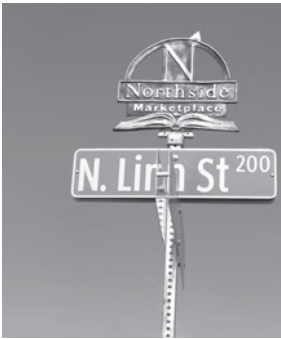


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MASTER PLAN REPORT FEBRUARY 2014

IOWA CITY DOWNTOWN AND PEDESTRIAN MALL STREETSCAPE PLAN UPDATE



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ACKNOWLEDGMENTS

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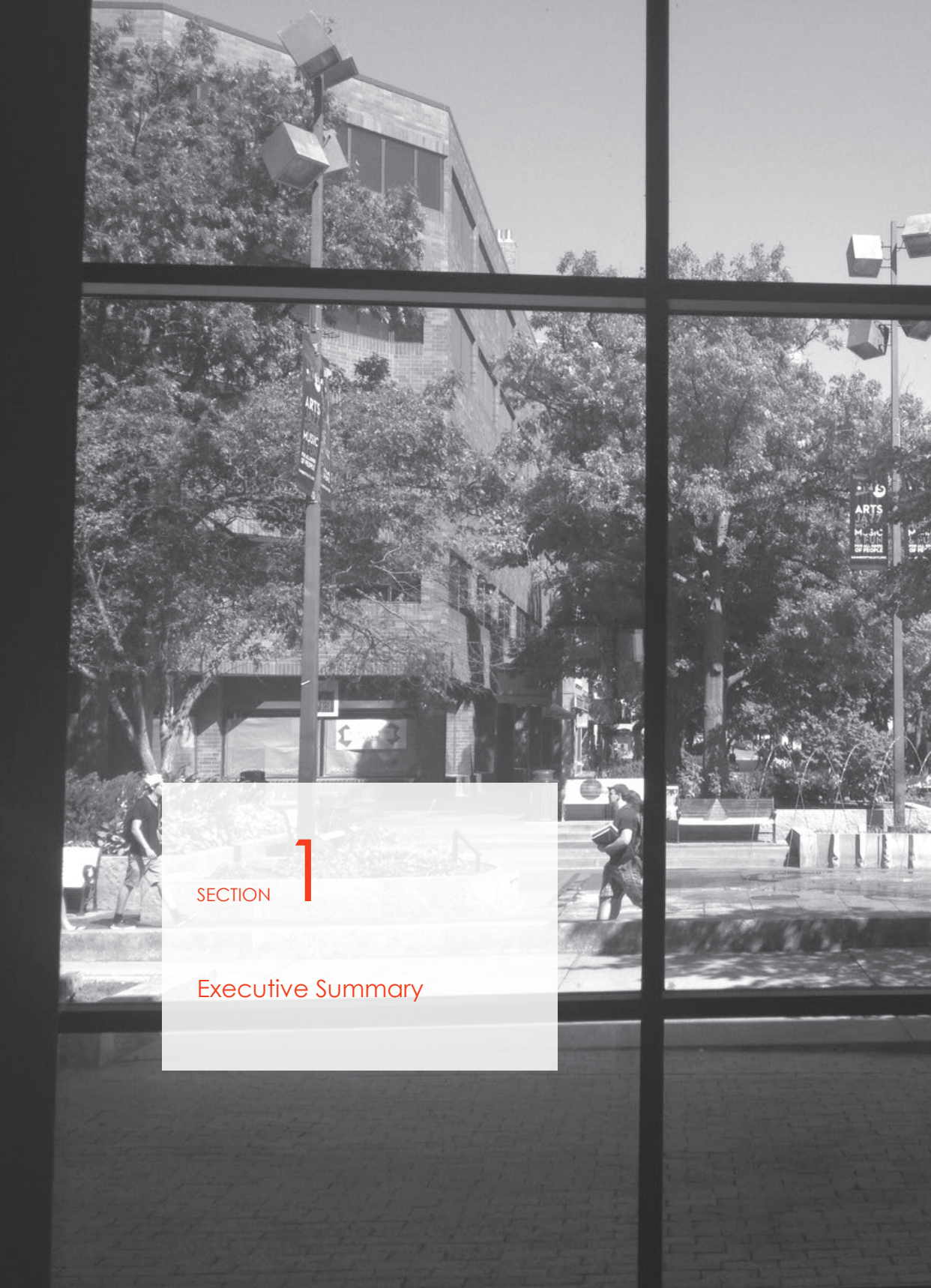
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SECTION **1**
Executive Summary

INTRODUCTION

Much has been written about the eclecticism and vibrancy of downtown Iowa City, a dynamic destination for the community and the region with a rich mix of retail, unique dining, nationally recognized special events and festivals, a distinctive public art program, and inspired entertainment venues. At its heart, the iconic Pedestrian Mall has long been recognized and celebrated as a place where people of all ages and demographics come together.

The Study Area for this plan extends from Bloomington Street on the north to Burlington Street on the south, and from Gilbert Street on the east to Clinton Street on the west. The streetscapes and public spaces throughout the study area developed at different times and under independent plans. As a result, the condition and character of the streetscapes vary considerably. And, as a simple byproduct of time, some of the public spaces and streetscape amenities are showing visible signs of deterioration. The intent of the current study is to prepare an updated master plan that will focus on the components necessary for a successful, contemporary streetscape that reflects the evolving social, cultural, and commercial needs of the community. The resultant master plan report, The Iowa City Downtown and Pedestrian Mall Streetscape Plan Update, builds on existing strengths and provides key recommendations that will refresh and unify the downtown core and the Pedestrian Mall.

The Plan seeks to balance the needs of varied user groups and reflects the understanding that streets play a multifaceted role. 'Good streets' have meaning for people, are accessible to all, are well maintained, and are engaging; they are an important part of everyday life in the public realm. If fully and thoughtfully realized, this Plan will bring a number of benefits to downtown Iowa City.

BENEFITS TO DOWNTOWN IOWA CITY

Distinctive and unified streetscape design: A consistent palette of unique & quality streetscape components [light fixtures, seating, litter receptacles, bike racks, planters] will create a cohesive downtown identity.

An updated and inspired wayfinding and identity framework: New gateways and wayfinding kiosks will improve legibility of the City and provide a means of orientation for visitors and guests.

Improved pedestrian safety, comfort, and accessibility: Enhanced crosswalks, bump-outs, and pedestrian refuge islands along select streets will improve downtown's walkability. New paving, seating, and pedestrian scale lighting will improve the sense of safety and facilitate use.

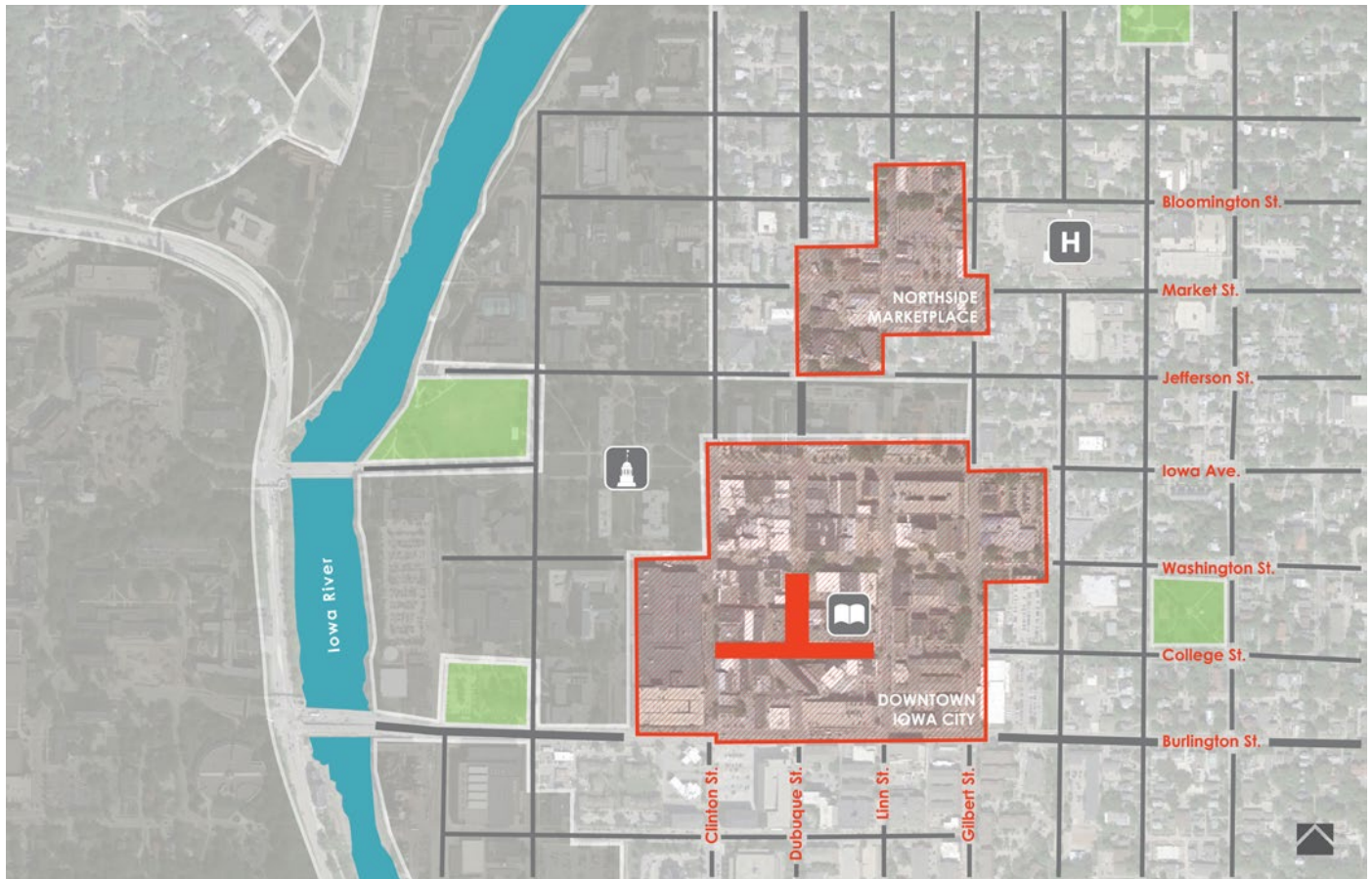
New and improved public gathering spaces: The Plan creates a series of secondary destinations across the study area that will appeal to the range of user groups.

Enhanced bicycle accommodations: Sheltered bicycle parking and designated bicycle lanes will support and further Iowa City as a bicycle-friendly community.

A contemporary and sustainable lighting framework: A multi-layered lighting framework consisting of pedestrian and roadway lights, architectural lighting, enhanced storefront lighting, identity lighting, and illuminated wayfinding elements will create a unique downtown identity and encourage night time use.

Replacement of aging infrastructure: The existing sanitary sewer, potable water, gas, fiber, and storm sewer systems were analyzed to guide future infrastructure improvements.

Green infrastructure strategies: An energy efficient LED lighting system, recycling stations, solar panels at bicycle shelters, enhanced transportation choices, sustainable education and outreach opportunities, and permeable pavement systems and bioretention planting areas at select areas will demonstrate the City's commitment to sustainability.



The Study Area for the Iowa City Downtown and Pedestrian Mall Streetscape Plan Update comprises sixteen blocks, or approximately 65 acres.

THE ORGANIZATION OF THE PLAN

The Iowa City Downtown and Pedestrian Mall Streetscape Plan Update consists of the following sections. An explanation of each section and its contents are noted below to assist users in finding content.

- 1 EXECUTIVE SUMMARY**
- 2 EXISTING CONDITIONS**
- 3 STAKEHOLDER INPUT**
- 4 STREETScape COMPONENTS**
- 5 STREETScape PLANNING**
- 6 PEDESTRIAN MALL PLANNING**
- 7 POLICY**
- 8 IMPLEMENTATION**
- + APPENDICES**

1 EXECUTIVE SUMMARY

Section 1 gives a brief introduction to the project, highlights the organization of the plan, and concludes with master plan goals and objectives,

2 EXISTING CONDITIONS

Section 2 of the plan summarizes the site assessment process which included a combination of field analysis, stakeholder engagement, and review of information and mapping provided by the City of Iowa City. As part of this process, the existing wayfinding and identity elements, sidewalk cafes, context, accessibility, architectural patterns and streetscape components were reviewed. In an effort to better understand the existing infrastructure, a utility analysis examined the sanitary sewer, storm sewer, and water supply within the Study Area and considered projected demand for these utilities into the future. The utility analyses included consultations with local utility companies and interviews with key representatives from the City. The information gathered during the site assessment phase informed key recommendations for each of the streets and the pedestrian mall.

3 STAKEHOLDER INPUT

Within Section 3, the Iowa City Downtown and Pedestrian Mall Streetscape Plan Update reflects the dedicated participation and input of the project steering and technical committee and an invested public. The steering and technical committee was composed of City of Iowa City leaders, local business leaders, and representatives from the Iowa City Downtown District, Summer of the Arts (SOTA), and the University of Iowa. To ensure the resulting plan reflects the needs of the larger community, the Plan was developed with significant public input. Three public input meetings took place over the course of a nine-month planning process [full project duration] and over four hundred persons participated in the meetings. Additionally, throughout the entire master plan process, the public was able to submit ideas online via the project website, inspiredowntownic.com, resulting in an additional 435 participants along the way.

4 STREETScape COMPONENTS

This section promotes a strong ensemble of high-quality materials, amenities and furnishings that reinforce a unique and positive downtown image. The proposed palette of materials will give downtown a consistent character and quality. While certain components, such as benches or trash receptacles, will be applied consistently throughout the study area, others, such as limestone light pole bases or banners, may be recommended only along select streets to better distinguish a specific street role or function. Taken as a whole, the components ensure a consistent vocabulary for the downtown and Pedestrian Mall. The section addresses the following components.

- wayfinding + identity
- lighting + electrical
- sustainability
- transportation enhancements
- landscape + plant material
- materials + kit of parts
- public art

5 STREETScape PLANNING

Providing an overview of each street and the key improvement recommendations that were identified for it, this section offers design narrative, street vision plans, renderings, and sections within the plan to outline how and where these recommendations should be implemented. Key planning recommendations for each street were categorized per the following.

- Transportation Enhancements address how and where to improve vehicular, bicyclist, and pedestrian movement.
- Lighting opportunities identify and locate the type of light(s) proposed for each street.
- Sustainable Enhancements identify opportunities for green infrastructure strategies such as bioretention planting areas, infill trees, recycling stations, and permeable pavement systems.

- Wayfinding and Identity elements create gateways and inform use along select streets.
- Utility recommendations address aging infrastructure and the undergrounding of any existing overhead utility lines.
- Other improvements such as vegetation, seating, and paving improvements are identified.

6 PEDESTRIAN MALL PLANNING

The Pedestrian Mall is a truly unique asset that sets Iowa City apart from other cities. Its long-term success can be attributed to the mix of uses including successful restaurants, new residential properties, entertainment venues, and its adjacency to the University of Iowa. Across the US, there is renewed interest in pedestrian-only spaces.

With nearly forty years having passed since the opening of the Pedestrian Mall and the most recent improvements taking place in 1999, the Pedestrian Mall needs a 'selective editing' of components to continue to attract and support unique businesses, to fulfill the evolving needs of diverse user groups, and to address years of deferred maintenance.

Material presented in this section illustrates an analysis framework for existing conditions, recommendations for a new layer of secondary destination spaces across the Pedestrian Mall and overall planning suggestions to reinvigorate and update the Pedestrian Mall.

7 POLICY

With a focus of re-aligning City policy with streetscape and pedestrian mall planning goals, Section 7 describes the City's current sidewalk café and signage policy, the purple meter program, and maintenance-related issues and requirements.

8 IMPLEMENTATION

In order to move the planning from vision to reality, the master plan report concludes with the identification and prioritization of recommended projects, as well as a cost summary for improvements associated with each street and the pedestrian mall. The prioritization of projects includes phasing recommendations for quick start [sudden impact **or critical maintenance / safety** projects], short term [1-3 year] and long term projects [5-15 year] to assist the City of Iowa City in fiscal planning and decision-making for the next 10-15 years.

+ APPENDICES

Copies of the full site assessment report, utility analysis, the Iowa Arts Festival summary, a record of the public input from the three public meetings, sidewalk café policy research from similar cities, and cost opinions are provided under separate cover.

ENHANCE THE PUBLIC REALM

- Celebrate the history and culture of Iowa City.
- Create a memorable public space at Black Hawk Mini Park.
- Improve the children's play area and the 'Weather Dance' fountain stage space.
- Create a focal point and Ped Mall gateway at Dubuque and Washington.
- Improve festival and public event opportunities.
- Improve bicycle connectivity and bicycle parking accommodations.
- Improve the pedestrian experience, especially along Burlington and Gilbert.
- Improve connectivity between the Northside Marketplace, the core of Downtown, the Iowa River, and the Riverfront Crossings.

BUILD ON EXISTING STRENGTHS

- Reinforce the public artwork program.
- Enhance the tree planting program.
- Identify good elements of the existing streetscape.
- Enhance the walkability of Downtown.
- Enhance the opportunities for families including the play area at the Library.

ADDRESS AGING INFRASTRUCTURE

- Evaluate the adequacy & condition of existing utilities.
- Assess current and future needs per the 2012 Master Plan Yield Analysis.
- Make recommendations on utility improvements.
- Improve the special event infrastructure.

ENHANCE OUR ENVIRONMENTAL STEWARDSHIP & BECOME A 'GREEN' DOWNTOWN

- Explore & incorporate green infrastructure strategies.
- Promote the use of sustainable and low maintenance materials.
- Improve recycling opportunities.

STRENGTHEN 'TOWN AND GOWN' IMAGE

- Incorporate art and technology into the streetscape that celebrates the University's many resources.
- Create a subtle yet unified streetscape expression that promotes the physical and visual engagement of the University with the Downtown.
- Develop a Gateway element as an entry feature to the University and to the City.

DEVELOP A MULTI-LAYERED, FLEXIBLE LIGHTING FRAMEWORK

- Create a lighting framework that informs use and enhances wayfinding.
- Incorporate creative architectural lighting at historic buildings, public art projects and other notable locations.
- Create opportunities for year-round and seasonal lighting.

ENHANCE THE WAYFINDING NETWORK

- Create a sense of arrival at key points throughout the study area.
- Create a gateway into the Ped Mall at Washington and Dubuque.
- Improve transportation/parking-related signage to assist visitors.





SECTION **2**
Existing Conditions



SITE ASSESSMENT

Downtown Iowa City has many strengths including a vibrant pedestrian realm, an eclectic mix of retail and restaurants, a memorable public art program, mature trees, and nationally recognized special events. Landmark destinations such as the Ped Mall, the Englert Theater and the Iowa City Public Library are used and enjoyed by locals and visitors alike. Its rich history has resulted in approximately sixty national registry eligible structures within or directly adjacent to the study area. In short, the site assessment reveals a strong starting point for the project.

As a simple by-product of time, some aspects and components of the downtown streetscape are in a state of decline. As an example, significant improvements have not been made at the Ped Mall since the 1998 Iowa City Downtown Streetscape Plan. Additionally, as the City has grown and evolved, the downtown boundaries have shifted and expanded.

The full site assessment report is included within the Appendix. A summary of key observations follows.

- Enhancements are needed at the public realm to better accommodate existing and future uses. For example, at the completion of Park@201, the north end of the Ped Mall and the adjacent Black Hawk Mini Park can be re-designed to realize their full potential as vibrant public spaces that welcome users to downtown. Other public spaces in need of updates include the children's play area and the permanent stage.
- The existing downtown lighting identity is limited and includes a wide range of inconsistent design styles. The 'globe' lights at the Ped Mall and the adjacent streets are inefficient and are nearing the end of their serviceable life. Safety is compromised at times due to inadequate illumination. A significant opportunity exists for a consistent, multi-layered lighting design framework that will be more characteristic of a sustainable and contemporary destination.
- Some infrastructure is aging and is not meeting current demands. Additional electrical capacity and access points are needed throughout downtown to support special events and holiday lighting. In its existing state, storm sewer capacity and inlet capacity is not sufficient in multiple areas. Existing water supply lines do not meet future build-out demands in multiple locations.
- There are inconsistencies in the basic streetscape 'kit of parts'. Since 1998, six different planning documents have guided various parts of the study area. As a result, basic streetscape components including sidewalk paving, lighting, planting design vary across the study area. Encouraging continuity across the basic streetscape components will improve downtown's identity and ease maintenance demands on city staff.
- Green infrastructure strategies are currently lacking across downtown. There is tremendous potential to im-

plement sustainable strategies across downtown and reflect the ideals of a sustainable community.

- Improving the pedestrian and bicycle experience throughout the district is a high priority. In particular, emphasis needs to be directed at Burlington, Gilbert, Market, and Clinton Streets.
- A strong wayfinding framework is generally lacking. The existing oversized kiosks and posting pillars are no longer meeting their intended purpose and many are in a state of disrepair. A new wayfinding and identity program will allow the user to find information more quickly and easily with simple unified graphics.



The existing alleys are under-utilized, poorly illuminated, and dominated by waste storage.



Many of the existing limestone planters are separating and are in need of repair.



EXISTING BRICK SURFACING

Sections of the brick paving across the Ped Mall are heaving and uneven. Vehicular tracking is visible across the easterly section near the Bread Garden and the Iowa City Public Library.

To minimize maintenance challenges that go along with uneven pavement (snow removal, ponding water) and safety concerns (tripping and universal accessibility) select areas of the Pedestrian Mall need to have the pavers and subbase reinstalled to create a safe and attractive walking surface.



INCONSISTENT LIGHTING

The current lighting system across Downtown is a component that warrants significant investment. Many of the fixtures are 'tired', exhibiting peeling paint and surface rust that is typical for fixtures that have been in-place for decades. While lamp conversions to LED have been started, much work remains to improve light levels, ambiance, branding and energy efficiency.



NORTH PEDESTRIAN MALL ENTRY

During public input meeting #1, the north Ped Mall entry was identified as the least favorite public space in Downtown Iowa City. It was described as 'the most dangerous and intimidating space' in Downtown Iowa City. The public complained about the ongoing loitering and about the groups that 'hang out' on the benches for extended periods of time.



INCONSISTENT COMPONENTS

A lack of consistency of basic streetscape components makes the public realm seem confusing and cluttered.



EXISTING POSTING PILLARS

The existing kiosks and posting pillars are showing signs of deterioration. As depicted in the image, many of the existing bases are corroding. They are also over-sized and appear out of scale with the context. Many of their original uses such as pay telephones and newspaper vending are no longer relevant.



EXISTING PLAY SURFACING

The existing play surface is in need of replacement. The surface is uneven and cracking and is separating from the edge restraint. This creates tripping hazards and an unsafe play surface for children.



EXISTING STREETScape

Basic streetscape amenities are lacking along many of the streets. As examples, gateway elements are missing, there are gaps in the tree planting program, seating is currently unavailable along certain street sections, and street-level blank facades reduce the visual interest of the streetscape.

UTILITY ANALYSIS INTRODUCTION

The planning team identified the utilities within the project limits, reviewed relevant information from the City, and worked with utility providers to determine the adequacy and condition of each utility system as it relates to the Yield Analysis section contained within the 2012 downtown and riverfront crossings master plan. Observations and recommendations for sanitary sewer, water service, storm sewer, fiber optic, natural gas, and electrical are provided in the following sections. The full utility analysis is included under separate cover.

FIBER OPTIC / IT / COMMUNICATIONS

Contact was made with the City of Iowa City IT and Traffic departments to gain an understanding of possible future needs for conduit in the study area. The information received indicated that the existing conduit was reaching the end of its service life. The requested infrastructure consists of a conduit bank of (3) 2-inch SDR11 HDPE conduit throughout the study area with associated hand holes. Additional conduit may need to be considered for private utilities as fiber optic is limited in the area.

NATURAL GAS

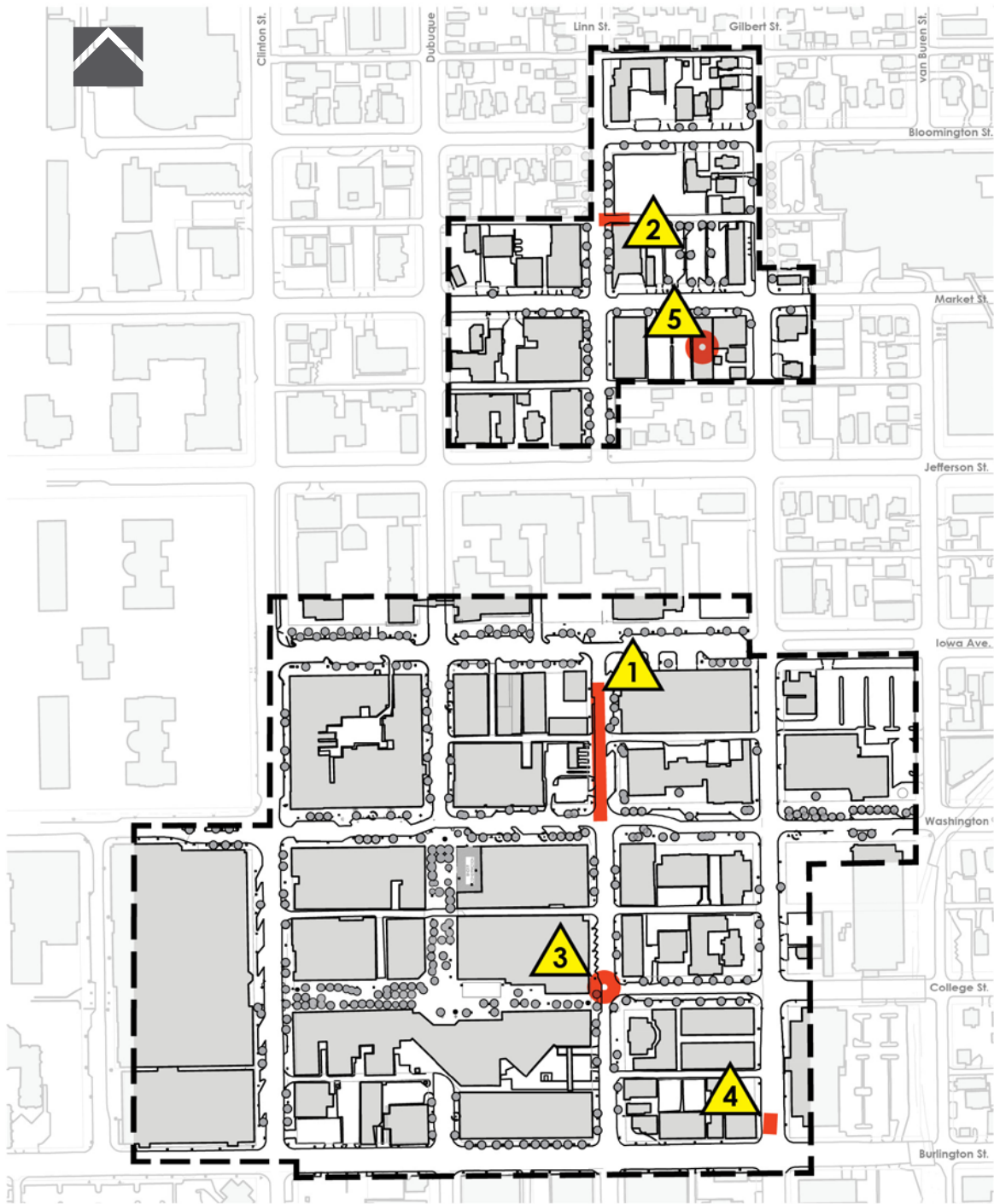
Contact was made with MidAmerican Energy, the natural gas utility for the study area. Their current system is an aging low pressure system that is, at times, unable to provide the volume of gas needed for application within the area. The utility recently installed a new line in the alley near Park@201 to serve the new 14 story structure. Representatives indicated that they would replace all old gas lines within the study area in association with projects contemplated by this study. Of note, they also indicated that their current meters are in the buildings in much of the area, and would be interested in looking at creative solutions that could move some of the meters to exterior locations where feasible.

ELECTRICAL

MidAmerican Energy's electrical infrastructure is generally buried underground in the Downtown District while the Northside Marketplace has overhead distribution. In both areas the majority of electrical infrastructure is located in alleys. A one block section along S. Gilbert Street between Washington and College will eventually be converted underground due to new development, but the time frame is currently not known. MidAmerican reports no other plans for major infrastructure improvements in the next ten years unless they receive additional customer requests. There is currently adequate capacity for current customers and expected future growth. However, additional electrical capacity is needed throughout downtown and specifically along Iowa Avenue and Clinton and in the Ped Mall for special events and vendors. An electric utility map has been provided by MidAmerican Energy for the study area.



Water main break along Washington in August 2013



  LOCATION / REFERENCE TO RECOMMENDED SANITARY SEWER IMPROVEMENTS

SANITARY SEWER

The sanitary sewer analysis was based on information provided by the City of Iowa City and consisted of sanitary sewer plan and profile records. In addition, LIDAR contour mapping was used to estimate areas contributing to the sanitary sewer outside the study area. The City of Iowa City Wastewater Division of the Department of Public Works performed video inspections of the subject sewer lines.

The system was analyzed by determining the service areas for each reach of sanitary sewer and comparing the calculated flows from each service area to the calculated capacity in each pipe. Flows from each service area were estimated by the type of use. A peaking factor of 4.0 and a factor of safety for Inflow and Infiltration and other peak demands of 2.0 were applied. In general the available capacity greatly exceeds the current demand.

SPECIFIC ITEMS OF INTEREST

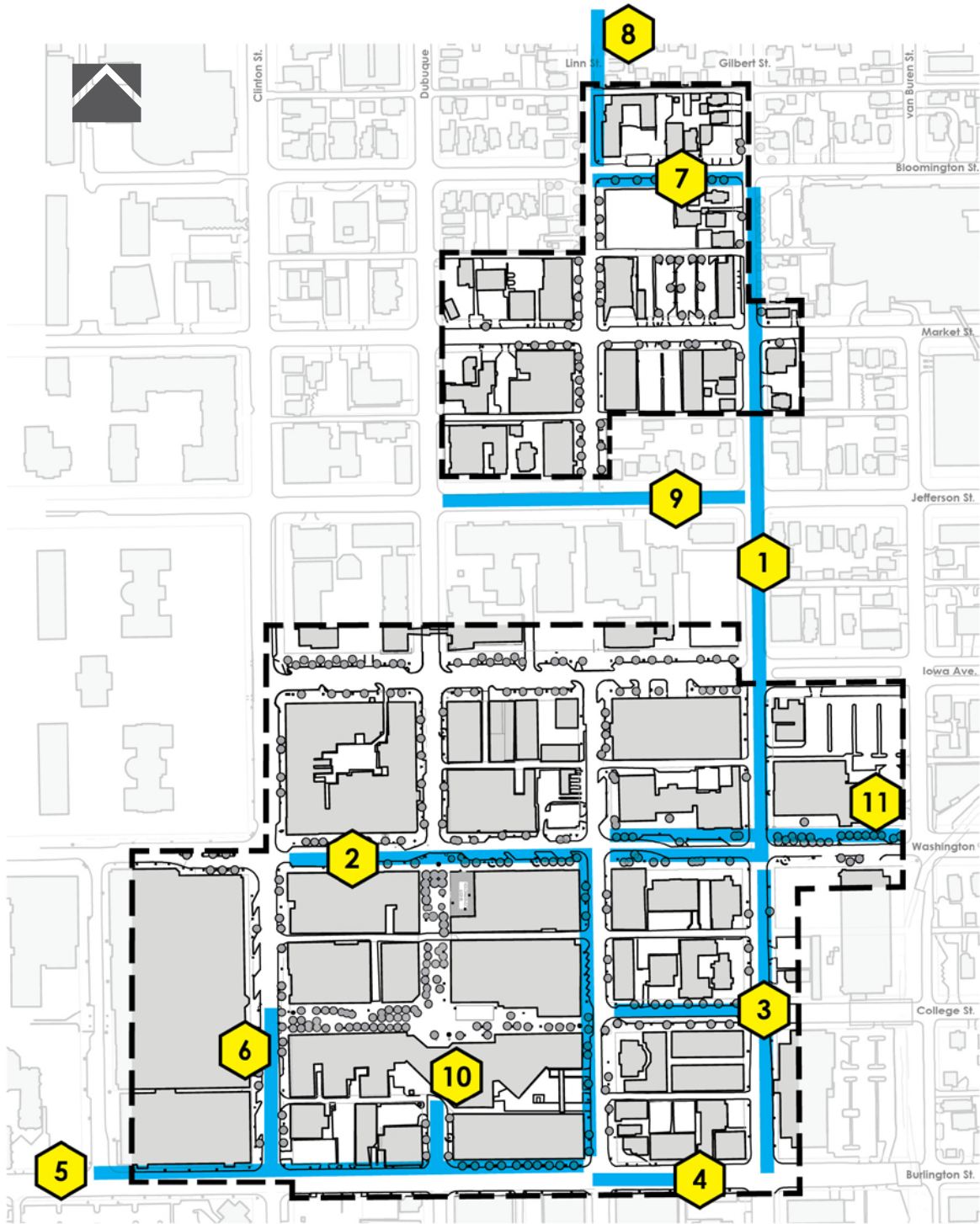
1. Most sewers are installed at more than minimum grade. The only exception found is a length of 8-inch sewer along Linn Street between Washington Street and Iowa Avenue. Records indicate it is at a slope of 0.35% (0.40% minimum). Estimations show suitable capacity, however the lower velocity may cause maintenance issues.
2. A 12 inch sewer runs in the east-west alleyway adjacent to the Hamburg Inn 2, 214 N. Linn Street. Video inspection indicates that the service located 57.7 feet from the upstream manhole is broken with visible voids (and grease).
3. The aging brick construction sanitary manhole at the intersection of College and Linn is in need of rehabilitation or replacement.
4. A communications cable has penetrated the 8-inch clay sewer approximately 61 feet north of the intersection of Burlington and Gilbert.
5. A sanitary sewer connection is likely from 321 E. Market to the Beer Creek storm sewer. If the connection is active, route to an existing 8-inch sewer connection in the alley south of the building. This work should be considered as an immediate action, and not be tied to possible future streetscape improvements.

FUTURE FLOW ESTIMATES

Future flows were estimated for potential buildings identified in the 2012 Downtown and Riverfront Crossings Plan. The yield analysis identifies fourteen potential structures ranging from four to twelve stories. The structures identified in the South downtown yield analysis could add an additional 0.556 MGD. This is below the calculated 1.1MGD capacity of the existing Burlington Street sewer. Proposed structures at Linn and Washington should utilize the available capacity in the 15-inch Washington Street sewer instead of connecting to the 8-inch sewer along Linn Street. Other proposed structures are on sewer lines with significant excess capacity.

OTHER RECOMMENDATIONS

As work is done in the study area, the City wishes to replace the existing sanitary castings with the City of Iowa City logo castings to help differentiate it from the storm sewer system.



  LOCATION / REFERENCE TO RECOMMENDED WATER SERVICE IMPROVEMENTS

WATER SERVICE

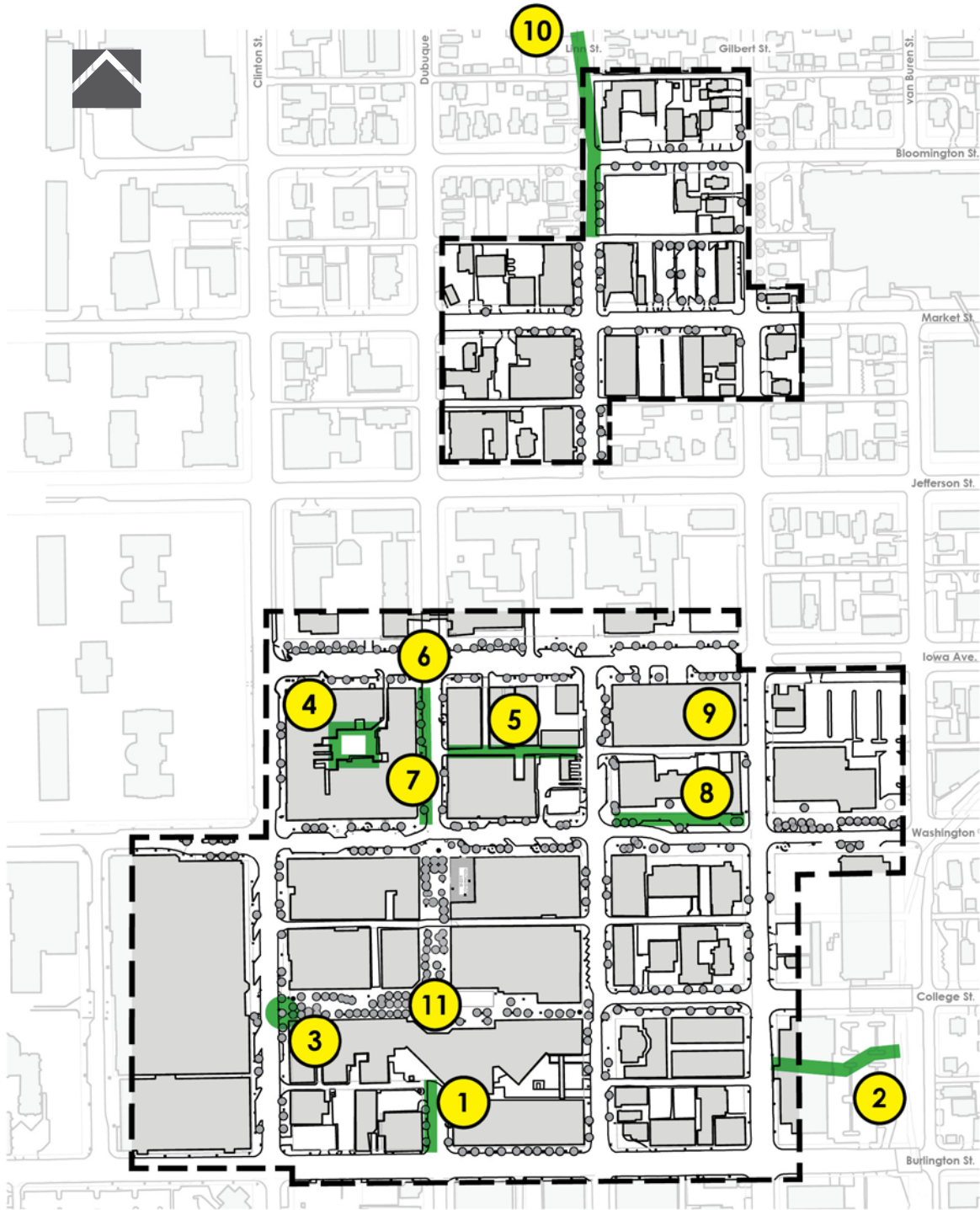
The water service analysis was based on information provided by the City of Iowa City and consisted of water mapping, reports and diagrams identifying system pressures, and discussions with and memoranda from water department staff. In assessing the adequacy of a system pressure, flow and reliability are considered. Pressure under static conditions is primarily influenced by elevation and the pressure head supplied by either elevation or pumping. Flow is influenced by system pressure, pipe diameter, pipe length, and the extent to which the system is networked. Reliability is influenced by redundancy, looping, valving, pipe age and condition, replacement of pipe known for breakages, and, if too high, system pressure. In reviewing the potable water system, water mains were identified for replacement based on these factors. Consideration should be given to replacing the water main on any street for which significant pavement replacement is contemplated.

OBSERVATIONS AND RECOMMENDATIONS

1. Replace the 16-inch main line running along Gilbert to Washington and then turning west to Linn Street due to age and condition. The City has experienced breaks along the line. Replacement is recommended due to age and condition.
2. Replace the 12-inch cast iron main along Washington Street from Clinton Street to Linn Street and continuing along Linn Street to Burlington Street due to age and condition.
3. Replace the existing 6-inch lines along Gilbert Street and College with a 12-inch main to accommodate proposed development, and to improve system hydraulics, help create a "perimeter loop" around the downtown district, and create redundancy for critical structures.
4. Replace approximately 250 feet of existing 6-inch main along Burlington Street to 8-inch main due to capacity. The 12-inch lines proposed for College and Linn Streets provide a perimeter loop allowing for reduced construction on Burlington Street (Hwy 1).
5. Replace the 8-inch main along Burlington Street from Capitol Street to Linn Street with a 12-inch main due to condition and capacity. The existing line has experienced several breaks. Replacement would form part of the downtown district perimeter loop and improved hydraulics.
6. Replace the 8-inch line along Clinton Street from Burlington to College due to condition.
7. Upsize the 4-inch main to 8-inch along Bloomington Street from Linn to Gilbert due to capacity.
8. Upsize the 6-inch main to 8-inch along Linn from Bloomington to Davenport due to capacity.
9. Replace the 6-inch main (same size) along Jefferson Street from Dubuque to Gilbert due to condition.
10. Replace the 6" line along Dubuque, north of Burlington due to age and condition.
11. Replace the 6" line along Washington between Linn and Van Buren with 8" line for increased capacity.

FUTURE DEVELOPMENT

Static pressure in the system is between 80 to 89 psi in the north market place area and 90 to 99 psi in the downtown district. This should allow for acceptable pressure for three, four, or possibly five story buildings to have adequate domestic pressure on the upper floors. Any significant buildings being contemplated may require booster pump systems to be designed specifically for the structure by the project mechanical engineer to meet domestic and fire flow requirements.



  LOCATION / REFERENCE TO RECOMMENDED STORM SEWER IMPROVEMENTS

STORM SEWER

The storm sewer analysis was based on information provided by the City of Iowa City and consisted of storm water mapping, Excel database files, and 1978 maps of the Ralston Creek storm sewers. The information provided is incomplete, and does not in many significant ways allow for a detailed analysis. Much effort was made to reconcile conflicting information or to make assumptions necessary to estimate the capacity of the existing system. In addition to the materials provided by the City, LIDAR contour maps were utilized to estimate the contributing drainage areas influencing the study area. No field survey was authorized for the study. Because the mapping available is schematic, separation distances from sanitary sewer and water mains were not able to be calculated.

The system was analyzed using a 5 year return period. Where pipe slopes were not available estimates were made using surface slopes from LIDAR contours. Except for the far north area draining in to the north side market place, a runoff coefficient of .98 was used. Therefore, additional build-out will not increase the impervious area. In general the system is effective.

STORM SEWER AREAS OF CONCERN

1. There may be a capacity issue with the 15" diameter storm sewer running north-south along Dubuque Street north of Burlington. Additional study to ascertain the actual size/slope and contributing area should be considered before surface amenities are constructed in this area.
2. If significant work is to be done along Gilbert and Burlington, consider re-routing the 24-inch diameter storm sewer pipe that currently runs under the Robert Lee Recreation Center.
3. At the Clinton Street intersection with the Ped Mall, City staff indicates that a storm manhole is buried under a planter. Access to the storm sewer should be included in future improvements to this area.
4. The alley in the block north of Washington and west of Dubuque is either without storm sewer or privately sewered. If improvements to this area are contemplated, the potential for improved drainage should be part of the scope. The City dye tested these lines in November 2013 and found they were connected to the storm sewer on Iowa Avenue.
5. The mid-block alley between Linn and Dubuque in the block south of Iowa Avenue was identified as having a drainage issue related to the Yacht Club, 13 S. Linn Street. The 12-inch sewer drains a relatively small area. If sump pumps from adjacent buildings are present, capacity may be impacted. The surface drainage does not appear to effectively channel runoff to the sewer, which may be causing some of the drainage problems.
6. Storm sewer segment along Dubuque Street from Iowa Avenue south has been identified as having two separate breaks. Spot repair is recommended.
7. Along Dubuque, just south of Intake 3452, video inspection identified a water service bored through the sewer. Spot repair is recommended.
8. The 24-inch diameter sewer line running Along Washington Street west of Gilbert has experienced multiple issues and should be replaced and relocated under the roadway.
9. The flooding reported at the intake in the lowest level of the parking ramp at the SW corner of Gilbert and Iowa may be due to the elevation of the intake in relation to the HGL of the 12inch sewer along Gilbert. Confirming the elevation of the intake and the adjacent sewers would provide additional insight to the issue. The area is access controlled, so appropriate contacts for admission to this parking area would be required.
10. The existing 24-inch sewer along Linn Street in the Northside Market Place area seems to be somewhat undersized. If significant surface improvements are proposed in this area, upsizing the 24-inch sewer and the 27-inch sewer to should be considered. Again, field verification by a survey crew to establish the actual conditions is recommended.
11. The drainage infrastructure within the pedestrian mall is not well documented. Given the other drainage issues in this area (flooding of the building entrance at the former Cappanna/Wedge, 136 S. Dubuque Street, and the ventilation grate at the Bread Garden, 225 S. Linn Street) additional study including field data collection for this area is recommended.

OTHER STORM SEWER RECOMMENDATIONS

LIDAR 2-foot contour maps and the 1978 Ralston Creek Storm Sewer maps were utilized to identify depressions or sumps in the ground surface that might be unserved by storm sewer causing localized ponding. A series of three sumps in the north market area were noted located on Market Street, the mid-block alley, and Jefferson Street between Linn and Gilbert. All three are on the route of the 42-inch by 42-inch box culvert and are shown as served by intakes. A topographical survey of the area is recommended.

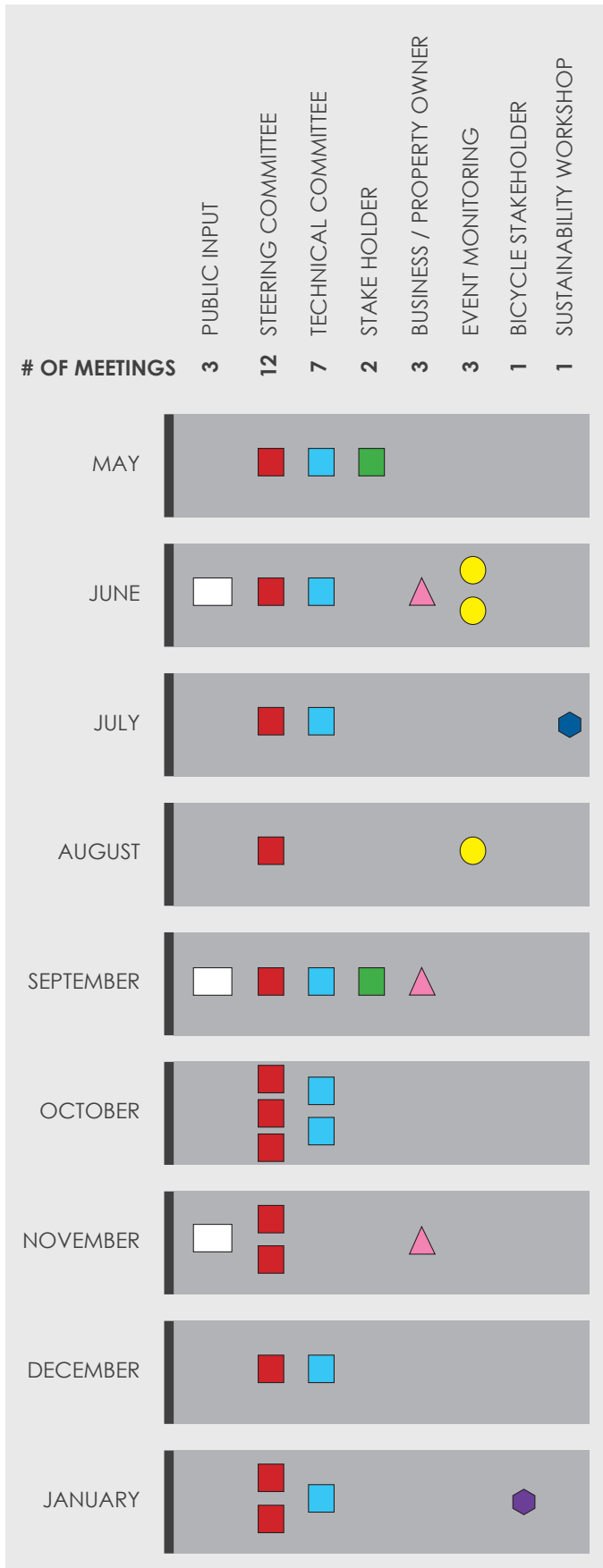
As work is done in any area of the study, the City wishes to replace the existing storm sewer castings with City of Iowa City logo castings to help differentiate it from the sanitary sewer system.





SECTION **3**
Stakeholder Input





INTRODUCTION

Stakeholder input guided the project throughout the planning process. Key stakeholder groups include the steering and technical committees, the Iowa City Downtown District (ICDD), Summer of the Arts (SOTA), and the University of Iowa. The general public offered input during three public meetings and via the project website, inspiredowntownic.com. Summaries of the process and what the planning team learned follow.

STEERING COMMITTEE

The project benefited from the keen interest and active participation of a steering and technical committee. The Committee was composed of City of Iowa City leaders, local business leaders, and representatives from the Iowa City Downtown District, Summer of the Arts (SOTA), and the University of Iowa. This group met approximately twelve times during the process to provide leadership and guide key decision making. The steering committee helped with the identification of goals and objectives, provided valuable insight on the existing infrastructure concerns, and reviewed and commented on proposed planning improvements for each of the streetscapes as well as the pedestrian mall.

