

Date November 18, 2013

**APPROVING WALNUT STREET STREETScape RENOVATION CONCEPT PLAN**

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

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

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

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

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

FORM APPROVED:   
Kathleen Vanderpool  
Deputy City Attorney

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

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

**CERTIFICATE**

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

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

\_\_\_\_\_  
City Clerk

# Walnut Street Revitalization

PREPARED FOR CITY OF DES MOINES, IOWA



# Introduction/ Preface



Postcard from Andrea Hauer's Private Collection / Circa 1909



Postcard from Andrea Hauer's Private Collection / Circa 1925



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

## WALNUT STREET REVITALIZATION

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

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

## PROJECT BACKGROUND

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

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

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

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

# Acknowledgements

## DESIGN TEAM

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

## TECHNICAL STEERING COMMITTEE

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

## MARKETING AND LEASING COMMITTEE

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

## ART AND CULTURAL EVENT ADVISORY COMMITTEE

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

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# EXECUTIVE SUMMARY

# Executive Summary



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



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

## HISTORY OF THE CORRIDOR

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

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

## PLANNING PROCESS

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

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

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

## MASTER PLAN

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

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

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

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

## FINAL DESIGN



## Final Design



Skywalk view - looking east at 7th Street during the day



Skywalk view - looking east at 7th Street at night

### DESIGN PHILOSOPHY

The planning team envisions a corridor dominated by street activity where pedestrians, bikes, cars, buses, street vendors, pop-ups, retailers and others interact on a daily basis. The street will be bustling with life at all hours of the day and night. We anticipate a seamless transition from skywalk to street, with retailers and restaurants flocking to be on or near Walnut Street. The pedestrian will have priority at all times with large walkways, outdoor dining opportunities and large store fronts dominating the district. Space will be provided for the programming of street vendors, pop-ups and food carts, adding to the energy of Walnut Street. Large planting and seating areas near the street will provide green space, as well as provide a place to rest as visitors experience the district. The proposed addition of urban garden spaces will also provide leisure opportunities, and could be programmed to host larger events. Light art and urban media installations will be added throughout the corridor to make Walnut Street unique, fresh and modern. To accomplish this, the design team outlined the following keys to success.

### THE 5 KEYS TO SUCCESS

#### Pedestrian-Oriented

Above all, Walnut Street should become a pedestrian-friendly environment. To help achieve this goal, sidewalks will be widened to offer flexible space in the public realm for vendors, outdoor dining and street performers, recommendations have been made to reduce crosswalk widths and improved ADA compliance for user safety and new lighting standards are proposed to create a walkable district during night hours.

#### Layers of Transportation

The Walnut Street corridor needs to be easily accessible no matter your mode of transportation. As with any retail district, on-street parking and easily accessible parking garages are a must. Bus traffic and bicycle traffic is important and needs to be accommodated. Care needs to be taken to insure that none of these transportation layers interfere with the pedestrian traffic.

#### Urban Gardens

The Urban Gardens are envisioned as intimate public spaces that offer a unique experience within the Walnut Street District and Downtown Des Moines. The two outdoor rooms proposed transform underutilized space to create opportunities for expansion of the arts, people watching, children's play and recreational activities such as bocce ball.

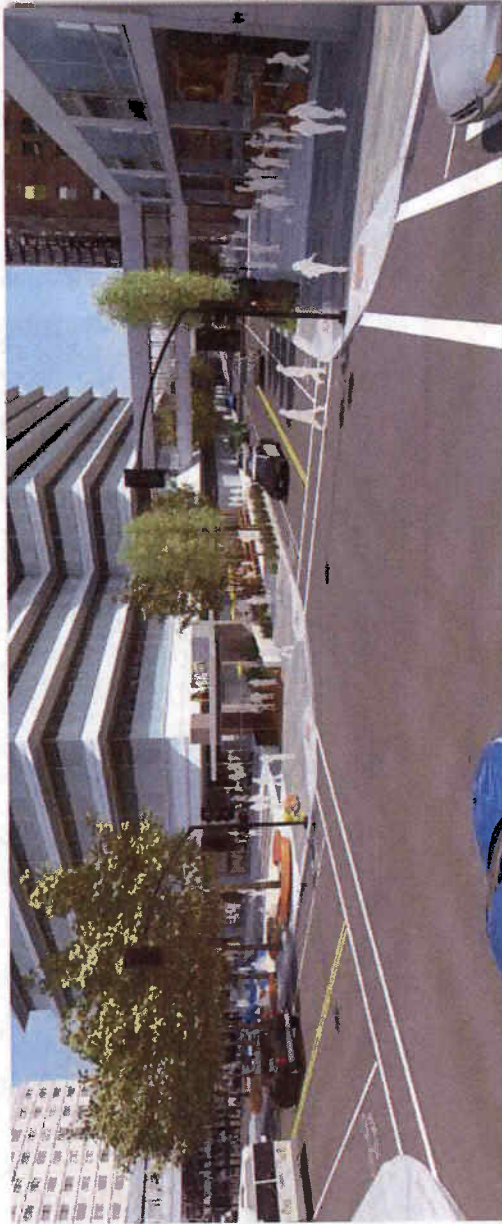
#### Celebrate the Arts

Light art and urban media are a key to the success of Walnut Street. This declaration expands upon the art culture currently located in downtown Des Moines. The Western Gateway has one of the best sculpture collections in the world, and Cowles Commons and the Principal Riverwalk are home to other signature pieces. Walnut Street will connect these wonderful amenities and offer new art opportunities.

#### Return to Retail

Walnut Street was once a proud, thriving retail district. Historic photos exhibit a street full of life with on-street parking and glass store fronts. The proper collection/combination of retail and dining will help return Walnut Street to what it once was. Robert Gibbs' data provides statistical data that illustrates a significant capacity for additional retail in the Des Moines Metro. With the appropriate measures taken, Walnut Street could once again return to a vibrant urban retail environment.

# Final Design



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



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

## DESIGN STATEMENTS

### Walnut Street will be:

- The only two-way east/west vehicular connection through downtown Des Moines.
- The link from the Western Gateway to the Principal Riverwalk.
- A clean, inviting and engaging pedestrian-oriented district.
- A home to street vendors, pop-up retail and food carts.
- Highly maintained.

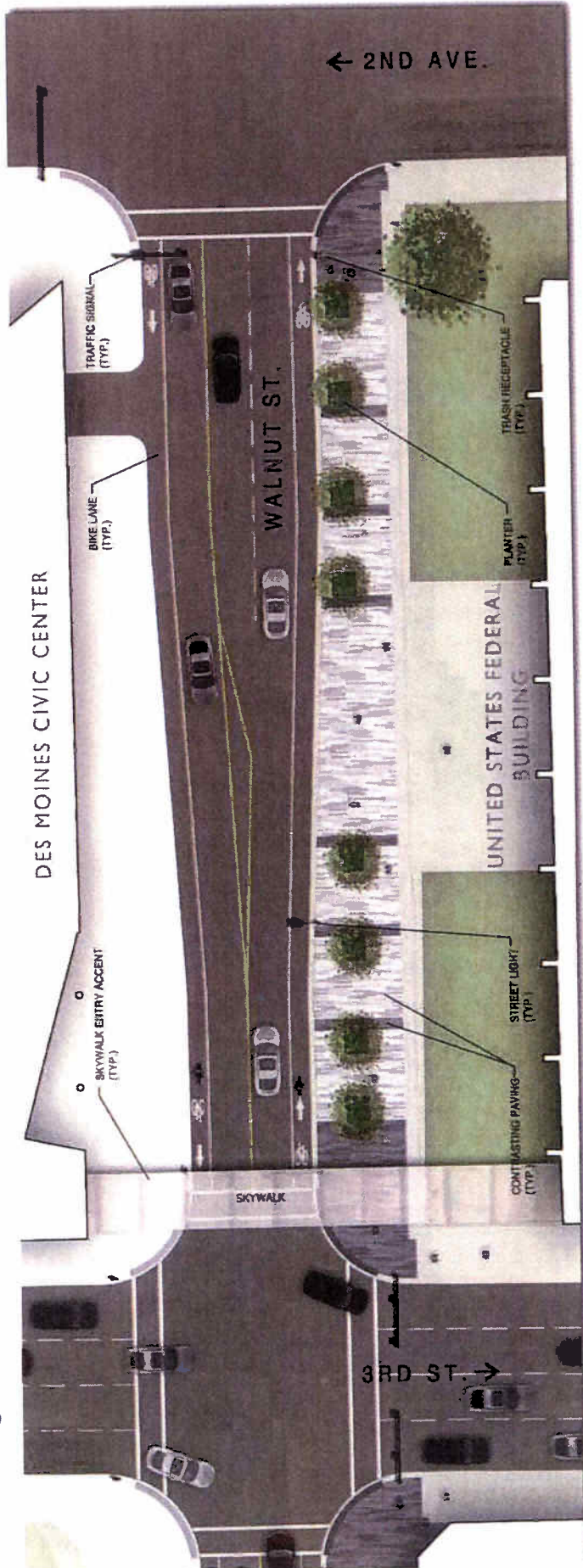
### Walnut Street should be:

- A bustling retail center with a regional draw.
- A unique canvas for light art and urban media installations.
- 1,000 feet of continuous shopping/dining on both sides of the street.
- Branded and collectively marketed as a district.
- Well programmed and managed.
- A key component that brings additional development to downtown Des Moines.
- Refreshed every ten years with new site furnishings, street overlay, and new exhibits.

