



Alice's Road Corridor

MASTER PLAN

A DEVELOPMENT FRAMEWORK

NOVEMBER 2011



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How will this plan be used?

As a guide for policy makers and land owners: *This Master Plan represents a vision for Alice's Road represented through a story about the corridor, a respect of past planning directions and a glimpse into the future through a set of guiding principles. A land use plan diagram provides a general guide for directing future land use and development patterns. A series of district diagrams define a general character of development centered around key intersections along Alice's Road, offering opportunities to distinguish the corridor as a unique place in the Des Moines metro and the Midwest.*

As a framework for future infrastructure systems: *An open space system diagram illustrates a connected network of trails, parks, open space and storm water management. A transportation system diagram illustrates how development parcels are linked through a connected street network. These diagrams provide an understanding of the area wide infrastructure needs that support the overall vision for the corridor. As we position the corridor for future development, the master plan provides the starting point for the design and implementation of public infrastructure investments.*

As a marketing tool: *The Master Plan will serve as a marketing tool for City representatives, property owners and stakeholders to lay in front of perspective investors and developers that can help make the vision a reality.*

As a "to do list": *The Master Plan identifies key strategies and projects that will move Waukee closer to realizing it's vision for the corridor. The Master Plan should be used as a "to do list" periodically checking off items and adding new ideas to the list.*

Acknowledgements

Project Advisory Committee

Bill Peard	Mayor
Darlene Stanton	City Council
Dan Dutcher	City Council
Frank Hoifeldt	Planning and Zoning
Wayne Johnson	Planning and Zoning
Ethan Owens	Parks and Recreation
Cindy Dolmage	Utility Committee
Ron Marr	Utility Committee
Brian Mook	WEDCO
Kirk Tyler	Business Owner
Sumner Worth	Business Owner
Lyn Schafer	Downtown Waukee
Geoff Warmouth	Downtown Waukee
Linda Schaut	Dallas County Development Alliance
Steve Beasley	Property Owner
Doug Siedenberg	Citizen Representative
Jed Gammell	Citizen Representative
Steve Sandahl	Citizen Representative

Project Technical Committee:

Brad Deets	Development Services Director
Ben Landhouser	City Planner
Jeff Kooistra	City Administrator
John Gibson	Public Works Director
Matt Jermier	Parks and Recreation Director
Linda Burkhart	Finance Director

City Engineering Consultants

Foth Infrastructure & Environment, LLC
Veenstra and Kimm
Kirkham Michael

Park System Planners

Genus Landscape Architects

Consulting Team

Planning and Urban Design

Hoisington Kogler Group Inc.

123 North Third Street, Suite 100
Minneapolis, MN 55401
www.hkgi.com

Market Research

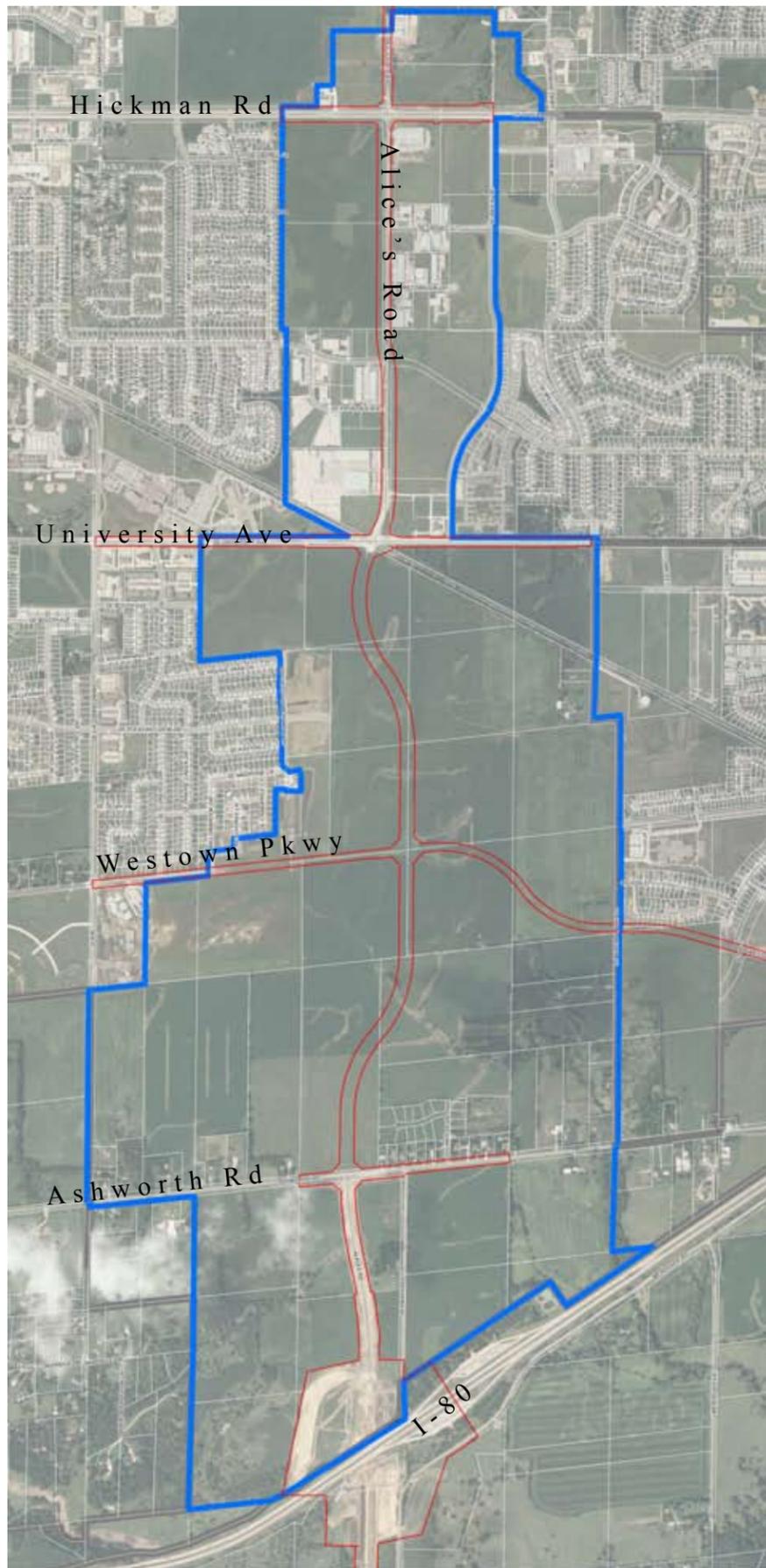
Design Workshop

1390 Lawrence Street, Suite 200
Denver, CO 80204
www.designworkshop.com

Strategic Planning/Finance

Northland Securities

45 S 7th St # 2500
Minneapolis, MN 55402
www.northlandsecurities.com



Alice's Road - An Evolving Story

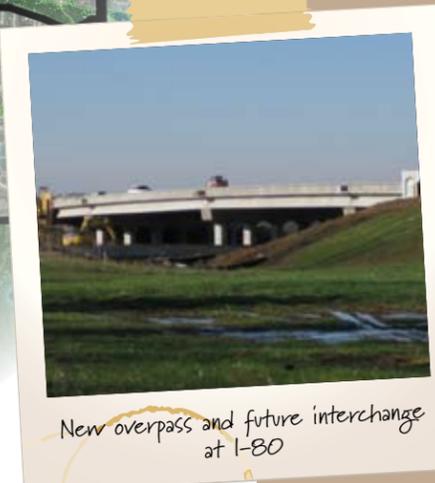
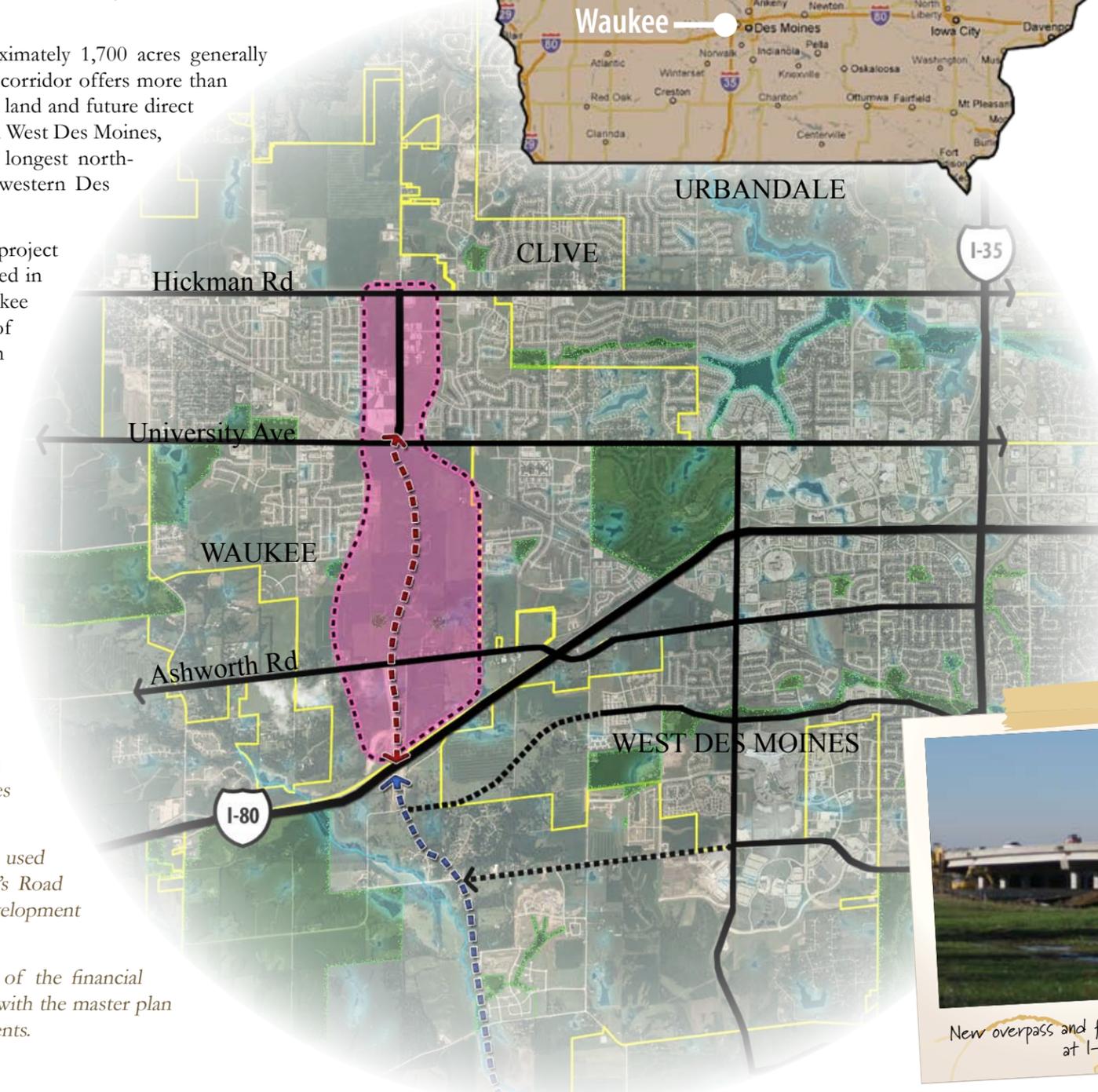
The Alice's Road Corridor is perhaps *the* next major development project in the Des Moines metropolitan area. The corridor extends from just west of Granger south through Waukee with ultimate plans of connecting through West Des Moines to south of the Raccoon River and County Road G-14.

Through Waukee, Alice's Road is partially built from the northerly city limits to University Avenue. A two plus mile segment between University Avenue and Ashworth Road is planned to begin construction by 2013.

This study includes an area of approximately 1,700 acres generally between Hickman Road and I-80. The corridor offers more than a thousand acres of vacant developable land and future direct access to I-80. Once connected through West Des Moines, Alice's Road will become one of the longest north-south transportation corridors in the western Des Moines metropolitan area.

The Alice's Road Corridor Master Plan project is intended to update a vision established in 2004 (and reinforced in the 2008 Waukee Comprehensive Plan) for the portion of the corridor generally between Hickman Road and I-80. The following key goals define the desired outcomes of the project:

1. Establish an attainable vision for the Alice's Road Corridor that sets reasonable expectations for future development.
2. Identify the realm of public improvements necessary to create a place that offers a unique identity and an enduring quality of the built environment.
3. Develop a master plan that will set Alice's Road Corridor apart from other corridors in the Des Moines Metro.
4. Develop a master plan that can be used to collaboratively market the Alice's Road Corridor and attract future development interests.
5. Achieve a thorough understanding of the financial and market implications associated with the master plan vision and infrastructure improvements.



New overpass and future interchange at I-80



Time line

Past

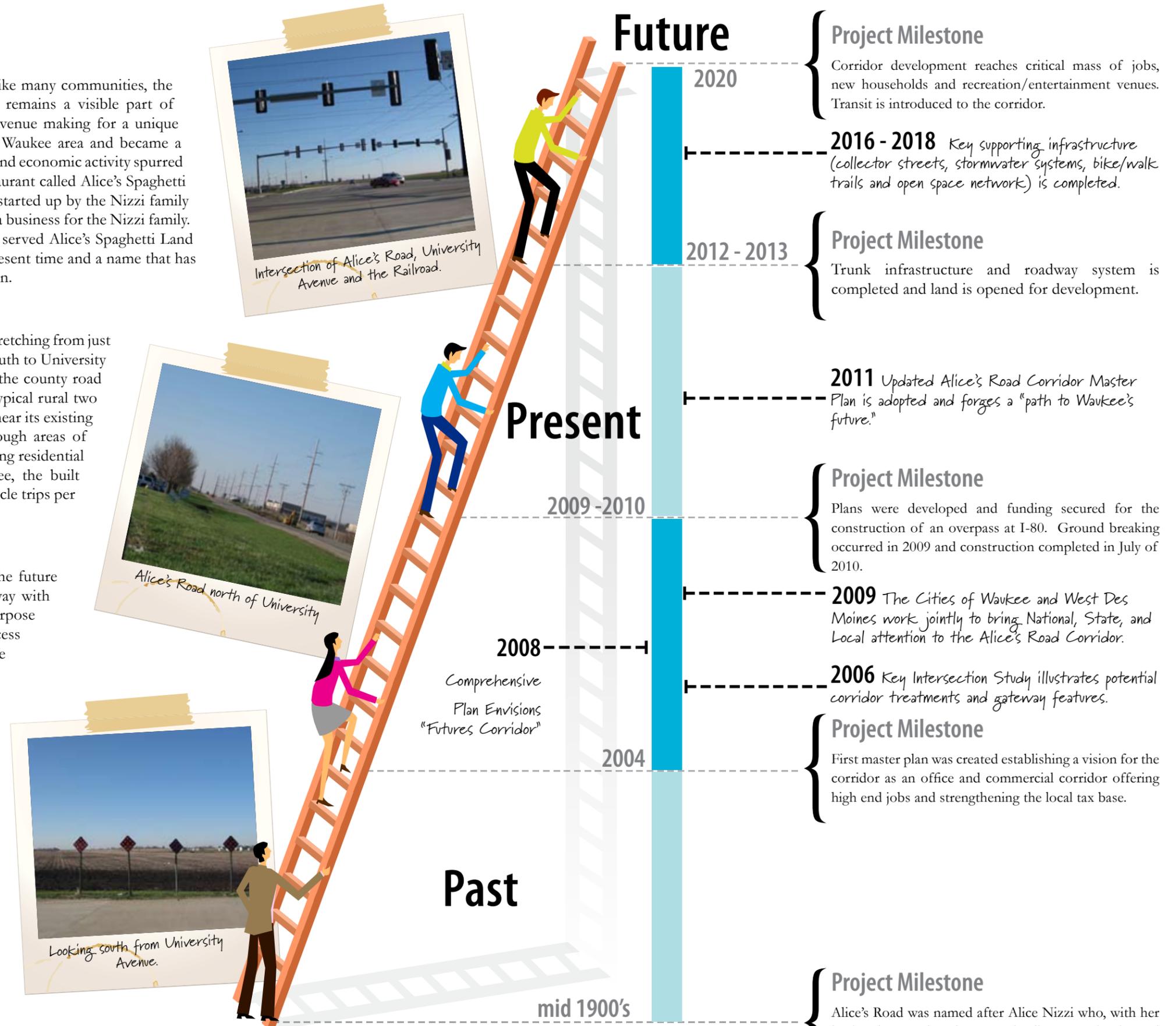
Waukee was founded in 1869 and incorporated in 1878. Like many communities, the railroad was instrumental in Waukee's establishment and remains a visible part of the landscape today crossing Alice's Road at University Avenue making for a unique intersection. In the 1920s, coal mining opened up in the Waukee area and became a significant part of people's lives and the economy. The jobs and economic activity spurred other business ventures in the region, including a little restaurant called Alice's Spaghetti Land located north of Hickman Road. The restaurant was started up by the Nizzi family in a ranch style stone house that served as both a home and a business for the Nizzi family. Sometime thereafter, the portion of the country road that served Alice's Spaghetti Land became known as Alice's Road, a name that has stuck to present time and a name that has become a familiar name to natives of the Des Moines region.

