



Date September 9, 2013

APPROVING THE ROOSEVELT CULTURAL DISTRICT STREETScape CONCEPT PLAN

WHEREAS, on November 5, 2012, by Roll Call No. 12-1682, the City Council approved a professional services agreement with Bolton & Menk, Inc. for conceptual design services for the Roosevelt Cultural District Streetscape; and

WHEREAS, the Roosevelt Cultural District Streetscape Concept Plan has been developed through significant public involvement and oversight from a steering committee comprised of Roosevelt area business owners, property owners, leaders from the Drake, Waterbury, and Waveland Park neighborhoods, as well as City staff; and

WHEREAS, the concept plan calls for increased pedestrian safety by emphasizing a pedestrian friendly environment, creating a strong sense of place and branding for the Roosevelt Cultural District, design cues that tie into the unique architecture of the area, and "greening" the corridor by installing street trees and low-maintenance landscaping; and

WHEREAS, the Drake Neighborhood Association, Waveland Park Neighborhood, and the Roosevelt Cultural District board of directors have submitted letters of support for the streetscape concept plan and proposed project.

NOW THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DES MOINES, IOWA: That the Roosevelt Cultural District Streetscape Concept Plan, a copy of which is on file in the office of the City Engineer, be and is hereby approved.

(Council Letter Number 13-467 attached)

APPROVED AS TO FORM:

Moved by \_\_\_\_\_ to adopt.

Michael F. Kelley Assistant City Attorney

Table with 5 columns: COUNCIL ACTION, YEAS, NAYS, PASS, ABSENT. Rows include COWNIE, COLEMAN, GRIESS, HENSLEY, MAHAFFEY, MEYER, MOORE, and TOTAL.

CERTIFICATE

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

MOTION CARRIED APPROVED

Mayor

City Clerk



July 10, 2013

RCD Streetscape Committee  
C/O Bob Gernes  
1015 45<sup>th</sup> St.  
Des Moines, IA 50312

Dear Bob:

The Waveland Park Neighborhood Association (WPNA) supports the general concept the current 42<sup>nd</sup> St. streetscape plan is proposing. We are pleased that your committee has reached out to residents and surrounding businesses to gather input at the two public meetings in early 2013 and encourage continued, documented outreach and consensus building particularly among business owners.

The WPNA Neighborhood Plan, adopted in 2003, seeks to *“Enhance and maintain the quality of life in Waveland Park”* in which one of our ongoing goals is to specifically promote and enhance the neighborhood as a pedestrian friendly neighborhood. The proposed streetscape plan appears to take steps to balance the importance of pedestrian traffic while seeking to maintain traffic flow. However, to ensure that the streetscape plan has fully capitalized upon opportunities to enhance the walkability of this corridor, we ask that Jeff Speck, a nationally known planning consultant hired by the City of Des Moines be asked to examine the 42<sup>nd</sup> St. Streetscape Concept Plan for his review and input.

We appreciate the time, energy and commitment from all committee members and thank you for your vision and enthusiasm as chair of this committee. We look forward to continuing to work with the RCD streetscape committee on this important project in our neighborhood.

Sincerely,

Christine L. Pardee, President  
Waveland Park Neighborhood Association

cc via e-mail: Jason Van Essen  
Amber Lynch  
Kyle Larson  
WPNA Board of Directors  
Mike Simonson



September 1, 2013

Members of the Des Moines City Council:

The Roosevelt Cultural District is pleased to pledge our continued commitment to our Streetscape Master Plan. We remain encouraged by the outpouring of public support, as well as the private funding garnered in the five years our organization has contributed to the vision and realization of this plan.

Our district is benefited from the support of a diverse mix of businesses, cultural and educational institutions, residents, and adjoining neighborhood associations. Support from those I mention was most evident during the project's first phase, as public meetings were held and initial fund raising was completed. We also want to acknowledge the tremendous resources the City of Des Moines provided during that time.

We believe the input and ideas provided have been thoughtfully incorporated into the plan for our district. We also recognize the synergy with many of the plan's goals and those of the city's as a whole. The focus within this plan on public safety, improved walkability, and beautification are clearly evident in other projects currently underway in Des Moines.

Our prioritization and optimism tied to the project continues to grow. The Roosevelt Cultural District looks forward to our mutual progress as much as we have enjoyed our growth and success as a designated Iowa Cultural District.

Sincerely,

The RCD Board



Des Moines City Council  
City of Des Moines  
400 Robert Ray Drive  
Des Moines, IA 50309

To Whom It May Concern,

The Roosevelt Cultural District (RCD) is one of the gems of the Westside of Des Moines. Running along 42<sup>nd</sup> Street and straddling the Drake and Waveland Park Neighborhoods this Iowa Cultural District is a destination point for neighborhood residents and people from all over the metro area. The RCD is also the Western gateway to the Drake Neighborhood, and serves as the face of this part of the neighborhood. This is why the Drake Neighborhood Association would like to voice our continued support of the Streetscape Master Plan.

The RCD board and the Drake Neighborhood Association have a long history of working collaboratively on efforts to enhance the District's visibility and importance as an area destination. We have cooperated on several Jazz in July events and the RCD businesses have been faithful sponsors of Drake Neighborhood events. The Drake Neighborhood Association was informed of the streetscape planning from the start, and we have been supportive of their efforts from then on. This streetscaping aligns with Sections 5.1.1a-d of the 2009 Drake Neighborhood Plan, and we have donated funds from our operations to help bring this Master Plan to life.

