“COLLABORATIVE COMMUNITY-BASED DESIGN IS THE FOUNDATION TO A SUCCESSFUL PROJECT”
GOALS FOR THIS MEETING

+ Review of Stakeholder Meeting
+ Public open house discussion and questions
+ Define the branding / character styles
+ Discuss and refine corridor draft layouts
**SCHEDULE / TIMELINE**

**CONCEPT DEVELOPMENT**

- Project Kickoff: July 2017
- CSA/Stakeholder and Public Input
  - CSA Meetings: 8/1, 9/6, 11/6, 12/18
  - Stakeholder Group Meetings: 8/9, 12/4

**Final Presentation of Concepts**: January 8, 2018
**Survey – Feedback on Concepts**: January 2018
**CSA Recommendation to Council**: February 19, 2018
- Present Plan for Council Approval: March 2018
- Final Design: April-October 2018
- Construction: 2019-2020
UNIVERSITY AVENUE | CORRIDOR REDESIGN

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**
DECEMBER STAKEHOLDER MEETING
HIGHLIGHTS TO BUILD FROM…

+ Gateway monuments should relate to 63rd and Hickman
+ Build upon current established character
+ Add a mid-century modern twist to traditional
+ Incorporate kiosk elements for community info
+ Capitalize on view across entire city with monuments
+ Brick + metal material palette
+ Lighting with street lamp and pedestrian lamp
+ More walkable, enhanced pedestrian zone
+ Incorporation of bike facilities (in some form or fashion)
+ Streetscape needs to relate to adjacent use
STAKEHOLDER HIGHLIGHTS continued…

- Keep residents in mind during all design decisions
- Broad brush stroke corridor design is not appropriate
- Do not restrict any turning movements with medians
- Consider snow removal procedures
- Multiuse trail maintenance and upkeep responsibility
- Caution to be given to reducing driveway lengths
- No on-street parking by residential driveways
- Consider more on-street parking between 66th and 67th
Next Step...
Public Open House and Polling

+ Monday, January 8th
+ Presentation
  + Project Need – Why are we here
  + Project Goals
  + Traffic Report
  + Polling and Voting Options
+ Online materials
  + Polling online…same materials…same comment options
  + Restrict polling to WH addresses (2 per address)
INTERACTIVE POLLING & VOTING
[sample]

How will you use Response Technology?

1. Increase Engagement
2. Assess Understanding
3. Improve Retention
4. Data Collection
5. Attendance Tracking
6. Demographics and Reporting
Interactive Polling & Voting Response Card Test

A. I’m Here

Successful Voting

Response not received
Who is here today?

A. City Council / Staff
B. Utility Groups
C. MPO Staff
D. Business Owners
E. Other Acting Authorities
BRANDING & IDENTITY

+ Highlight gateways and entry points [63rd-73rd]

+ Commercial District Focal Points [65th-66th]

+ Kiosks, informational panels, and wayfinding

+ Elements repeated along corridor
CORRIDOR BRANDING OPPORTUNITIES

- PRIMARY GATEWAY / MONUMENT
- SECONDARY MONUMENT
- WAYFINDING/ KIOSK TRAIL MARKERS
A. Restrict elements to existing ROW only
B. Propose easements as needed to fit [NOT RESIDENTIAL PROPERTY]
C. Unsure at this time

[totals to be displayed after polling]
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BRANDING & IDENTITY CHARACTER

+ Traditional Style [similar to existing]

+ Mid-Century Modern [style from 40’s to 60’s]

+ Traditional with Mid-Century Modern Elements

What is your style?
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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, use the same
B. Only the materials
C. Only the shape
D. No, should not relate

[active polling]
MID-CENTURY MODERN CHARACTER
UNIVERSITY AVENUE | CORRIDOR REDESIGN

Is a Mid-Century Design Style appropriate for University Ave?

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

30%  30%  40%  0%

[active polling]
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MID-CENTURY MODERN GATEWAY ELEMENTS

DESIGN GATEWAY CONCEPTS

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

A. Yes, they should relate
B. Only the materials
C. Only the shape
D. No, should not relate

[active polling]
Is an Modern~Traditional Mix appropriate for University Ave?

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

[totals to be displayed after polling]
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MODERN~TRADITIONAL MIX 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

[totals to be displayed after polling]
<table>
<thead>
<tr>
<th>Location</th>
<th>Projects/Improvements</th>
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</table>
| DES MOINES          | Cummins Parkway Bike Amenities
                    | Douglas Avenue
                    | [currently studying a 3-lane conversion]  |
|                     | University Ave
                    | [currently studying a 3-lane conversion]                  |
| CLIVE               | University is already reduced to 3-lane
                    | Possible future streetscape improvements project          |
| WEST DES MOINES     | Buffalo Road Bike Amenities
                    | Center Street Bike Connection
                    | 73RD Bike Connection Study                           |
| WINDSOR HEIGHTS     | Commercial Development
                    | Center Street Bike Connection                           |
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CORRIDOR LAYOUT OPPORTUNITIES

+ What are the corridor’s priorities
+ 4-Lane and 3-Lane redesigns
+ Discuss corridor draft layouts

FULL CORRIDOR LAYOUTS WILL BE AVAILABLE AFTER PRESENTATION
Corridor Priorities & Opportunities
- Project Goals -

Create a **SAFER** corridor for all users

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Implement a plan that is **COMMUNITY SUPPORTED + TECHNICALLY SOUND**
Mid-Block Conflict Points

Four-Lane Undivided

Three-Lane

FHWA Design Guide
Crossing and Through Traffic Conflict Points

Four-Lane Undivided

Three-Lane

+ FHWA Design Guide
Left-Turn Sight Distance

Four-Lane Undivided
(Outside Lane Traffic Hidden by Inside Lane Vehicle)

Three-Lane
(No Hidden Vehicles)

+ FHWA Design Guide
What should the Priority be for University Ave?