Present

Today, Alice's Road is part of a major north south corridor stretching from just west of Granger (eventually connecting to Highway 141) south to University Avenue. The northern segment of the corridor is part of the county road system (County Highway 30.) The corridor consists of a typical rural two lane road section for all but a small section of the corridor near its existing terminus at University Avenue. The corridor passes through areas of agricultural fields, industry, commercial services and emerging residential subdivisions north of Douglas Parkway. Through Waukee, the built portion of the roadway handled roughly 5,000 to 7,000 vehicle trips per average weekday (Iowa DOT 2008 counts).

Future

Through Waukee, from just north of Hickman Road to the future interchange at I-80, Alice's Road is envisioned as a roadway with six through traffic lanes, a landscaped median, a multi-purpose trail along the west side of the corridor and managed access points so as to facilitate through traffic and provide for safe and uncongested access to adjacent land uses. Intersection controls along the corridor would include traffic signals at major cross streets such as University Avenue, Westtown Parkway and Ashworth Road and ultimately at future intersection points spaced at roughly quarter mile intervals. The corridor is envisioned to have a high level of public amenities in order to establish a strong identity as an important commercial corridor and gateway into the community that in the future will carry over 20,000 trips per day.



The Path to Waukee's Future

The first master plan for the Alice's Road Corridor was prepared and adopted in 2004 (See map at right). The plan established a vision for high end office uses and supporting commercial services. The plan also envisioned a town center near the intersection of University Avenue and Alice's Road. The corridor was seen as offering an opportunity for the City of Waukee to invest in the economic sustainability in the region and open opportunities for new industry and high quality job creation.

A key to realizing the 2004 vision was the improvement of Alice's Road and construction of a future interchange with I-80. In 2008, plans were developed in collaboration with the City of West Des Moines to build an overpass over I-80, called the Alice's Road/105th Street overpass. Discussions with regional agencies to provide an interchange connecting to I-80 continued in earnest.

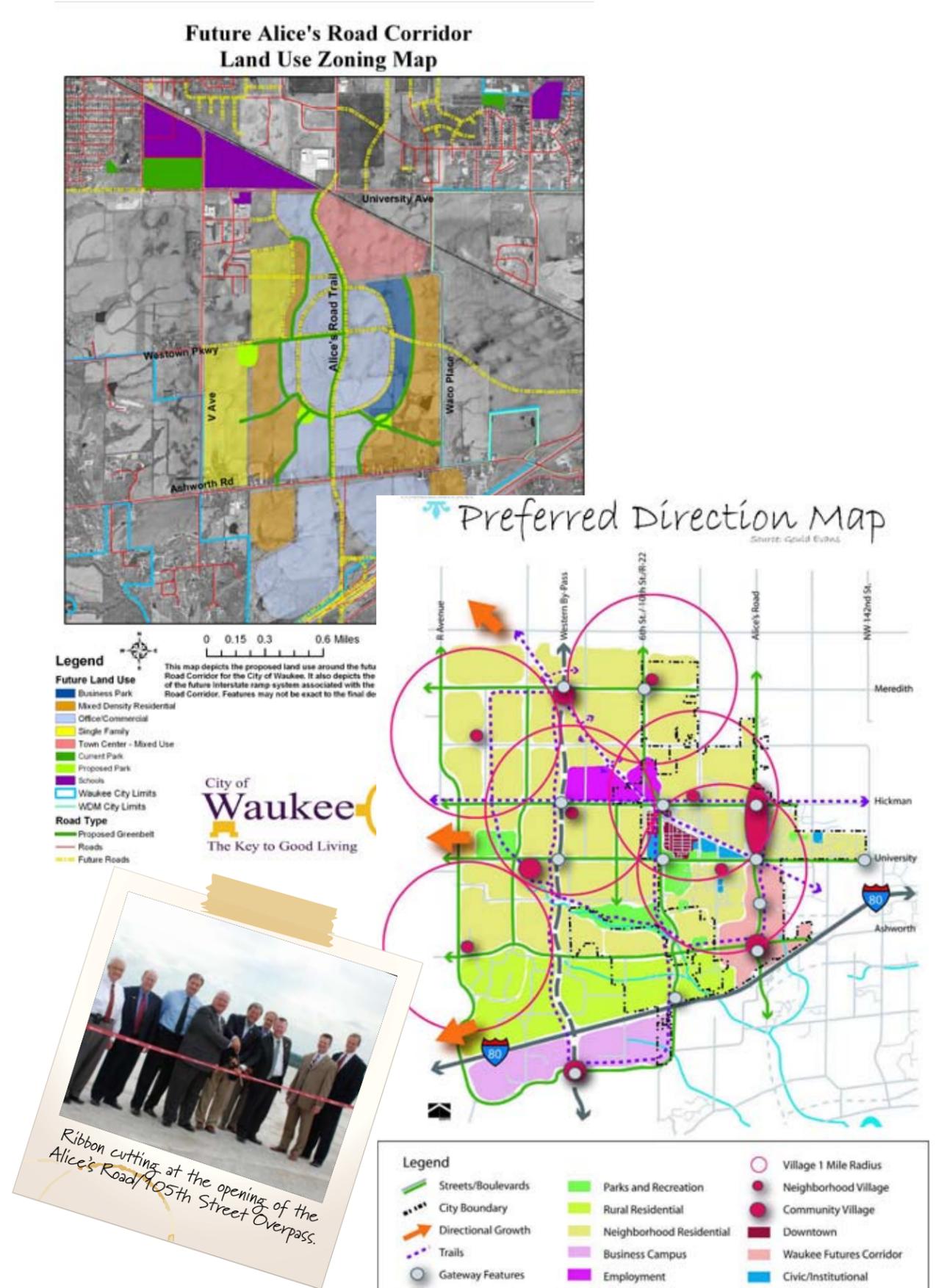


In 2006 a study was commissioned to look at corridor enhancements and identity features that would help Alice's Road stand out as a unique corridor in the metropolitan area and somewhat brand the corridor. Key architectural elements and landscape treatments were explored through a design session that resulted in the Key Intersection Improvements Concept Development Summary Report.

In 2008 the Waukee Comprehensive Plan was adopted and the idea of Alice's Road being a "Futures Corridor" emerged (see map at lower right). The idea envisioned the corridor being home to "benchmark" industries that would be the leading businesses in their industry.

In July of 2010, the City celebrated the ribbon cutting of the Alice's Road/105th Street overpass.

By 2010, plans for the construction of Alice's Road were approximately 80% completed and the roadway was beginning to take a form. Recognizing that construction of the roadway was in sight, the city began a process to take a closer look at future land development potential and commenced a nine month planning process to update the Alice's Road Corridor Master Plan.



A Vision and Guiding Principles

Key overarching messages that will shape the Alice's Road Corridor as the "Futures Corridor" of the western Des Moines metropolitan area can be summarized from existing plans developed by Waukee. It is largely through these past planning efforts that a broad vision for the corridor has been established.

Vision - Sustainability.

"... make sure that development occurs in a practical, planned and sustainable manner that maintains an acceptable quality of life for generations to come."

As quoted from Creating a Sustainable Waukee, 2009

Alice's Road will be Waukee's signature corridor providing opportunities for new job growth, housing, shopping, entertainment and recreation. The principles of sustainability will be evident through:

- » *the integration of the natural landscape with key infrastructure systems;*
- » *the pattern and mix of land uses;*
- » *the form of development;*
- » *a connected, multi-modal transportation network;*
- » *opportunities for social, educational and cultural interactions; and*
- » *key decision making that considers the relationships between market forces, public finance and community vision.*

Through this Master Plan, the City of Waukee is setting a high standard for what the Alice's Road Corridor should become. However, recognition of what is practical tells us that we must balance market realities and public finances with visionary thinking about future development. We must not compromise our abilities to achieve the long term vision by letting market driven development dictate the form and pattern of development within the corridor. We must also balance our decision making with the understanding that revenues derived from development within the corridor will be necessary to continue making supportive public infrastructure investments well into the future.

Guiding Principles

The Key to Good Living ... "embodies ...quality of life...future aspirations sought by the citizens of Waukee."

As partially quoted from the Waukee Comprehensive Plan 2008

The Comprehensive Plan paints a solid picture for the future of the Alice's Road Corridor. The Alice's Road Corridor Master Plan is not unlike the Comprehensive Plan, except for its scale. Plans are not static. They must be dynamic in order for them to ultimately be implemented. Not every project idea will be consistent with every aspect of the master plan. Yet some of these projects may still be good projects. The challenge is how project ideas that are not clearly consistent with the master plan are evaluated.

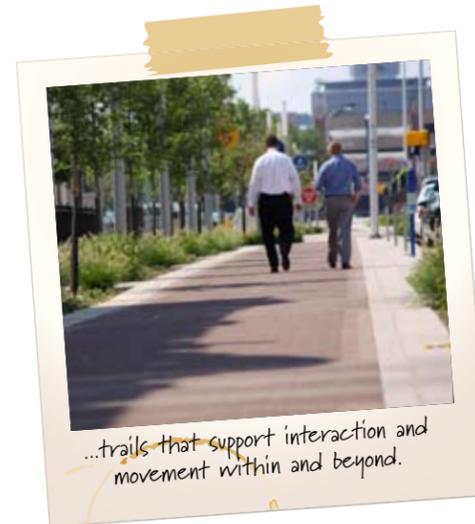
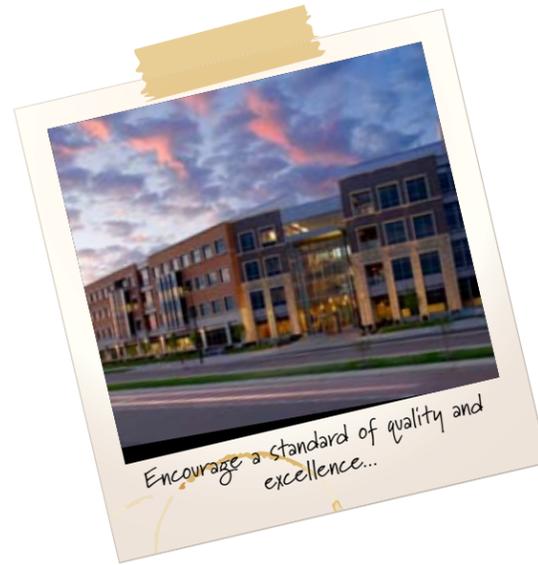
Waukee must remain flexible in its interpretation of the future land use patterns, but hold true to the overarching vision and guiding principles of the Master Plan.



The guiding principles offer us a measuring stick to help determine the degree of consistency with the plan.

Our vision for the corridor involves the following guiding principles:

1. encourage business environments that define the future through innovation and creativity;
2. maintain a balance of land uses that support and sustain strong neighborhoods, quality jobs, retail services and Waukees exceptional school system;
3. shape the development of neighborhoods that support a variety of lifestyles and stages in the life cycle of Waukees citizens;
4. develop travel corridors that are designed to be context sensitive (see description below);
5. plan for public transit in the design of public infrastructure systems and regulation (zoning and subdivision controls) of private development;
6. incorporate trails that support interaction and movement within the corridor and beyond;
7. encourage the design of public spaces and private development projects to give great attention to the public realm (sidewalks, connectivity, public art and pedestrian scale design;)
8. encourage a standard of quality and excellence that draws people into the community to experience the **Key to Good Living** that exists only in Waukees;
9. integrate public infrastructure with development such that it blends in with the environment and becomes a part of the public experience;
10. support financing strategies that leverage public and private funding resources;
11. support and encourage buildings, neighborhoods and districts efforts to achieve the highest level of energy efficiency and sustainability;
12. integrate wayfinding and identity features into public and private development projects;
13. manage vehicle access from private development sites to reduce pedestrian and bike conflicts and to maintain desired traffic flows.



What is Context Sensitive Design?

Context Sensitive Design (CSD) is the art of creating public works projects that meet the needs of the users, the neighboring communities, and the environment. Context Sensitive Design uses a collaborative, interdisciplinary approach that includes early involvement of key stakeholders to ensure that transportation projects are not only “moving safely and efficiently,” but are also in harmony with the natural, social, economic, and cultural environment. CSD requires an early and continuous commitment to public involvement, flexibility in exploring new solutions, and an openness to new ideas.

By the Minnesota Department of Transportation

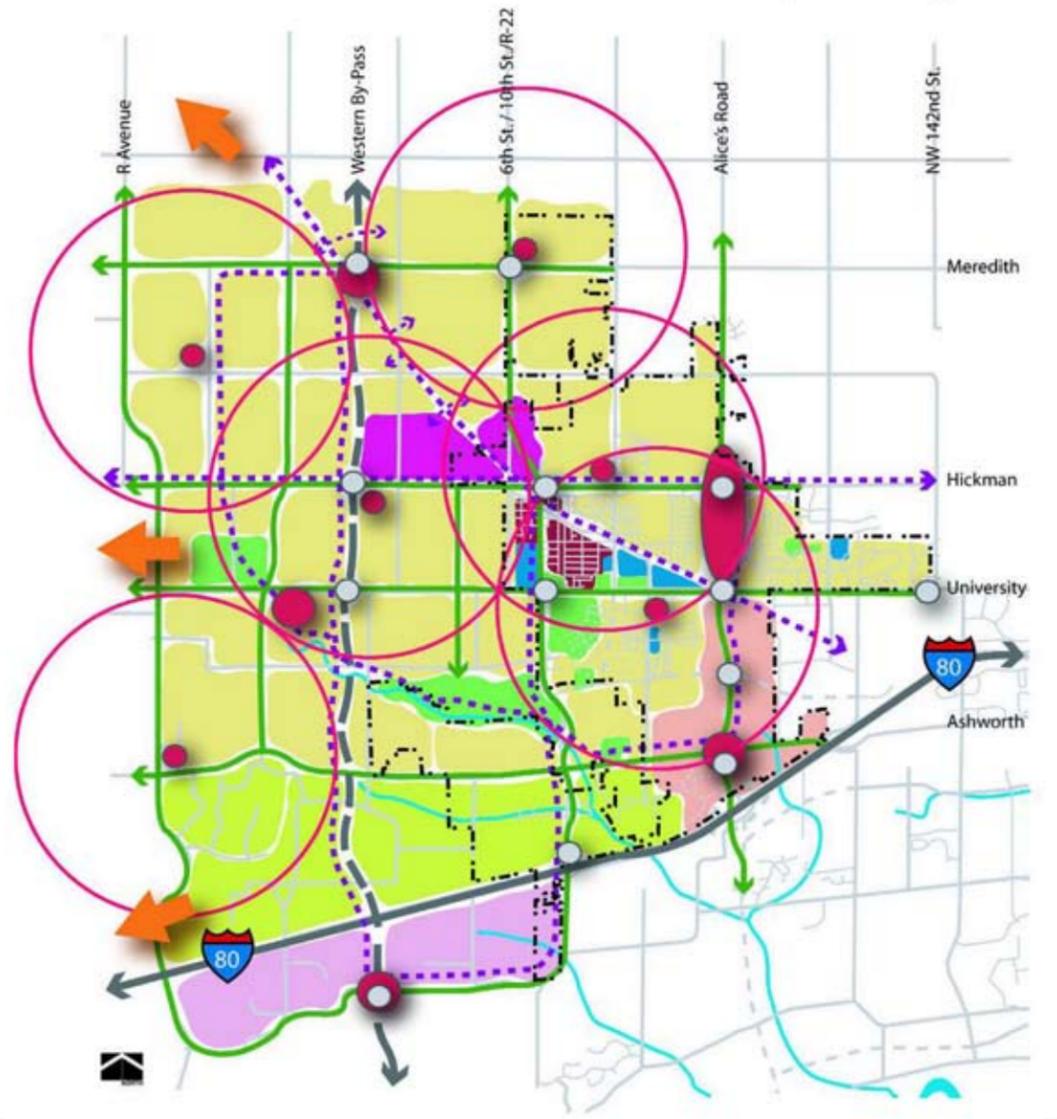
Context Sensitive Design promotes six key principles:

1. Balance safety, mobility, community, and environmental goals in all projects.
2. Involve the public and affected agencies early and continuously.
3. Use an interdisciplinary team tailored to project needs.
4. Address all modes of travel.
5. Apply flexibility inherent in design standards.
6. Incorporate aesthetics as an integral part of good design.



