“COLLABORATIVE COMMUNITY-BASED DESIGN IS THE FOUNDATION TO A SUCCESSFUL PROJECT”
AGENDA FOR TONIGHT

1. PROJECT BACKGROUND
2. AREA PLANNED IMPROVEMENTS
3. SUMMATION OF WORK TO DATE
4. COMPLETE STREETS ADVISORY COMMITTEE
5. CONSTRUCTION CONSIDERATIONS
6. NEXT STEPS
7. ENDORSEMENT
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Project Location
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PROJECT NEED

Pavement & infrastructure
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PROJECT NEED

Safety
PROJECT NEED

Mobility for all users
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PROJECT NEED

Corridor identity and placemaking
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PROJECT NEED

Branding Windsor Heights
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IDENTIFIED 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
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 uses, improved safety, enhanced streetscape elements, and wayfinding incorporation
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TRANSPARENT COMMUNITY INVOLVEMENT PROCESS

Concept Development: July – December 2017
[Public, CSA, and Stakeholder Involvement]
Public Meeting – Kickoff: 7/10
CSA Meetings: 8/1, 9/6, 11/6, 12/18
Stakeholder Group Meetings: 8/9, 12/4

Final Presentation of Concepts: January 8, 2018
Public Survey - Project Feedback: January 2018
CSA Recommendation for Council: February 19, 2018
Seek Council Endorsement: March 19, 2018
Final Design and Fundraising: April-October 2018
Construction: 2019-2020
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EVOLUTION OF CONCEPTS THROUGH PUBLIC / COMMITTEE / TECHNICAL REVIEW

Character Imagery

Multiple Layouts Concepts

Gateway Monument Concepts
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FUTURE AREA IMPROVEMENTS

WINDSOR HEIGHTS

COMMERCIAL DEVELOPMENT
CENTER STREET – Bike connection

CLIVE

UNIVERSITY AVE - already reduced to 3-lane with multi-purpose trail
Discussion of possible future streetscape enhancements on University

WEST DES MOINES

BUFFALO ROAD – Bike amenities
CENTER STREET – Bike connection
73RD STREET – Bike & pedestrian connection study

DES MOINES

CUMMINS PARKWAY – On road bike amenities
DOUGLAS AVENUE
[studying a 3-lane conversion]
UNIVERSITY AVE
[studying a 3-lane conversion 63rd to 42nd]
[implementing 3-lane conversion around Mercy Hospital]
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COMPLETE STREETS ADVISORY COMMITTEE
FINAL RECOMMENDATION
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COMPLETE STREETS ADVISORY COMMITTEE
FINAL RECOMMENDATION

Road Alignment of Redesigned 3-Lane
CORRIDOR REDESIGN

CSA RECOMMENDED ELEMENTS OF REDESIGNED 3-LANE

Incorporation of 12' wide Multi-Use Trail

SECTION CUT 'A' | 3-LANE MULTI-USE TRAIL

SECTION CUT 'B' | 3-LANE MULTI-USE TRAIL
CSA RECOMMENDED
ELEMENTS OF REDESIGNED 3-LANE

City Adoption of Multi-use Trail for Maintenance and Liability
CSA RECOMMENDED
ELEMENTS OF REDESIGNED 3-LANE

Aesthetics and Branding Enhancements
- Monuments and signage
- Bus stop enhancements w/ DART supplied shelters
- Landscape and plaza improvements
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CSA RECOMMENDED
ELEMENTS OF REDESIGNED 3-LANE

Increase Posted Speed Limit to 30 mph

![Signs showing speed limit increase from 25 to 30 mph]
Converting roadway cross-section from four lanes to three lanes (two through lanes with center turn lane) has been associated with:

- 29% decrease in crashes on minor arterials
- 37% decrease in crashes on urban high traffic streets
- 53% decrease in crashes in suburban streets

Source: Summary Report: Evaluation of Lane Reduction "Road Diet" Measures and Their Effects on Crashes and Injuries FHWA-HRT-04-082
Traffic Calming as recommended by the CSA works best when:

- The roadway has a moderately high density of driveways and other uncontrolled access
- Speeding contributes to safety problems
- Pedestrians and others crossing/accessing the main corridor have higher exposure when crossing
- Multiple lanes exist on each approach
- No center turn lane exists (in current residential area)

Source: Summary Report: Evaluation of Lane Reduction "Road Diet" Measures and Their Effects on Crashes and Injuries FHWA-HRT-04-082
Access to mobility is crucial to thrive economically, socially and physically

• All travelers seek a similar experience: Convenience, safety, comfort, access to destinations, reasonable travel time...

