

Date November 18, 2013

APPROVING WALNUT STREET STREETScape RENOVATION CONCEPT PLAN

WHEREAS, on August 13, 2012, by Roll Call No. 12-1231, the City Council approved a Professional Services Agreement with Brian Clark and Associates, Inc. d/b/a Confluence (Brian Clark, President) to provide a conceptual design and cost estimates for the Walnut Street Streetscape Renovation; and

WHEREAS, the Walnut Street Streetscape Renovation Concept Plan has been developed by the consultant team of Confluence with Genus Landscape Architect as a subconsultant, in collaboration with the Downtown Community Alliance, key downtown property owners, businesses, multiple advisory committees, and City staff from various departments.

NOW THEREFORE BE IT RESOLVED by the City Council of the City of Des Moines, Iowa: That the Walnut Street Streetscape Renovation Concept Plan, a copy of which is on file in the office of the City Engineer, be and is hereby approved.

(Council Letter Number 13553 attached)
Activity ID 01-2012-014

Moved by _____ to adopt.

FORM APPROVED: 
Kathleen Vanderpool
Deputy City Attorney



Funding Source: 2013-2014 CIP, Page Street-52, Walnut Street Mall Renovation, ST252, TIF Bonds

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
GRIESS				
HENSLEY				
MAHAFFEY				
MOORE				
TOTAL				
MOTION CARRIED			APPROVED	
_____ Mayor				

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.

City Clerk

Walnut Street Revitalization

PREPARED FOR CITY OF DES MOINES, IOWA



Introduction/ Preface



Postcard from Andrea Hauer's Private Collection / Circa 1909



Postcard from Andrea Hauer's Private Collection / Circa 1925



Circa XXX Postcard from Andrea Hauer's Private Collection / Circa 1955

WALNUT STREET REVITALIZATION

Some say that success occurs when preparation meets opportunity. The City of Des Moines recognized an incredible opportunity to re-think and provide a new vision for a portion of Walnut Street when Des Moines Area Transit's (DMAT) bus transfer function relocated their central station facility. This programmatic shift, combined with the failing and tired infrastructure of Walnut Street, offered a chance for the City to plan and prepare for success - something this district hasn't seen, from a retail perspective, since the glory days of the 50's and 60's. The City of Des Moines plans to encourage redevelopment by authoring a grand vision for the Walnut Street District, one with new retail stores and restaurants, that leverages the City's infrastructure assets and offers both a connection through, and a destination to, a new Walnut Street.

This report summarizes the process and conclusions of an eight-month long planning effort by the City of Des Moines, Downtown Community Alliance, numerous stakeholders and the Confluence + Genus consultant team.

PROJECT BACKGROUND

The City of Des Moines retained the Confluence + Genus team to prepare schematic design and cost estimates for streetscape renovation along Walnut Street from 2nd Avenue to 10th Street, and to provide recommendations to

reconstruct the street according to the preferred option identified in the functional programming report, and with consideration of recommendations made in the 2011 design workshop.

The Downtown Community Alliance (DCA) initiated a study of Walnut Street from 2nd Avenue to 10th Street in mid-2011. This study was prompted by several factors, including the rise in vacancies along Walnut Street and the future elimination of the transit mall function on Walnut Street that has been in operation since the mid-1980's. This study resulted in a functional programming report. This report, which included input from the City of Des Moines, key downtown property owners, businesses and other stakeholders, identified the preferred arrangement of programmatic elements for Walnut Street. Among a number of programmatic recommendations for elements typical to streetscape (auto/pedestrian configuration, parking, sidewalk), the functional program also calls for a blending of public and private spaces aimed to enrich and enliven urban activity along Walnut Street.

In late 2011, a planning and design workshop for Walnut Street was conducted by DCA with Agrest + Gandelson Architects. The workshop resulted in a vision for Walnut Street that coincides with the program recommendations and has provided a general guide for design of the streetscape.

THE CITY'S CHALLENGE

- Repair and renovate the failing street and sidewalks.
- Provide streetscape improvements to create a framework for reinvestment.
- Attract new development (retail, restaurant, and residential).
- Maintain existing success in East Village, Court Avenue and Gateway West.
- Restore the image of Walnut Street as a vibrant commercial district.

THE VISION

The Walnut Street District must provide a successful system of layers; including pedestrian circulation, multi-modal transportation, urban gardens and open space, memorable destinations, celebrating the arts and a return to parking and retail. The team must create a framework for redevelopment where the Walnut Street District becomes THE place to shop, THE place to be seen, and THE place that welcomes a whole new generation of shopper, visitor and investor.