STAKEHOLDER MEETINGS

The planning process began with a two day kick-off workshop and included meetings with the key stakeholder groups: steering and technical committee, University of Iowa representatives, downtown business leaders, and Summer of the Arts leaders. These meetings were vital to the information gathering phase. The ICDD, SOTA and University of Iowa meeting highlights are summarized in the following sections.

IOWA CITY DOWNTOWN DISTRICT (ICDD)

During the project kick-off workshop, local business leaders provided insight into a number of issues and opportunities of importance. Their 'wish list' follows.

- Expanded event programming across Ped Mall and during the winter months.
- Additional electrical capacity needed throughout downtown.
- Additional water sources needed, especially throughout the Northside Marketplace.
- Explore creative lighting opportunities across downtown and specifically at the alleys.
- Enhanced bicycle accommodations are desired.
- Businesses expressed a strong interest in learning about the feasibility of heated sidewalks.
- Updated wayfinding kiosks are desired.
- Business leaders suggested a memorable connection be created along Linn Street to link the Northside Marketplace and the Ped Mall.
- Explore policy changes particularly with signage and outdoor cafes.

The planning team met with the business stakeholders three additional times. Prior to each of the public input meetings, business stakeholders were given a preview of the material to be presented to the public. Feedback from these sessions was generally positive and the majority of the stakeholders in attendance were in support of the suggested planning improvements.

UNIVERSITY OF IOWA

The University of Iowa has a significant physical presence throughout the Study Area. The Iowa Avenue Campus is situated between Downtown and the Northside Marketplace. The University Capitol Centre, an enclosed office and commercial building, is located at Clinton and Washington. Per the University of Iowa admissions representatives, 'downtown is the selling point, it's what makes University of Iowa different'. University of Iowa representatives met with the planning team to address the University / community interface. Their suggestions for the planning team follow.

- Consider ways to celebrate the advancements of University of Iowa research through public artwork.
- Create a sense of arrival including a memorable gateway at the Dubuque / Washington Ped Mall entry.
- Enhance the 'Clinton Corridor,' a student gateway and link between downtown and University housing.
- Activate blank windows and facades.
- Enhanced lighting throughout the Northside Marketplace is desired.
- Consider alternative storm water management practices.
- A new wayfinding program is needed.
- Enhance the Linn Street connection between Ped Mall and Northside Marketplace.

SUMMER OF THE ARTS [SOTA]

The Mission of Summer of the Arts (SOTA) is "to bring people together in the Iowa City Area to experience and enjoy the arts". SOTA works "to encourage and facilitate the collaborative efforts to create arts and cultural entertainment in the Iowa City Area". Notable events and festivals include the Arts Festival and the Jazz Festival, which attract nearly 40,000 visitors per event annually. The planning team met with SOTA representatives to learn more about their needs. The summary follows.

- Additional electrical capacity is needed throughout downtown and specifically along Iowa Avenue and in the Pedestrian Mall.
- Additional water sources are needed along Iowa Avenue and Clinton.
- More informal seating is needed at the Pedestrian Mall performance stage.
- An overhead structure to shade and define the performance stage at the Pedestrian Mall is desired.



PUBLIC MEETINGS

To ensure the resulting plan reflects the needs of the larger community, the Iowa City Downtown and Pedestrian Mall Streetscape Plan Update was developed with significant public input. Three public input meetings were held in 2013 and were well attended with a combined attendance approximating over four hundred participants.

Meetings were open house format with various stations for input. Each station was led by a member of the planning team or a City representative. Attendees were able to offer comments and suggestions in a number of ways: via written surveys, general comment cards, hand-written comments on the presentation boards, and by direct communication with a planning team member. The key discussion topics and findings for each of the three public input meetings follow. Full summaries of each of the public input meetings are included in the Appendix.



PUBLIC OPEN HOUSE

PLEASE JOIN THE CITY OF IOWA CITY AND THE CONSULTANT TEAM FOR A REVIEW OF FINAL PLANNING CONCEPTS.

SHARE YOUR OPINIONS AND HELP SHAPE THE FUTURE OF DOWNTOWN!

NOV. 19, 2013
4:00 - 7:00 PM

SHERATON HOTEL
210 S. DUBUQUE STREET
AMOS DEAN BALLROOM

[www.InspireDowntownIC.com]
JOIN OUR ONLINE COMMUNITY AND SHARE YOUR IDEAS!

a coordinated effort with



GENUS LANDSCAPE ARCHITECTS
studioINSITE
CONSERVATION DESIGN FORUM
MMS CONSULTANTS
KCL ENGINEERING
ARTHOUSE DESIGN
MINDMIKER

contact
Geoff Fruin
Assistant to the City Manager
p: 319.356.5013
geoff-fruin@iowa-city.org

Public input meeting #3 promotional flyer

PUBLIC INPUT MEETING #1 . MAY 2013

Public input meeting #1 was held at the Iowa City Public Library. Approximately 75 persons attended.

Key discussion topics

- **Big Idea.** If you could re-imagine the streets of downtown Iowa City, what changes would be made? If just one improvement/change could be made, what would it be? What other downtowns are considered 'memorable' and why?
- **Public Safety.** Identify areas and intersections that are 'pedestrian unfriendly'.
- **Public Spaces / Pedestrian Mall.** Identify favorite / least favorite public spaces. Rank importance of public space components.
- **Streetscape Components.** What components need the most attention?
- **Getting Around.** How can we make downtown Iowa City and the pedestrian mall more accessible? What transportation options need to be addressed?
- **Sustainability.** How can Downtown Iowa City become a leader in 'sustainability'?
- **Programming and Special Events.** How can event experiences be improved? Suggestions for other special events.

What we learned

- **Big Idea.** Public input indicated strong interest in more bicycle lanes, improved lighting and signage, improvements along Burlington Street including activating the blank facades and parking ramps, an inviting and welcoming entry to the Ped Mall at Washington, and improved surfacing of the Ped Mall.
- **Public Safety.** Safety-related comments and suggestions addressed inadequate lighting levels at Northside Market Place (NSMP) and at the alleys. Specific streets and intersections described as unsafe include NSMP, Linn Street at Iowa, Gilbert, north Ped Mall entry, Burlington and the intersection with Gilbert, College.
- **Public Spaces / Pedestrian Mall.** Favorite public spaces include the Weather Dance fountain and ICPL. The intersection of Dubuque and Washington and Black Hawk Mini Park were the least favorite public spaces. Family friendly opportunities, festive/seasonal lighting, plant material, and public artwork were ranked as the most important public space components. Benches are desired along Linn Street between the Sr. Center and ICPL.
- **Streetscape Components.** Attendees feel lighting needs the most attention. Lighting is followed, in order, by wayfinding and signage, plant material, site furnishings, sidewalk paving, and finally, public artwork.

- **Getting Around.** Suggestions included wider sidewalks, improved pedestrian safety and walkability, more designated bicycle lanes and sheltered bicycle parking, better signage, and pedestrian enhancements along Burlington. Enhanced bicycle accommodations ranked as the most important transportation related option to be addressed by the planning team. Many attendees would like to see an improved connection between the NSMP and the downtown core.
- **Sustainability.** Attendees suggested recycling stations, permeable paving, solar panels, a conversion to LED lighting, and increased support for bicyclists, walkers and transit riders.
- **Programming and Special Events.** Suggestions included trash and recycling stations, event programming during the winter months, and more readily available information about circulation and traffic modifications. There was repeated interest in including Linn Street in the event and festival layout.



Approximately 75 persons attended public input meeting #1



Voting for favorite / least favorite public spaces in study area

PUBLIC INPUT MEETING #2 . SEPTEMBER 2013

Public input meeting #2 was held at the Sheraton Hotel, Amos Dean Ballroom. Approximately 124 persons signed in with overall attendance estimated at 200 participants.

Key discussion topics

- **Wayfinding and Identity.** Public input on alternate wayfinding concepts. Identification of priorities.
- **Streetscape Planning Concepts.** Which streetscape components are considered the most important? What are the main safety issues associated with streets in downtown Iowa City? What improvements would you like to see at the alleys?
- **Pedestrian Mall.** Planning alternatives at Black Hawk Mini Park, Weather Dance Fountain / Performance space, entry options, and children's play zone.

What we learned

- **Wayfinding and Identity.** Gateway features are considered the highest priority wayfinding element. Informational kiosks and banners were considered lesser priority elements.

- **Streetscape Planning Concepts.** Public input indicated lighting is the most important component to address followed by safety, identity for Iowa City, and pedestrian comfort. The lack of bicycle lanes is considered the main safety issue associated with Iowa City streets. Attendees would like to see improved lighting at the alleys.
- **Pedestrian Mall.** Generally, the public was split over the two Black Hawk Mini Park options. The public would like to see the planning concepts for Black Hawk Mini Park become more welcoming, with intimate seating areas, a shaded performance space, and a design that recalls and celebrates the history of the park as a place for all people. Comments pertaining to the Weather Dance Fountain / Performance space ranged from requests for more flexible open space to more organization with more fixed seating. The shaded permanent stage was well received. The height of the story walls was questioned and many expressed concern with their height. The public feels the existing Weather Dance fountain is enough and a second spray feature at the north entry is unnecessary. There were many comments pertaining to the 'unsafe brick surfacing' and need for a layered lighting framework.



Approximately 200 persons attended Public Input Meeting #2

PUBLIC INPUT MEETING #3 . NOVEMBER 2013

The third public input meeting was held at the Sheraton Hotel, Amos Dean Ballroom. Approximately 60 persons signed in with overall attendance estimated at 150.

Key discussion topics

- **Streetscape Planning Concepts.** Review final planning concepts at each street. Concepts address transportation enhancements, wayfinding and lighting, sustainability opportunities and other proposed improvements.
- **Enhanced Bicycle Accommodations.** Proposed locations for designated bicycle lanes and sheltered bicycle parking are mapped for input.
- **Wayfinding and Signage Opportunities.**
- **Pedestrian Mall Planning Concepts.** Planning concepts for Black Hawk Mini Park and North Ped Mall Entry, secondary destinations, feature public art piece, and expanded play opportunities.

What we learned

- **Streetscape Planning Concepts.** Feedback was generally positive and the majority of the persons in attendance were in support of the suggested streetscape planning improvements. Additional improvements and enhancements were requested for South Linn Street.

- **Enhanced Bicycle Accommodations.** Attendees responded favorably to the proposed bicycle accommodations and would like to see how they fit within the larger bicycle network. Brightly-painted, solid-color bicycle lanes were suggested. The proposed sheltered bike parking locations seemed appropriate. There were requests for on-street bicycle accommodations along Iowa Avenue and Linn Street and for bicycle parking along North Linn. Per the public, the existing bicycle racks are heavily used along Iowa, North Linn, Dubuque and Washington and need to be considered in the final planning concepts.
- **Wayfinding and Signage Opportunities.** Wayfinding kiosk requested at Linn and Washington. There was mixed reaction to the banner program. Some liked the banner program and associated flexibility, others described the banner program as 'small town'.
- **Pedestrian Mall Planning Concepts.** The EcoLAB and smaller play space at Black Hawk Mini Park received positive feedback. There was mixed reaction to the proposed Video and Sound Gardens. Comments ranged from 'video wall may invite vandalism' to 'video wall will be a big draw'. The idea of a feature public art piece at Black Hawk Mini Park was positively received. Voting indicated a preference for an interactive public art piece versus a water feature or structure (obelisk or column).

BLACK HAWK MINI PARK AND NORTH PED MALL ENTRY

PERSPECTIVE RENDERING AT NORTH PED MALL ENTRY

BLACK HAWK MINI PARK AND NORTH PED MALL ENTRY

HELP US DEFINE THE PUBLIC ART PIECE. A FEATURE PUBLIC ART PIECE STANDS IN THE CENTER OF THE NORTH EDGE OF BLACK HAWK MINI PARK. THE PUBLIC ART PIECE WILL BE DESIGNED TO SUPPORT SECONDARY PERFORMANCES TO RECALL THE HISTORY OF BLACK HAWK MINI PARK AS THE 'FREE SPEECH' PARK. THE PIECE MAY BE INTERACTIVE PUBLIC ART, WORK, A MEMORABLE WATER FEATURE, A STRUCTURE SUCH AS AN ARCH OR AN OBELISK, OR OTHER. BASED ON PUBLIC INPUT AND FEEDBACK, WE WANT YOUR HELP IN DETERMINING THE PIECE. IMAGES OFFER GENERAL REPRESENTATIONS OF WHAT THE PIECE COULD BE. THEY ARE NOT INDICATIVE OF AN ACTUAL INSTALLATION.

INTERACTIVE WATER FEATURE STRUCTURE OTHER

PLEASE VOTE BY PLACING A DOT AT YOUR PREFERRED CATEGORY

IOWA CITY DOWNTOWN AND PEDESTRIAN MALL STREETScape PLAN UPDATE

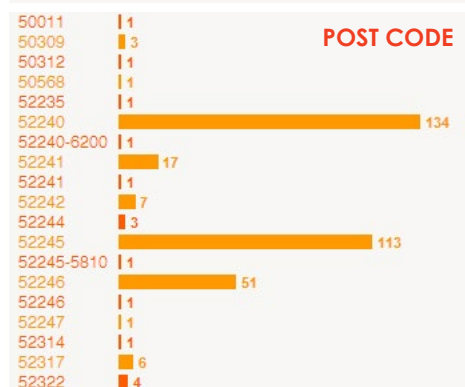
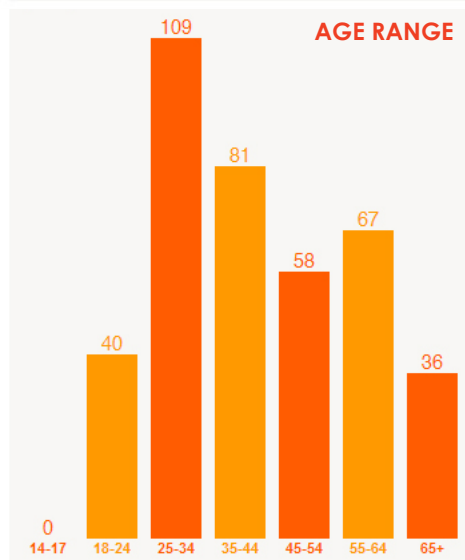
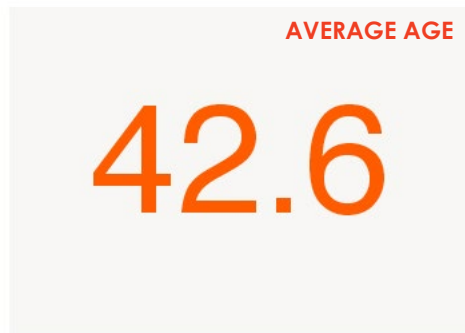
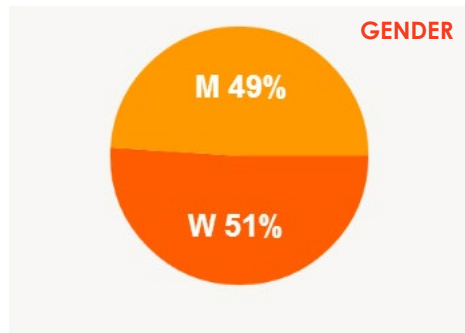
GENUS LANDSCAPE ARCHITECTS | ihub@GENUS | CONSERVATION DESIGN FORUM | NIMS CONSULTANTS | KCL ENGINEERING | ARHOUSE DESIGN | MINDMIXER

PUBLIC COMMENTS

OPEN HOUSE - NOVEMBER 2013

Public voting on feature public art piece at Black Hawk Mini park.

391 TOTAL ACTIVE PARTICIPANTS



MINDMIXER

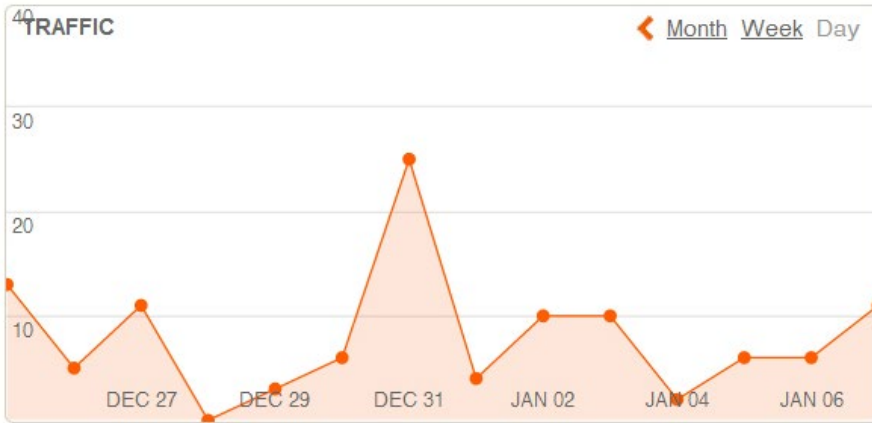
Throughout the entire planning process, the public was able to submit ideas and provide ongoing feedback online via the project website, inspiredowntownic.com. The online forum paralleled the offline planning effort and participants were able to vote on preferred planning comments, post images, and submit suggestions to the team during each phase of the project.

The site was launched during the information gathering phase so the planning team could learn more about existing conditions and public sentiment regarding what's working and what's not, and what components of downtown Iowa City and the Ped Mall need the most attention. As the team prepared planning concepts, feature topics requested public input on the varied alternatives, transportation enhancements, bicycle accommodations, wayfinding elements, and Black Hawk Mini Park. Public input was valuable and generally, the feedback garnered via the website complemented the offline feedback.

Total traffic reports 5,554 visits to the site. Approximately 435 persons actively participated on the website by contributing ideas and comments. 51% of the participants were female, 49% were male. Average age was 43 years.

List of sample feature topics and public response

- **What kinds of play would you like to see incorporated in the downtown?** Majority of respondents would like to see a play area with options for climbing such as earth mounds, and vegetation.
- **What components of Downtown Iowa City streetscapes and public spaces need the most attention?** Sidewalks, green infrastructure, plantings.
- **How can the alleys become an asset to downtown Iowa City?** Add creative lighting, artwork and murals, consider them as flexible event spaces, consolidate dumpsters and improve paving.
- **How can we make Downtown Iowa City and the Pedestrian Mall more accessible?** Participants requested enhanced bicycle accommodations and improved signage.
- **Which two improvements do you think are MOST important for Market Street?** Designated bicycle lanes, inviting arches and lighting, accent plantings and benches.
- **What are your overall thoughts and opinions about the Dubuque Street concept?** Extend the Ped Mall character from Washington to Iowa Avenue and add wayfinding signage to announce the Northside Marketplace.



TOTAL TRAFFIC

Visitors  **5,554**

Page Views  **38,203**

YOUR AVERAGE PARTICIPANT IS...

Female  **43** Years Old

Living in these Postal Codes: **52240, 52245, 52246**

SHARING

 **68** Facebook

 **17** Twitter

 **7** LinkedIn

 **5** Google+

 **6** Email

Top Shared Item <http://www.inspiredo>

*This is for **More Time for Play***

Results

What kinds of play would you like to see incorporated in the downtown?

Natural Playscape with Boulders for Climbing, Earth Mounds, and Vegetation	22 votes
Interactive Water Features	7 votes
Fabricated Play Equipment / Structures	7 votes
Playhouses and Forts for Dramatic Play	7 votes
Shaded Open Play Areas	5 votes
Other	1 vote

Votes: **49** Comments: **16**

*This is for **There's More to Market Street***

Results

Which two improvements do you think are MOST important for Market?

Designated bike lanes	29 votes
Inviting arches and lighting crossing the street Bump outs at the intersections	27 votes
Accent plantings and benches	22 votes
Bury power lines	18 votes
Conversion to two way traffic	8 votes
Provide parallel parking along both side	7 votes
Wayfinding element at Market and Dubuque	3 votes

Votes: **114** Comments: **10**

EVENT MONITORING

In an effort to better understand how the downtown and pedestrian mall is currently functioning during festivals and events, the planning team attended three events during the information gathering phase: the June 7-8 Arts Festival, a Friday Night Concert on July 26, and a University of Iowa home football game on August 31. A summary of observations and findings follow.

Arts festival summary

- During the arts festival, power is an ongoing problem for the food vendors including a lack of consistent power and power shortages. The running power cords are problematic and they are heavy for volunteers. Many of the power receptacles located in trees are damaged.
- Exhaust and noise from the temporary generators are unpleasant.
- The north ped mall entry is challenging, congested, and loitering is a concern.
- The vendor tents create a tunnel-like effect along public sidewalk. Some of the businesses owners commented they "do not like the back of house along the public sidewalk and facing the storefronts."
- Vendors suggested phased access / set-up, specifically along Washington Street.

Friday night concert summary

The concert was well attended by users of all ages, including children and especially families.

Pedestrian use of the alleys was noteworthy, as many used the alleys as connections to move across Downtown.

Seating was near capacity throughout the evening, with many attendees bringing camping chairs for placement atop the Weather Dance Fountain Plaza. A number of people were standing due to the lack of seating and views to stage area.

The biggest challenge observed was created by lack of space between the stage and the crowd. Located at the 'crossroads' in the Pedestrian Mall, east/west pedestrian circulation proved challenging and awkward. Creation of a space that minimizes circulation between the stage and viewing area is encouraged.

The playground area is extremely popular, as well as the benches immediately adjacent to the playground.

An absence of supporting activities and/or programming was noted leading up to the concert. The overall pedestrian activity level across Downtown was quite high. Restaurants appeared to be busy prior to the concert.

Mobile vendors were located across the Pedestrian Mall. Minimal activity at vendor carts was noted early in the evening, although activity appeared to pick up as the younger crowd started to move in around 9 pm.

Home football game summary

- The area around the vendor carts sees very high pedestrian volumes at 10 pm and at bar close as users leave the bars and gather or order food from one of the mobile vendor carts. Most depart to the east or through the pedestrian alley adjacent to the Sheraton.
- Light levels are inadequate at the vendor cart area. This, in part, is due to the dense tree canopies obstructing the light sources.
- To improve the Ped Mall image, trash and maintenance service is needed during times of high pedestrian use.



Running power cords during events is problematic



Temporary generators along Iowa Avenue



Typical crowd during Friday Night Concert

SUSTAINABILITY WORKSHOP

A sustainability workshop took place on July 31, 2013 at the Iowa City Public Library. Attendees included members from the steering and technical committee and representatives from University of Iowa Environmental Services, Project GREEN, Bright Green Strategy, Iowa City Climate Advocates, and the Iowa Department of Agriculture and Land Stewardship. Major topics included permeable paving systems, bioretention planting areas, stormwater harvesting, and energy-efficient lighting systems. A workshop summary follows.

- The varied types of permeable paving systems were discussed. As an example, the gaps between pavers are typically smaller at pedestrian areas versus vehicular areas. Permeable paving systems are considered bicycle-friendly.
- Permeable paving system maintenance requirements include sweeping of the aggregate back into the gaps between pavers. A 'no sand' mandate occurs during the winter months.
- Trash and debris will need to be removed from any bioretention planting areas on a regular basis.
- Conversion to LED lighting systems across Iowa City is considered a high priority.
- Photovoltaics could be considered at proposed sheltered bicycle accommodations and at transit shelters.
- A 'green alley' program was identified as an opportunity to better integrate the alleys with the downtown fabric and to demonstrate the City's commitment to sustainability.

Downtown

13 blocks
 Building footprint: 983,300 ft²
 Sidewalk: 768,700 ft²
 Street: 426,600 ft²
 Total Study Area: 2,245,900 ft² [51.6 acres]
 Impervious Total: 2,178,600 ft²
 Pervious Total: 67,300 ft²

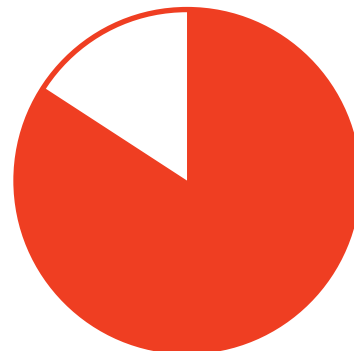
3% PERVIOUS
97% IMPERVIOUS



Northside Marketplace

3.5 blocks
 Building footprint: 167,200 ft²
 Sidewalk: 177,500 ft²
 Street: 148,500 ft²
 Total Study Area: 579,100 ft² [13.3 acres]
 Impervious Total: 493,200 ft²
 Pervious Total: 85,900 ft²

15% PERVIOUS
85% IMPERVIOUS





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SECTION **4**
Streetscape Components



EXISTING KIOSKS AND POSTING PILLARS

The existing kiosks and posting pillars date from the 1998 Downtown Streetscape Phase I Improvements and many are showing their age. Bases are deteriorating, they are filled with newspaper machines and pay phones, and no longer meet their intended purposes. Additionally, they feel over-sized and crowd the streetscape.



EXISTING BANNERS

The City's existing banner program includes the streets of Clinton, Washington, Dubuque, and Linn. Banners announce the farmer's market and other special events. The City's standard banner size is 30" Wide by 84" Long.

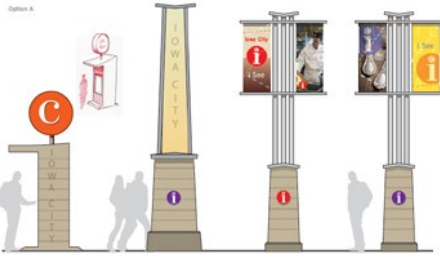
ROLE IN URBAN AREAS

A clear wayfinding system is an essential component of cities and college towns and helps users understand the complexities of a new and changing environment. A successful wayfinding and identity framework makes the environment 'legible' and enhances the users' experiences. It builds their confidence and comfort level while encouraging them to discover the adjacent context and destinations. The legibility offered through a consistent and highly functioning framework heightens the enjoyment and appeal of a place.

DESIGN PROCESS

The site assessment revealed an existing wayfinding framework in need of an update. The intent was to give the user a more simplified experience while providing the streetscapes with a fresh, new look. As part of the planning process, three options were prepared and reviewed with the public and stakeholder groups: "I see", the metal fabric option and the spine of a book. The metal fabric option was preferred and includes a family of signage elements that echo the solid architecture and organization in the City. Using large type, solid, substantial forms and patterns, the program reminds the viewer where they are and what is around them at key opportunities. The concept ensures consistency and recognizability and can be adapted and altered as required for specific locations and messages.

WAYFINDING CONCEPTS



OPTION A

The icon reads as “information” at first glance. Then the viewer sees the “c” in the dot over the i. The resulting graphic says information and when said aloud - “I see”. It’s fun and casual in its different colors and accessible to everyone.



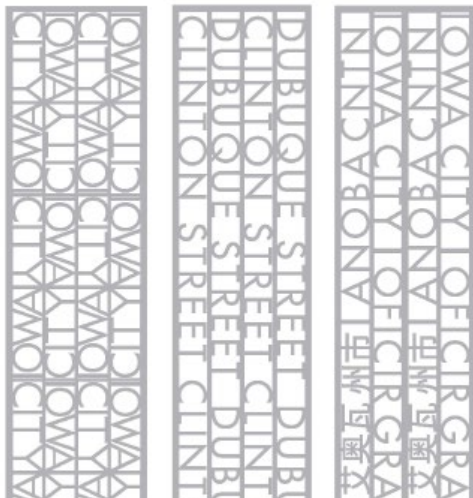
OPTION B

The icon says Iowa City is woven into everything in the public realm. A fabric of Iowa City wraps signage banners and furniture in its typographic identity. Internally illuminated, the wayfinding elements become beacons of light and information during the nighttime hours.



OPTION C

The spine of a book acts as an introduction to the information contained inside. Well read and hitching a ride on the notion of a book, this family of wayfinding elements stands waiting to have its pages of information turned.



THE PREFERRED OPTION

The preferred option, metal fabric, uses large type and patterning to inform use. The names of the streets and intersections make up the formal structure of the metal screens that support the information. The use of large type and patterning affords opportunities to incorporate multiple languages into the wayfinding elements.



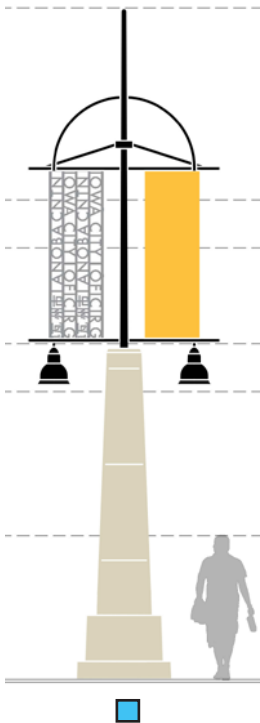
Gateway element

The Gateway Elements serve as monumental thresholds in concert with the street scape elements that let the visitor know something is different, improved and special. They are walking in a new place with new colors, materials and illuminated information.



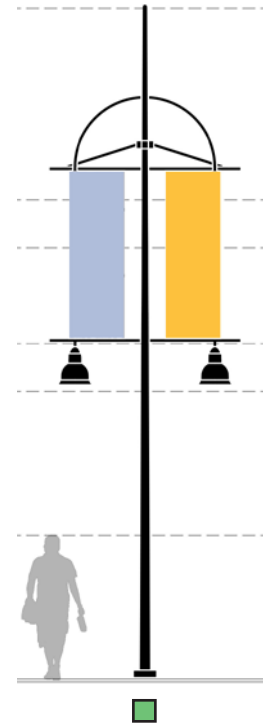
Wayfinding kiosk

The Wayfinding Kiosks are beacons of light, type and information constructed from substantial materials at a pedestrian scale. Information is here, and easy to access. Kiosks are spaced in the downtown so that a visitor will leave one and see the next one soon - creating a "trail of bread crumbs" to the next destination.



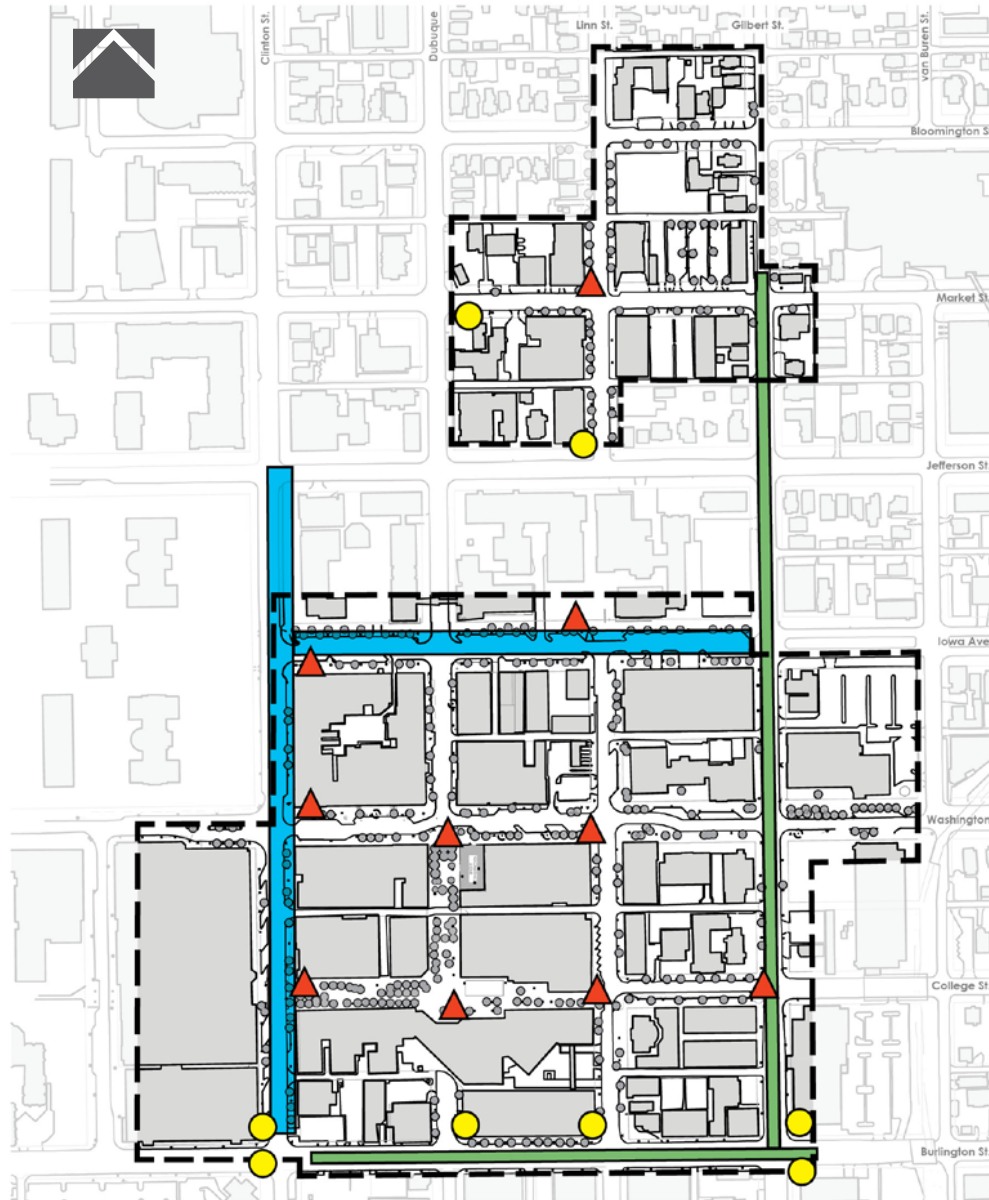
Primary banner program

Banners support the designs of the rest of the signage package. Color, patterns and slight motion add to the pageantry of the street. A primary banner program is proposed along Iowa Avenue and Clinton.



Secondary banner program

Banners create a feeling that things are happening and changing every time a new design goes up. A secondary banner program is proposed along Burlington and Gilbert and are sized to accommodate the City standard banner size.



WAYFINDING + IDENTITY

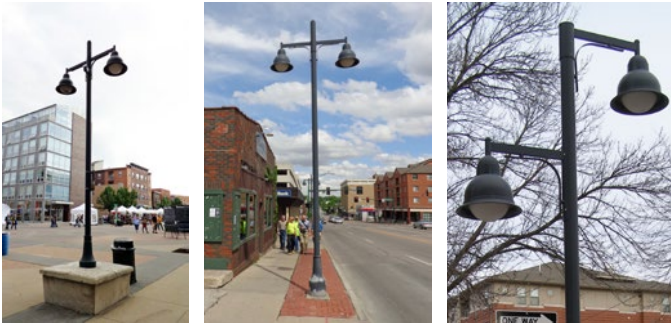
A family of signage elements has been designed to include gateway elements, wayfinding kiosks, and banners. The elements are strategically located to improve legibility and to ease navigation between destinations. Note: Refer to page 34 for identification of wayfinding and identity elements.

- PRIMARY BANNER PROGRAM
- SECONDARY BANNER PROGRAM
- GATEWAY ELEMENT
- WAYFINDING KIOSK



EXISTING LIGHTS

A mix of lighting exists across the study area. The majority of street lighting consists of cobra head style fixtures or shoe box fixtures of varying colors: Black, green, red, blue grey.



BELL-SHAPED LIGHTS

The bell-shaped lights have become the City standard across downtown. They have been installed along Burlington Street, Iowa Avenue, Linn Street and along Market and North Linn at the Northside Marketplace. Many have been converted to LED. Additionally, the University of Iowa has been installing the bell-shaped lights along the Iowa River Corridor Trail.



EXISTING CONDITIONS

Many of the limestone light pole bases along Iowa Avenue are starting to deteriorate. Other light pole assemblies along the streetscapes are in a state of decline and are nearing the end of their serviceable life, or need significant maintenance and conversion to LED.

ROLE IN URBAN AREA

Quality lighting is essential to the success and comfort of urban areas. It is a key organizing element that defines the nighttime visual environment and helps create a downtown identity. Visitors and residents should recognize they are within downtown Iowa City by the character of the streetscape lighting. The lighting contributes to a safe, attractive environment and encourages and supports nighttime use.

DESIGN PROCESS

The site assessment revealed an aging lighting system and a mix of lighting styles. There are significant opportunities for a multi-layered, flexible lighting framework that will reflect a cohesive, sustainable and contemporary destination. The proposed lighting design calls for a family of pole and monumental lights to be placed appropriately within the city's hierarchy of streets. The design concept takes contextual design cues from Iowa City itself. The bracket arms of the standard street lights are informed by the dome and cornice of the Old State Capitol. The bell-shaped skirt has been incorporated to ensure consistency across the study area and to afford re-use of the City standard.

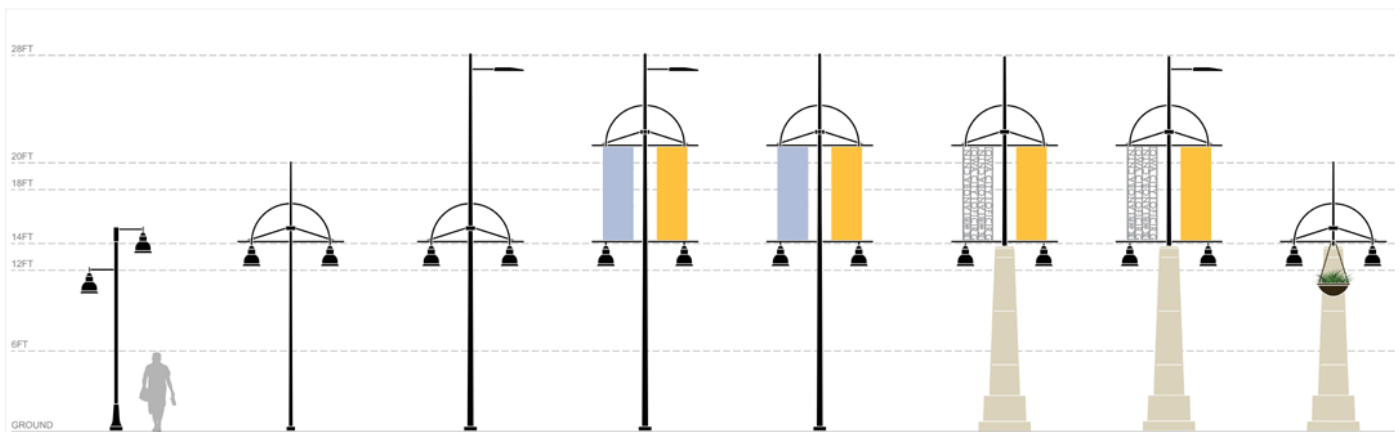
A FAMILY OF LIGHTS

The family can be separated into two types: 'standard' metal pedestrian and roadway lights as well as 'monumental' limestone base and lights. Within the study area, the 'standard' lights are recommended for the streets of Burlington, Washington, College, Bloomington, Gilbert, Market, Linn and North Linn. The 'monumental' light bases are made of Iowa limestone, the familiar material seen throughout the city and state and are recommended for the streets of Dubuque, Clinton, and Iowa. On Dubuque Street overhead arms with Tivoli lights and medallions are added to the monumental lights to help create a canopy or perceived ceiling.

Banners can easily be integrated to the standard poles to fit the recommendations of the signage and wayfinding plan. Large celebratory banners are incorporated into the design of the monumental lights along Clinton Street and Iowa Avenue, while decorative metal screens fitting in with the recommended wayfinding elements are integrated with the monumental lights at Washington and Dubuque.



The bracket arms mimic the dome and cornice of the old state capitol



A consistent family of lights that builds off of the existing Bell-shaped light is proposed across Downtown.

LAYERS OF LIGHTING

Lighting is not limited to the functional lighting of streets and sidewalks. Layers of architectural lighting, light art, festive street lighting and improved illumination of the alleys is proposed to add drama and energy across the study area.



ALLEY LIGHTING

Grapevine sphere lights previously hung in the trees throughout the Ped Mall have been re-located by ICDD to illuminate the passageway adjacent to the Sheraton Hotel. The unique and memorable lighting enhances the sense of safety at a previously dark and under-lit passageway. Expanded use of the spheres across the alleys intersecting with the Ped Mall is recommended.



CHARACTER OF LIGHTING FRAMEWORK

The lighting framework proposes layers of lighting to add dimension and interest. Consistent, ample illumination is provided along the sidewalk and enhanced storefront lighting adds depth to the public realm. Full cutoff fixtures focus the light directly downward to reduce light pollution.



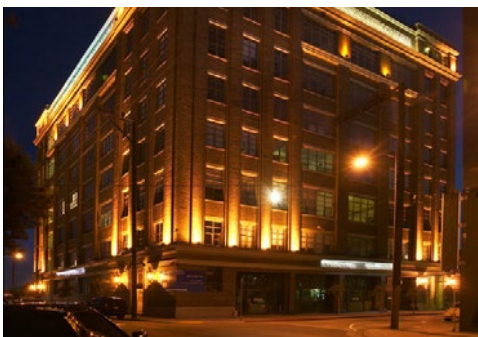
ILLUMINATED WAYFINDING KIOSK AND GATEWAY ELEMENT

At night the screens would be illuminated and serve as a glowing marker to people in search of information.



ARCHITECTURAL LIGHTING

Light art and unique architectural lighting can be used to activate the blank facades along Burlington and the Linn Street walkway to the Northside Marketplace



ENHANCED STOREFRONT LIGHTING

Property owners along Clinton, Iowa Avenue, Linn Street, Dubuque, and Washington are encouraged to enhance their storefront lighting through various methods like up or down lighting and lit signage



IDENTITY LIGHTING ALONG MARKET STREET

Identity lighting is proposed along Market Street to distinguish the Northside Marketplace. Visible from Dubuque, the festive lighting creates a sense of arrival to the destination

LIGHTING TECHNOLOGY

Over the past few years, the City has been converting their existing system to light-emitting diode (LED) lighting. Because of the enhanced lighting efficacies LED offers, a move toward full conversion across the study area is recommended. Full cut-off LED lighting and programmable controls offer vast improvements in light pollution, energy efficiency, and operational cost.

Pedestrian light

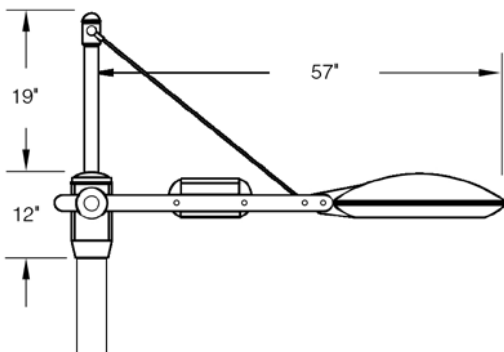
Architectural Area Light's 'Universe'
 Medium, with 'Skirted Bell Hood'
 Catalog number: SLBBL22H3-PR55R18-250 00A-1117
 Customized pole with bracket arms

Finish: polyester powder coat chromate primer
 Color: Black grey RAL#7021

Lamp type: LED
 FCO, Full Cut off Shield

Roadway light

Architectural Area Light's 'Flex Fixture' or similar.
 With long straight arm
 Lamp type: LED



Roadway Classification	Pedestrian Conflict Area	Pavement Type	Average Illuminance in Footcandles	Average to Minimum Footcandles Uniformity Ratio
Collector	High	R3 Asphalt	1.00	4.0 / 1.0
	Medium	R3 Asphalt	0.80	4.0 / 1.0
	Low	R3 Asphalt	0.50	4.0 / 1.0

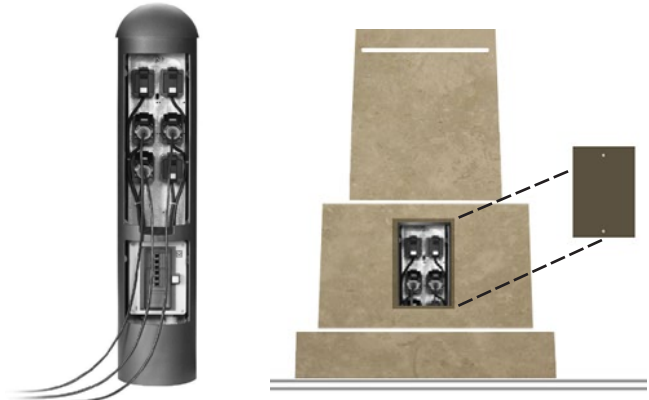
Intersection Classification	Pedestrian Conflict Area	Pavement Type	Average Illuminance in Footcandles	Average to Minimum Footcandles Uniformity Ratio
Collector Rd & Collector Rd	High	R3 Asphalt	2.40	4.0 / 1.0
	Medium	R3 Asphalt	1.80	4.0 / 1.0
	Low	R3 Asphalt	1.20	4.0 / 1.0

Illumination recommendations

Roadway and intersection lighting recommendations are charted. All study area streets are classified as 'collector' roads.

ENHANCED ELECTRICAL CAPACITY

In an effort to improve the festival and event experience for the vendors, enhanced electrical capacity is needed along Iowa Avenue and Clinton. Options for increased power distribution have been identified.



Electrical distribution

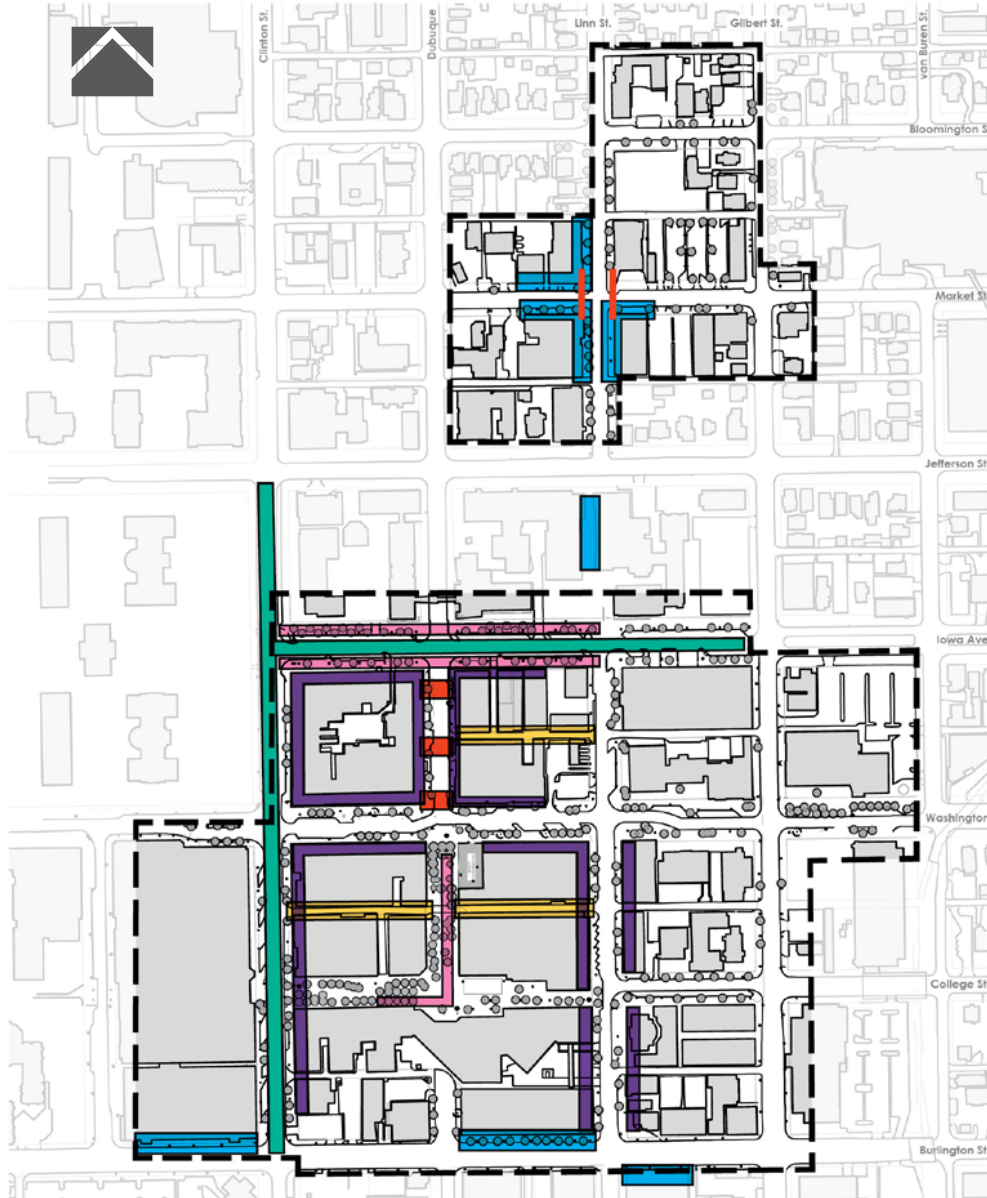
Option 1. New electrical distribution bollards are proposed along Iowa Avenue and Clinton to provide permanent power connections for vendors. Two (2) locations would be identified on each side of the street to match distribution locations used for temporary generators. Any new electrical distribution will require new underground conduit. Horizontal directional boring may be an option, but conflicts with existing underground utilities may make this impractical. The new distribution bollards can be connected to the existing electrical panel located adjacent to the west utility transformer on the south side of Iowa Ave. Recommendations are based on visual assessments only. A site survey for verification is required as part of subsequent design phases.

The electrical bollards offer up to 8 circuits/box and are customizable. At the proposed two per each side of the street, the capacity would be comparable to or could exceed the power offered by the two temporary generators used during the June 2013 Iowa Arts Festival.

Option 2. Electrical capacity can be included at the new monumental limestone base as proposed along Iowa Avenue and Clinton. Four electrical outlets are proposed per monument light base.

