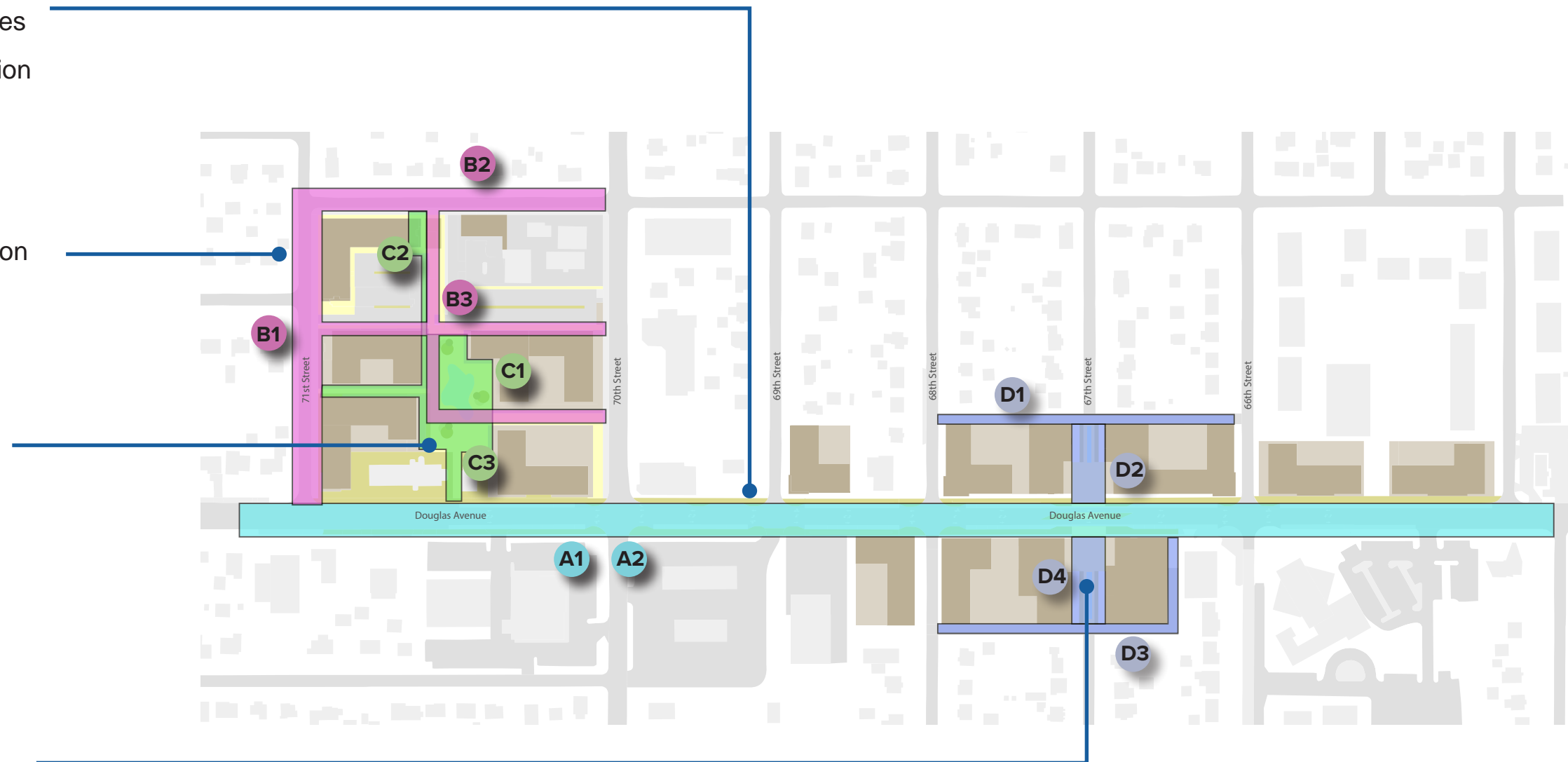
- B1 71st Street Reconstruction
- B2 Madison Avenue reconstruction
- B3 Interior "shared street"

Big Node Amenity

- C1 Interior commons
- C2 Public Amenity Area
- C3 Public amenity Area

Little Node

- D1 Alley North Construction
- D2 Public Amenity North Area
- D3 Alley South Construction
- D4 Public Amenity South Area





3. Implementation

Implementation

Implementation of the Plan will occur over many years. It will require:

- New policies and new procedures for internal operations related to redevelopment,
- New regulations for guiding and regulating private development,
- New incentives and programs to catalyze changes ,
- A new slate of capital improvements projects.