Acknowledgements

DESIGN TEAM

Confluence
Genus Landscape Architects
Reynolds Urban Design
Gibbs Planning Group
Veenstra + Kimm
Substance
Waveguide Media

TECHNICAL STEERING COMMITTEE

Matt Anderson / City of Des Moines, City Manager's Office
Larry Hulise / City of Des Moines, City Manager's Office
Erin Olson-Douglas / City of Des Moines, Planning
Jason Van Essen / City of Des Moines, Planning
Mike Ludwig / City of Des Moines, Planning
Gary Hlavka / City of Des Moines, Engineering
Darwin Larson / City of Des Moines, Engineering
Jen Dakovich / City of Des Moines, Traffic and Transportation
Jennifer Bohac / City of Des Moines, Traffic and Transportation
Bruce Braun / City of Des Moines, Public Works
Julie Hempel / City of Des Moines, Parks and Recreation
Ron Ward / City of Des Moines, Parks and Recreation
Mindy Moore / City of Des Moines, Parks and Recreation
Glenn Lyons / Downtown Community Alliance
Amy Lego / Downtown Community Alliance
Amy Baker / Downtown Community Alliance

MARKETING AND LEASING COMMITTEE

Roy Kunkie / Nationwide Insurance
Marsha Aldridge / Nationwide Insurance
Jon Kurth / Wells Fargo
Scott Johnson / Wells Fargo
David Vos / Younkers
Rick Toltakson / Hubbell Realty
Krista Capp / Hubbell Realty
Kate Cline / Capital Square
Harold Capps / EMC Insurance
Bruce Kelley / EMC Insurance
Sean Pelletier / EMC Insurance
Randy Minear / Terrus Real Estate Group
Jake Johansen / Terrus Real Estate Group
Mike Crowley / Wellmark, Inc.
Matt Brown / Wellmark, Inc.
Paul Rottenberg / Orchestrate
Mary Molloy / US Bank
Leah Minton / US Bank
Angie Pfankuch / Nelson Construction
Matt Anderson / City of Des Moines
Jason VanEssen / City of Des Moines
Mike Ludwig / City of Des Moines
Erin Olson-Douglas / City of Des Moines
Larry Hulise / City of Des Moines
Glenn Lyons / Downtown Community Alliance
Amy Lego / Downtown Community Alliance
Amy Baker / Downtown Community Alliance
Tim Leach / Downtown Community Alliance
Chris Diebel / LPCA Public Strategies

ART AND CULTURAL EVENT ADVISORY COMMITTEE

Jeff Chelesvig / Civic Center of Greater Des Moines
Laura Sweet / Civic Center of Greater Des Moines
Cal Lewis / Civic Center of Greater Des Moines
Jason VanEssen / City of Des Moines
Mike Ludwig / City of Des Moines
Glenn Lyons / Downtown Community Alliance
Amy Lego / Downtown Community Alliance
Amy Baker / Downtown Community Alliance
Jessica Rowe / Greater Des Moines Public Art Foundation
Pamela Bass-Bookey / Greater Des Moines Public Art Foundation
Kathy Murphy / Greater Des Moines Public Art Foundation
Pat Schneider / Greater Des Moines Public Art Foundation
Jeff Fleming / Des Moines Art Center
James Ellwanger / Artist
Zach Mannheimer / Des Moines Social Club
Chris Diebel / LPCA Public Strategies
MD Isley / Bravo Greater Des Moines
Dave Stone / Bravo Greater Des Moines
Megen O'Toole / Design Research and Communications Consultant