OTHER OBSERVATIONS AND RECOMMENDATIONS

It appears that circuits for the tree well receptacles and light poles are installed in the same conduits. This is not ideal for adding more capacity at existing locations. It may be possible to add circuits, but existing conduits cannot handle enough extra power to accommodate all festival vendors. Consideration should be given to relocating portable generators away from vendors to minimize noise and fume issues.



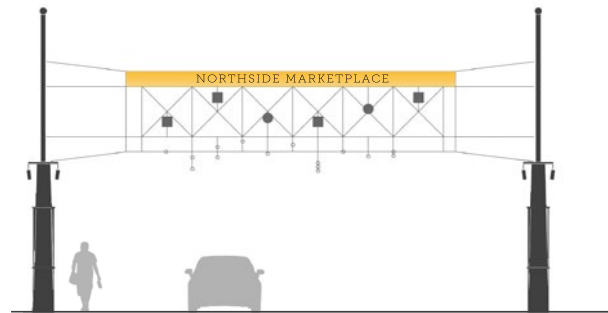
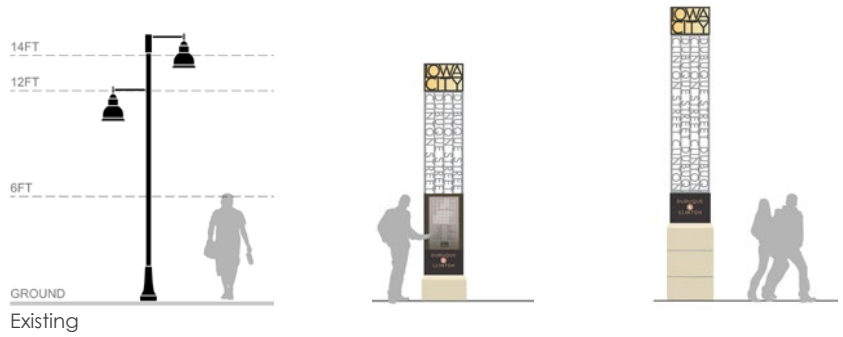
- * LED PEDESTRIAN / ROADWAY LIGHTS THROUGHOUT STUDY AREA
- * ACCENT LIGHTING AT SELECT PED MALL TREES
- || IDENTITY LIGHTING AT MARKET STREET
- MONUMENT PEDESTRIAN ROADWAY LIGHT
- ENHANCED ELECTRICAL CAPACITY
- ARCHITECTURAL LIGHTING / LIGHT OPPORTUNITY
- LIGHT ART AT ALLEYS
- ENHANCED STOREFRONT LIGHTING
- BANNER PROGRAM, PEDESTRIAN LIGHTING

LIGHTING STREET-BY-STREET

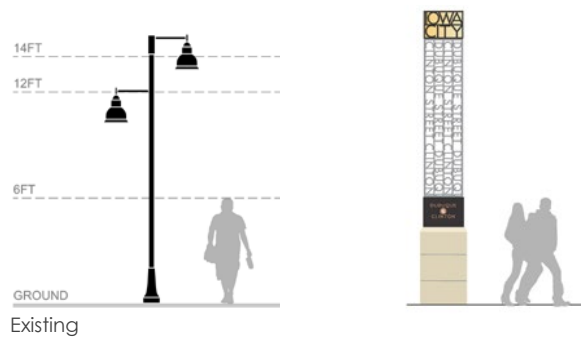
The following shows which lighting components are recommended on each street.



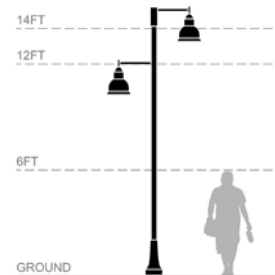
MARKET STREET



NORTH LINN STREET



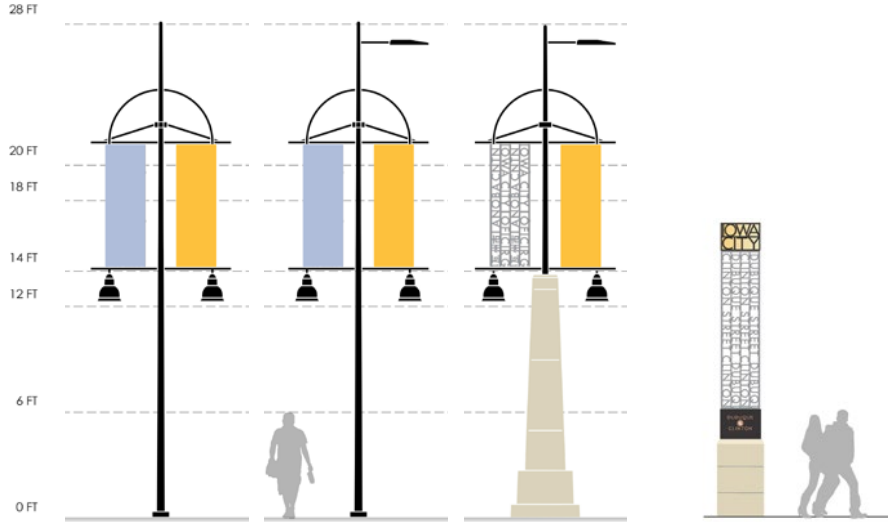
BLOOMINGTON STREET



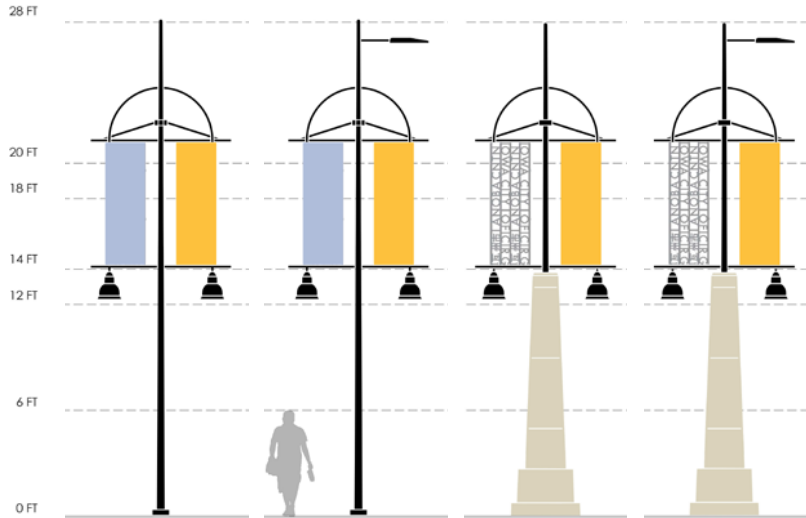


BURLINGTON STREET

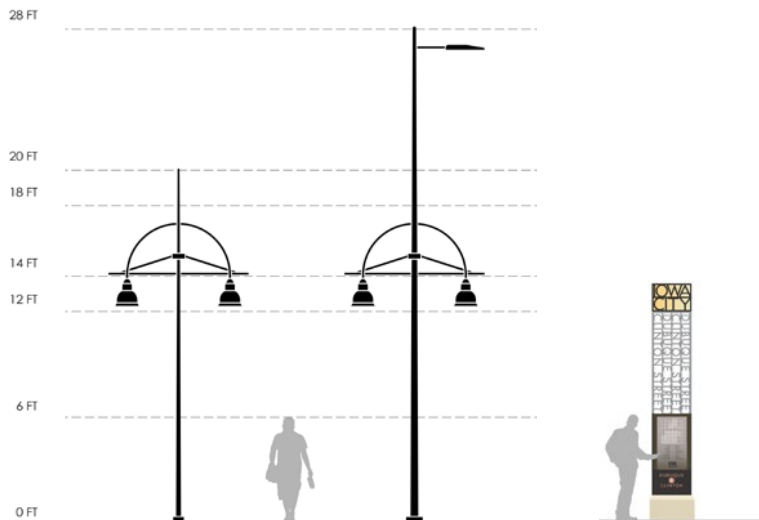
Monumental limestone base at intersections only.



CLINTON STREET

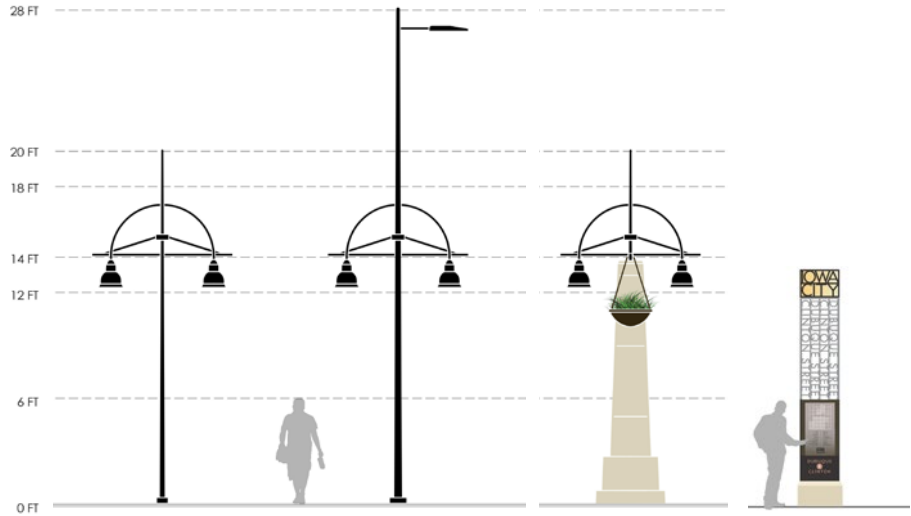


COLLEGE STREET

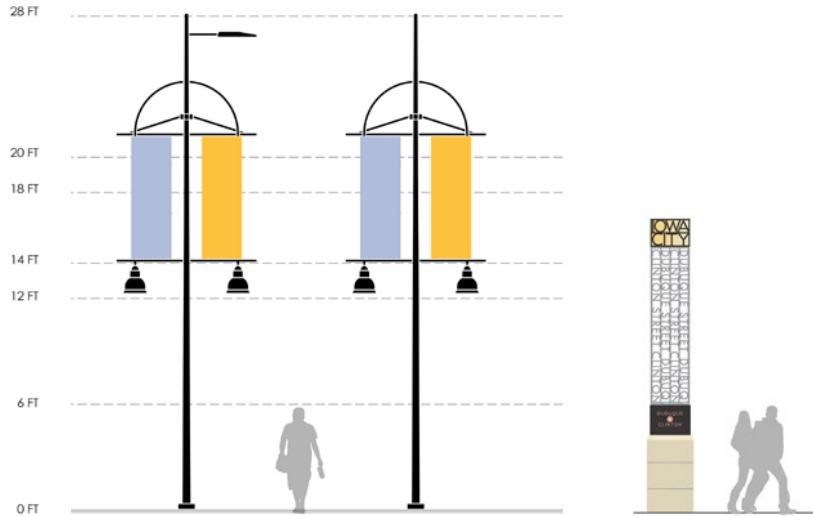




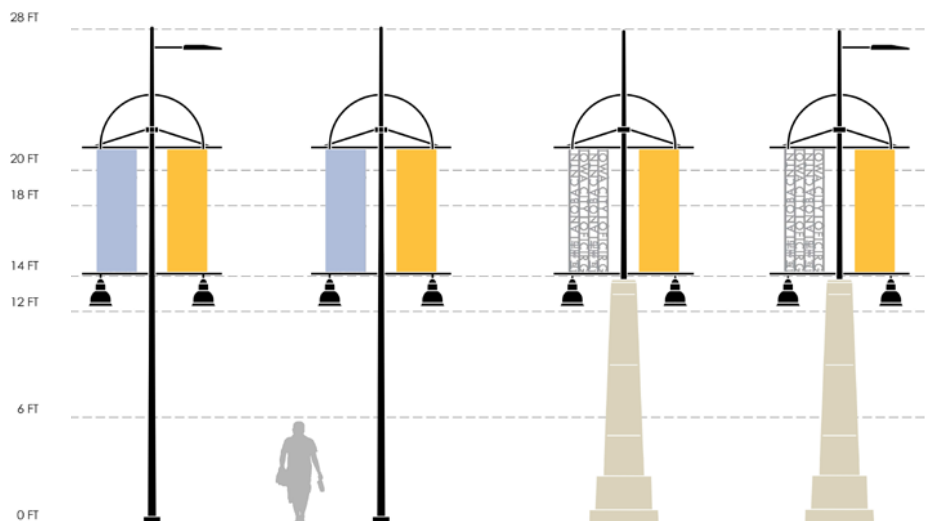
WASHINGTON STREET



GILBERT STREET

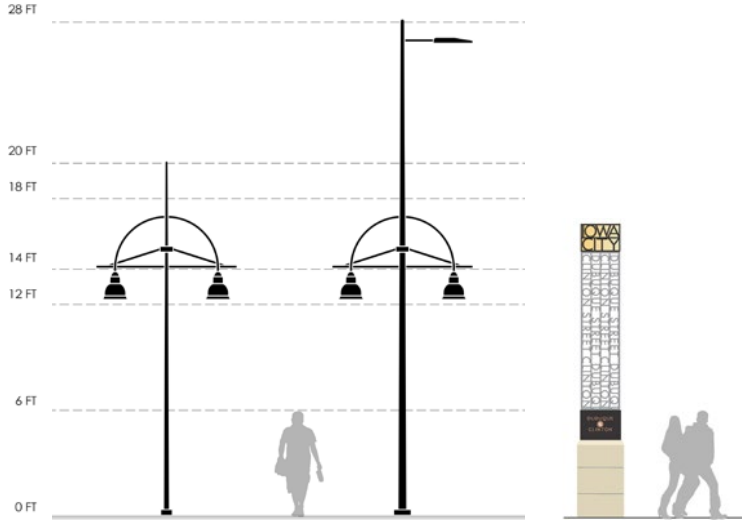


IOWA AVENUE

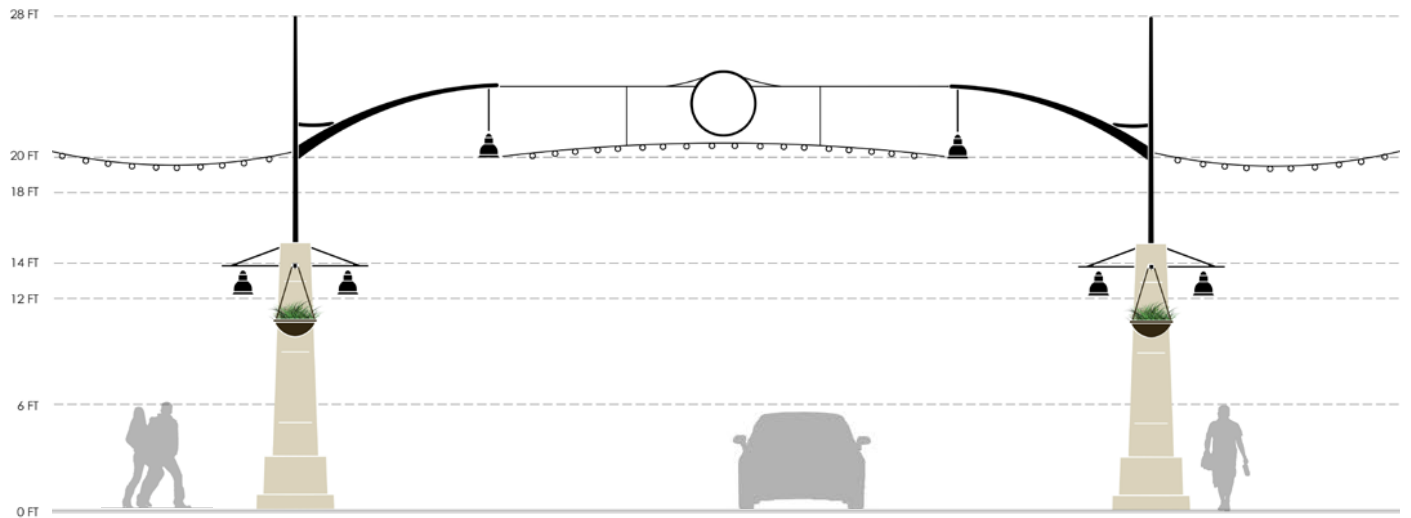
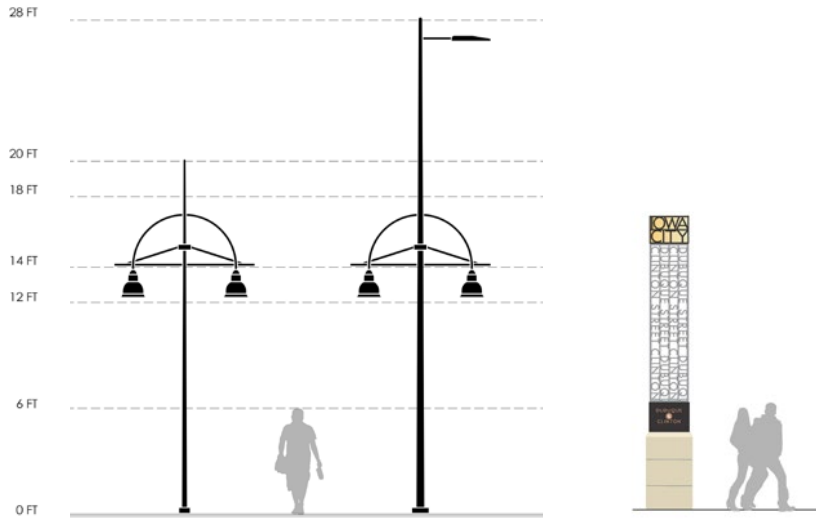




LINN STREET



DUBUQUE STREET



PERMEABLE PAVEMENT

A permeable paving system is identified as a design alternative to be evaluated in subsequent design phases for Washington Street, Black Hawk Mini Park, and within alleys to collect, cleanse, slow and filter storm water. In terms of overall runoff reduction volumes, it can conservatively be assumed that a porous pavement street will absorb 0.5" of rainfall even if no infiltration occurs under the permeable paving. If we assume that 33% of the annual rainfall events generate less than 0.5 inches of precipitation over a 24 hour period, and that annual average rainfall is 36", then permeable paving can directly absorb 12" per year of direct rainfall with no runoff whatsoever. This would translate into 7.5 gallons absorbed per square foot of pavement per year for pavement that receives direct rainfall.

For many streets where permeable paving is installed, a conventional storm sewer will not be needed provided that only the ROW of the project area drains to the permeable paving. Where additional areas such as upstream streets and/or adjacent properties drain onto the project area, storm sewer or additional gravel storage may be needed to accommodate the additional runoff, depending on the amount of additional area relative to the project area. Typically, the street will only need to incorporate a 4" drain tile, depending on the size of the project. The tile should tie into existing storm sewers or other suitable outlet. Typically, permeable paving will reduce the peak flow by over 90% for the ROW and therefore potentially eliminate the need to replace downstream undersized storm sewers, depending on how undersized and how much of the drainage area is addressed. If the drainage area includes much more than just the ROW, the peak flow reduction will be less, depending on the ratio of drainage area to permeable paving area.

Permeable pavements are typically less subject to freeze thaw than standard pavements due to the nature of the open graded stone of the pavement base and due to the level of drainage of the base. Even in standard impermeable pavements, water can enter the pavement base due to cracks in the pavement surface. Due to the fines in standard pavement base, some water is retained in the voids and that water is subject to freezing. Further, drainage is rarely provided in the base of standard pavements, which can result in extended periods of ponding in the base, which is also subject to freezing. The frozen water in the base of the standard pavement can lead to frost heave of the pavement surface and formation of cracks and potholes, which in turn leads to greater volumes of water entry into a pavement base not designed to manage water.

While all pavements are subject to snow accumulation and resulting slick conditions, the permeable nature of the surface of permeable paving results in greatly reduced re-freezing of melt water and formation of black ice. A study at the University of New Hampshire Stormwater Center evaluated the use of porous asphalt as a source control measure for chlorides. They found that "the lack of stand-

ing water on the pervious pavement surface greatly reduces the frequency and mass of salt applications needed during winter precipitation or freeze-thaw periods." The study reports that annual snow and ice cover was three times greater on the conventional pavement than the pervious pavement. This resulted in an over 75% reduction in annual salt usage for the permeable paving.

Modular permeable paving systems (permeable pavers) can be removed and replaced, creating much less conspicuous patches when pavement is removed to repair utilities or the pavement itself.

Summary of Permeable Paving Benefits

- Reduces the rate and quantity of stormwater runoff, reducing the load on downstream storm systems
- Virtually eliminates nuisance ponding on the pavement surface due to potholes or flat areas of pavement
- Can reduce winter salt usage, saving money as well as reducing chloride impacts to downstream water resources
- Filters and retains typical urban pollutants associated with streets, including sediment, heavy metals, and organic hydrocarbons.
- Extended service life of the pavement (permeable pavers).

Maintenance Considerations

- Depending on choice of pavers, some litter and debris may collect in the openings. A variation in maintenance practices may be necessary.
- Pavements subject to high levels of sediment loading due to construction or adjacent poorly maintained landscape areas may experience localized clogging of the pavement surface that will necessitate cleaning to restore permeability.
- To prevent scratching and minor chipping of paver surfaces, nylon rather than steel edging is recommended for snow plows and/or use of blade shoes to hold the blade slightly above the pavements surface.
- The initial cost of permeable pavement may be higher than conventional paving depending on the scope of the project. Implementation of a permeable paving system will always be higher than a mill and overlay project. However for a full depth removal project that may also involve upsizing of storm sewer under a conventional paving project, the permeable paving system may be less expensive due to the avoided cost of storm sewer replacement.

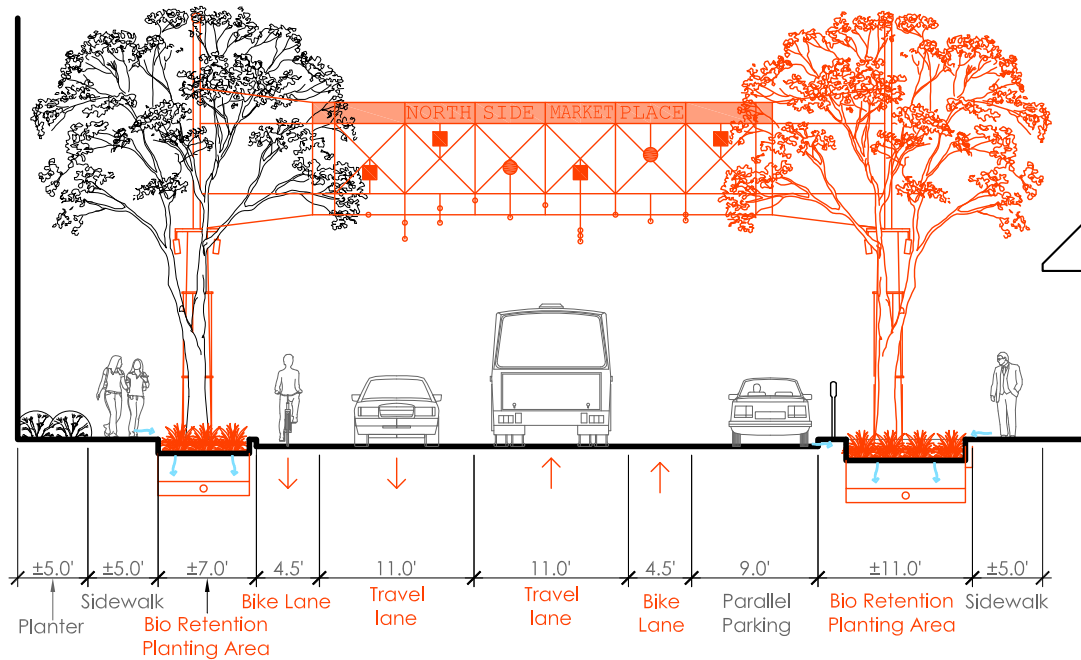
BIORETENTION PLANTING AREAS

Bioretention planting areas are proposed along select streets to enhance rain water infiltration, minimize runoff, slow peak flows and remove pollutants. As depicted in the adjacent images, runoff is directed into the bioretention area, which utilizes both soils and plant material to remove pollutants from the storm water runoff. The bioretention area is graded to the center and water slowly infiltrates and/or filters and discharges the treated water. Underdrains may be included depending on soils and size of drainage area. Further analyses is required in subsequent design phases to understand underlying soils, existing slopes along the streetscape, location of utilities, and health of existing trees located near proposed bioretention planting areas.

Bioretention provides storm water treatment that enhances the quality of downstream water bodies. The Environmental Protection Agency estimates that bioretention planting areas can remove 90-percent of metals, between 68 and 80-percent of TKN and between 70 and 83-percent of total phosphorus. When designed and built appropriately, bioretention areas can potentially achieve greater than 90-percent removal rates for total suspended solids, organics and bacteria.



The bioretention planting areas will collect, cleanse, slow, and infiltrate storm water.



Bioretention planting areas are proposed along Market, Washington, College, and Dubuque.

GREEN ALLEY PROGRAM

The existing alleys are underutilized, under illuminated, and most of the alley paving is uneven and in a state of disrepair. Considering the visual impacts of the alleys to the larger context, there are tremendous opportunities to better integrate the alleys with the downtown and to demonstrate the City's commitment to sustainable infrastructure by installing permeable pavement systems at the alleys.

Other measures recommended as part of the 'green alley' program.

- Consider policy changes to consolidate the dumpsters.
- Add LED lighting for an improved sense of safety.
- Celebrate the work of local artists with revolving 'alley art' shows. Feature local muralists, light artists and graphic designers.
- Utilize the alleys as flexible programming space.

OTHER GREEN INFRASTRUCTURE STRATEGIES**Reduction in energy usage**

- Convert the existing street and Ped Mall lighting system to LED. Possible total estimated energy reduction in the Ped Mall alone approximates 55%. Refer to lighting and electrical, in this section.
- Equip the proposed sheltered bicycle parking canopies with solar panels for improved safety and illumination.

Waste reduction

- Enhanced recycling opportunities: four new recycling stations are proposed throughout the Ped Mall. Refer to "sustainability" in the pedestrian mall planning | planning framework section.

Education and outreach

- An EcoLAB is proposed in the Ped Mall and is organized around themes of renewable energy, the cycle of water, recycling, urban gardening, and local food. Refer to "Play" in the pedestrian mall planning | planning framework section.

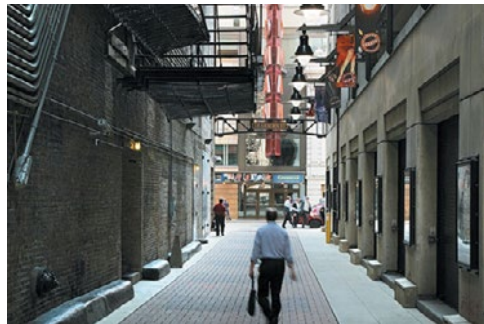
Transportation choices

- Enhanced crosswalk paving improves walkability and the sense of pedestrian safety.
- Enhanced bicycle accommodations are proposed along Market, Clinton and Gilbert. Six new locations for covered bicycle parking areas have been identified. Refer to transportation enhancements, this section.



Alleys as flexible space

Utilize the alleys for performances and as flexible space



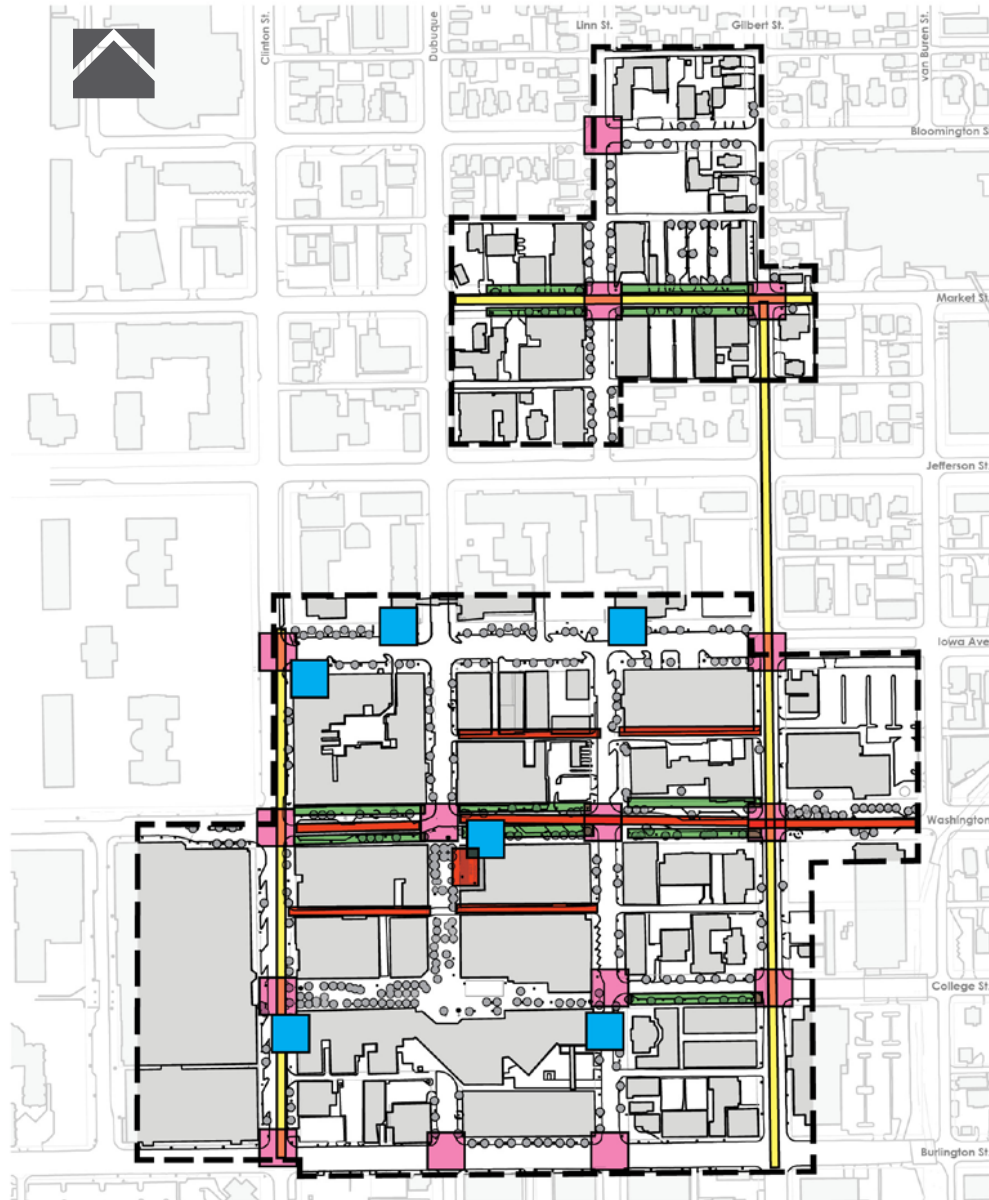
Permeable paving in alleys

Permeable paving at the center section of an alley in Chicago



Example of temporary art installation

Temporary art installations activate the alleys and feature the work of local artists



- SHELTERED BIKE PARKING EQUIPPED WITH SOLAR PANELS
 - BIORETENTION PLANTING AREA OPTION
 - PERMEABLE PAVEMENT OPTION
- CONVERT EXISTING LIGHTING TO LED
 - ENHANCED CROSSWALK PAVING PROMOTES WALKABILITY
 - ENHANCED BICYCLE ACCOMMODATIONS (DESIGNATED AND SHARED BICYCLE LANES)

AUTO

Transportation enhancements are proposed along Clinton, Gilbert, Market, and Burlington. The enhancements are varied and include a reduction in the number of travel lanes, conversion to two-way traffic, or enhanced center turn lane paving. A reduction in the number of travel lanes, or a 'road diet,' is proposed along Gilbert and Clinton Street. The number of travel lanes is reduced to afford space for on-street designated bicycle lanes. (The feasibility of potential road diets and bicycle lanes must be confirmed following a traffic study based on traffic patterns and site conditions.)

CLINTON STREET

The proposed Clinton Street section includes two northbound travel lanes, one southbound travel lane with parallel parking on both sides of the street. As another option, one northbound travel lane and two southbound travel lanes could be considered. A traffic study is needed to determine the feasibility of the reduction in travel lanes. Bus queuing is relocated to Washington. The reduction in travel lanes also affords an additional 6' to be re-allocated to the easterly sidewalk, which is currently a very congested pedestrian environment.

**MARKET STREET**

A conversion to two-way traffic is proposed along Market Street. The street section is also re-stripped to accommodate on-street bicycle lanes. Parallel parking along the north side of the street is maintained.

GILBERT STREET

The proposed Gilbert Street section includes one travel lane in each direction with a center turn lane. On-street designated bicycle lanes are proposed.

BURLINGTON STREET

Enhanced center turn lane paving is proposed along Burlington Street.

BUS

There was minimal stakeholder discussion or public input surrounding bus transit within the study area. Therefore, the current plan does not recommend any changes to the existing bus routes or the ten bus stops. The following recommendations address bus queuing and pedestrian-related enhancements at the bus stops.

- The proposed planning concept for Clinton Street proposes a relocation of the bus queuing from Clinton Street to Washington Street.
- As feasible, consider solar panel-covered bus stop canopies for illumination.

WALKABILITY

Per the ICDD, the City of Iowa City has the highest walkability ranking in the state of Iowa. Downtown Iowa City has earned a “Walker’s Paradise: Daily Errands Do Not Require a Car” 95/100 score on the popular walkability Walk Score website. The measurement considers how many businesses, parks, theaters, schools and other common destinations are within walking distance of any given starting point. Walkable communities provide countless benefits to people’s health, the environment, the economy with reduced commuting costs as an example, and to the larger sense of community.

Existing crosswalks will be enhanced in order to create the walkable, pedestrian-oriented environment that is envisioned for downtown. Enhanced crosswalks, either unit pavers or painted designations, are recommended throughout the study area. ADA-compliant curb ramps with tactile warning strips are currently limited and need to be upgraded as part of all future improvement projects.

IMPROVED CROSSWALKS

Painted crosswalk designations are proposed at Bloomington /North Linn.

**ADA-COMPLIANT CURB RAMPS**

In nearly all instances, curb ramps need to be updated to conform to the most recent standards published in accordance with the Americans with Disabilities Act. Cast Iron textured curb ramp panels are recommended.

**ENHANCED CROSSWALK PAVING**

Unit pavers at the crosswalks are proposed along Market Street, and at select intersections along Burlington, at Gilbert / College, Dubuque / Washington.



BICYCLE ENHANCEMENTS

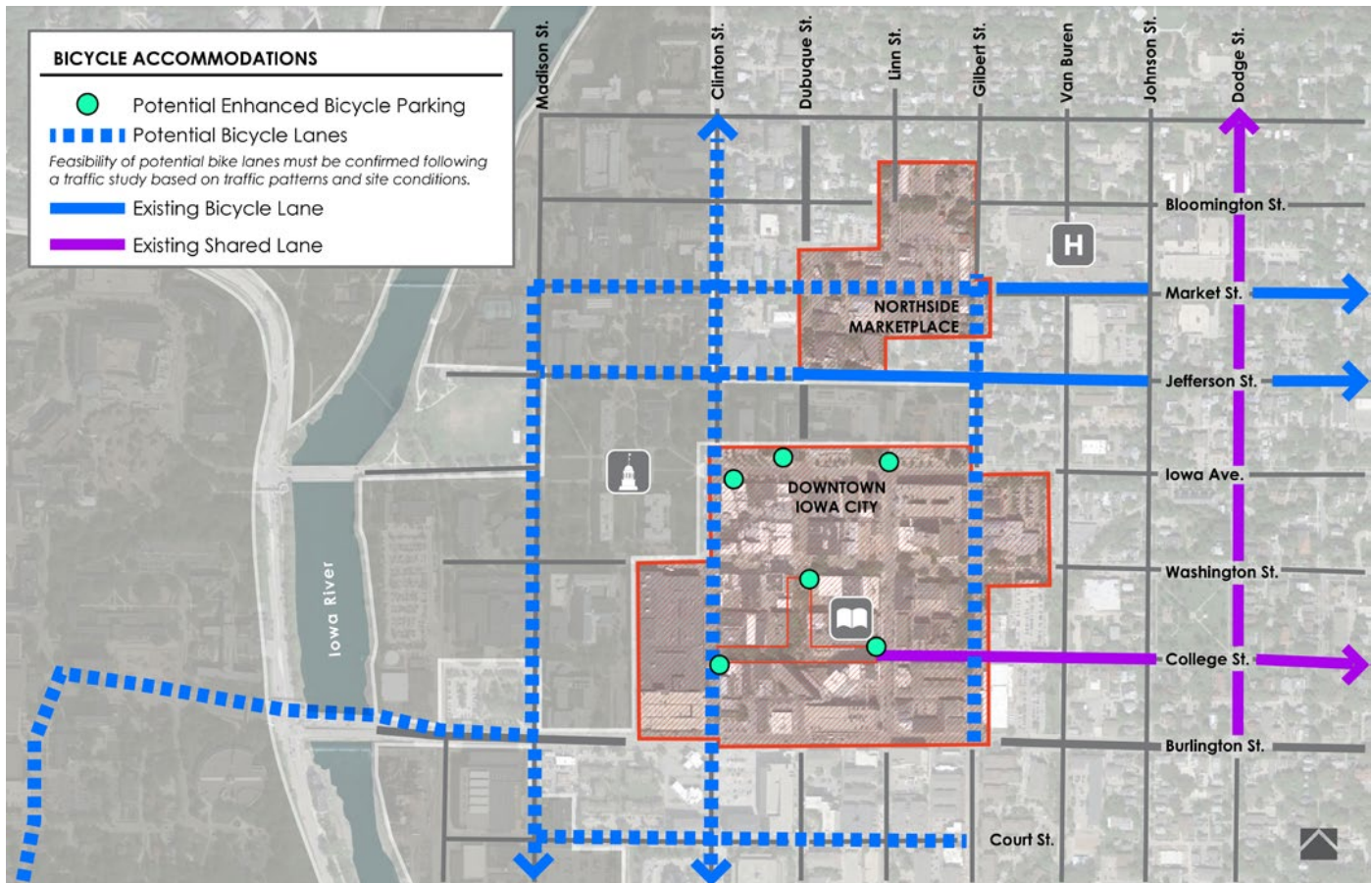
Enhanced bicycle accommodations have been integrated into the streetscape planning concepts in order to promote a variety of mobility options across the study area. Enhancements include on-street designated bicycle lanes and six new locations for sheltered bicycle parking. Planning recommendations follow.

- Designated bicycle lanes are proposed along Clinton, Gilbert and Market Street. (The feasibility of potential bicycle lanes must be confirmed following a traffic study based on traffic patterns and site conditions.)
- Equip new bicycle parking shelters with solar panels for improved safety and illumination.
- Replace the existing corroding bicycle racks along the sidewalk with new racks. Specific locations and quantities will be identified during subsequent design phases. The recommended replacement rack: 'Bola' by Landscape Forms, black powder coat, standard inverted 'U' rack.

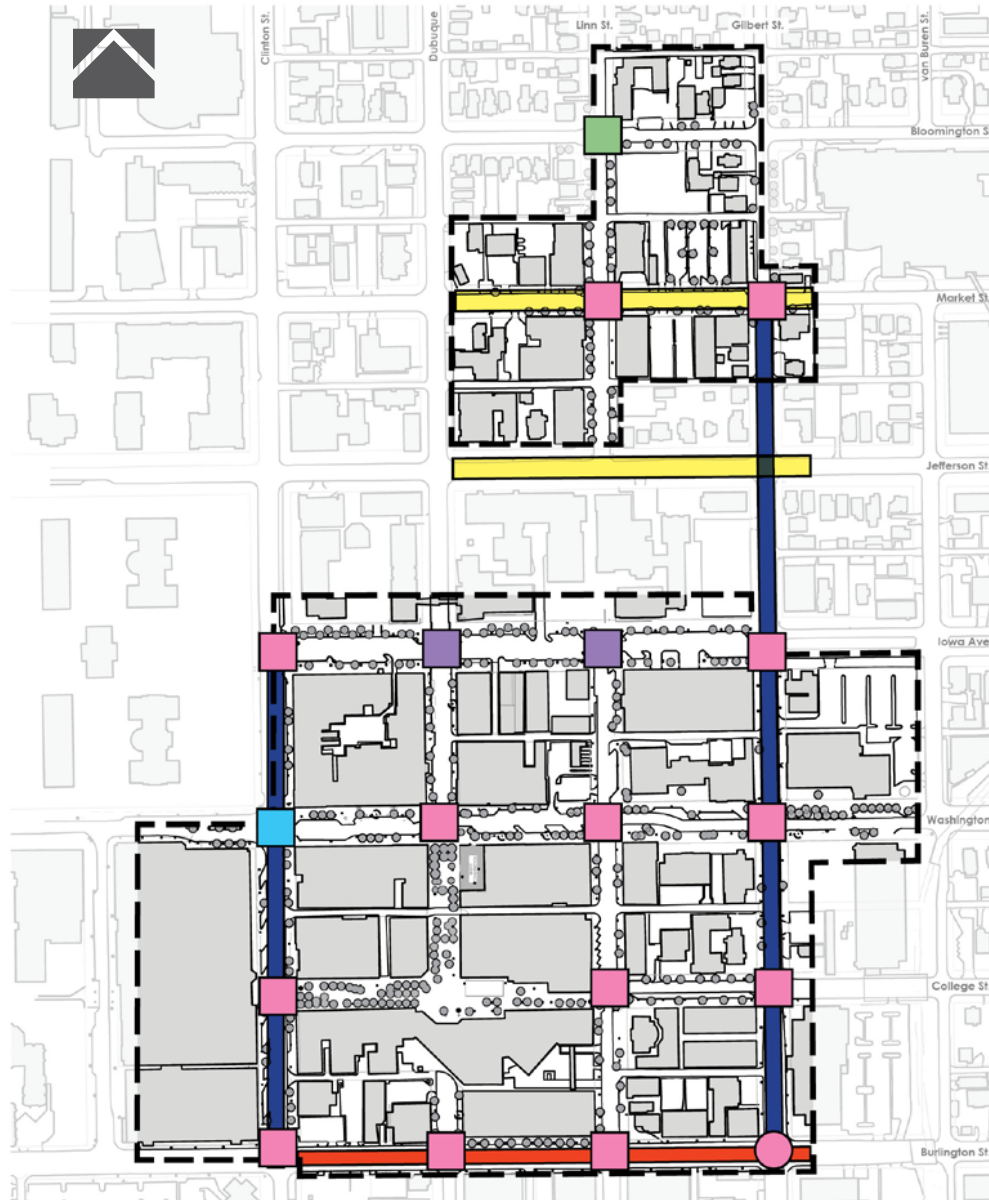


On-street bicycle lanes

Paint on-street bicycle lanes with a bright, solid color. This delivers a strong message that bicyclist safety is a priority



Proposed bicycle accommodations



TRANSPORTATION AND PEDESTRIAN SAFETY ENHANCEMENTS

- TRAVEL LANE REDUCTION
 - CONVERSION TO TWO-WAY TRAVEL
 - ENHANCED CENTER TURN LANE
 - NEW UNIT PAVER CROSSWALKS
 - ✱ BICYCLE ACCOMMODATIONS ON P 54
- PEDESTRIAN REFUGE
 - NEW PAINTED CROSSWALKS
 - EXISTING UNIT PAVER CROSSWALKS
 - EXISTING UNIT PAVER CROSSWALKS
 - ✱ ENHANCED ADA RAMPS THROUGHOUT

EVALUATION

The existing tree canopy plays a key role in contributing to the overall character of Downtown. Found on most every street, the trees are valued for their shade, scale and character. They announce the changing seasons, create comfortable shade, and they greatly improve the walkability of the environs. As an example, the consistent planting of Ash and Honey Locust trees along Iowa Avenue creates a memorable and unique identity unique to that streetscape.

There was minimal public or stakeholder input on the existing tree plantings. A general analysis of the existing tree palette found many of the trees are of questionable health, most likely due to the basic fact that urban areas are not tree friendly. Many of the trees planted in an urban environment struggle due to a variety of factors including soil compaction, low soil fertility, inadequate moisture, air pollution, pet urine, and detrimental de-icing salts. Additionally, in tree pits such as those found across the study area, trees have a limited lifespan. At the onset of the next design phase, the planning team recommends the City hire a certified arborist to do an inventory and analysis of the existing trees. Factors to consider when evaluating the existing trees include a tree's age, health, size, species, overall form, and planting location as it relates to future development.



Existing Columnar maples along Burlington



Existing Honey Locust and Ash along Iowa Avenue

SUCCESSIVE PLANTINGS

Upon completion of the arborists review of the existing tree palette, the following recommendations apply to any successive plantings.

- Infill plantings and tree selections by street.** Following review of the existing tree palette by a certified arborist, the planning team recommends that an 'approved tree species list' be created for each street. As existing trees die or are removed, they should be replaced by the chosen tree(s) for the street. The tree selection process will consider local performance, disease resistance, canopy size, overall shape and form, leaf shape and color, ability to grow within confined areas (overhead utilities, facades, and limited root zones), snow removal, microclimate, lighting, parking, underground sewers and vaults, and typical root character.
- Tree diversity.** There are aesthetic advantages to planting a single tree species or cultivars along a streetscape and great impact can be achieved. But lessons learned with monoculture planting, the American elms as an example, are reminders that tree diversity is "a community's best hedge against potential disaster". Per Iowa State University Extension, for maximum protection against insects, disease, or environmental stress, the urban tree population should reflect:
 - No more than 10% of any single tree species.
 - No more than 20% of species in any tree genus.
 - No more than 30% of species in any tree family.
- Thinning and pruning of high value trees.** Street trees should offer a rich canopy that covers the majority of the sidewalk and extends into the street. Shade should be offered, but it should not be so thick as to prevent filtered sunshine or to allow the sun to pass through to the street during the winter months. Thinning and pruning of those trees ranked 'high value' by the arborist is recommended.
- Linear planting trench.** Where the existing conditions prohibit the minimum planting pit, alternative planting solutions may be considered such as linear tree planting trenches with removable pavers. As an example, to maximize the hardscape areas of Washington, Dubuque, and Linn while providing the best possible environment for street trees, a paver grate system and continuous planter trough is recommended for tree plantings. The system, similar to the system manufactured by Ironsmith, uses a hidden metal grate to suspend pavers over the tree's planting zone, reducing soil compaction and opening up wide areas for pedestrian movement in tight areas.
- Continuous planting trench.** On streets with more space for pedestrian movement such as Clinton, Gilbert, and College, open, continuous tree trench with understory perennial planting or lawn is recommended. The continuous tree trench may be broken periodically with pavers to allow access to parking and amenity zone items like benches, bike racks, etc.

- **Proposed Street Tree Size.** Infill trees to be canopy trees that will provide shade, but are limbed high enough to prevent obstruction of views of passing motorists and allow for safe pedestrian passage along sidewalks. To minimize conflicts of lower tree limbs with vehicular and pedestrian zones, bottom tree branches shall be at least 8' above adjacent sidewalk grade at the time of tree planting. All new street trees shall be a minimum 2" caliper size (the diameter of the trunk measured one foot above grade) at the time of tree installation.
- **Infill tree standards.** All future street trees must meet the requirements of the American Standard for Nursery Stock (latest edition), as published by the American Association of Nurserymen.
- **Proposed Street Tree Placement.** Where there are significant gaps in the existing tree planting program, along Gilbert, Burlington, and Bloomington as examples, or when full streetscape and sidewalk improvements are implemented, new tree spacing will respond to street light locations which, in turn, relate to locations of on-street parking spaces.
- **Ash Tree Blight.** All varieties of ash trees are at risk of the disease spread by a beetle called the emerald ash borer. Experts from the U.S. and Iowa departments of agriculture, Iowa Department of Natural Resources, and Iowa State University have confirmed there are ash trees infested with the emerald ash borers in eastern Iowa counties and 'the problem is spreading faster than originally thought'. Implementation of a strategy to combat the spread is recommended and should begin with a detailed inventory of ash trees within the study area. Any ash trees that are already in a state of decline may need to be removed sooner rather than later. As an example, there are a number of mature ash trees along Washington. The possibility of their removal will have a significant impact on the streetscape character and the further development of the streetscape plans for Washington.



Freeman Maple



Ginkgo



Princeton Elm



Honey Locust

UNDERSTORY PLANTINGS

At-grade landscaping in planters is a key component of greening and softening the streetscapes. Plantings along the sidewalk buffer pedestrians from traffic and parked cars and provide a memorable visual impact to the street. The understory plantings are visualized as multi-dimensional with shrub, ornamental grass, ground-cover, and seasonal plantings. The proposed palette can be replicated throughout the study area to unify and provide meaningful visual impact.

- **Irrigation.** To reduce City maintenance requirements and to ensure healthy tree growth, irrigation at new planting areas is recommended where full streetscape improvements are proposed. System specifics and feasibility across each of the individual streets will be considered during subsequent design phases.

RECOMMENDED BIORETENTION PALETTE

A combination of drought tolerant, hybrid ornamentals and a few natives is recommended for the bioretention planting areas. Examples of recommended plants follow. The palette will be refined during subsequent design phases.