Together these policies, programs, and projects will serve as the tools by which the City can implement this plan.

Fulfillment of the Downtown Plan also requires coordination between City Departments as well as between private developers and the City. Unlike greenfield development which is relatively simple in that the regulations are clear and they apply, for the most part, evenly across all greenfield properties, redevelopment in a developed part of the City is more complicated – requiring flexibility and negotiations to achieve the desired result. This Downtown Master Plan establishes the vision and expectations for outcomes with the assumption that the area will be in a constant state of change – thereby requiring interim solutions along the way.

For example, in the areas west of Douglas Avenue, redevelopment will likely happen before completion of the full stormwater system. In this case, the City should work with the developer to create an interim solution that reduces runoff, relative to what is happening today. Part of the interim solution should be a plan for connecting into the sub regional stormwater system when it is completed.

In general, this Plan recommends starting work on the west end of Downtown, at the Big Node, and proceeding towards the east. Reconstruction of Douglas Avenue can occur independent of redevelopment along the corridor because a new roadway (with slower, calmer traffic, on street parking, and pedestrian amenities etc) is needed to change behaviors and perceptions of the area - which is needed to incentivize the development community to invest in the area.

Investments in the internal amenities (the park, plaza, shared street, etc) should occur concurrent with new development, rather than independent from it.

Summary of Efforts Needed to Advance the Master Plan into Implementation

Entitlements, Regulations and Zoning

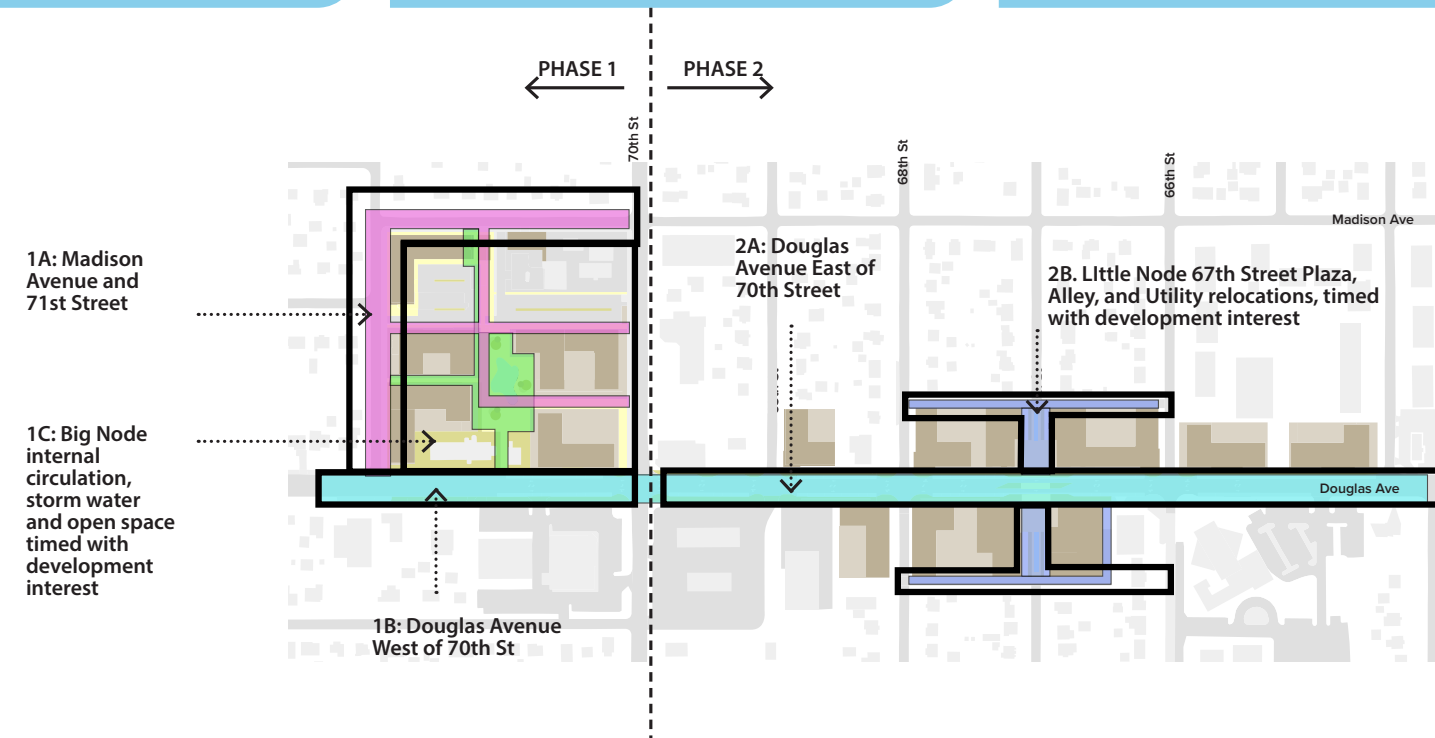
- Establish a New Zoning Category for Douglas Avenue / Downtown.
- Establish an overlay district or a new category that encourages Middle Housing
- Establish PUD guidance for the Big and Little Nodes.

