

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

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
GRIESS				
HENSLEY				
MAHAFFEY				
MEYER				
MOORE				
TOTAL				

MOTION CARRIED

APPROVED

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.

Mayor_____
City Clerk

July 10, 2013



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

Dear Bob:

The Waveland Park Neighborhood Association (WPNA) supports the general concept the current 42nd 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 42nd 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 42nd 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 Tishim - DART

Prepared for:

City of Des Moines Community Development

Armory Building

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Des Moines, IA 50309

Prepared by:

Bolton & Menk, Inc.

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CONCEPTUAL PLANNING PROCESS

SECTION 1: Project Overview & History

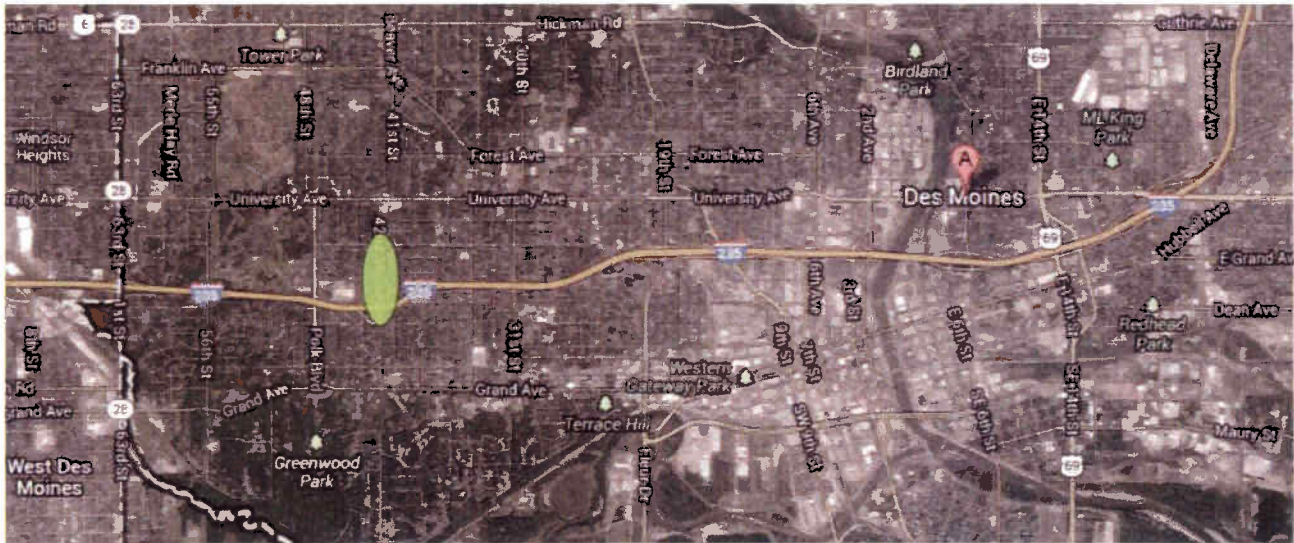
A revitalized streetscape has been one of the goals for the Roosevelt Cultural District (RCD) since the RCD Board created the Roosevelt Cultural District Vision Committee in September 2006 with the purpose to “Develop an overall plan or sense of complete design for the Roosevelt Cultural District”. The 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.



Project Location

SECTION 2: Project Area + Existing Conditions

Project Area

The scope of the Roosevelt Cultural District streetscape project focuses on the 42nd Street corridor, specifically the public right-of-way along 42nd Street. This corridor is nearly a quarter mile north from the interchange of 42nd Street with I-235 and serves as a key gateway for the Drake, Waveland Park, and Waterbury Neighborhoods. It also serves as a destination for numerous students who attend the Hubbell Elementary School and Roosevelt High School facilities and traverse the corridor from adjacent neighborhoods.

Existing Conditions

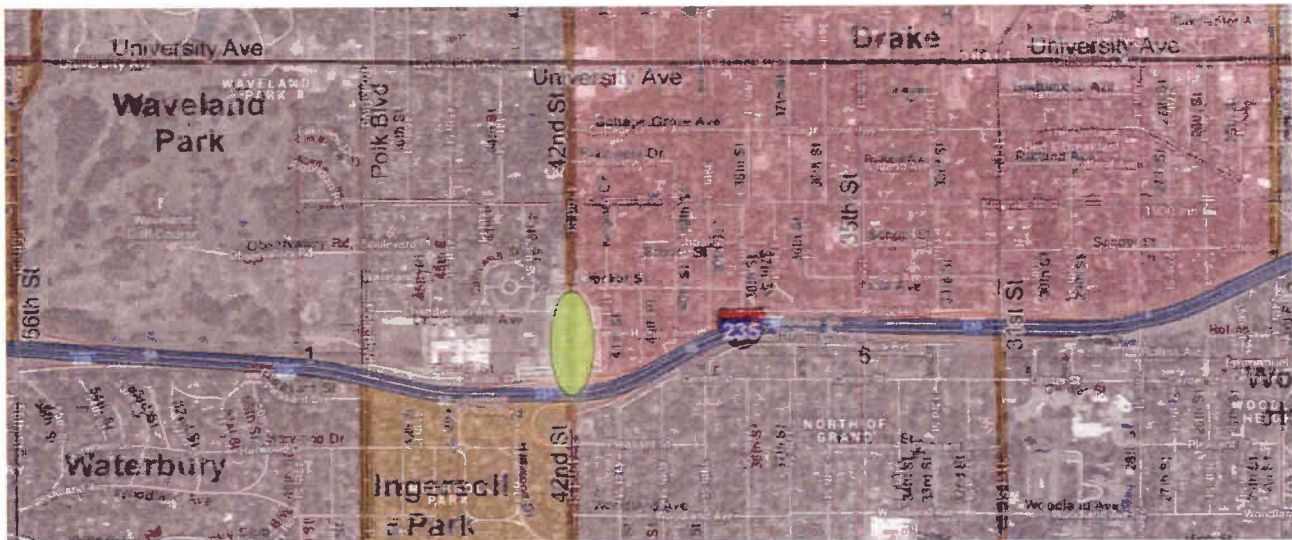
In its current state the 42nd Street corridor between I-235 and Chamberlain Avenue is a four-lane concrete strip designed to move vehicular traffic through the area as quickly as possible without regard to aesthetics. Even as it narrows to a three-lane section north of Chamberlain, it remains a vehicular thoroughfare. The west side of 42nd Street serves as the area's utility corridor, and carries overhead electric transmission lines and cable television distribution lines. There are no street trees along 42nd Street between I-235 and Crocker Street.

Though pedestrian travel is promoted in the neighborhood, there are limited infrastructure resources for the numerous shop patrons and students from both Hubbell Elementary and Roosevelt High School facilities. Pedestrians can cross at the traffic signals north of the exit ramp with I-235, 42nd Street, and Center Street. This intersection does not permit right turns on red because of sight distance and the number of students who use this crossing, but these turns still occur frequently. Pedestrian signals are also present just north of the Chamberlain Avenue and 42nd Street intersection. Few students use these signals, but opt to dodge traffic along the corridor both during their lunch hour and after school. Sidewalk is intermittent along the corridor. There is no continuous sidewalk along the east side of 42nd. The sidewalk along the west side of 42nd Street narrows significantly north of the Hubbell Elementary building.

SECTION 3: Site Analysis

Right-of-Way Constraints

Public right-of-way varies significantly along the 42nd Street corridor from nearly 75' between I-235 and Chamberlain Avenue to slightly less than 60' from Chamberlain to Crocker Street. This is a narrow right-of-way to support both the vehicular traffic along this corridor while also providing the amenities for pedestrians and commercial interests. The project is also somewhat hindered with additional right-of-way on the west of 42nd in proximity to Hubbell Elementary. While this provides roughly 22 feet of additional space along the corridor, any major changes must be considered in context of the school facilities located here. Opportunities to expand right-of-way were considered early in the project, but were found to not be feasible given the desired elements along the corridor.



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Project Area

Sidewalk Conditions

Though there is a significant amount of pedestrian traffic along the corridor, existing sidewalk infrastructure varies both in condition and existence. An existing trail runs east-west along I-235 and crosses 42nd Street at the pedestrian crossing near Center Street north of I-235. The pedestrian signal at this intersection is rarely used by high school students, but is frequented by students of Hubbell Elementary. Crossing guards are posted at this crossing each morning and afternoon when classes are in session. The only sidewalk north along the east side of 42nd Street takes pedestrians across 41st Street and onto property owned by the DM Playhouse. From there the sidewalk runs along the west edge of the Playhouse property to an unmarked crossing with Rollins Avenue. There is no defined sidewalk in front of the Shops at Roosevelt. Patrons can use a narrow walk which runs along the west facade of the Shops, but this route narrows depending on how parked vehicles overhang the sidewalk. More often, pedestrians use the concrete island separating the parking lot for the Shops at Roosevelt with 42nd Street as an unofficial sidewalk. This route prompts them to cross the unmarked, parking lot exit across from Chamberlain Avenue. Sidewalk continues along the east side of 42nd Street north of Chamberlain.

Sidewalk is significantly better on the west side of 42nd Street, with a 6' sidewalk in front of Hubbell Elementary. This sidewalk tapers to a 4' sidewalk just south of Rollins and continues to Chamberlain Avenue. Sidewalk continues north from Chamberlain to Crocker Street, but narrows to accommodate overhead utilities and entrances to the commercial properties west of 42nd Street.