### Walnut Street could be:

- The place to see and be seen.
- A model development for other communities to covet.
- An economic windfall for the adjacent property owners and the City of Des Moines.
- The 'magnificent' quarter mile.

# Final Design



## BLOCK-BY-BLOCK ANALYSIS

### 2nd to 3rd Street

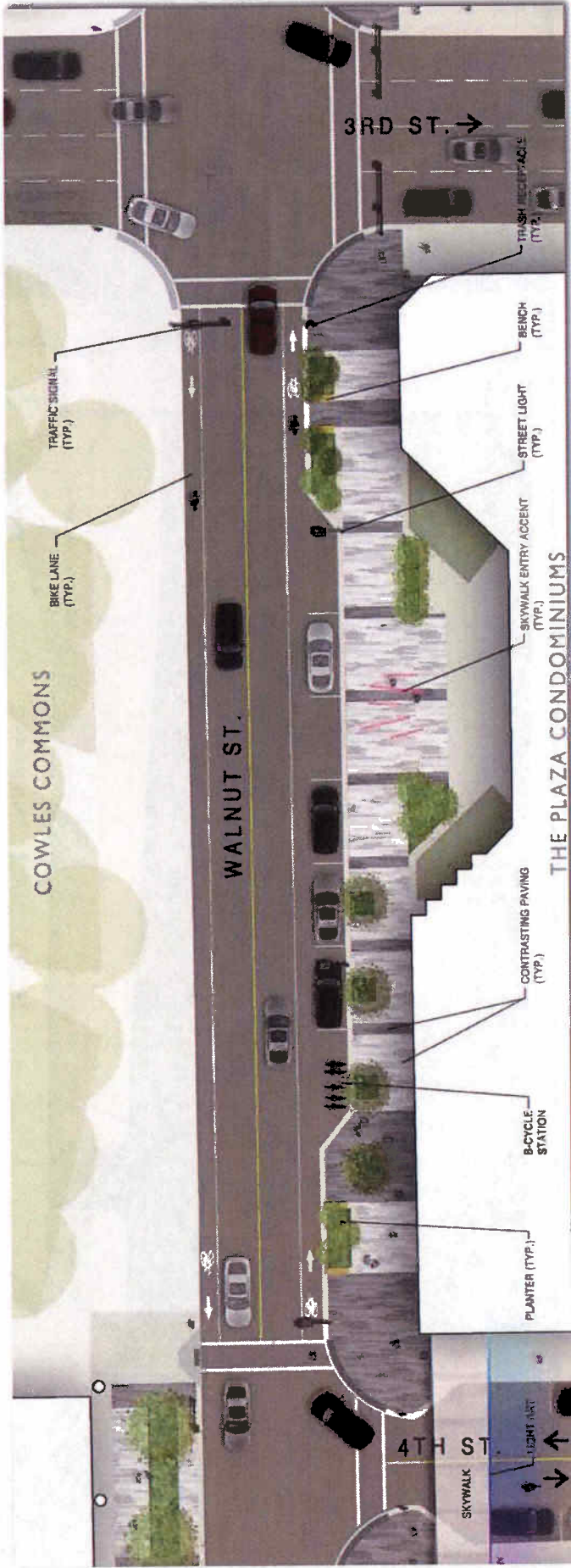
This block is the Walnut Street connection to the Principal Riverwalk project and the Civic Center. The team has recommended that Walnut be narrowed to one lane in each direction as part of this project. Due to the double turn lane entering off 2nd Street, the eastern portion of the street needs to accept two lanes of traffic. The block also has designated bike lanes in each direction to allow bike traffic to flow freely and safely.

Due to security purposes, the Federal Building to the south is opposed to on-street parking that adjoins their property. The existing trees are alive and doing well, and there is no need to remove them from this location.

The east facade of the Civic Center is the first opportunity to introduce the concept of light art and urban media. The blank east-facing facade would serve as an excellent introduction to Walnut Street and will be visible from East Village and the Iowa State Capitol.

The skywalk connection at the northeast corner of 3rd and Walnut Streets is the most visible vertical access point within the corridor. The plan suggests working with the Civic Center to emphasize this connection with signage and lighting. Continued coordination with the Cowles Commons design team is warranted.

# Final Design



## 3rd to 4th Street

The cross section of the street remains the same as the 2nd Street block, with the designated bike lanes on either side of the street. The south side of the street will have on-street parking with stalls dedicated as drop-off for "The Plaza." Bike parking is introduced to the south side of this block with a proposed B-Cycle station located to the east of 4th Street.

The north side of this block is occupied by Cowles Commons. The final plan complements the Cowles Commons streetscape plan that includes a light art component anticipated to be the highlight of the street. The urban media pieces recommended in this plan are intended to work with this installation.

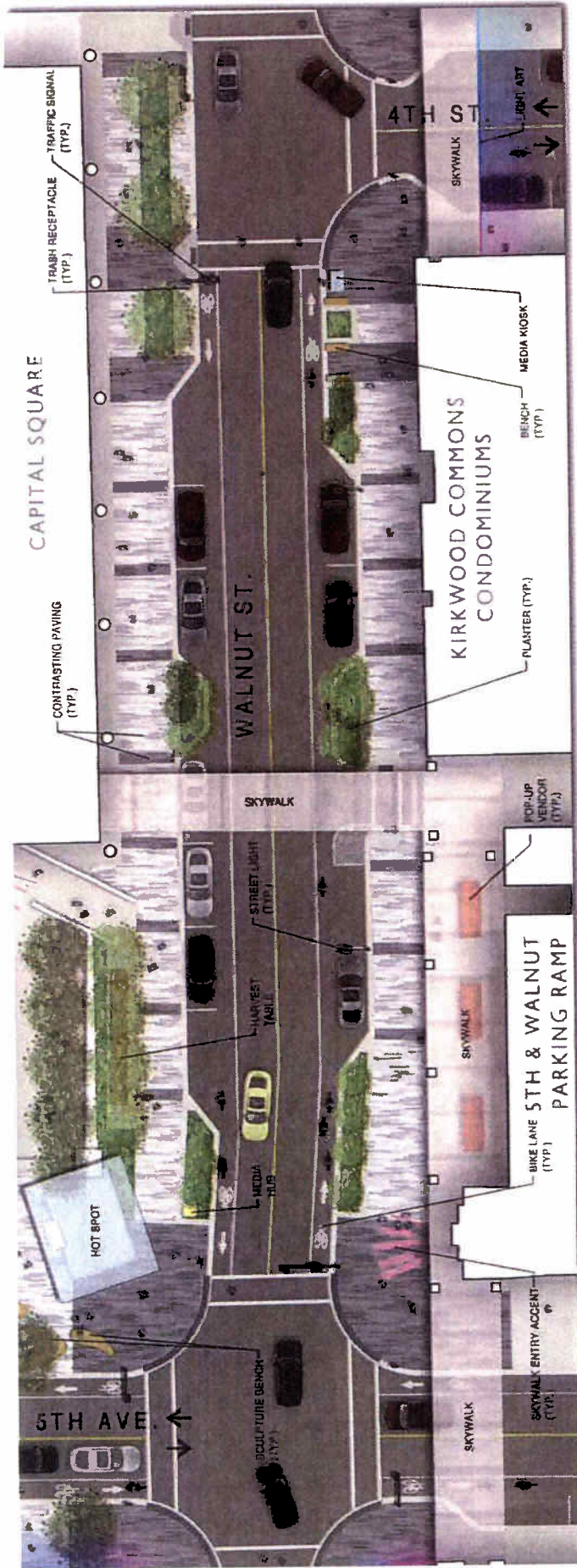
The south side of the street provides an opportunity to keep existing trees. The

plan proposes to keep the trees in the mid-block and supplement the corners with additional tree plantings that begin to establish the landscape framework proposed. The plan also suggests the adjacent plaza development add trees to the front walkway to give this area additional shade.

4th Street is a unique street that is terminated at the south end by the Science Center and the north end by the Capital Square development. During the design process, several options were considered that terminated this view down 4th Street. With the proximity to Cowles Commons and the potential obstructed view of the Capital Square retail as concerns, a lighter landscape was selected to terminate the view. Ultimately, the plans were scaled back for the north side of the street and recommendations were made to keep four of the existing Locust trees and preserve the view underneath.