- New England Aster Hybrids
- Native Sedges
- Northern Prairie Dropseed
- Little Blue Stem
- Native and Hybrid Penstemons

(NOTE: the plants listed are a sampling of potential choices and that a more thorough plant list will be developed for each unique application during the detailed design and implementation phases of the project)



Little Bluestem



Native Prairie Dropseed



Native Penstemon



New England Aster Hybrid

WHAT PUBLIC ART MEANS TO IOWA CITY

Iowa City's public art program makes the city a more memorable place to live, work and visit. The broad range of public artworks seen across the City elevates the quality of the public spaces and reinforces Iowa City's reputation as a center for the arts, culture, and literature.

The majority of the artwork celebrates Iowa City's unique literary history. Per the City of Iowa City public art program, 'From acclaimed poets and playwrights, to accomplished novelists and journalists, Iowa City has been both host and home to literary genius'. As a result, Iowa City is one of six designated Cities of Literature by the United Nations Educational, Scientific & Cultural Organization (UNESCO) and the only community with such designation in the United States. To recognize the literary history, Iowa Avenue's 'Literary Walk' celebrates the works of 49 writers with ties to Iowa and is comprised of a series of bronze relief panels that feature literary quotes and attribution.

It is the intent of the current plan to support the existing public art program and to build on that success with new public art opportunities.



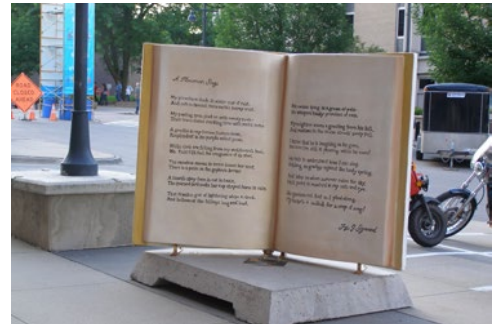
Murals

Murals and oversized banners are proposed to activate the blank parking ramps along Burlington



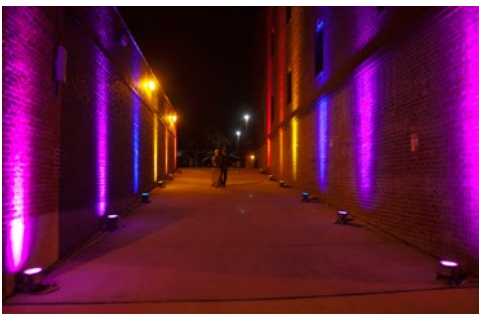
Northside Market Place public art

Include new literary - themed public artwork along North Linn



Public art piece along Iowa Ave

Illuminate select artworks to highlight and add drama at night



Alley art

An 'alley art' program celebrates the history of murals in Iowa City and showcases the work of local artists



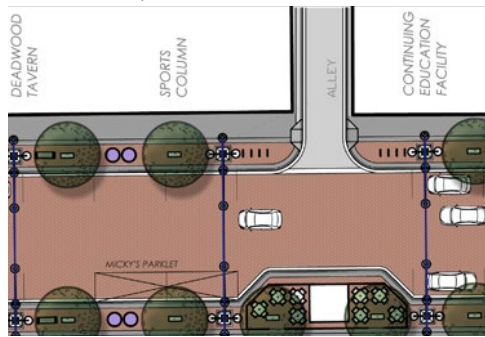
Literary walk

The 'Literary Walk' bronze panels were installed in 2000 and unfortunately some of the panels are beginning to lift. Explore incorporation of the panels into the new light pole bases proposed along Iowa Avenue or other downtown locations.

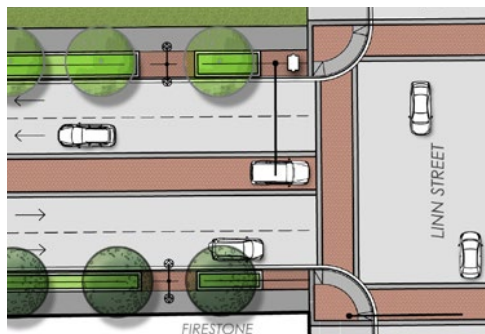
STREET PAVING

The majority of the streets throughout the study area have been paved with either concrete or bituminous concrete. Unit pavers have been installed along Iowa Avenue between Clinton and Dubuque and to highlight significant intersections along Clinton. Street pavement conditions vary. Replacement recommendations are tied to infrastructure improvement projects as feasible. Replacement recommendations follow

- There have been concerns with the pavement conditions along Washington and there was a 12-inch water main break along the 100 block of Washington. Concrete paving is proposed as the replacement paving material at the street with permeable pavement as an alternate.
- To extend the character of the Ped Mall north to Iowa Avenue, unit pavers are proposed along Dubuque Street.
- To break up the expanse of paving across Burlington, unit pavers are proposed to distinguish the center turn lane. (The most recent paving improvements along Burlington were in 1984.)
- The existing street paving along College, between Linn and Gilbert is of concern. Concrete is the recommended replacement material.



Unit pavers are proposed along Dubuque St.



To break up the expanse of paving across Burlington, unit pavers are proposed to distinguish the center turn lane. (The most recent paving improvements along Burlington were in 1984.)

SIDEWALK PAVING

A consistent sidewalk pattern that will allow the ground plane to read as one continuous public space and not a series of spaces associated with individual streets is recommended. This will allow the public artwork, vegetation, and other furnishings to become the focus for the street.

- PCC paving is the recommended sidewalk paving material due to its durability as well as its ease of maintenance and replacement. The PCC paving recommendations include a standard grey color with 50% sandblast finish, 50% broom finish, and saw cut control joints.
- Along select streets, the proposed sidewalk paving includes a combination of PCC paving at the primary walkway along the buildings and unit pavers along the curb zone. The proposed unit paver colors will include a range of grey colors and will appear 'speckled' in an attempt to minimize the impacts of spills and stains typical to urban settings. The recommended unit paver size is 12" x 18" or smaller.



PCC paving is proposed along the sidewalks



Paver 'speckling' helps minimize impacts of stains and spills

SEATING

Benches are an important component of a pedestrian friendly streetscape and are generally abundant throughout the study area. The exception is the streetscape along South Linn between the Sr. Center and the Iowa City Public Library. Most of the benches are horizontal metal strap and share a similar style to Landscape Forms' 'Scarborough' bench. Most are in good condition. The ICCD Community Gallery BenchMarks benches have been installed at select Northside Marketplace locations. Each year, the benches are treated as blank canvasses and are re-painted to feature the work of local artists. Seating recommendations follow.

- Consider the metal strap bench as the standard bench for downtown.
- Install benches along Linn, between the Sr. Center and ICPL.
- Center arms to be included in new benches 72" in length or longer.



Existing Bench Along Washington Street



Recommended metal strap bench. Color: Black. Center arm detail shown for those benches 72" in length or longer.

TRASH AND RECYCLING

Trash receptacles are easily found throughout the study area. Their character complements the metal strap benches and seems similar to the Landscape Forms' 'Scarborough' receptacle. Recycling stations are currently limited to the pedestrian mall and public input indicates a strong desire for recycling containers/stations throughout downtown.

The Plan offers two recycling container options: the 'Scarborough' receptacle which matches the existing trash containers and the 'Big Belly' compactor. Prior to making a final selection, further coordination is needed with the City representatives to understand pick-up and sorting options.

Replacement containers are recommended for the exposed aggregate/metal top trash receptacles currently found at the Northside Marketplace.



'Scarborough' trash receptacle. Color: Black



'Big Belly' recycling compactor. Cordless self powered unit. Color: Black.

PLANTING CONTAINERS

Enrichment of the pedestrian environment is important to a successful street and small details can do big things. Along the more heavily paved streets like Dubuque, Washington, and Linn, the introduction of planter pots will help add seasonal color to the more urban environments of Iowa City. Pots should be large enough to be effective, roughly 30" high and 48" in diameter, made of integrally colored precast concrete to match existing and proposed limestone material downtown.

Like planter pots, hanging baskets on light poles add seasonal color and are a small, effective detail to enhance the pedestrian environment. The lighting design incorporates hanging baskets on Dubuque's monumental light column. This adds that extra level of enhancement while leaving more surface pedestrian space open.

Installing an irrigation system to the containers and hanging baskets is recommended and will be determined on a street-by-street bases dependent on the level of improvements proposed at each street. Colorful, cascading plants are proposed and may include Bacopa, Calibrachoa, Lantana, Verbena, Ivy Geranium, and Trailing Petunia.



Planter Pots. Style is to be similar to the "Biltmore" by Dura Art Stone.

BICYCLE FURNISHINGS

Six locations for enhanced bicycle accommodations have been identified. Locations were mapped within the transportation section. The planning team recommends the shelters be equipped with solar panels for safe illumination at night.

Many of the existing racks are corroding and further detailed analysis of each rack is recommended during subsequent design phases for each of the individual streetscapes. The standard inverted 'u' bicycle rack is proposed as the replacement rack across the study area. The 'BOLA' rack by Landscape Forms as shown above represents the desired character.



Landscape Forms, Bola bicycle rack
Color: Black powdercoat
1 1/2" Schedule 40 Pipe, 36" h x 18" w



Hanging baskets with colorful, cascading plantings are proposed along Dubuque Street. The baskets are sized at 18"-24"



Bicycle shelter equipped with solar panels

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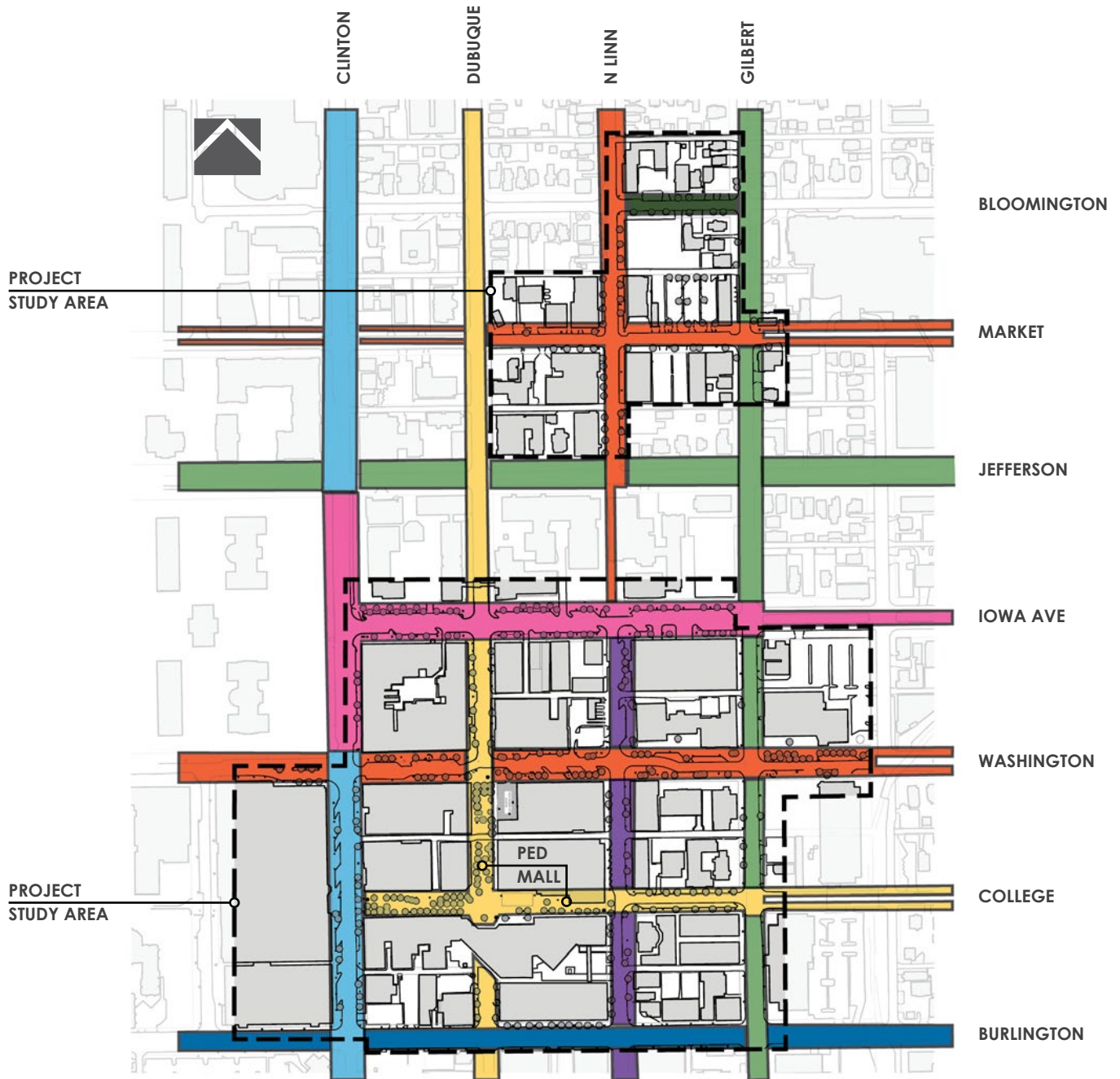


“There is no logic that can be superimposed on the city; people make it, and it is to them, not buildings, that we must fit our plans.”

– Jane Jacobs



SECTION **5**
Streetscape Planning



STREETScape PLANNING

The following pages summarize the proposed improvements for each of the eleven streets. Categories of improvement include transportation enhancements, lighting, sustainable enhancements, utility analyses and recommendations, wayfinding and identity, and information related to miscellaneous improvements such as streetscape components, and understory plantings. An excerpt of the overall plan is provided and depicts the proposed improvements typical for the entire street. Within the cross-section, the existing base conditions that are proposed to remain are drawn in black. The proposed streetscape improvements are drawn in red.

The diagram above demonstrates street hierarchy at the intersections. As an example, at the intersection of Washington and Dubuque, the proposed Dubuque Street improvements extend through the intersection and continue north to Iowa Avenue.



WASHINGTON can become a *HUB* street.





DUBUQUE can become a MEMORABLE street.





IOWA AVENUE can become a STAGE street.





CLINTON can become a SEAM street.





LINN can become a CONNECTOR street.





COLLEGE can become a LINK street.





BURLINGTON can become a ***CELEBRATED*** street.





GILBERT can become a PARKWAY street.





NORTH LINN can become a DESTINATION street.





MARKET street can become a DESTINATION street.





BLOOMINGTON can become a CONTRIBUTING street.

An eclectic mix of retail and restaurants contributes to an active street life along Washington and an enhancement of the existing elements will further transform Washington Street into a “hub” of pedestrian activity. New pedestrian and roadway lighting adds energy and drama at night. Extensive storefront lighting adds dimension and depth to the lighting framework. Infill street trees, colorful planting displays, benches and trash receptacles are also recommended to enhance the pedestrian realm. Existing loading areas near the intersection of Clinton are proposed to remain, but narrowed in width, providing an enlarged pedestrian area on the north side of the street. It is recommended that new tree plantings in a suspended paver grate system be installed near the intersection of Clinton for increased pedestrian and café use.



Existing conditions Washington street

The need for full streetscape improvements along Washington Street was hastened by a 12-inch water main break in 2013. Full replacement of the water main between Clinton and Gilbert is recommended.

To demonstrate the City’s commitment to sustainability, bioretention planting areas are proposed along Washington. The first of their kind along an urban street in Iowa, the bioretention planting areas will minimize runoff, slow peak flows, cleanse pollutants from the storm water, and enhance the quality of downstream water bodies.

WASHINGTON STREET SUMMARY

Transportation Enhancements

- Enhanced bicycle parking at end of block, mid-block at transformer, and throughout block in sidewalk amenity zone
- Loading zones are to remain, but the northern zone will be reduced in width

Lighting

- New pedestrian roadway lighting (North & South)
- Extensive storefront lighting

Sustainable Enhancements

- Permeable pavers throughout curb to curb section
- Bioretention planting areas

Wayfinding and Identity

- Gateway element at Washington and Dubuque

Utility

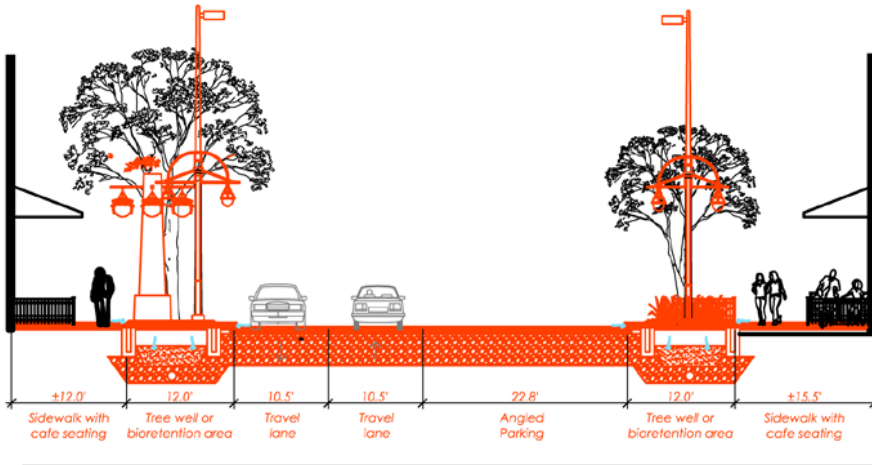
- Replace the two water main lines along Washington
- Replace the storm sewer line along Washington west of Gilbert to Linn

Other

- Balance of landscape and paver/cafe areas
- Maximum streetscape functionality – continuous tree planter trough with paver grate system and removable paver detail
- Decorative screening of mid-block transformer

PLAN KEY

	PROPOSED ENHANCED CROSSWALK, SIDEWALK, OR ROADWAY PAVING		
	EXISTING STREET PAVING TO REMAIN		
	PROPOSED PAVING		
	PROPOSED BIORETENTION PLANTING AREA		
	EXISTING SHRUB AND GROUND COVER PLANTINGS		
	EXISTING TREE		PROPOSED TREE
	EXISTING BENCH		PROPOSED BENCH
	EXISTING BICYCLE RACK		PROPOSED BICYCLE RACK
	PROPOSED WAYFINDING ELEMENT		PROPOSED CAFE TABLE
	PROPOSED PEDESTRIAN AND ROADWAY LIGHTING		PROPOSED PLANTER POT
			PROPOSED FESTIVE LIGHTING
	PROPOSED MONUMENTAL PEDESTRIAN AND ROADWAY LIGHT		

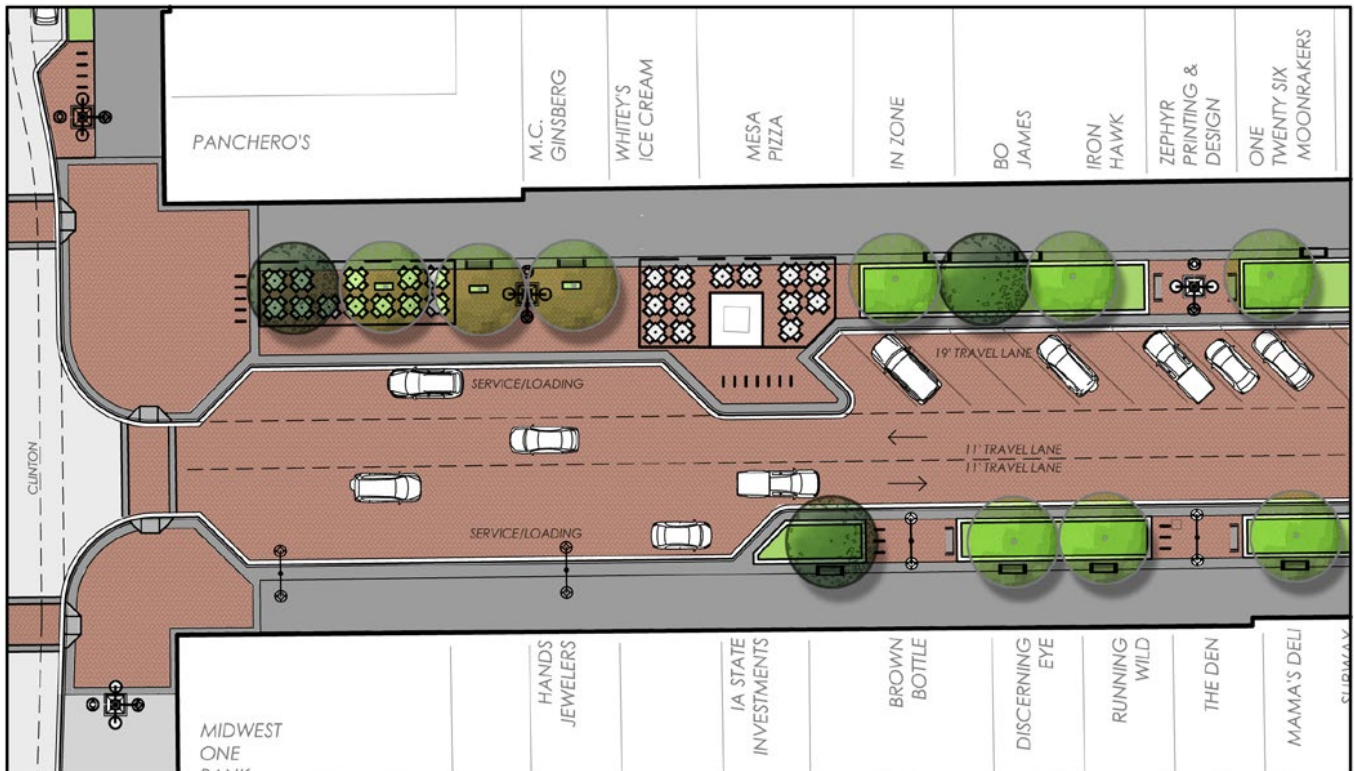


Washington Street section looking west



Context Map

WASHINGTON STREET PLAN



As the north / south entrance to downtown, Dubuque is a “first impressions” street. Creating a unified, pedestrian friendly road section will help make Dubuque a “memorable” entrance to heart of the city. It is recommended that unit pavers be installed curb to curb. New tree plantings in a suspended paver grate system installed in the sidewalk maximize the pedestrian zone while keeping the trees health a top priority. Planter pots, benches, trash cans, and monumental lighting with a celebratory, overhead canopy of Tivoli lights and medallions are also recommended.

DUBUQUE STREET SUMMARY

Transportation Enhancements

- Traffic patterns remain the same
- Enhanced bike parking mid-block on either side of alley

Lighting

- Awnings & Storefront Lighting
- Monument pedestrian/roadway lights with pendants, overhead Tivoli strings and municipal seal
- Electric power outlets in monuments

Sustainable Enhancements

- Infill street trees where feasible

Wayfinding and Identity

- Gateway Elements at Iowa and Washington

Utility

- Spot repair of storm sewer is recommended at three locations along Dubuque, south of Iowa
- There may be a capacity issue with the storm sewer line along Dubuque, north of Burlington



















Other

- Corner bulb outs for expanded cafés and seating
- New sidewalk paving
- Maximum streetscape functionality – continuous tree planter trough with paver grate system and removable paver detail
- New curb to curb hardscape
- Planter pots
- Decorative screening of mid-block transformer
- No change in parking



Existing conditions Dubuque Street

PLAN KEY

	PROPOSED ENHANCED CROSSWALK, SIDEWALK, OR ROADWAY PAVING		
	EXISTING STREET PAVING TO REMAIN		
	PROPOSED PAVING		
	PROPOSED BIORETENTION PLANTING AREA		
	EXISTING SHRUB AND GROUND COVER PLANTINGS		
	EXISTING TREE		PROPOSED TREE
	EXISTING BENCH		PROPOSED BENCH
	EXISTING BICYCLE RACK		PROPOSED BICYCLE RACK
	PROPOSED WAYFINDING ELEMENT		PROPOSED CAFE TABLE
	PROPOSED PEDESTRIAN AND ROADWAY LIGHTING		PROPOSED PLANTER POT
			PROPOSED FESTIVE LIGHTING
	PROPOSED MONUMENTAL PEDESTRIAN AND ROADWAY LIGHT		

Iowa, with its view corridor to the Old State Capital Building, is truly the “iconic” street of Iowa City. By selectively enhancing the place making elements of the street, this street can become the “stage” of Iowa City. It is recommended that the electrical capacity of Iowa Avenue be increased to provide adequate power during festivals and events. This electrical capacity and access will be incorporated into new monumental lights. Strategic additions like increased and enhanced bicycle parking, and the carving out of certain areas of pavement to add perennial planting are also recommended.

IOWA AVENUE SUMMARY

Transportation Enhancements

- Enhanced bicycle parking (3)

Lighting

- Monument lights with banners
- 4 electrical outlets per monument light

Sustainable Enhancements

- Infill street trees where feasible

Wayfinding and Identity

- Gateway Element at Dubuque and Market
- Wayfinding Kiosk at Market and Linn



















Other

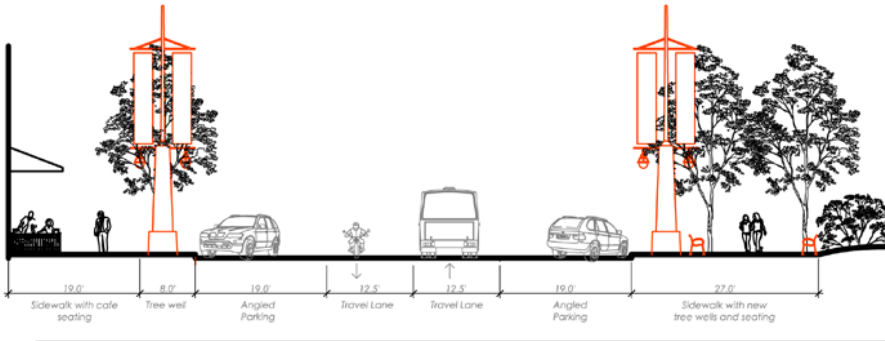
- Accent plantings and enhanced tree pits
- Maximize café seating
- Gateway Markers at Dubuque



Existing conditions Iowa Avenue

PLAN KEY

	PROPOSED ENHANCED CROSSWALK, SIDEWALK, OR ROADWAY PAVING		
	EXISTING STREET PAVING TO REMAIN		
	PROPOSED PAVING		
	PROPOSED BIORETENTION PLANTING AREA		
	EXISTING SHRUB AND GROUND COVER PLANTINGS		
	EXISTING TREE		PROPOSED TREE
	EXISTING BENCH		PROPOSED BENCH
	EXISTING BICYCLE RACK		PROPOSED BICYCLE RACK
	PROPOSED WAYFINDING ELEMENT		PROPOSED CAFE TABLE
	PROPOSED PEDESTRIAN AND ROADWAY LIGHTING		PROPOSED PLANTER POT
			
	PROPOSED MONUMENTAL PEDESTRIAN AND ROADWAY LIGHT		

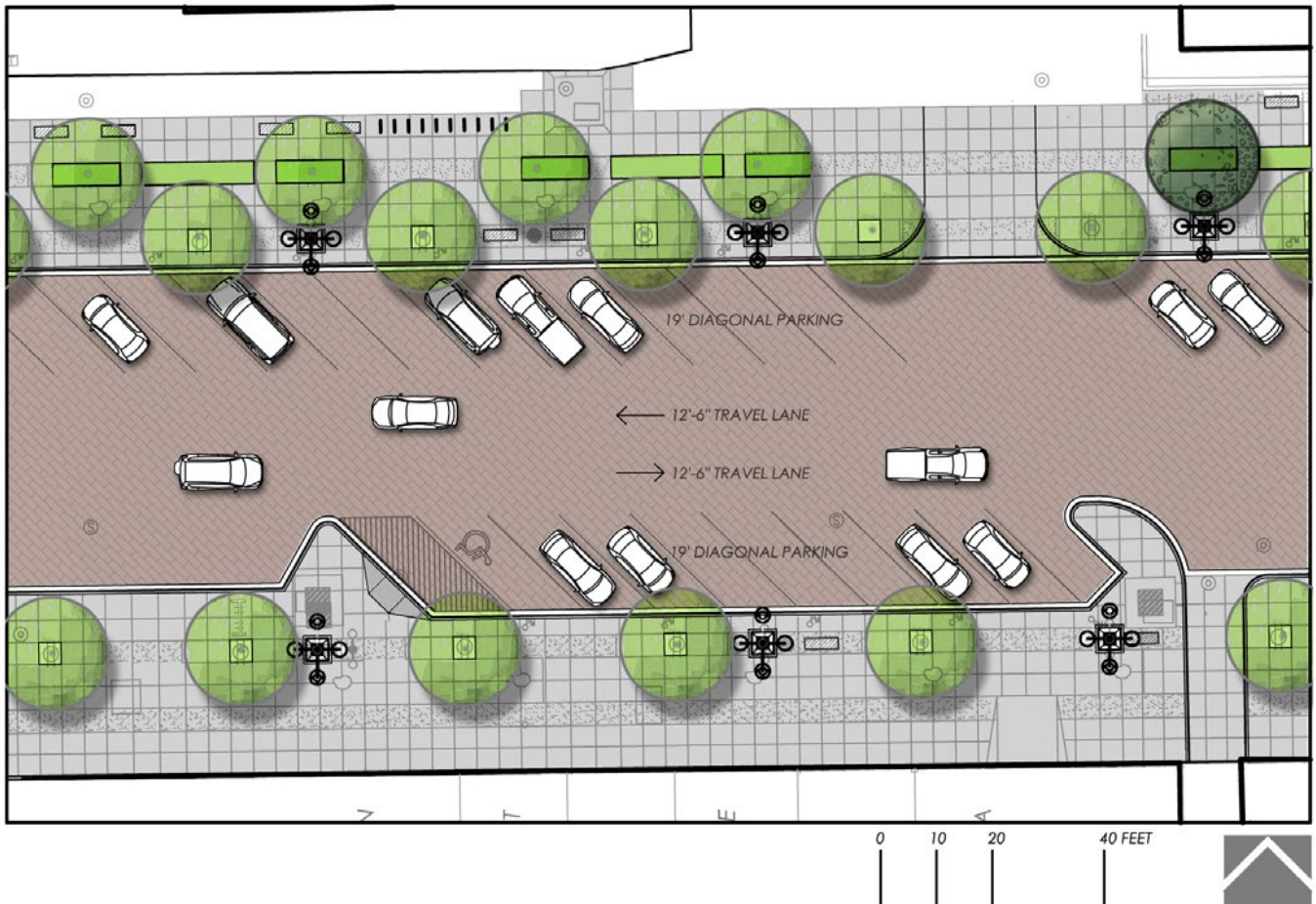


Iowa Avenue section looking west



Context Map

IOWA AVENUE PLAN



Clinton Street's wide curb to curb section, large amounts of concrete, and lack of pedestrian amenities feel like a "gap" between the university and downtown. With the proposed improvements, Clinton can easily become a "seam" street that stitches the university and downtown together. It is recommended that Clinton be put on a "road diet;" remove one lane of traffic and add 6-feet of sidewalk to the east side of the street for pedestrian and optional café space. A pedestrian refuge zone is located in the middle of each/west bound crosswalk to give a sense of safety and scale to the pedestrian and to calm traffic. New street trees are to be planted on the east side. Unifying vertical elements such as monumental light poles, and fine details in the sidewalk amenity zone such as benches, bike racks, and trash cans, are also recommended throughout the streetscape.



Existing conditions Clinton Street

CLINTON STREET SUMMARY

Transportation Enhancements

- Two Northbound travel lanes, one southbound travel lane
- On street parallel parking on both sides of street
- Net gain of 8 parking spaces (-2 on east, +10 on west) between Washington and Iowa
- 5' Designated bike lanes, both ways
- Enhanced bicycle parking North of Washington and adjacent to mid-block bump-outs
- Relocate bus queuing to Washington
- Pedestrian refuge median at crosswalks
- Enhanced intersection and crosswalk treatment
- Pavers in sidewalk amenity zone

Lighting

- Monument lights with banners
- Enhanced storefront lighting

Sustainable Enhancements

- Infill street trees where feasible

Wayfinding and Identity

- Banner Program
- Gateway element at Burlington
- Wayfinding Kiosk at Iowa and College

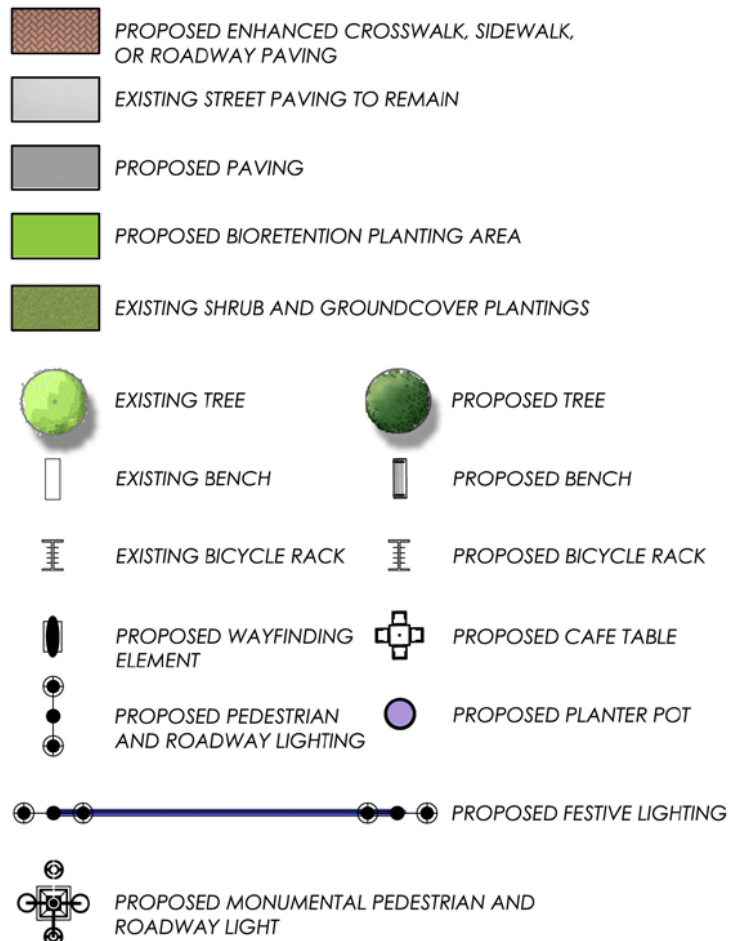
Utility

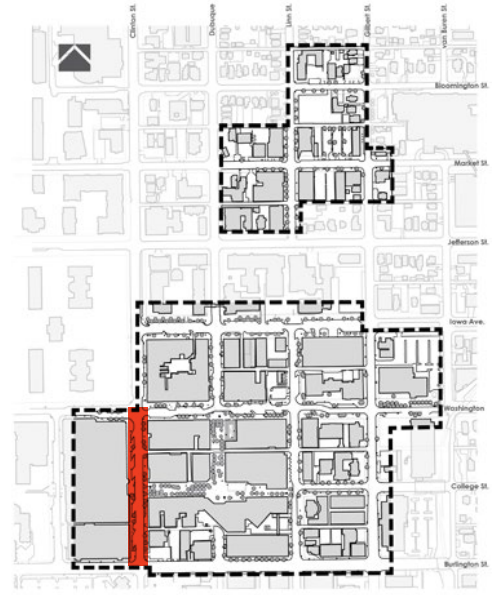
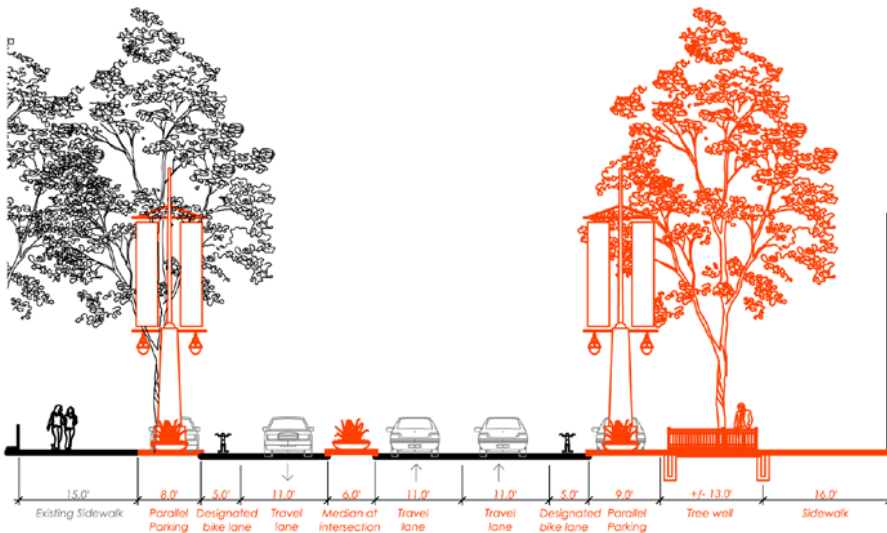
- Replace the 8-inch water main along Clinton from Burlington to College
- At the intersection with the Pedestrian Mall, a storm manhole is under a planter. Access to the storm sewer should be included as part of future improvements.

Other

- Curb bulb outs
- 6' additional sidewalk added to east side
- Café seating in select areas on east side
- Extensive café paver/street tree
- Replace sidewalk along east side

PLAN KEY

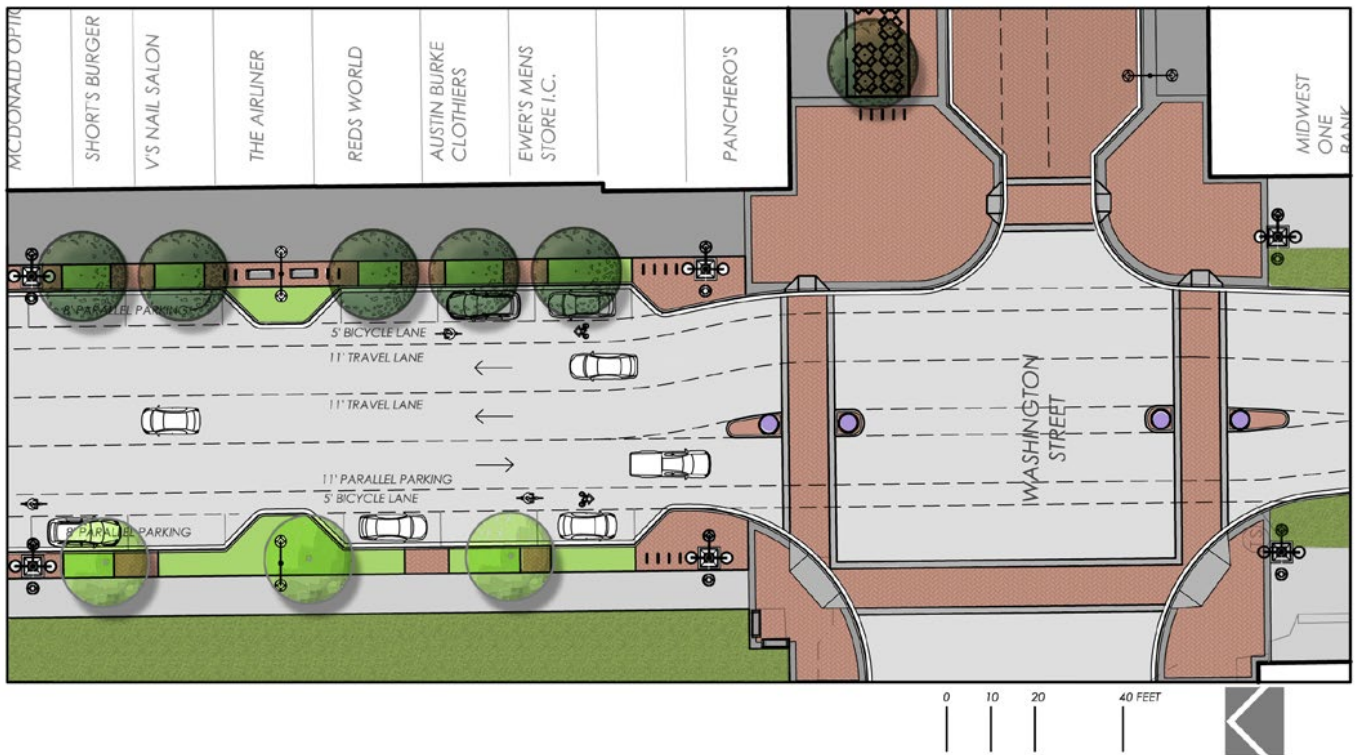




Clinton Street section looking north

Context Map

CLINTON STREET PLAN



Linn Street is an important link in Downtown: it links the Senior Center and the Public Library and the Northside Marketplace and Downtown. With thoughtful design treatments, Linn Street can become a “connector” street, successfully tying both ends of the district together with unifying design treatments.

Vertical elements such as well designed light poles and healthy street trees in a paver grate system have been recommended to create a unified identity and pedestrian friendly environment. A wayfinding kiosk is proposed at the intersection of Linn and Washington to inform use and to function as a beacon of light at night. Planter pots with colorful, seasonal plantings and trash receptacles are also recommended. Much-needed benches are proposed along the sidewalk between the Senior Center and the Library.



Existing conditions Linn Street

LINN STREET SUMMARY

Transportation Enhancements

- Enhanced bicycle parking at Linn Street and Iowa Avenue and at the Iowa City Public Library

Lighting

- New pedestrian roadway lighting

Sustainable Enhancements

- Infill street trees where feasible

Wayfinding and Identity

- Gateway Element at Linn and Burlington
- Wayfinding Kiosks at Linn St. and Iowa Avenue, Washington Street, and College St.


















Utility

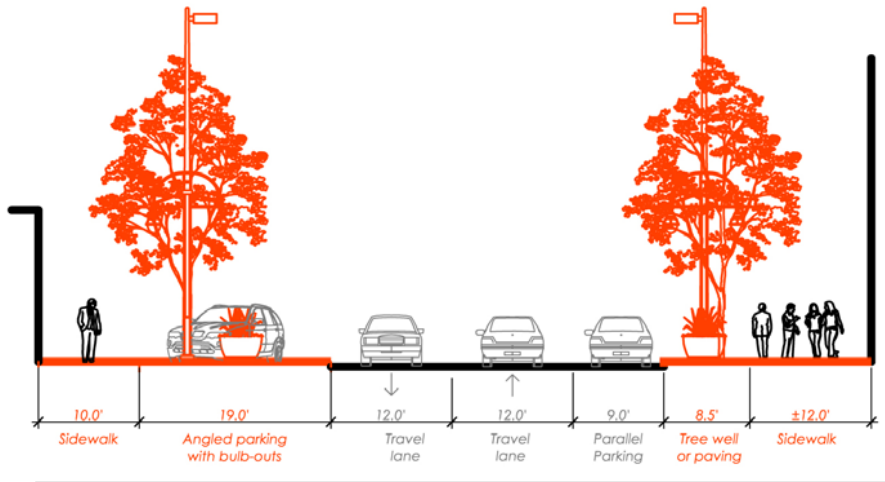
- The sanitary sewer line along Linn between Washington and Iowa has been installed at less than minimum grade
- Replace the water main along Linn between Washington and Burlington

Other

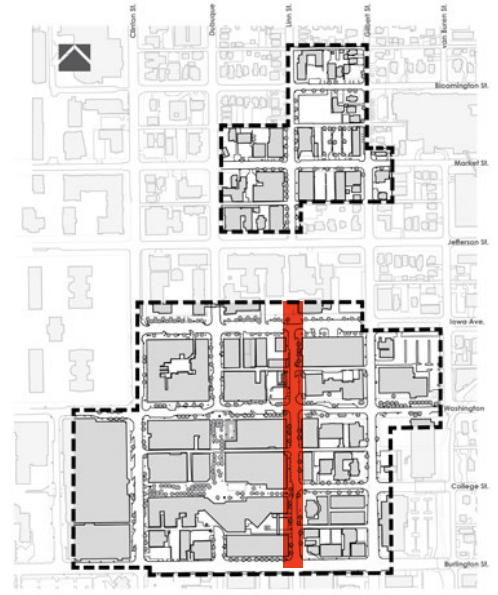
- Maximum streetscape functionality – continuous tree planter trough with paver grate system and removable paver detail
- Planter pots
- Consider removal of parking on west side of street between Iowa & alley & adding larger amenity zone with overhead shelter or vendor canopy when street is fully developed
- Pavers in amenity zone

PLAN KEY

	PROPOSED ENHANCED CROSSWALK, SIDEWALK, OR ROADWAY PAVING		
	EXISTING STREET PAVING TO REMAIN		
	PROPOSED PAVING		
	PROPOSED BIORETENTION PLANTING AREA		
	EXISTING SHRUB AND GROUND COVER PLANTINGS		
	EXISTING TREE		PROPOSED TREE
	EXISTING BENCH		PROPOSED BENCH
	EXISTING BICYCLE RACK		PROPOSED BICYCLE RACK
	PROPOSED WAYFINDING ELEMENT		PROPOSED CAFE TABLE
	PROPOSED PEDESTRIAN AND ROADWAY LIGHTING		PROPOSED PLANTER POT
		PROPOSED FESTIVE LIGHTING	
		PROPOSED MONUMENTAL PEDESTRIAN AND ROADWAY LIGHT	

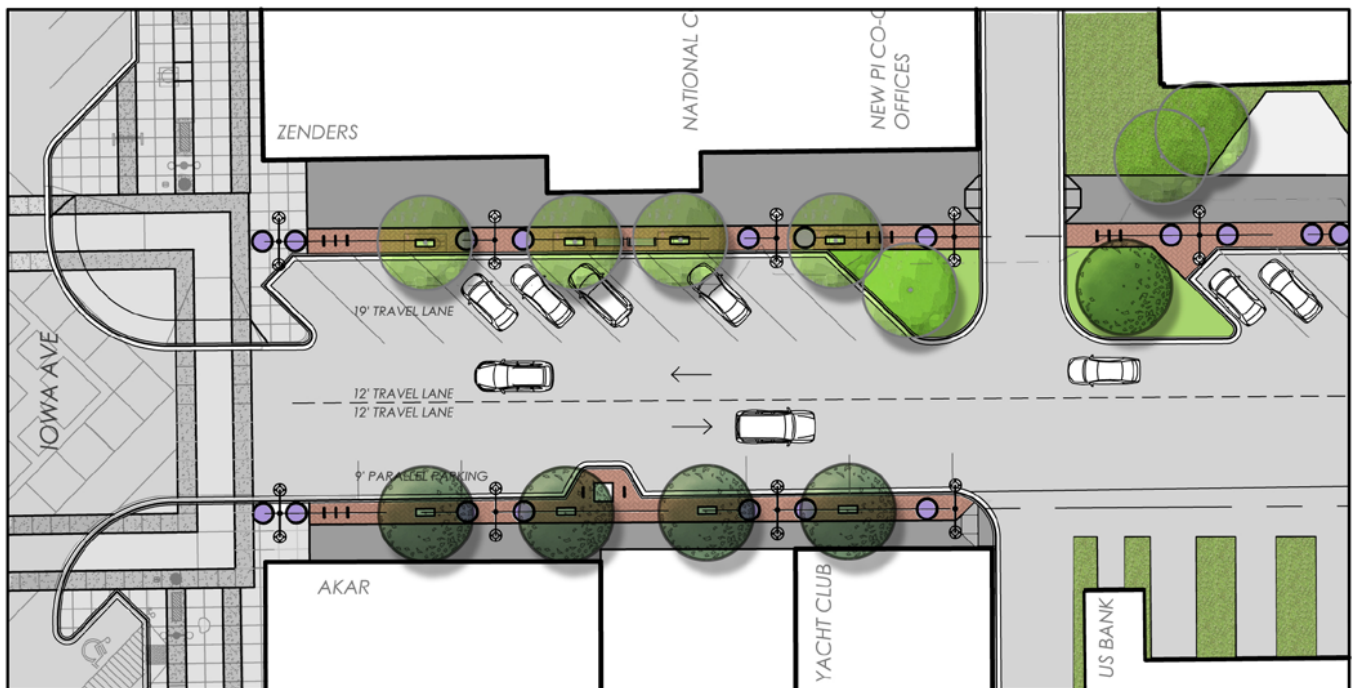


Linn Street section looking south



Context Map

LINN STREET PLAN



Once you leave the Pedestrian Mall, College is largely a “forgotten” street. The detail and excitement of the mall is suddenly lost, but with careful design, College can become a “link” bringing people to the heart of downtown. It is recommended that the feel of the mall be expanded outward with pavers and appropriate, enlarged, thoughtful planting areas, as well as the introduction of seating nooks with benches, bike racks, trash cans, and custom lights. It is also recommended that College be one of the showcases of sustainability with the installation of bioretention planting areas.