Pedestrian usage of the corridor is high with the presence of Hubbell Elementary, Roosevelt High School, the DM Playhouse, and DART transit stops, as well as the many destination businesses along 42nd Street. In order to adequately handle the high volume of pedestrian traffic along this corridor, sidewalks should be a minimum five feet wide and should provide continuous routes on both the east and west sides of 42nd Street. At intersections, curb ramps and crosswalks need to be updated to meet current Americans with Disabilities Act Standards.

Traffic Conditions

A Traffic Analysis of current roadway conditions in the project area was conducted in November 2012 at the request of the City. At this time, Annual Daily Traffic volumes (ADT) and Annual Average Daily Traffic volumes (AADT) were collected using traffic counts and information from the Iowa Department of Transportation (IDOT). While all intersections on 42nd Street were found to be operating at acceptable levels, many side streets experienced unacceptable delays during the existing morning, afternoon, and evening peak hours. The majority of failure at these locations were attributed to the amount of delay experienced by side street traffic attempting to cross or merge into traffic going northbound or southbound on 42nd Street. Elevated traffic volumes on 42nd Street reduce the number of available gaps between vehicles on the mainline roadway, causing difficulties for side street traffic to enter into the flow of traffic.

The intersection of Crocker Street and 42nd Street experienced unacceptable delays during each of the periods when data was collected: morning, afternoon, and evening peak hours. The intersection of 42nd Street with Chamberlain Avenue

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was also found to experience delays during the morning and evening peak hours. The intersection of 42nd Street with Rollins Avenue experienced delays during the afternoon and evening peak hours. Coincidentally, the study revealed 107 vehicles making illegal turns onto 42nd Street from Rollins Avenue (a one-way street).

Street + Pedestrian Lighting

Street lighting along the corridor is comprised of standard cobra head style lighting mounted on wood poles west of 42nd Street. The primary focus of this lighting is to illuminate the roadway surface. Lighting of sidewalks and pedestrian zones is a secondary result of this lighting. Thus, some sections of the roadway are over lit while segments of the sidewalk are under lit. A recommendation of the Master Plan is to provide equal importance on both roadway and pedestrian lighting along the corridor to improve the vehicular and pedestrian experiences and to reduce light trespass to adjacent properties.

Overhead Utilities

Overhead utilities are prevalent along the west side of 42nd Street and include both electric transmission lines and cable television distribution lines. These overhead utility poles are also the mounting location for current street lights. As lighting is replaced with more efficient pedestrian and street fixtures during construction of streetscape improvements, coordination should occur with Mid-American Energy to bury these overhead utilities.

Impervious Surfaces

The 42nd Street corridor is dominated by impervious surfacing (asphalt and concrete). A desire for transforming some of this paving into landscaping or pavers was noted in the 2008 Concept Plan and can improve corridor aesthetics and mitigate storm water runoff. Landscaping and 'green infrastructure' can be a functional amenity for an urban streetscape and should be explored in greater detail as the project moves forward.

Site Furnishings + Pedestrian Amenities

With little green space within the project area, there is an overall lack of site furnishings and pedestrian amenities along the corridor. Currently these amenities are located on the back side of the Shops at Roosevelt with nothing provided to enhance the pedestrian experience along 42nd Street. Benches, litter receptacles, bike racks, and landscaping not only provide a necessary amenity for patrons, they also send a signal to motorists that pedestrians are present and to be watchful as they navigate the corridor. As the project moves forward, careful consideration for how to incorporate these amenities throughout the corridor so that they can meet future demands of businesses should be explored. Additional consideration should include long-term maintenance and durability from potential vandalism, given the number of students who frequent the area before and after school and during lunch periods. Where possible, consistency among streetscape amenities and furnishings provided by DART as part of transit stops and the DM Playhouse would also serve to tie the streetscape together.

Transit Facilities

The 42nd Street corridor is an important transit zone for Des Moines Area Regional Transit Authority (DART). The corridor serves as on/off stops for numerous students and faculty at Hubbell Elementary and Roosevelt High Schools. Its proximity to the DM Playhouse is one of many reasons that DART is planning to upgrade future transit opportunities to include bus rapid transit (BRT) to provide greater service between the Roosevelt Cultural District, University Avenue, and Ingersoll Avenue and Downtown Des Moines. Because of the high use in this area, it was important to involve DART in the planning process and to work with them to accommodate their future needs within the streetscape master plan for the corridor.

SECTION 4: Traffic & Pedestrian Study

Traffic Analysis

Operations analysis of the AM and PM peak hours was conducted at seven intersections in the study area to determine how traffic currently operates. As part of this study, a level of service (LOS) analysis was completed for these intersections to determine how well they handle traffic volumes. The LOS results are based on average delay per vehicle as calculated by the 2010 Highway Capacity Manual. Control time is the delay experienced by vehicles slowing down as they are approaching the intersection, the wait time at the intersection, and the time for the vehicle to speed up through the intersection and enter traffic. Intersections and each intersection approach were given a ranking from LOS A through LOS F, where LOS A indicates the best traffic operation and LOS F indicates an intersection where demand exceeds capacity. A level of service of LOS D, E, and F indicate elevated delay times by motorists.

Currently, the only movements showing unacceptable levels of service are the westbound left-turn movements at Rollins Avenue, the egress from the Shops at Roosevelt, and Crocker Street. This is primarily due to the limited gaps available for motorists attempting to enter 42nd Street against unopposed northbound and southbound thru traffic. It should also be noted that Rollins Avenue is a one-way street eastbound and that vehicles attempting to go westbound toward 42nd Street are doing so illegally. The majority of failure occurring on individual movements can be attributed to the amount of delay experienced by the traffic on the minor approach attempting to complete a movement against the major street movements. The elevated traffic volumes on 42nd Street reduce the number of available gaps between vehicles on the mainline roadway, causing difficulties for side street traffic to enter into the flow of traffic.

Pedestrian Analysis

Pedestrian counts were performed at select intersections and mid-block crossing locations in the study area on December 7, 2012. These were recorded to ensure accuracy of previous pedestrian counts and to collect data of mid-block pedestrian crossing use. The data from this count indicates that the majority of pedestrians are crossing study area roadways at intersections or designated locations. Historical data supports this finding, with no pedestrian-vehicle accidents being reported over the past three years.

SECTION 5: Planning Process Overview & Summary

The conceptual design process was guided from start to finish by a Steering Committee representing the business owners, property owners, residents, and neighborhood groups of the Roosevelt Cultural District. Conceptual design was guided by Steering Committee input. Public input was also sought throughout the project and at particular stages to serve as a check for Cultural District stakeholders and to refine design concepts as they were being developed. Because of the complexity of this project, individual property and business owner meetings were also conducted during the conceptual design process in order to broaden the input received by the design team and to clarify project goals for community stakeholders. The following timeline illustrates the conceptual planning and design process used during development of this project.



Steering Committee

In addition to the design team, a Steering Committee was formed for this project and consisted of leadership from various departments in the City of Des Moines, representatives from the various neighborhoods in the Roosevelt Cultural District, neighborhood residents, and representatives from local businesses and institutions such as the DM Playhouse and Hubbell Elementary School. This group met seven times during the planning process to provide leadership and guide decision making.

The following goals were identified by the Steering Committee as top priorities for the streetscape planning process:

- Improve Traffic Flow
- Greening the Corridor
- Identity and Wayfinding Development
- Provide Pedestrian-Scale Amenities

Steering Committee Meeting #1

December 3rd, 2012

The initial meeting with the Steering Committee was held at the DM Playhouse. It allowed time for members of the planning team and City staff to get acquainted with members of the Steering Committee. It also opened channels of communication for future correspondence. Key topics discussed at this meeting included the following:

- **Status of Base Mapping** - Update of survey crews in the project area
- **Status and Schedule of the Traffic Study** - Expectations of traffic counting in project area
- **Review of potential Options for Street Realignment** - looking at right-of-way acquisition and potential for additional green space and pedestrian amenities
- **Visual Preference Boards** - How would the District prefer to 'brand' itself (through materials and iconography)

Open House #1

January 9th, 2013

An open house was held at the Roosevelt High School Library to begin a dialogue with interested residents, neighborhood groups, and business and property owners in the Roosevelt Cultural District and adjacent areas. Feedback from this session was positive with a majority of the participants in favor of improvements, yet concerned over what these improvements may be, how they would be implemented, and how they would affect the corridor. The overwhelming response from the open house is that moving forward, gateway features should respond more to the traditional materials of the RCD and should include brick in lieu of more modern materials.

Steering Committee Meeting #2

January 14th, 2013

Members of the planning team, City staff, and Steering Committee met at the DM Playhouse to review comments from Open House #1. Major discussions from the Open House included traffic lane configurations, signal locations, and potential changes to neighborhood traffic along side streets. Additional discussion included gateway aesthetics, landscaping, street and pedestrian lighting, and materials.

Steering Committee Meeting #3

January 29th, 2013

With gateway features, identity, and branding being a large part of the discussion during the Open House, the Steering Committee decided it was important to meet to discuss the design direction for gateway features for the project. Initially, it was conceived that these elements would include the Roosevelt Cultural District logo without trying to include logos of each of the neighborhoods included in this District as to be too distracting. However, based on discussions from the open house, and among the various Steering Committee members, it was decided that these structures should serve to announce entry to the Cultural District without including logos. So, instead of being actual gateway signage, they would become gateway features.