Preferred Direction Map

Source: Gould Evans



Legend			
	Streets/Boulevards		Village 1 Mile Radius
	City Boundary		Neighborhood Village
	Directional Growth		Community Village
	Trails		Downtown
	Gateway Features		Waukee Futures Corridor
	Parks and Recreation		Employment
	Rural Residential		Civic/Institutional
	Neighborhood Residential		
	Business Campus		

The Waukee Comprehensive Plan adopted in 2008, provides key directions for the development of the Alice's Road Corridor Master Plan.

The Master Plan

The Master Plan establishes a detailed pattern of land use. It provides a guide for the future development of private lands which enables Waukee to plan and build the key infrastructure needed to support a vision for a sustainable community. Guiding land use for Alice's Road also enables Waukee to balance land use planning across the whole of the city in its efforts to maintain a sustainable mix of jobs, households and tax base while contributing to the package of cultural and entertainment venues that make a city a "great" place to live, work, shop and play. Alice's Road is a significant part of Waukee. It represents almost 20% of the land area in the 2010 corporate limits. The corridor also represents almost 30% of Waukee's planned commercial and business oriented land uses. And it is a critical part of a larger corridor that is planned to stretch from Granger, to south of the Raccoon River.

The process for developing the Master Plan included developing a series of concepts that were generated based on a review of past planning studies, interviews with key property owners and community stakeholders and a review of market conditions and forces affecting the corridor. These concepts were vetted by the community through a 20 plus person advisory committee comprised of citizens, business leaders, developers, landowners, elected and appointed officials, and representatives of key local and regional agencies. The concepts were further reviewed through an open house attended by over 100 people.

Concept - Class A Vision:

This concept most closely reflected the vision established in the 2004 Alice's Road Corridor master plan. The concept illustrated a largely commercial corridor with the vast majority of land uses consisting of office and retail uses.

Concept - Market Driven:

This concept recognized foreseeable (a 10 to 20 year time period) market opportunities and limitations and thus reflected a larger portion of the site as urban residential land uses. Office and retail uses are clustered around nodes at key roadway intersections.

Concept - Savory Blend:

This concept blends the Class A and Market Driven concepts, striking a greater balance between the two extremes. A broad mix of residential, commercial and office uses and a civic, cultural and entertainment complex were reflected in this concept.



Land Use

The following categories describe the land use patterns and levels of development intensity envisioned for each category.

Single Family Traditional – residential detached housing form with lot sizes that might range from 10,000 to 14,000 square feet. Assumed density is 3 units per acre. Lots may be front loaded (garage accessing local street) or when homes are fronting on collector roadway types, lots should be alley loaded (access off of rear lot alley.) Setbacks tend to be greater in this land use pattern.

Single Family Small Lot – residential detached housing form with limited duplex/triplex units. Lot sizes might range more in the 6,000 to 8,000 square foot range. Assumed density is 5 units per acre. Lots would typically be alley loaded or accessed via common or shared drives to minimize curb cuts and enable narrow lot widths. Setbacks tend to be more moderate in small lot development patterns.

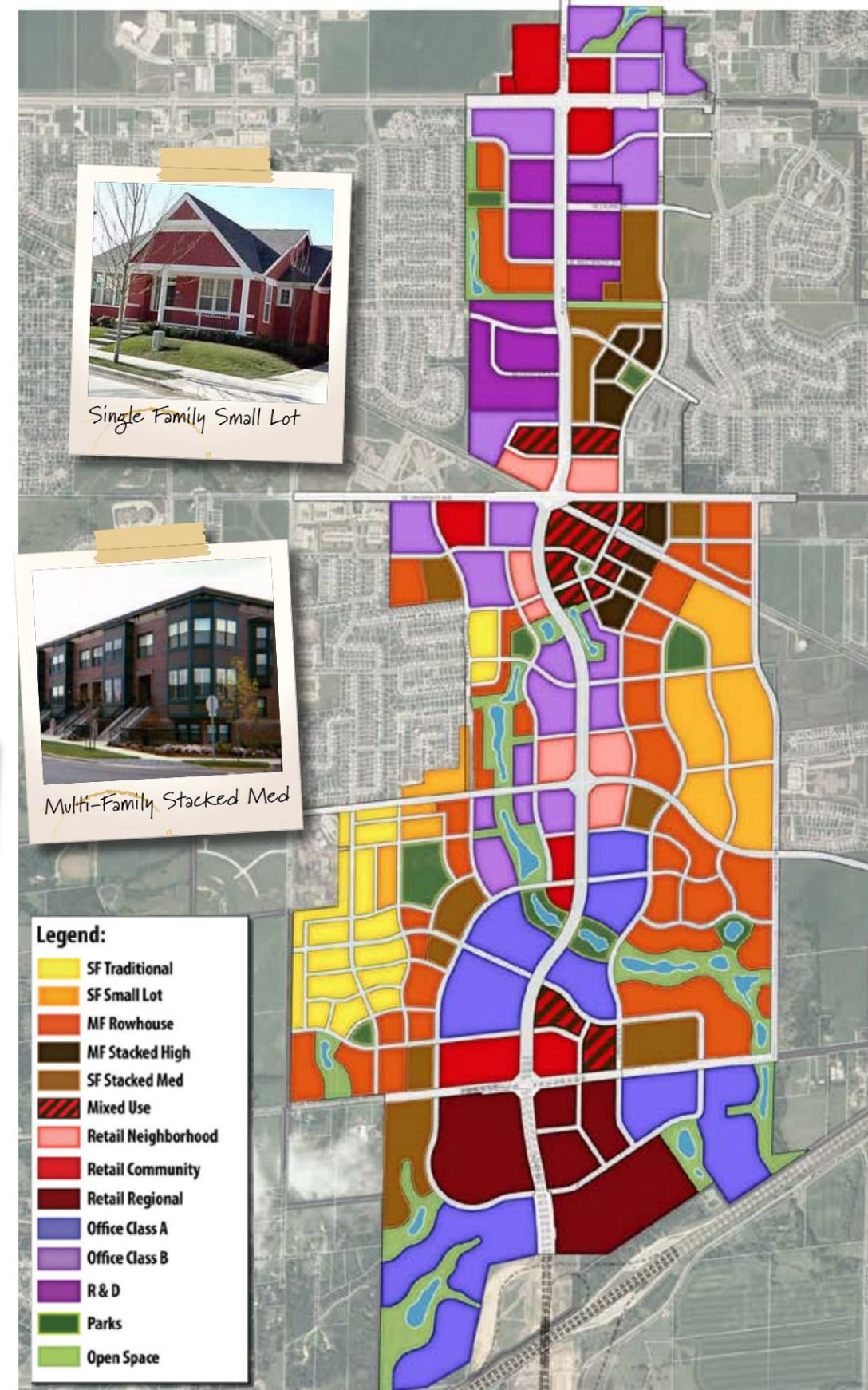
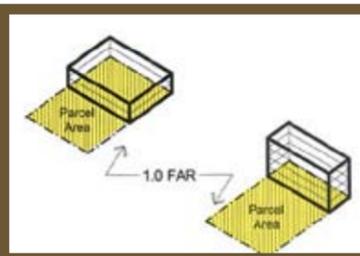
Multi-Family Rowhouse – residential attached housing in a side-by-side configuration with detached or tuck-under garages. Densities assumed for this land use pattern included 10 units per acre. This form of housing would typically include structures with 4 to 8 units in a side-by-side configuration but could also include four plex or quad homes. Orientation of units would be towards public rights of way or open space corridors with small to moderate setbacks. Where possible units should front on public streets and public spaces such as greenway areas or parks.

Multi-Family Stacked Medium – residential attached housing in a stacked or vertical fashion in two or three story structures. Densities assumed for this land use category were 20 units per acre. Design features might include internal court yards, individual unit entrances rather than a common hall and detached or tuck under garages. Design patterns should orient building frontages towards public rights-of-way or open space features with moderate setbacks.

Multi-Family Stacked High – residential attached housing in a stacked or vertical fashion in four or more story structures. Densities assumed for this land use category were 30 units per acre. Design features might include internal court yards, community rooms, and underground or structured parking.

Mixed Use – multi-use structures with typical ground floor spaces devoted to commercial services or retail goods and upper story uses devoted to residential or office spaces. Parking would typically be underground or structured and may also provide parking for a larger district. Design patterns should orient building frontages towards public rights-of-way or open space features with minimal setbacks to the public street. Development assumptions for Mixed Use land areas include 30% commercial retail or office (at 0.75 FAR) and 70% residential (at 30 units per acre).

Floor Area Ratio (FAR): The magnitude of development envisioned in the Master Plan is defined in terms of units per acre for residential land use patterns and floor area for non-residential development. The floor area ratio is defined as the ratio of gross leasable floor area in a building divided by the lot area.



Retail Neighborhood – generally intended for 5 to 10 acre sites and to accommodate less than 120,000 square feet of commercial space (retail and services). Assumed FAR is 0.3. Intended to be accessed via short vehicle trips, walkers and bikers from nearby neighborhoods or job centers.

Retail Community – generally intended for 10 to 20 acres sites and would accommodate larger footprint stores (say a 70,000 square foot grocer) and a greater critical mass of commercial space approaching 300,000 square feet in some instances. Generally would be accessed by car with some neighborhood pedestrian and bike traffic. Assumed FAR is 0.25 due to the need to accommodate higher levels of parking.

Retail Regional - this is the location of big box stores that consume a foot print of 150,000 plus square feet. These sites are destination oriented commercial centers with a critical mass of space that will typically exceed the 300,000 square feet of gross area. Assumed FAR is 0.2 to accommodate high levels of parking demand and typical single story construction.

Office Class A – Office Class A consists of multi-story, high finish professional and service commercial office uses. Class A uses are characterized by excellent location, good visibility and access to the regional roadway network and proximity to a variety of site amenities. Class A office space will also generate a greater job density. The uses will typically include structured or underground parking and good connection to restaurants and commercial service areas, some of which may be included with the Class A office land use. FARs for Class A space are assumed to be 0.30 largely due to a need for parking and a desire for more on site amenities and landscaping.

Office Class B – Class B office space is a notch down in levels of job intensity and may consist of more one and two story offices with a traditional exterior finish and site characteristics. Class B office space still shares good access to the transportation system but not to the same degree as Class B. FARs for Class B space are assumed to be 0.40. Like Class A space, limited service commercial uses will be integrated into this land use category.

R & D – is used to characterize a good portion of the corridor between University Avenue and Hickman Road. R & D signifies a research and design area consisting of light industry, manufacturing and business campus type of land use pattern. FARs for this pattern of use is assumed at 0.35.



Detailed Land Use breakdown for the corridor:

Land Use Pattern	Corridor Area (Acres)	Percent Mix
SF Small Lot	101.97	6.0%
SF Traditional	68.46	4.0%
MF Rowhouse	209.00	12.3%
MF Stacked Med	99.09	5.8%
MF Stacked High	29.71	1.7%
Mixed Use	53.13	3.1%
Retail Neighborhood	42.62	2.5%
Retail Community	68.03	4.0%
Retail Regional	111.88	6.6%
Office A	174.50	10.3%
Office B	151.17	8.9%
R & D	81.12	4.8%
Park and Open Space	178.51	10.5%
Railroad ROW	8.60	0.5%
ROW	322.71	19.0%
Grand Total	1,700.49	100.0%

Generalized land use and development magnitude (full buildout):

Land Use Pattern	Corridor Area (Acres)	Percent Mix	Development Magnitude
Low to Mid Density Residential	379	22.3%	2,800 units
High Density Residential	166	9.8%	4,200 units
Residential Total	545	32%	7,000 units
Retail Commercial	239	14.0%	3.1 million sq ft
Office/Business Commercial	407	23.9%	5.7 million sq ft
Commercial Total	646	38%	8.8 million sq ft
Open Space	178	10.5%	
ROW and Railroad	331	19.4%	
Grand Total	1,700	100.0%	

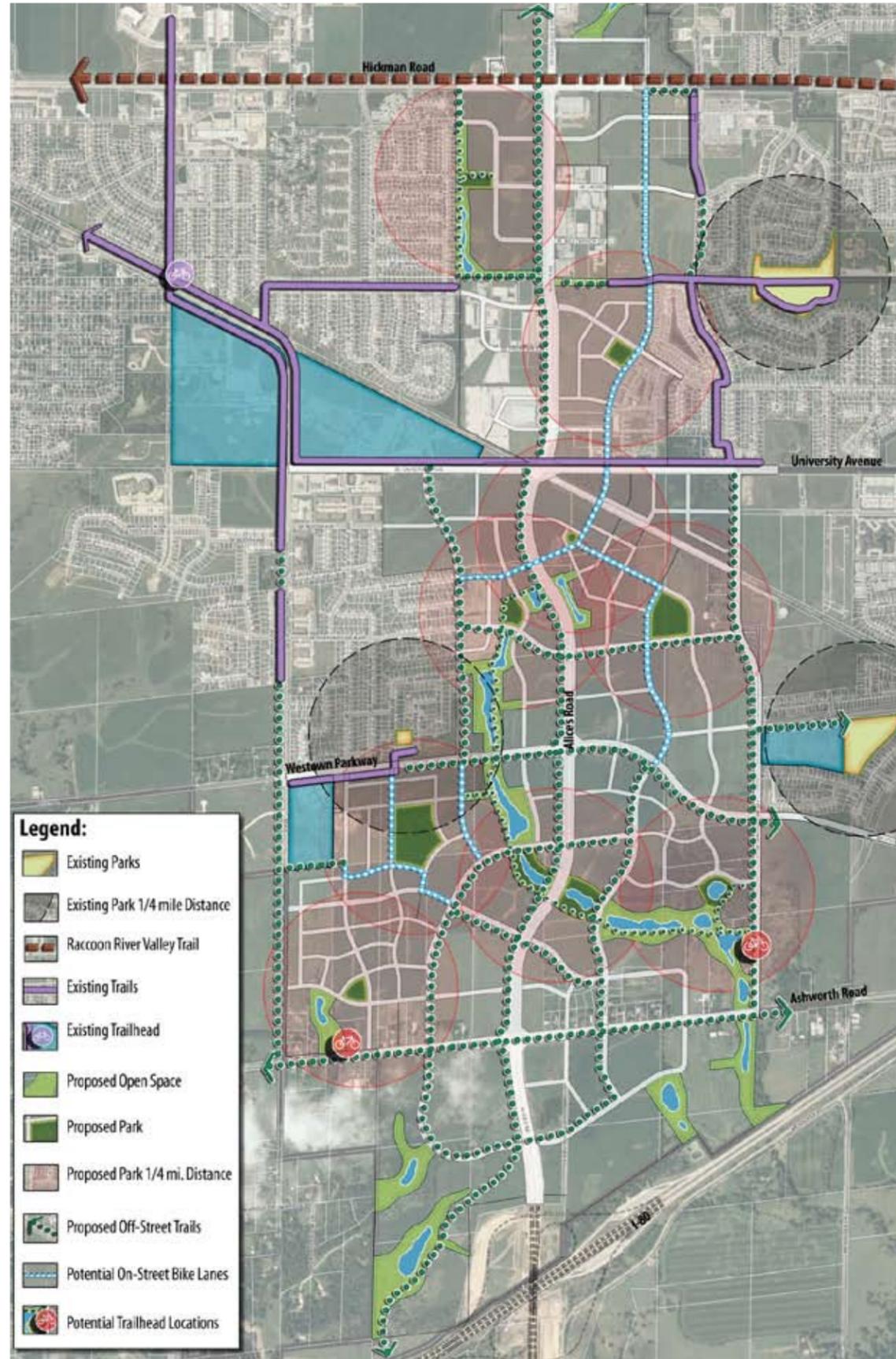
Estimated population and employment at capacity.

- » 7,000 to 7,500 new households
- » 15,000 to 17,000 population
- » 20,000 to 25,000 new jobs



Character

Alice's Road is a key corridor in the Des Moines western metro area. For years to come it will be a corridor that is remembered as a great place to work, live and recreate. This photo represents the future character of the greenway through the corridor with a multi-use trail.



Parks and Open Space System

The concept for Parks and Open Space forms a connected system of passive and active public spaces throughout the corridor.

Parks

Parks will take on multiple functions. Some may provide active recreation such as play fields and play structures. Others may take on a more passive role with limited trails, benches and landscaping. While others may take on a special park role such as an **art park, sculpture park or events based park**. The master plan locates parks within proximity to major residential concentrations and attempts to maintain a standard of **every household being within a walkable distance (1/4 mile) to a park facility** without having to cross a major road corridor or other physical barrier. Not shown on the park and open space system diagram are private plazas or spaces that may further complement the park and open space system creating places within commercial districts that can serve as gathering areas for shoppers or employees in addition to hosting community events. Park spaces should also be connected by a network of off street multi-use trails that provide opportunities for walking, biking or hiking. The trails form loops and connect to destinations within the corridor. They also form key linkages to other trail systems of both a regional and local significance. A key component of the open space system is the **greenway spine** that follows a topographical low point within the corridor and stretches to the south and southwest following Fox Creek. This “greenway” corridor is intended to serve as a collection point for managing and treating stormwater runoff for a significant portion of the corridor. It also provides a great opportunity for a **use that is more public in nature and can share space or integrate site design with the greenway elements**.