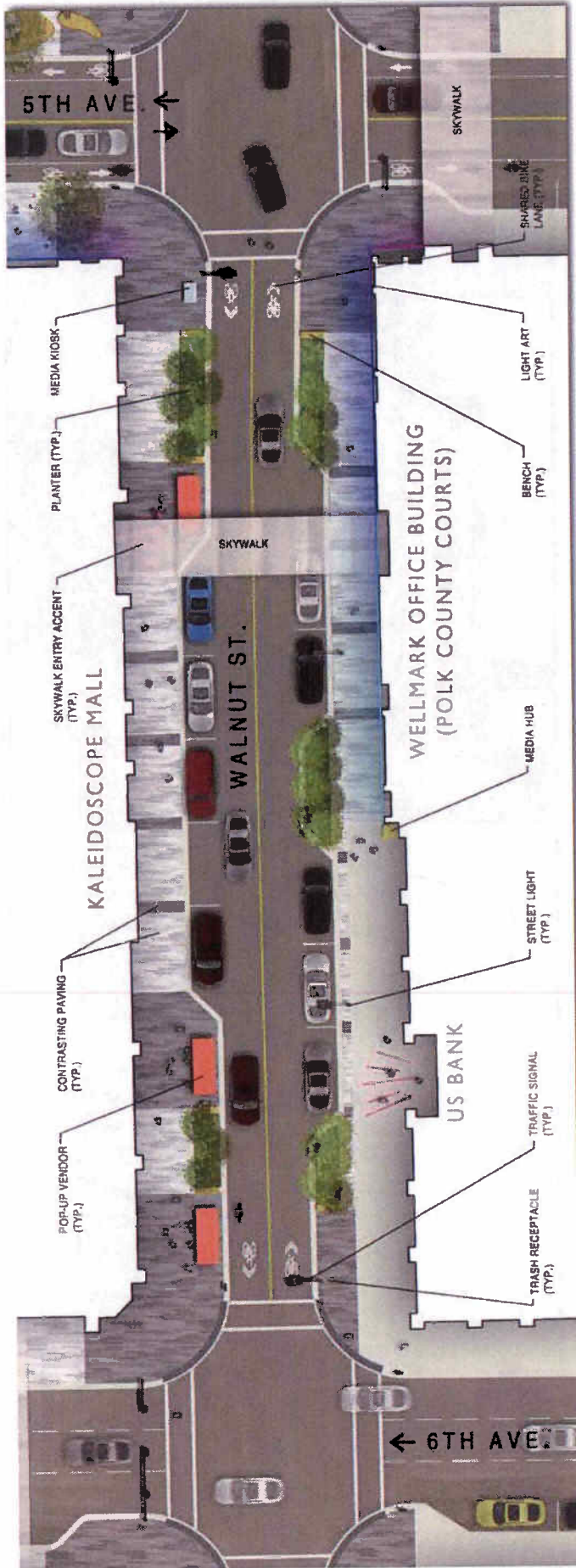
The south side of the skywalk that crosses 4th Street is highly visible from the south and could serve as an excellent identity/connection to Walnut Street. Therefore, a light art/urban media piece is recommended at the south facade, which will enhance the connection to Court Avenue and the future developments anticipated to the south.

# Final Design



- 4th to 5th Street**  
 The 5th Street intersection is the transition point for many improvements on Walnut Street, to include:
- The bike lane transitions from designated lanes from 2nd Street to 5th Street to shared lanes from 5th Street to 10th Street.
  - 5th Street will be returned to two-way traffic with designated bike lanes on either side.
  - The lane changes allow for the re-purposing of two drive lanes into an urban garden space.
  - 4th Street to 5th Street is the east threshold to the retail core district identified in Robert Gibbs' report.
- The west side of 5th Street will introduce the gates that can be closed for events.
- The first of several hi-tech media hydrants are located within this block.
- This block is currently home to Big City Burger that has a nice outdoor plaza. The 5th Street urban plaza will compliment this existing restaurant and the entire development.
- The south side of the street is currently home to a public parking garage and frontage covered by the skywalk above. This covered space is an excellent location for pop-up retail, vendor carts and street performers alike. The parking garage is scheduled to be demolished in the next few years and should be a re-development site soon thereafter.
- The importance of the 4th Street connection is emphasized with the placement of another touch screen kiosk on the southwest corner of 4th and Walnut Streets. It will supplement the light art and allow pedestrians a glimpse of what is happening downtown in digital form.

# Final Design



## 5th to 6th Street

This is the first block that incorporates the 'standard' cross-section envisioned for Walnut Street. It will have two 11'-wide drive lanes with 8'-wide parallel parking lanes on both sides of the street. The drive lanes will be shared-use, allowing both vehicular and bicycle traffic.

This block is the beginning of the 1,000 lineal foot retail core that extends from 5th Street to 8th Street. The corner bump-outs will be slightly extended allowing additional flex space for vendors and pop-ups. Street trees will be added at the intersections and mid-block to soften the façade.

The south side of the street has some architectural limitations. The old JCPenney's building was purchased by Polk County and will serve various uses

for the County. The design team has suggested the County consider "liner" retail space, potentially taking the ground floor of the building and re-purposing the first 30' along Walnut Street to allow a small retail store or restaurant to be located along that portion of the street.

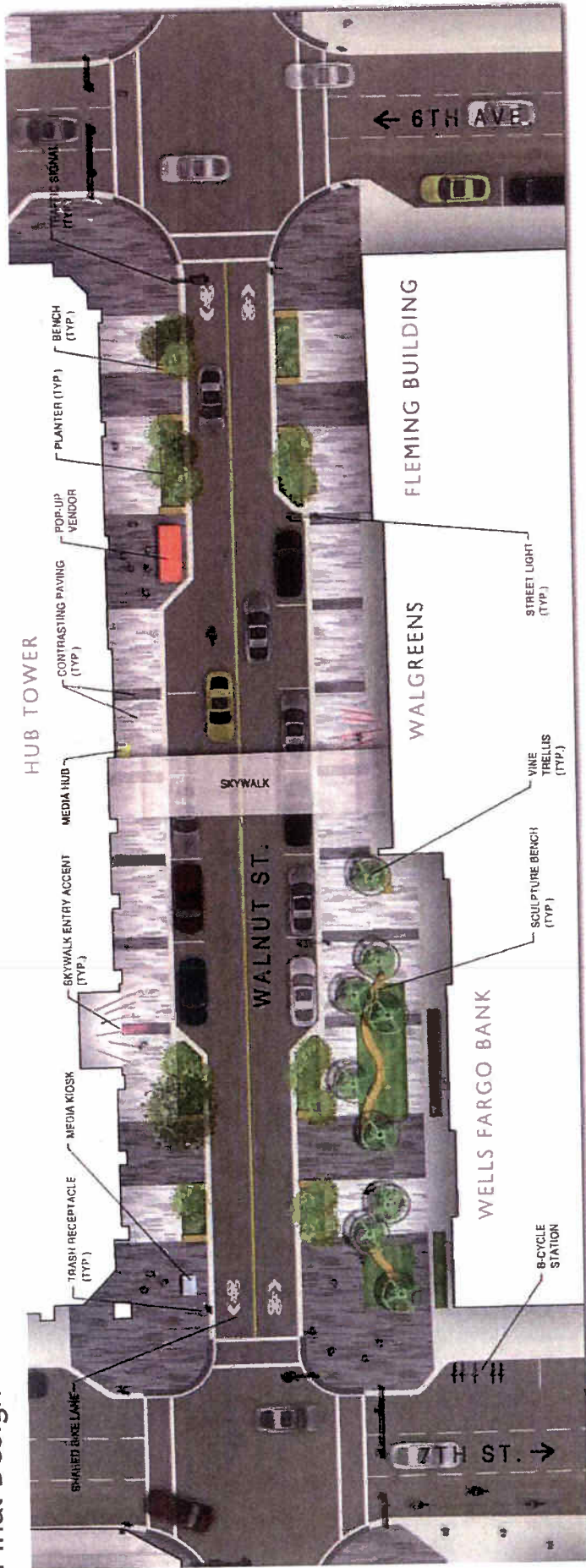
The façades of the Kaleidoscope Mall and the courthouse building lend themselves to the application of light art. The architectural details of each building, or lack there-of, serve as an excellent canvas for the project art pieces.

The US Bank building has underground utility conflicts and could not receive the new paving system. The existing concrete could be acid-etched or stained in a similar pattern. At this time, the building serves as office space, but as the

retail demand grows and Walnut Street returns to prominence, the space could also be re-purposed.

A bike corral is also located at the northwest corner of 5th and Walnut Streets. This location is key as the bike lanes intersect at this point (corral located just north of map area above).

# Final Design



## 6th to 7th Street

This block is a continuation of the standard cross section and has a similar character to the previous block. The north side of the street will have expanded corners to provide the desired flex space.

The architecture of the Hub Tower is more suited to house office suites, however, with minor modifications, it could be utilized to expand retail in the future. The corner of 7th and Walnut Streets is anticipated to be a busy location due to its proximity to the parking garages located at corner of 7th and Locust Streets and 7th and Mulberry Streets. These two locations should regularly have available spaces, therefore a touch screen kiosk is included in this location.