Waveland Park Neighborhood Association Board Meeting

February 6th, 2013

City Engineering and Traffic Staff were in attendance at the Waveland Park Neighborhood Association Board Meeting. The focus of the meeting was with traffic flow, traffic signalization, and pedestrian movement in the project corridor and how potential recommendations may affect adjacent commercial, institutional, and residential properties.

Steering Committee Meeting #4

February 11th, 2013

Members of the planning team, City staff, and Steering Committee met at the DM Playhouse to review preliminary concepts for the project incorporating input from the Open House and Committee discussions. The major focus of this meeting was to review concerns of local business and property owners: chiefly updates regarding the City storm sewer project slated for future development in this corridor and potential impacts of changes to traffic based on recommended roadway improvements. Additional conversation was spent reviewing preliminary concepts for revision prior to setting up individual meetings with business and property owners in the project area.

Business & Property Owner Meetings

February - March, 2013

Members of the planning team and City staff sat down with business and property owners individually to discuss the project and go over proposed recommendations. Aside from clarifying the scope of this project, these meetings were also important for collecting input from stakeholders and reporting back to the Steering Committee to inform design decisions.

Steering Committee Meeting #5

April 3rd, 2013

Members of the planning team, City staff, and Steering Committee met at the DM Playhouse to review comments and concerns gathered during individual meetings with business and property owners. This meeting also contained information pertinent to future DART plans along the corridor, Emergency Medical Services (EMS) access requirements for the corridor, and utility needs for the project. Additional time was spent reviewing refined design recommendations prior to setting a date and time for the second Open House.

Salisbury Oaks Neighborhood Association Meeting

April 28, 2013

Members of the planning team prepared a short presentation at the request of the Steering Committee to provide Salisbury Oaks Neighborhood Association (an adjacent neighborhood to the Roosevelt Cultural District) with information about the scope of this project. Most of the discussion on the presentation centered around transportation realignment strategies being considered and how it could improve both pedestrian and vehicular traffic flow.

Steering Committee Meeting #6

May 1st, 2013

The Steering Committee met to review revised design recommendations, including pedestrian crosswalks along the corridor, locations of DART stops for Bus Rapid Transit (BRT), potential modifications to California and Chamberlain/Crocker intersection, and landscape enhancements to be included as part of the project.

Playhouse Design Team Meeting #1

May 9th, 2013

The design team met with Des Moines Playhouse staff and their renovation design team to discuss the future bus shelter for the DART BRT system scheduled to be implemented on 42nd within the next five years. Because space is at a premium for both the BRT shelter and the playhouse renovations, several design scenarios were analyzed to

make sure that the needs of the Playhouse, DART, and the Roosevelt Cultural District were met. After discussing the pros and cons to all the iterations, a preferred concept was identified that balances the needs of all parties.

Playhouse Design Team/DART Meeting #2

May 14th, 2013

The RCD design met with DART staff and the Des Moines Playhouse design team to discuss the preferred alternative for the bus shelter location and design. There were concerns regarding the functionality of the bus stop and the impact that it might have both on the Playhouse property but also 42nd St. A series of design options were discussed with the ultimate goal of a bus shelter and pull off location that meets the following design criteria:

- Ease of use for DART, especially as it relates to pulling on and off the 42nd St. north bound lane.
- Safety for pedestrians in the area
- Minimizing the impact of the bus shelter on Playhouse property
- A bus shelter that is not visually obtrusive and does not block the views of the playhouse.
- A bus stop that relates physically and visually to the commercial district, the Playhouse, and the schools in the Roosevelt Cultural district.

Open House #2

May 21st, 2013

An open house was held at the Roosevelt High School Library to unveil proposed recommendations to interested residents, neighborhood groups, and business and property owners in the Roosevelt Cultural District and adjacent areas. Feedback from this session was very positive. There were a few concerns over potential impacts of traffic on side streets should Chamberlain switch to one-way from the parking area to 42nd Street and a traffic signal be installed at the Crocker Street intersection. Many of the comments were concerned with how the City plans to fund construction of the project and what the expected schedule for construction is for realizing the improvements.

Steering Committee Meeting #7

June 3rd, 2013

The Steering Committee met to review comments from Open House #2. Jessica Rowe from the Greater Des Moines Public Art Foundation gave a presentation on different types and incorporation of public art in streetscape improvement projects. Creation of SSMID Districts was also discussed, and is a requirement by the City as a funding source for long term maintenance of the proposed improvements.

1.10

DESIGN RECOMMENDATIONS

SECTION 1: Project Goals

The main goals for the project were discussed and agreed upon at the initial meeting with the planning team, City, and Roosevelt Cultural District Steering Committee. These goals are also consistent with the goals from the Planning Study prepared by the Roosevelt Cultural District Vision Committee in 2007.

Improve Traffic Flow

One of the major goals presented by the Steering Committee and the public was a design solution that would improve traffic flow along the 42nd Street corridor. The recommendation presented to the Steering Committee was that the existing four-lane section could be reduced to a three-lane section and still handle current traffic volumes while providing additional space for landscaping and pedestrian amenities.

Greening the Corridor

A goal that the Steering Committee hoped to accomplish by reducing the number of lanes on 42nd Street was to incorporate more areas for landscaping along the corridor. Currently, these opportunities are limited because of the prevalence of pavement along the corridor and the presence of overhead utilities along 42nd.

Develop Cultural District Branding, Identity, and Wayfinding

One of the main objectives of establishment of the Roosevelt Cultural District Vision Committee was to develop a plan for improving the overall identity of the RCD. Like many other neighborhoods within the City, the lack of gateway features and branding materials has limited the effect that the RCD has had to the overall community. As part of this project, the RCD hoped to have a better grasp of potential branding opportunities: major and minor gateway features, wayfinding signage for use by visitors and residents in locating parking and local businesses and institutions, and light pole banners. Throughout the design process there was a request that the materials used in development of these features compliment architecture along the corridor and within the Roosevelt Cultural District.

Pedestrian Improvements and Amenities

The corridor already serves a large number of pedestrians. Proposed improvements would add pedestrian infrastructure and amenities and would include sidewalk along both sides of 42nd, more pronounced pedestrian crosswalks, and pedestrian amenities like benches, litter receptacles, and bike racks that will add to the character of the corridor. When possible, these furnishings should be consistent with the brand developed for the corridor and should be made of durable materials.

SECTION 2: Traffic Analysis & Utilities

Proposed Traffic Improvements

Proposed roadway improvements are meant to better manage vehicular traffic, but should also accommodate pedestrian traffic volumes. This is particularly important with the proximity of Roosevelt High School and Hubbell Elementary to the 42nd Street corridor. The following elements are part of the recommendation for corridor improvements:

- Reduce 42nd Street from four lanes to three lanes; shifting alignment west to create additional green space and sidewalk on the east side of the roadway and in front of the Shops at Roosevelt.

2.2

- Restrict Chamberlain Avenue to a one-way eastbound roadway east of the private parking lot to better manage traffic onto 42nd Street and to provide parking for the shops.
- Provide Two Southbound Lanes on 42nd Street from Center Street to Crocker Street, allowing Left Turns (East) into Shops at Roosevelt parking lot or onto Rollins Avenue.
- Provide southbound, eastbound, and westbound Left-Turn Lanes at Crocker Street and 42nd Street intersection.
- Install a traffic signal at Crocker to provide easier access for side street traffic onto 42nd Street.
- Switch Shops at Roosevelt parking lot entrance and direction from Rollins Avenue to the tee with Chamberlain to better facilitate traffic to overflow parking behind the shops.

Proposed Pedestrian Improvements

The expansion of green space on the east side of 42nd will improve pedestrian safety along the corridor by creating a buffer between parking, pedestrians, and vehicular traffic. Adding sidewalk along the east side of the corridor will also create a safe link between the traffic signal at Center Street and Chamberlain Avenue. Crosswalk modifications including higher visibility materials like concrete pavers, colored concrete, or colored asphalt instead of pavement markings may provide more visual cues to motorists. These will also prove to be more permanent materials, as the city budget has a limited allowance for painted pavement markings, regardless of how many areas within the city need repainted.

Additional pedestrian improvements would include crossings as part of the traffic signalization at Crocker Street and a High-intensity Activated crossWalk beacon (HAWK) across 42nd Street at Rollins Avenue to alleviate pedestrian traffic at the Center Street intersection. Additionally, the hope is that shifting pedestrian traffic north throughout the corridor will reduce the concentration of traffic at Center Street, allowing right turns on red for southbound traffic entering I-235 westbound. It will also be necessary to ensure that the signals along the corridor are coordinated to accommodate pedestrian and vehicular traffic.

Proposed Utility Improvements

The City of Des Moines is in the process of separating combined sewer (storm and sanitary) systems as mandated by the Iowa Department of Natural Resources (IDNR). Part of this process includes adding storm sewer in areas of the city where there are none currently. The 42nd Street corridor has been identified as an area where storm sewer will need to be added as part of this larger combined sewer separation project. Current design strategies indicate that the storm sewer line will occur west of the existing curb along 42nd Street between Center Street and Chamberlain Avenue prior to heading west along the south side of Chamberlain Avenue.

MidAmerican Energy has been approached about taking their electrical lines underground between Center Street and Crocker Street in the project area. Work for this will need to be coordinated with the City's storm sewer project, which will partially occur in the same area.

MidAmerican Energy has also been approached regarding upgrades to the street lights in the project area from standard cobra head fixtures to more aesthetic and energy efficient options. A planning level cost for providing new poles and lights has also been included in overall project costs. Further discussion will need to occur as the project moves into final design to review fixtures offered as part of MidAmerican's catalogue and to determine final placement along the corridor.