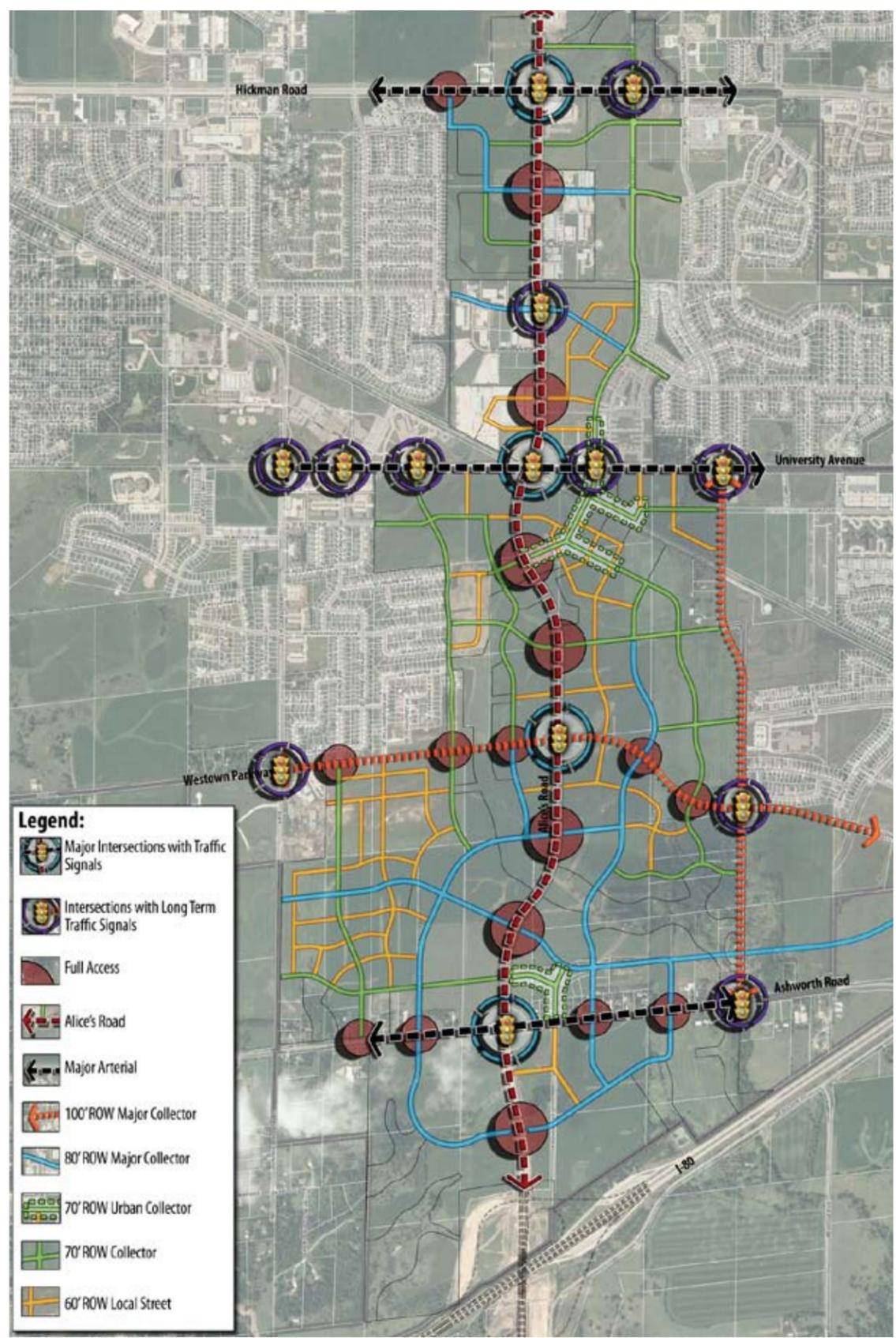




The "Greenway"

A key guiding principle suggests the integration of infrastructure systems with private and public development spaces. Storm water features present great opportunities for place making. They can become focal points for neighborhoods or districts. The plan for the Alice's Road corridor is to integrate storm water features into the central spine that follows topography and a natural drainageway. The integration of storm water with park and open space features and off street trails provides an active living component to the storm water system. Consideration should be given to creating grade separated movements for the trail and storm water particularly along Alice's Road and new key collector streets such as Westown Parkway. The greenway will provide a regional storm water system that when combined with on-site storm water management will enable a more efficient means of accommodating drainage.





A Network of Key Streets

A network of key streets provides access to parcels of land for future development. Key streets can take on multiple forms and functions based on the connectivity to other streets within the network and based on the land uses that the street serves. A key component of each street is its design context relative to the land use patterns and the geography that it travels through. Buildings should front on collector streets where possible. In residential settings, access to individual units should be consolidated or served by rear yard alleys. Integration of "complete street" components is a critical part of the design and planning for the supporting street network in the corridor. The following pages describe and illustrate the various street types envisioned within the Alice's Road Corridor.



What are Complete Streets?

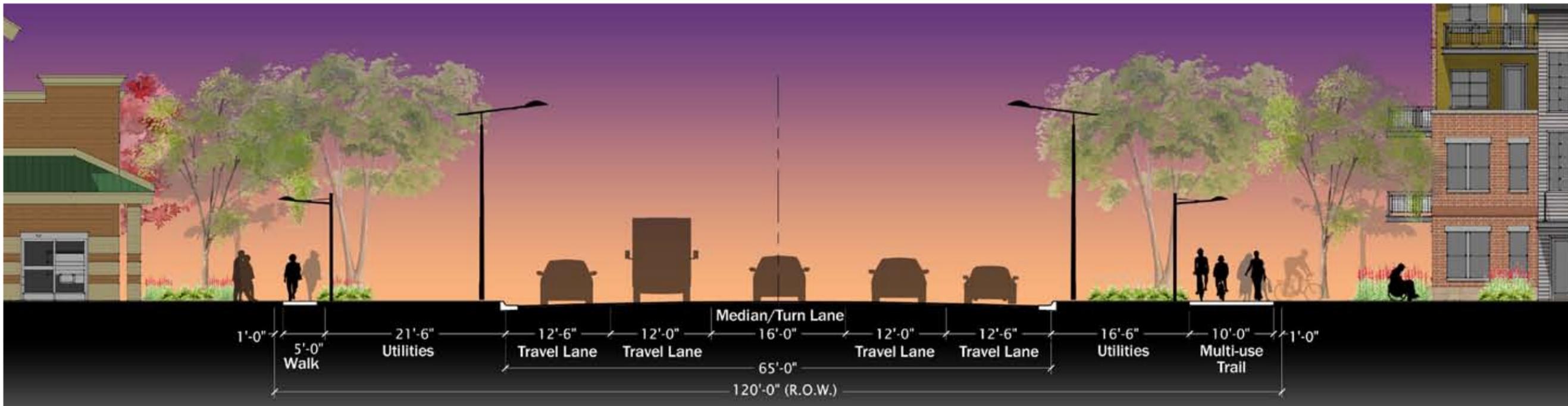
By the National Complete Streets Coalition

Complete Streets are streets for everyone. They are designed and operated to enable safe access for all users. Pedestrians, bicyclists, motorists, and public transportation users of all ages and abilities are able to safely move along and across a complete street. Complete Streets make it easy to cross the street, walk to shops, and bicycle to work. They allow buses to run on time and make it safe for people to walk to and from transit stations.



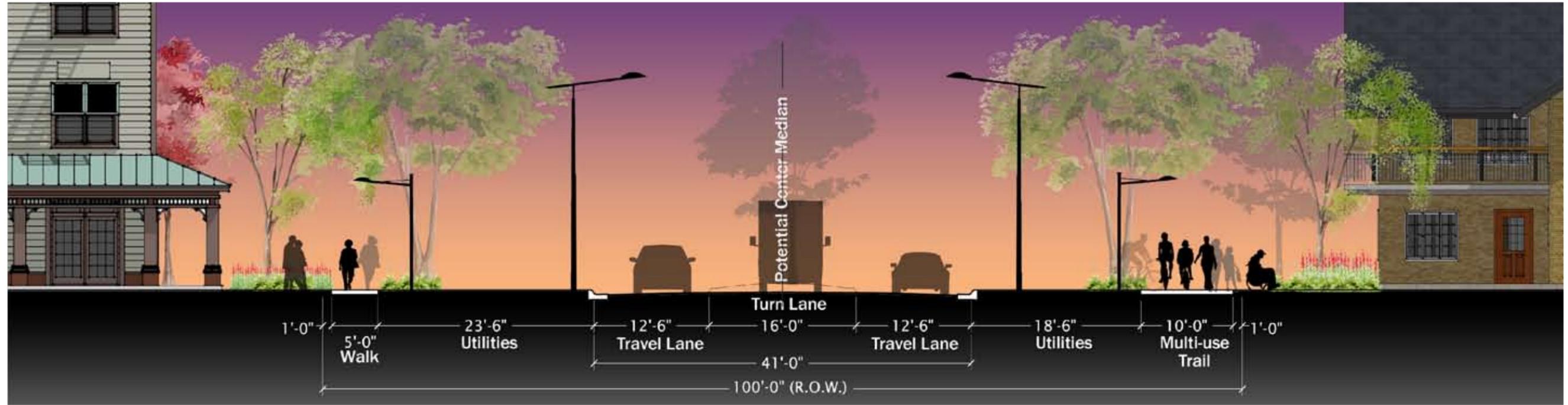
Alice's Road

Alice's Road is a major arterial street. The ultimate buildout configuration is presented above. The corridor will ultimately include traffic signals at most cross streets. Buildings should orient to the street with vehicle access provided from connecting streets. A multi-use trail is planned for the west side of the corridor. Sidewalks should be incorporated into the street cross-section at key activity nodes or districts where feasible. A wide ROW will afford future considerations for transit infrastructure.



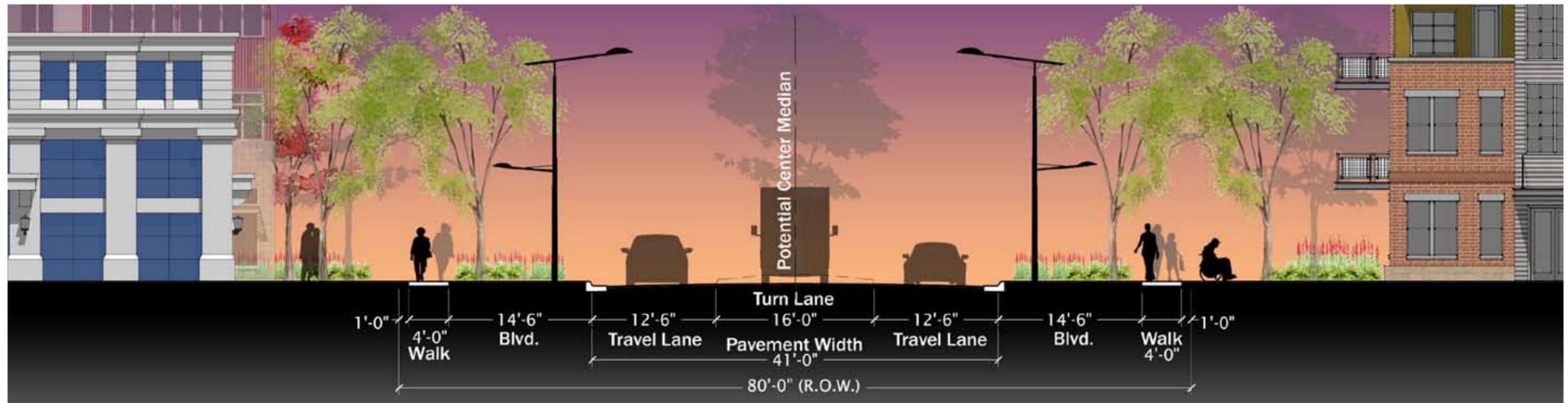
Major Arterial

Major arterial streets include existing east-west corridors: Hickman Road, University Avenue and Ashworth Road. These streets are significant traffic carriers but also are important character streets as they form a longer connection into the core of the Des Moines Metropolitan Area. Long term opportunities exist to integrate transit into these east-west corridor streets. These streets also are intended to have very limited access to individual private properties.



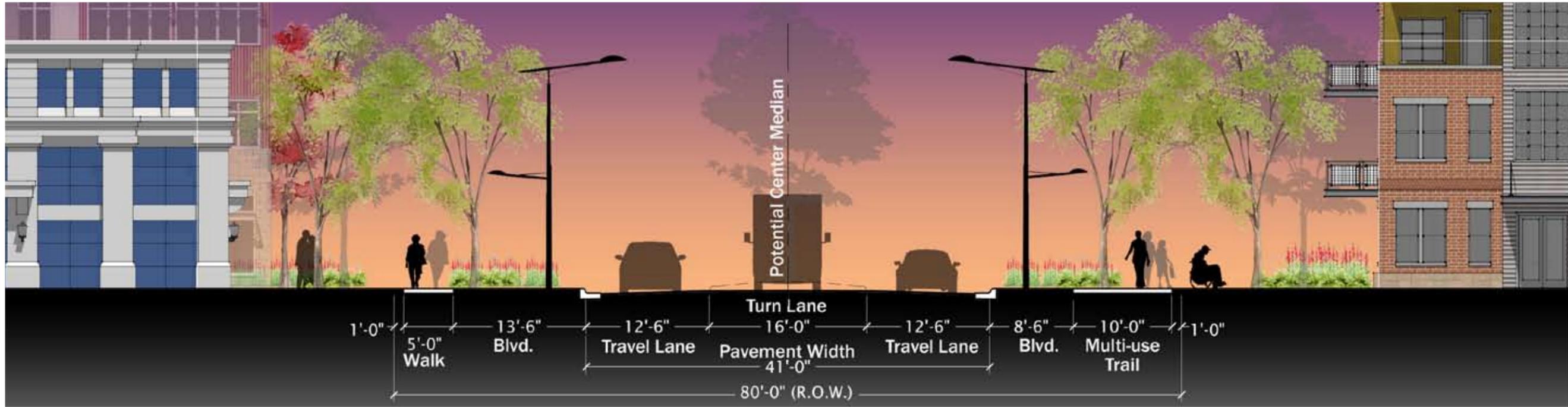
100 Foot ROW Major Collector

Westtown Parkway and 98th Street/Waco Place are shown as 100 foot ROW collector streets. These streets are longer streets that provide continuous movement and would be appropriate for multi-use trail corridors. Access would be limited to shared drives serving larger parcels of land.



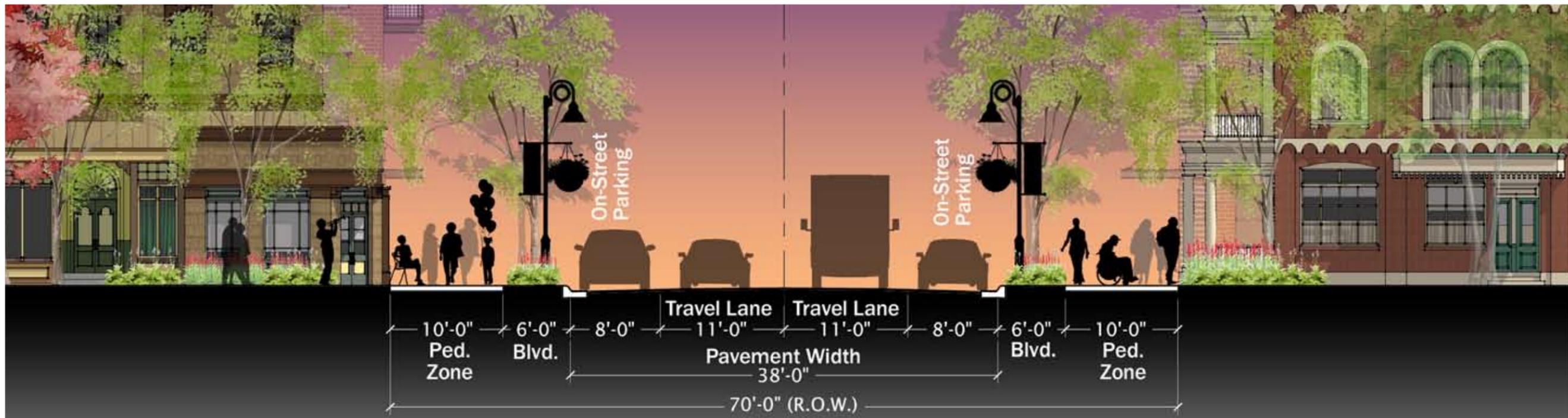
80 Foot ROW Major Collector (sidewalks only)

These streets are primarily oriented around activity districts. Key character elements of these streets include landscaped boulevards and walkways on both sides. Access would be limited to shared drives serving multiple developments.