A. Improving Traffic and Pedestrian safety while maintaining acceptable traffic flow

B. Moving auto traffic with a minimum amount of delay without corridor safety improvements

C. Unsure at this time.

A. 91%
B. 9%
C. 0%

[totals to be displayed after polling]
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CORRIDOR REDESIGN ALTERNATIVES

FULL CORRIDOR LAYOUTS WILL BE AVAILABLE AFTER PRESENTATION
UNIVERSITY AVENUE | CORRIDOR REDESIGN

FULL CORRIDOR LAYOUTS WILL BE AVAILABLE AFTER PRESENTATION

MULTIMODAL 4-LANE CONCEPT
(OFF-STREET RETAIL USE AREA)

Considerations

+ Narrower lanes [11’]
+ Turn lanes same as existing
+ Corridor narrowed to allow trail on south
+ Streetlights closer to road
MULTIMODAL 4-LANE CONCEPT
(OFF-STREET RETAIL USE AREA)

SECTION A: 4-LANE MULTI-USE TRAIL
[red line is existing]
Considerations

+ Narrower lanes [11’]
+ No designated turns – all through lanes
+ Corridor shifted north to allow trail on south
+ Streetlights closer to road
MULTIMODAL 4-LANE CONCEPT
(RESIDENTIAL USE AREA)

SECTION B: 4-LANE MULTI-USE TRAIL
[red line is existing]
A. Lane configuration stays the same as current
B. Reduced lane widths [11’]
C. Narrow multi-use trail [10’]
D. Left turn lane only used for signalized intersections and major commercial drives
E. I have no likes at this time [Please fill out a comment card]
What do you dislike about the 4-Lane Concept? (select all that apply)

A. Lane configuration stays the same as current
B. Reduced lane widths [11’]
C. Narrow multi-use trail [10’]
D. Left turn lane only used for signalized intersections and major commercial drives
E. I have no dislikes at this time

[Please fill out a comment card]
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FULL CORRIDOR LAYOUTS WILL BE AVAILABLE AFTER PRESENTATION

MULTIMODAL 3-LANE CONCEPT

(OFF-STREET RETAIL USE AREA)

Considerations

+ Designated right turn lane at signals
+ Continuous center turn lane
+ Designed traffic calming elements
+ Shorter pedestrian crossings
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MULTIMODAL 3-LANE CONCEPT
(OFF-STREET RETAIL USE AREA)

SECTION A: 3-LANE MULTI-USE TRAIL
[red line is existing]
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FULL CORRIDOR LAYOUTS WILL BE AVAILABLE AFTER PRESENTATION

MULTIMODAL 3-LANE CONCEPT

(RESIDENTIAL USE AREA)

Considerations

- Keep existing north curb line
- Widen residential drive entrances
- Center turn lane
- Keep existing trees along property lines
MULTIMODAL 3-LANE CONCEPT
*(RESIDENTIAL USE AREA)*

**SECTION B: 3-LANE MULTI-USE TRAIL**
[red line is existing]
“MAIN STREET” DISTRICT

Considerations

+ Focal point for shops and retailers
+ 24 on-street parking stalls
+ Multimodal accommodations
+ Pedestrian hub / accommodations
+ Secondary monuments denoting special area
MULTIMODAL ENHANCEMENT OPPORTUNITIES

TRANSIT NODE / PLAZA SPACE

- Bus shelter accommodations - all stops
- Landscape enhancement space
- Multimodal circulation
- Informational signage
- Optional art integration
What do you like about the 3-Lane Concept? (select all that apply)

A. 3-Lane configuration with continuous center turn lane
B. Keeping current lane widths [12’]
C. Wider 12’ multi-use trail
D. Additional on-street parking between 65th and 66th
E. I have no likes at this time

[Please fill out a comment card]
What do you dislike about the 3-Lane Concept? (select all that apply)

A. 3-Lane configuration with continuous center turn lane
B. Keeping current lane widths [12’]
C. Wider 12’ multi-use trail
D. Additional on-street parking between 65th and 66th
E. I have no dislikes at this time

[Please fill out a comment card]
What draft layout would you like to see carried forward in more detail?

A. 4-lane concept
B. 3-lane concept
C. None

[Please fill out a comment card]

Review the concepts
Ask questions
Provide comments

Adjust your answer as many times as needed

[active polling]
"It is place, permanent position in both the social and topographical sense, that gives us our identity."

- J.B. Jackson

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