• CSA design recommendations allows the corridor to operate as a safer, more comfortable, and more convenient facility for all users—pedestrians, bicyclists, motorists and transit riders of all ages and abilities.
Establish community **BRANDING + IDENTITY**

Develop positive, brand recognizable image for the corridor to encourage commerce and placemaking
RECOMMENDATION IN LINE WITH PROJECT GOALS

Focus on ECONOMIC GROWTH - create a more prosperous corridor

Boomers and Millennials have similar preferences for walkable, mixed use neighborhoods

Improving WalkScore by just one point can improve the value of a home by as much as $3,000

Value of office, and retail properties located on complete streets increases by more than 15%

Source: The Livability Economy: People, Places and Prosperity online at aarp.org/livability-economy
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RECOMMENDATION IN LINE WITH PROJECT GOALS

Implement a plan that is **COMMUNITY SUPPORTED + TECHNICALLY SOUND**

Balanced approach for all users based on technically sound, conservative design principals
CONSTRUCTION CONSIDERATIONS

PILOT PROGRAM CONSIDERATIONS

CONSTRUCTION SEQUENCING FOR BUSINESS ACCESS

KEEP TRAFFIC FLOWING DURING CONSTRUCTION

STRETCH DOLLARS TO ALIGN WITH FUNDING AVAILABLE
NEXT STEPS [APRIL 2ND]

- PRIORITIZE – PHASE – MATCH FUNDING
- DISCUSS FUNDING AND PHASED INSTALLATION APPROACH
- FINAL DESIGN AND DOCUMENTATION CONSIDERATIONS
ENDORSEMENTS

- The Des Moines Area MPO Recommends the 3-lane configuration as a safer, more efficient design
- The project supports the goals of the MPO’s Mobilizing Tomorrow
February 9, 2018
Elizabeth Hansen, City Administrator
City of Windsor Heights
1146 66th Street Suite 1
Windsor Heights, Iowa 50324

RE: University Avenue Recommendation

Dear Ms. Hansen,

The Board of Directors of the Windsor Heights Chamber of Commerce has been involved in discussions regarding University Avenue for the past six months. Several members of our Board have been involved in the public forums and stakeholder meetings. With regularity they report back to the Board with information gleaned from these events.

On January 31, 2018 the Board discussed the options presented with regard to the potential redesign of University Avenue and we, on behalf of our membership, recommend the two/three lane redesign for the following reasons:

- **Economic Development** – The Board believes this “traffic calming” will play a major role in allowing Windsor Heights to reclaim a “Main Street” that will then boost commercial activity and investment and be a major assistance to our current and future members;
- **Commercial Taxes** – Increased commercial activity and investment, we believe, will allow the city to become more fiscally secure;
- **Destination vs. Pass Through** – The Board believes this redesign will create a more welcoming environment and provide a wide range of mobility options for citizens and those who visit Windsor Heights and allow us to become more of a destination than a “pass through”;
- **Safety Issues** – The Board feels that this option provides a safer environment for pedestrians, cyclists and motor vehicle operations;
- **Public Relations** – We believe this option will allow Windsor Heights to justify the current speed limit and, when accomplished, will diminish the necessity of the Automated Traffic Cameras which has caused an alarming reduction in commercial activity among the majority of our members.

Should you have questions or comments, please feel free to contact me or the President of the Board of Directors, Jonathon Koster.

Mission: The Windsor Heights Chamber of Commerce is here to support our members, local businesses and organizations through advocacy, publicity, education and economic development.
"It is place, permanent position in both the social and topographical sense, that gives us our identity."

- J.B. Jackson
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TRAFFIC ANALYSIS PROCESS

+ Additional traffic counts and movement analysis
+ Review of multiple turn lane configuration options
+ Planned for growth of traffic and commerce
Streetscape Themes—Dot Exercise:

• Like  

• Dislike  

[Images of various street furniture and landscaping examples with icons indicating like or dislike]
PUBLIC / COMMITTEE INPUT PROCESS

Concept layouts developed through multiple Advisory Committee meetings, Stakeholder meetings, and technical reviews

4-Lane Concept

3-Lane Concept