80 Foot ROW Major Collector (with off street multi-use trail)

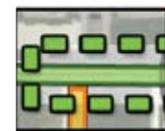
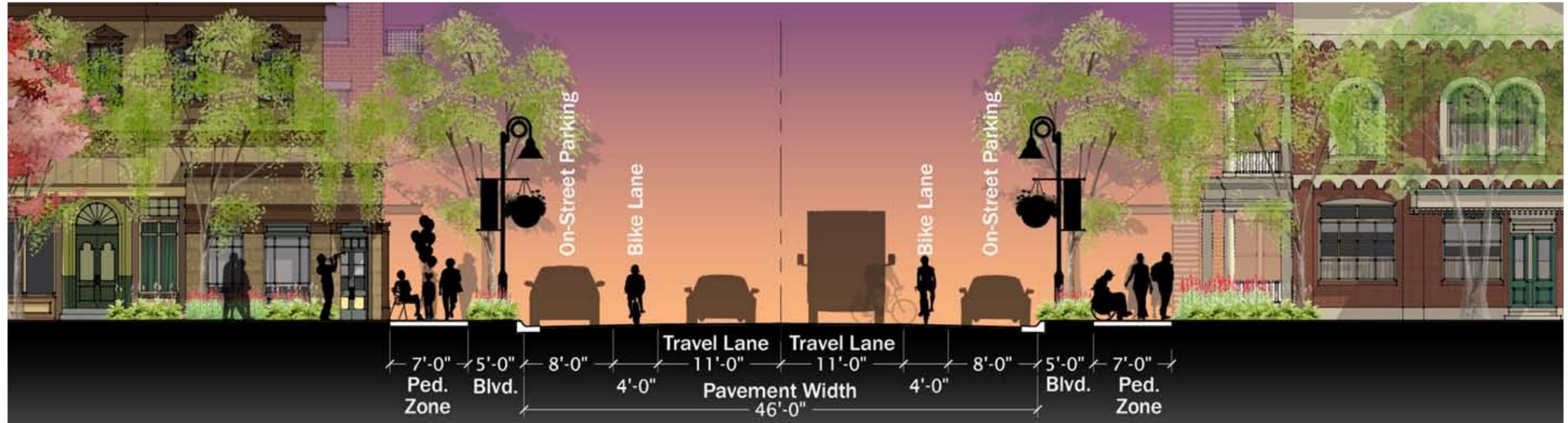
An alternative to the 80 foot ROW major collector would include a multi-use trail on one side of the street.



70 Foot ROW Urban Collector (no on-street bike lane)

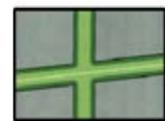
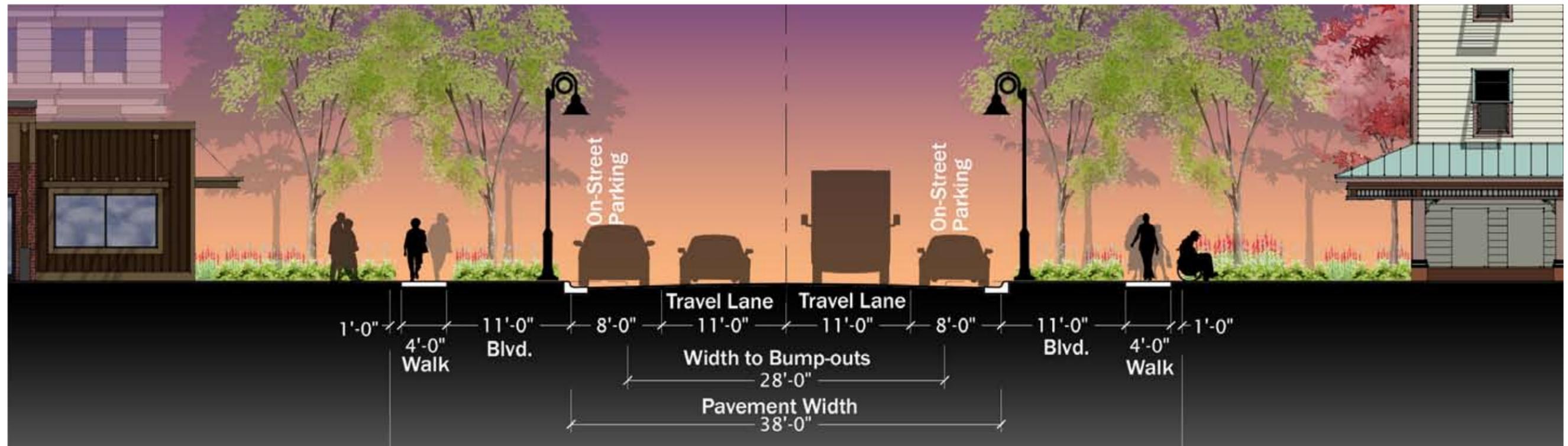
The urban collector cross-sections demonstrate a tighter setback orientation. Access is again limited to drives that serve multiple developments. On street parking is a critical component of this street segment to enable tighter setbacks and provide a more urban development character.





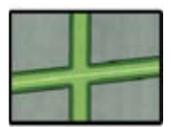
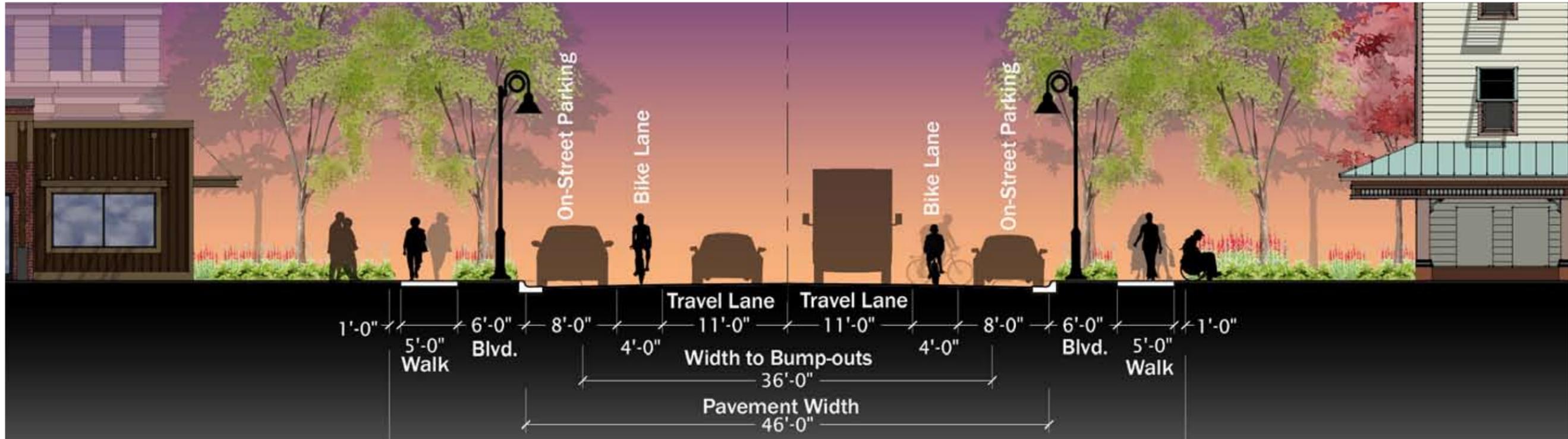
70 Foot ROW Urban Collector (on-street bike lane)

An alternative section introduces on-street bike lanes on both sides of the street. A variation of the on-street bike path could also include a cycle track which is a bike lane with a physical separation between the travel lane and the bike lane. The separation may be in the form of bollards, pylons or curb/raised pavement edge.



70 Foot ROW Collector (sidewalks only)

Outside of the more urban mixed-use districts the 70 foot ROW collector takes on a similar appearance with greater setbacks.

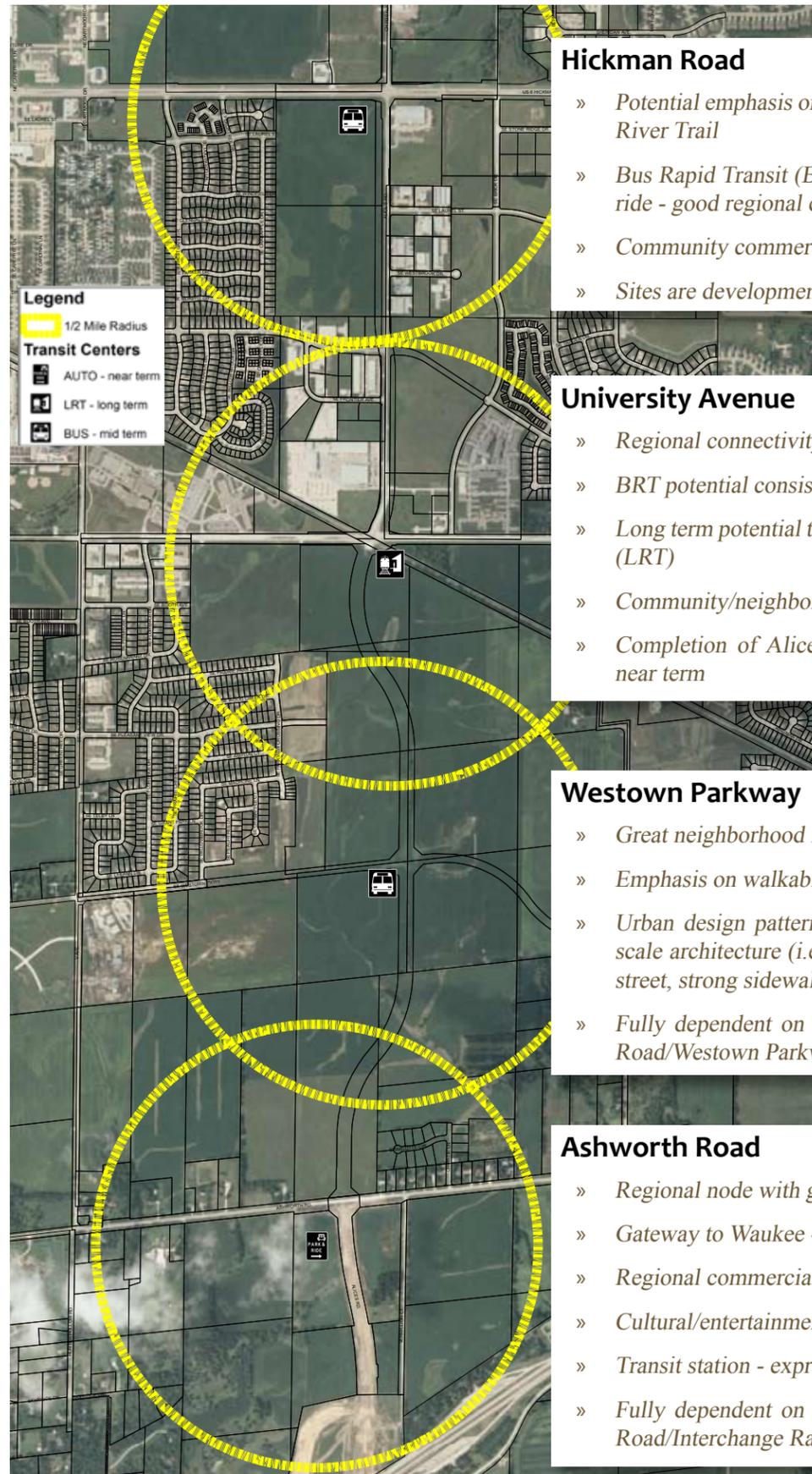


70 Foot ROW Collector (on street bike lane)

An alternative with on street bike lanes.

Consideration of bike and walk infrastructure within the public right-of-way is a critical design principle for the future street network that will ultimately serve the corridor. The following illustrations of real life conditions provide good precedents for Waukee to follow in designing the street network with greater consideration given to bike walk environments..





Hickman Road

- » Potential emphasis on recreational biking - connection to Raccoon River Trail
- » Bus Rapid Transit (BRT) Station with park and ride and bike and ride - good regional connections with Hickman Road
- » Community commercial emphasis
- » Sites are development ready

University Avenue

- » Regional connectivity with University Avenue
- » BRT potential consistent with an extension of the Regional Plan
- » Long term potential to utilize rail corridor for dedicated transitway (LRT)
- » Community/neighborhood Transit Oriented Development (TOD)
- » Completion of Alice's Road would help facilitate development near term

Westown Parkway

- » Great neighborhood level node
- » Emphasis on walkability, bikeability and a broad mix of uses
- » Urban design pattern utilizing smaller scale blocks, and human scale architecture (i.e. amenities at street level, buildings close to street, strong sidewalk/pedestrian realm)
- » Fully dependent on roadway infrastructure investments (Alice's Road/Westown Parkway)

Ashworth Road

- » Regional node with great access and proximity to I-80
- » Gateway to Waukee - Gateway to Des Moines / West Des Moines
- » Regional commercial and office setting
- » Cultural/entertainment/recreation opportunities
- » Transit station - express bus or BRT with park and ride
- » Fully dependent on roadway infrastructure investments (Alice's Road/Interchange Ramps)

A Transit Corridor

As a long term strategy, Waukee will plan for the integration of public transit through infrastructure design and transit oriented development and design policies. Transit will be a characteristic of Alice's Road that will set it apart from other major corridors in the region and put it on par with some of the key corridors across the country. Transit will benefit Alice's Road by connecting jobs and households throughout the corridor and the region. Transit infrastructure investments (stations and amenities) should be made at key crossroads where potential exists to link to regional transit routes.

Transit Oriented Development (TOD)

Transit Oriented Development is a land use policy that encourages development patterns in support of public transit investments. The guiding principles for Alice's Road synch well with a TOD policy which includes:

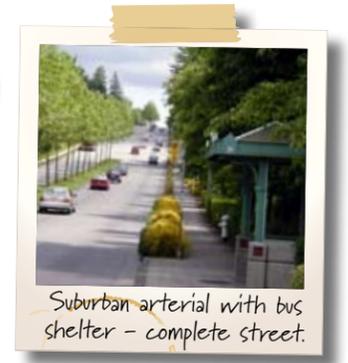
- » Pedestrian orientation, highly walkable and bikable districts
- » Circulation systems designed to equally consider the auto, transit mode (bus or other), biker and pedestrian
- » Dense, compact, mixed use development - generates high number of trips throughout all times of the day...not just peak period
- » Orientation towards a transit stop/station/plaza with higher level of amenities and high frequency and reliability of transit service
- » Managed parking strategies that align different land uses and businesses that can share parking based on different parking demands
- » More flexibility in parking regulations
- » Greater connection to labor shed
- » Properties are able to better hold values during economic downturns



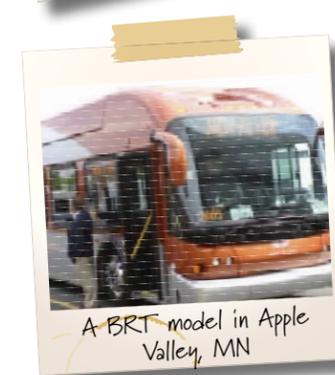
Transit amenities in Renton, WA.



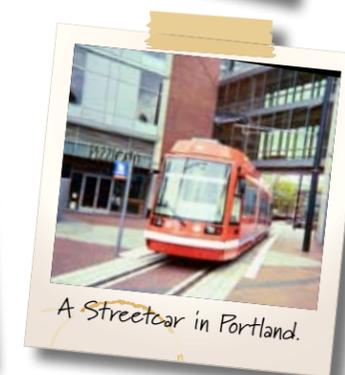
Shared parking - structure with street level retail.



Suburban arterial with bus shelter - complete street.



A BRT model in Apple Valley, MN



A Streetcar in Portland.



Transit plaza adjacent housing and office, Bloomington, MN

Cultural and Entertainment District Opportunities

The Alice's Road Corridor presents an opportunity to create an entertainment and cultural oriented destination for the Des Moines west metro. The corridor has a pattern of land ownership and large tracts of land that could help facilitate revenue generating development that integrates semi-public/private cultural and entertainment opportunities. Such uses might include museums, art or music centers, athletic complexes, public markets, school facilities (K-12 or higher education) or conference centers that would host regional events. These uses would be supported by adjacent restaurant, shopping and hotel uses.

Below: a hypothetical concept illustrating an events oriented use with an amphitheater surrounded by office and commercial uses, conference/event center, hotel and structured parking.



