



UNIVERSITY AVENUE CORRIDOR REDEVELOPMENT PLAN

ICREA
Breakfast Meeting

February 6, 2020

PRESENTATION OUTLINE

- Project Overview
- Process and Schedule
- Visioning Exercise
- Next Steps

CONSULTANT TEAM

Landscape Architects, Urban Designers, and Planners

Offices in...

Des Moines

Kansas City

Sioux Falls

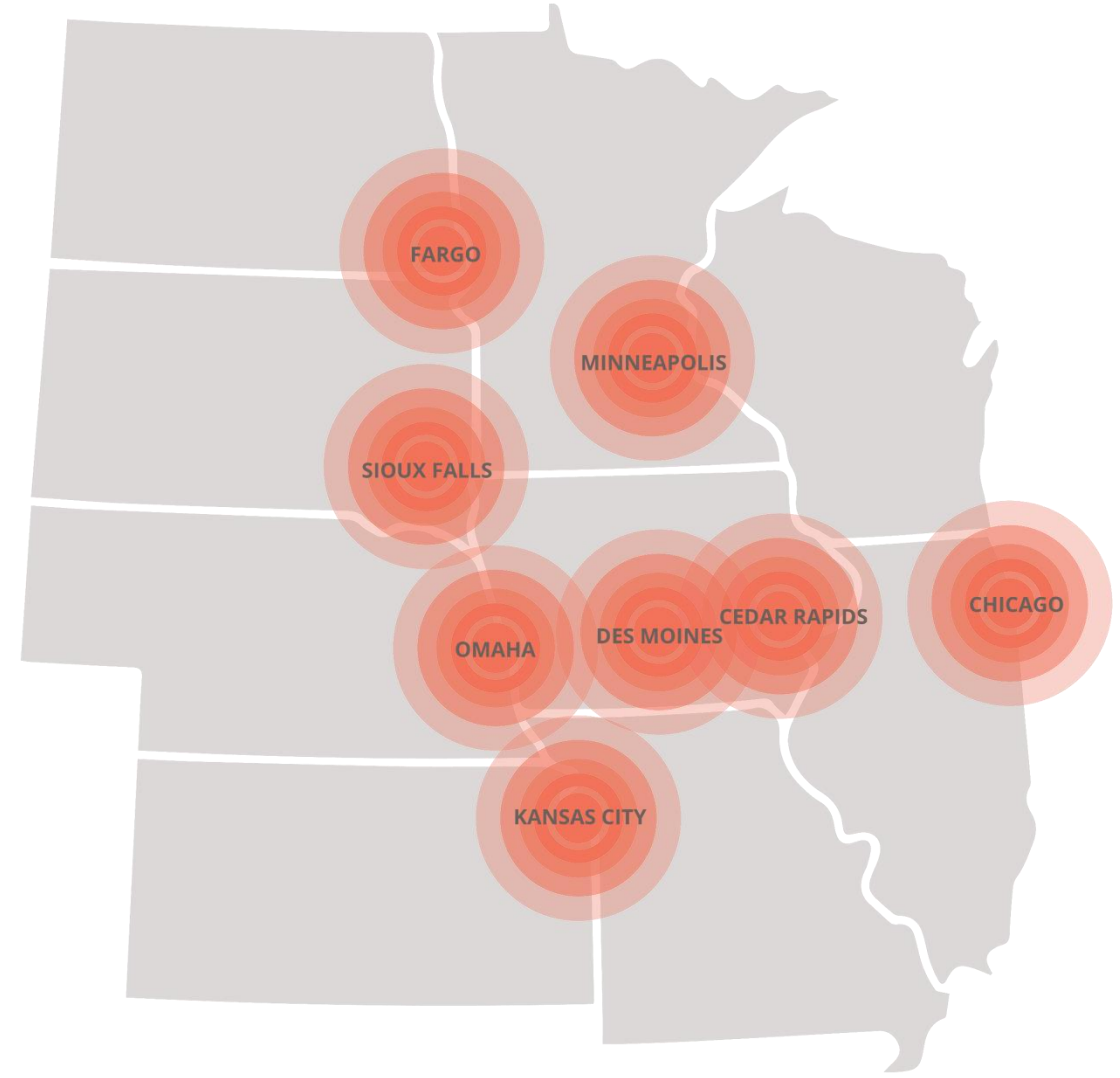
Cedar Rapids

Minneapolis

Omaha

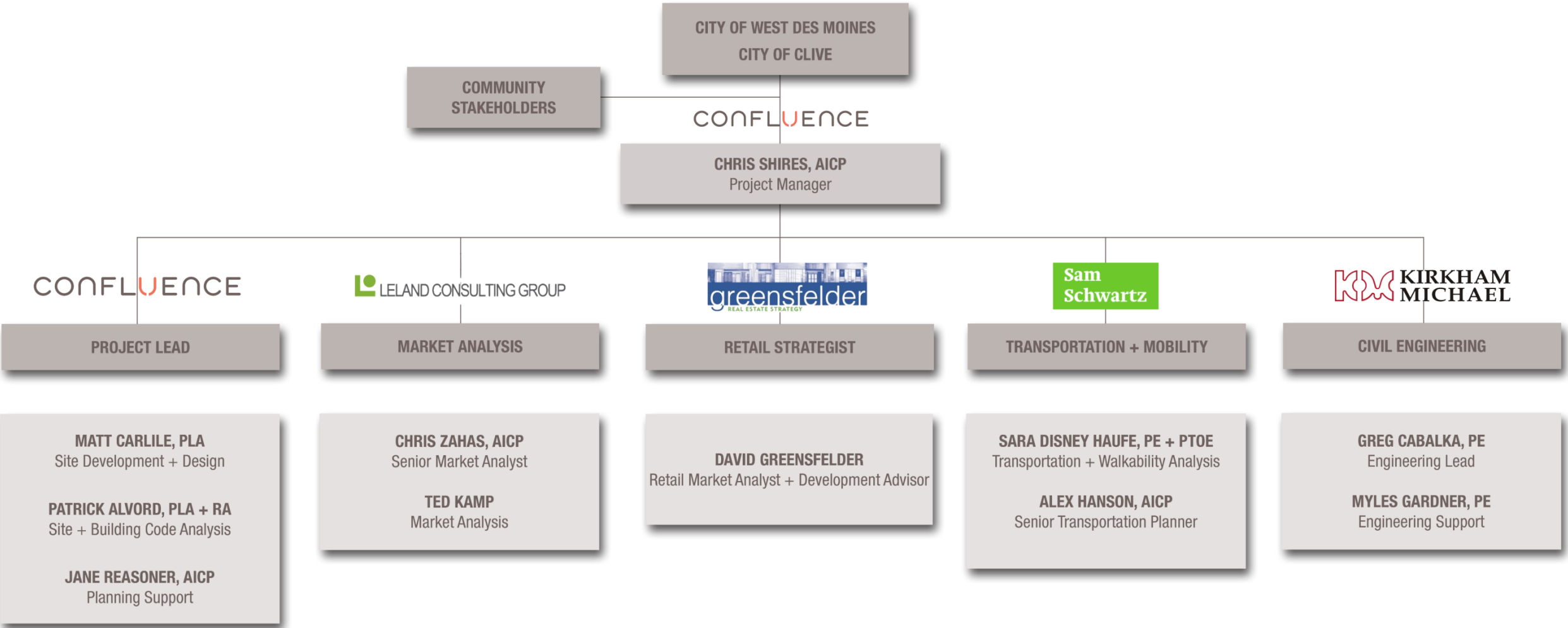
Fargo

Chicago

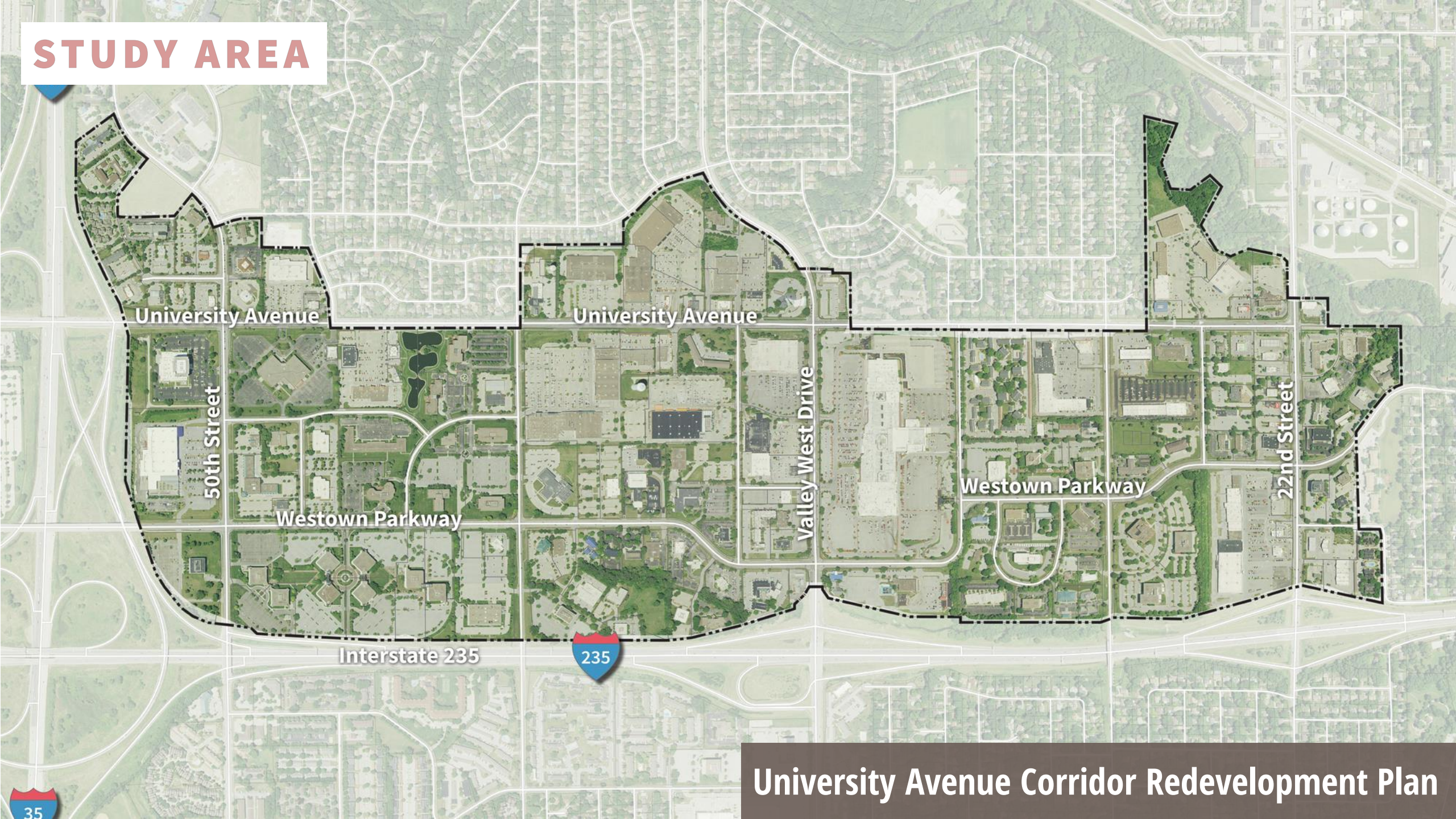


CONFLUENCE

CONSULTANT TEAM



STUDY AREA



University Avenue

University Avenue

50th Street

Westtown Parkway

Valley West Drive

Westtown Parkway

22nd Street

Interstate 235



University Avenue Corridor Redevelopment Plan

GOALS

What do we **hope to accomplish** with this study?