Infrastructure and Capital Projects

- Rebuild Madison Ave and 71st St with On street parking
- Underground utilities
- Rebuild Douglas Avenue, west to east
- Support redevelopment with amenities within the the Big and Little Nodes

Development

- Acquire strategic properties as they become available
- Work with property owners and developers to redevelop properties according to the Master Plan
- Market the Downtown Plan to the broader development community
- Seek funding support for redevelopment
- Begin activation and social infrastructure strategies.



Recommendations

Recommendation 1:

Reconfigure Douglas Avenue as a three-lane road.

Recommendation 2:

Focus Redevelopment at Strategic Locations.

Recommendation 3:

Establish a district character and identity.

Recommendation 4:

Create a downtown district parking management plan.

Recommendation 5:

Pursue a sub-regional stormwater strategy.

Recommendation 6:

Facilitate “Middle Housing” on single-family parcels off Douglas Avenue and within Downtown.

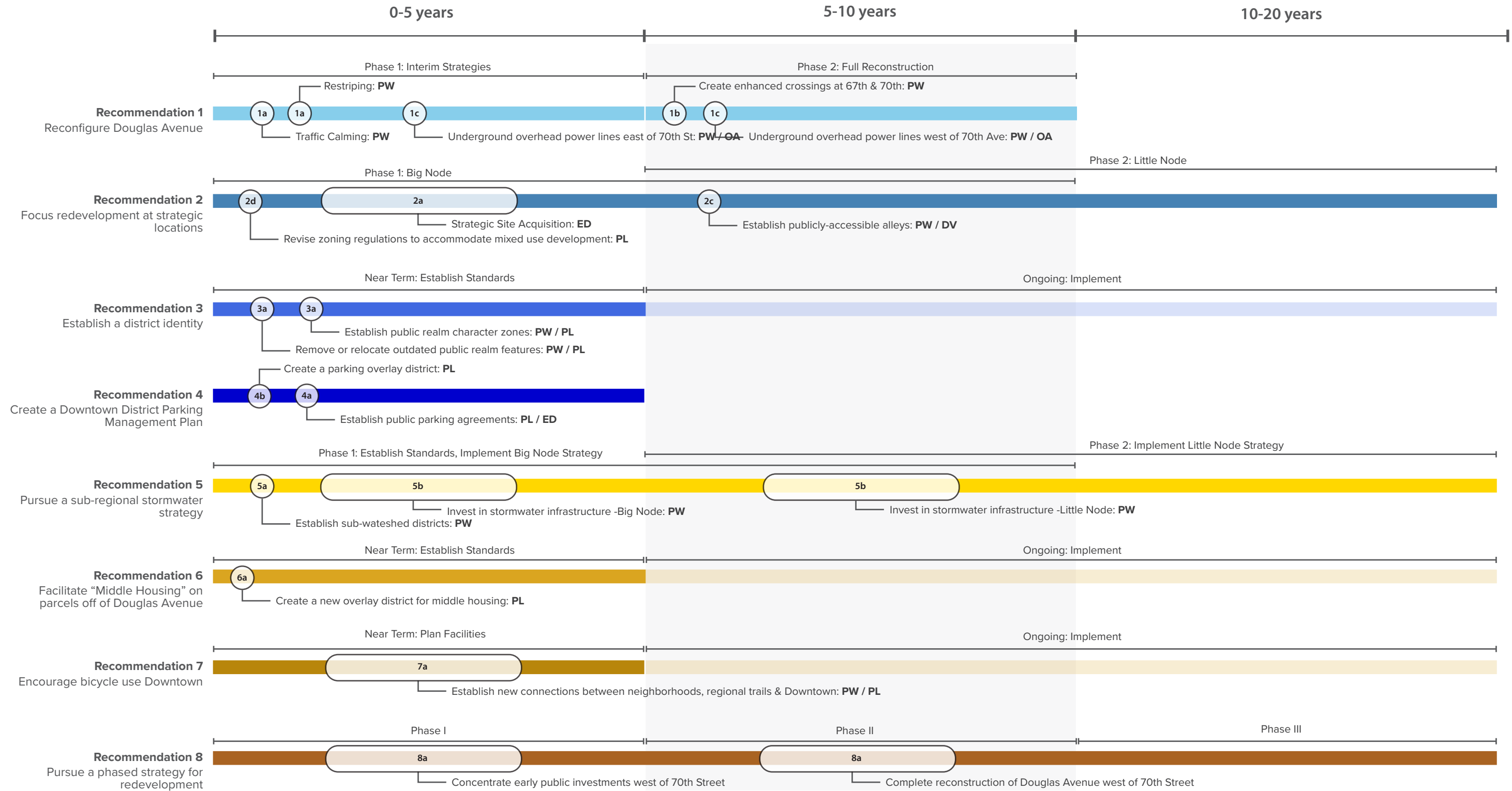
Recommendation 7:

Encourage bicycle use in Downtown.

Recommendation 8:

Pursue a phased strategy for redevelopment.

Sequencing the Master Plan



Recommendation	Sub Recommendations	Action Steps	Timing	Responsible Party
Recommendation 1 Reconfigure Douglas Avenue	1a. Prioritize pedestrian space and safety over vehicular expediency.	<ul style="list-style-type: none"> Adopt policies that prioritize pedestrian safety and activity over ease of vehicle movement. 	Phase I	City Council
		<ul style="list-style-type: none"> Reconfigure the roadway design and layout through re-striping, reconstruction, or both to a three lane section. 	Phase I, II	Public Works
