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

AGENDA FOR TONIGHT

1. INTRODUCTIONS
2. PROJECT LIMITS & OVERVIEW
3. PUBLIC ENGAGEMENT PROCESS
4. APPROACH AND GOALS
5. BRANDING AND IDENTITY
6. NEXT STEPS
Key Project Team Members

Bolton & Menk:
+ Project Manager – Jim Harbaugh, PLA
+ Lead Landscape Architect – Sam Kessel, PLA
+ Project Engineer – Justin Ernst, PE

City Staff:
+ Elizabeth A. Hansen, City Administrator
+ Doug Stone, Public Works Director
+ Sheilah Lizer, Building & Zoning Official

Complete Streets Advisory Committee:
+ Council Members, Utility Groups, MPO Staff, Business Owners, and other acting authorities.

Stakeholder Groups:
+ Comprised of Residents, Business Owners, and Tenants
DESTINATION WINDSOR HEIGHTS COMPREHENSIVE PLAN | 2016-2017
Recommended Streetscape Improvements:

+ Establish consistent hardscape and landscape elements
+ Establish branding & identity elements
+ Improve street surfacing and crosswalks
PROJECT AREAS OF FOCUS

+ Implement a community supported and technically sound project during street reconstruction
+ Incorporate complete streets design principles
+ Establish a brand/identity for the corridor
+ Incorporate new landscaping, street furnishings, art and new lighting
+ Enhance overall aesthetic of the corridor and provide a safe, attractive environment
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PUBLIC INPUT/INFORMATION PROCESS

Discovery Phase

- Public kick-off meeting: July 10
- Complete streets advisory: August 1
- Stakeholder group meetings: August 9
- [Focus Group meetings to occur as necessary]

Concept Development

- Sept – October
- [Kitchen Table meetings to occur as necessary]

Final Concept Presentation

- End of October
- [CSA and Stakeholder group meeting]

Final Report Presentation

- January 2018
- [Adoption of final plan]
DESTINATION WINDSOR HEIGHTS
. . . A Balanced Approach

TECHNICAL
Traffic
Maintenance
Safety
Functionality
Utilities
Right-of-Way

AESTHETICS
Brand
Uniqueness
Identity
Attraction
Complete Streets Policy

+ Streets that are designed for safe access for all users.
+ All people, all ages, all modes of transportation
+ Unique to each street
+ Critical component of redevelopment and local economy
+ Balanced approach

Safer...Healthier...More Prosperous
Complete Streets Analysis – Ingersoll Avenue

+ Traffic volumes have remained consistent
+ Crashes reduced 20%
+ Injury reduction of 30%
+ 52% people feel safer
+ Active private re-investment on corridor
+ Increased bike use by 200 plus per day

Safer…Healthier…More Prosperous
What sometimes gets overlooked is that safe, pedestrian-friendly neighborhoods are also the types of places where people want to shop, dine-out and own a home. In short, traffic calming improves the economic bottom line for local businesses. ”

Source: “Livable Streets Coalition”
What are the “Gotta Have It” elements? …items for discussion

+ **Streetscape** – what could it include?

+ **On Street Parking** – how much and where?

+ **Gateways** – signage / monumentation - what character?

+ **Amenities** – bike racks, litter receptacles, benches, lighting – unify and develop a family of amenities

+ **Public Art** – how much and where could it occur?
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BRANDING & IDENTITY

HIGHLIGHT GATEWAYS / CORRIDOR ENTRY POINTS

63rd Street (Eastern Gateway)
73rd Street (Western Gateway)

REPEAT THROUGHOUT CORRIDOR

Smaller scale elements to strengthen identity
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BRANDING & IDENTITY

EXISTING EXAMPLES | COLBY PARK
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AMENITIES

EXISTING EXAMPLES | LIGHTING
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AMENITIES

EXISTING EXAMPLES | BENCHES AND LITTER RECEPTACLES
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PUBLIC ART

EXISTING EXAMPLES | NEARBY PUBLIC ART

MURAL @ 86th ST AND HICKMAN RD

BUS STOP @ 86TH ST / FRANKLIN AVE

COLBY PARK
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PREVIOUS STUDIES

. . . Tools for Success
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TRANSPORTATION ROUTES

. . . Tools for Success

DES MOINES AREA BIKE AND PEDESTRIAN FACILITIES MAP | DES MOINES AREA MPO
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NEXT STEPS

Discovery Phase

+ Formation and meeting with CSA and stakeholder groups
+ Review of existing studies
+ Development of concept sketches based on public supported ideas
+ Development of sections for corridor
+ Discussion with adjacent communities

July 2017
“It is place, permanent position in both the social and topographical sense, that gives us our identity.”

- J.B. Jackson

CONTACT

Jim Harbaugh, PLA
jimha@bolton-menk.com
515.259.9190