- Increase economic vitality and desirability
- Enable a vibrant and sustainable live, work, and play environment
- Incorporate new residential uses
- Generate a variety of day and nighttime uses and amenities – including recreation and entertainment amenities for all ages
- Create a connected transportation network for vehicles, bikes, and pedestrians (into and throughout the corridor)
- Develop new future land use plan

GOALS

What do we **hope to accomplish** with this study?

- Identify:
 - Redevelopment buildings and areas
 - Opportunities to improve traffic flow
 - Roadway enhancements to increase bike and ped safety and comfort
- Develop a master storm water management plan including green infrastructure components
- Enhance broadband access
- Integrate, enhance and connect green spaces
- Incorporate placemaking and art

GOALS

What do we **hope to accomplish** with this study?

- Create an implementable plan that generates a teaming spirit and partnerships between the Cities of Clive and West Des Moines and the residents and property owners

PROJECT SCOPE

PHASE 1
PROJECT KICK-OFF,
RESEARCH & ANALYSIS



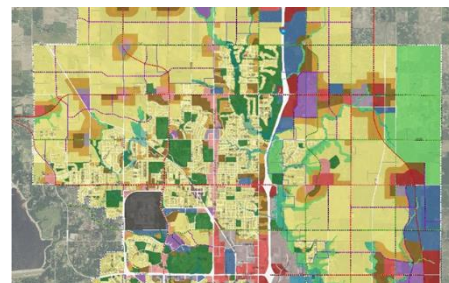
PHASE 2
VISION, INPUT +
DIRECTION



PHASE 3
DRAFT PLAN +
EVALUATION



PHASE 4
FINAL DRAFT PLAN +
ADOPTION



PROJECT SCOPE

Phase 1 – Project Kick-Off, Research + Analysis

- Project Kick-Off Meeting (Advisory Committee Meeting #1)
- Preliminary Analysis Review Meeting (Advisory Committee Meeting #2)



PHASE 1

PROJECT KICK-OFF,
RESEARCH & ANALYSIS

PROJECT SCOPE

Phase 2 – Vision, Input + Direction

- [Public Workshop](#) (Public Meeting #1)
- [Key Stakeholder Interviews](#)
- Joint Council & Commission Workshop (Joint Workshop #1)
- Input and Vision Review Meeting (Advisory Committee #3)



PHASE 2
VISION, INPUT +
DIRECTION

PROJECT SCOPE

Phase 3 – Draft Plan + Evaluation

- Draft Plan
- Draft Plan Review Sessions (Advisory Committee Meetings #4-6)
- Draft Plan Public Open House (Public Meeting #2)
- Stakeholder Follow-Up Interviews
- Joint Council & Commission Workshop (Joint Workshop #2)

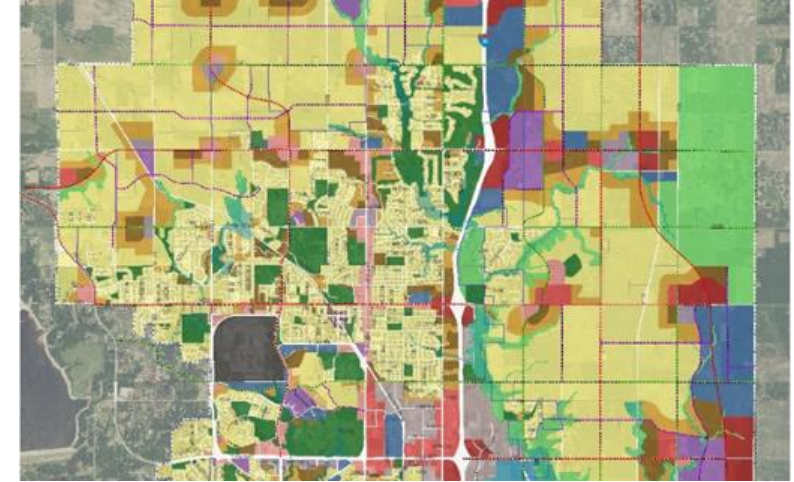


PHASE 3
DRAFT PLAN +
EVALUATION

PROJECT SCOPE

Phase 4 – Final Draft Plan

- Final Draft Plan
- Final Draft Plan Review Meeting (Advisory Committee Meeting #7)
- Planning Commission Public Meetings (Public Meeting #3-4)
- City Council Public Meetings (Public Meeting #5-6)

