“COLLABORATIVE COMMUNITY-BASED DESIGN IS THE FOUNDATION TO A SUCCESSFUL PROJECT”
UNIVERSITY AVENUE | CORRIDOR REDESIGN

1. PROCESS AND SCHEDULE
2. REVIEW OF PAST MEETINGS
3. CORRIDOR CHARACTER
4. REVISED TRAFFIC STUDY FINDINGS
5. CORRIDOR DRAFT LAYOUTS
6. BREAKOUT DISCUSSION
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SCHEDULE / TIMELINE

Project Kickoff

CONCEPT DEVELOPMENT

[CSA/Stakeholder and Public Input]

CSA Meetings

Stakeholder Group Meetings

Final Presentation of Concepts

Survey – Feedback on Concepts

CSA Recommendation to Council

Present Plan for Council Approval

Final Design

Construction

- July 2017
- 8/1, 9/6, 11/6, 12/18
- 8/9, 12/4
- January 2018
- January 2018
- February 2018
- March 2018
- April-October 2018
- 2019-2020
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GOALS FOR THIS MEETING

+ Review of past meetings

+ Define the branding / character styles

+ Review of revised Traffic Study as it relates to corridor redesign opportunities

+ Discuss and refine corridor draft layouts
FINDINGS FROM STAKEHOLDER MEETINGS

HIGHLIGHTS TO BUILD FROM…

+ Increase **foot traffic**
+ More **green space**
+ Create strong, cohesive **brand/identity**
+ Add wayfinding signage and **monuments**
+ Make the **corridor multi-modal**
+ More **walkable**, enhanced pedestrian zone
+ Incorporation of **bike facilities** (in some form or fashion)
+ Themes: coal mining **history**, post-modern, midcentury
+ **Brick + metal** material palette
+ Analyze **parking** / add more?
FINDINGS FROM CSA MEETINGS
HIGHLIGHTS TO BUILD FROM…

Overall Corridor Design Considerations
+ Implement an upper level of design character
+ Make corridor comfortable and relaxing to help businesses and bring in businesses
+ Style transitions between different corridor land uses
+ Embrace the community character of integrated residential
+ Add spots of color
+ Green Infrastructure with raingardens and native plants
+ Consider how to buffer road noise
+ Create usable public space that has purpose (not like 66th street)
+ Establish attractions and nodes (i.e. purpose for benches to face away from road)
+ Seasonal character items/elements
Vision for Branding and Character
+ Sharp, comfortable, shiny, bold, unique
+ Brick is prevalent within community
+ Sustainable materials and practices
+ Some mid-century look, but not too much
+ Incorporate some existing style into new elements
+ Show forward progress into 21st century

Multimodal
+ Off-street bike with pedestrian accommodations
+ Attract people to places by bikes
+ Safe crossings – Accommodations for bike, bus, pedestrian, and car
+ Incorporate opportunities for community events on/adjacent to corridor
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PROJECT GOALS

Create a **SAFER** corridor for all users

Create a **MULTIMODAL** street - a corridor for everyone

Establish community **BRANDING + IDENTITY**

Focus on **ECONOMIC GROWTH** - create a more prosperous corridor

Implement a plan that is **COMMUNITY SUPPORTED + TECHNICALLY SOUND**
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Who is here today?

A. Business Owner/Rep.
B. Business Tenant
C. Corridor Resident
D. Non-Corridor Resident
E. Other

A. 25%
B. 8%
C. 8%
D. 33%
E. 25%
A. Restrict elements to existing ROW only
B. Propose easements as needed to fit
C. Unsure at this time
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TRADITIONAL CHARACTER
Is a Traditional Design Style appropriate for University Ave?

A. Yes
B. Some Items
C. No
D. Unsure
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TRADITIONAL GATEWAY ELEMENTS

DESIGN GATEWAY CONCEPTS

ESTABLISHED CHARACTER
Should the University elements relate to the Colby Park signage

A. Yes as sketched
B. Only the brick
C. Only the shape
D. No, should not relate

[Bar chart showing distribution: 70% for A, 20% for B, 10% for C, 0% for D]
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INNOVATIVE CHARACTER
Is an Innovative Design Style appropriate for University Ave?

A. Yes
B. Some Items
C. No
D. Unsure

- A: 0%
- B: 20%
- C: 70%
- D: 10%
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INNOVATIVE GATEWAY ELEMENTS

DESIGN GATEWAY CONCEPTS

CHARACTER IMAGES
Should the University gateway elements relate to the Hickman & 63rd gateway?

A. Yes they should match
B. Only the brick and limestone
C. Only the shape
D. No, should not relate

- A: 91%
- B: 9%
- C: 0%
- D: 0%
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MID-CENTURY MODERN CHARACTER
Is a Mid-Century Design Style appropriate for University Ave?