		<ul style="list-style-type: none"> Utilize traffic calming measures to reduce vehicle speeds and conflicts with other transit modes. 	Phase I	Public Works
		<ul style="list-style-type: none"> Reduce or eliminate curb cuts along Douglas Avenue where feasible. 	Phase I, II	Public Works / Property Owners
		<ul style="list-style-type: none"> Activate the ground floor of new development with commercial uses or active residential uses including walk-out residential units. 	Ongoing	Planning / Property Owners
	1b. Create enhanced pedestrian crossings at major intersections including 70th Street and 67th Street.	<ul style="list-style-type: none"> Implement a new mid-block crossing at 67th Street to support new development and public realm connections. 	Phase I, II	Public Works
	<ul style="list-style-type: none"> Implement a new mid-block crossing between 70th, and 71st to support development and connections to public space. 			
	<ul style="list-style-type: none"> Implement bump-outs, medians, and other pedestrian safety measures where appropriate. 			
	1c. Bury overhead power lines where they cross Douglas Avenue and relocate them to the rear of properties along Douglas Avenue.	<ul style="list-style-type: none"> Where feasible, underground overhead power lines along Douglas Avenue in new or existing vaults. 	Phase I, II	Property Owners / Public Works / Utility Company
	<ul style="list-style-type: none"> Where burying in not feasible, relocate overhead powerlines to new or existing alleyways or behind proposed development. 			
	<ul style="list-style-type: none"> Locate utility equipment out of pedestrian thoroughfares and screen with vegetation. 			