Table of Contents

Executive Summary	3	Pavement Analysis Summary / Decision	61
HISTORY OF THE CORRIDOR	3	PAVEMENT ANALYSIS	63
PLANNING PROCESS	3	Retail Market Study Summary	65
MASTER PLAN	3	WALNUT STREET RETAIL DEVELOPMENT STRATEGY	67
Final Design	5	INTRODUCTION	68
DESIGN PHILOSOPHY	7	GENERAL RETAIL OPTIONS	68
THE 5 KEYS TO SUCCESS	7	RETAIL CORE DISTRIBUTION OF USES	70
DESIGN STATEMENTS	8	Research / Planning	71
BLOCK-BY-BLOCK ANALYSIS	9	REFERENCE DOCUMENTS	73
Planning Process	17	OVERVIEW OF COORDINATION EFFORTS	74
Schematic Design	21	DCA PROGRAMMING REVIEW SUMMARY	75
DEVELOPMENT POTENTIAL DIAGRAM	23	STAKEHOLDER SUMMARY	78
PEDESTRIAN ORIENTED	24	PARKS AND RECREATION	78
LAYERS OF TRANSPORTATION	25	TRAFFIC AND TRANSPORTATION	80
URBAN GARDENS	27	LIGHT ART / URBAN MEDIA SUMMARY	81
CELEBRATING THE ARTS	30	SUPPORTING THE LIGHT ART AND URBAN MEDIA FRAMEWORK	83
A RETURN TO RETAIL	31	NEXT STEPS / RECOMMENDATIONS	84
BLOCK THOUGHTS	32	Cost Opinion / Analysis	85
PAVERS / PAVING LIGHTS	33	FULL BUILD OUT	87
SITE FURNISHINGS	34	BASE PROJECT COST	88
OUTDOOR DINING RAILINGS	35	Phasing Recommendation	89
KIOSKS AND MEDIA HYDRANTS	36	5TH STREET TO 8TH STREET, INCLUDING THE 7TH STREET URBAN GARDEN	91
LANDSCAPE	37	8TH STREET TO 10TH STREET	91
CUSTOM STREET ELEMENTS	39	2ND STREET TO 5TH STREET, INCLUDING THE 5TH STREET URBAN GARDEN	91
Context Analysis	43	Anticipated Schedule / Next Steps	93
Site Analysis / Existing Conditions	47	ANTICIPATED SCHEDULE	95
TREE INVENTORY	49		
BUILDING INVENTORY	50		
GROUND FLOOR OCCUPANCY	51		
STREETSCAPE INVENTORY	52		
FIXTURES AND FURNISHINGS	54		
LIGHTING AND TRAFFIC SIGNALS	55		
TRAFFIC AND TRANSIT PATTERNS	56		
PARKING DIAGRAM	58		
SHADE STUDY	59		
SKYWALK ENTRY DIAGRAM	60		

1. Introduction
2. Objectives
3. Methodology
4. Results
5. Discussion
6. Conclusion

EXECUTIVE SUMMARY

The purpose of this study was to investigate the effects of... The results showed that... The findings suggest that... The study has several limitations... Further research is needed to...

Executive Summary



Looking west on the corner of 5th and Walnut Streets during the day



Looking west on the corner of 5th and Walnut Streets at night

HISTORY OF THE CORRIDOR

At the turn of the 20th century, Walnut Street became one of the first street in the nation to be fully illuminated by electric lights. The beautification project received recognition and spurred the business community to light the remainder of downtown. In the 1950's and 1960's, Walnut Street was the center of retail shopping for the City of Des Moines. However, suburban development in the 1970's and 1980's weakened Walnut Street and when the bus transit function arrived in 1985, Walnut Street became a place to "move through" and was no longer was a retail destination. JCPenney's left the corridor in 1992, and Younger's closed their flagship store in 2003.

In May of 2012, the City issued a Request for Proposals for landscape architecture and planning firms to prepare a detailed streetscape master plan that would include pavement, streetscape and retail studies. Confluence, teamed with Genus and Reynolds Urban Design, was selected as the lead firm in August of 2012.

PLANNING PROCESS

The planning process featured a core Walnut Street Technical Committee made up of City and DCA representatives who were the reviewing body for the

process. The design team held focus group and initial stakeholder meetings with property owners such as EMC, Capital Square and the Younger's redevelopment team. Three public meetings were held:

- Public Meeting 1: SWOT Analysis Open House - Understanding
- Public Meeting 2: Initial Concepts Presentation and Open House - Discovering
- Public Meeting 3: Final Concept Presentation and Open House - Deciding

MASTER PLAN

The Walnut Street Streetscape Master Plan proposes a district composed of pedestrian and vendor-friendly sidewalks, two-way traffic with ample parallel parking, street trees and urban gardens and moments of artistic expression. The plan builds upon the 2011 Concept Plan by Agrest + Gandelson Architects, along with the assets of the corridor, the retail market study and precedent studies of Des Moines and national retail-based districts across the United States. The design of the street and parking will slow traffic and create an environment where the pedestrian feels safe and comfortable. Broad corners allow for numerous outdoor dining opportunities, with room for street vendors and pop-up stores throughout the district. Street trees are primarily focused near intersections and mid-block as sub-pavement and soils allow. The street

can be closed for pedestrian-only use at blocks 5-8 using custom gates for programmed events, allowing the street to become a festive environment for musical events, shows or food festivals.

Light art installations are proposed throughout the district, tapping into Walnut Street's unique past of becoming one of the first electrically lit streets in the U.S. In addition to light art, there will be electronic touch-screen kiosks, where a visitor can learn about upcoming events or which restaurant has immediate seating. The urban garden space at Capital Square features a bocce ball court, children's playground, harvest table and glass pavilion for programmed events. The 7th Street urban garden offers the sounds of poetry and music while you sit in a space filled with flowing vine structures and green walls.

The Walnut Street Streetscape Master Plan is a legacy project which builds off the distinct heritage of Des Moines, preserves and restores a critical link through downtown and provides a new destination.

FINAL DESIGN