SECTION 3: Stakeholder Needs

The conceptual design process was guided by input from the Steering Committee and community stakeholders. The proposed recommendation is a culmination of feedback gathered through a series of Steering Committee Meetings,

1-on-1 meetings with business and property owners, and comments from residents at public forums. These needs will be addressed more specifically during the final design phase of the project.

Business Owner Needs

A sense of business owner needs was established through one-on-one meetings and through public involvement comments. Though these needs vary depending on the business and location, the following list represents the typical concerns and needs expressed by the business owners along 42nd Street and Chamberlain Avenue.

- Duration and timing of construction (would prefer this occur while schools are not in session)
- Parking
- Loading zone for deliveries (most of these occur in the morning hours)
- Retention of a pedestrian connection between the Shops on Chamberlain and Shops at Roosevelt
- Retention of visibility of businesses along 42nd (careful use of landscaping/trees so as not to block signs)

Des Moines Playhouse Needs

As one of the cultural anchors for the corridor, the Playhouse serves many roles for the Roosevelt Cultural District. In the midst of a current remodel, the Playhouse is in the process of determining future needs. The following were some of the needs discussed during this process:

- Parking
- Accommodations for bus drop-off and pick-up
- Installation of a pedestrian connection on the east side of 42nd Street
- Consideration for proximity of DART stop to Playhouse (potential funding sources)

School Facility Needs

Hubbell Elementary does not currently use their entrances on 42nd Street. Most of the pedestrian activity occurs on the southeast corner of the property with the crossings at Center Street and the I-235 off-ramp. The following were some of the needs discussed during this process:

- Improve safety of school crossings currently at Center Street and I-235 ramp
- Consider parent drop-off and pick-up opportunities
- Retain separation for elementary students and public use areas
- Provide wider and continuous sidewalks along the corridor

DART Needs

Needs for DART include both short term and long term accommodations. Short term needs include the following:

- Accommodations for a bus stop that will provide safety for patrons and not interrupt traffic flow
- Space bus stops in consideration of other stops to the north and south

Long term needs include:

- Provide dedicated bus stop/shelter for future Bus Rapid Transit (BRT) route, [5 minute intervals]
- Provide bus pull off that will provide safety for patrons and not interrupt northbound traffic flow
- Provide bus stop location that will provide safety for patrons and not interrupt southbound traffic flow

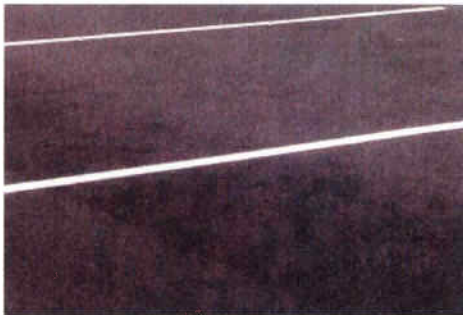
SECTION 4: Recommended Design Concept

The recommended design concept for the Roosevelt Cultural District is comprised of numerous elements. All of these elements, large and small, are vital aspects of a comprehensive system aimed at improving the experience of every person who interacts with this corridor. Streetscape enhancements that are addressed as part of this report include:

2.4

- Decorative/Accent Paving
- Benches
- Bike Racks
- Litter Receptacles
- Public Art
- Landscaping Material
- Street + Pedestrian Lighting
- Wayfinding + Branding Signage
- Gateway + Identity Features

These components have been described in terms of character, material, color and finish, and size. Though areas beyond the City right-of-way have been addressed as part of this study, it should be noted that improvements to these areas are beyond the scope of this project and will need to be addressed by each individual property owner accordingly.



Decorative/Accent Paving

Roadway and Parking Lot surfacing: Asphalt

- Mill and overlay the existing roadway surface to provide smooth and uniform surface.



Sidewalks: Portland Cement Concrete with tooled joints

- Form and pour portland cement concrete sidewalks and paver banding. Provide tool joints and medium broom finish for final surface finish.



Sidewalk Accents & Plazas: Concrete Pavers

- Provide contrasting color concrete pavers for sidewalk accents and in areas adjacent to street lights and gateway features.
- Concrete Pavers could also be used for pedestrian crosswalks. (Colored concrete or Painted asphalt are additional options for more visible crosswalk treatments)

Benches

A wide range of styles and materials are available for outdoor seating.

Input received during public meetings was mixed. Though most business owners, residents, and patrons would like to see benches and seating included in the project, they were also concerned about vandalism, litter, and loitering. Of the bench styles and materials shown during the public involvement process, most indicated that they would prefer a simple design made of durable material.

- Landscape Forms: Sit - Color: Black
- Landscape Forms/DuMor: Plainwell - Color: Black



Bike Racks

Bike racks come in a variety of shapes, styles, and sizes. The City of Des Moines has standards on installation spacing to ensure bikes can fit properly. Discussions during public meetings centered around durable materials and simple shapes. Bike racks were also discussed as a possible medium for public art, similar to the call for entries that East Village went through.

- Forms and Surfaces: Bike Garden- Color: Black
- Forms and Surfaces: Trio - Color: Black



2.6



Litter Receptacles

A wide range of styles and materials are available for litter receptacles.

Input received during public meetings was mixed. Though most business owners, residents, and patrons would like to see litter receptacles included in the project, they were also concerned about vandalism and litter. Maintenance and ownership of site furniture was also discussed. Overall, comments indicated that a litter receptacle with a simple design and durable material would be preferred.

- Landscape Forms: Plainwell - Color: Black
- Landscape Forms: Pitch - Color: Black



Public Art

Public art can take many forms. Media can range from installations on fencing, custom site furniture, paving, rooftop designs, and even stand alone sculpture. Temporary art is another avenue that may be explored along the corridor. A couple examples of public art are included to the left. These were included in a presentation given by the Greater Des Moines Public Art Foundation and highlight how an existing structure (fencing) can become art and how sculpture can function as both art and a play structure.



Landscaping Material

Few street trees are present along the 42nd Street corridor between Center Street and Crocker Street, though many of the side streets and residential areas adjacent to the project area have mature trees. Use of street trees and ground plane plantings can soften the corridor and provide environmental benefits to the commercial buildings and patrons.

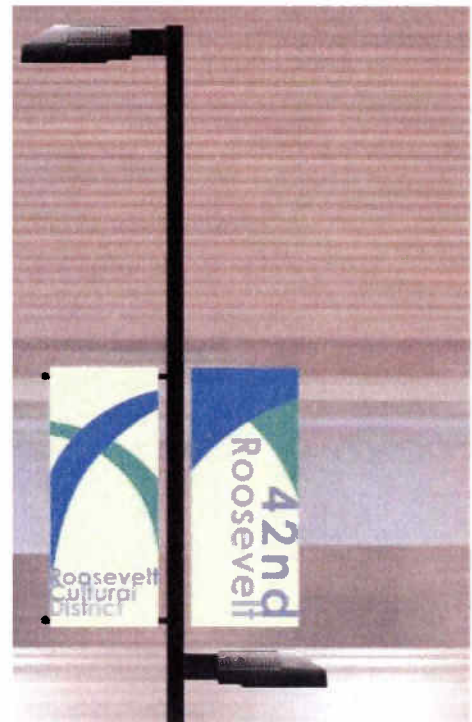
The need for strategically located and low maintenance landscaping was reiterated throughout planning meetings. This will be particularly important since the Roosevelt Cultural District will be responsible for maintaining the landscaping included along the corridor. Additional considerations will be need to be given to species of trees to ensure that they provide environmental benefits without covering business signage.

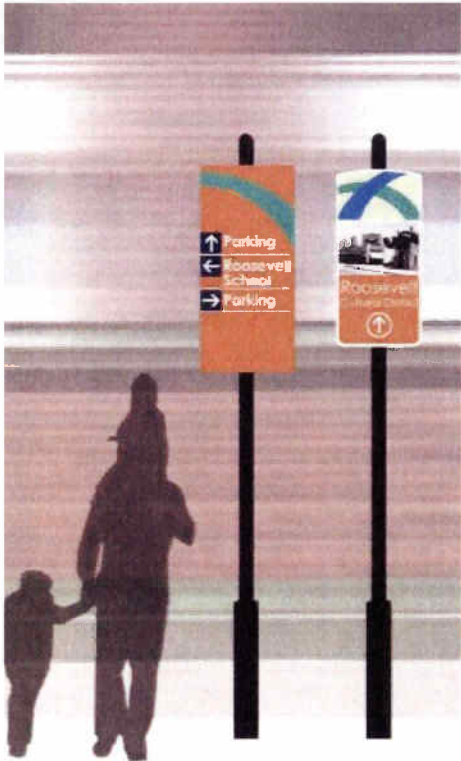


Street & Pedestrian Lighting

Street lighting capable of providing adequate light levels for vehicles and pedestrians will be an important part of this project. Current lighting only provides lighting for the roadway surfaces. Any lighting on sidewalks is a result of over lighting of the roadway.

MidAmerican Energy currently provides lighting for the 42nd Street corridor and should be consulted to determine which of their fixtures may be viable options when this project moves into final design and construction. Energy conservation should be one of the key elements considered when selecting fixtures. LED (light emitting diodes) fixtures are strongly recommended for their long life and even light distribution capabilities.