Recommendation 2
Focus redevelopment at strategic locations

2a: Create a new mixed use node on the block north of Douglas between 70th Street and 71st Street.	<ul style="list-style-type: none"> Design a shared street to circulate vehicles to shared commercial parking spaces and provide a pedestrian thoroughfare through the block between Madison and Douglas Avenue. 	Phase I, II	Property Owners / Public Works / Planning	
	<ul style="list-style-type: none"> Concentrate residential vehicle access and commercial loading away from public realm amenities to minimize conflicts with pedestrians. 	Ongoing	Property Owners / Public Works / Planning	
	<ul style="list-style-type: none"> Design stormwater infrastructure with visible and interactive features like amenity basins and stormwater ponds that can serve as unique public realm features. 	Phase I, II	Property Owners / Public Works	
	<ul style="list-style-type: none"> Create a gateway feature to the interior of the block at Douglas Avenue that can draw activity into the center. 		Property Owners / Planning	
	<ul style="list-style-type: none"> Where feasible, adaptively reuse select existing properties for commercial use. Incorporate existing buildings into the gateway feature. 	Phase I, II	Property Owners / Economic Development / Planning	
	<ul style="list-style-type: none"> Guide groundfloor uses to activate public space. Concentrate commercial uses together and implement active residential ground floor uses like walk-out units. 	Ongoing	Property Owners / Planning	
	<ul style="list-style-type: none"> Strategic public acquisition of specific parcels will provide the City with leverage and flexibility in implementing shared infrastructure systems. 	Phase I	Economic Development	
	2b: Create a new mixed use 'Little Node' at the intersection of 67th Street & Douglas Avenue	<ul style="list-style-type: none"> Retain maximum flexibility for the plaza space as it intersects Douglas Avenue to allow for future programming, plaza activation by adjacent commercial uses, and flexible furnishing. 	Phase II, III	Public Works / Property Owners
		<ul style="list-style-type: none"> Incorporate stormwater amenity features and enhance landscaping element on the neighborhood-adjacent ends of the plaza to provide screening, space for leisure and connection, and shade. 		
		<ul style="list-style-type: none"> Orient active uses in adjacent mixed use development toward the pedestrian plaza. 	Ongoing	Property Owners / Planning
<ul style="list-style-type: none"> Incorporate stormwater functionality into the plaza to serve adjacent development. 		Phase II, III	Property Owners / Planning	

Recommendation 2
Focus redevelopment at strategic locations

<p>2c: Establish publicly-accessible alleys behind new development to accommodate vehicle access and loading</p>	<ul style="list-style-type: none"> Alley's should be constructed in conjunction with new development and accompanying street end plaza's at 67th Street. They can be publicly owned or privately owned with public access agreements. 	<p>Phase II, III</p>	<p>Property Owners / Public Works</p>
<p>2d: Revise zoning regulations to accomodate mixed use development along the corridor</p>	<ul style="list-style-type: none"> Establish setback regulations for different building frontages. 	<p>Phase I</p>	<p>Planning</p>
	<ul style="list-style-type: none"> Determine height maximum and step back requirements for upper stories. 		
	<ul style="list-style-type: none"> Define building materials minimum expecations and design guidelines for different facades. 		
	<ul style="list-style-type: none"> Eliminate maximum lot coverage and impervious surface requirements in mixed use districts. 		
	<ul style="list-style-type: none"> Establish minimum amount of retail space required for mixed use buildings. 		
<p>2e: Establish design guidance for new buildings within downtown</p>		<p>Phase I</p>	<p>Planning</p>
<p>2f: Invest strategically to enhance existing buildings, properties, and businesses.</p>	<ul style="list-style-type: none"> Concentrate on investments in existing properties that reinforce downtown character and contribute to an active pedestrian experience. 	<p>Ongoing</p>	<p>Economic Development</p>
	<ul style="list-style-type: none"> As redevelopment occurs, assist existing property owners with business expansion or relocation to help keep them in downtown Urbandale. 		
	<ul style="list-style-type: none"> Consider the development of a façade improvement program for Downtown. 		
	<ul style="list-style-type: none"> Invest in public realm enhancement like landscaping, parking lot screening, flexible furnishing that improve the pedestrian experience. 		