COLLEGE STREET SUMMARY

Transportation Enhancements

- Traffic patterns remain the same
- Enhanced intersection and crosswalk
- Re-pave roadway section

Lighting

- Pedestrian roadway light
- Façade lights (south)

Sustainable Enhancements

- Landscaped planter curbs/bioretention areas
- Infill street trees where feasible

Utility

- Rehabilitate or replace the aging brick construction sanitary manhole at College/Linn
- Replace water main along College between Gilbert and Linn



















Other

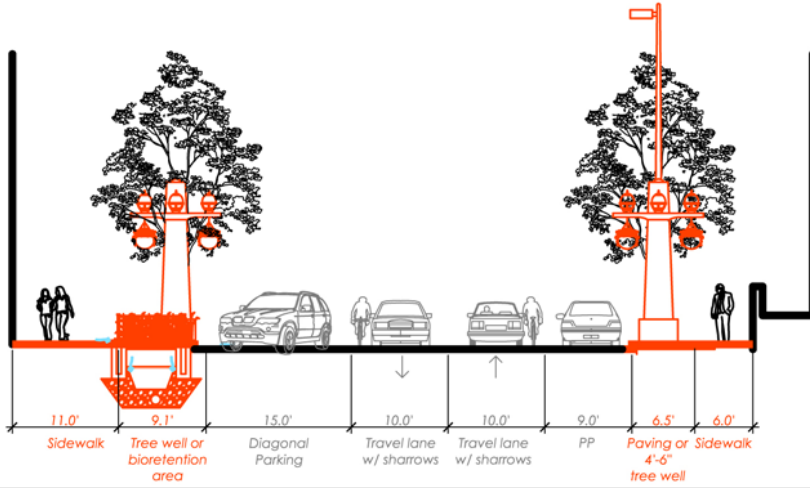
- Add curb bulb outs to north side
- Expanded streetscape on south side to extend Pedestrian Mall “feel”
- New sidewalk paving on north side, enlarged tree pit



Existing conditions College Street

PLAN KEY

	PROPOSED ENHANCED CROSSWALK, SIDEWALK, OR ROADWAY PAVING		
	EXISTING STREET PAVING TO REMAIN		
	PROPOSED PAVING		
	PROPOSED BIORETENTION PLANTING AREA		
	EXISTING SHRUB AND GROUND COVER PLANTINGS		
	EXISTING TREE		PROPOSED TREE
	EXISTING BENCH		PROPOSED BENCH
	EXISTING BICYCLE RACK		PROPOSED BICYCLE RACK
	PROPOSED WAYFINDING ELEMENT		PROPOSED CAFE TABLE
	PROPOSED PEDESTRIAN AND ROADWAY LIGHTING		PROPOSED PLANTER POT
			
		PROPOSED MONUMENTAL PEDESTRIAN AND ROADWAY LIGHT	

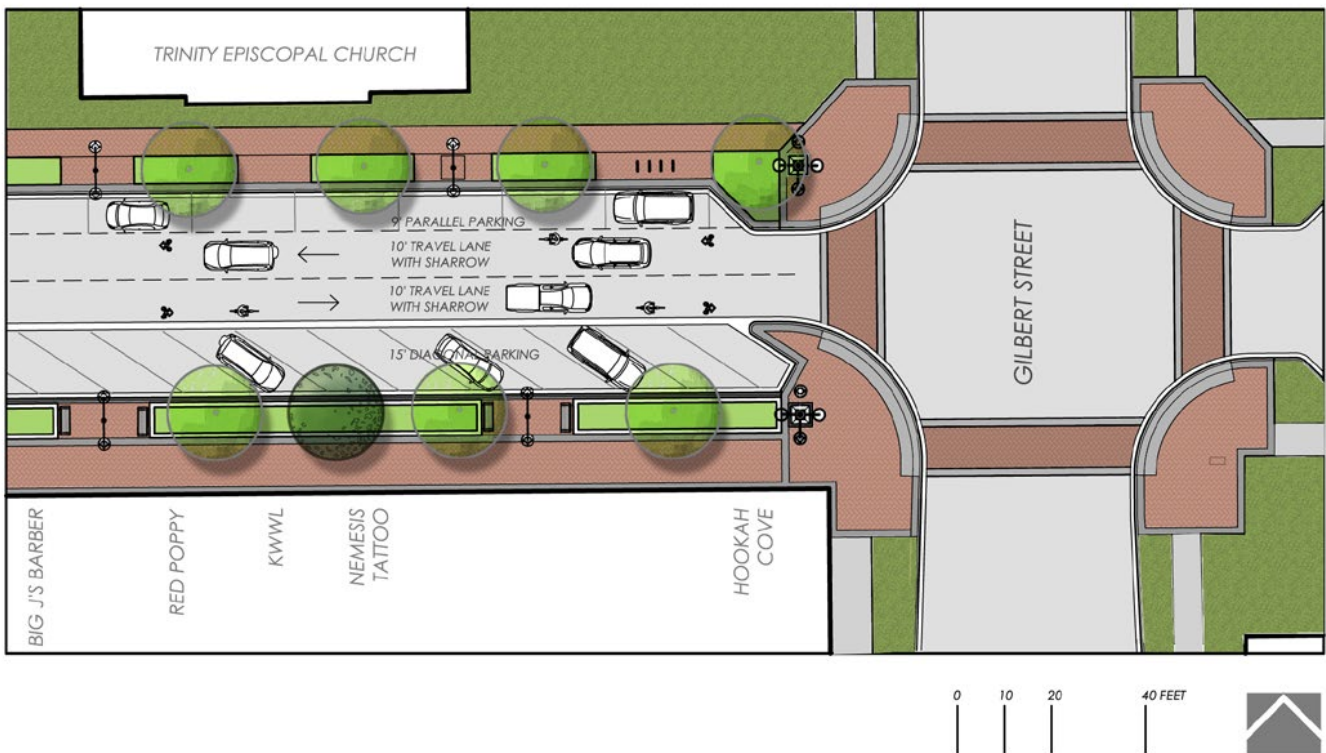


College Street section looking west



Context Map

COLLEGE STREET PLAN



Burlington Street is currently automobile oriented with two travel lanes in each direction and a center turn lane. It is part of Highway 1 and has been designed to move vehicular traffic. The large expanses of monotonous paving, narrow sidewalks, traffic volume, and blank building facades make Burlington feel like a “barrier” street. With unifying, thoughtful design treatments, Burlington can become a “celebrated” street welcoming people to downtown and to the new University of Iowa Music Building, currently under construction at Burlington and Clinton.

Improving the pedestrian experience and overall appearance of Burlington is accomplished in a number of ways. Vertical elements such as newly designed light poles and infill street trees will help tie both sides of this street together. Raised colorful planting beds along the curb zone create a buffer between moving vehicles and pedestrians. At the intersections, pedestrian crosswalks are enhanced with unit pavers. Public art is proposed along Burlington in the form of artistic murals and oversized banners. The murals and banners activate the large, blank parking ramp facades and communicate Iowa City’s commitment to the arts.

The traffic volume and limited right-of-way prohibited the incorporation of enhanced bicycle accommodations along Burlington. The potential exists for enhanced bicycle accommodations along Court to the south of Burlington. To the north, there are existing shared lanes along College, east of Linn. And, Washington, two blocks to the north, is an important east-west bicycle route.

BURLINGTON STREET SUMMARY

Transportation Enhancements

- Enhanced center turn-lane paving
- Enhanced intersection and crosswalk treatment

Lighting

- New pedestrian roadway lighting

Sustainable Enhancements

- Infill street trees where feasible

Wayfinding and Identity

- Corner gateway element at Clinton, Dubuque, Linn and Gilbert

Utility

- Replacement of two separate water main lines is recommended. Existing lines have experienced breaks.



















Other

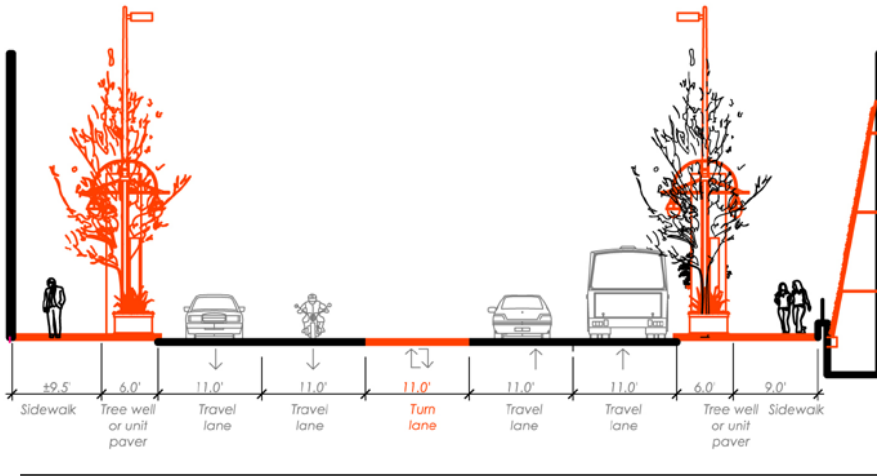
- Pavers in sidewalk amenity zone
- 18” raised cast in place concrete planters
- Architectural enhancement of car ramp walls and select building faces



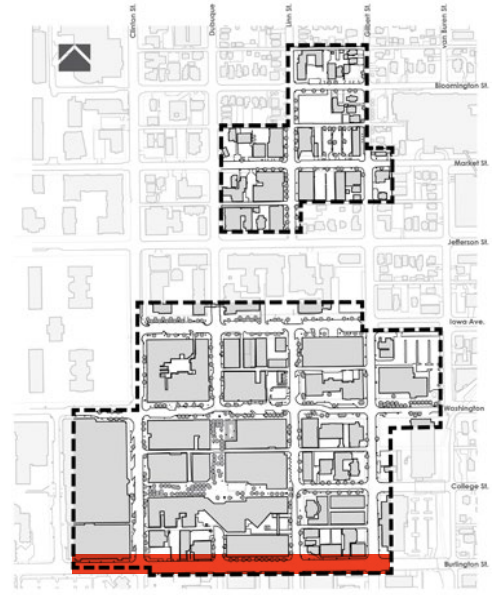
Existing conditions Burlington Street

PLAN KEY

	PROPOSED ENHANCED CROSSWALK, SIDEWALK, OR ROADWAY PAVING		
	EXISTING STREET PAVING TO REMAIN		
	PROPOSED PAVING		
	PROPOSED BIORETENTION PLANTING AREA		
	EXISTING SHRUB AND GROUND COVER PLANTINGS		
	EXISTING TREE		PROPOSED TREE
	EXISTING BENCH		PROPOSED BENCH
	EXISTING BICYCLE RACK		PROPOSED BICYCLE RACK
	PROPOSED WAYFINDING ELEMENT		PROPOSED CAFE TABLE ELEMENT
	PROPOSED PEDESTRIAN AND ROADWAY LIGHTING		PROPOSED PLANTER POT
			PROPOSED FESTIVE LIGHTING
	PROPOSED MONUMENTAL PEDESTRIAN AND ROADWAY LIGHT		

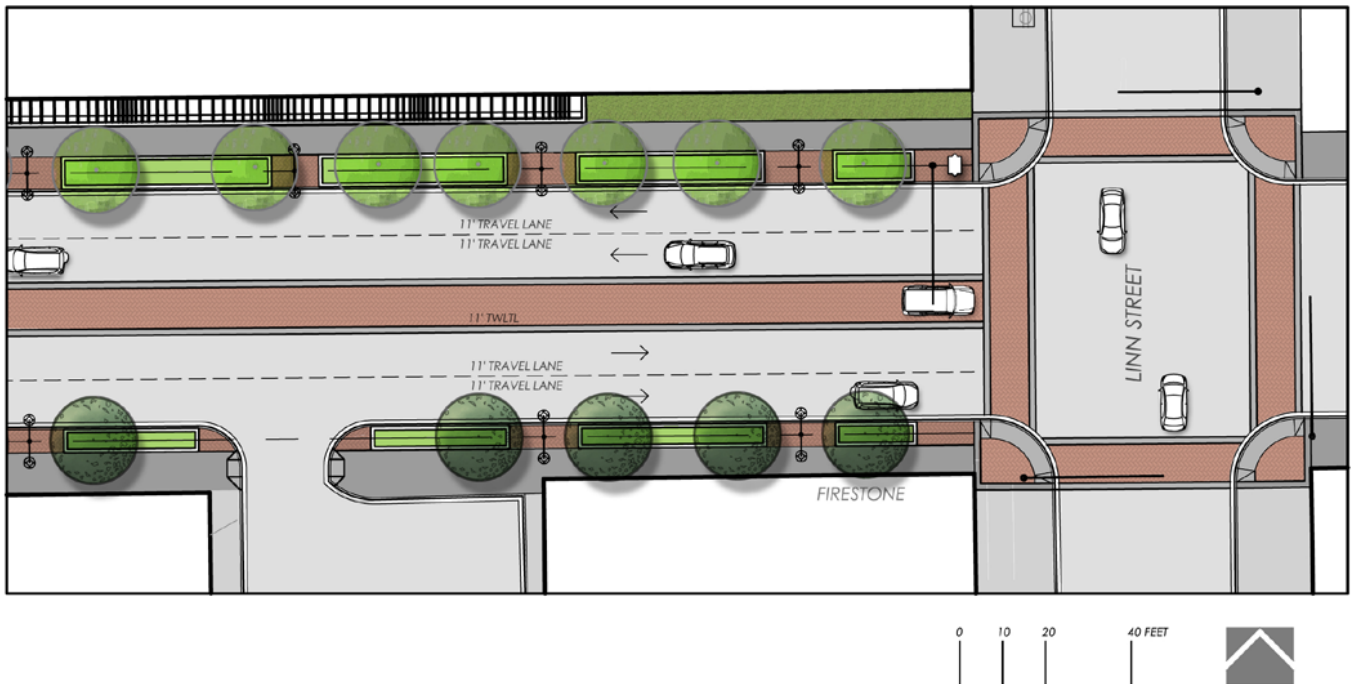


Burlington Street section looking west



Context Map

BURLINGTON STREET PLAN



Gilbert, as currently constructed, with its larger building setbacks and higher travel speeds can be described as a “thoroughfare,” but it can easily become more of a “parkway” providing a richer experience. It is recommended that Gilbert go on a ‘road diet’ by reducing travel to a single lane in each direction, adding a center turn lane and designating bike lanes in both directions. Other key recommendations include fill the gaps in the street tree rhythm, enhance the tree lawn, and add custom designed lighting elements with a secondary banner program option.

GILBERT STREET SUMMARY

Transportation Enhancements

- Reduce travel lanes to one in each direction plus center turn lane
- Two 5’ designated bike lanes
- Enhanced crosswalks
- City will conduct external study modeling proposed lane reduction

Lighting

- New pedestrian roadway lighting

Sustainable Enhancements

- Infill street trees where feasible

Wayfinding and Identity

- Secondary banner program

Utility

- Replace the water main lines along Gilbert
- A cable has penetrated the sanitary sewer line at Gilbert and Burlington



















Other

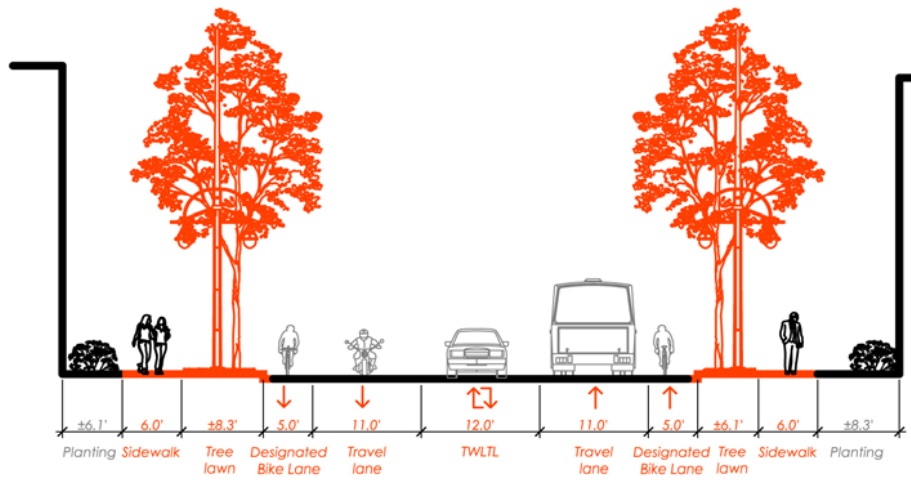
- Tree lawn where possible
- New sidewalk
- Underground overhead utilities



Existing conditions Gilbert Street

PLAN KEY

	PROPOSED ENHANCED CROSSWALK, SIDEWALK, OR ROADWAY PAVING		
	EXISTING STREET PAVING TO REMAIN		
	PROPOSED PAVING		
	PROPOSED BIORETENTION PLANTING AREA		
	EXISTING SHRUB AND GROUND COVER PLANTINGS		
	EXISTING TREE		PROPOSED TREE
	EXISTING BENCH		PROPOSED BENCH
	EXISTING BICYCLE RACK		PROPOSED BICYCLE RACK
	PROPOSED WAYFINDING ELEMENT		PROPOSED CAFE TABLE
	PROPOSED PEDESTRIAN AND ROADWAY LIGHTING		PROPOSED PLANTER POT
			
	PROPOSED MONUMENTAL PEDESTRIAN AND ROADWAY LIGHT		

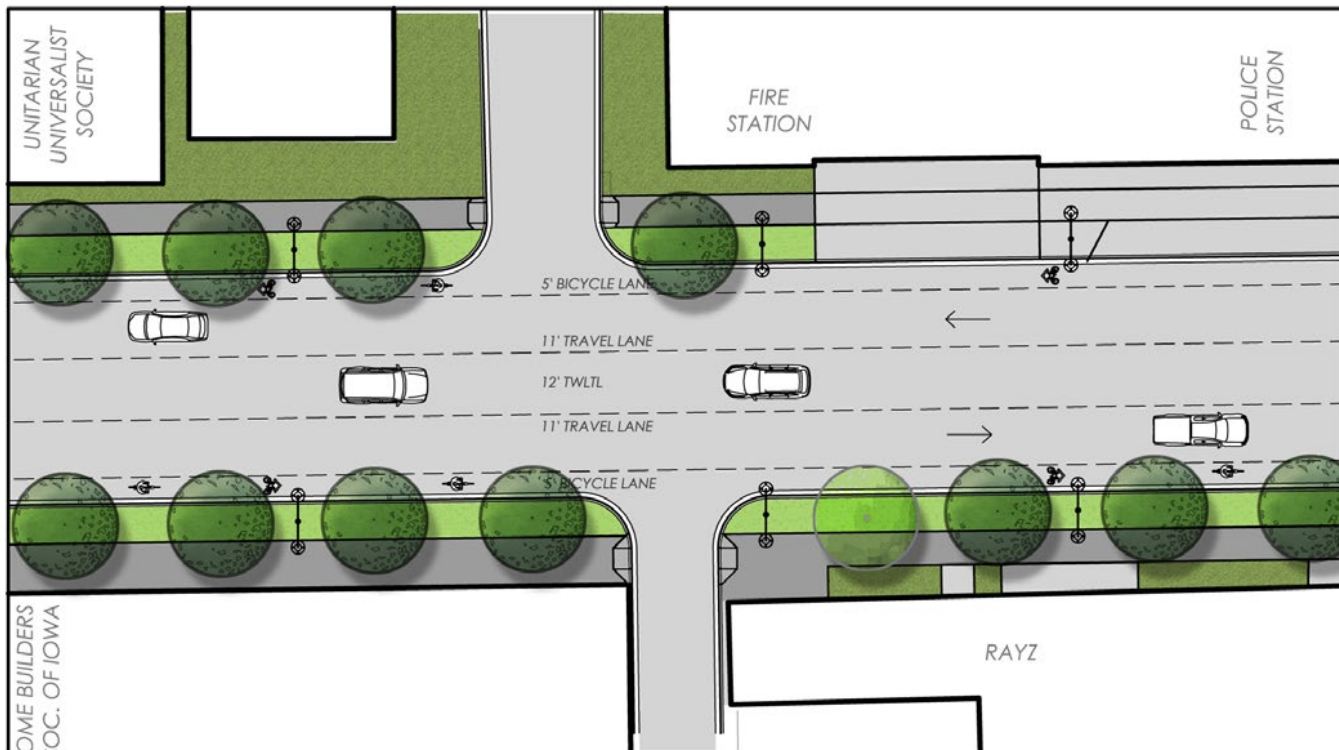


Gilbert Street section looking north



Context Map

GILBERT STREET PLAN



Stronger definition of the easterly edge of Iowa Avenue is needed for Iowa City's most iconic street. Enhanced paving at the crosswalks extends the character of Iowa Avenue across the intersection. The Gilbert Street median is reconfigured and enlarged to include a feature public art piece, or monument. The monument will function as a 'bookend' to the Old Capitol and will complete the Iowa Avenue 'stage'. New accent trees and understory plantings offer a backdrop for the monument. Street crossing distance is minimized for the pedestrian through the incorporation of bump-outs along the north and south sides of Iowa Avenue.

IOWA AT GILBERT SUMMARY

Transportation Enhancements

- Enhanced paving treatment at crosswalks
- Enlarged bulb at end of median
- New traffic light location



















Other

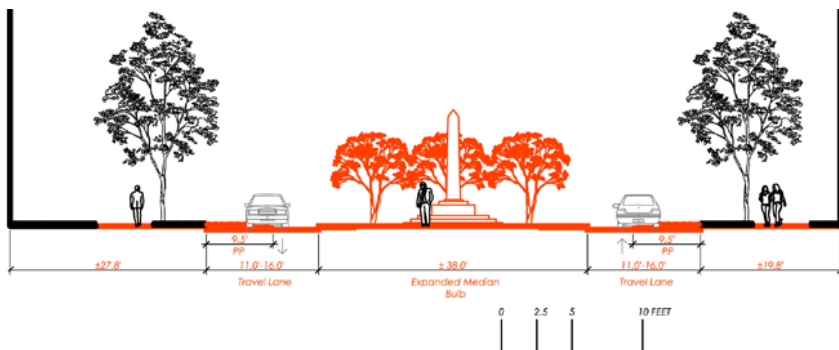
- Monument/Art in hardscape area within median
- Extend Iowa Avenue "feel" across intersection
- Curb bulb outs on north and south sides of street



Rendering of Iowa Avenue and Gilbert Street

PLAN KEY

	PROPOSED ENHANCED CROSSWALK, SIDEWALK, OR ROADWAY PAVING		
	EXISTING STREET PAVING TO REMAIN		
	PROPOSED PAVING		
	PROPOSED BIORETENTION PLANTING AREA		
	EXISTING SHRUB AND GROUND COVER PLANTINGS		
	EXISTING TREE		PROPOSED TREE
	EXISTING BENCH		PROPOSED BENCH
	EXISTING BICYCLE RACK		PROPOSED BICYCLE RACK
	PROPOSED WAYFINDING ELEMENT		PROPOSED CAFE TABLE
	PROPOSED PEDESTRIAN AND ROADWAY LIGHTING		PROPOSED PLANTER POT
			
		PROPOSED MONUMENTAL PEDESTRIAN AND ROADWAY LIGHT	

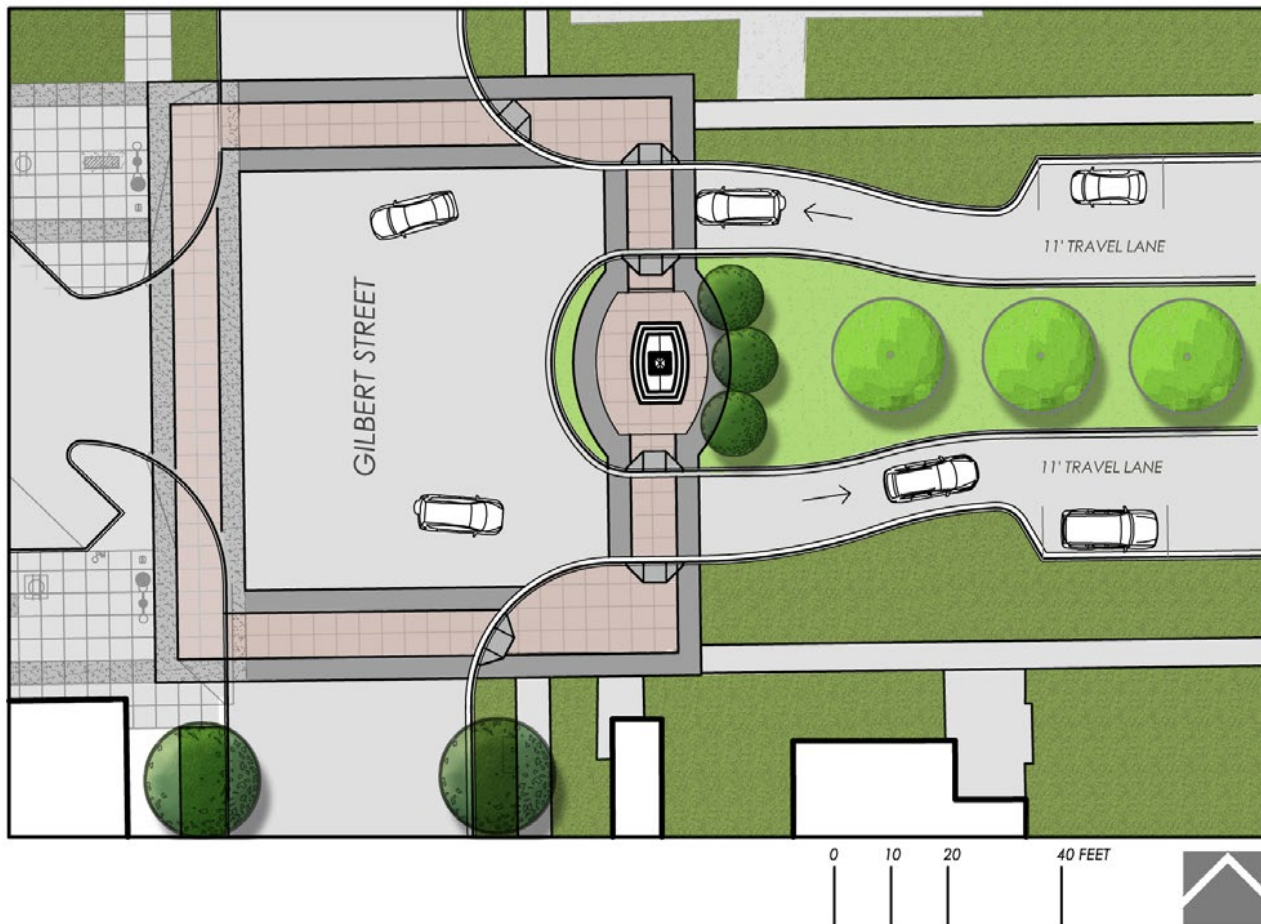


Iowa Avenue section looking east



Context Map

IOWA AVENUE PLAN



With its funky mixed use character, North Linn has become a strong local destination for the Northside Marketplace. Iowa City's most recent streetscape improvements can be seen along North Linn. In 2010, improvements included new trees, bumpouts at the intersection with Market, seating clusters, bicycle racks, and literary-themed public artwork.

To establish continuity across North Linn, the current plan proposes an extension of select improvements from the alley at Hamburg Inn to Bloomington. Infill tree plantings, accent shrub and groundcover plantings, painted crosswalk designations, and new seating clusters are proposed. Standard concrete paving is proposed at the new seating areas. On-street parallel parking is maintained. Improvements proposed south of Hamburg Inn include wayfinding elements, architectural accent lighting, the 'leveling' of select seating areas, and new accent plantings at the base of the two existing public art pieces.



Existing conditions North Linn Street

NORTH LINN STREET SUMMARY

Transportation Enhancements

- Enhanced Crosswalk Paving at Linn and Market
- Painted Crosswalks at Linn and Bloomington

Lighting

- Identity Lighting and Architectural Accent Lighting at the intersection of North Linn St. and Market St.
- Adjust Height of Existing Lighting

Sustainable Enhancements

- Infill Trees as Feasible

Wayfinding and Identity

- Wayfinding Elements at North Linn and Market, Jefferson

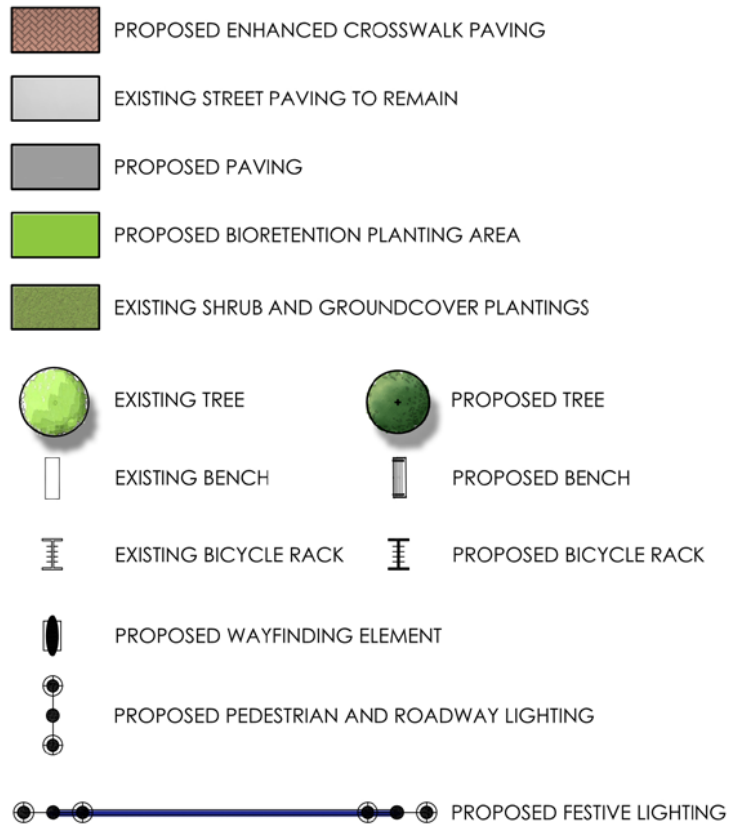
Utility

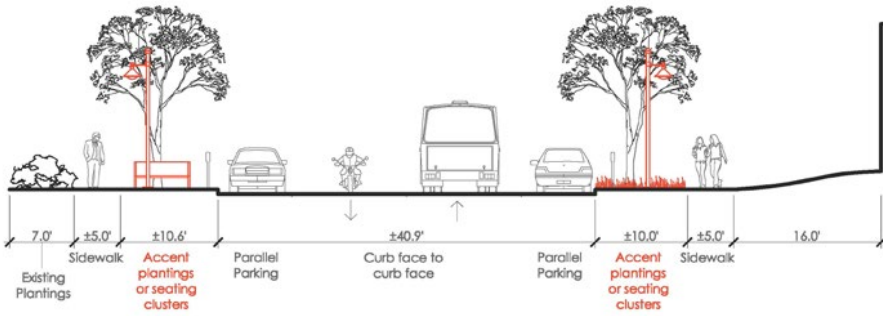
- The sanitary sewer line in the alley just north of Hamburg inn is broken with visible voids
- Upsize water service line along North Linn from Bloomington to Davenport
- The existing sewer line appears undersized. Consider upsizing as part of future improvements.

Other

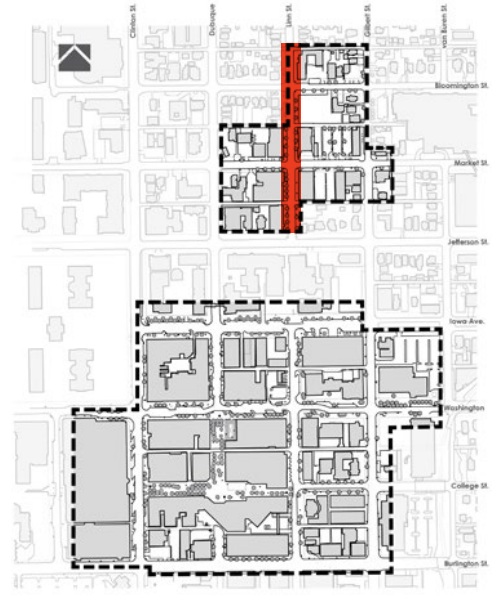
- Extend Improvements along North Linn, North of Hamburg Inn Including Accent Plantings at Parkway, Benches, Bicycle Racks, Public Artwork
- Accent Planting at Base of Existing Public Artwork
- Improve Paving at Bump-Outs
- Relocate Utilities Underground
- 'Level' seating area pavement or shim benches to provide more comfortable, safe and attractive seating

PLAN KEY



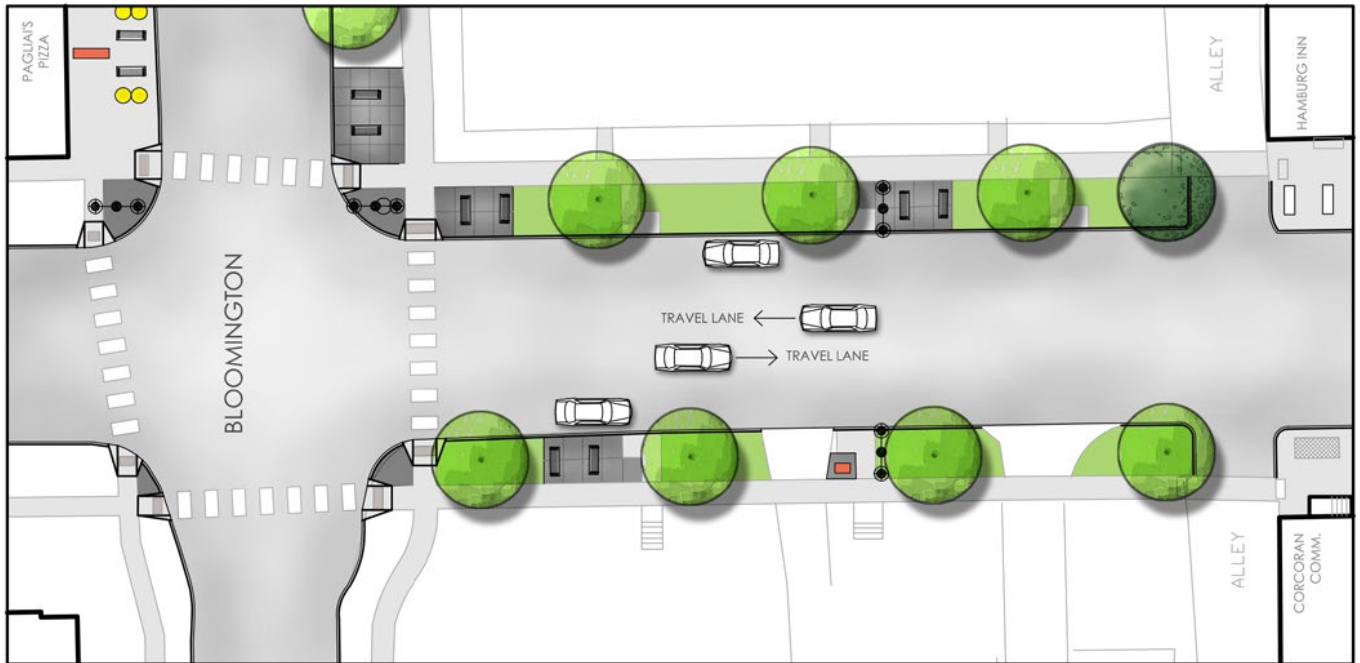


North Linn Street section looking south



Context Map

NORTH LINN STREET PLAN



Market Street has evolved into a unique destination with a rich mix of locally owned restaurants and shops. Glimpses of Market Street's energy and eclecticism can be seen by visitors entering Iowa City along Dubuque. To better 'announce' Market Street and the larger Northside Marketplace, gateway elements are proposed at the intersection of Dubuque and Market Street. Two over-the-street festive lighting elements are proposed to further entice guests to turn east at Market and to create a sense of arrival at the major intersection of Market and North Linn.

The planning team recommends that Market Street be converted back to two-way traffic. The proposed cross section includes two 11'-wide drive lanes, 9'-wide parallel parking on the north side, and two 4'-6"-wide on-street designated bicycle lanes in each direction. Traffic modeling to understand how the conversion affects the larger transportation network is underway.



Existing conditions Market Street

MARKET STREET SUMMARY

Transportation Enhancements

- Convert to Two-Way Traffic
- Two Designated Bicycle Lanes
- Maintain Parallel Parking along North Side of Street
- Enhanced Crosswalk Paving

Lighting

- Over-The-Street Festive Lighting and Banners
- New Pedestrian and Roadway Lighting

Sustainable Enhancements

- Infill Street Trees
- Bioretention Planting Areas
















Wayfinding and Identity

- Gateway Element at Dubuque and Market
- Wayfinding Kiosk at Market and Linn

Other

- New Seating & Public Artwork at Market & North Linn
- Underground Utilities at South Side of Street

PLAN KEY

	PROPOSED ENHANCED CROSSWALK PAVING		
	EXISTING STREET PAVING TO REMAIN		
	PROPOSED PAVING		
	PROPOSED BIORETENTION PLANTING AREA		
	EXISTING SHRUB AND GROUND COVER PLANTINGS		
	EXISTING TREE		PROPOSED TREE
	EXISTING BENCH		PROPOSED BENCH
	EXISTING BICYCLE RACK		PROPOSED BICYCLE RACK
	PROPOSED WAYFINDING ELEMENT		
	PROPOSED PEDESTRIAN AND ROADWAY LIGHTING		
			PROPOSED FESTIVE LIGHTING

NORTH SIDE MARKET PLACE LIGHTING SUMMARY

Enhanced architectural lighting is proposed to create a festive, memorable atmosphere at the prominent intersection of Market and North Linn. The intersection has historical significance. Three National Register eligible structures occupy the intersection: Economy Advertising at 117-123 N. Linn, Union Brewery at 130-160 N. Linn, and Union Bakery/Union Hall at 203 N. Linn Street. Perimeter building outline lighting systems by Lumisphere, or similar, is proposed to distinguish the architectural detailing, mass and form.



FIXED ARCHITECTURAL ACCENT LIGHTING



NORTH SIDE MARKET PLACE FESTIVE LIGHTING

MARKET STREET REDEVELOPMENT SITE SUMMARY

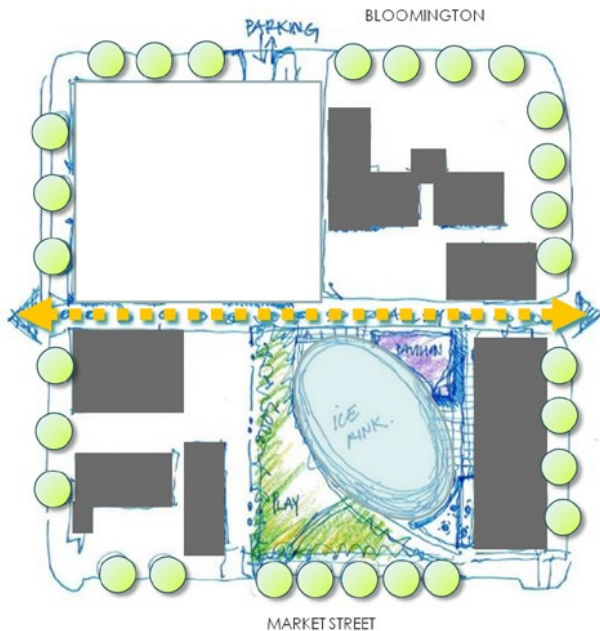
The City-owned parking lot between George's Buffet and the Bluebird Diner along Market Street has been identified as a potential redevelopment site. The site offers tremendous opportunities and redevelopment could bolster the momentum already in place throughout the Northside Marketplace. The existing mixed use and pedestrian-oriented fabric that currently exists should be reinforced. The redevelopment program could include a mixed use and entertainment option with below grade parking.

Stakeholder and public input consistently indicated an interest in more activities during the winter months and specifically an ice skating rink. The site could support a rink comparable in scale to Ice Rink at One Boulder Plaza, Boulder, CO. The rink and associated support program could become a regional entertainment destination and a celebrated winter tradition. During the summer months, the rink is covered and the space transitions to an outdoor dining and flexible program space for small scale musical performances, readings, cooking competitions, outdoor yoga, or other.



Skate ring opportunity

Precedent imagery reflecting character and potential for a mixed-use redevelopment opportunity that integrates a public skate rink as a winter amenity that converts to a dynamic public space during warmer months.



Optional redevelopment concept depicted above. Other concepts could explore building frontage along Market Street.



City parking lot along Market Street has been identified as a potential redevelopment site.

Bloomington is home to the iconic Pagliai's Pizza and two other historic structures. Functioning primarily as a residential street, Bloomington connects the adjacent neighborhoods with the NSMP and University of Iowa. To enhance the pedestrian experience, a number of improvements are proposed: painted crosswalks, pedestrian scale lighting, historical building markers, the screening of surface parking lots, and seating and seasonal planting displays at the intersection with North Linn. As existing parking lots are considered for mixed-use redevelopment sites, the proposed streetscape character may need to be reevaluated.

BLOOMINGTON STREET SUMMARY

Transportation Enhancements

- Painted Crosswalk Designation

Lighting

- Install New Pedestrian and Roadway Lighting

Sustainable Enhancements

- Plant Infill Trees at Gaps as Feasible
- Replace Sod at Parkway with Lawn Alternative

Utility

- Upsize the water service line along Bloomington, from Linn to Gilbert

Other

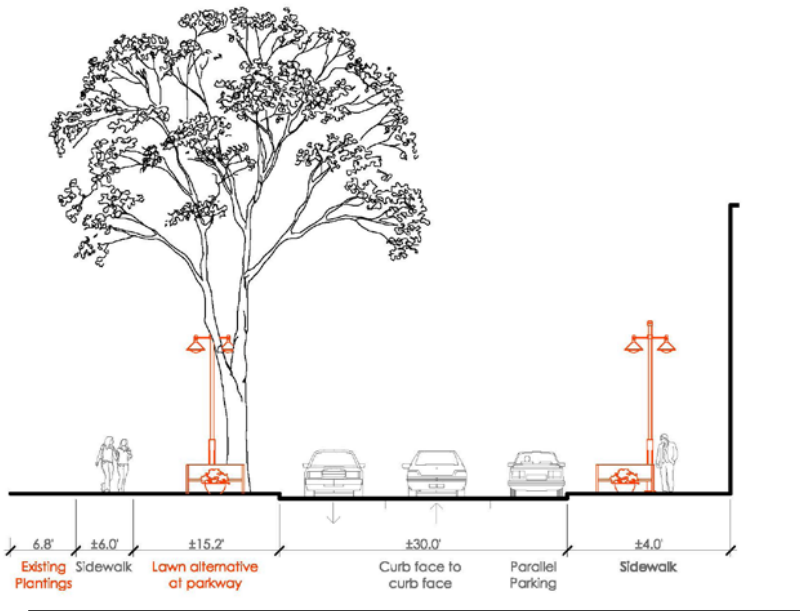
- Screen Pagliai's South Parking Lot with Accent Plantings
- Introduce Seating and Accent Plantings in Containers at Pagliai's
- Install Historical Markers at 302, 319, 322 E. Bloomington
- Relocate Utilities Underground



Existing conditions Bloomington Street

PLAN KEY

	CROSSWALK PAVEMENT MARKINGS		
	EXISTING STREET PAVING TO REMAIN		
	PROPOSED PAVING		
	PROPOSED ACCENT PLANTING AREA		
	LAWN ALTERNATIVE		
	EXISTING TREE		PROPOSED TREE
	EXISTING BENCH		PROPOSED BENCH
	PUBLIC ART		
	PROPOSED PLANTING CONTAINERS		
	PROPOSED PEDESTRIAN AND ROADWAY LIGHTING		

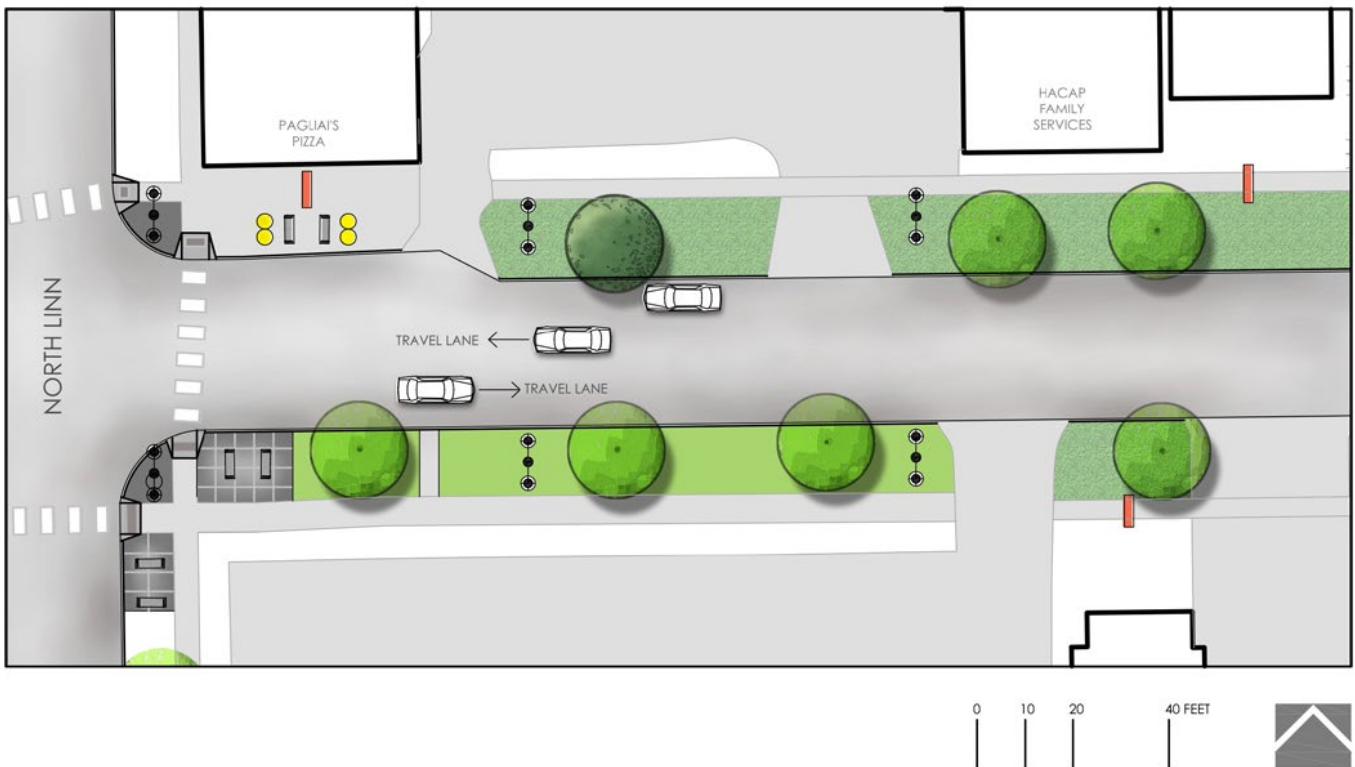


Bloomington Street section looking west



Context Map

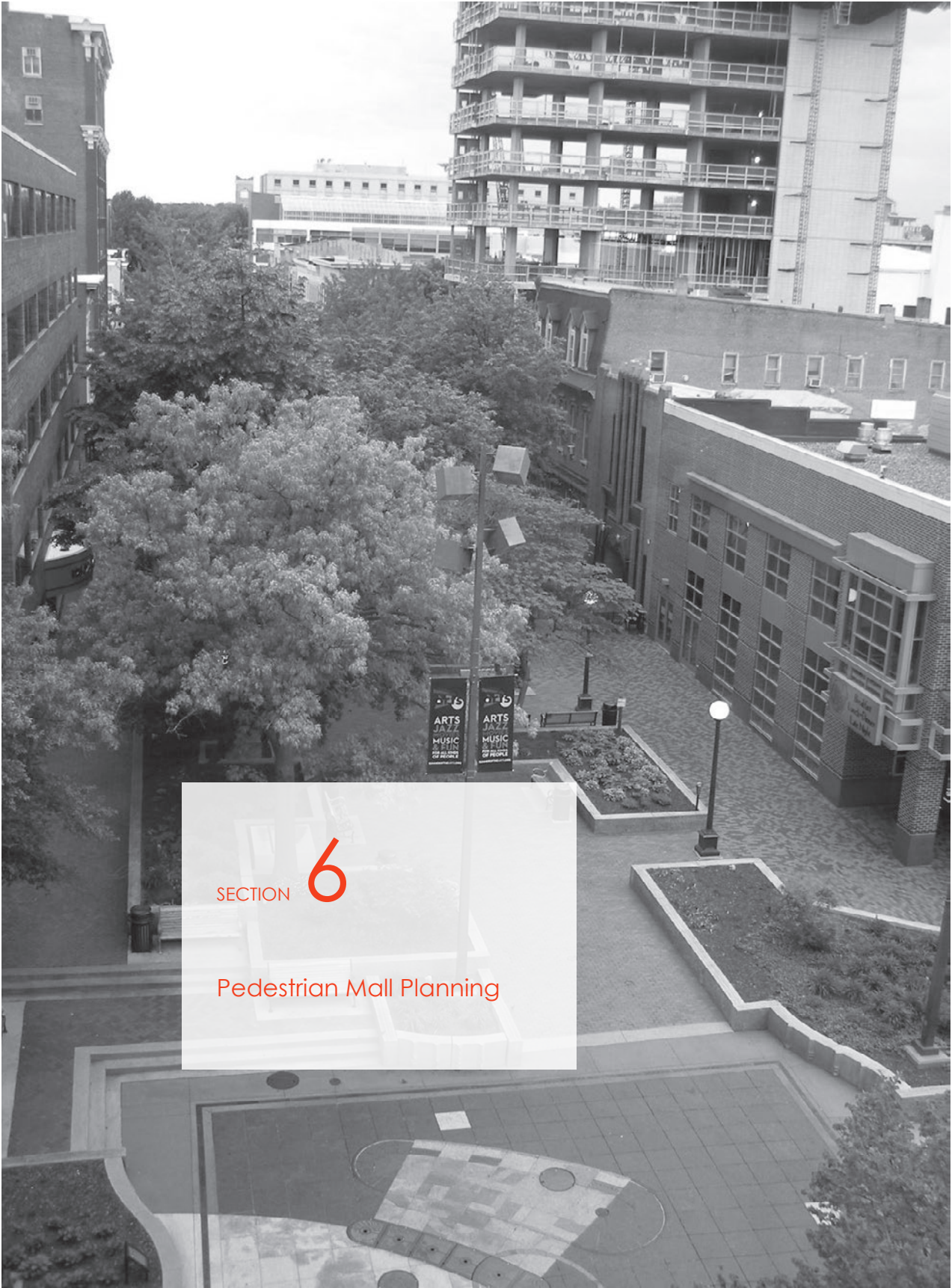
BLOOMINGTON STREET PLAN





The measure of any great civilization is in its cities, and the measure of a city's greatness is to be found in the quality of its public spaces, its parks and squares.