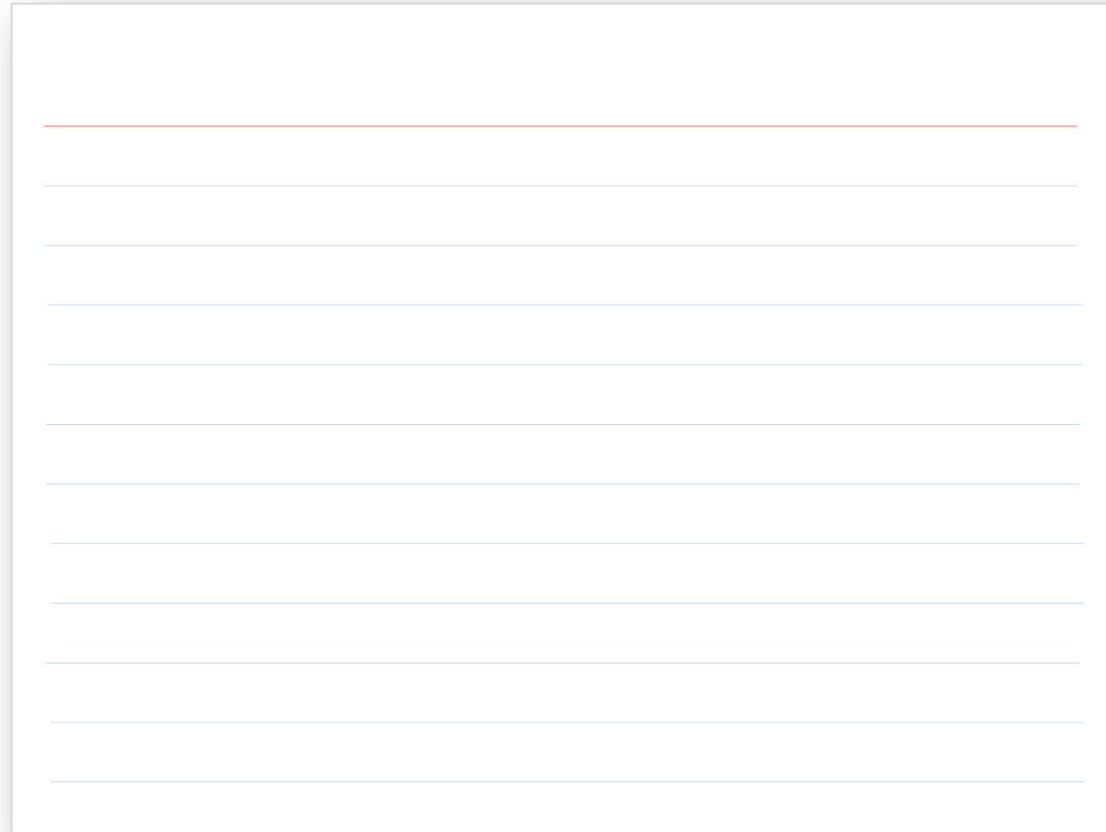


PHASE 4

FINAL DRAFT PLAN +
ADOPTION

VISIONING EXERCISE

What is the **biggest opportunity** for the University Avenue Corridor?