Recommendation 3 Establish a district identity	3a. Create different public realm character zones in the Downtown - allowing each to have its own identity consistent with it's function.		Phase I, II	Planning / Public Works
	3b. Integrate public art into the downtown through events, amenities, and infrastructure. Use public art to celebrate the unique qualities of the Downtown - its history, people, and geography.		Ongoing	Planning / Public Works
	3c. Subtly integrate relevant theme related to the identity of the Urbandale -its culture, geography, and history- into the design of the Douglas Avenue public realm.	<ul style="list-style-type: none"> Use of brick accents in the streetscape as a reference is use in the past. 	Phase II, III	Public Works/ Property Owners
		<ul style="list-style-type: none"> Use of stamped concrete sidewalk with local motif Use of locally, native, hearty, salt tolerant plant palette that support bio diversity and habitat. 		
<ul style="list-style-type: none"> Gentle use of logo or motif on customized furnishings. 		Phase II, III	Public Works	
Recommendation 4 Create a Downtown District Parking Management Plan	4a. Identify possible sites for district or public parking to support commercial uses.	<ul style="list-style-type: none"> A publicly-owned and managed lot will give the City the most control and assurance of long-term availability. 	Phase I, II	Public Works / Economic Development / Planning
		<ul style="list-style-type: none"> Publicly accessible parking should be clearly marked, and relatively affordable for short-term use. 	Phase I, II	Public Works
		<ul style="list-style-type: none"> Public parking should be time-limited. 		
		<ul style="list-style-type: none"> Public parking incorporated with private development should have an established use and access agreement. 	Ongoing	Planning
	4b. Reduce vehicle parking minimums for residential development.	<ul style="list-style-type: none"> Work in partnership with members of the development community to develop parking regulations that work for the type of projects that the community wants. 	Phase I	Planning
		<ul style="list-style-type: none"> Consider the elimination of parking requirements for private development altogether. 		
		<ul style="list-style-type: none"> Alternatively considered a "tiered" parking requirement that gives more flexibility to smaller projects. 		
<ul style="list-style-type: none"> Consider implementing shared parking agreements as an enabling tool through zoning or development agreements. Coordinate parking considerations across the Downtown district. 				

Recommendation 4
Create a Downtown District Parking Management Plan

Recommendation 5
Pursue a sub-regional stormwater strategy

<p>4c. Establish a minimum amount of public parking for commercial uses.</p>	<ul style="list-style-type: none"> • New mixed-use development should provide public parking for commercial uses at a ratio of 1 space per 500 square feet of commercial retail space. • For restaurant uses, public parking should be provided at a ratio of 1 space per 200 square feet of commercial space. • Parking that is provided in a shared lot that is accessible to the commercial use should be counted toward the requirements. • Allow shared parking agreements between properties. • Public parking should be clearly marked and easily accessible from Douglas Avenue 	<p>Ongoing</p>	<p>Planning</p>
<p>4d. Implement metered and/or time-limited on-street parking on Douglas Avenue</p>	<ul style="list-style-type: none"> • On-street parking should be metered and/or time-limited to facilitate turn over. • Incorporate specific strategies to accommodate parent pick-up and drop-off at St. Pius School, including queuing on 64th Street and a portion of Douglas Avenue at limited times of the day. • Work with St. Pius to adjust existing pick-up/drop-off patterns to eliminate queuing on Douglas Avenue. This should include internal operations (such as staggering pick up times) as well as circulation changes. 	<p>Phase I, II</p>	<p>Public Works</p>
<p>4e. Facilitate vehicular access to redevelopment sites off Douglas Avenue</p>	<ul style="list-style-type: none"> • At the 'Little Node' facilitate vehicle access on the side streets and at the shared rear alleyways. • At the 'Big Node', focus vehicle access from the side streets off of Douglas Avenue. • Establish standards for developers to follow when rebuilding elements of the public realm upon redevelopment. 	<p>Phase II, III</p>	<p>Planning / Public Works</p>
<p>5a Establish sub watershed areas in which new public areas will handle the storage needs of redevelopment</p>	<ul style="list-style-type: none"> • New stormwater infrastructure should multi-function as amenity space wherever possible. • Interim solutions for stormwater may be required due to sequencing of downstream improvements. 	<p>Phase II, III</p>	<p>Public Works</p>
<p>5b Invest in an integrated green stormwater infrastructure system at both the Big and Little Nodes in order to stimulate redevelopment</p>			