Wayfinding & Branding Signage

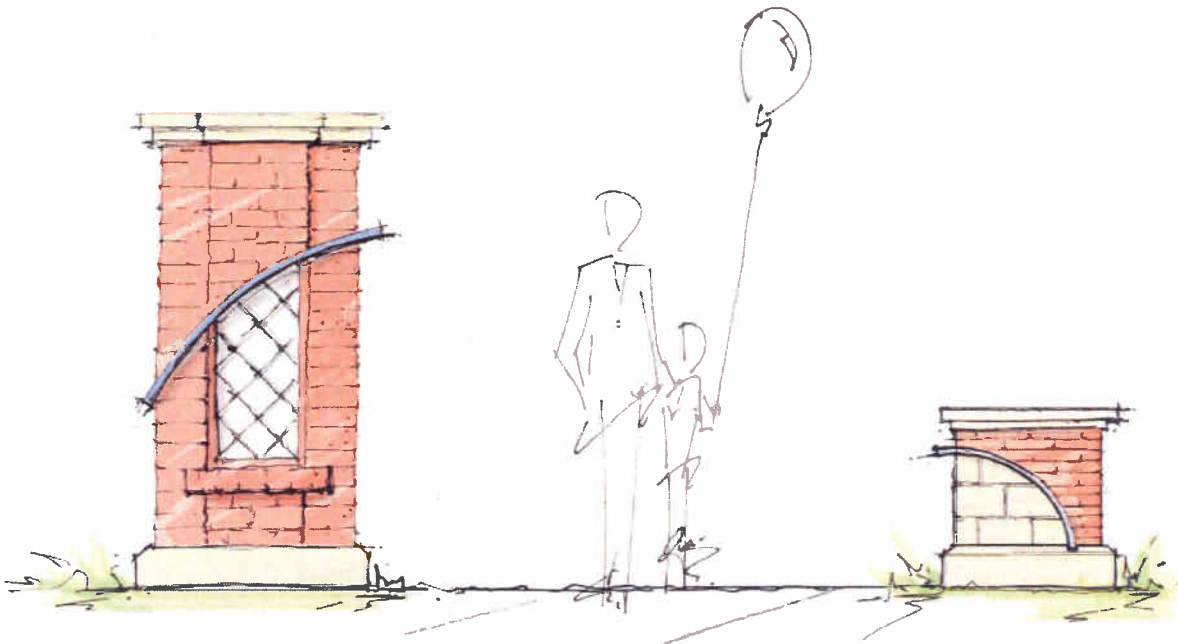
Roosevelt Cultural District could benefit from development of wayfinding and branding signage. Branding can be used to establish and enhance the physical area comprising the Roosevelt Cultural District. When incorporated into a system of wayfinding signage, branding can also be used as an indicator of information; providing direction for people to assets like parking, information, or area attractions as they traverse the corridor.

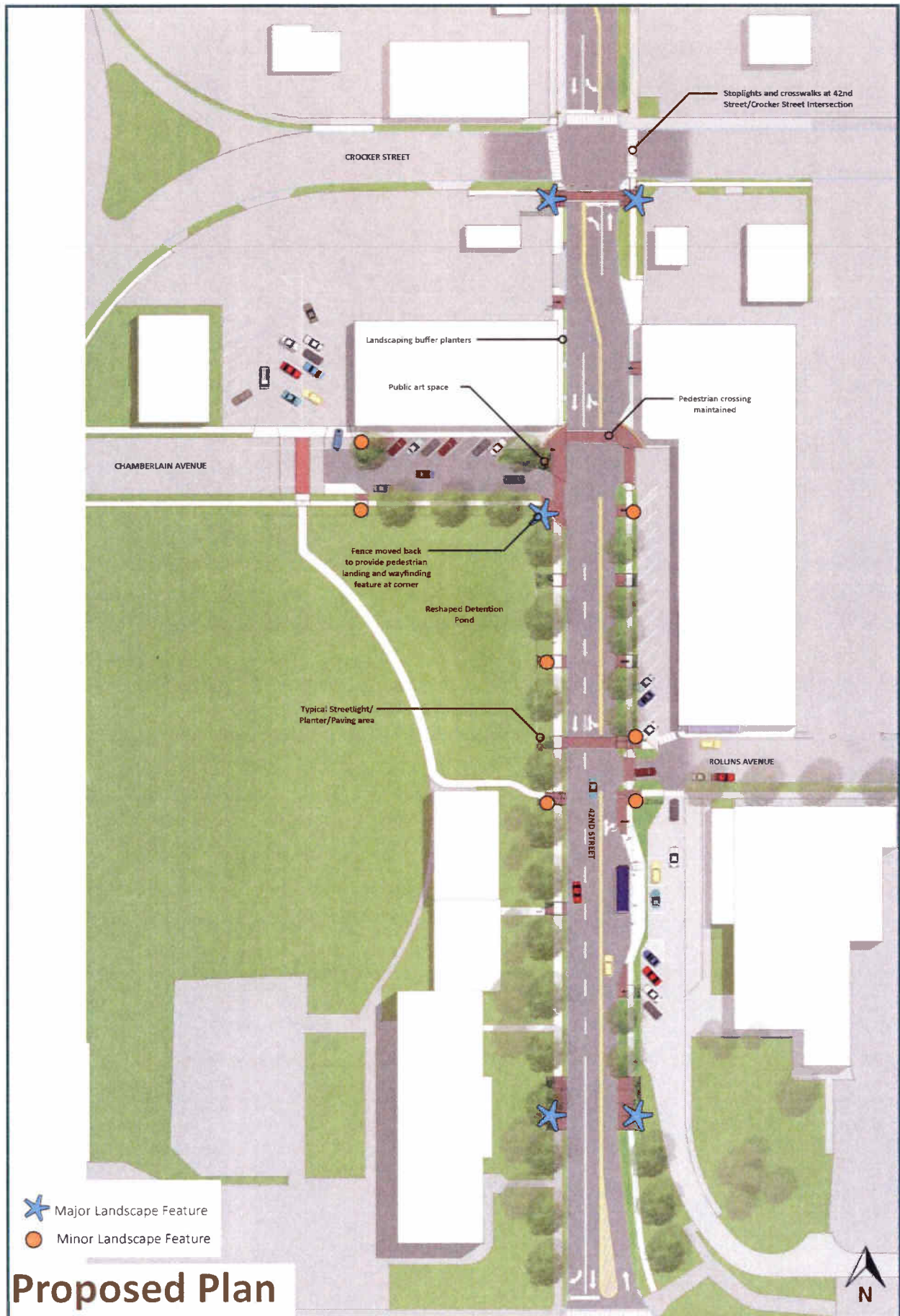
A few of the wayfinding and branding opportunities noted during public meetings include:

- Off-Street Parking identification
- Area attractions + institutions
- Area businesses

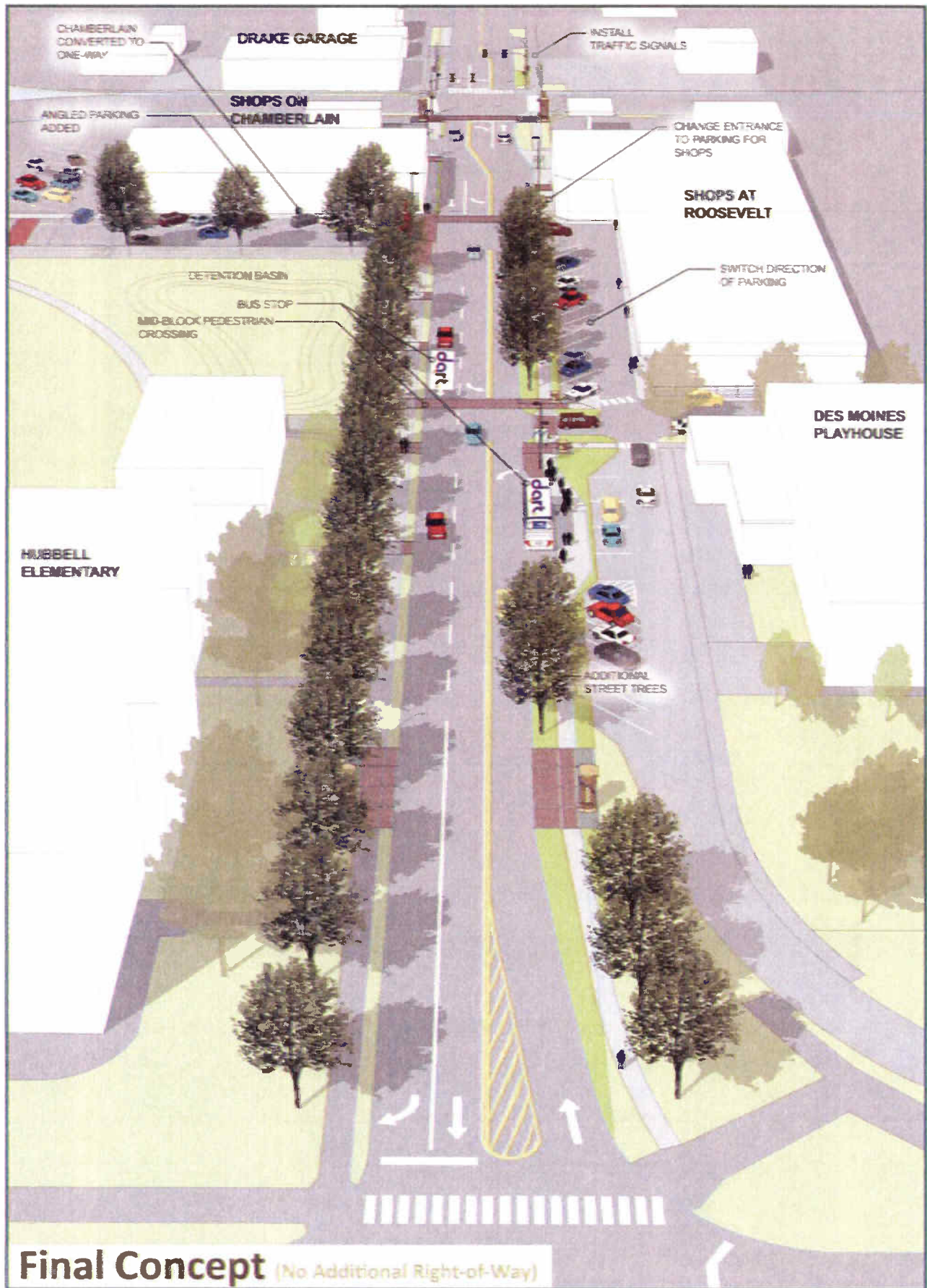
Gateway & Identity Features

Whereas branding can be used to establish and enhance an area's identity, gateway & identity features announce arrival or departure from a district. These features are typically more permanent structures and are clearly recognizable as demarcating "Roosevelt Cultural District". The following columns for major and minor gateways were developed through conversations with the Steering Committee and through discussion at public meetings.