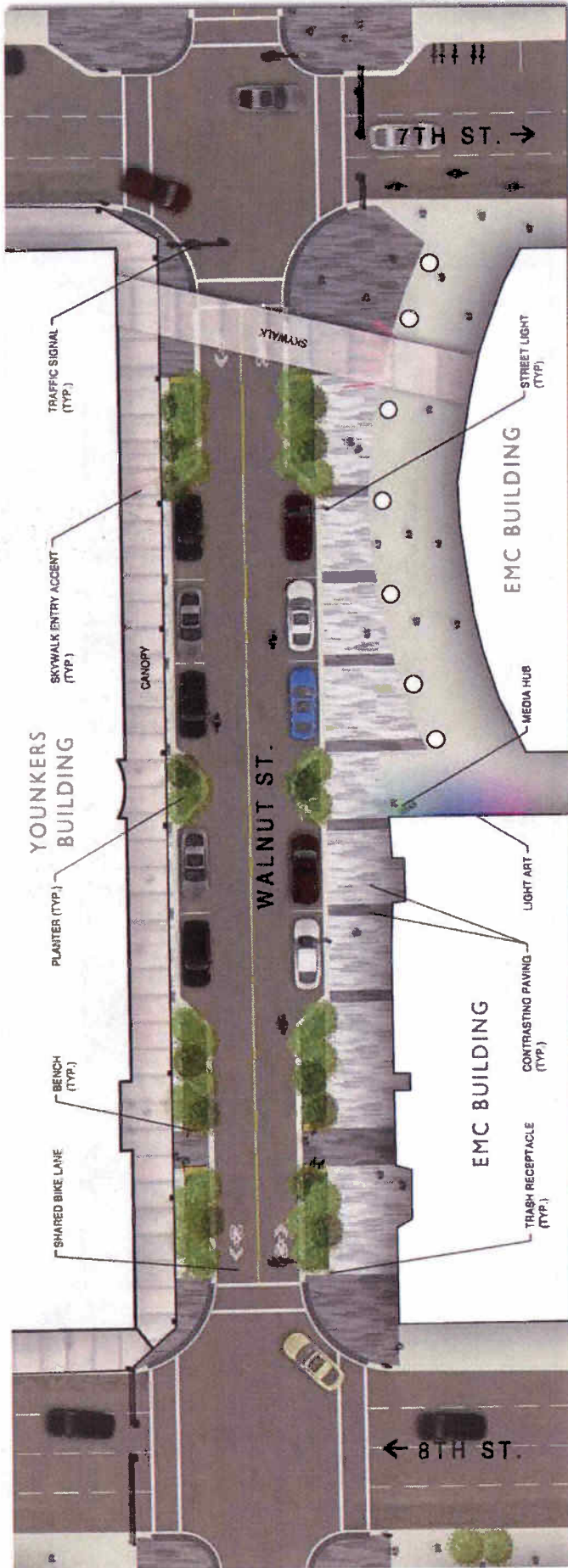
Hub Tower and the Walgreens site each offer connections to the skywalk system intended to be highlighted with paver lights and/or light projections. A current

mixed-use redevelopment project, the Fleming Building offers two small interior spaces at street level that would be well-suited for restaurants desiring access to outdoor dining.

The larger area directly adjacent to the Wells Fargo building has underground limitations (with a parking garage extending near the back of the curb), which gave limited planting space within this zone. The team recommends this space is utilized for the 7th Street urban garden.

Adjacent to the urban garden, a B-Cycle station is proposed along 7th Street to accompany additional stations proposed at the east and west end of the retail core.

# Final Design



## 7th to 8th Street

Currently under renovation, the Younkers Building will retain the building canopy that extends atop the sidewalk. While the canopy diminishes visibility into potential storefront, the sidewalk canopy was found to be an important element from the building's period of historical significance. Therefore, the canopy will remain in place and has been incorporated into the plan. This provides opportunities and challenges, however, the overall components of plan will continue throughout this block.

The main EMC building provides a large covered canopy that could be utilized for events. It houses one of the escalator connections in downtown Des Moines. This escalator is internal to the building, but provides an excellent connection to the public parking garage located at corner of 7th and Mulberry Streets,

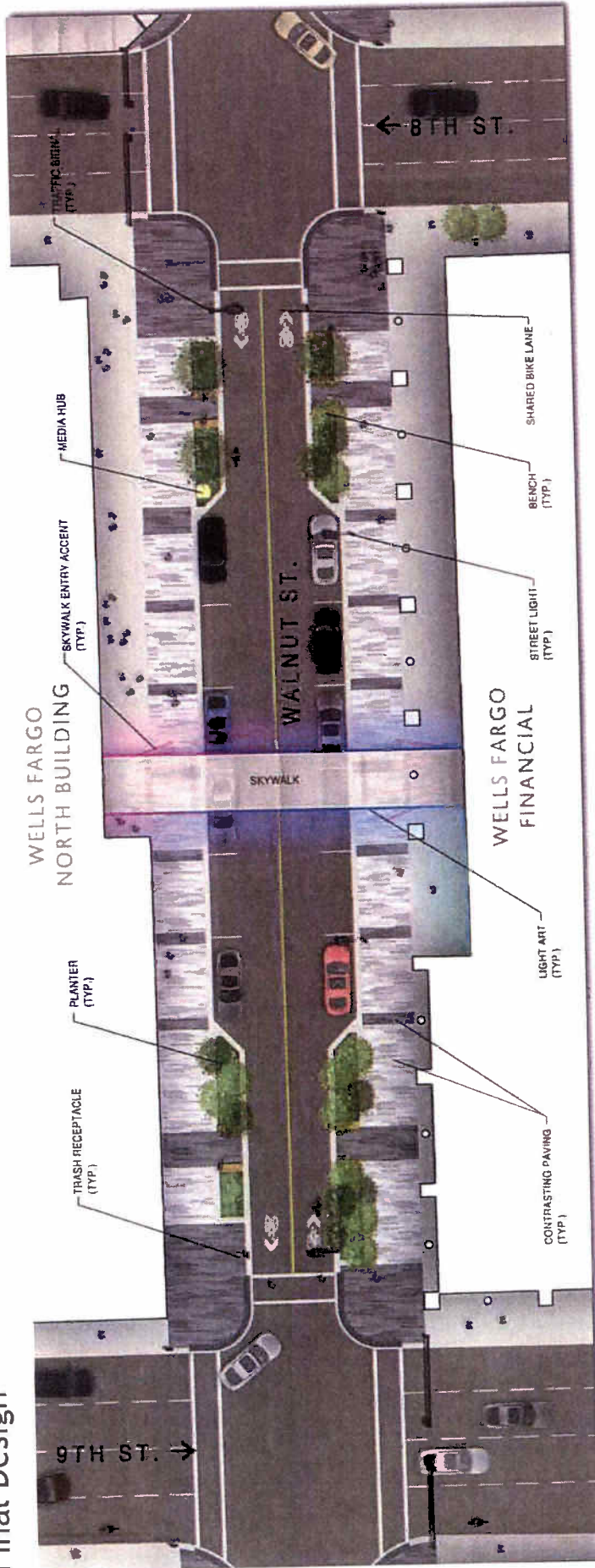
which will be a main parking connection to the corridor as it develops. The canopy also creates a terminus space on the adjacent building to the west, which provides a great canvas for another light art installation. A media hydrant has been located near this location to accommodate this art.

EMC desires to keep their front door visible and open. The area in front of the building is large enough to maintain EMC's corporate image and provide some flex space retail opportunities via pop-ups and vendors that are not permanent. The existing brick buildings located to the west of the building are currently office space, with future re-purposing possible.

Street trees will be concentrated at corners, with additional planter islands mid-block due to the skywalk location at the east end of the block. The west end of the block will include the last event closure gate and may serve as the terminus of the 1,000 foot core retail district.