The Drake Neighborhood has reviewed the RCD Streetscape Master Plan. The RCD included input from all businesses and made great effort to find a consensus design that fit the needs of the whole District. The Plan includes aesthetic and functional changes that will enhance this destination area and improve traffic flows in the Drake Neighborhood. We urge the Mayor and City Council to fully support this project in any and all ways possible.

Thank you.

Deric Gourd  
President  
Drake Neighborhood Association





**REDEFINING ROOSEVELT**

**ROOSEVELT CULTURAL DISTRICT  
STREETScape MASTER PLAN**

*Submitted to*  
CITY OF DES MOINES, IA



August 2013

## ACKNOWLEDGEMENTS

### With thanks to:

#### **Roosevelt Cultural District Steering Committee**

Chris Arns - Roosevelt Cultural District President  
 Steve Balderson - Waterbury Neighborhood Assn.  
 Robert Genres - Neighborhood Resident  
 Larry James, Jr. - Waveland Park Neighborhood Assn.  
 Rod McCullough - DM Playhouse Managing Director  
 Susan Noland - Designs in Gold  
 Laura Rehmer - Whole Health Chiropractic  
 Jennifer Sayers - Drake Neighborhood Assn.  
 Shane Schulte - Hubbell School PTA President  
 Sheena Thomas - Elements, Ltd.

### With thanks to:

**Public participants who provided feedback to help define the final recommendations for this project.**

#### **Technical Committee**

Dave Kamp - City Civil Engineer  
 Kyle Larson - City Planner  
 Amber Lynch - City Planner  
 Jennifer Bohac - City Traffic Engineer  
 Bill Good - Des Moines Public Schools

#### **Public Art**

Jessica Rowe - Greater Des Moines Public Art Foundation

#### **Graphics**

Bolton & Menk, Inc.

#### **Transit**

Jim Tishier - DART

Prepared for:

**City of Des Moines Community Development**

Armory Building

602 Robert D. Ray Drive

Des Moines, IA 50309

Prepared by:

**Bolton & Menk, Inc.**

6505 Merle Hay Road, Suite C

Johnston, IA 50131



## TABLE OF CONTENTS

ii	Acknowledgements
1.1	Conceptual Planning Process
	Project Overview & History
	Project Area & Existing Conditions
	Site Analysis
	Traffic & Pedestrian Study
	Planning Process: Overview & Summary
	• public meetings
	• steering committee
	• property owner/tenant meetings
2.1	Design Recommendations
	Project Goals
	Traffic Analysis & Utilities
	Stakeholder Needs
	Recommended Design Concept
3.1	Implementation
	Potential Phasing Alternatives
	Opinion of Probable Planning Costs (private v. public)
	Long-term Maintenance / SSMID
A	Appendix A . Design Recommendation Graphics





## CONCEPTUAL PLANNING PROCESS

### SECTION 1: Project Overview & History

A revitalized streetscape has been one of the goals for the Roosevelt Cultural District (RCD) since the RCD Board created the Roosevelt Cultural District Vision Committee in September 2006 with the purpose to “Develop an overall plan or sense of complete design for the Roosevelt Cultural District”. The Vision Committee determined that its goal was to “Enhance the RCD for district properties and adjoining neighborhoods,” with the following objectives:

- Improving the appearance and perception of the RCD
- Accommodate existing levels of vehicular traffic
- Increase safety for pedestrians

A concept plan was completed in 2008 through the efforts of this group, and introduced to the public and adjacent neighborhood groups for comment. This plan primarily focused on the main District corridor: 42nd Street and included the following elements:

- Locate a major focal point/RCD welcome signage at the northeast corner of 42nd Street and I-235
- Locate a major focal point/RCD welcome signage at the southwest corner of 42nd Street and Crocker Street
- Include opportunities for public art along the corridor
- Reconfigure 42nd Street from a 4-lane section to a 3-lane section with one northbound lane, one southbound lane, and a center turn lane
- Retain parallel parking for the Dry Cleaner’s on the east side of 42nd north of Chamberlain
- Include a right turn lane onto Rollins to access parking at the Shops at Roosevelt and the DM Playhouse
- Incorporate existing “4th lane” on 42nd into green space and pedestrian amenities between Rollins and the I-235 off ramp.
- Widen the sidewalk on the west side of 42nd in front of Hubbell Elementary School.
- Retain the pedestrian crossing signal at 42nd and Chamberlain
- Plant street trees along both sides of 42nd Street (delay planting in front of the Playhouse until renovation plans for the facility have been determined).
- Consider freestanding planters on both sides of 42nd between the curb and sidewalk to separate pedestrian and vehicular traffic.
- Replace the narrow strip of lawn between the curb and sidewalk on the west side of 42nd with textured paving.
- Bury overhead utilities between I-235 and Crocker.

The City of Des Moines, in association with the Roosevelt Cultural District, initiated a conceptual streetscape design process with a Request for Proposals in July 2012. Working from information contained in the 2007 Conceptual Plan, a Steering Committee from the RCD and staff from the City’s Neighborhood Development Division began working with Bolton & Menk to develop a streetscape master plan for the corridor, including scope, design, and planning level opinions of probable cost.