Energy Efficiency and Conservation Design Opportunities

The Alice's Road corridor consists of both a built environment and a greenfield. As such, the opportunity for Waukee to explore new best management practices for energy conservation and water conservation are strong. The plan for Alice's Road is to encourage and incentivise new development projects, to build buildings with state of the art technologies and to incorporate LEED certified standards. Partnerships between public agencies (City, County, State and utility providers) and private businesses should be fostered in order to create signature developments that lead the way in energy efficiency.

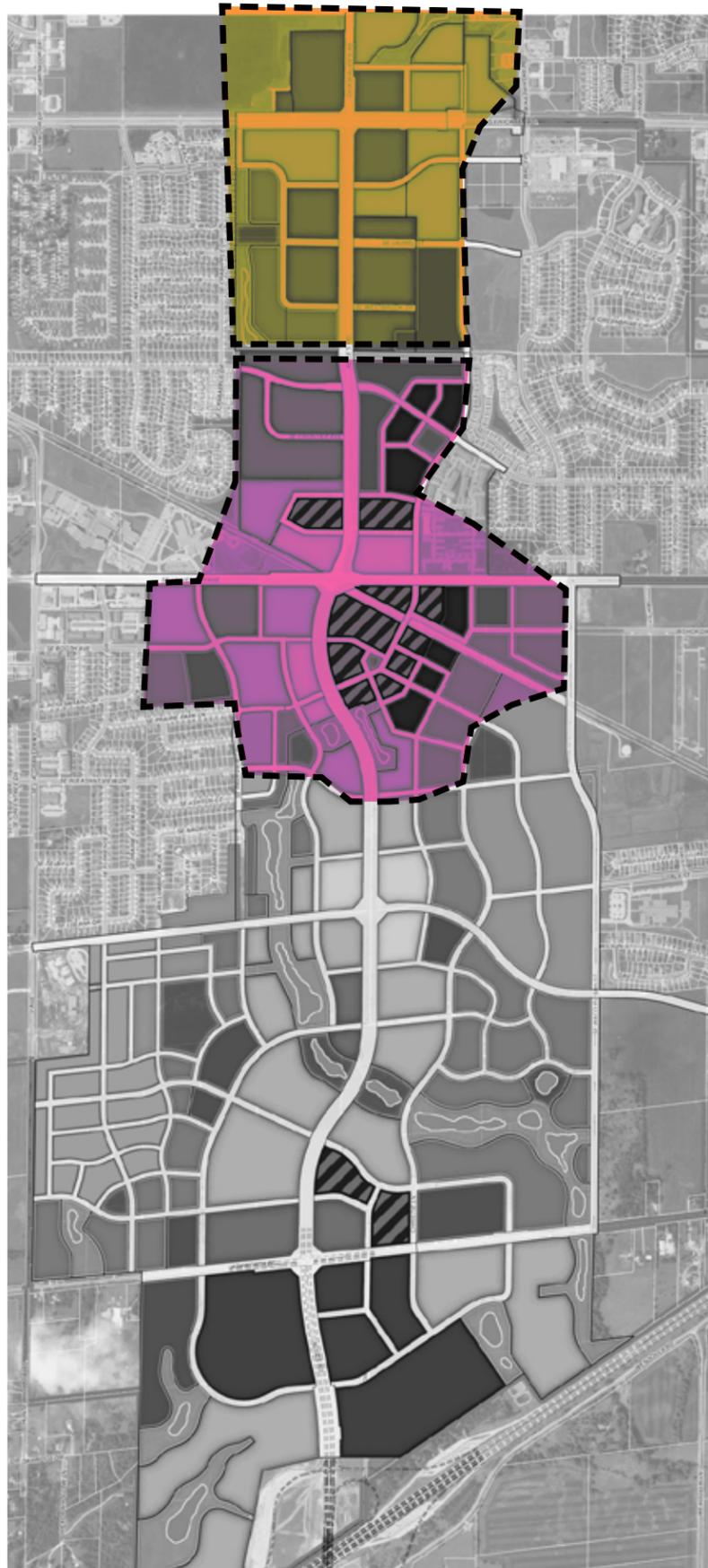
Public infrastructure improvements are necessary for development to occur. Consistent with the mission outlined in the Sustainable Waukee Action Plan, the City itself will need to be a leader in creating a sustainable community. Waukee will look to utilize proven storm water management practices and innovative techniques to manage stormwater in a way that minimizes potential threats from flooding, protects water quality and enhances the amenity value of what otherwise would be a "grey" infrastructure system.

A Corridor of Districts

The vision for the Alice's Road Corridor can be further described at a district level. We can think of the corridor in terms of a series of districts supported by residential areas that transition away from Alice's Road. Each district is focused around a key intersection and plays a unique role within the corridor.



Character photo of what the University Avenue district could look like when fully developed and aged.



Hickman Road

Hickman Road, also known as US Highway 6, is a four lane divided east-west corridor that carries a significant traffic volume. It has a storied history as one of the few highways that crosses the entire state of Iowa. It is also the route of the **Raccoon River Valley Trail**, an off street, multi-purpose trail with regional significance running along the north side of Hickman Road. The prominence of this road corridor makes this district a service center for Waukee and the surrounding communities. The market forces have already moved towards such a pattern of uses with a proposed Hy-Vee grocery store and supporting pad uses on the northwest quadrant of Hickman Road and Alice's Road. The future of public transit serving Waukee, while somewhat distant, should be thought of relative to the Hickman Road district. This node could serve as a multi-modal hub connecting automobiles, bike traffic/commuters and **future bus transit (Bus Rapid Transit)**. A strategic use for this node could be a bike station that offers both recreational and commuter bike services such as maintenance, retail and service facilities, showers and changing areas and café/restaurant.



Crossing at Alice's Road
Concept Plan



Pad site restaurant



Museum or interpretive center.

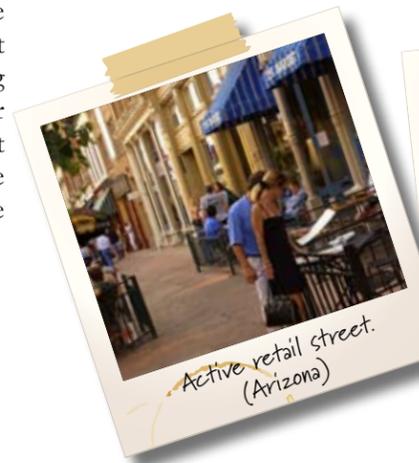


Office condos

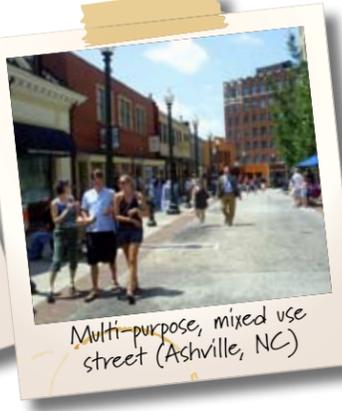


University Avenue

Like Hickman Road, University Avenue connects Waukee with the core of the Des Moines metropolitan area. However, University Avenue is not a US Highway like Hickman Road. The district is also proximate to Waukee schools, a major identity feature and signature of the community. Lastly, the Union Pacific Railroad passes through the intersection at University and Alice's Road at a diagonal. The railroad currently serves one user beyond Alice's Road. Segments of the rail corridor further northwest have been converted to a trail. Future opportunities within this corridor or along University Avenue could include the idea of a **transitway** that would provide connections and alternative travel opportunities connecting to the Des Moines metropolitan area. This node presents a great opportunity for a **higher density, transit oriented, neighborhood village that integrates housing, civic uses, retail, entertainment and office**. The character of the village would be compact design with pedestrian friendly street corridors and walkways and high levels of landscaping. The district should be densely built and over time, would support the concept of district parking. The proximity to transit and bike infrastructure could lessen the reliance on the automobile. Uses in this district could include the **vertical mix of street level commercial or civic uses with upper floors devoted to residential, office or institutional uses**. A key component to the district is the inclusion of a **pocket park** that could serve as a district gathering place, neighborhood market or simply a public yard. The pocket park is at the beginning of the "greenway" that stretches to the south.



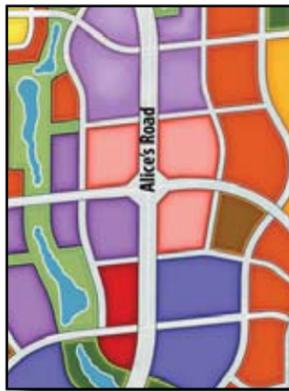
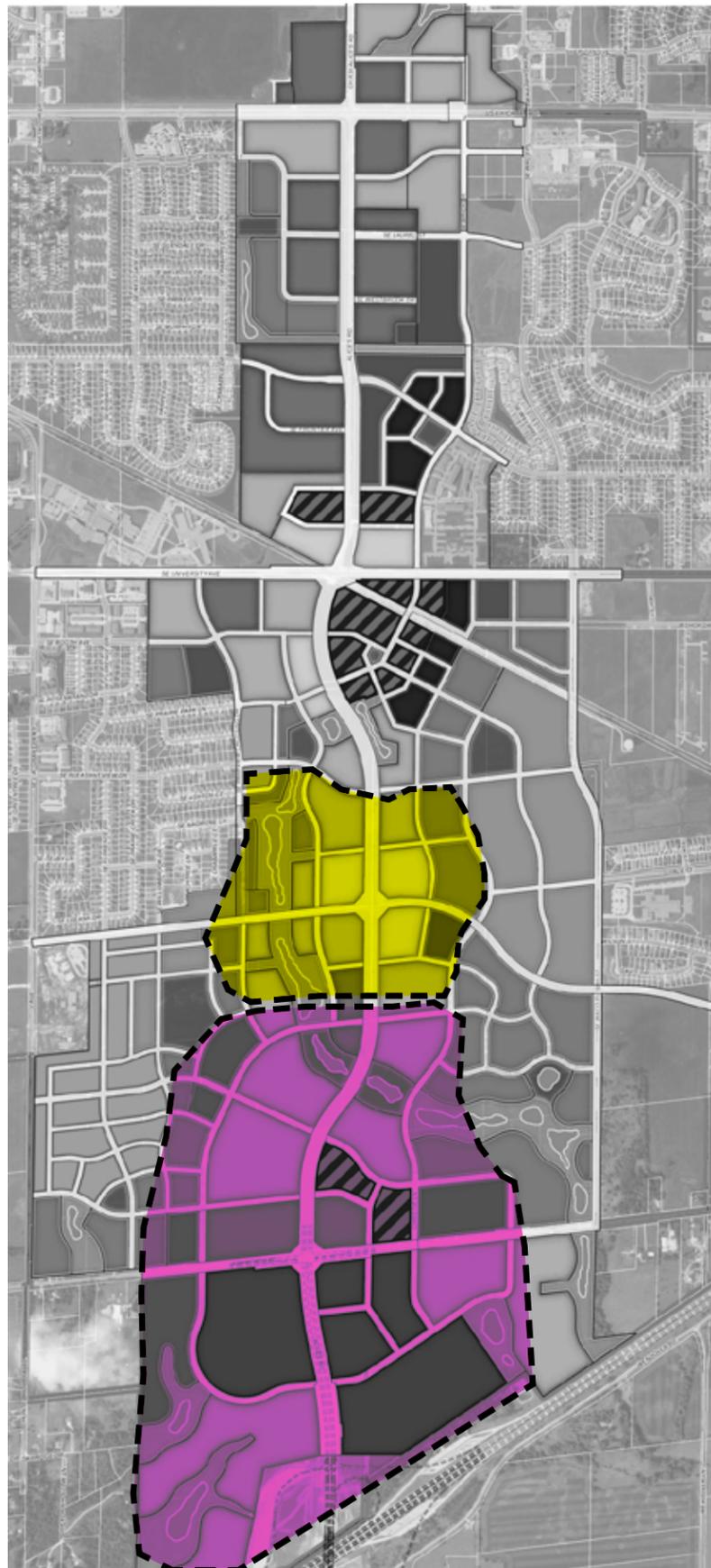
Active retail street.
(Arizona)



Multi-purpose, mixed use
street (Asheville, NC)



Public plaza.



Westtown Parkway

Westtown Parkway serves as a **neighborhood scale cross roads** of Alice's Road. Traffic volumes along Alice's Road and the identity of an important street connection will attract community commercial services at this key node. The district is flanked by the majority of the residential uses within the corridor and as new households emerge, will provide convenience retail and services to nearby neighborhoods as well as the larger community. The district also includes a share of the office uses envisioned within the corridor. Taking advantage of the greenway as it stretches along the west and southern edges of the district, the office uses will generate daytime employment, which will further support the community commercial uses. Transit systems should be included as part of the public improvements that are designed and incorporated into the streetscape environment.



Ashworth Road/I-80

The southern district in the corridor is benefited by the proximity, visibility and access to I-80. It also benefits from the greatest degree of topographic relief and natural resources. With these features firmly in place, the Ashworth Road/I-80 district is the core office and regional commercial district that will be home to the major (benchmark) business leaders, **hotel/conference center** and other destination oriented uses. The district has the greatest potential to materialize over time as an employment and cultural, educational, social, and entertainment center. Envisioned within this district are **large scale retail users mixed with inline shops** built around a main street type corridor that serves as both a public gathering place as well as a people mover. A **wayfinding** system would facilitate movement within the district and create opportunities for people to be drawn out of the corridor to other destinations in Waukee. Corporate users would take advantage of visibility from I-80 and the synergies of accessible commercial development. A strategy for this district could be the blending of private development space with an **entertainment/cultural/educational** use that would serve as regional draw and be the location of community festivals and large scale public gatherings. The greenway feature on the northern edge of the district provides a connection and public amenity to further support high end office development. As with the other districts in the corridor, transit should not be an afterthought. Opportunities to integrate commuter park-and-ride facilities with regional commercial services could provide a shared use that can operate at capacity for longer durations.





Character photo of what development in the Ashworth Road/I-80 District could look like. (Image: Wellmark Blue Cross Blue Shield - Des Moines, IA)

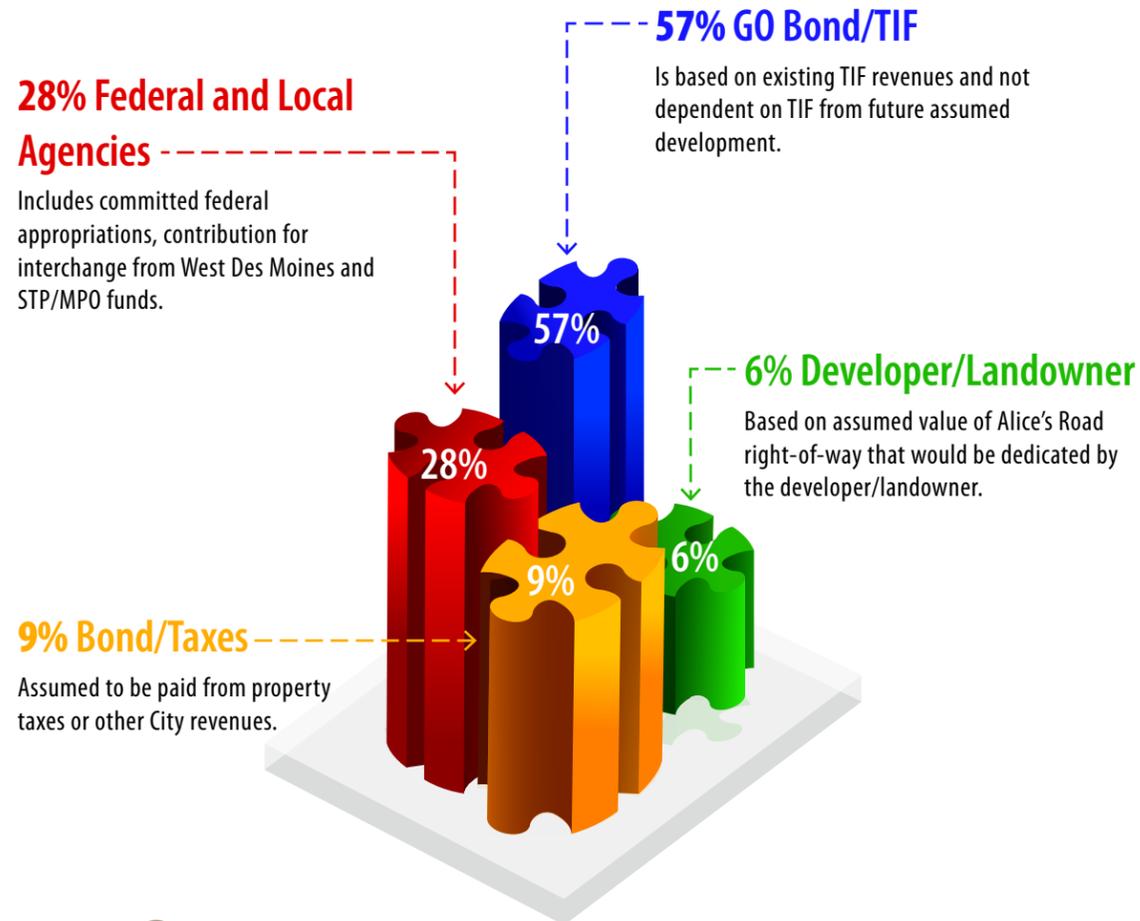
The Plan for Alice's Road Key Infrastructure

Future development within the Alice's Road Corridor hinges on the ability to provide road access and key infrastructure to development parcels.