2.10



Final Concept (No Additional Right-of-Way)

South Gateway: Existing & Proposed

The following image edit illustrates the improvements recommended by the Master Plan. The overhead utilities have been removed on the west side of 42nd Street to make room for sidewalk, gateway features, landscaping, and street trees. The roadway has been reduced from four lanes to three lanes to provide space for landscaping, street trees, sidewalks, gateway features, and a DART pull-off on the east side of 42nd Street. Additionally, street lights and banners have been added to the corridor. The effect is a transformation that brings focus to the corridor and adds greenery and texture while preserving the commercial and institutional mainstays presently on 42nd Street.



2.12

Street Trees v. Business Signage

Concern was voiced over the integration of street trees along the corridor and visibility of business signage. The following image depicts a view of the corridor with street trees added using the requirements found in the City of Des Moines Landscape Standards. The following list are recommendations that should be considered during the final design process to minimize impacts to signage from street trees:

- Trees with more open canopies will permit better views than species with dense, thick canopies
- Trees with mature heights that are higher than sign heights are good choices
- Trees take time to grow. Ongoing maintenance should include correct pruning to encourage proper canopy development
- Signage design that includes colors and materials contrasting with tree foliage can stand out



Implementation

Discussion & Recommendations

3.2

Implementation

3.3

Streetscape improvement projects represent a significant capital expense for planning, design, engineering, and long-term maintenance. As a result, and since City funds are limited, the City requires that project costs be shared between the City and the community stakeholder group seeking streetscape enhancements. Completion of this Master Plan is only the beginning of a multi-step process aimed at turning this District's vision into a reality. The next steps will be to develop a public/private fund-raising strategy to secure funding for preparation of the final project design and construction documents, identify a long-term maintenance strategy, and initiate construction.

SECTION 1: Potential Phasing Alternatives

Project recommendations call for narrowing the existing four-lane roadway to three lanes. Part of this lane reduction will necessitate relocation of curb to increase opportunities for landscaping and pedestrian amenities such as sidewalk. Installation of a traffic signal at Crocker Street will require the pavement from the "fourth" lane to become a designated turn lane for north and southbound lanes. Roadway improvements will also need to occur on Crocker to designate turn lanes for east and westbound traffic to accommodate traffic signalization. Additional roadway realignment will need to occur on Chamberlain to accommodate the conversion from two-way to one-way traffic with the inclusion of angled parking and on Rollins to provide for the change in direction of parking in front of the Shops at Roosevelt. A majority of the roadway improvements will need to occur simultaneously to reduce traffic conflicts with installation of the traffic signal and to reduce impacts to area businesses. Phasing of streetscape enhancements to reduce impacts to businesses and commuters will need to be explored further in the next phase of the project.

SECTION 2: Opinion of Probable Planning Costs

Probable planning-level costs were prepared for this project as part of the master planning process. This was done to provide the City and RCD with an indication of likely costs associated with proposed improvements. The cost breakdown can be found below, with a more detailed cost break out on file with the City's Engineering Department. Base project improvements include: sidewalk, curb, MidAmerican Energy (MidAm)-supported street lighting, street trees, traffic signals, crosswalk pavement, and an asphalt overlay for the street in the project. Streetscape enhancements, amenities above the base minimum for providing functional infrastructure, include: benches, bike racks, litter receptacles, custom light fixtures, landscape materials, decorative concrete pavers, wayfinding signage, gateway features, and public art.

The desire to have MidAmerican Energy (MidAm) underground electrical service utilities along this project corridor may need to be funded by the Roosevelt Cultural District (shown below). This would allow for the removal of current wooden poles along the west side of 42nd Street which currently carry electrical service and other utility wiring such as phone and tv cable. Costs would include removals, running of new wiring and conduit underground and new equipment to handle electrical needs differencing from the current configuration.

What these costs are and how they will be covered will be determined as project funding is put into place and the project gets closer to final design and construction. Final determination on the location of the City's proposed storm sewer along a portion of 42nd Street may also be a factor in how these costs are accommodated for final construction. Without a public/private partnership, projects such as the Roosevelt Cultural District streetscape improvements project would not be possible.

Roosevelt Cultural District Improvements [cost breakout based on Streetscape Policy]	
Base + MidAm Total + Private Improvements	\$1,696,300.00
City 100% (base improvements, storm sewer)	\$725,400.00
RCD 100% (undergrounding, upgraded materials)	\$456,900.00
50/50 Split (street lights, plant materials, trees)	\$72,000.00 [\$36,000 Each]
Subtotal:	\$1,254,300.00
Contingency (20%) for Base + MidAm	\$249,000.00 [50/50 Split]
Design & Engineering for Base + MidAm	\$193,000.00 [50/50 Split]
Subtotal:	\$442,000.00 [\$221,000.00 Each]
GRAND TOTAL:	\$1,696,300.000
CITY TOTAL:	\$982,300.00 [58%]
RCD TOTAL:	\$714,000.00 [42%]

SECTION 3: Long Term Maintenance/SSMID

One vital aspect of the streetscape project is accounting for long-term maintenance of streetscape enhancements. The toll that the City uses to account for these costs is creation of a Self-Supported Municipal Improvement District (SSMID). A SSMID is an additional tax levy imposed on property within the designated SSMID district. Chapter 386 of the Iowa Code regulates establishment of SSMID districts and defines how revenues are collected and may be used. Within the streetscape process, it is imperative to have the SSMID in place and approved prior to final bidding and construction. The Roosevelt Cultural District is somewhat unique in comparison to other areas of Des Moines that have an established SSMID in that there are a number of tax exempt properties in the project boundaries. This may affect the amount of revenue that a SSMID would generate and should be considered as the project moves forward.

The master plan recommends a minimal amount of landscape enhancements, in accordance with a desire by the RCD to provide improvements while considering the cost of long-term maintenance. Specific plant materials were not identified in the master plan, yet it is anticipated that there will be a mix of perennial and shrub plantings. Because the type and amount of landscaping has yet to be determined, maintenance costs have yet to be determined beyond a planning-level placeholder. These costs will need to be accounted for during the next phase of the project. It is important that the types and amount of landscape material strikes a balance between pedestrian and vehicular traffic and considers the amount of annual maintenance required in order to keep them healthy along the corridor.

Plant material is not the only enhancement element that will require annual or long-term maintenance. Vertical elements such as major and minor gateway features, street lights, bike racks, benches, litter receptacles, and wayfinding signage need to be considered for maintenance costs as well. It will likely be necessary to establish an insurance policy to cover damage to these elements along the streetscape corridor. SSMID revenues may be used to fund insurance premiums and deductible payments.