Recommendation 6
Facilitate “Middle Housing” on parcels off of Douglas Avenue

<p>6a. Create a new zoning district or special overlay district that allows for the redevelopment or adaptive reuse of single-family parcels into multi-unit housing.</p>	<ul style="list-style-type: none"> • Establish face to face relationships between common zoning categories. • Regulate building envelope (its form and scale - width, depth height) rather than number of units and density, in order to deliver predictable results. • Maintain the house scale of neighborhoods by limiting the building height to or 35 ' as measured to mid point of peak • Prohibit attached or tuck under garages that face and dominate the street. • Modify parking requirements for single family homes. • Consider reduction of minimum lot size and width to create flag lots. • Consider allowing ADU's as of right, rather than as a CUP. • Consider reductions of front yard setbacks or limited projections into front yard setbacks in exchange for frontage amenities. • Create modified setbacks and smaller lot sizes for corner properties. • Add flexibility with non-residential uses directly behind the corridor; consider of live work units and/ or more opportunities for home occupation. 	<p>Phase I</p>	<p>Planning</p>
<p>6b. Facilitate limited lot consolidation for redevelopment of single-family parcels immediately behind the corridor.</p>		<p>Ongoing</p>	<p>Planning</p>

Recommendation 7
Encourage bicycle use Downtown

7a Create bike connections between nearby neighborhoods, regional trails and the Downtown.	<ul style="list-style-type: none"> In order to provide a safe bike crossing of Douglas Avenue, align the neighborhood bikeway on 67th or 66th Street 	Ongoing	Planning / Public Works / Partner Agencies
	<ul style="list-style-type: none"> Provide clear street markings in the neighborhoods to direct cyclists to the Big and Little Nodes 		
	<ul style="list-style-type: none"> In general, cyclists should be encouraged to come to Downtown, but to lock their bike upon arrival and walk to destinations within Downtown. 		
7b Provide bicycle parking, bike amenities and bike facilities in the public realm at both the Big and Little Nodes.	<ul style="list-style-type: none"> Safe, accessible, visible and well designed bike racks and storage areas will help encourage cycling to Downtown. 	Ongoing	Planning / Public Works
	<ul style="list-style-type: none"> Work with local bike community to ensure public realm design considers needs of cyclists of all abilities. 		
7c Require short and long-term bicycle parking for new development.	<ul style="list-style-type: none"> Provide a minimum amount of indoor and secure bicycle parking in residential development. 	Ongoing	Planning
	<ul style="list-style-type: none"> Design bike parking in residential developments to make it easier for people to use bikes instead of cars for short trips. 		

Recommendation 8
Pursue a phased strategy for redevelopment

8a. Concentrate public initial investments west of 70th Street to support early redevelopment efforts in the Big Node		Phase I, II	Economic Development / Planning / Public Works
8b. Support interim solutions with low cost pilot projects prior to full execution of infrastructure projects.		Phase I	
8c. Invest in social infrastructure (events and placemaking) in order to begin establishing new patterns of use.		Ongoing	
8d. Pursue strategic property acquisition to facilitate redevelopment throughout the corridor		Phase I	