– John Ruskin



SECTION 6

Pedestrian Mall Planning



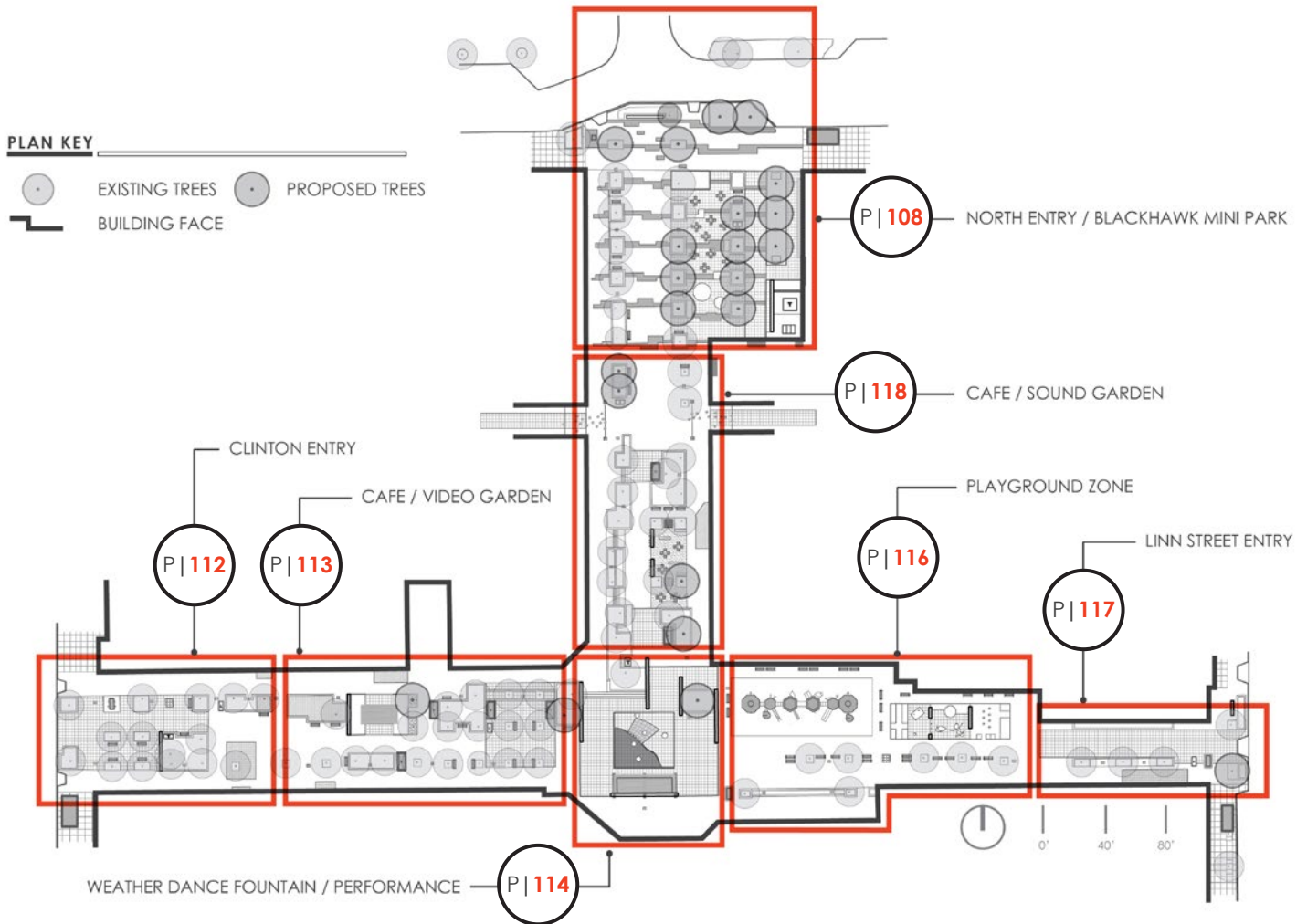
PEDESTRIAN MALL PLANNING INTRODUCTION

The nationally renowned Ped Mall is widely recognized as an iconic destination with a high level of resident, student, and alumni attachment. It has 'good bones' and a solid foundation is already in place. Therefore, the intent of the current planning concept is to 'freshen up' and reinvigorate the Ped Mall while maintaining the original intent of creating a public gathering place for all ages from all walks of life.

To enrich the experience of the Ped Mall, a series of secondary destinations are proposed and include Black Hawk Mini Park, a Sound Garden, and a Video Garden. The children's play zone is expanded with an interactive and educational EcoLAB. The entries become more welcoming and are reimagined with new wayfinding kiosks, lighting, and the introduction of additional sunlight and views through selective tree pruning. The Weather Dance Fountain and performance space is strengthened with a permanent stage canopy and improved seating opportunities. The secondary destinations are meant to be uniquely different from each other and envisioned to engage multiple user groups. Secondary destinations are described in the following sections.

Throughout the master plan process, stakeholder and public feedback consistently indicated a strong interest in improved Ped Mall lighting. Additionally, many of the existing globe lights are reaching the end of their life cycle. For the functional lighting of the Ped Mall, a conversion of the existing system to LED is recommended. A multi-layered lighting framework is also proposed and includes up lighting of trees, architectural lighting of proposed shade canopies, and accent lighting of public artwork. The lighting framework and other component-related recommendations are addressed within the Ped Mall framework section.

Black Hawk Mini Park is currently a construction staging area for Park@201 and once construction is complete, the park can once again become a 'park for all people'. The planning concept calls for a feature public art piece to anchor the park and to create a focal point to the north entry of the Ped Mall. A series of diverse spaces are created within the park to enhance the public realm and to appeal to a wide range of users. More detailed narrative, conceptual plans, and renderings for Black Mini Park follow the Pedestrian Mall Goals + Objectives.



PEDESTRIAN MALL GOALS + OBJECTIVES

Enhance the Public Realm.

- Celebrate the history and culture of Iowa City.
- Create a memorable public space at Black Hawk Mini Park.
- Improve the children’s play area and the ‘Weather Dance’ fountain stage space.
- Create a focal point and Ped Mall gateway at Dubuque and Washington.

Build on Existing Strengths.

- Reinforce the public artwork program.
- Enhance the tree planting program.
- Enhance the opportunities for families including the play area at the Library.

Address the Aging Infrastructure.

- Evaluate the adequacy and condition of existing utilities.
- Make recommendations on utility improvements.
- Improve the special event infrastructure.

Enhance Our Environmental Stewardship and Become a ‘Green’ Downtown.

- Explore and incorporate green infrastructure strategies.
- Promote the use of sustainable and low maintenance materials.
- Improve recycling opportunities.

Develop a Multi-Layered, Flexible Lighting Framework.

- Create a lighting framework that informs use and enhances wayfinding.
- Create opportunities for year-round and seasonal lighting.

Enhance the Wayfinding Network.

- Create a gateway into the Ped Mall at Washington and Dubuque.



PLAN KEY

- | | |
|--|--|
| A THRESHOLD | K SEAT WALL |
| B WAYFINDING KIOSK | L SHELTERED BIKE PARKING |
| C PROPOSED TREE | M EXISTING WALKWAY |
| D EXISTING TREE | N PROPOSED RE-LOCATION SOLAR BALANCE |
| E PROPOSED PAVING BAND | O PROPOSED PUBLIC ART |
| F PROPOSED BENCH (TYPICAL.) | P RECYCLING STATION |
| G PEDESTRIAN SCALE LIGHT (TYPICAL.) | Q MOVEABLE TABLES AND CHAIRS |
| H EXISTING PAVING | R PROPOSED RE-LOCATION BALANCE IN PLACE |
| I RECYCLING STATION | S PLANTING AREA |
| J GRAPEVINE LIGHTING + PERMEABLE PAVING | T PLAY AREA |
| | U STORYWALL WITH UPLIGHTING |
| | V NEW UNIT PAVERS (TYPICAL.) |

NORTH ENTRY AND BLACK HAWK MINI PARK

The planning concept for Black Hawk Mini Park creates a series of diverse experiences that will appeal to multiple user groups. To mark the point of arrival and the transition from streetscape to Ped Mall, a threshold is proposed at the north end of the Ped Mall along Washington Street. The threshold functions as a 'safety buffer,' subtly separating pedestrians from the adjacent traffic. It could be a low wall, a planting area, or public art. It is imagined to be low, not exceeding 36" in height, and to afford views across the entry and viewing south within the Ped Mall.

Moving into Black Hawk Mini Park, a signature public art piece is proposed to anchor the north end. The feature piece may be interactive public artwork, a memorable water feature, or a structure such as an arch or obelisk. It is imagined to be significant enough to be visible as visitors and guests arrive to the downtown along Dubuque. The proposed threshold and the public art piece will work together to create a memorable and identifiable place and experience unique to Iowa City. To accomplish this, the planning team recommends the involvement of a public artist during the next design phase. The artist will be an integral part of the team, fully collaborating with team members and stakeholders.

Black Hawk Mini Park's history as a 'park for all and a celebration of free speech' is shared through a large 'story wall' at the southeasterly corner. The 'story walls' will recognize the people and events that have shaped Black Hawk Mini Park and Iowa City. Up lighting of the story walls lends drama and interest to the space at night.

A range of seating types are offered: benches, seat walls, movable tables and chairs, and limestone planter walls at seat height. The movable tables and chairs will be placed within intimate seating areas offering options to individuals or small groups. Per William H. Whyte, movable tables and chairs "give people a sense of empowerment, allowing them to sit wherever and in whatever orientation they desire." The success associated with movable tables and chairs has been observed in many notable public spaces such as Bryant Park and the new Grand Park in Los Angeles. Relatively affordable, the tables and chairs are offered in a range of easily identifiable, bold colors. Considering this is a new seating type for Iowa City, a trial period with four or five sets is recommended. This would allow an understanding of the labor involved with the placement and securing of the pieces. A trial period also offers the City a chance to measure public response and use prior to a more significant investment.

Canopy trees and colorful ground plane plantings define the seating areas. A small children's' play space is proposed at the south end and offers sculptural mounds for rolling and climbing and interactive artwork such as sound columns, dance chimes, and rain makers.



The "Spirit of Black Hawk"

"A little park with big history"

Black Hawk Mini Park took its name from the Sauk leader Black Hawk, whose image, in the form of a large mural, gave political and social meaning to the site. "The square became the site of demonstrations related to not only urban planning, but also to the Vietnam war and the American Indian movement."

[From "Paint the Town," little village, Nov. 2010]

["Spirit of Black Hawk", Iowa City Public Library]

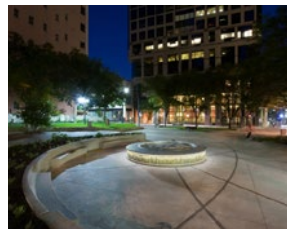


A significant public art piece anchors the north entry and Black Hawk Mini Park.

NEW PUBLIC ART PIECE

A feature public art piece stands in the center of the north edge of black hawk mini park. The public art piece will be designed to support secondary performances to recall the history of black hawk mini park as the 'free speech' park. The piece may be interactive public artwork, a memorable water feature, a structure such as an arch or an obelisk, or other to be determined during subsequent design phases.

INTERACTIVE



WATER FEATURE



STRUCTURE



Images offer general representations of what the piece could be, they are not indicative of a site specific installation.



Intimate seating areas have been created to offer seating options to individuals and groups. A small children's play area offers sculptural mounds for climbing and interactive art pieces.



Unique play opportunities

To offer a dynamic destination for children at the north section of the Ped Mall, sculptural mounds or similar are proposed at the new children's play area.



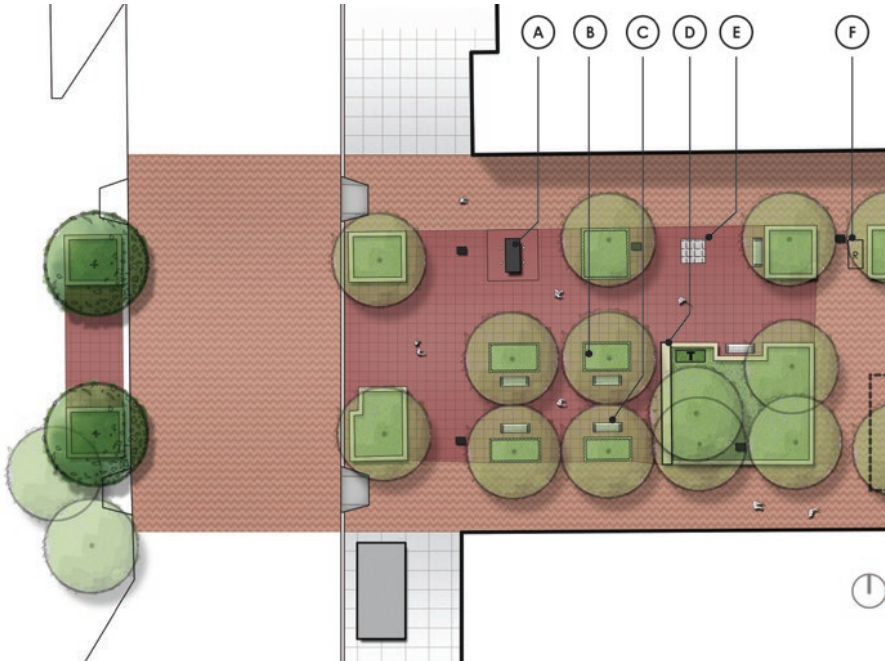
Seating choices

A place to sit is an invitation to stay and movable tables and chairs have proven to be a great option. They give people the chance to sit where they like, in whatever groups they choose, and to face one another or not.



Interactive artwork

Child-themed interactive art pieces can inspire, educate and allow individual expression. They can enlighten and entertain in a setting accessible to all.



CLINTON STREET ENTRY

The Clinton Street Entry becomes more welcoming and is reimagined with a new wayfinding kiosk, reconfigured seating, and a 'story wall'. The internally illuminated kiosk acts as a beacon of light, welcoming and providing a sense of arrival to a special place.

PLAN KEY

- A** Wayfinding kiosk
- B** Uplighting of trees at entry room
- C** Seating
- D** Story wall
- E** Existing public artwork
- F** Recycling station



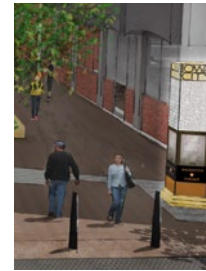
Existing conditions

An enhanced sense of arrival will improve the Clinton Street entry.



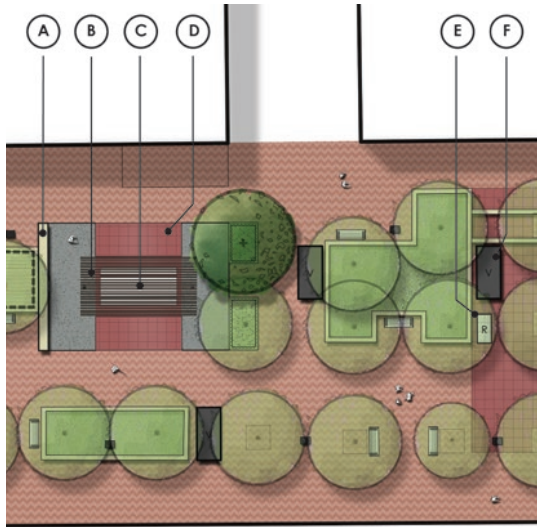
"Jazz" sculpture

Accent lighting at existing artwork will create a series of focal points to enhance the experience through the Ped Mall.



Wayfinding Kiosk

A new wayfinding kiosk is proposed to welcome guests and provide user orientation.



CAFE / VIDEO GARDEN

The proposed Cafe / Video garden includes a community table available to all Ped Mall users. A new structure shades the dining table and is illuminated for night time use. A state-of-the-art video wall adds new public art opportunities to the Ped Mall.

PLAN KEY

- A** Story wall
- B** Proposed shade structure
- C** Community dining table
- D** New pavement
- E** Recycling station
- F** Mobile vendor cart



Existing conditions

The existing fixed seating limits choice and feels undersized for the Ped Mall.



Community table

A community table is offered for patrons of limited service restaurants or just sitting outdoors working, or people watching, or for viewing the video art. An overhead structure is proposed to shade and define the community dining table.



Story wall with LED video

To recognize and celebrate technological advances and to engage a new generation of users, sound and media are introduced as new types of public artwork. A state-of-the-art LED video wall anchors the Video Garden and can be used for both video arts and movies. Its location adjacent to FilmScene reinforces the excitement and energy of film and video as art forms for the Ped Mall.



WEATHER DANCE FOUNTAIN AREA

The Weather Dance Fountain and Performance Space provides an interactive and unique experience for Ped Mall users.

PLAN KEY

- A** Reorganized planters
- B** Amphitheater seating
- C** Story wall
- D** Seat wall
- E** Expansion of enhanced paving
- F** Permanent stage
- G** Wayfinding kiosk



Friday night concert

The events held at Weather Dance Fountain performance space are immensely popular and appeal to multiple user groups.



Weather Dance Fountain

Improving the slip resistance quality of the granite paving is recommended and to be explored during subsequent design phases.



Artwork at paving

The existing artwork in the paving and walls inspires the proposed planning concept and should be maintained as part of future enhancement plans.



The reconfiguration and/or elimination of select planters opens up the space and expands the opportunities for informal seating during performances and other events with higher pedestrian volumes.



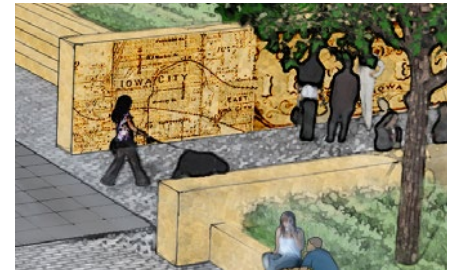
Character image, proposed stage

The stage is repositioned to align with the fountain and to become a focal point and terminus to the north-south view corridor. Envisioned as a light, modern structure with a solid canopy, it provides shelter from rain and offers shade during the summer months. Its exact size, shape, and location will be refined during subsequent design phases



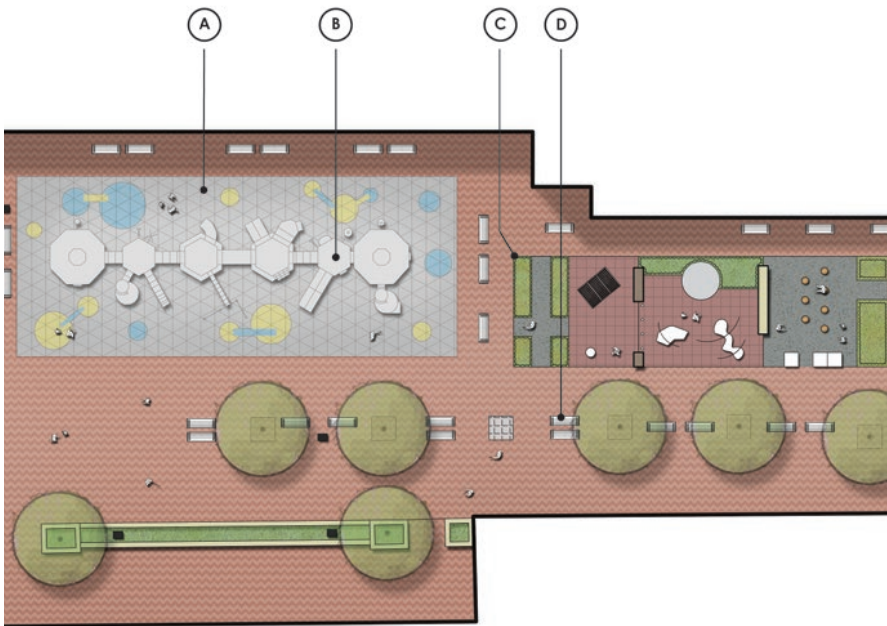
Fountain lighting

Enhanced fountain lighting is proposed to add a new dimension to the highly popular Weather Dance Fountain. The new layer of light adds color and energy and appealing views within the Ped Mall.



'Story wall' detailing example

'Story walls' can be detailed to celebrate the people and events that have shaped Iowa City. The walls help define the secondary destinations and are strategically placed to create an inspirational and experiential journey through the Ped Mall.



CHILDRENS PLAY ZONE

The traditional fixed play structure at the Iowa City Public Library is maintained in place and improved with new resilient rubber surfacing. A new opportunity for play is offered: an interactive EcoLAB is organized around themes of renewable energy, the cycle of water, recycling, and urban gardening and local food. Along the south side of the fixed play structure and EcoLAB, a focused 'gallery' of BenchMark benches are proposed.

PLAN KEY

- A New resilient rubber surfacing
- B Existing play equipment to remain
- C Eco LAB
- D BenchMark Benches



Renewable energy

Child-scaled interactive components teach children about wind and solar energy.



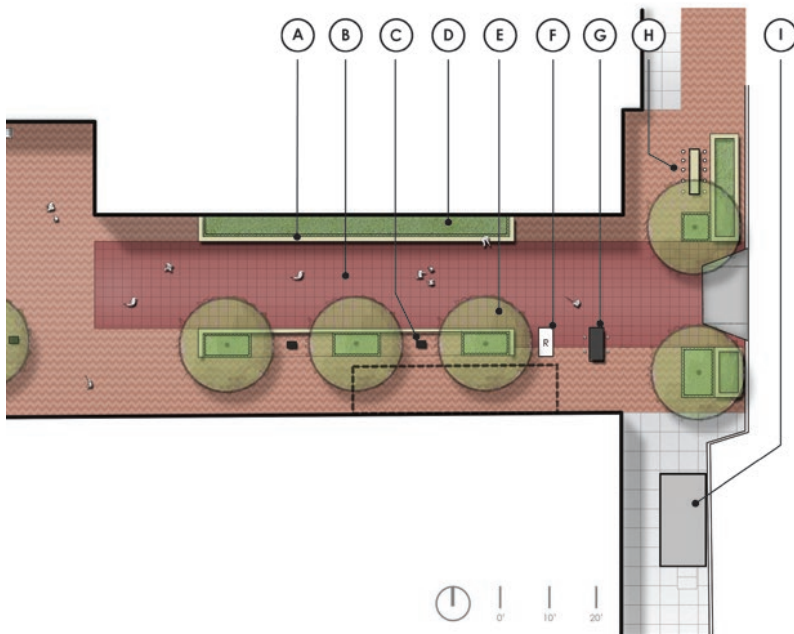
Recycling

Ongoing exhibits celebrate the re-purposing of materials.



Resilient rubber surface

New resilient rubber surfacing, sub-base and edge restraint are proposed at the existing play structure. The existing play surface is in need of an upgrade; the new surface will improve playground safety and extend the life of the play area. The surface can be interactive and include hopscotch and other games.



LINN STREET ENTRY

The proposed wayfinding kiosk, 'story wall,' and new lighting will contribute to an enhanced sense of arrival at the Linn Street Entry. Low walls offer seating along the Linn Street Entry and are introduced to address drainage concerns at the Bread Garden.

PLAN KEY

- A** Seat walls to improve drainage
- B** New unit pavers
- C** New lighting
- D** Shrub and groundcover plantings
- E** Existing tree
- F** Recycling station
- G** Wayfinding kiosk
- H** Story wall
- I** Bike shelter with photovoltaics



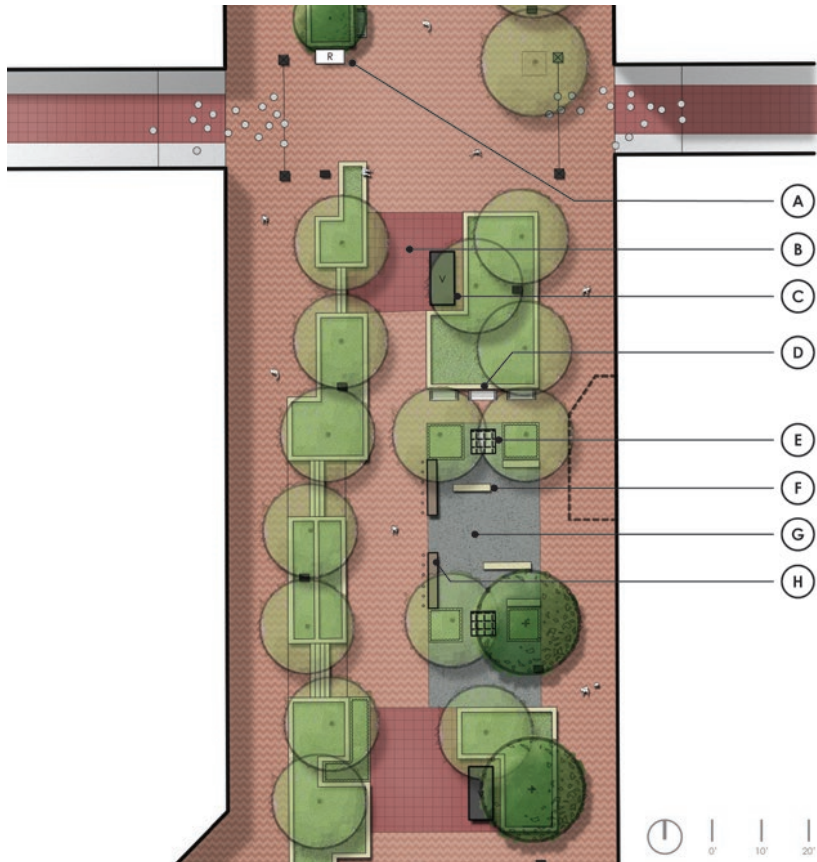
Existing conditions

Vehicular tracking can be seen at the paving at Linn Street entry, likely due to insufficient sub-base.



Limestone seat walls

Limestone seat walls, matching the character of existing limestone walls throughout the Ped Mall, are proposed south of the library to provide additional seating and improve drainage in the area.



CAFE / SOUND GARDEN

At the Sound Garden, benches are equipped with speakers and share spoken word, the works of local authors, and all forms of music and sound art. The Sound Garden is defined by threshold walls along the west edge and by public artwork on the north and south sides. Up lighting of existing trees adds drama and energy at night.

PLAN KEY

- A** Recycling station
- B** New unit pavers
- C** Vendor cart
- D** Seating
- E** Relocated public art
- F** Seat walls
- G** New unit paving
- H** Threshold walls



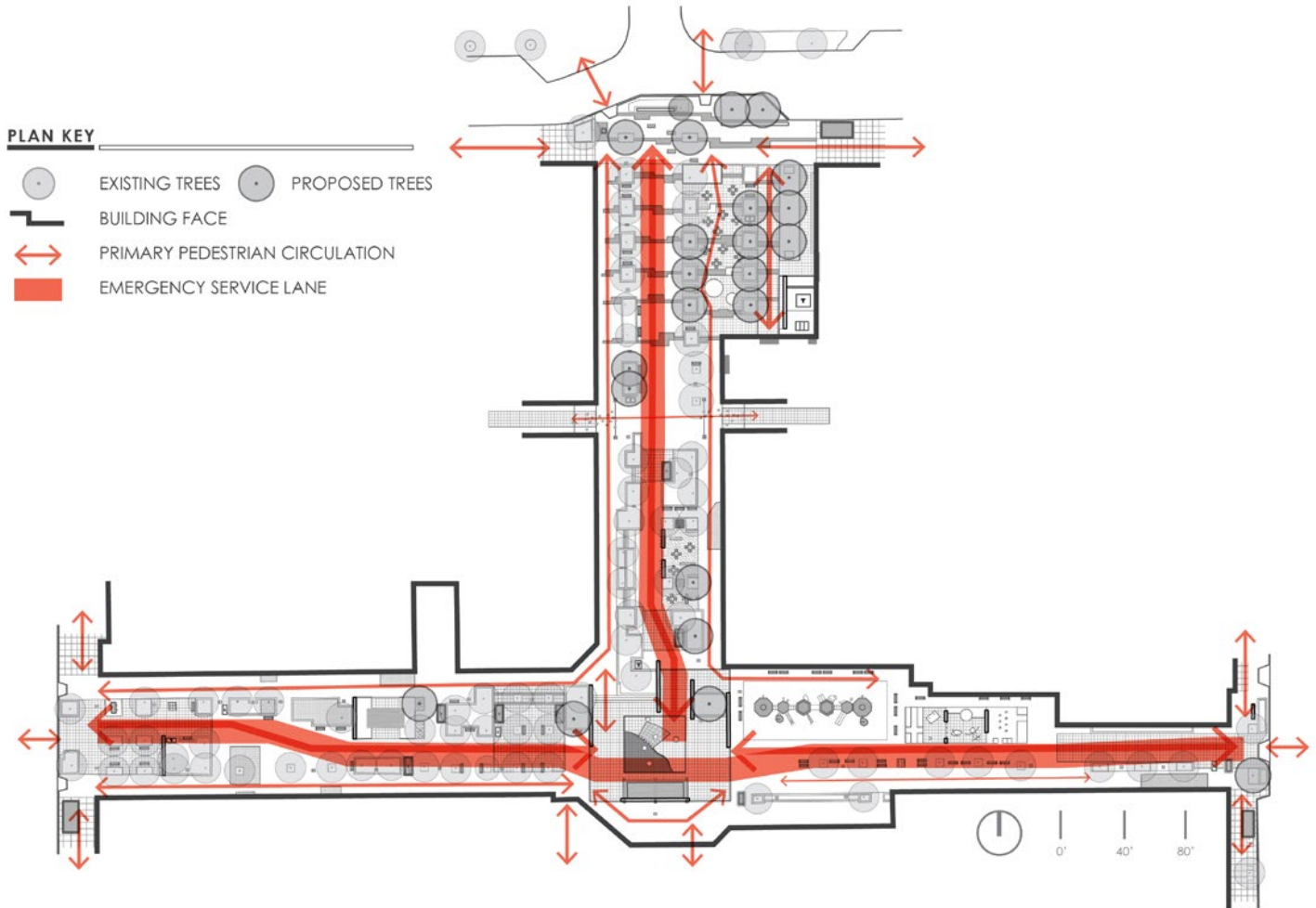
Fixed benches with speakers

A new type of public artwork is proposed: Fixed benches equipped with speakers relay all forms of sound art



"Treasure Island"

The existing "Treasure Island" artwork is relocated to become a feature within the cafe / sound garden.



CIRCULATION

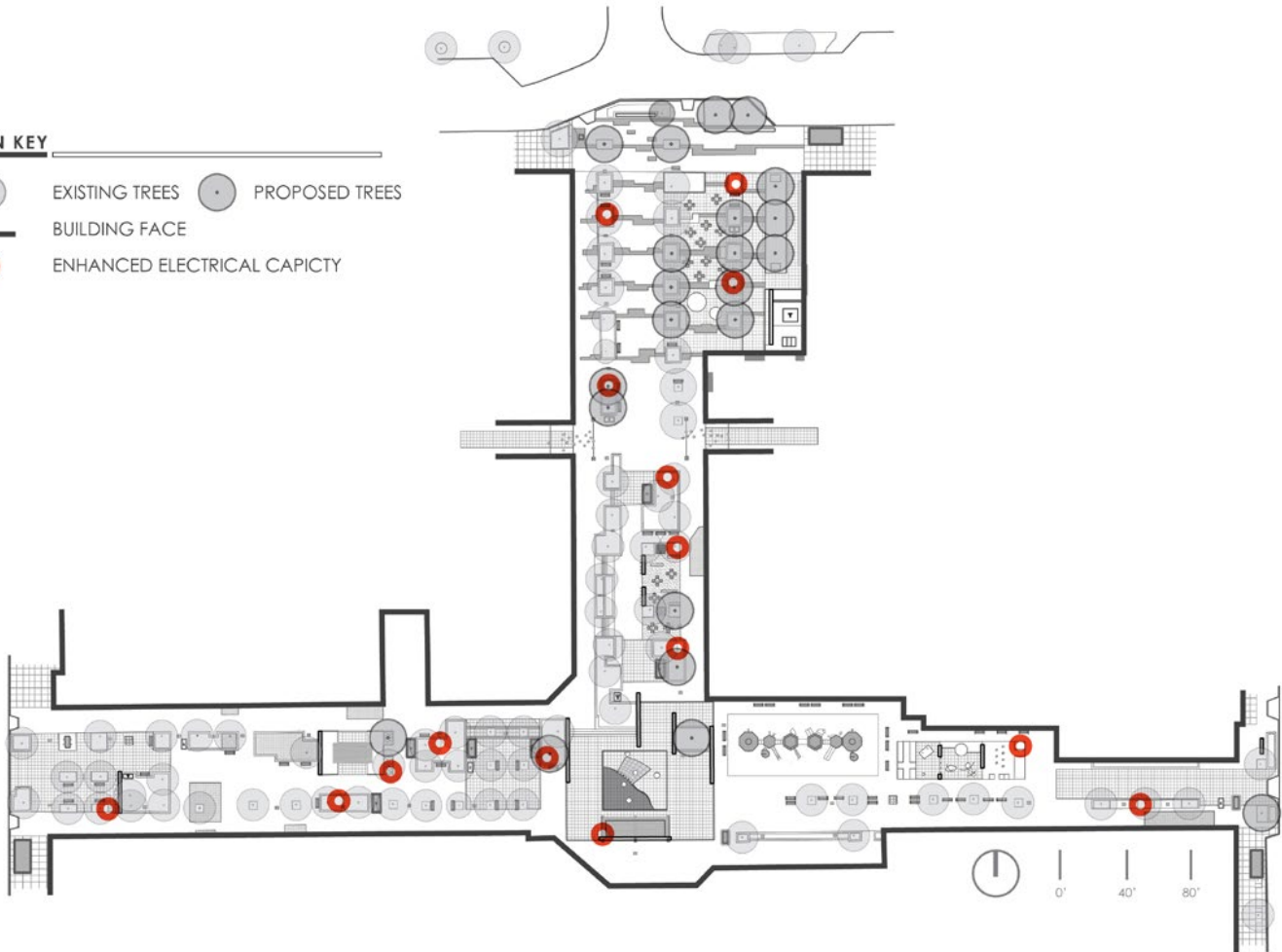
An 'emergency service use only' lane is centrally located along both the north-south and the east-west sections of the Ped Mall. The lane is also used by City maintenance vehicles and by the mobile vendor cart operators for loading and unloading. In its current configuration, it is 14' wide at its most narrow dimension near the north end of the Ped Mall. The lane will be included in future designs for the Ped Mall but may take on a slightly different alignment to accommodate future improvements. The proposed alignment will accommodate the emergency vehicle turning radii requirements.

Primary pedestrian circulation occurs along the existing, centrally located emergency service use lane and along the storefronts. There are a multitude of secondary pathways within the Ped Mall bounds which encourage a sense of individual choice and spontaneity.

- The unobstructed clear zone for emergency service use must be included in all proposed Ped Mall improvement plans.
- Offer options to relieve pedestrian congestion during events at the Weather Dance Fountain performance space.

PLAN KEY

-  EXISTING TREES
-  PROPOSED TREES
-  BUILDING FACE
-  ENHANCED ELECTRICAL CAPACITY



ELECTRICAL ENHANCEMENTS

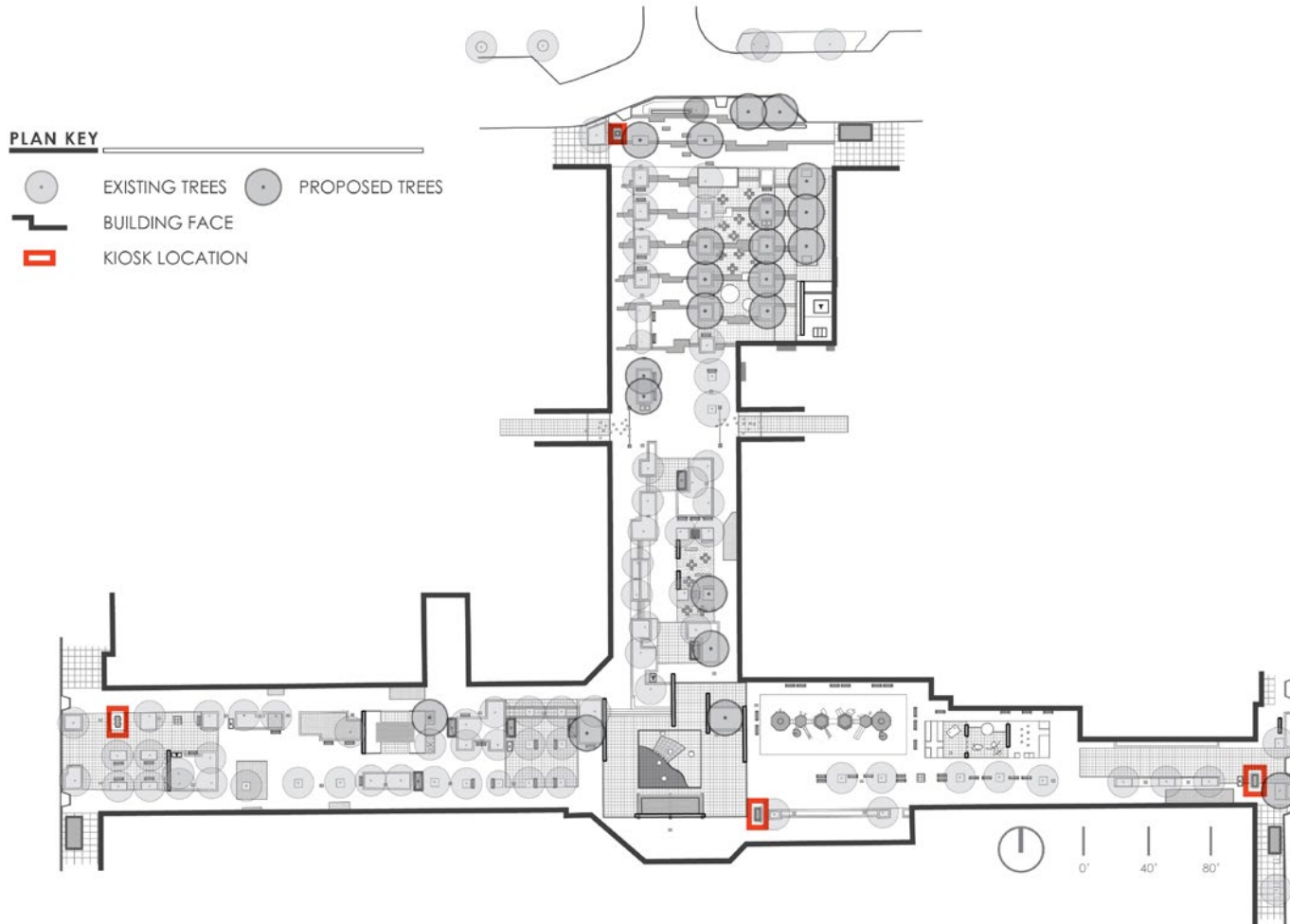
One of the key project goals has been to improve the electrical capacity across the Ped Mall and for the mobile vendors. New capacity will be offered by electrical distribution bollards, standard receptacles, or other means. Further exploration of the existing underground utilities is recommended during subsequent design phases to determine the feasibility of adding more capacity at existing locations and to identify locations for new underground conduit.



Existing electrical outlet in planting area



Example of enhanced electrical capacity bollards as manufactured by Hess. The bollards are approximately 48" in height and are customizable, offering up to 8 circuits per box.



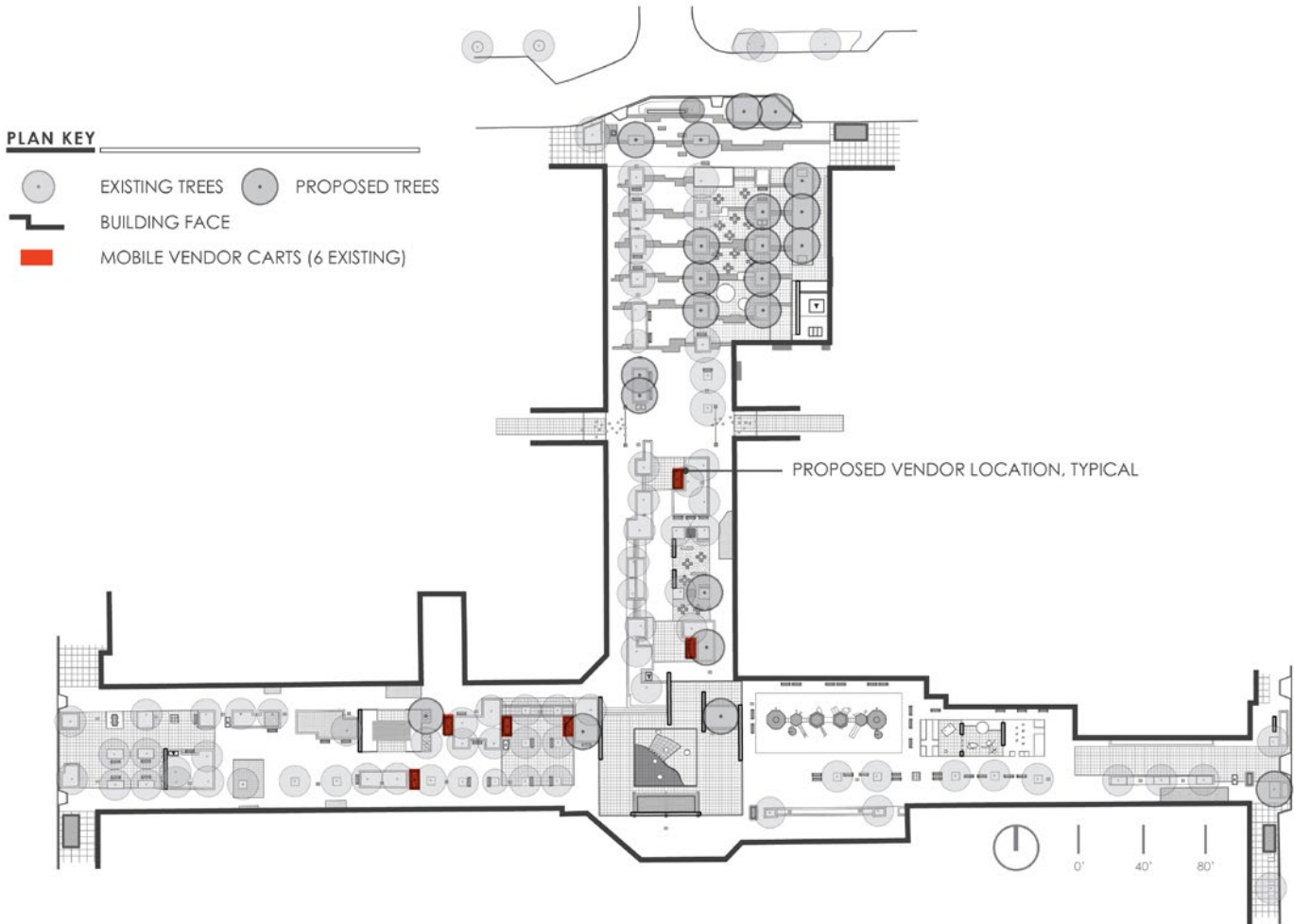
KIOSK LOCATIONS

Wayfinding kiosks are proposed at four locations: at each of the three entries and at the southeast corner of the Weather Dance Fountain performance space. Proposed kiosks are lighter and smaller in scale. The metal screen design concept weaves “Iowa City” into kiosks and gateway elements, reminding the user where they are and what opportunities exist around them.



Wayfinding Kiosk

At night, the wayfinding kiosk would be illuminated and serve as a glowing beacon to people in search of information.



VENDOR LOCATIONS

Mobile vending carts are a significant feature of the Ped Mall and receive great use during the late evening hours. By Code, there are a total of six mobile vending permits issued for the Ped Mall. Their locations are assigned. To better understand the needs and concerns of the vendors, the planning team met with the vendors in August. Their list of requests and concerns follows.

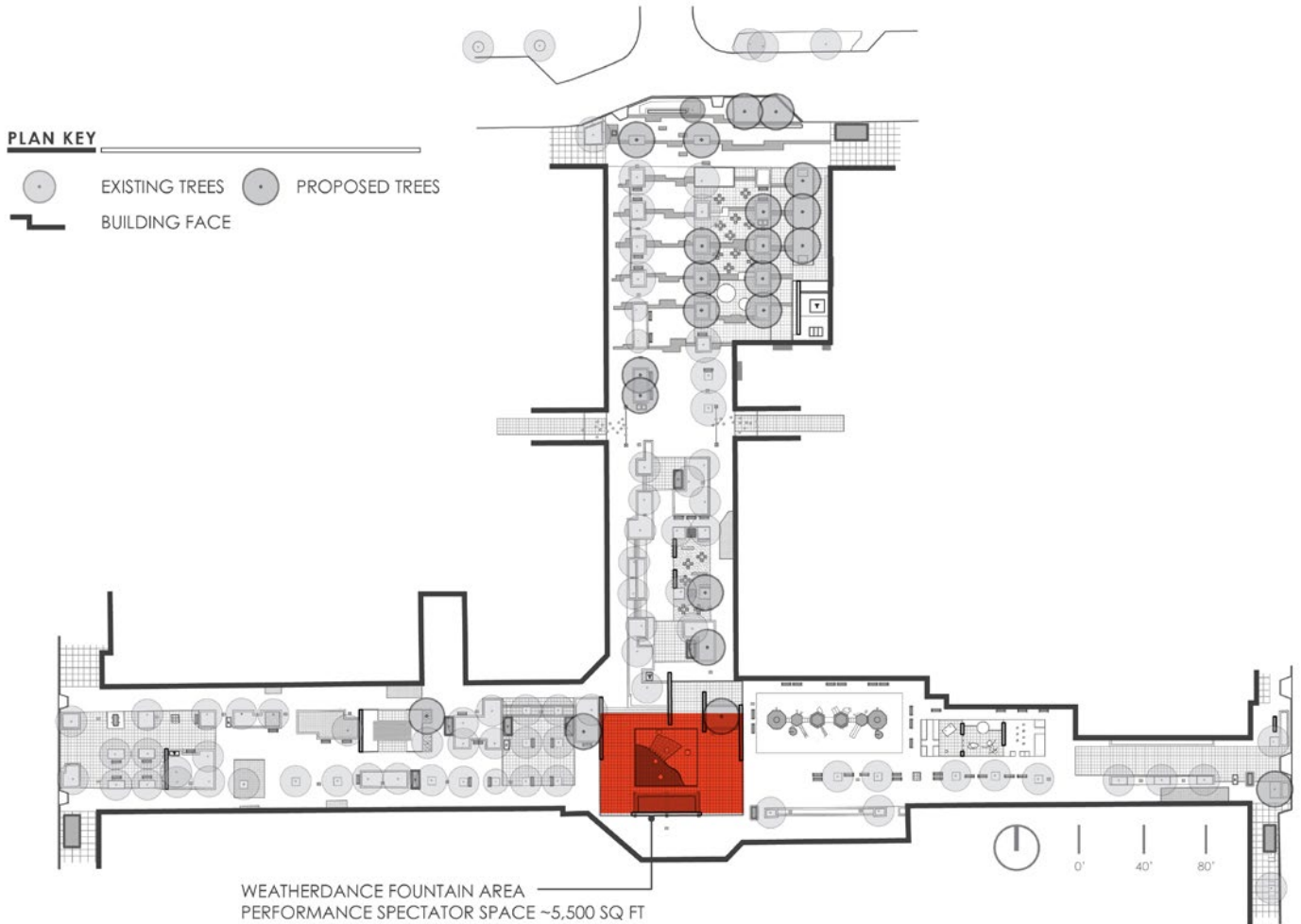
- Vendors stressed the importance of maintaining the assigned locations, 'staying in the same location is very important to us'.
- Vendors would be interested in a day spot, or second assigned location, closer to the north end of Ped Mall.
- 'Having a structure or wall behind us for security purposes is very important'.
- The electrical capacity is inadequate and the outlets are mounted too low.
- The existing Ped Mall lighting is inadequate.

- Vendors would like to be included on downtown business mapping.
- Vendors would like an assigned location during festivals.

Minimal adjustments to the assigned locations were made. Locations were shifted to afford a 'back' to the location and to relieve pedestrian congestion during periods of high pedestrian volumes.