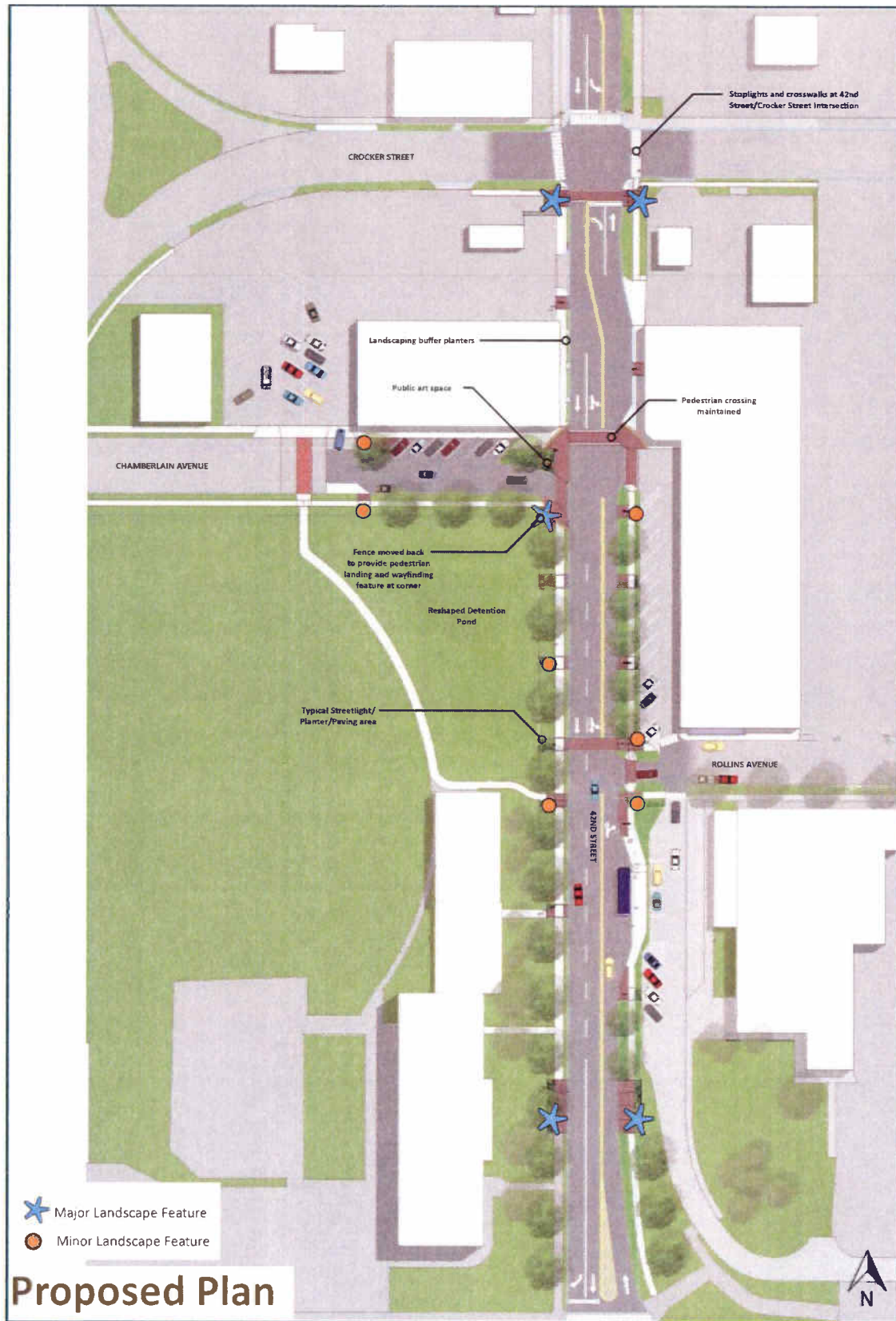
Design Recommendation Graphics

Presentation and Deliverables

A.2

26

A.3



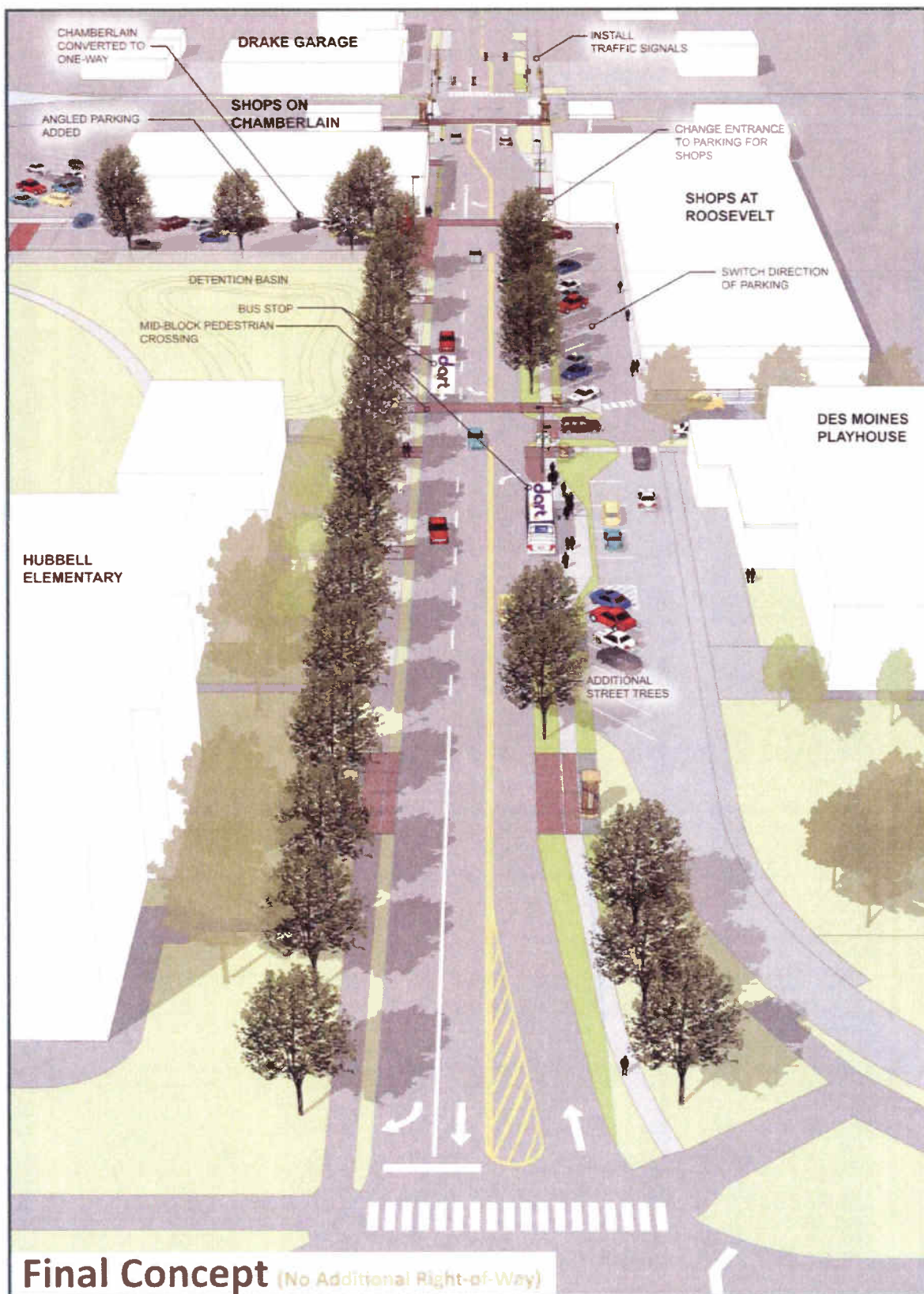
REDEFINING ROOSEVELT

Roosevelt Cultural District
Des Moines, Iowa



May 21, 2013

A.4



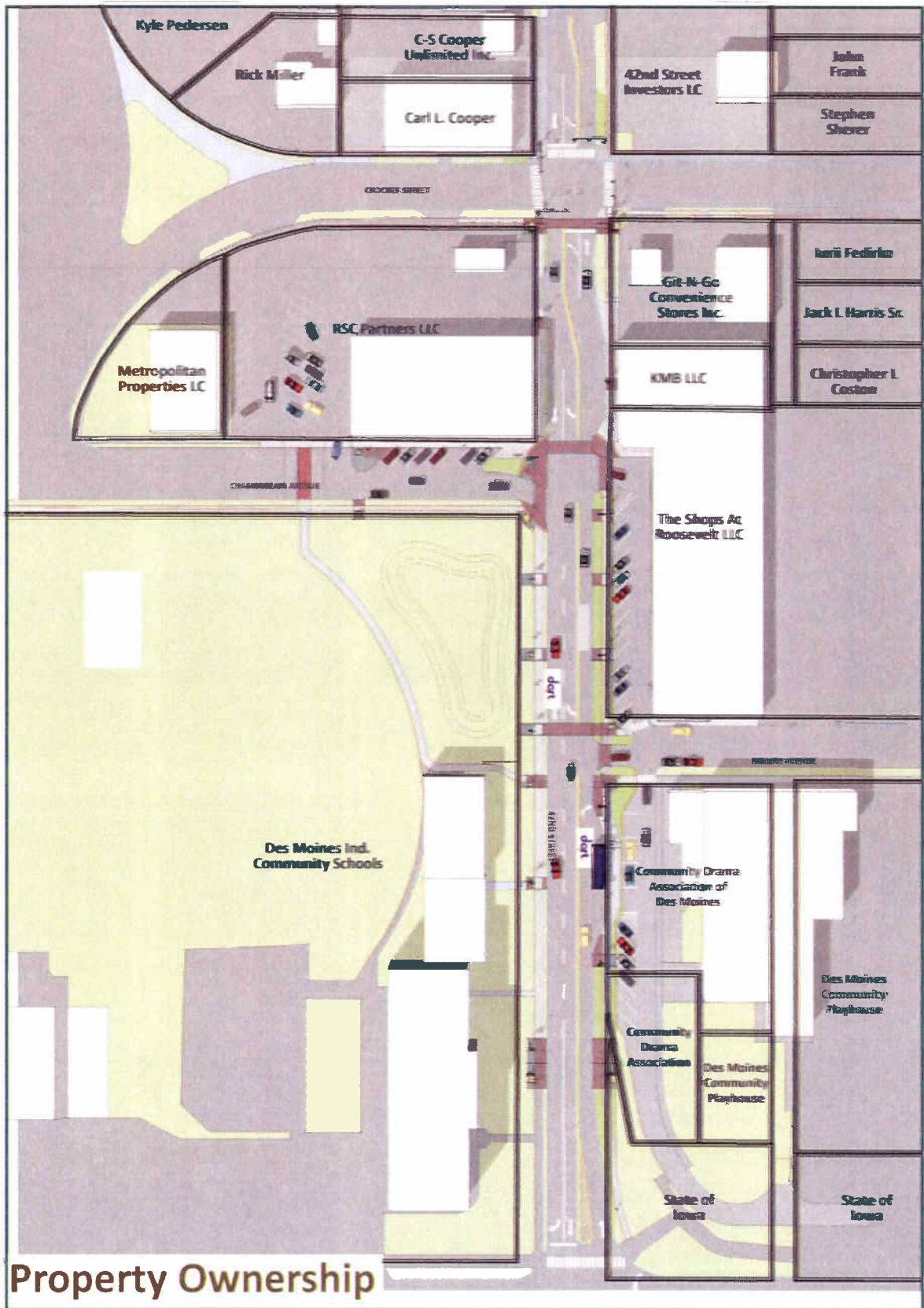
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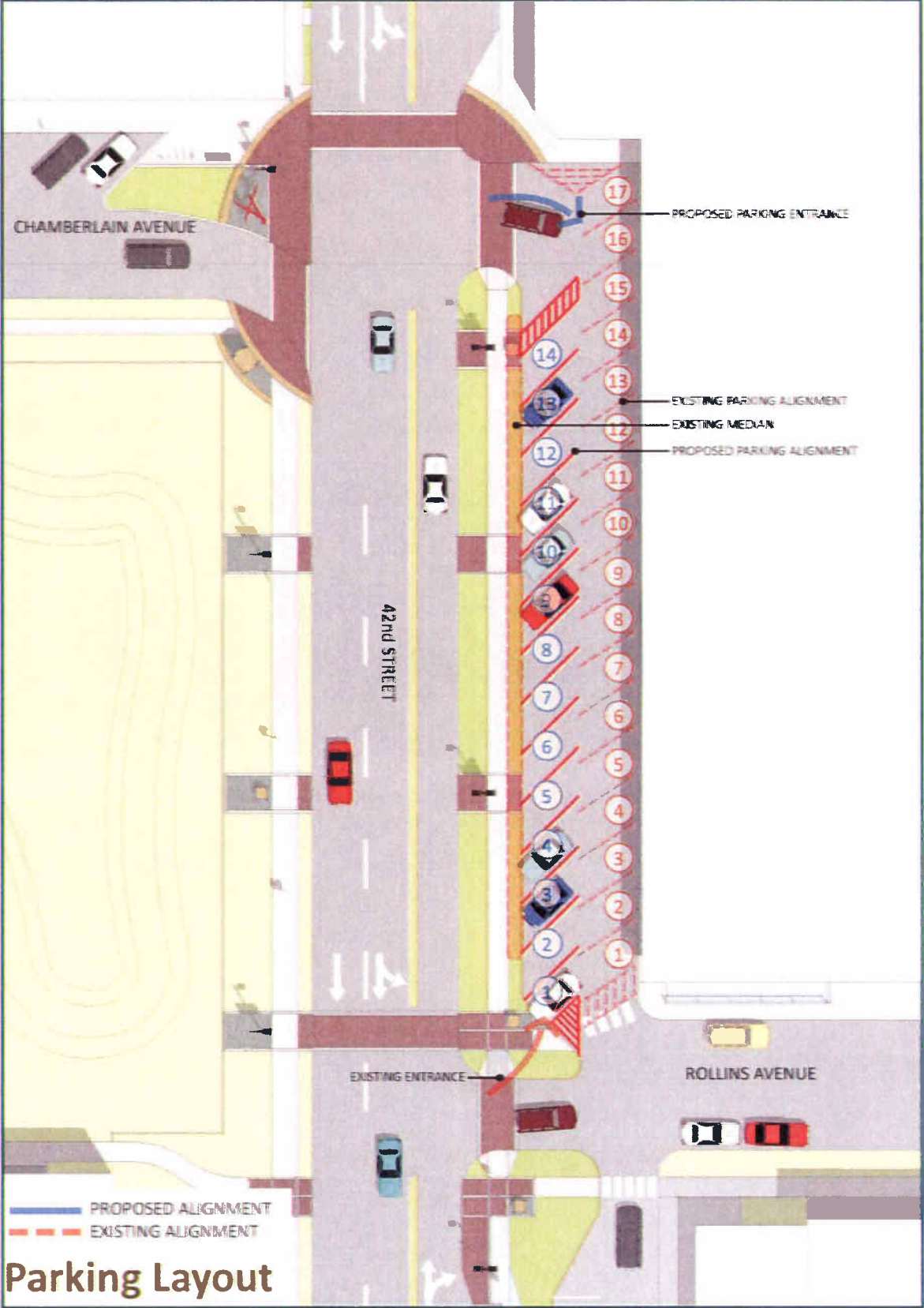
Roosevelt Cultural District
Des Moines, Iowa

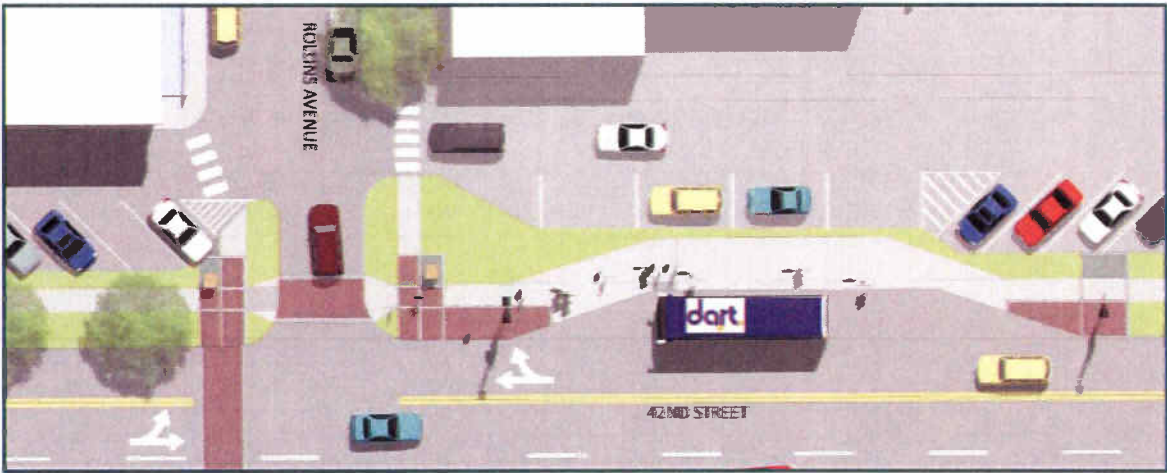


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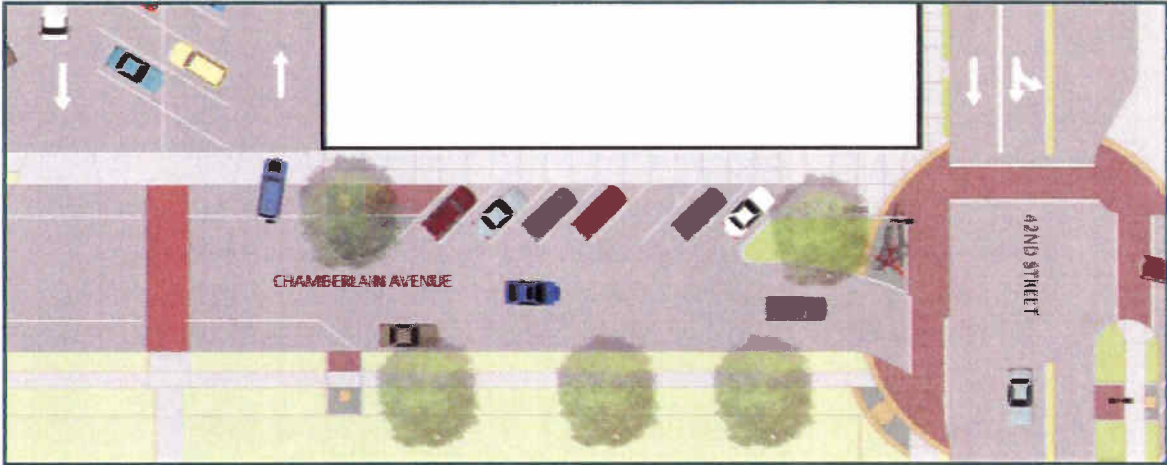