Key Infrastructure Projects

Arterial road alignments, key intersection locations and right-of-way needs have been defined for Alice's Road. An overpass has been constructed over I-80, interchange ramps have been preliminarily designed and the majority of the right-of-way relative to the proposed interchange has been acquired to provide future access to I-80. Design for Phase I of the sanitary trunk sewer infrastructure as well as the remaining alignment of Alice's Road between University Avenue and Ashworth Road has also been completed. Phase I Trunk Sanitary Sewer service will be provided with the extension of a sanitary trunk sewer from the existing WRA (Wastewater Reclamation Authority) outfall sewer along Sugar Creek. Trunk sewer will run parallel to Interstate 80 and then northerly within the ROW of Alice's Road. These represent the key (or trunk) infrastructure investments.

The City of Waukee has developed a financing plan for the "key" infrastructure projects. The following chart shows how the key infrastructure projects are intended to be funded.



4. Alice's Road from University to Hickman Road (expansion to a 5-lane segment)

Estimated Costs: \$3,700,000

Funding Sources Committed: \$650,000 in STP/MPO funds.

Funding Sources Planned: GO Bond of \$3,050,000

Project Phasing: when warranted

Other sources of funds not committed but potential options: State Grant

5. Fox Creek/Alice's Road Sanitary Sewer Outfall Phase 1

Costs: \$4,800,000

Funding Sources Planned: TIF Bond of \$4,800,000

Project Phasing: 2011 - 2012

Other sources of funds not committed but potential options: State Grant – 50% of costs to be recaptured through connection fees collected at the time of platting or through special assessment.

1. I-80 Interchange Ramps

Estimated Costs: \$13,500,000

Funding Sources: West Des Moines Contribution of \$6,750,000 - TIF Bond of \$6,750,000

Project Phasing: 2012 - 2013

Other sources of funds not committed but potential options: Federal Appropriations, State, Regional or Local Grant contributions

3. Alice's Road from Ashworth Road to University Avenue (new road construction 3 lane segment – full build out proposed as six lanes)

Costs: \$11,920,000

Funding Sources Committed: Federal Appropriation of \$950,000

Funding Sources Planned: Developer contribution of \$2,000,000 - dedication of ROW: TIF Bond of \$7,950,000: GO Bond of \$1,020,000

Project Phasing: 2012 - 2013

Other sources of funds not committed but potential options: Developer Contributions, State Grant

2. Alice's Road from Wendover to Ashworth Road (paving of 3 lane segment of road – full build out proposed as six lanes)

Costs: \$1,625,000

Funding Sources Committed: Federal Appropriation of \$900,000, West Des Moines contribution of \$362,500

Funding Sources Planned: TIF Bond of \$362,500

Project Phasing: 2012 - 2013

Other sources of funds not committed but potential options: Developer Contribution, State Grant

The Plan for Implementation

Over the last several years, momentum has been building along Alice's Road. Planning has defined key identity features, public improvement and urban design directions. Trunk infrastructure systems have been designed, engineered and costs have been estimated. An overpass at I-80 has been built. The process for connecting to the interstate highway system is in full motion. Partnerships have been formed to work towards common goals. And now, a master plan has been developed to guide future development within the corridor.

Success of this master plan will be partly defined by how soon pressure mounts to update the plan and renew implementation initiatives because this plan's initiatives have been completed. Success will be defined by how familiar the master plan becomes to the development community, local policy makers and regional agencies. Success will be defined by the torn edges and coffee stains on the master plan copies of the city planners, engineers, administrators and other key stakeholders.

Implementation of the Alice's Road Corridor master plan falls into two separate kinds of initiatives: *Strategies and Projects*.

Strategies are action steps or plans intended to advance an idea, concept or program. The end result or desired outcome of a strategy may not be a clearly defined state or tangible product. Instead, the desired outcome of a strategy is measurable progress towards a desired end.

Projects are defined by physical outcomes or tangible results. The end result is typically a more detailed plan, tool or a physical built product.

Key Strategies (immediate and ongoing implementation)

Strategy 1. Marketing: Promoting the corridor and seeking development interest.

1-1 Work collaboratively with corridor property owners, WEDCO, Waukee Area Chamber of Commerce and the Greater Dallas County Development Alliance to actively promote the corridor.



April 2011 article appearing in the Business Record. www.businessrecord.com

- **Present the master plan at regularly scheduled meetings or conferences:**
- **Local engagements:** Rotary, Greater Des Moines Partnership, Chamber of Commerce, Home Builders Association, Iowa APA, MPO Subcommittees, local chapter of the American Institute of Architects, Association of Realtors.
- **Regional engagements:** Urban Land Institute (ULI), National Association of Industrial and Office Properties (NAIOP), International Council of Shopping Centers (ICSC), American Institute of Architects,
- **Prepare media ads and promotions:**
 - **Local publications:** Des Moines Register, the Des Moines Business Record, other trade publications.
 - **Regional and national:** ULI, NAIOP, ICSC, other trade publications in metro areas such as Chicago, Minneapolis, Kansas City, St. Louis, Omaha, Lincoln, Cedar Rapids, Sioux City, and the Quad Cities.

1-2 Focus targeted marketing efforts on developing a cultural/entertainment/convention center hub within the Ashworth/I-80 District.

Metrics establish the mechanism to measure progress on a strategy or project basis. Metrics ensure that their are measurable outcomes that can be quantified over time.

- Key metrics:**
1. Number of leads: both total leads and those that result in a development project – track in a database and report progress annually.
 2. Finances: dollars spent per marketing initiative compared to leads generated and leads that result in development project.
 3. Geographic location of leads generated.
 4. Value of development compared to level of effort expended to land development.

Strategy 2. Determine a “keeper of the vision”

Assign a point person or coordinator with responsibilities devoted principally to the project with the following key responsibilities:

- Coordinating implementation of the project and being accountable to progress.
- Maintaining a consistent communication channel with property owners within the corridor and being a consistent face for the corridor for information and answering questions.
- Facilitating the timely processing of development applications.
- Actively promoting the corridor to the development community.
- Searching, aligning and securing grant /funding resources.
- Communicating with regional and federal elected officials relating to non-local infrastructure investments.

Strategy 3. Leverage funding opportunities

Research grant funding opportunities and form partnerships around key master plan ideas:

- Green infrastructure systems and storm water management systems (Iowa DNR, Soil and Water Conservation District, FEMA,)
- Bike and ped circulation systems (Active Living Iowa/Wellmark Blue Cross Blue Shield Foundation/ Robert Woods Johnson Foundations)
- Transit service (Des Moines Area Regional Transit)
- Cultural and entertainment district (Iowa Arts Council – developer/landowner)

- Key metrics:**
1. Number of grants applied for – ratio of funds expended to funds secured.
 2. New partnerships forged (public and private - public and public - private and private).
 3. New funds committed to the corridor from private or non-profit organizations.

Strategy 4. Design for the future:

It is quite possible that development in the near term will be to a degree, at a lower density than development in the future. As new projects are proposed at a lower density, thorough consideration should be given to how a site might redevelop (or fill in) twenty or more years from today. A common strategy for platting of property is “ghost platting” where a site is platted with the long term intention of re-platting to a higher density. Such a strategy could also be employed at the site design level. The strategy would include considering integrating ghost site design into the development approval processes.

Key metric:
 1. Number of projects redeveloped following ghost site design (long-term metric)

Strategy 5. Financing case study:

Additional planning is needed to better understand the potential City cost of financing other area improvements such as collector streets, parks and stormwater systems. The scale of some improvements, such as collector streets, will include some costs that cannot be passed on to development property. These costs will fall to the City. Even if all costs could be allocated to property in each area, the timing of development will likely create near term demands on other City revenues. Infrastructure will be financed through the issuance of bonds. Revenue derived from development may not match the debt service needs for the bonds. Other City revenues would be needed to fill this gap. There is no single, off-the-shelf plan for financing area improvements. Creating the proper plan requires the exploration of options within the context of the Master Plan for the Corridor. A case study provides a valuable means of conducting this exploration. A case study would take a potential development area in the Corridor and evaluate the implications of different funding and development scenarios.

Among the issues that could be examined in a case study are:

- Estimated property impacts from assessment options.
- Configuration and funding capacity for an improvement district.
- Coordination of land for improvements with development.
- Gaps in total funding that place demands on other City revenues.
- Implications of changes in development and improvement phasing assumptions.

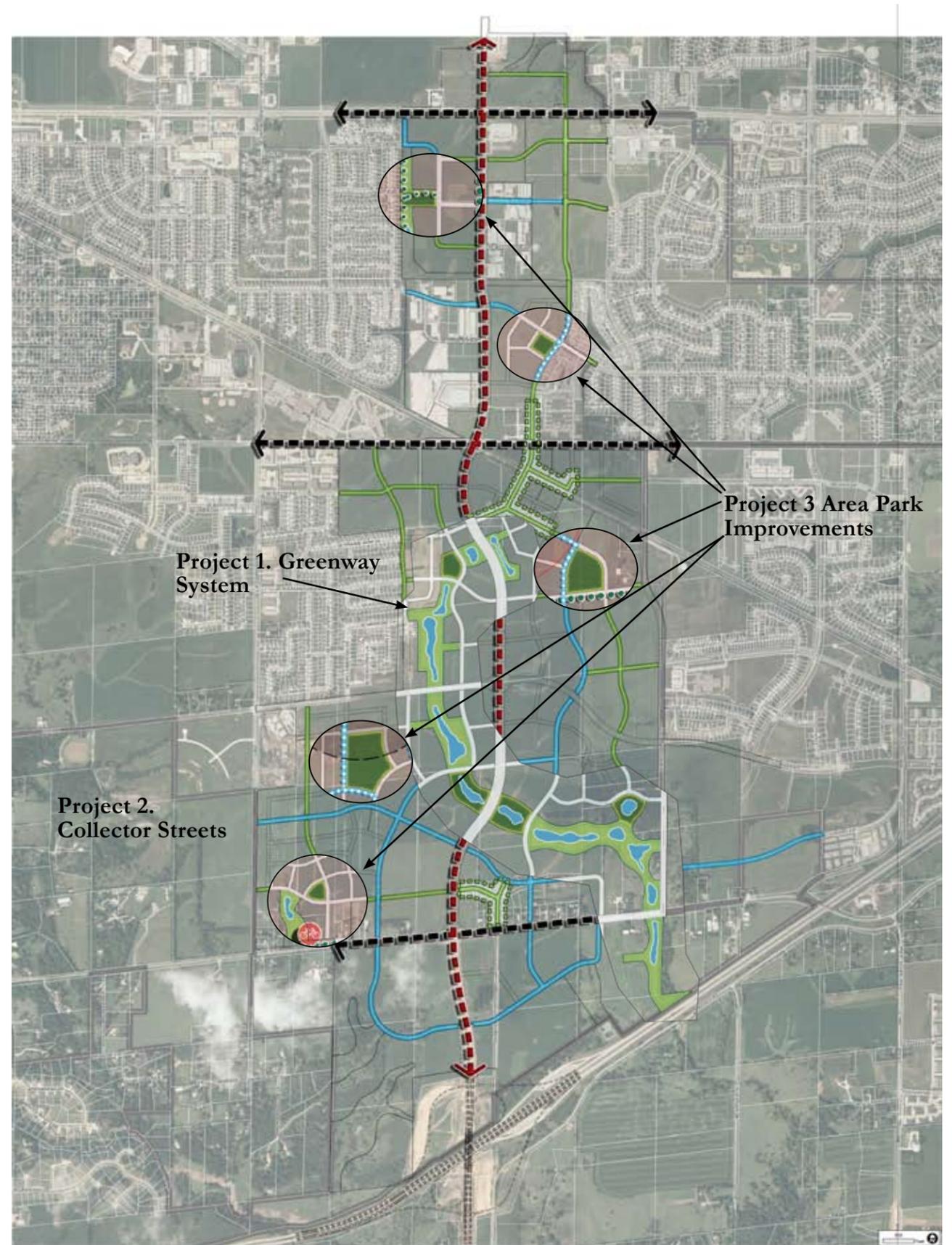
This approach provides the City and property owners with needed information to create the finance plan for the other “area” infrastructure.

Key metric:
 1. Percent distribution of funds between private and public sources.

Key Projects

Key projects reference other “area improvements” that are not part of the trunk infrastructure system which already has been designed and a financial plan put in place. These projects include:

1. The greenway system,
2. Collector streets, and
3. Area park improvements



There are a number of potential funding tools that may play a role in funding area infrastructure improvements. Many of these tools will work collectively to fund improvements. The tools that will play the most important role in undertaking area improvements are as follows.

Special Assessments

Special assessments are a conventional means of financing the costs of public improvements. All or a portion of the costs of an improvement are assessed to properties that benefit from the improvement. Using special assessments to pay for improvements in the Alice's Road Corridor requires a clear understanding of the impacts of funding options and development. The concept of special assessments is simple – benefitting properties pay for improvement costs. The nuances of their use to implement the Master Plan require careful evaluation.

- *Benefitted Property:* Collector streets, regional stormwater facilities and parks benefit adjacent property and a broader development area. The first step is to determine the area served by/benefitting from the improvement. This determination will vary with each improvement. The evaluation may be complicated by improvements built in phases, not serving an entire area at once. The allocation of costs should also consider if the property is fully served by the improvement or if other improvements will be needed.
- *Community Costs:* Some portion of area improvements may be built for broader community objectives. Collector streets, for example, are built to handle a greater capacity than just the area that the street intends to serve. The additional infrastructure associated with a collector street are community costs which are typically not assessed and require other sources of financial support.
- *Deferred Assessments:* Assessments on agricultural land are typically deferred until the time of development. This lack of revenue must be accounted for in finance plans. Debt repayment can be adjusted to fit actual revenue flows or other revenues can be used to replace the deferred assessments.
- *Financial Impacts:* A lesson learned from the recent recession is the importance of understanding the financial impacts of special assessments. Some areas that were improved prior to the recession carry assessments that exceed the value of the land. Assessments that unduly impede the ability to attract developments become barriers to implementing the Plan. The complexity of understanding this issue is compounded by changes over time. A level of assessment that is not affordable in the early stages of implementation may be acceptable when the Corridor is more established and the market for certain uses returns. A different financial impact may come from assessments on vacant land that are not deferred. The assessments create an economic incentive to develop the property. This incentive can create implementation conflicts if immediate development opportunities are not consistent with the Master Plan.
- *Consistency:* It is important to look at the long-term application of assessment policies to ensure that they can the assessment approach be applied consistently throughout the Corridor?

Self-Supporting Municipal Improvement District (SSMID)

A self-supporting municipal improvement district (SSMID) provides an alternative means of spreading improvement costs across a development area. A SSMID is essentially a special taxing district that raises monies to pay for improvements within the district. The use of a SSMID allows

for the determination of the area served by improvements and the levy of a tax to pay for the improvements. This tax is not subject to deferral, as are special assessments. Since the tax is based on property value, the financial burden adjusts with development. The specific requirements for the establishment and use of a SSMID are found in Iowa Code Chapter 386. For the purposes of the Master Plan, several unique characteristics of a SSMID must be understood:

- As it relates to the Alice's Road Corridor, only contiguous property zoned for commercial or industrial use can be used to generate revenue in a SSMID.
- The use of a SSMID requires collaboration between the City and property owners. The establishment and use of a SSMID is subject to petition and veto powers of property owners in the district. The City Council cannot initiate the process for establishing a district until it receives a petition signed by property owners representing at least 25% of the area and 25% of the assessed value in the proposed district. Property owners representing forty percent (40%) or more of the area/value of the district can petition to stop the process prior to adoption of the district ordinance. The same requirements apply to ordering improvements to be financed by the district. The power of the property owners makes it essential to build consensus on the district, the improvements and their financing.
- Improvements in a SSMID may be paid from any combination of district tax, bond proceeds and any other City funds legally available to pay for the improvements.

Storm Sewer Utility

The City operates a storm sewer utility to pay for the construction, operation and maintenance of storm water management systems. The City collects a monthly fee on all property based on assigned ERU (equivalent residential units) value. Revenue from this utility can be used to pay for all or part of storm water management improvements in the Corridor. The Master Plan proposes that some improvements combine both storm water management and park/open space functions. This approach allows storm sewer utility revenues to play a role in undertaking park and open space improvements.