A. Yes
B. Some Items
C. No
D. Unsure

75%
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MID-CENTURY MODERN GATEWAY ELEMENTS

DESIGN GATEWAY CONCEPTS

CHARACTER IMAGES
How should color be used in the corridor? (select all that apply)

A. Creative use of paver colors
B. Accent colors on monuments
C. Signs and banners
D. Light poles
E. Flowering plants
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MULTIMODAL OPPORTUNITIES

+ Review of revised Traffic Study as it relates to corridor redesign opportunities

+ Discuss corridor draft layouts

FULL CORRIDOR LAYOUTS WILL BE AVAILABLE AFTER PRESENTATION
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### PLANNED AREA IMPROVEMENTS

<table>
<thead>
<tr>
<th>Location</th>
<th>Improvements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Des Moines</td>
<td>Cummins Parkway</td>
</tr>
<tr>
<td>Clive</td>
<td>None</td>
</tr>
<tr>
<td>West Des Moines</td>
<td>Buffalo Road&lt;br&gt;Center Street Connection&lt;br&gt;73rd Connection Study</td>
</tr>
<tr>
<td>Windsor Heights</td>
<td>Commercial Development&lt;br&gt;Center Street Connection</td>
</tr>
</tbody>
</table>
+Planning for complete streets in mind
+Part of overall Des Moines transportation plan in progress
+Plans for potential 3 lane section along University
+ Requires council approval
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TRAFFIC ANALYSIS

- Additional traffic counts, modeling, and turning movement analysis from previous study
- Review of multiple turn lane configuration options
- Planned for growth of traffic and commerce
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TRAFFIC ANALYSIS

Additional traffic counts and turning counts from previous study

Key counts were added within corridor to more fully understand impacts
TRAFFIC ANALYSIS

Review of multiple turn lane configuration options

- Left and right turn lanes for key intersections
- Median/no median was reviewed
TRAFFIC STUDY UPDATE

Planned for growth of traffic and commerce

+ Traffic growth above the MPO traffic model was used to be conservative
+ Future development was integrated into the study
Conversion to three lane with turn lanes at key intersections is possible with little change to LOS even in future growth.

Three lane conversion opens up opportunities for multimodal and streetscape elements, wayfinding, safety.
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CORRIDOR REDESIGN ALTERNATIVES

FULL CORRIDOR LAYOUTS WILL BE AVAILABLE AFTER PRESENTATION
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MULTIMODAL 4-LANE CONCEPT

(OFF-STREET RETAIL USE AREA)

FULL CORRIDOR LAYOUTS WILL BE AVAILABLE AFTER PRESENTATION
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MULTIMODAL 4-LANE CONCEPT
(Off-street retail use area)

SECTION A-1: 4-LANE MULTI-USE TRAIL
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MULTIMODAL 4-LANE CONCEPT
(RESIDENTIAL USE AREA)
MULTIMODAL 4-LANE CONCEPT

(RESIDENTIAL USE AREA)

SECTION B-1: 4-LANE MULTI-USE TRAIL

1" = 5'-0"
What do you like about the 4-Lane Concept?  
(select all that apply)

A. Lane widths  
B. 10’ multi-use trail  
C. Limited on-street parking  
D. Partial center turn lane  
E. Limited enhancement space

- A. Lane widths: 29%  
- B. 10’ multi-use trail: 25%  
- C. Limited on-street parking: 13%  
- D. Partial center turn lane: 25%  
- E. Limited enhancement space: 8%
What do you dislike about the 4-Lane Concept?
(select all that apply)

A. Lane widths
B. 10’ multi-use trail
C. Limited on-street parking
D. Partial center turn lane
E. Limited enhancement space

13%  13%  40%  13%  20%
MULTIMODAL 3-LANE CONCEPT
(Off-Street Retail Use Area)
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MULTIMODAL 3-LANE CONCEPT
(OFF-STREET RETAIL USE AREA)

SECTION A-1: 3-LANE MULTI-USE TRAIL
1" = 5'-0"
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MULTIMODAL 3-LANE CONCEPT
(RESIDENTIAL USE AREA)
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MULTIMODAL 3-LANE CONCEPT
(RESIDENTIAL USE AREA)

SECTION B-1': 3-LANE MULTI-USE TRAIL
1" = 5'-0"
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MULTIMODAL ENHANCEMENT OPPORTUNITIES

MONUMENTATION, LIGHTING, SIDEWALK, AND LANDSCAPE IMPROVEMENTS

Business District Enhancement
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MULTIMODAL ENHANCEMENT OPPORTUNITIES

TRANSIT NODE / PLAZA SPACE
What do you like about the 3-Lane Concept?
(select all that apply)

A. Lane widths
B. 12’ multi-use trail
C. Additional on-street parking
D. Continuous center turn lane
E. Additional enhancement space
What do you dislike about the 3-Lane Concept? (select all that apply)

A. Lane widths
B. 12’ multi-use trail
C. Additional on-street parking
D. Continuous center turn lane
E. Additional enhancement space
What draft layout would you like to see developed in more detail

A. 4-lane concept
B. 3-lane concept
C. Other

A. 23%
B. 69%
C. 8%
"It is place, permanent position in both the social and topographical sense, that gives us our identity.”

- J.B. Jackson