Final Design



8th to 9th Street

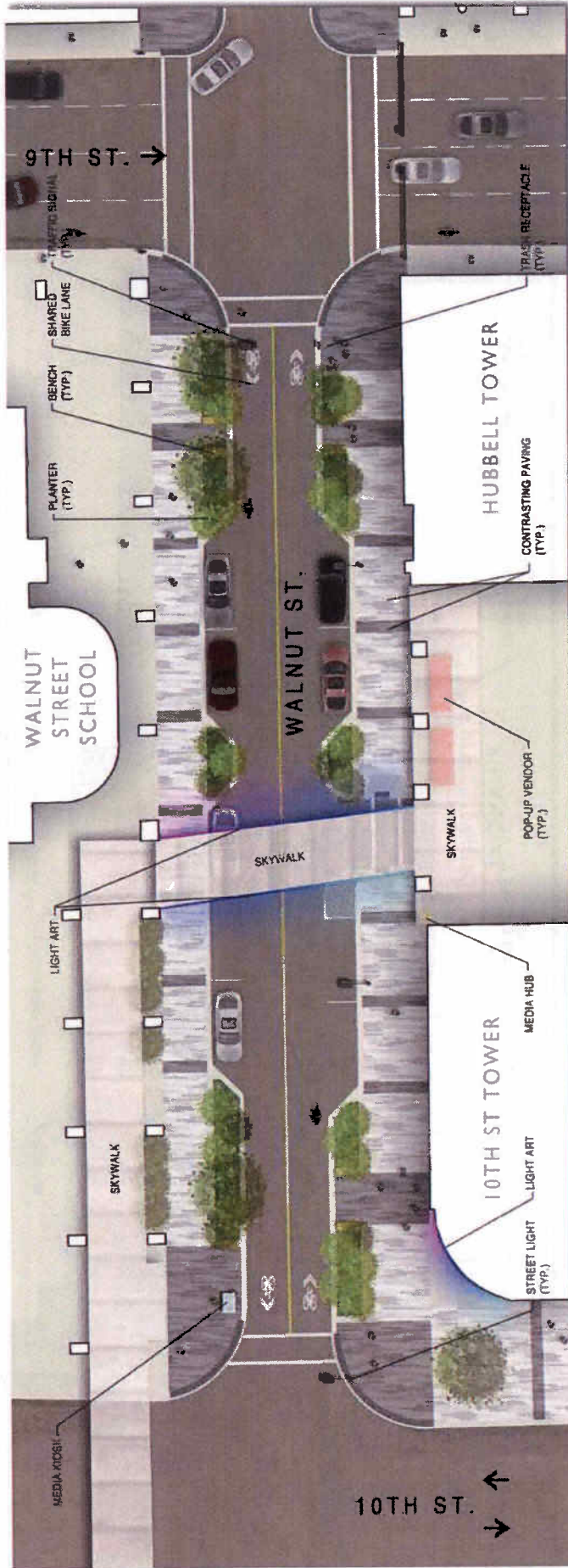
Wells Fargo owns each side of the street on this block. Each building has similar architectural character with covered canopies on the east end. The paving pattern exhibited will terminate at the canopies of each space. In addition to the streetscape enhancements, 12 parking stalls will be added in this block.

The drive lane, parking dimensions and pedestrian zones and through space provided at each intersection remain the same as the previous block. The seating areas at each end are highlighted by plantings, with the mid-block void of plantings to showcase the skywalk and light art opportunity.

This skywalk offers an excellent opportunity for architectural lighting of the contemporary architecture, or to use as a canvas for an artistic expression of light and urban media. Many precedent images within this report reflect a range of installation types and quality that are possible at this location.

Areas within the Wells Fargo buildings could someday be re-purposed for retail, if demand moves in that direction. Occupying all four corners at the end of the retail core is desirable and possible between 8th and 9th Streets.

# Final Design



## 9th to 10th Street

The corner of 10th and Locust Streets is home to Centro and the Theater for the Performing Arts and viewed by many as the beginning of the Western Gateway Park. To leverage the proximity to Western Gateway Park, the plan proposes the corner of Walnut and 10th Streets be modified to include many of the proposed improvements.

The rounded façade of the Davis Brown Tower is a great canvas for the addition of architectural lighting or light art.

With the corner of 10th and Locust Streets being home to Centro and the Theater for the Performing Arts and viewed by many as the beginning of the Western Gateway Park, the Davis Brown Tower's five story presence could be a key

visual way-finding element. Further strengthening the 10th Street connection, a final touch screen kiosk is located at the northeast corner of 10th and Walnut Streets.

The skywalk connection on this block offers an additional light art opportunity as a stand-alone installation or in conjunction with the skywalk between 8th and 9th Streets.

The plantings and traffic lane configurations will continue to match the previous blocks, with signage near Panera Bread to reserve spaces for short-term / 10-15 minute parking. The school on the north side of the street has challenges with bus requirements, so these spaces may be limited to nights and weekends as the plan is implemented.

# PLANNING PROCESS

# Planning Process



Public Facilitation Process

## PLANNING PROCESS

The planning process began when the Des Moines Area Transit Authority (DART) released plans to build a transit center on the south side of downtown Des Moines. This decision set in motion a series of events that led to this final report. The DCA quickly realized the impact of this decision and, more importantly, the potential opportunities it created. A quick history lesson revealed a once thriving retail district; one that was frequented by local and regional shoppers on a regular basis. After reviewing the information, DCA crafted a vision to return Walnut Street to its' glory days. The vision included two separate studies to understand shopping patterns and perceptions. Through 2010 and 2011, DCA worked on these assessments. They held a series of public events and individual interviews to determine the desires of today's shoppers. When those were completed, DCA and the City of Des Moines hired Genus Landscape Architects, to take the information from the study and develop a Functional Program Study. While this study was being completed, the City of Des Moines completed a series of impact studies on the district. Agrest and Gandeisonas was retained after completion of the Functional Program Study to complete the Vision Plan. The signage and way-finding, skywalk assessment, street tree inventory, and downtown parking study were completed in 2012.

The Confluence + Genus team was hired in late summer of 2012 and the first task was to complete a fact finding phase. The team compiled a series of aerial maps, studies, reports and drawings that provided us with all of the information



Design Team Interacting with Public

available. Once these items were in hand, Veenstra+Kimm began the detailed survey of the corridor. While the survey was completed, kickoff meetings were held with several working groups that were established to gather information and garner the additional feedback necessary. These groups were vital to the process, they included:

- Technical Steering Committee
- Art and Cultural Event Advisory Committee
- Marketing and Leasing Stakeholder Committee
- Downtown Community Alliance
- City of Des Moines

Each committee had an identified role in the process and their input is exhibited throughout this document.

While all of the committee meetings were taking place, Robert Gibbs, a leading retail consultant, reviewed all of the existing studies and prepared two presentations and reports about the viability of new and expanded retail along Walnut Street. He visited Des Moines on two occasions and met with the stakeholder groups as well as held public meetings. His report findings proved beneficial and are included in the Retail Market Study Analysis section of this document.



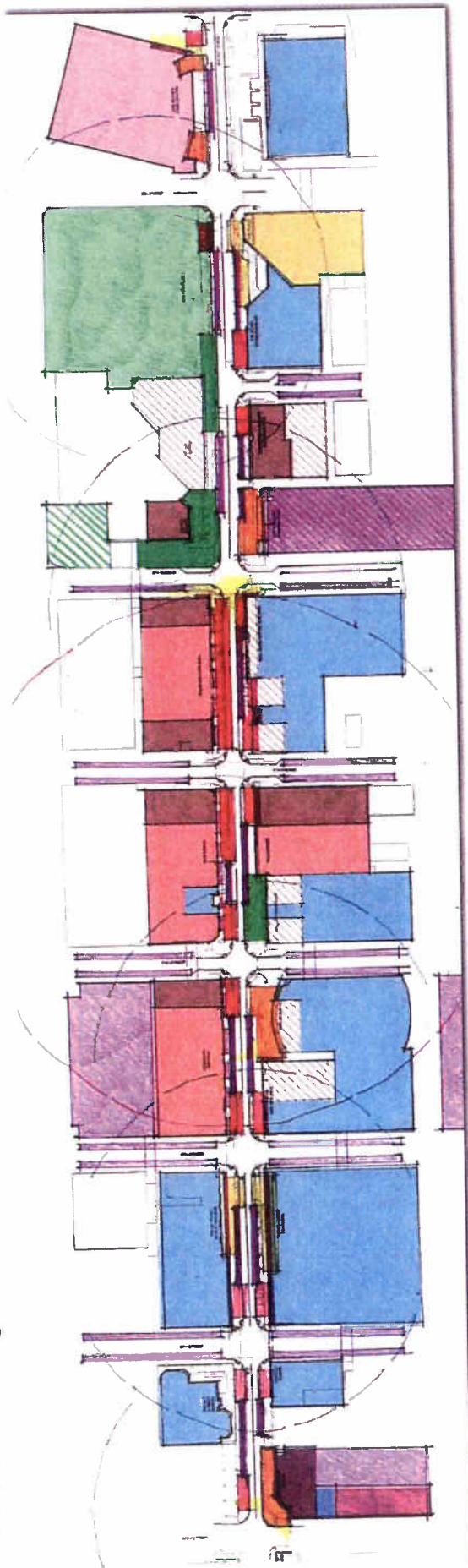
Final Public Meeting

With all of the information compiled, Confluence, Genus Landscape Architects and Reynolds Urban Design began to develop the plan. A series of workshops and charettes helped the team craft a draft plan that was presented to each of the committees early in 2013. After those meetings, the plan was adjusted per the comments and the initial design intent was presented to the general public for feedback on March 13, 2013. The public meetings were well attended and the team received a plethora of comments which were addressed as the plan was finalized. The plan evolved including suggestions from public feedback and details from the Robert Gibbs report. The final plan was presented to the committees listed previously, and a final presentation was given to the general public on April 29, 2013.

This report was completed in June 2013 and is intended to be a summary of the planning process, including numerous impromptu meetings and the efforts of many. That stated; all of the information gathered from those has been included in this final report.