Park Dedication

Typical park dedication is not well suited to implementation of the park improvements proposed in the Master Plan. Park dedication obtains a portion of new subdivisions for park purposes. This approach tends to create a collection of smaller parcels, rather than the larger park areas envisioned by the Plan. An alternative approach is the collection of a fee in-lieu of dedication. The fee creates a source of revenue that can be used to acquire the desired park locations. Additional planning will be needed to evaluate the financial and legal implications of a fee-based funding plan. Among the questions that should be explored are:

- What are the legal implications of seeking a fee in-lieu of dedication?
- What amount of fee produces revenue sufficient to acquire desired park sites?
- If the need to acquire park land occurs prior to development, how will the City finance the acquisition?
- How will the improvement of the parks be financed?

Key Area Improvement Infrastructure Projects

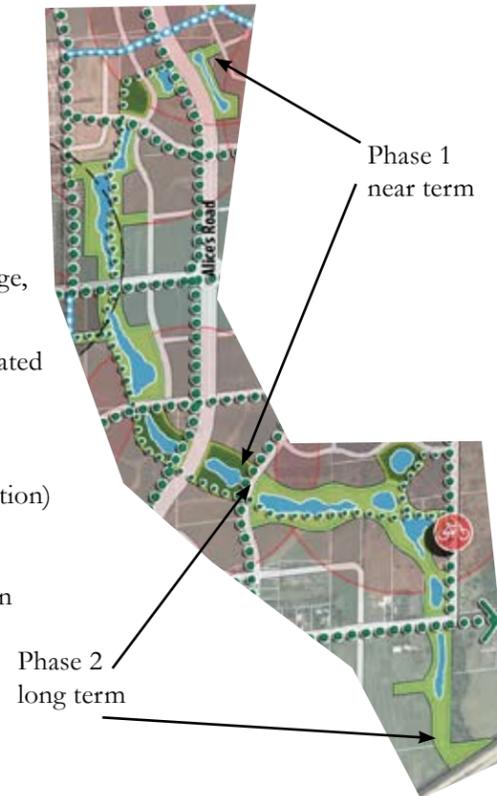
The following projects represent key area infrastructure investments. The timing for these improvements is connected to the expected development potential for a property. A property's development potential is a factor of a property owner's interest and capacity to develop, the market's ability to absorb new development and the availability of key infrastructure to serve that property.

Project 1. Greenway System:

Key implementation steps include the following

- 1-1 Develop detailed design concepts addressing:
 - Stormwater needs and areas to be served
 - Park components, active and passive systems
 - Trail systems and associated amenities (signage, benches, kiosks)
 - Street crossings (at grade local streets, grade separated at arterials and major collectors)
- 1-2 Develop acquisition and construction phasing strategy
- 1-3 Secure land area (through site acquisition and/or dedication)
- 1-4 Bid and Construct project

Timing of implementing the greenway system depends greatly on development interests with the northerly segment more primed to near term (0-5 years) and the southerly segment more long term)

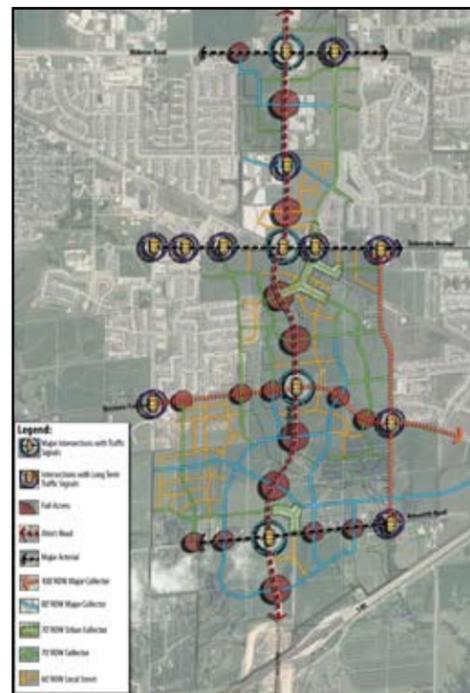


Project 2. Collector Streets:

Key implementation steps include the following:

- 2-1 Develop detailed design concepts of key collector streets addressing:
 - Short term and long term travel lane needs
 - Utility needs
 - Integration of bike infrastructure
 - Level of pedestrian realm improvements
 - Landscaping and streetscape program elements
- 2-2 Develop acquisition/dedication and construction phasing strategy
- 2-3 Secure ROW (through site acquisition and/or dedication)
- 2-4 Bid and construct project

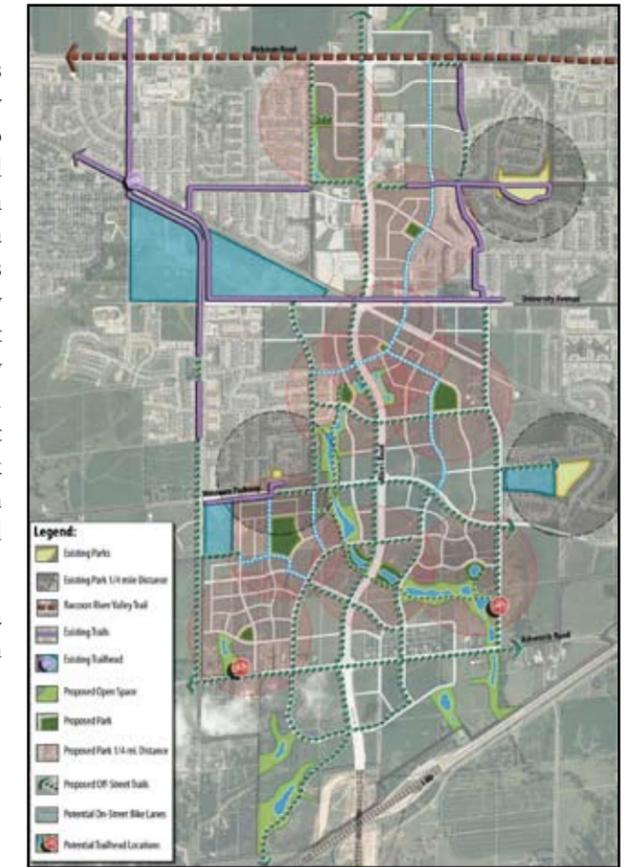
Timing of this project is directly connected to development interests and collaboration with property owners.



Project 3. Park improvements:

A number of parks have been identified in the corridor. It is important to work with property owners to figure out how park lands and capital costs can be equitably shared relative to park dedication requirements and received benefit. In typical processes these actions are defined through the subdivision and platting process and handled through park dedication laws. The distribution of park lands within the corridor does not always balance with the timing of development. A strategy to help define future park land acquisition and development is to work across multiple property owners with the City of Waukee serving as a convener of the platting process. The end result would be a plat that defines key development parcels, ROW, regional storm water infrastructure and park lands. A developers agreement would provide the mechanism for the sharing of costs associated with the dedication and construction of future park improvements.

Near term (0 to 5 years) implementation of key area improvement projects should be closely coordinated with Key Strategy #5-Financing Case Study.



Entitlements – A Form Based Code Approach

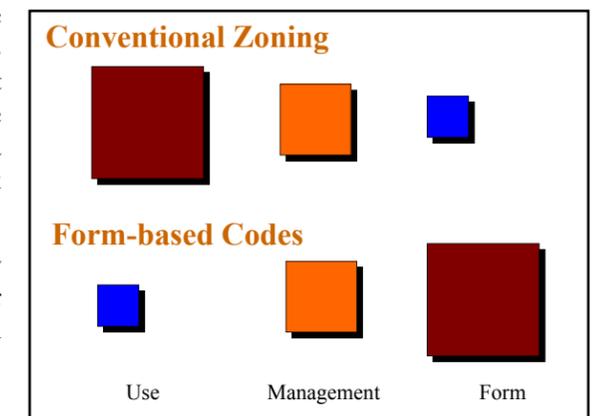
Entitlements for developing a parcel include securing the necessary zoning approvals and ultimately site improvement and building permits. The City of Waukee currently has a subdivision code that guides a property owner/developer through the process of subdividing property and creating development parcels. Alice's Road could develop as envisioned in the master plan without significant changes to the subdivision code.

However, the current zoning code presents barriers and limitations to achieving the intended design character and development pattern envisioned through the master plan. An alternative approach to the entitlement process is to develop a "form based code" for portions of Alice's Road that do not fit the existing traditional zoning ordinance.

Form based codes are not widely accepted as common practice in the Des Moines area, or the Midwest. However, many projects have taken on a more form based approach to development using the Planned Unit Development (PUD) process. The PUD process, while more commonly understood, requires a significant effort to assemble and at times a rather complex process of negotiations before securing final approvals.

Under the form based approach, a greater degree of flexibility is afforded to the defined "use" of the property while greater guidance is given to the form and character of the proposed development than the traditional zoning approach.

Key components of a form based zoning code include:



Regulating map (with use table):

As part of a form based zoning code, a regulating map is created that defines the general character and type of development for various districts. In the description of each district defined in the regulating map, a generalized use table would define the types of desired uses in the district. The master plan land use diagram would serve as a basis for the regulating map and use table.

Street type map:

The master plan includes a map that outlines a key hierarchy of streets (arterial, collector and local streets). This diagram coupled with the land use diagram forms the basis for the street type map. The street type map defines the type of frontage that a site must have and lends guidance to setbacks and build to lines.

Public Open Space/Parks map:

This map would function similar to the street type map in that it would define how development abuts public open space or park areas.

Building typologies and massing:

This section of the form based code provides illustrative direction on the desired form, massing and character of development relative to the district (see regulating map) and street type (see street type map).

Administrative and approval process:

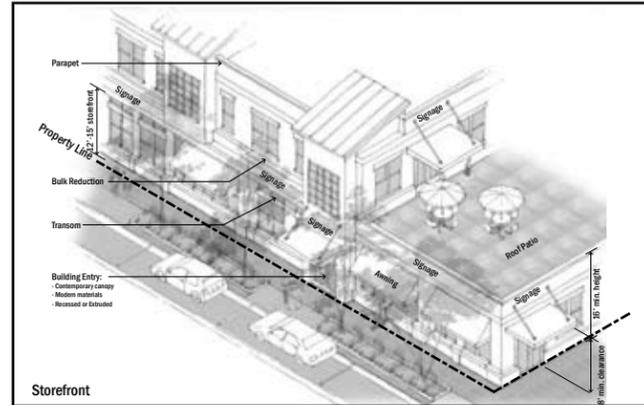
A key to the benefit of using a form based code is a simplified process for approvals that remove ambiguities in the traditional development approval process. A flow chart and diagrammatic representation of the administrative process provides a clearer path to prospective developers. Utilization of a form based code is intended to lend a more “as of right” approach to development. If a developer can demonstrate consistency with the form of development, the use is much more flexible.

Development of a form based code will require the following steps:

1. Development of the code components - regulating districts, street type map and standards, building typologies and massing standards, architectural standards, public realm standards and administrative process,
2. Discussion, collaboration and education with the elected and appointed officials, particularly the Planning and Zoning Commission and City Council
3. Testing of code implications with city staff, design professionals and developers
4. Education with property owners, developers, contractors, designers, financiers, brokers/agents and appraisers.

Generation of a form based code will require a six to twelve month time frame and can be conducted concurrently with the planning and design process for key area infrastructure projects.

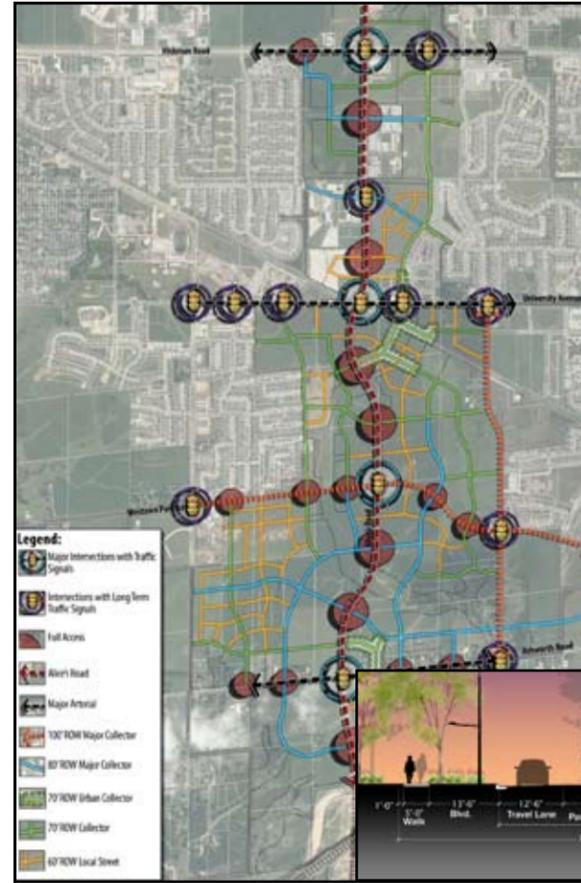
Moving On
Investment in public infrastructure such as the greenway, a connected bike and pedestrian system, an integrated storm water management system, and a network of complete streets can serve as a focal point for the community and significant development attraction for the corridor. Through a series of collective events, Alice's Road can truly evolve to be unique in the Des Moines metropolitan area by bringing balance to the community in the way of land use and a more compact, dense urban form, proximate location of jobs and housing, civic and cultural opportunities, alternative transportation options and fiscal stability.



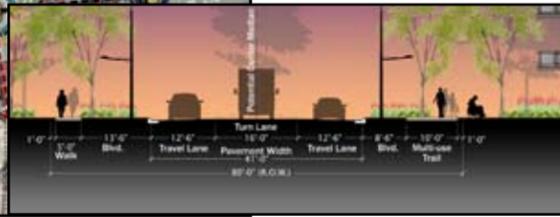
This diagram highlights the illustrative nature of design elements that are more prevailing in a form based code.



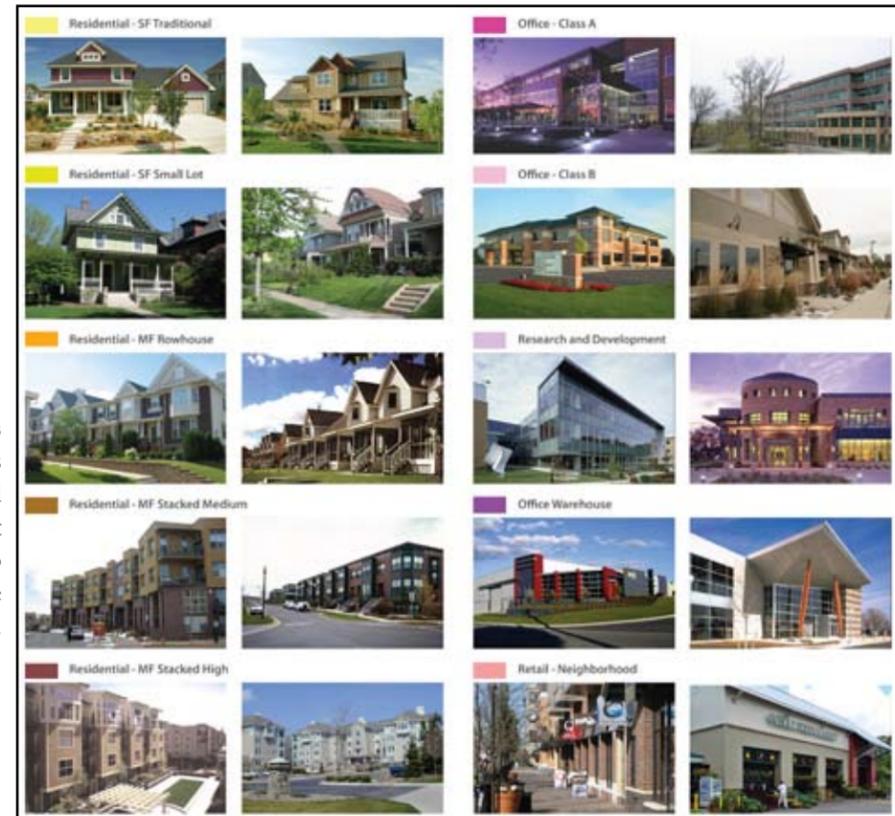
Regulating Map could be oriented around key districts and the character desired within each district. Each district may be further described at a sub district level.



Street type map begins with the defining of key streets by their function (how they move traffic and the character of the traffic) as illustrated in the street hierarchy map, and their form (or character) as illustrated in the cross-section diagrams.



Building typologies and massing is graphically depicted using precedent photos keyed to street types and the regulating map.



Alice's Road Corridor
MASTER PLAN

DEVELOPMENT FRAMEWORK

NOVEMBER 2011