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VISIONING EXERCISE

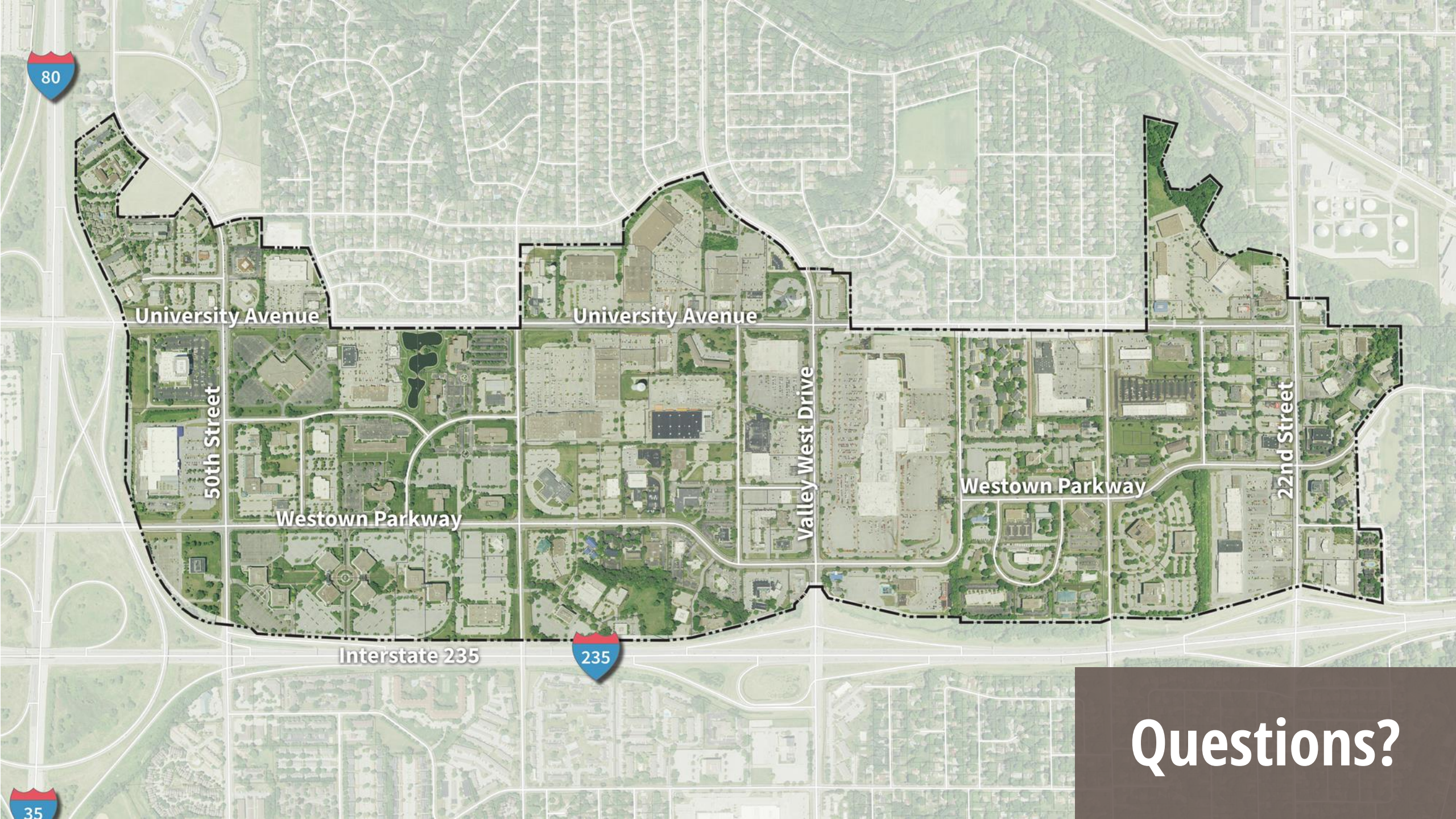
What is the **biggest challenge** for the University Avenue Corridor?



NEXT STEPS

Public Workshop (6:00 pm, Thursday, April 16th)

Stakeholder Interviews (Monday, March 23rd and Tuesday, March 24th)



University Avenue

University Avenue

50th Street

Westtown Parkway

Valley West Drive

Westtown Parkway

22nd Street

Interstate 235

235

80

35

Questions?