## SCHEMATIC DESIGN

# Schematic Design



## LEGEND

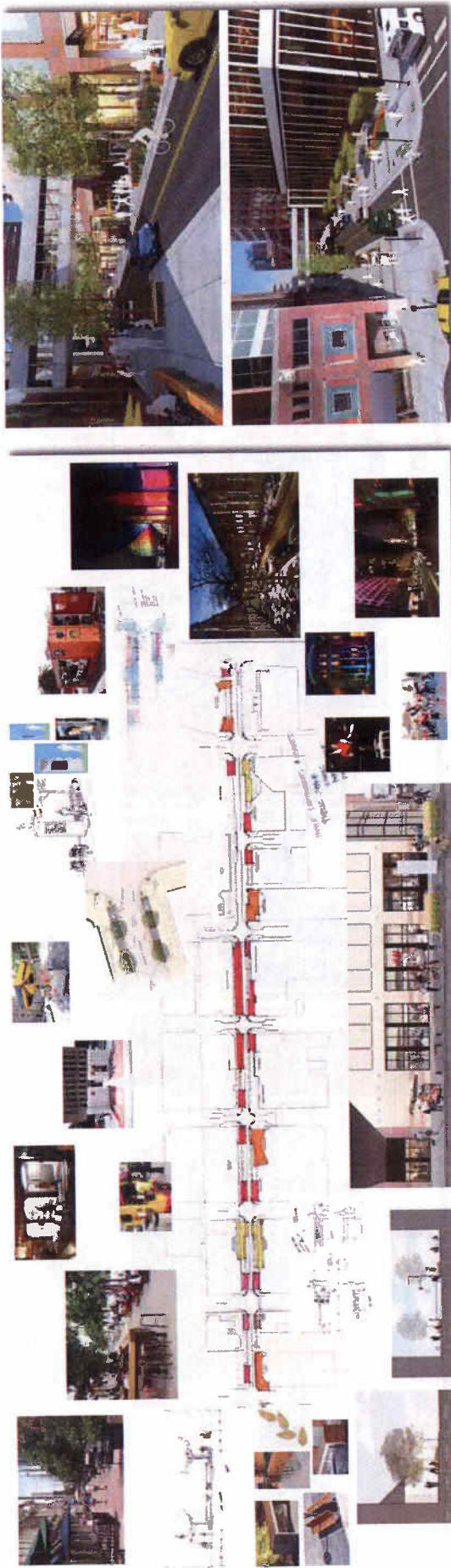
RETAIL	FOOD AND BEVERAGE	FUTURE FOOD AND BEVERAGE	OFFICE	RESIDENTIAL	CIVIC
URBAN GARDEN	PARKING	DINING	PERFORMANCE	POP-UPS	URBAN MEDIA

We have emphasized the light art opportunities and the name brand retailers throughout this report, but it's the end user who will determine the success of Walnut Street. A district's economy, built on the user experience, relies on numerous layers – art and great retail, close parking, easy access to the skywalks, sleek modern designs, high technology, outdoor dining and street vendors. No one single item can do this, but a well-orchestrated collection of them can.

## DEVELOPMENT POTENTIAL DIAGRAM

The diagram above exhibits the layering necessary for Walnut Street to be successful. Many portions of this diagram can be controlled by the design team, while others can only be controlled by the property owners, the City and the users. In looking at successful shopping districts in Chicago, Illinois, Columbus, Ohio and San Francisco, California, they all have a unique collage of events, spaces and people that make them what they are. Des Moines has a unique opportunity to show off the district through the skywalk system. Thousands get a clear view of the district on a daily basis. A combination of desirable retail, streetscape presence and access can make the skywalks an asset to the district.

# Schematic Design



## PEDESTRIAN ORIENTED

From the beginning of the design process, the goal has been to activate the sidewalk. For years the program and design of the transit mall has kept office workers indoors and comfortably using the skywalk system. The corridor is dark and shaded, due to the tall buildings flanking each side of the street, and the dark red/charcoal pavers installed in the 1980's do not add warmth to the experience.

### Flex Space/Programs

Many successful retail districts across North America offer flexible space within a streetscape framework to locate seasonal retailers. These pop-up stores or food vendors help activate the street and provide opportunities for young businesses. The Walnut Street Streetscape has allocated roughly 50 feet of space at the end of each block for these activities to take place along the curb/sidewalk.

### Larger Events

The Downtown Community Alliance (DCA) has expressed a desire to program the street for at least six months out of the year. The streetscape has been designed to include gates and signage that would be permanent and easy to open and close.

### Retail

The correct mix of retail is critical to street life. Programming the space and implementing new ideas will assist in this effort, but it takes solid successful retail plan to sustain the concept. Robert Gibbs' report suggests data that would make this corridor attractive to retailers. The market analysis shows a healthy demand for a broad mix of national and local retailers and restaurants. Care should be taken as to not dilute or cannibalize the successes in the East Village or Court Avenue. The plan anticipates outdoor dining occurring throughout the district, with greater seating capacity at the corner of the blocks.

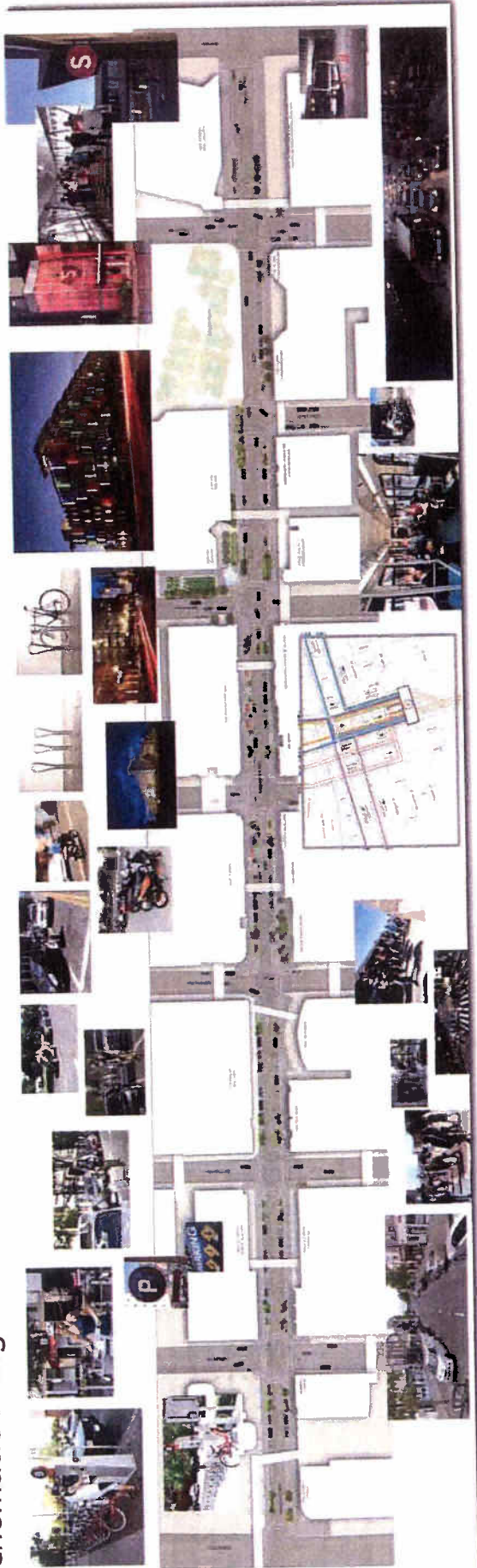
### Skywalk Connections

The skywalk system provides additional opportunities for activity and circulation to bring people to the area. The design team recommends a continuation of the existing signage upgrade program and calls for additional accent at the pavement level to help identify skywalk vertical access.

### Pedestrian-Friendly

The plan calls for wider crosswalks and utilization of the existing grades to maintain a lack of 'ramps' at crossings. Other items to assist crossing are the inclusion of count down timers at crossings and the maintenance of an eight-foot clear zone along the corridor that still allows for outdoor dining and landscape treatments.

# Schematic Design



## LAYERS OF TRANSPORTATION

Walnut Street began as a pedestrian corridor that accommodated cars with on-gravel parking. It transitioned to paved parking and then a bus-only corridor for the past 26 years. The final plan blends all these layers of transportation to help return Walnut Street to the thriving retail center it once was.

### Pedestrian

Pedestrian transportation is important to the success of the retail core. The population near downtown and the office workers that reside within a five minute walk of this corridor has grown at an astounding rate. In the past 20 years, those pedestrians have become 'skywalkers' and have not engaged in the street-level experience.

The retail located in the skywalk is important and will be an important part of the success of this project, but we need to ensure we activate the street level. The final streetscape design leaves additional room at the corners and along the walkway where this space can be programmed on a daily and/or weekly basis. When the weather allows, local retailers and restaurants can utilize the sidewalk area.

### Bicycles

The bicycle is rapidly becoming a popular mode of transportation for downtown residents. The plan accounts for this growing population by providing well-placed bicycle parking, B-Cycle stations and bicycle lanes. It is important that bicycle and vehicular traffic are treated equally throughout the corridor. Therefore, a majority of bicycle parking opportunities are located in designated parking stalls near the street.

### Vehicular

Cars are the life blood of most retail centers. In the United States, a majority of the population still relies on cars as the primary mode of transportation. Restoring two-way vehicular traffic with parallel parking will allow shoppers to part at, or near, the front door of their favorite store or restaurant.