DART (bus rapid transit) Stop - Rollins Avenue & DM Playhouse



Angled Parking & Amenity/Landscaping - Chamberlain Avenue



Birdseye View of Proposed Improvements - Chamberlain Avenue, Crocker Street, and 42nd Street

Parking/DART Layouts



Primary South Entry: View of the 42nd Street corridor from near Interstate 235



South Entry: View of Major Gateway Element and associated landscaping

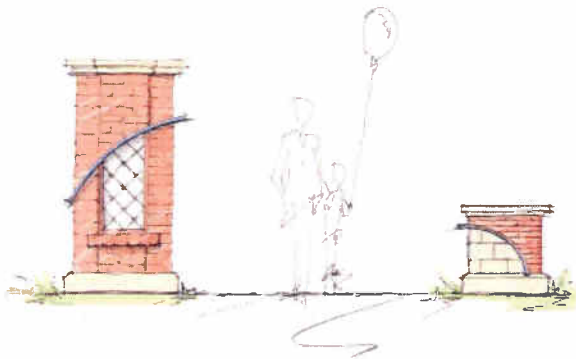
Gateway Elements/Wayfinding



Wayfinding & Branding Opportunities



Typical Streetlight/Planting/Paving Area



Major & Minor Gateway Branding Elements

Gateway Elements/Wayfinding