Existing vendor cart

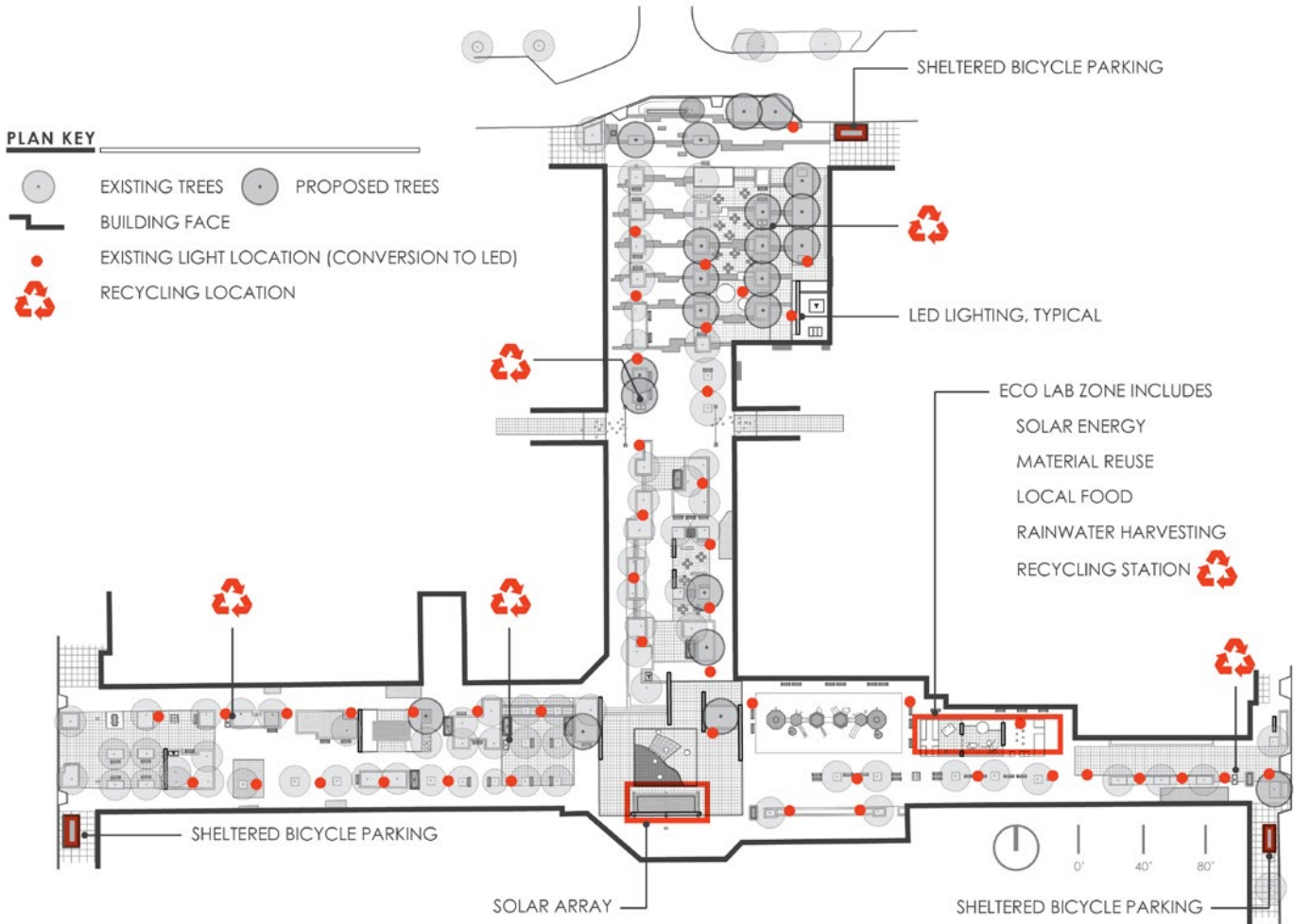


PERFORMANCE AREA

The permanent stage is re-imagined as a focal point and terminus to the north-south view corridor at the Weather Dance Fountain. Envisioned as a light, modern, solid canopy structure, it provides shelter from rain and offers shade during the summer months. The proposed stage is repositioned to align with the fountain. Its exact size, shape, and location will be refined during subsequent design phases. Design considerations should include first floor windows from the Sheraton Hotel, pedestrian circulation during events, emergency service vehicle access and turning radii.



Character imagery for proposed permanent stage at Weather Dance Fountain



SUSTAINABILITY

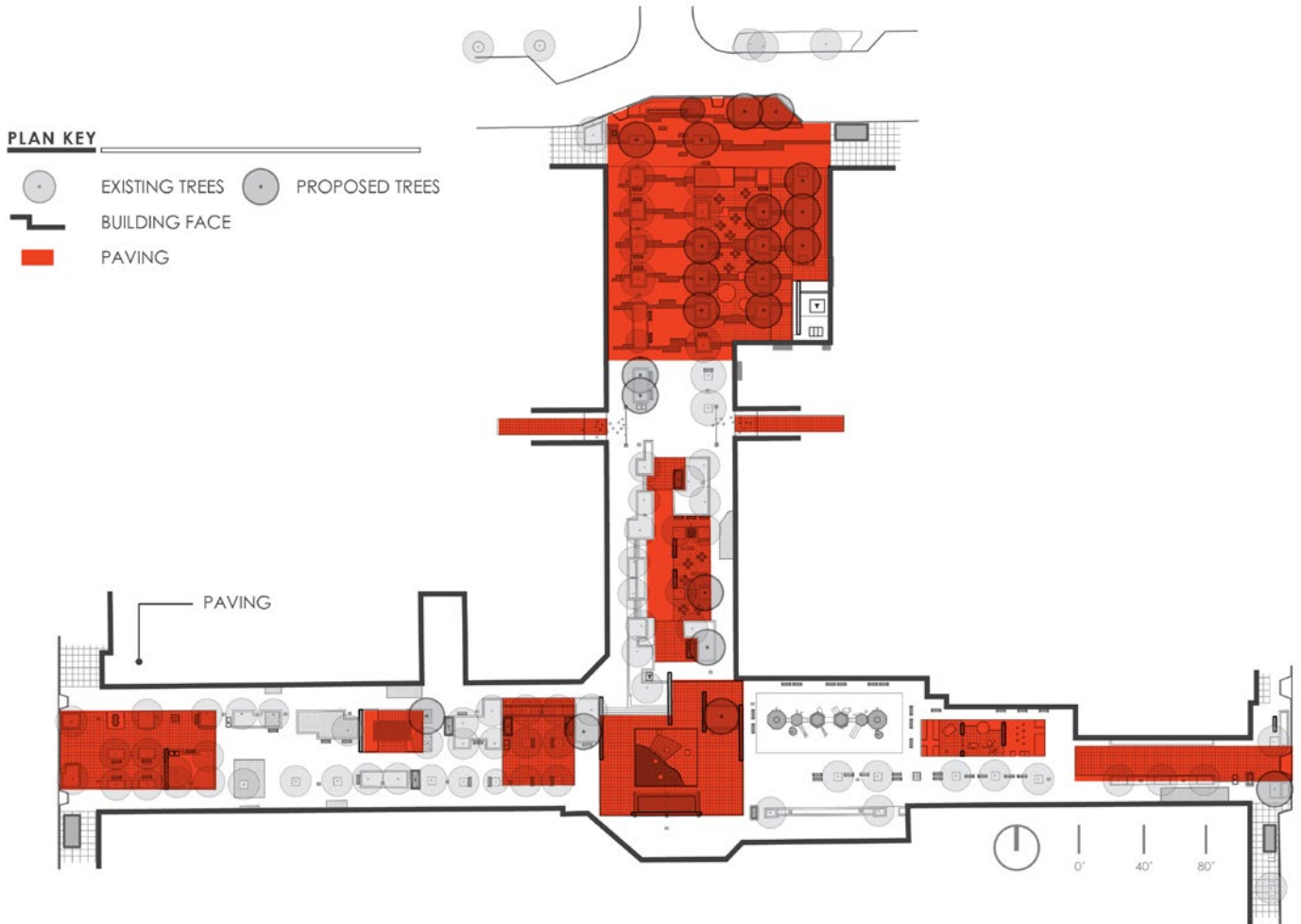
The team identified opportunities for varied sustainable strategies across the Ped Mall. All will require further exploration in subsequent design phases.

- Install 6 recycling stations at select locations across the Ped Mall. Public input consistently indicated a desire for additional recycling containers. They demonstrate Iowa City's concern for the environment and the importance of reprocessing and reuse.
- Convert the existing lighting system to LED. There are many proven advantages and benefits to LED lighting systems: Long life, energy efficiency, ecologically friendly, durable, limited UV emissions, and are considered ideal for operation in Iowa's extreme cold or hot temperatures.
- An interactive EcoLAB is proposed at the children's play zone with themes of recycling, the cycle of water, urban gardening and local food, and renewable energy. The EcoLAB will inspire, entertain, and demonstrate the City's commitment to sustainability. It will offer unique opportunities to teach children and youth about the importance of community and stewardship.

- Sheltered bicycle accommodations are proposed at each of the Ped Mall entries to promote bicycle use and walkability downtown. The shelters will help keep bicycles dry and protected during inclement weather. The shelters can be equipped with photovoltaic for safe illumination during the night time hours.



Big Belly Solar Compactor

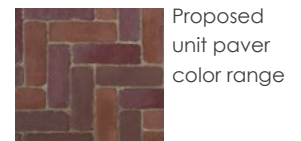
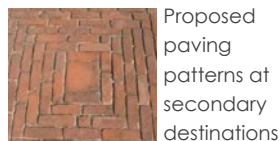
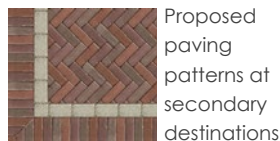
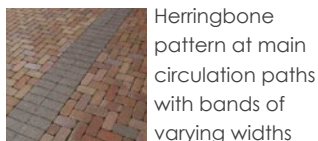


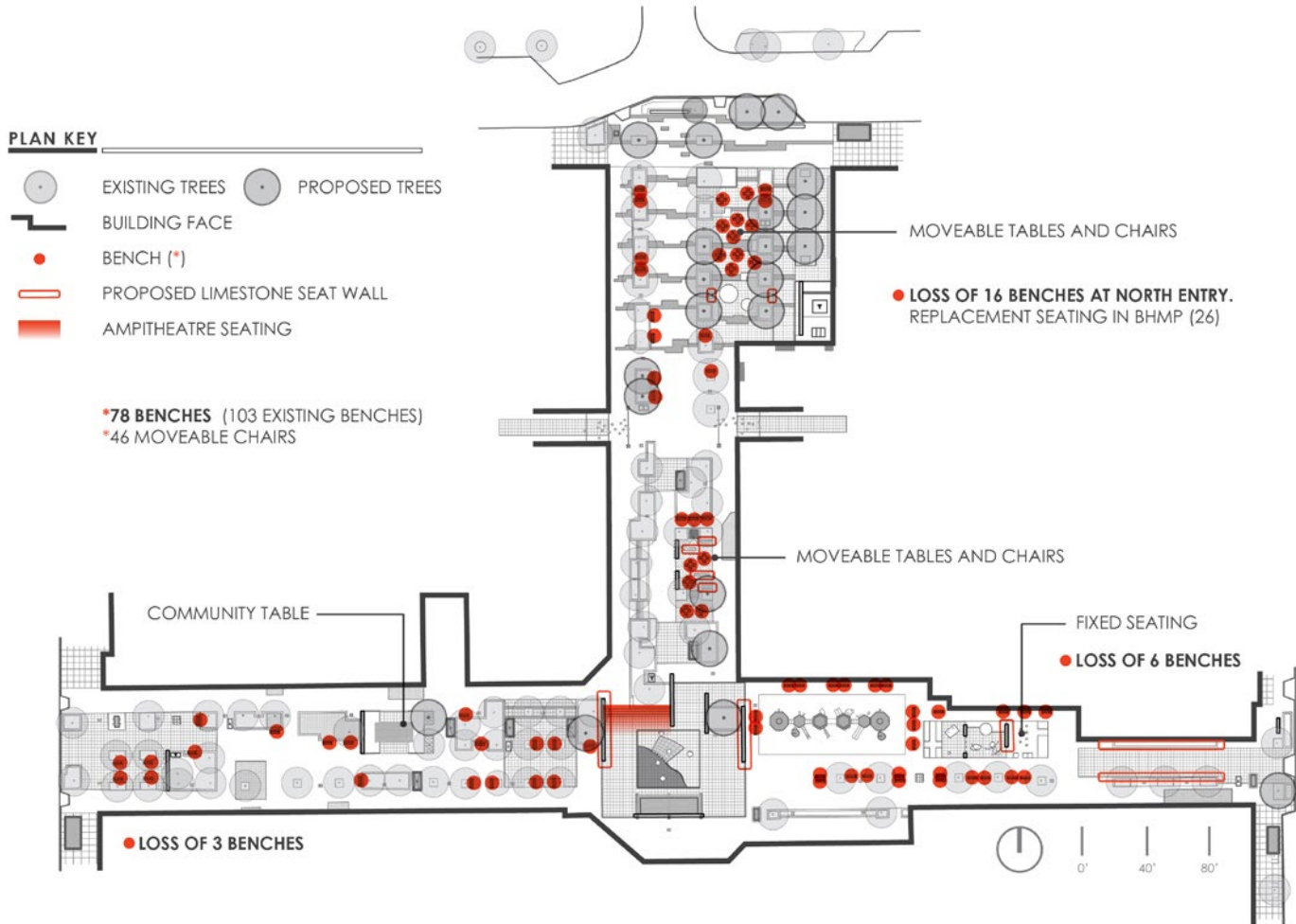
PAVING

The existing pedestrian mall is paved using clay brick with the majority of the bricks laid in a herringbone pattern. Public feedback consistently advocated for improved surfacing at the Ped Mall. The planning team repeatedly heard comments such as ‘the sidewalks and brick pavers need the most attention’ and ‘the brick paving is slick, dangerous, and uneven.’

Full replacement of the existing clay brick paving was determined to be cost prohibitive. Where paving is failing and needs to be replaced, precast concrete pavers of a similar module, 4" x 8", are proposed. The similar module will help integrate the old and the new. The proposed finish, possibly an exposed aggregate and granite chip finish, would offer greater slip resistance during inclement weather.

- Replace paving at areas where the paving is uneven, heaving, deteriorating
- Replace paving at secondary destinations. At the secondary destinations, introduce paving details that recall and complement the patterns and details found on historical buildings
- As feasible, per existing conditions, maintain clay brick, herringbone pattern at main circulation pathways and along emergency service lane. Offer relief to the field of pavers with bands of unit pavers of varying widths and lengths.





SEATING

There was minimal public or stakeholder comment regarding the actual seating types currently available. With approximately one hundred benches located throughout the Pedestrian Mall, seating appears to be widely available. The existing benches are wooden slat with metal frame and individualized through the BenchMarks program (described in the upcoming 'public art' section). Seat-high limestone planter walls also offer seating and are available throughout the Pedestrian Mall.

The plan calls for a comparable quantity of seating but accomplished with a wider range of seating types, including some new fixed benches and some moveable tables and chairs that can accommodate different seating patterns. The intent is that users can make and define their own seating areas, find a solitary spot or form conversation groups.

The plan also reconfigures seating arrangements within each secondary destination. Further review of the existing benches and their mounting condition during subsequent design phases is required to determine the exact quantity of replacement benches

- Existing and proposed seat-high limestone planter walls
- Replace failing benches with new fixed benches with center arm, reconfigured at secondary destinations
- Create a BenchMarks 'gallery' along the south side of the Pedestrian Mall, east section
- Introduce moveable tables and chairs
- Offer stepped, amphitheater-like seating at Weather Dance Fountain performance space
- Include a community dining table at the Video Garden
- Offer benches equipped with speakers at the Sound Garden as a new type of public artwork



Option 1: The design of the Plainwell Bench by Landscape Forms is timeless and durable. It is available in FSC-certified woods or metal to complement the bench used along the downtown streetscapes. A center arm is recommended for benches 72" in length.



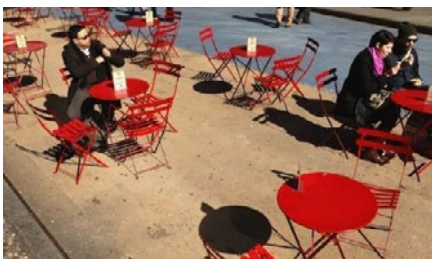
Option 2: For a more simple and modern aesthetic, the Forms + Surfaces Knight Bench is offered as a seating option for the Ped Mall. The bench is made of FSC 100% lpe or reclaimed teak with high recycled content.



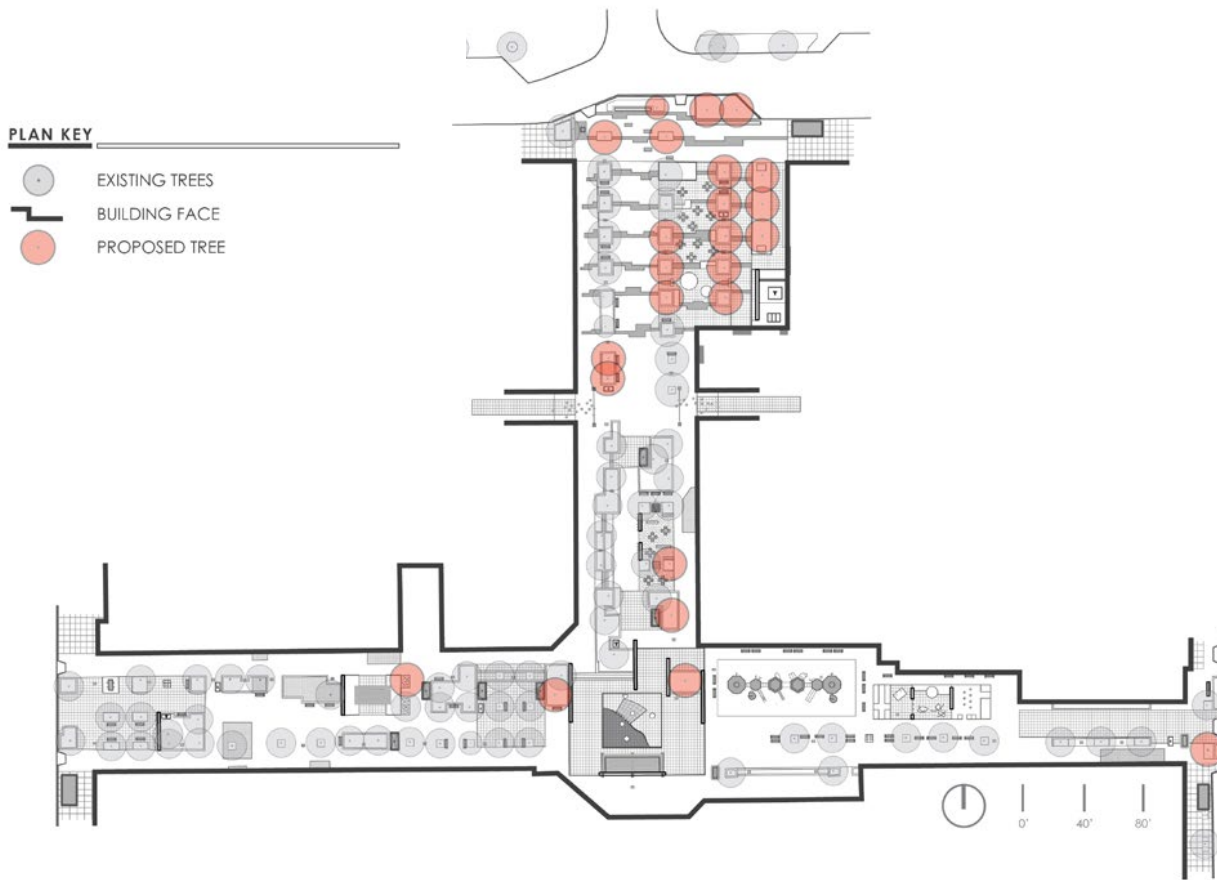
To better focus and feature the ICDD Community Gallery program, a Benchmark 'Gallery' is proposed along the east section of Pedestrian Mall adjacent to the Children's play zone.



The Café / Video Garden includes a community dining table. Here, limited service restaurant patrons will have the chance to eat and mix with all kinds of different people.



Movable tables and chairs are proposed at Black Hawk Mini Park. They offer choice, flexibility, and give people the chance to sit wherever they want. Brightly painted in a bold color (final color to be determined), they will be instantly recognizable.



IOWA CITY DOWNTOWN AND PEDESTRIAN MALL STREETScape PLAN UPDATE | PEDESTRIAN MALL CONCEPT DEVELOPMENT | PROPOSED TREES
 GENUS LANDSCAPE ARCHITECTS | studioINSITE | CONSERVATION DESIGN FORUM | MMS CONSULTANTS | KCL ENGINEERING | ARTHOUSE DESIGN | MINDMIXER

FEBRUARY 2013

TREES

The mature tree canopy is a significant asset for the Ped Mall and the preservation of existing trees, to the extent possible, is a project goal. The trees yield a number of benefits: they moderate the scale of the space, enhance pedestrian comfort and usability, provide a 'ceiling' or sense of enclosure to the Ped Mall, and produce shade.

However, in urban conditions and in raised planters such as those seen across the Ped Mall, trees have a limited life span and some of the trees are showing signs of decline. A few of the trees have structural defects such as cracks or overextended canopies. Regarding their placement, a few of the trees obstruct primary circulation routes as well as significant views. In addition, the combination of the closely spaced trees and the dense, mature tree canopies impacts the illumination levels and the Ped Mall can feel dark even during the daytime hours.

- The planning team recommends the City hire a certified arborist to review, inventory, and analyze the existing trees and to identify high value trees
- Consider structural pruning or thinning of the crown on trees identified as high value by the arborist. Thinning of select species will also open up views and afford filtered sunlight into the Ped Mall
- Define an ongoing pruning and thinning maintenance program for the trees
- Consider up-lighting at select trees
- During subsequent design phases, identify a phased tree planting program



Ginkgo biloba 'Princeton Sentry'



Amelanchier laevis 'Cumulus'

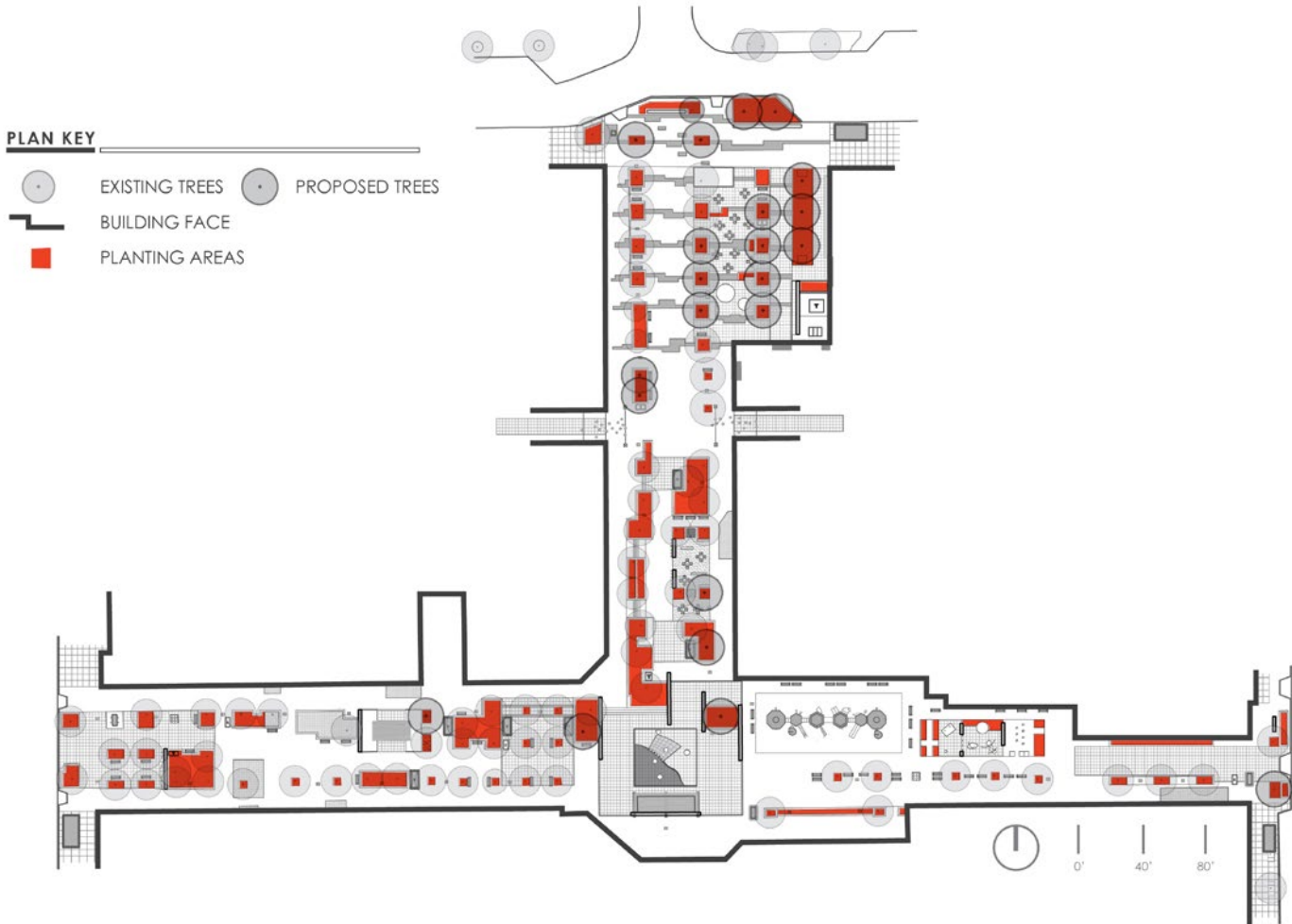


Honey Locust



Acer rubrum 'Karpick'

Other tree options:
Quercus rubra 'Regal Prince'
Quercus rubra 'Crimson Spire'
Plantanus occidentalis
Populus tremuloides
Acer rubrum 'Bowhall'



PLANTING AREAS

Stakeholder and public input indicated a strong interest in adding seasonal planting displays at select locations. The dynamic color and lush seasonal planting designs will soften the hardscape and unify the Ped Mall planting areas. Other shrub and groundcover planting opportunities are listed to the right.

- Add seasonal planting displays for color and variety at select locations including the entries and at Black Hawk Mini Park
- Introduce a durable, evergreen shrub planting as a background or foundation plant supported by other low maintenance shrub and groundcover plantings in the foreground.
- As feasible, install an irrigation system using 'SMART' irrigation technology including rain sensors.
- Consider stormwater harvesting and re-use for irrigation at the new Black Hawk Mini Park planting areas.
- Include urban garden/local food opportunities at the EcoLAB
- Install decorative planter fencing at improved tree pits to deter pedestrians from walking through planting areas.



Seasonal color displays at select planters with decorative metal fencing



Taxus x media 'Everglow'



Pachysandra terminalis

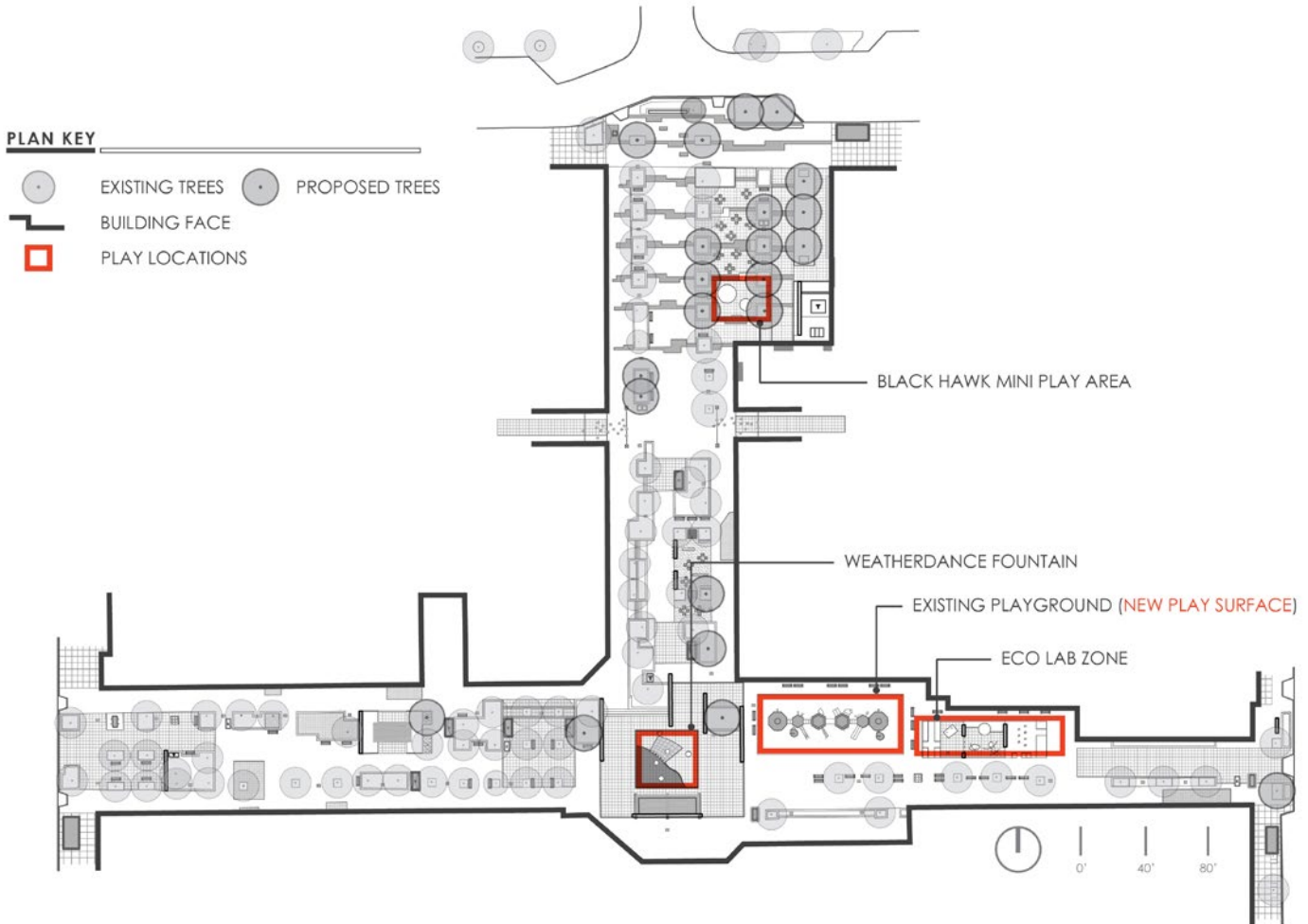


Decorative fencing proposed at enlarged tree pit



Buxus microphylla 'Green Gem'

Other shrub & groundcover options:
Rhus aromatic 'Gro Low'
Ilex verticillata 'Nana'
Ajuga reptans 'Catlin'



PLAY

The provision of space for play attracts families and adds to the vibrancy of the Ped Mall. The existing traditional play structure at ICPL is tremendously popular. The Weather Dance fountain is also a highlight for children and families inviting them to play and interact with the water.

Throughout the public input process, the planning team recognized the importance of maintaining the existing play structure while at the same time, offering additional opportunities for play throughout the Ped Mall. The existing play structure area is improved with new resilient rubber surfacing with a new sub-base and edge restraint. (The current play surface was installed approximately 15 years ago and is showing signs of wear.)

The current plan offers two new opportunities for play. A small play space is proposed at the south end of Black Hawk Mini Park. It may include sculptural mounds for rolling and climbing and interactive child-themed public artwork such as sound columns, dance chimes, and rain makers.

Just east of the existing play structure, the EcoLAB is imagined as an interactive, educational experience. It could be organized around varied themes: urban gardens and local food, renewable energy, the cycle of water, and the re-purposing and re-use of materials. Themes will be developed and refined during subsequent design phases.

- Improve the play experience at the existing structure with new resilient rubber surfacing
- The proposed EcoLAB offers an interactive, educational component to the children's' play zone at ICPL
- A small play space is proposed at the Black Hawk Mini Park
- Improve the slip resistance quality of the existing granite pavers at Weather Dance Fountain.



Urban gardening and local food



Existing playground



Solar pavers



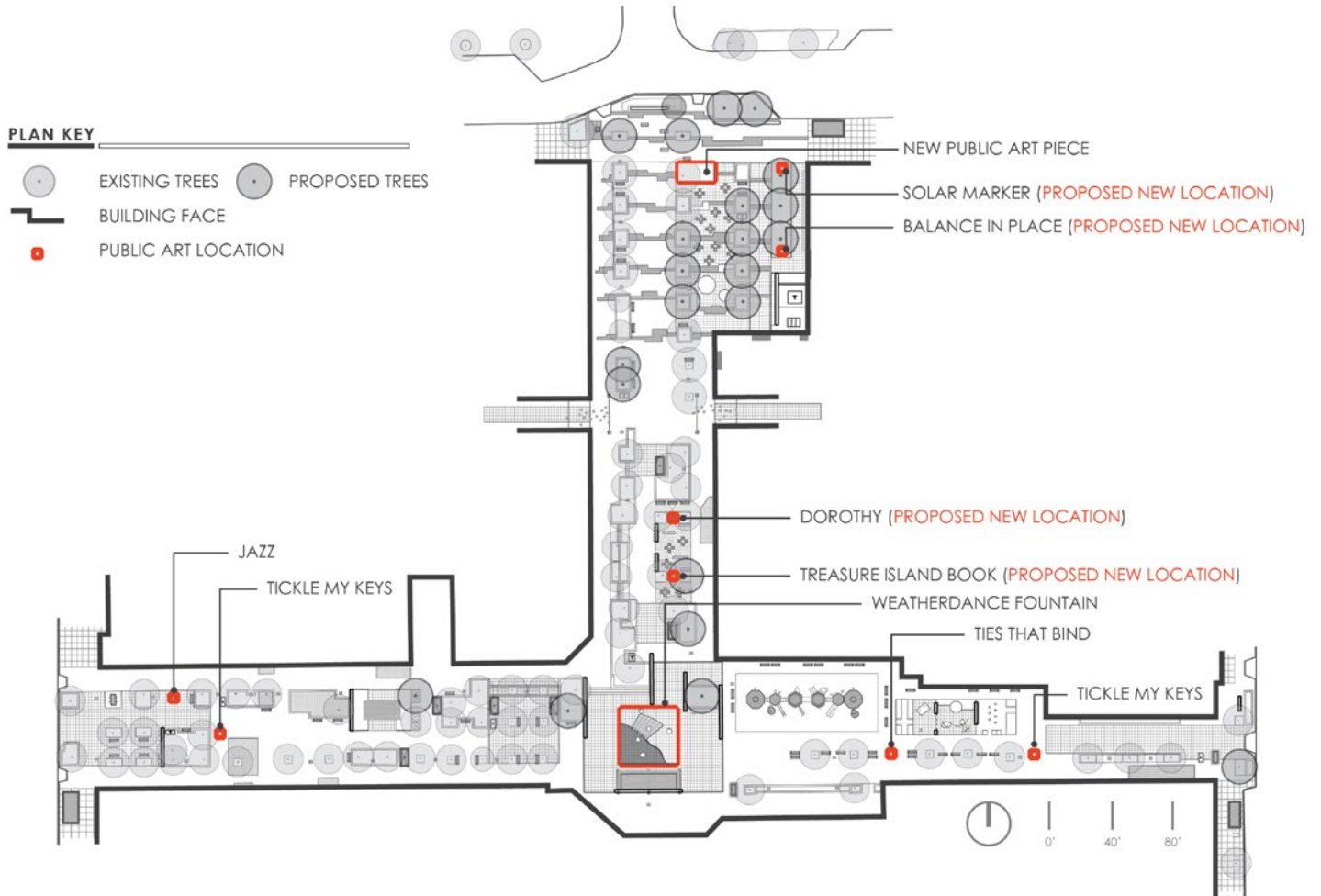
Eco art



Windchimes



New Resilient rubber surfacing at existing play structure



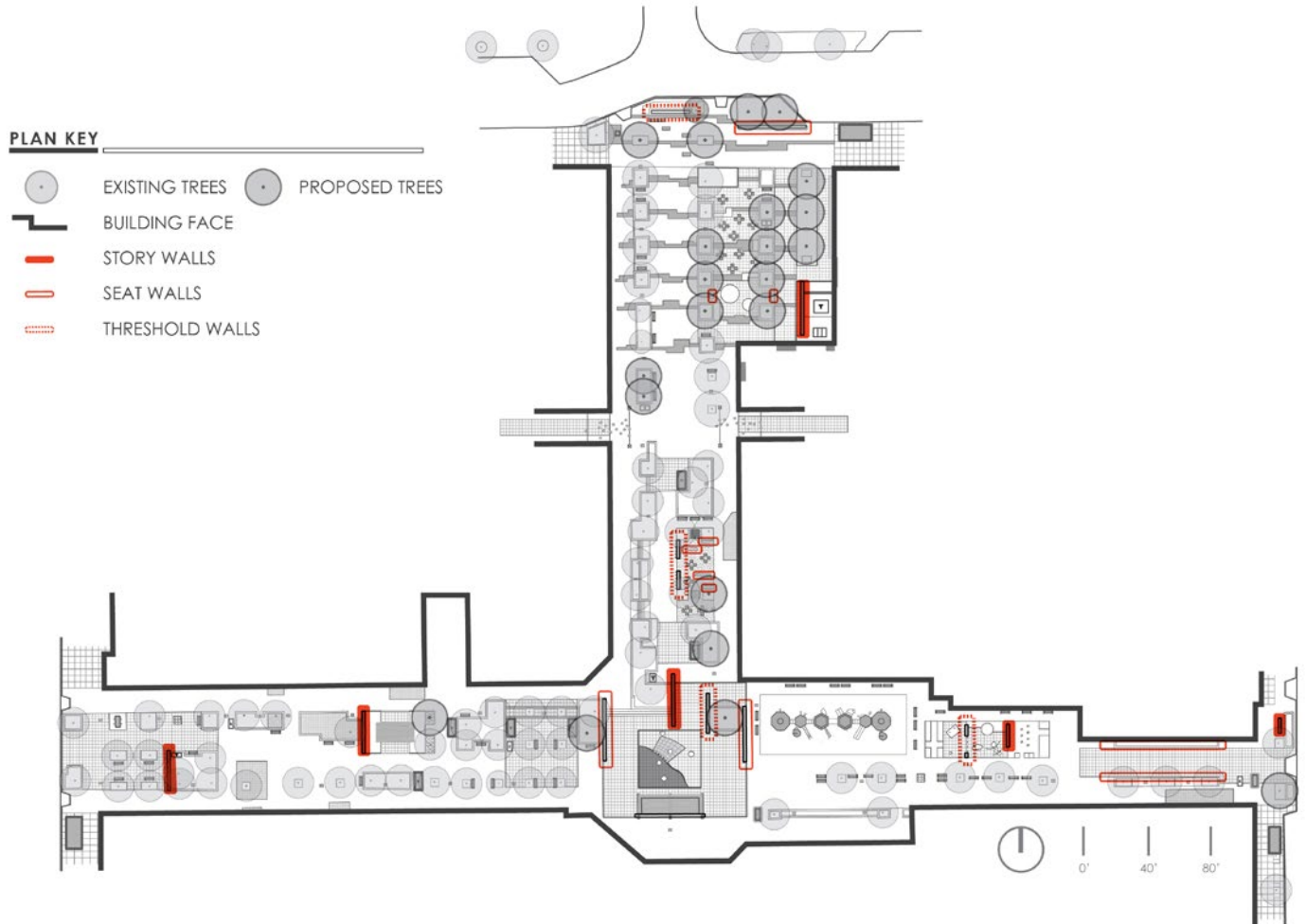
PUBLIC ART

The public art installations across the Ped Mall make the destination more memorable and unique. A broad range of installations can be seen including traditional bronze sculptures, ephemeral works featuring the works of local artists, and interactive public pianos. There are three ongoing Community Gallery projects at the Ped Mall: BenchMarks, public pianos and Tree Huggers. The majority of the existing public artwork is maintained in place. Relocation is proposed for four pieces so they become more of a feature to secondary destinations. Opportunities for new public art follow.

- The pedestrian mall planning concept proposes a significant public art piece to anchor the Black Hawk Mini Park and the north entry. The feature piece may be interactive public artwork, a memorable water feature, or a structure such as an arch or obelisk. It is imagined to be significant enough to be visible as visitors and guests approach the north end of the Ped Mall from Dubuque.
- 'Story Walls' organize the Ped Mall and become artistic features within the new secondary destinations. The 'story walls' may celebrate the people and events

that have shaped Iowa City. Their materiality, scale, and location will be studied during subsequent design phases.

- To recognize and celebrate technological advances and to engage a new generation of users, two new types of public artwork are proposed for the Ped Mall: sound and media. A state-of-the-art LED video wall anchors the Video Garden and can be used for both video arts and movies. At the Sound Garden, benches are equipped with speakers and share spoken word, the works of local authors, and all forms of music and sound art.
- Consider collaboration with the original Weather Dance fountain artists to improve definition of the performance space through the use of enhanced paving and the original art walls.
- Consider 'eco-art' at the proposed EcoLAB.
- To create focal points while strolling through the Ped Mall, install up-lighting at select artworks.
- Create a BenchMarks 'gallery' along the south side of the Ped Mall, east section.



SITE ORGANIZING ELEMENTS

Three categories of site organizing elements are introduced to the Ped Mall and include 'Story Walls', seat walls, and threshold walls. Their purpose is fourfold: to announce and define secondary destinations, to reinforce and complement the existing materials vocabulary, to provide additional seating opportunities, and to share the history of Iowa City. Their materiality, scale and location will be studied and refined during subsequent design phases.

- The 'Story Walls' celebrate the events and people that have shaped Iowa City. They celebrate the artists such as Greg Brown, Paul Engle, Grant Wood, and William Englert. They celebrate the women such as Helen Lemme, Gretchen Harshbarger, and Emma Harvat. They celebrate the African Americans such as Elizabeth Tate, Fred Penny / Bethel A.M.E. Church. And, they celebrate the many innovators such as James Van Allen and Moffit and Blakesley. During subsequent design phases, the public and stakeholders will contribute to this list.
- Seat walls are located near the Weather Dance Fountain performance space and at the Linn Street entry. At the Linn Street entry, the seat walls aid in the ad-

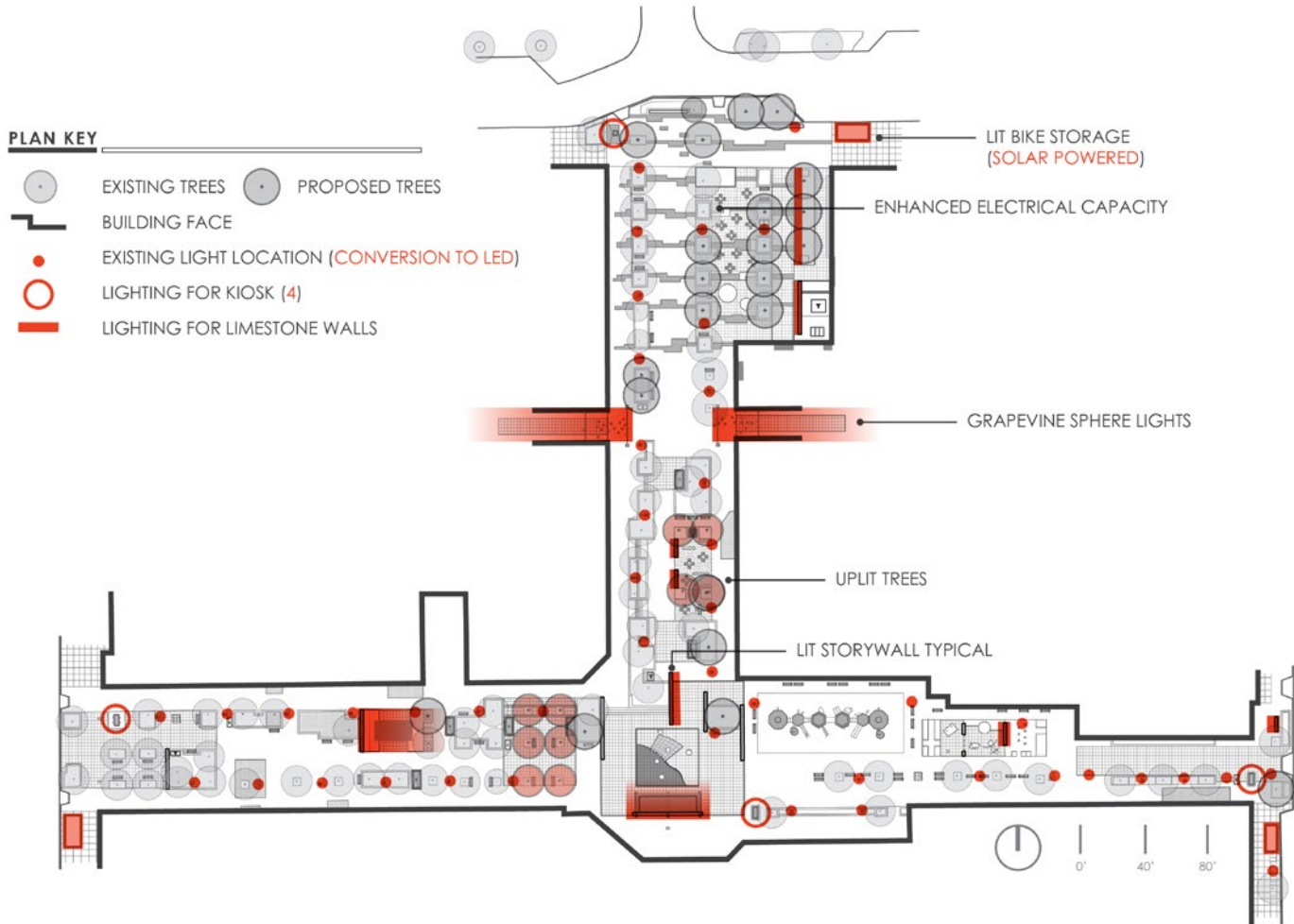
justment of finish grade to address drainage shortcomings and storm water areas of concern. Seat walls equipped with speakers are proposed at the Sound Garden. The seat walls are approximately 18" - 24" in height.

- Threshold walls announce and define secondary destinations. Threshold walls are approximately 36" in height.



'Story Wall' character

Quotations from celebrated Iowa City writers, artists and musicians events could be engraved on the stone story walls.



LIGHTING

Public feedback and stakeholder input consistently advocated for improved lighting and layers of accent lighting including seasonal lighting options. As determined during the site assessment phase, the current fixtures are reaching the end of their serviceable life and their illumination levels are impacted by the mature tree canopy.

The proposed multi-layered lighting framework attempts to create a sustainable, more memorable, and evocative destination with a range of lighting options. To meet safety and functional light levels, new pedestrian scale poles and luminaries are proposed at the same location as the existing lights. A direct one-for-one replacement was assumed. The proposed lights will offer better light quality and are equipped with the latest LED technology to improve energy efficiency. As an example, for the existing Ped Mall lighting system, total energy usage approximates 20,550 Watts (total decorative lighting usage approximates 17,010 Watts and the existing floodlights use approximately 3,540 Watts).

The conversion to LED would reduce the energy usage from 20,550 to 9,570 Watts (8,910 Watts for decorative

lighting and 660 Watts for replacement floodlighting), for a possible total estimated energy reduction of 53.4%.

- Up lighting at select trees
- Up-light story walls
- Enhanced water feature lighting at Weather Dance Fountain, including rolling color option
- Up lighting of significant pieces of public art to provide focal points
- Accent lighting at proposed public art piece at Black Hawk Mini Park
- Illumination of proposed structures including permanent stage, wayfinding kiosks, and sheltered bicycle accommodations



The up-lighting of select trees will help define the secondary destinations, create atmosphere, and will add a sense of depth to the Ped Mall.



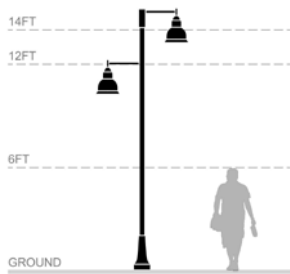
Up-lights proposed at the story walls will draw attention to their level of detailing and will enhance the experience of strolling through the Ped Mall.



Enhanced fountain lighting adds focus and energy to the popular Weather Dance Fountain during the night time hours.



The illumination of the canopy and architectural details will make the proposed stage an ideal focal point from numerous vantage points throughout the Ped Mall.



Architectural Area Light's 'Universe' medium, with 'Skirted Bell Hood' unifies the Ped Mall lighting with the larger downtown lighting framework.



Grapevine sphere lighting improves the sense of safety at the alleys.



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SECTION **7**
Policy

POLICY INTRODUCTION

The following pages discuss sidewalk cafe and signage policy, the City's purple meter program, and maintenance-related issues and requirements. The intent is to review current Policy and identify where and how Policy could be adjusted to better align with planning goals. This ensures that all streetscape improvement efforts, whether large or small, contribute to the overall goal of creating a consistent, vibrant streetscape of the highest quality and contribute to the success of the business community.

As part of the process, the planning team met with City Staff and ICDD members to discuss current sidewalk cafe and signage policy. Discussion topics included usable cafe space, walkway width requirements, cafe enclosure, sandwich boards, projecting signs, temporary signs, and process. In addition, the planning team reviewed sidewalk cafe and signage policy from other cities. Findings and recommendations are summarized in the following pages. Recommendations need further detailed study by both the City and the business community.



The high degree of storefront transparency at the Chait Galleries downtown creates a dynamic and exciting streetscape environment.