### Conflicts

One-way streets have been a part of life for Des Moines residents for many years. The construction of I-235 and the amount of inbound and outbound traffic at rush hour has driven all north/south streets to be one-way couplets, and in most cases they are four lanes wide. Successful retail is pedestrian-

driven, and street crossings need to be as short a distance as possible. The plan recommends the 6th Street and 7th Street crossings be narrowed to three lanes, realizing that a retail-friendly strategy would narrow the 6th Street through 9th Street crossing to two lanes.



# Schematic Design



## Parking

Many people work along Walnut Street and have cars parked in a nearby garage for a majority of the day. This accounts for a large percentage of the overall customer base, however additional parking needs to be available for visitors coming from outside downtown.

The planning team discussed the importance of balancing sidewalk programming needs and parking. Where retail zones develop, emphasis should be placed on increasing parking based on adjacent use and retail needs. At least ten metered parallel parking stalls per block have been provided in the retail core. Each meter will have time restrictions to deter store owners from utilizing them for extended periods of time. Studies show that each stall located directly adjacent to retail is worth approximately \$200 thousand per year in sales.

Walnut Street will benefit from its close proximity to several parking structures which allow public parking. Prime shopping times are nights and weekends, times when many corporations are closed, which could allow for additional parking.

## Bus Traffic

Walnut Street from 5th Street to 10th Street was home to buses for the last 26 years. The construction of the DART facility a few blocks south along 7th Street recently changed that. Many routes cross Walnut Street, but there are no designated routes intended to travel along this corridor.

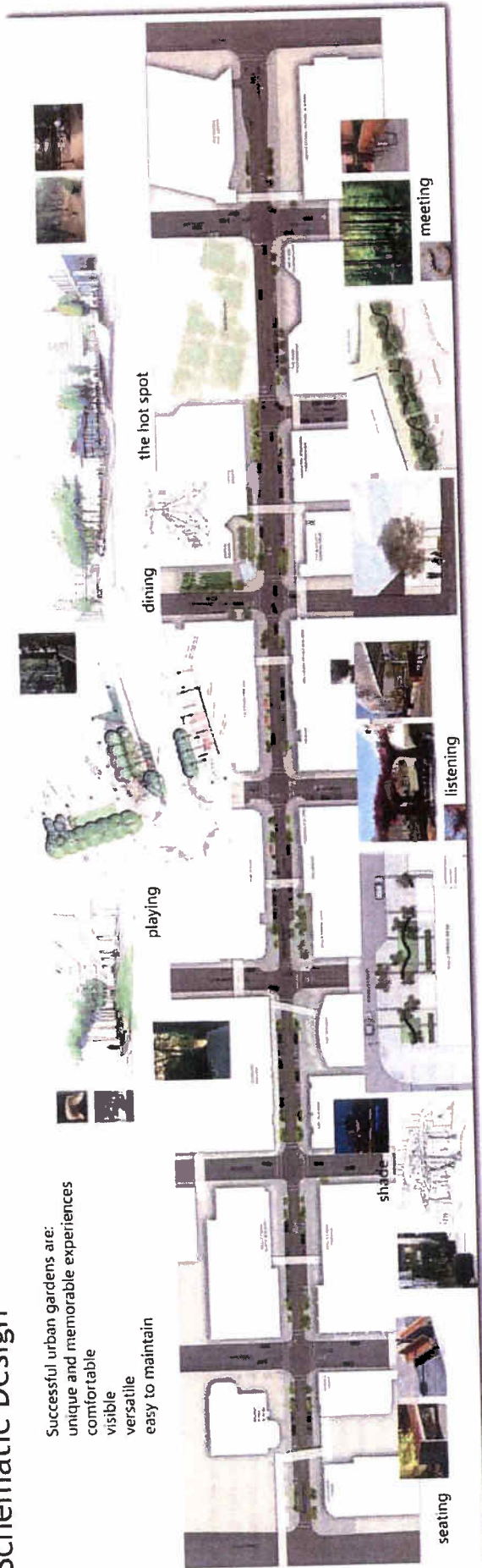
## Summary

Successful retail districts give the pedestrian priority. To accomplish this, Walnut Street traffic needs to slow down and workers/visitors need to be given a reason to leave the skywalk system. The plan creates a street-level atmosphere to do just that, where all of the transportation layers are working together to maximize the district's potential.



# Schematic Design

Successful urban gardens are:  
 unique and memorable experiences  
 comfortable  
 visible  
 versatile  
 easy to maintain



## URBAN GARDENS

Walnut Street's dense, urban collection of buildings and hardscape sidewalks will be enhanced by strategically locating urban gardens that provide:

- Green relief to the urban environment.
- Places to meet and congregate.
- Unique destinations with diverse activities.

These small scale, intensely developed, well defined spaces are much different than existing expansive greenspaces in the downtown, such as the Pappajohn Sculpture Park, Cowles Commons, the World Food Prize Gardens and the Principal Riverwalk. The two proposed urban gardens along Walnut Street clearly interrupt the pedestrian experience with groves of shade trees and trellis' as well as unique seating, activities and experiences while still being integrated within the linear urban streetscape. They efficiently utilize additional, available space due to building setbacks and the reconfiguration of 5th Street. Visible from as far east as 3rd Street and as far west as 8th Street, these urban gardens provide a sense of orientation and enticing destinations to explore.

Located at the northeast corner of 5th and Walnut Streets, this strategically located urban garden emphasizes opportunities for urban play, meeting and dining. This crossroads location is where diverse urban destinations such as the Civic Center/Cowles Commons and Court Avenue are potentially linked with each other, along with a more flexible 5th Street corridor linking with the Iowa Events Center district and Walnut Street's emerging retail, entertainment, residential and employment corridor.

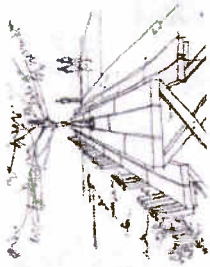
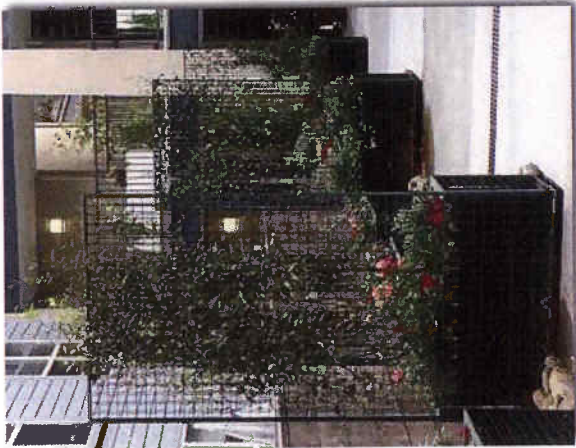
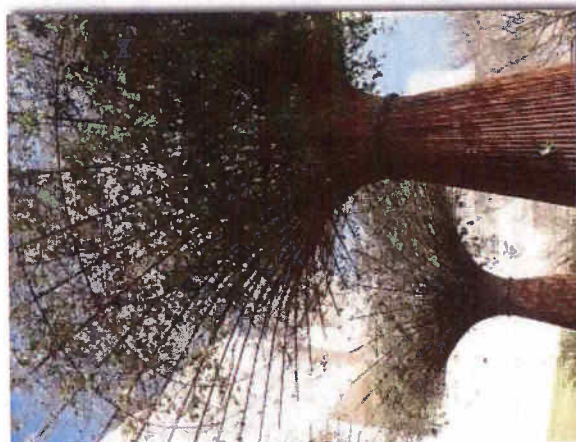
The existing northbound lane of 5th Street, located between a row of mature Honeylocust and Capital Square's west facade, will be vacated as a more efficient two-way 5th Street is created west of the row of Honeylocust. This provides additional space for the urban garden while also providing flexible continuous access from I-235 to Martin Luther King Boulevard and beyond.

A winding, sinuous, smoothly carved wood bench (using native and/or repurposed Iowa materials) is proposed to wrap around the existing row of Honeylocust to provide unique and flexible seating overlooking a lawn court. With opportunities to manage and program the lawn court by adjacent restaurants, the lawn court can encourage adults and children to play bocce ball and other lawn sports,

which provides a unique and desirable opportunity in an urban setting. To the north of the lawn court is proposed a grove of Birch, Black Alder and/or Quaking Aspen with a playful cluster of wood platforms of various sizes and heights. These platforms can encourage informal and improvised "performances", playful activities and a place to sit, meet, greet and observe.

At the corner of 5th Street and Walnut Streets this urban garden features a gathering place structure that extends street activity to all twelve months, regardless of weather. The "hotspot" is a glass enclosed shelter that can be rented for special events including catered parties, merchandising sales events, corporate meetings and other activities for groups of ten to twenty-five people. Financing and operations of this facility is an opportunity for an efficient public/private partnership, to provide a unique urban amenity at a critical crossroads on the Walnut Street corridor.