Sidewalk cafes make a significant contribution to the quality of the streetscape.

SIDEWALK CAFE POLICY INTRODUCTION

Sidewalk cafes must comply with the Sidewalk Café Policy adopted by Resolution #12-414 and governed by Section 10-3-3 of the City Code. The recommended Policy adjustments that follow attempt to better align City Policy with project goals.

USABLE SIDEWALK CAFÉ AREA



1. Unobstructed walkway requirements.

The current policy reads, “In the CB-10 zone with the exception of City Plaza, a sidewalk café area may not extend onto the sidewalk in a manner that will not allow a minimum of eight feet (8’) of unobstructed walkway on the side of the café that is parallel to the building. The eight-foot (8’) unobstructed walkway does not apply to cafes located on the street.”

Recommendation

An inviting, bustling street life is one of the most compelling features of a great downtown and the aim is to energize street activity on targeted streets. A review of Policy in other cities found six (6) feet or less of clear, unobstructed walkway width was common in many heavily traveled commercial environments such as Elmhurst, Minneapolis, Seattle, Portland, Boulder, Chicago, and Spokane. In consideration of the pedestrian volumes seen across downtown Iowa City, the planning team recommends the following: Maintain the eight feet (8’) unobstructed walkway requirement along streets with higher pedestrian volumes. Reduce the unobstructed walkway width requirement from eight (8) feet to six (6) feet along select streets with lower pedestrian volumes and in areas where the ROW is limited.



2. Extension of Café, Ped Mall.

The policy reads, “At City Plaza, if a sidewalk café extends into zone 2, there must be a straight, unobstructed walkway, which is at least 5’ wide, through the café in zone 1.”

Recommendation

Considering the pedestrian volumes and required sidewalk cafe enclosure, the 5’ walkway feels restricting and too narrow. The narrow walkway can deter people from window shopping and walking along the storefronts and may actually funnel people down the center section of the Ped Mall. The required 5’ clear dimension is narrow in comparison to other commercial areas. An increase to a minimum of 6’ of unobstructed walkway through the café in zone 1 is recommended.



3. Design of Overhead Canopies.

The current policy reads, “A sidewalk café serving alcohol shall be contiguous with a side of the building...for cafes in planters and the street, the contiguous requirement may be satisfied by an overhead canopy at least five feet wide connecting the building to the café.”

Recommendation

The design review process for overhead canopies must ensure that canopies are compatible with the other streetscape components including light poles and fixtures. The color, finish, and scale of the canopies should complement the larger streetscape vocabulary.

TYPES OF SIDEWALK CAFES



1. Recommendation for a New Category.

Add a new category of sidewalk café: Small unenclosed sidewalk café located directly on the public right-of-way for limited service restaurants.

Recommendation

Small unenclosed sidewalk café.

An unenclosed sidewalk café containing no more than a single row of removable tables and chairs for limited service restaurants. The removable tables and chairs can occupy no more than 4'-6" of the public sidewalk and can only occupy the sidewalk during hours of operation. Serving of alcohol is prohibited.



2. Sidewalk Cafes utilizing an elevated planter on the public right-of-way.

Recommendation

Phase out the category 'Sidewalk café utilizing an elevated planter on the public right-of-way'.

Quality cafe platform and enclosure installation is problematic due to the shape and layout of the existing planters and the existing tree locations and quantities. Most of the existing cafes utilizing an elevated planter appear temporary and piecemeal. However, all of them are considered a positive and integral part of the streetscape and Ped Mall experience. Therefore the phrase 'phase out' does not mean elimination of cafes but rather accommodating them in a better way. When design changes are implemented or at a change of ownership, require sidewalk cafes to relocate at-grade along the streetscape and at Zones 1 and 2 of the Ped Mall.

OTHER SIDEWALK CAFE RECOMMENDATIONS



1. Bollards.

If the location of the sidewalk café requires the use of bollards, the City shall approve the design and location of the bollards. A city standard bollard design should be considered.

2. Placement of sidewalk cafes located directly on the public right-of-way outside of the Ped Mall.

For those restaurants serving alcohol, the recommended location, as feasible, is up against the building. This location is preferred over a curb-side location or along the outer edge of the sidewalk. The intent is to minimize the number of overhead canopies throughout downtown.

3. Payment of Fees for Sidewalk Cafes

Per current Policy, the total annual sidewalk cafe fees are due with the application submittal. Business owners requested a revisiting of the payment schedule. In response, installments for cafe payments are recommended with 50% due at time of application submittal and the remaining 50% due in July. An installment charge could apply to cover any administrative burdens.

SIGNAGE POLICY RECOMMENDATIONS

Prior to successful implementation, the following signage related policy issues require further collaboration between City Staff and the business community. Additionally, City Staff is considering changes in the Riverfront Crossings form-based code and these changes may have some applicability in Downtown.

TEMPORARY WINDOW SIGNS & STOREFRONT TRANSPARENCY

Current Definitions from Section 14-9C-1.

Temporary Sign:

A yard sale sign, temporary identification sign, real estate sign, or political sign constructed of temporary materials, such as cardboard, wallboard or plywood, with or without a structural frame, intended for a temporary period of display, but excluding banners.

Window Sign:

A building sign permanent affixed to a window, embedded in a window or hanging adjacent to a window and obviously intended to be viewed by the public through the window. This definition does not include merchandise or product displays, posters, signs painted on windows and temporary signs.

Recommendations

A transparent storefront enhances curb appeal and welcomes customers inside with attractive merchandising displays. The storefront can easily become the most valuable space in the store. Storefront windows covered by temporary graphics can negatively impact the streetscape environment and most cities require that storefronts must maintain a certain level of transparency. The planning team suggests a consideration of maximum temporary sign area or an allowable % of coverage, limitations on number of signs, a defined length of display time, and limitations on number of signs and location(s).

PROJECTING SIGNS

Current policy: Maximum sign area allowed for projecting signage is 6 SF per side with a maximum height of 12'. Regarding illumination, the policy reads, 'the sign may not be illuminated'.

Recommendations

The planning team suggests an increase in maximum sign area allowed for projecting signs. Some regulated illumination should be allowed.

Projecting signs should be designed to be in proportion and scale with the building. For larger buildings, an increase in maximum sign area should be considered.

SANDWICH SIGNS

Current Policy: Portable Sign: A sign not firmly and permanently anchored or secured to either a building or the ground and not expressly permitted in chapter 5, article B, 'Sign Regulations' of this title.

Recommendations

Sandwich signs are used effectively in other communities. Typical sandwich sign Policy regulates size, placement and design style. In Iowa City, the placement of any sandwich sign must afford 6'-8' of clear, unobstructed walkway along the building zone or curb zone. Sandwich signs shall be internally weighted. Use of sand bags or other similar items to hold the signs in place shall not be allowed.

PURPLE METERS

Ten purple meters, or 'donation stations,' offer people an alternative way to giving directly to panhandlers. The meters were installed by the City and the money goes to programs and nonprofit organizations that provide services such as shelter, meals, and job training for people in need. The City should investigate whether this program is meeting the original objectives or if there are better ways to offer support. Ongoing maintenance requirements include repairing jams, re-painting, and emptying the meters on a regular basis. The meters are also subject to vandalism. Consider reaching out to the police department and the homeless service agencies for input.



LOADING ZONES

The effectiveness and percentage of occupancy of the existing loading zones throughout downtown should be investigated. The intent is to determine whether or not there is an opportunity to regulate deliveries or place time restrictions on deliveries in a manner that will allow greater use of lading zones in the future. ICDD input on types of deliveries and typical delivery schedules is suggested.

MAINTENANCE

Successful implementation of this Iowa City Downtown and Pedestrian Mall Streetscape Plan is directly tied to the level of maintenance provided by the City of Iowa City and ICDD. A highly maintained public realm is a key ingredient in many memorable spaces within vibrant and livable cities. A clean and visually pleasant place demonstrates pride of place and enhances public perception of the downtown as a whole. The perceived quality of place can impact the retail and restaurant environment and business and University recruitment. Per the University of Iowa admissions representatives, 'downtown is the selling point, it's what makes University of Iowa different... downtown's village-like atmosphere, charm and associated perception of safety are assets recognized by parents of prospective college students'.

In some cases, the master plan has minimized maintenance requirements and in others, a higher level of maintenance will be required and is recommended. Key maintenance observations and recommendations follow.

Minimized maintenance requirements

- The additional recycling stations proposed throughout the Ped Mall will minimize the labor required to sweep and pick up trash and debris, in addition to providing a much needed streetscape component.
- The removal of select Ped Mall planters will facilitate snow removal.
- The proposed irrigation system will reduce the labor involved with hand-watering. A new maintenance regime will be required for management of the irrigation control units and water distribution.
- The conversion to the LED lighting system will reduce the frequency of lamp changes, resulting in a reduction of staff resources.
- Additional electrical capacity at distribution bollards will minimize staff and labor time associated with event and vendor set-up and trouble shooting.

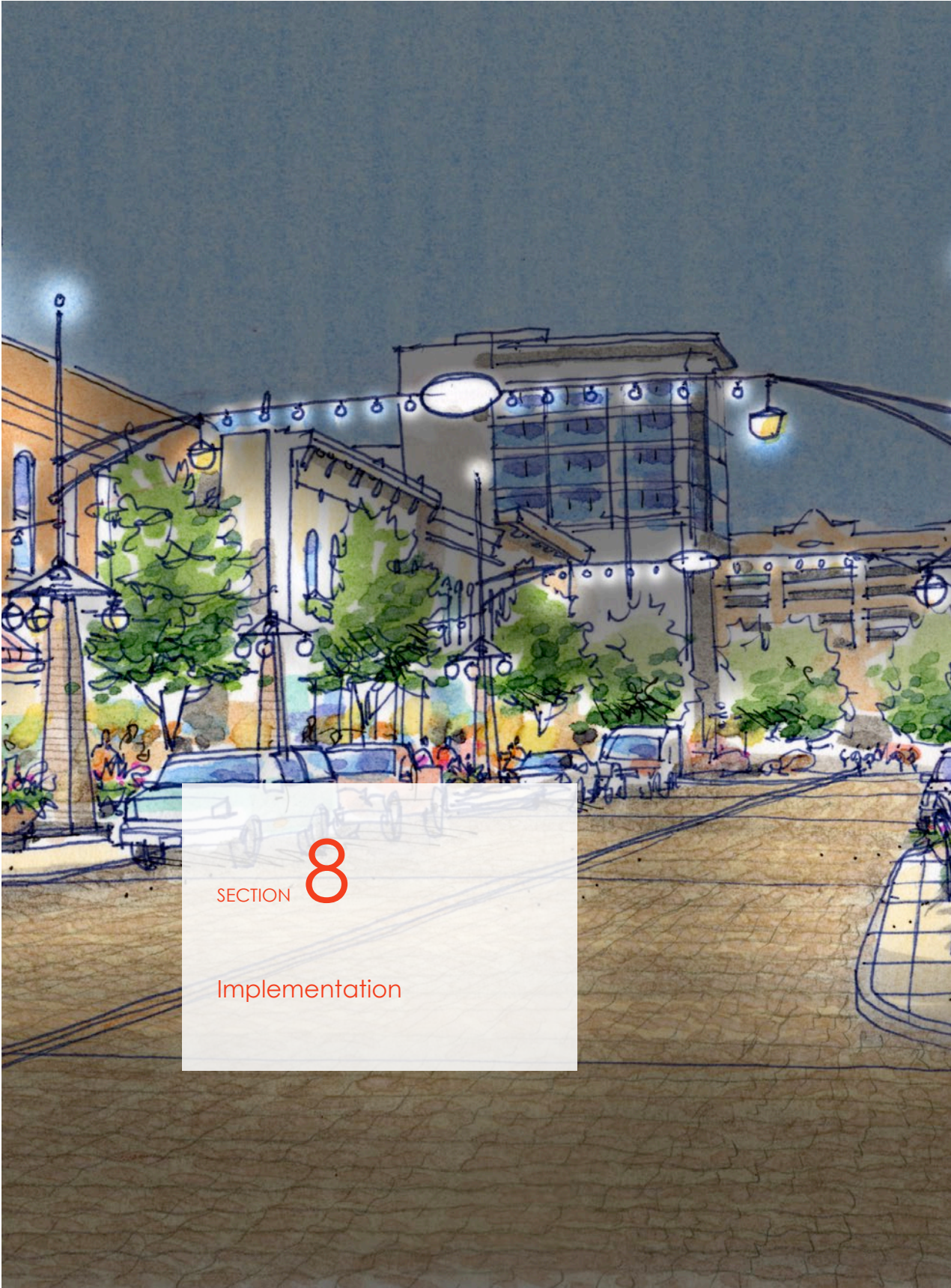
Other maintenance requirements

- Maintenance of the landscape to include watering, fertilizing, pruning, insect and disease control, weeding, mulching, removing trash and debris from the surface of planting areas, removing and replacing failing plant material, and irrigation coverage checks where applicable. An ongoing tree maintenance program including the establishment of a trimming and pruning program is advised. Where implemented, the bioretention planting areas will require trimming of vegetation, removing litter and debris from landscape area, insect and disease control, inspecting the planter to determine if runoff is infiltrating properly, and occasional cleaning of sediment from within forebay and planting area.
- Pavement areas require ongoing cleaning and sweeping, area washing, damage inspection, and pressure washing.
- Permeable pavement areas will require a higher level of maintenance following installation. Maintenance will involve re-sweeping of the aggregate back into the gaps between pavers. Once the aggregate has 'settled' into the gaps, this particular maintenance requirement typically lessens. General cleaning of the permeable pavement system employs basic street sweeping. They cannot be regularly cleaned by power washing. For dirt, a vacuum sweeper or broom sweeper with the water turned off is recommended. Ongoing removal of debris and trash from the gaps may be required. During the winter months, sand should not be used for traction over permeable pavement systems because the sand clogs the gaps/voids and will limit infiltration.
- Maintenance of the site furnishings to include cleaning and damage inspection.



If you can dream it, you can do it.

– Walt Disney



SECTION 8

Implementation

IMPLEMENTATION

The achievement of the Iowa City Downtown Streetscape and Pedestrian Mall Plan Update will require public sector involvement of the City of Iowa City, private sector involvement in terms of development plans and requirements of private land owners and public / private partnerships where the City and land-owners will need to work jointly to achieve common goals. A variety of planning and financial tools will be required to implement the vision. It should be noted that implementation recommendations and cost summaries are prepared to guide planning decisions and in all cases additional design, engineering and stakeholder input will be necessary.

As with any planning effort, there becomes a point where information and recommendations may no longer be considered relevant or appropriate. Factors such as traffic volumes, evolution of private development, rapidly changing demographics within the community and the University of Iowa's desire to be 'fresh' are key drivers in determining whether or not the recommendations within this plan continue to hold merit. Recommendations should be reviewed and updated towards the end of this documents life span, which is anticipated to be 10-15 years.

PHASING

Implementation of the projects will require a number of phases over several years. The phasing plans presented on the following pages identify a clear path for immediate decision-making within the first two years. Short term projects are identified as one of three categories: quick starts, studies and design/engineering.

Quick Start Projects

Projects in this category have been identified by the Consultant, City Staff and Stakeholders as small scale projects that require minimal planning or design efforts to implement. As funding allows, these projects could be completed in a 3-6 month time frame, while more elaborate projects may require anywhere from 9-24 months of additional design, engineering and construction time before enhancements are realized.

Studies

These projects are intended to provide additional detail that can be incorporated into subsequent design and implementation phases. As an example, it is recommended that an urban arborist be retained to provide a professional recommendation on the health and care of existing mature trees within the downtown core and pedestrian mall. These recommendations will have a great deal of influence on the next phase of design work.

Design + Engineering

To move larger recommendations forward, additional design work is required to resolve details, provide accurate implementation budgets and to eventually construct the physical improvements.

PRIORITIZATION

A significant amount of public and stakeholder input was utilized to form the recommendations and guide decision-making throughout the master planning process and this plan update. As in most projects that involve stakeholders with varied interests, its fair to say that full consensus of recommendations was not always achieved. The same can be said regarding how to prioritize improvements.

The following pages outline recommendations for how to approach short term [1-2 year], as well as mid-range [3-15 year] planning and implementation objectives. Generally speaking, the highest priority projects are those that address safety and infrastructure needs, such as universally accessible public space and aging underground utilities. Second priority is given to elements that enhance and contribute to a cohesive and unique identity throughout Downtown, while maintaining focus on maximizing value for the City. In most cases, priority was given to projects located in the core of Downtown, largely driven by the philosophy that the core offers the highest return on investment, focuses improvements where the highest numbers of pedestrians exist, and offers a logical way of sequencing phased improvements.

Selection and approach towards implementation of the first phases are particularly important as they will establish the physical character, public perception and interest in subsequent phases. Prioritizing improvements based on the design concepts is only the first step, as the City must identify resources and strategies for on-going funding, as well as efficient and effective maintenance practices.

The following section presents preliminary ideas on how to implement the overall vision with meaningful projects of varying levels of cost and impact.

ARTS + CULTURE



- E/W Pedestrian Mall alley lighting - install grapevine spheres
- Large format banner or art on building along Burlington

BRANDING + BEAUTIFICATION



- Ramp facade improvements on Burlington
- NSMP building lighting [North Linn +Market]
- Lighting mock-ups in Ped Mall
- Planting rail + annual plantings in Ped Mall - pilot
- Infill tree planting on streets that are +2 years out or streets not impacted by improvements

ENVIRONMENTAL



- Purchase and install recycling stations in Ped Mall
- Bioretention planting area - pilot installation
- Establish a Green Alley program
- Electric vehicle charging station pilot

MAINTENANCE



- Play surface at existing play area in Ped Mall
- Electrical upgrades to Iowa Avenue - for events
- Urban arborist - study Ped Mall / Clinton / Washington
- Tree pruning in Ped Mall [following arborist review]
- Brass plaques in Iowa Avenue - repair or relocate
- Miscellaneous repair and miscellaneous painting

POLICY + PLANNING



- Traffic modeling study
- Establish fundraising committee
- Policy recommendations - cafe / signage / purple meters / waste receptacles committee to discuss and make recommendations on the suggested areas for improvement

SAFETY



- Repair of limestone planters not anticipated to be impacted by the redesign
- Sidewalk repairs throughout Downtown
- Update tree grates at Iowa Avenue

WALKABILITY / PEDESTRIAN FRIENDLY



- Purchase and install one sheltered bike parking with photovoltaics
- Install new benches along South Linn [Sr. Center - ICPL]
- North Linn and Bloominton painted crosswalks

IMPLEMENTATION

TEXT HERE.

PRIORITIZATION

TEXT HERE.

PRIORITIZATION CHART

	PROJECT / STREET	BASE PROJECT COST	KEY ELEMENTS
<p>PRIORITY</p> <p>1</p>	Pedestrian Mall	\$2,430,000 - 3,766,000	Renovate Black Hawk Mini Park. Update lighting throughout, enhance plantings, site furnishings and add way-finding kiosks. Consider development of programmed spaces and improved performance area and stage.
	Dubuque Street	\$880,500 - 1,365,000	Extend the Pedestrian Mall character. Establish a gateway feel with multiple layers of overhead lighting. Improve sidewalk pavement and storm sewer upgrades.
	Washington Street	+/- \$2,500,000 phase 1 +/- \$2,000,000 phase 2	Improve sidewalk pavement, address critical update to water main, replace & relocate storm sewer between Linn & Gilbert, enhance retail environment with streetscape components.
	Market Street	\$830,000 - 1,285,000	Upgraded fiber duct bank and electrical distribution for enhanced lighting throughout NSMP. Conversion to two way traffic.

PRIORITIZATION CHART CONTINUED

	PROJECT / STREET	BASE PROJECT COST	KEY ELEMENTS
<p>PRIORITY</p> <p>2</p>	Clinton Street	\$1,844,000 - 2,855,000	Enhanced crosswalk environment and curb bumpouts to improve pedestrian safety and walkability, Updated water main and fiber optic. Enhanced electrical capacity. Wider East sidewalks.
	Burlington Street	\$3,600,000 - 5,557,000	Introduce pedestrian scale elements. Upgrade water main. Pedestrian crossing improvements, plantings and large scale building facade treatments to improve visual interest.
	Iowa Avenue Iowa / Gilbert	\$728,000 - 1,130,000 \$418,000 - 648,000	Address maintenance related items such as literary walk bronze emblems, heaving tree grates and spalling limestone light pole bases. Enhance electrical service for events and add appropriately scaled light columns with banners.
	Gilbert Street	\$1,915,000 - 2,968,000	Enhanced crosswalks to meet ADA requirements & improve walkability. Focus on adding pedestrian scale, burying of overhead utilities & necessary water main upgrades. Reduction in travel lanes. Enhanced bicycle accommodations.

	PROJECT / STREET	BASE PROJECT COST	KEY ELEMENTS
<p>PRIORITY</p> <p>3</p>	College Street	\$601,000 - 932,000	Updated street and sidewalks, addition of a healthy landscape and tree canopy, improved crosswalks to meet ADA requirements and reinforce connectivity. Water main and fiber optic upgrades.
	Linn Street	\$1,250,000 - 1,935,000	Improved lighting to unify corridor and improve energy efficiency. Updated water main, sanitary, and fiber optic duct. Addition of much needed street furniture and wayfinding elements.
	Bloomington Street	\$277,000 - 440,000	Implementation of small scale improvements, including pedestrian scale lighting to match core NSMP and street furniture. Bury a small section of overhead electric and make necessary upgrades to water main and fiber optic duct.
	North Linn	\$640,000 - 990,000	Upgrades to sanitary, water main and significant storm sewer enhancements. As an alternate, consider burying of overhead utility lines. Compliment recent streetscape improvements with added plantings and improved seating areas.

CALENDAR YEAR 2014 - QUICK START PROJECTS

1. Ped Mall Playground Resurfacing	\$ 85,000
2. Sheltered Bike Parking Pilot w/ PV	\$ 30,000
3. Large Format Banner/Art on Building at Burlington Street	\$ 50,000
4. Lighting Mock-up in Ped Mall	\$ 50,000
5. Planting Rail Mock-up in Ped Mall	\$ 15,000
6. Purchase and Install Recycling Containers in Ped Mall	\$ 20,000
7. Infill Trees on College Street and Burlington Street	\$ 25,000
8. Lighting at N.Linn and Market Street [match ICDD funding]	\$ 30,000
9. Sidewalk Repair	\$100,000
10. Iowa Avenue Tree Grates [and other streets as needed]	\$ 85,000
11. Misc. Repair [trash receptacles, bench, etc.]	\$ 25,000
12. Misc. Painting	\$ 25,000
13. LED Conversions of Select Existing Lights	\$ 70,000
14. Linn Street Benches	\$ 10,000
15. North Linn and Bloomington Painted Crosswalk	\$ 500
16. Design of Ramp Facade Improvements on Bulington	\$150,000
17. Electric Vehicle Charging Stations Pilot	\$ 44,000
	<hr/>
	\$814,500
Contingency [10%]	\$ 81,450
	<hr/>
	\$895,950

STUDIES

1. Urban Arborist to Evaluate Plantings in Ped Mall, Washington + Clinton	\$ 25,000
2. Traffic Modeling for Downtown Iowa City	\$ 85,000
3. Survey [Washington Street Ped Mall Dubuque Street]	\$ 28,000
	<hr/>
Contingency [10%]	\$ 81,450
	<hr/>
	\$219,450

DESIGN + ENGINEERING PROJECTS

1. Pedestrian Mall - Schematic Design thru Construction Documents	\$215,000
2. Washington Street - Schematic Design [Clinton to Linn]	\$ 55,000
4. Dubuque Street - Schematic Design	\$ 45,000
	<hr/>
Contingency [10%]	\$ 31,500
	<hr/>
	\$346,500

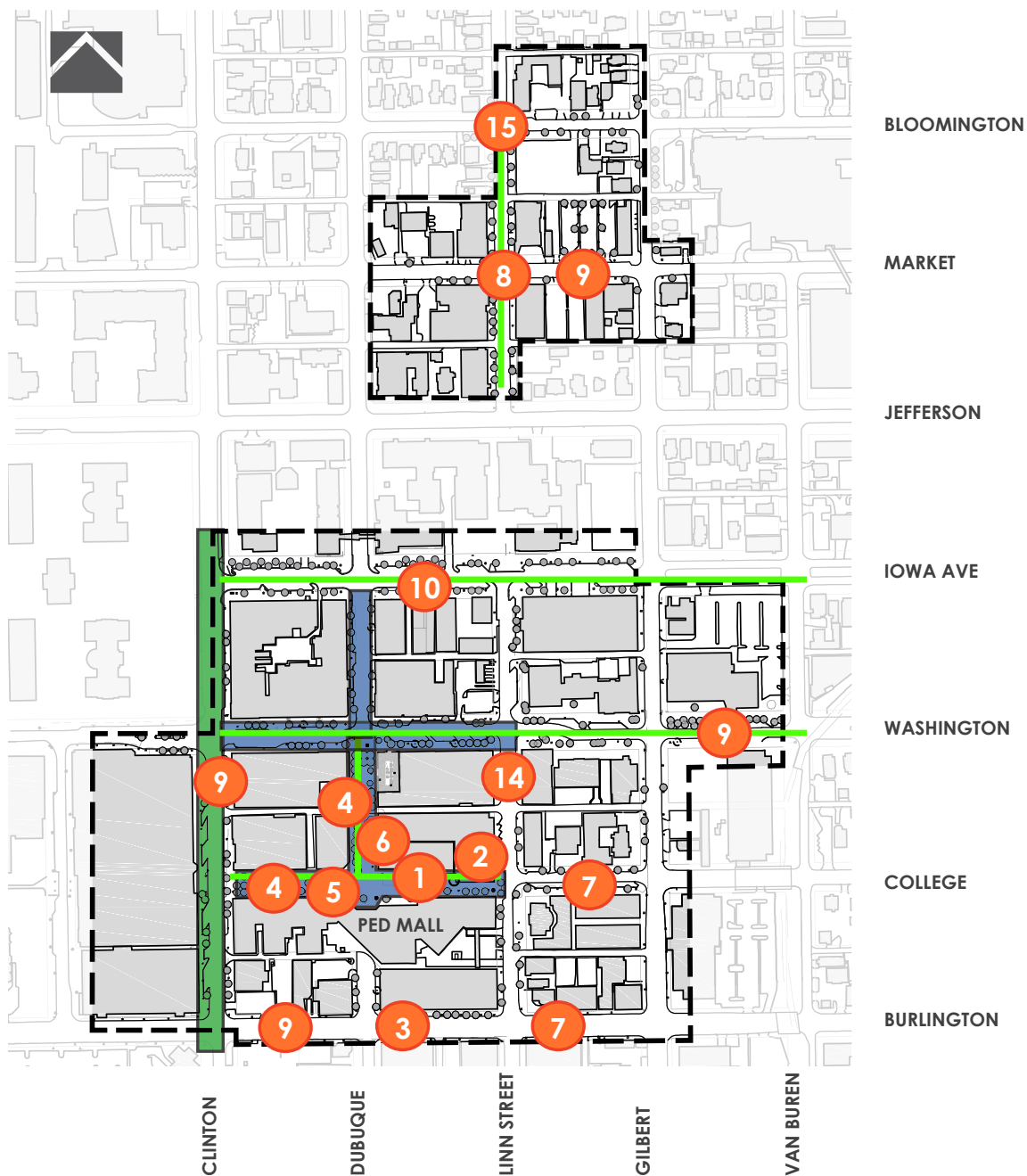
CALENDAR YEAR 2015 - QUICK START PROJECTS

1. Projects TBD	\$ 75,000
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DESIGN + ENGINEERING PROJECTS

1. Pedestrian Mall Bidding and Construction [Phase One]	\$ 3,000,000
2. Dubuque Street Design Development thru Construction Documents	\$ 100,000
	<hr/>
Contingency [10%]	\$ 317,500
	<hr/>
	\$3,492,500

CALENDAR YEAR 2014



LEGEND

- # Quick Start Project
- Studies
- Design and Engineering Projects

COST OPINIONS**Accuracy**

The level of detail and accuracy of pricing in this opinion of probable cost are consistent with the degree of completeness of the documents used for estimating purposes. The documents used to prepare estimates include master plan level design, shown throughout this document and information provided by the Planning team members. Additional information was obtained through discussion with the Client, Stakeholders and industry contacts. No site survey information was available to verify utilities, site elements or quantities.

Bid Conditions

The planning recommendations have been estimated as large scale projects to achieve economy of scale. If the project is broken down and approached in small phases, the total estimated costs will likely be higher.

Items Affecting Costs

Items which may change the probable costs include, but are not limited to:

Restrictive or specialized technical or material specifications and accelerated project schedules.

Escalation

Costs are reflective of current costs with no escalation included. A labor and material escalation factor will need to be added once a construction period has been determined.

Probable Cost Opinion Objective

This cost framework is intended to be used as a tool for decision making and managing phasing strategies during the next phase of the project. It is prepared using industry contacts, experience, and the best judgment of the professional consultants. This estimate is intended to reflect an amount close to what would be the low bid of the project with respect to the present level of design and documentation. The consultant has no control over market conditions, wage rates, or any contractor's method of determining prices or quantities. Therefore, the consultant cannot and does not guarantee this cost opinion will not vary from actual costs.

COST SUMMARIES

The following summaries provide a synopsis of recommendations and associated costs for each street, the pedestrian mall and Blackhawk Mini Park. In each case the costs are rounded to reflect an order of magnitude cost for elements that are considered to be part of the base project. Additionally, projects involve 'alternates'. These alternates are intended to capture recommendations that were important to stakeholders, but either not supported by the majority, warranted additional study to test validity or maintenance requirements, or required additional funding beyond what may be available from traditional City sources.

Below the costs identified for specific categories of work are costs that cover expenses often referred to as 'soft costs':

General Requirements

This category addresses items such as contractor mark-ups, bonding, permits, temporary power and water, as well as NPDS permits. The complexity of the project, scale and contractor selection are all important factors in determining the appropriate percentage to carry forward.

Contingency

This line item addresses the unknowns that go hand-in-hand with design and constructing urban infrastructure projects. Given that these are planning level cost opinions and design work is not based on actual site survey or conditions, a sizable contingency (25% of construction value) is recommended. As projects move forward utilizing actual site surveys and design development the contingency amount is typically reduced to align with the level of design and engineering.

Design, Engineering and Survey

To move larger recommendations forward, additional design work is required to resolve details, provide accurate implementation budgets and to eventually construct the physical improvements. It is anticipated that the majority of these projects will require professional design and engineering consultants to advance the design and produce bid documents. Traditional costs for basic services [schematic design thru construction administration] are intended to be included within the 15% allowance. Additionally, costs associated with site surveys is included within. While many of the projects will require multiple professional disciplines [landscape architecture, civil, electrical, structural engineering, lighting designer, etc.] the actual cost of services will fluctuate based on project scale, complexity, market conditions and scope of work.



PEDESTRIAN MALL

[+/- 95,000 Square Feet]

- New Pedestrian Lighting
- Atmospheric Lighting at Planting Areas
- Playground Surface Enhancement
- Landscape Plantings + Irrigation
- Wayfinding Kiosks

See page 106 for more detail.

Site Preparation	\$ 275,000
Utilities	\$ 220,000
Paving	\$ 475,000
Planter Walls	\$ 100,000
Landscape + Irrigation	\$ 605,000
Site Furnishings + Amenities	\$ 380,000
Electrical and Lighting	\$ 375,000
	\$ 2,430,000

General Requirements [15%]	\$ 364,500
Contingency [25%]	\$ 607,500
Design, Engineering, Survey [15%]	\$ 364,500
	\$ 3,766,500

Alternates

Eco Lab	\$ 300,000
Sound Garden	\$ 250,000
Media Room + Table	\$ 175,000
Story Walls + Lighting	\$ 215,000
Covered Bike Parking [2]	\$ 60,000
WDF Stage and Canopy	\$ 400,000
WDF Stage Lighting	\$ 40,000
WDF Stage A/V Upgrades	\$ 50,000
WDF Lighting Enhancements	\$ 50,000
WDF Art Modifications in Seating Area	\$ 40,000



BLACK HAWK MINI PARK

[+/- 9,500 Square Feet]

- New Public Space
- Public Art
- Variety of Seating

See page 108 for more detail.

Site Preparation	\$ 55,000
Utilities	\$ 35,000
Paving	\$ 155,000
Planter Walls	\$ 65,000
Landscape + Irrigation	\$ 75,000
Site Furnishings + Amenities	\$ 165,000
Electrical and Lighting	\$ 65,000
	\$ 615,000

General Requirements [15%]	\$ 92,250
Contingency [25%]	\$ 154,000
Design, Engineering, Survey [15%]	\$ 92,250
	\$ 953,500

Alternates

Feature Area / Public Art	\$ 750,000 - 1,500,000
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MARKET STREET [2 blocks]

- Festive Lighting
- New Pedestrian + Street Lighting
- Gateway Elements
- Enhanced Plantings

See page 98 for more detail.

Site Preparation	\$ 102,000
Utilities	
General	\$ 50,000
Storm/Sanitary Separation	\$ 20,000
Fiber Optic Duct	\$ 25,000
Paving	\$ 110,000
Landscape	\$ 90,000
Site Furnishings	\$ 40,000
Electrical and Lighting	\$ 385,000
	\$ 830,000

General Requirements [15%]	\$ 125,000
Contingency [25%]	\$ 205,000
Design, Engineering, Survey [15%]	\$ 140,000
	\$ 1,285,000

Alternate

Bioretention	\$ 150,000
Festive Lighting	\$ 80,000



NORTH LINN STREET [2.5 blocks]

- Underground Utility Updates
- Updated Pedestrian Lighting
- Gateway Element
- Public Art

See page 96 for more detail.

Site Preparation	\$ 70,000
Utilities	
General	\$ 85,000
Sanitary	\$ 4,500
Water Main	\$ 22,000
Storm Sewer	\$ 127,000
Fiber	\$ 22,000
Paving	\$ 36,000
Landscape	\$ 92,000
Site Furnishings	\$ 30,000
Electrical and Lighting	\$ 151,500
	\$ 640,000

General Requirements [15%]	\$ 95,000
Contingency [25%]	\$ 160,000
Design, Engineering, Survey [15%]	\$ 95,000
	\$ 990,000

Alternate

Bury Overhead Electric	\$ 525,000
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BLOOMINGTON STREET [1 block]

- Updated Utility Duct Bank
- Pedestrian Crossing Updates
- Landscape Enhancements
- Pedestrian Lighting
- Historical Markers

See page 102 for more detail.

Site Preparation	\$ 40,000
Utilities	
General	\$ 28,000
Water Main	\$ 25,000
Fiber Duct	\$ 12,000
Paving	\$ 15,000
Landscape	\$ 23,000
Site Furnishings	\$ 38,000
Electrical and Lighting	\$ 96,000
	\$ 277,000

General Requirements [15%]	\$ 43,000
Contingency [25%]	\$ 72,000
Design, Engineering, Survey [15%]	\$ 43,000
	\$ 440,000

Alternate

Bury Overhead Electric	\$ 10,000
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BURLINGTON STREET [3 blocks]

- Gateway Elements
- New Pedestrian + Street Lighting
- Water Main Upgrade
- Enhanced Plantings
- Building Art / Mural

See page 90 for more detail.

Site Preparation	\$ 350,000
Utilities	
General	\$ 90,000
Water Main	\$ 150,000
Fiber Duct	\$ 40,000
Traffic Signals	\$ 700,000
Paving	\$ 1,410,000
Landscape	\$ 160,000
Site Furnishings	\$ 67,000
Electrical and Lighting	\$ 638,000
	\$ 3,600,000

General Requirements [15%]	\$ 540,000
Contingency [25%]	\$ 900,000
Design, Engineering, Survey [15%]	\$ 540,000
	\$ 5,557,000

Alternates

Bioretention	\$ 315,000
Building Mural / Art	\$ 50,000 [Each]



CLINTON STREET [3 blocks]

- Monument Lights
- New Pedestrian + Street Lighting
- Wayfinding Kiosk
- Enhanced Plantings
- Water Main Upgrade

See page 84 for more detail.

Site Preparation	\$ 164,000
Utilities	
General	\$ 85,000
Water Main	\$ 26,000
Fiber Duct	\$ 36,000
Paving	\$ 612,000
Landscape	\$ 141,000
Site Furnishings	\$ 190,000
Electrical and Lighting	\$ 590,000
	\$ 1,844,000

General Requirements [15%]	\$ 274,000
Contingency [25%]	\$ 461,000
Design, Engineering, Survey [15%]	\$ 276,000
	\$ 2,855,000

Alternates

College Intersection - brick	\$ 70,000
East Side Curb Work	\$ 31,000
Expand east sidewalk to 6'	\$ 30,000
Bioretention Areas	\$ 192,000



COLLEGE STREET [1 block]

- Enhanced Plantings
- Water Main Upgrade
- Accent Unit Pavers
- New Traffic Signals at Gilbert

See page xx for more detail.

Site Preparation	\$ 127,500
Utilities	
General	\$ 28,000
Storm Sewer	\$ 15,000
Fiber Duct	\$ 12,000
Water Main	\$ 57,500
Paving	\$ 151,000
Landscape	\$ 77,500
Site Furnishings	\$ 31,000
Electrical and Lighting	\$ 101,500
	\$ 601,000

General Requirements [15%]	\$ 90,000
Contingency [25%]	\$ 150,000
Design, Engineering, Survey [15%]	\$ 90,000
	\$ 932,000

Alternates

Monument Lights	\$ 40,000
Unit Pavers	\$ 105,000



DUBUQUE STREET [1.5 blocks]

- Festive Lighting
- Gateway Elements
- Landscape Enhancements
- Street Pavers
- Sidewalk Pavers

See page 80 for more detail.

Site Preparation	\$ 189,000
Utilities	
General	\$ 60,000
Water	\$ 18,000
Storm Sewer	\$ 25,000
Fiber Duct	\$ 15,000
Paving	\$ 207,000
Landscape	\$ 86,500
Site Furnishings	\$ 122,000
Electrical and Lighting	\$ 158,000
	\$ 880,500

General Requirements [15%]	\$ 132,000
Contingency [25%]	\$ 220,000
Design, Engineering, Survey [15%]	\$ 132,000
	\$ 1,364,500

Alternate

Bioretention Areas	\$ 144,000
Unit Pavers in Street	\$ 510,000
Festive Lighting	\$ 400,000



GILBERT STREET [3 blocks]

- Water Main Upgrade
- New Sidewalk
- Landscape Enhancements
- Traffic Signals
- Pedestrian Lighting & Banners

See page 92 for more detail.

Site Preparation	\$ 275,000
Utilities	
General	\$ 84,000
Water Main	\$ 211,000
Sanitary	\$ 5,000
Traffic Signals	\$ 875,000
Fiber Duct Bank	\$ 36,000
Paving	\$ 84,500
Landscape	\$ 28,000
Site Furnishings	\$ 25,000
Electrical and Lighting	\$ 292,000
	\$ 1,915,000

General Requirements [15%]	\$ 287,000
Contingency [25%]	\$ 479,000
Design, Engineering, Survey [15%]	\$ 287,000
	\$ 2,968,000

Alternate

Bury Overhead Utility	\$ 425,000
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IOWA AVENUE [3 blocks]

- Monument Lights
- Enhanced Landscape + Irrigation
- Enhance Literary Walk
- Traffic Signals

See page 82 for more detail.

Site Preparation	\$ 140,000
Utilities	
General	\$ 90,000
Fiber Duct	\$ 31,000
Paving	\$ 43,000
Landscape + Irrigation	\$ 195,000
Site Furnishings	\$ 13,000
Sheltered Bike Parking with PV	\$ 30,000
Electrical and Lighting	\$ 216,000

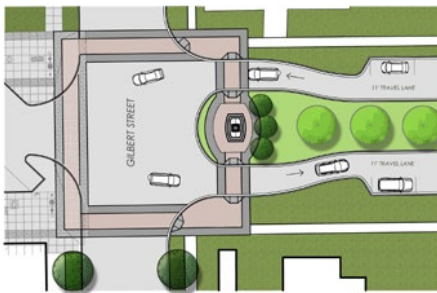
\$ 760,000

General Requirements [15%]	\$ 114,500
Contingency [25%]	\$ 190,000
Design, Engineering, Survey [15%]	\$ 114,500

\$ 1,179,000

Alternate

Monument Lighting with banners	\$ 315,000
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IOWA AT GILBERT [1 Intersection]

- Enhanced Pedestrian Crossing
- New Civic Monument
- Traffic Signals Update

See page 94 for more detail.

Site Preparation	\$ 56,000
Utilities	
General	\$ 28,000
Fiber Duct	\$ 3,500
Paving	\$ 128,500
Landscape	\$ 7,000
Site Furnishings	\$ 10,000
Electrical and Lighting	\$ 10,000
Monument / Obelisk	\$ 175,000

\$ 418,000

General Requirements [15%]	\$ 62,500
Contingency [25%]	\$ 104,500
Design, Engineering, Survey [15%]	\$ 63,000

\$ 648,000

Alternate

Bioretention	\$ 25,000
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LINN STREET [3 blocks]

- Paver Sidewalks
- Enhanced Landscape + Irrigation
- Site Furniture
- Water Main Update

See page 86 for more detail.

Site Preparation	\$ 104,000
Utilities	
General	\$ 85,000
Water Main	\$ 110,000
Storm Sewer	\$ 30,000
Sanitary	\$ 8,000
Fiber Duct	\$ 31,000
Paving	\$ 360,000
Landscape	\$ 82,000
Site Furnishings	\$ 120,000
Electrical and Lighting	\$ 320,000
	\$ 1,250,000

General Requirements [15%]	\$ 187,000
Contingency [25%]	\$ 311,000
Design, Engineering, Survey [15%]	\$ 187,000
	\$ 1,935,000

Alternate

Pavers at Intersection	\$ 190,000
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WASHINGTON STREET [4 blocks]

- Gateway Elements
- Enhanced Paving
- New Sidewalks
- Water Main Upgrade
- Pedestrian Lighting

See page 78 for more detail.

Site Preparation	\$ 489,000
Utilities	
General	\$ 115,000
Utility Vaults	\$ 150,000
Water Main	\$ 240,000
Storm Water	\$ 57,000
Fiber Duct	\$ 45,000
Traffic Signals	\$ 72,000
Paving	\$ 1,155,000
Landscape	\$ 180,000
Site Furnishings	\$ 196,000
Electrical and Lighting	\$ 711,000
	\$ 3,410,000

General Requirements [15%]	\$ 511,000
Contingency [25%]	\$ 850,000
Design, Engineering, Survey [15%]	\$ 511,000
	\$ 5,282,000

Alternates

Permeable Street Paving	\$ 700,000
Bioretention Planting Area	\$ 375,000
Dubuque Intersection - Unit Pavers	\$ 64,000

FUNDING SOURCES

While the majority of project funding is anticipated to come from the Capital Improvements Program [CIP] as appropriated by City leadership, additional resources may be necessary to realize specific plan components such as programmed spaces within the Pedestrian Mall, architectural lighting for private businesses and public art. Traditional sources for additional funding may come from two primary sources:

GRANTS

A number of grant opportunities exist for urban projects that encompass the arts, sustainability and infrastructure. Because many grants require a significant lead time to secure funding, this master plan update will serve as a valuable guide to identifying future phasing with enough lead time to pursue relevant grants or loans. Although not all inclusive, information on environmental, infrastructure and transportation grants in Iowa is presented on the following pages.

PRIVATE FUNDRAISING

The potential for private fundraising in Iowa City is significant. The first step in this process is the formation of a diverse private stakeholder group that can work in partnership with the City. Given there are multiple improvements proposed that affect areas offering a high level of visibility, sentimental attachment or historical significance – the formation of a private stakeholder group is a reasonable approach to add detail and richness in public space that may otherwise be delayed or overlooked.

STATE REVOLVING LOAN FUND [SRF]

The State Revolving Fund program is administered by the Iowa Department of Natural Resources and provides low interest loans for projects that provide water quality benefits. There are several funding programs under the SRF umbrella that would be appropriate for the Iowa City Streetscape project. There was money added to the SRF program under the Federal Stimulus program for 2014 and the City is already involved with the development of their new wastewater treatment facility. The State Revolving Fund and the Sponsored Project option may be a great source of funding since Iowa City is upgrading the waste water / sanitary sewer system and would utilize an SRF loan for such upgrades. Money that would be sent back to the SRF as interest payments can be kept and invested locally in stormwater projects that improve water quality. Typically, you would be able to plan on \$100,000 for water quality per \$1 million borrowed.

For more information: www.iowasrf.com.

CLEAN WATER LOAN PROGRAM

Iowa's Clean Water State Revolving Fund [CWSRF] is the best choice to finance publicly owned wastewater treatment, sewer rehabilitation, replacement, and construction, and storm water quality improvements. The Clean Water SRF Water Resource Restoration Sponsored Project program funds are still available. As part of an application for a wastewater infrastructure Intended Use Plan application, a municipality can request up to 10% additional funds under the Sponsored Project program to pay for other projects that will improve the watershed in which the wastewater plant is located. It appears that projects that are already included in the IUP but are only in the planning stages may also be eligible. I have attached a copy of the Sponsored project application. Applications for the Clean Water Loan Program and the Sponsored are due March 3.

PLANNING AND DESIGN LOANS

SRF Planning and Design Loans cover costs incurred in the planning and design phase of a water infrastructure project. These loans have 0 percent interest for up to three years and require no initiation or servicing fees. In addition, there is no minimum or maximum loan amount. Eligible costs include engineering fees, archaeological surveys, environmental or geological studies, and costs related to project plan preparation. The loans may be rolled into a State Revolving Fund [SRF] construction loan or can be repaid when permanent financing is committed. The project planning and design costs must be directly related to the proposed wastewater, storm water or drinking water projects. The 2014 deadline for Planning and Design Loan applications is April 3rd.

For more information on the SRF Program:
Patti Cale-Finnegan
DNR State Revolving Fund Coordinator
P 515-725-0498

WIRB GRANT PROGRAM

The Watershed Improvement Fund Program was initiated in 2005 by the Iowa Legislature and is administered through the Iowa Department of Agriculture's Land Stewardship program. The funds are administered by a self-governing, independent Watershed Improvement Review Board [WIRB]. The WIRB Board focuses on watershed projects and the streetscape project, due to its direct influence on Ralston Creek, would likely qualify as an appropriate project. The current funding limit is \$300,000. Tying the streetscape improvements into a Ralston Creek watershed scale initiative would be the strongest approach to funding thru WIRB. 2014 WIRB grant applications are due by February 28th.

Program Contact:
Amy Bouska
Urban Conservationist / IDALS
amy.bouska@ia.nacdnet.net

USEPA SECTION 319 NON-POINT SOURCE WATER POLLUTION CONTROL GRANT PROGRAM

Section 319 grants have long been a source of support for cutting-edge green infrastructure projects in many states throughout the US. In Iowa the program has been administered historically by the IDNR, and the focus has always been on rural, agricultural water quality initiatives of a rather traditional NRCS manner. The program is still functional under the IDNR Watershed Implementation Grant Program. Again this program has not been traditionally a source of funding for urban green infrastructure initiatives, but it may still be worth exploring. Applications are generally due in October with funds available the following calendar year. More information about the program can be obtained through the program coordinator listed below.

DNR Contact:
Steve Hopkins
DNR Watershed Improvement Program
Grants Coordinator
515-281-6402
Stephen.Hopkins@dnr.iowa.gov

TRANSPORTATION ALTERNATIVES PROGRAM [TAP]

Funding may be available under the U.S. Department of Transportation, Federal Highway Administration Transportation Alternatives Program (TAP). The Transportation Alternatives Program (TAP) was authorized under Section 1122 of Moving Ahead for Progress in the 21st Century Act (MAP-21). TAP provides funding for programs and projects defined as transportation alternatives, including on- and off-road pedestrian and bicycle facilities, infrastructure projects for improving non-driver access to public transportation and enhanced mobility, landscape and scenic enhancement, community improvement activities, and environmental mitigation; recreational trail program projects; safe routes to school projects; and projects for planning, designing, or constructing boulevards and other roadways largely in the right-of-way of former Interstate System routes or other divided highways.

For more information: http://www.iowadot.gov/systems_planning/trans_enhance.htm

IOWA CLEAN AIR ATTAINMENT PROGRAM (ICAAP)

This program funds highway/street, transit, bicycle/pedestrian, or freight projects or programs which help maintain Iowa's clean air quality by reducing transportation-related emissions. Eligible highway/street projects must be on the federal-aid system, which includes all federal functional class routes except local and rural minor collectors.

For more information: http://www.iowadot.gov/systems_planning/icaap.htm

SURFACE TRANSPORTATION PROGRAM (STP)

The Surface Transportation Program (STP) is one of the main sources of flexible funding available for transit or highway purposes. STP provides the greatest flexibility in the use of funds. These funds may be used for public transportation capital improvements, car and vanpool projects, fringe and corridor parking facilities, bicycle and pedestrian facilities, and intercity or intracity bus terminals and bus facilities. As funding for planning, these funds can be used for surface transportation planning activities, wetland mitigation, transit research and development, and environmental analysis. Other eligible projects under STP include transit safety improvements and most transportation control measures.

For more information: <http://www.fhwa.dot.gov/map21/guidance/guidestp.cfm>