# Schematic Design



Adjacent to the "hotspot" and parallel to Walnut Street, is an extended harvest table gathering place, built under and around a row of existing Honeylocust. The table provides additional, informal outdoor seating and dining space for nearby restaurants while facilitating interaction among groups of established and new found friends. On both sides of the harvest table, urban garden plots are provided for dense plantings of vegetables and flowers adaptable to urban conditions and accessible to the public.

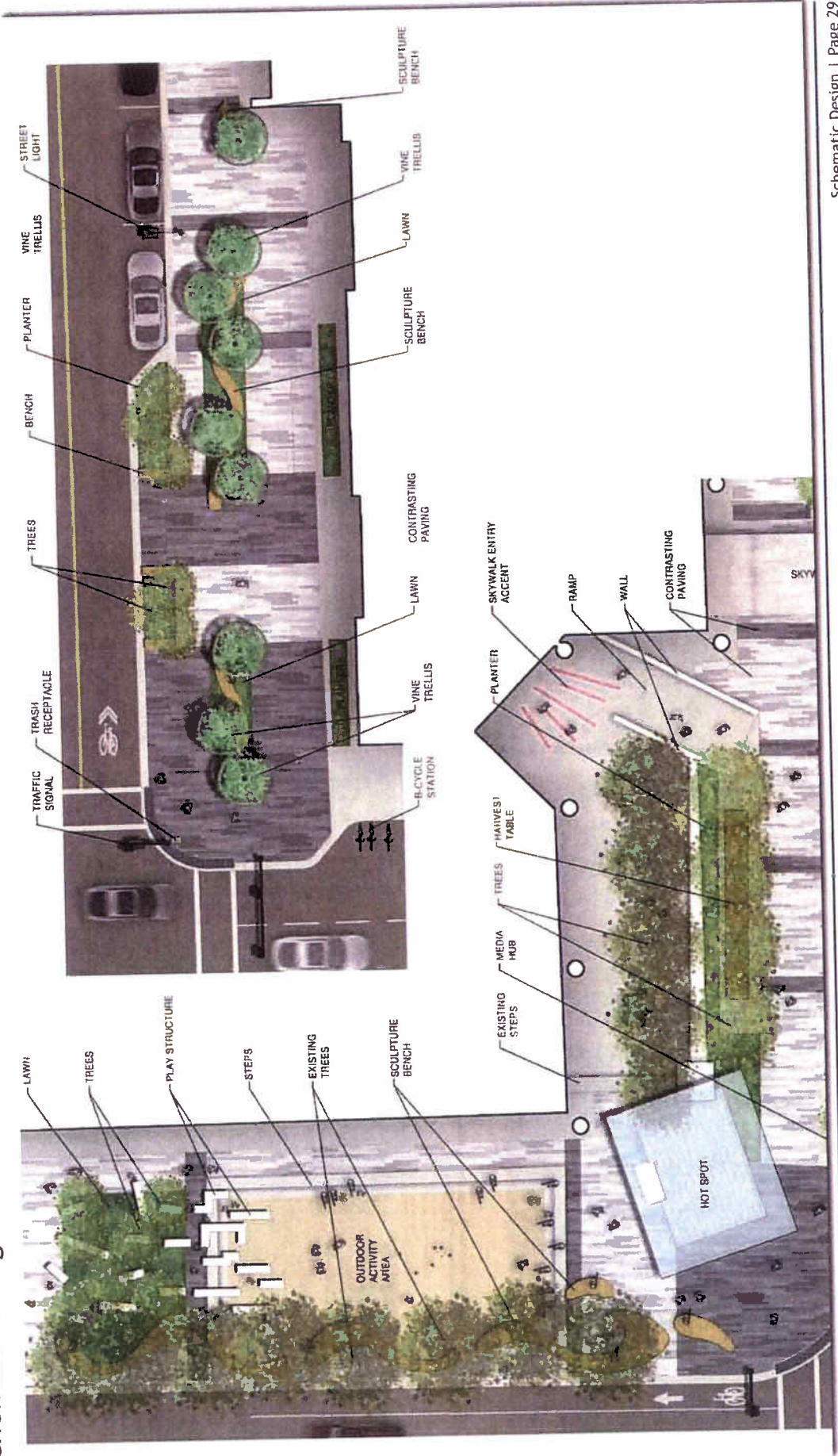
At the southeast corner of Walnut Street and 7th Street is an area where a more generous building setback creates an opportunity for a second urban garden. Located at the heart of potential retail activity on Walnut Street, this proposed urban garden provides a strategic opportunity to create an informal, small scale gathering place with unique features.

The space is located over private, underground parking associated with adjacent buildings. Design concepts respond to this condition by utilizing lighter weight metal trellis canopies with climbing vines to create a green urban garden with shade and a sense of place. Undulating carved wood benches, similar to those proposed for the 5th Street urban garden, create flexible seating opportunities while connecting the trellis canopies into a cohesive, singular space. These benches also provide a unique urban experience by integrating lighting and sound effects that are continually changing, adding to the unique space and time nature of the urban experience.

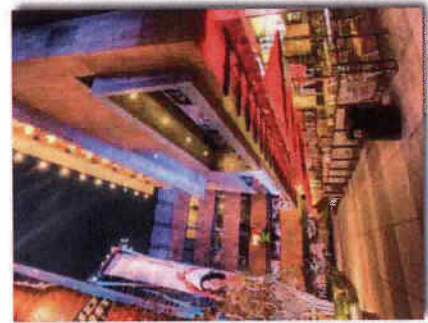
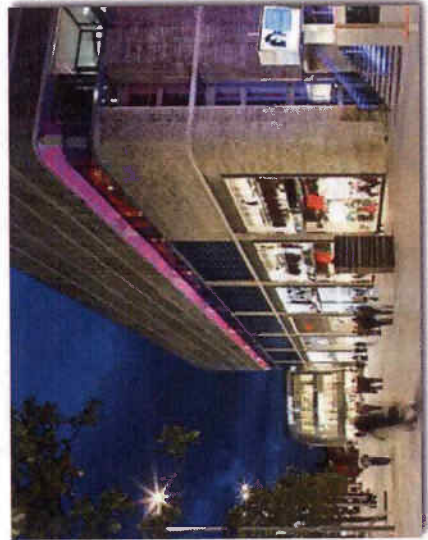
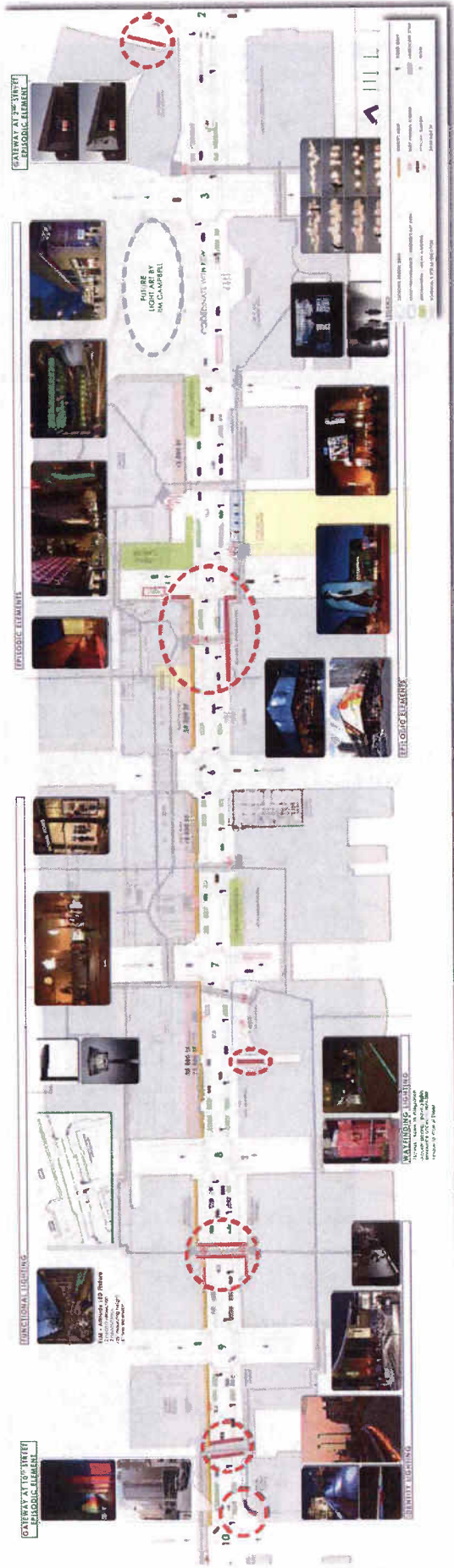
The trellis canopy's overhead structure provides plant material, shade and a more friendly, personal scale space adjacent to the soaring facade of the adjacent building. Green relief to the dense urban core of the Walnut Street corridor is further enhanced by introducing lawn panels (either specially engineered mown grass or next generation artificial turf) and green walls with climbing vines. Using technology similar to the trellis canopies, the green walls add to the impact of this green oasis while providing highly visible, green and potentially flowering vertical walls to this urban garden. Design research will continue to explore appropriate choices for effective, climbing vine species including Boston Ivy, Clematis and other options.



# Schematic Design



# Schematic Design



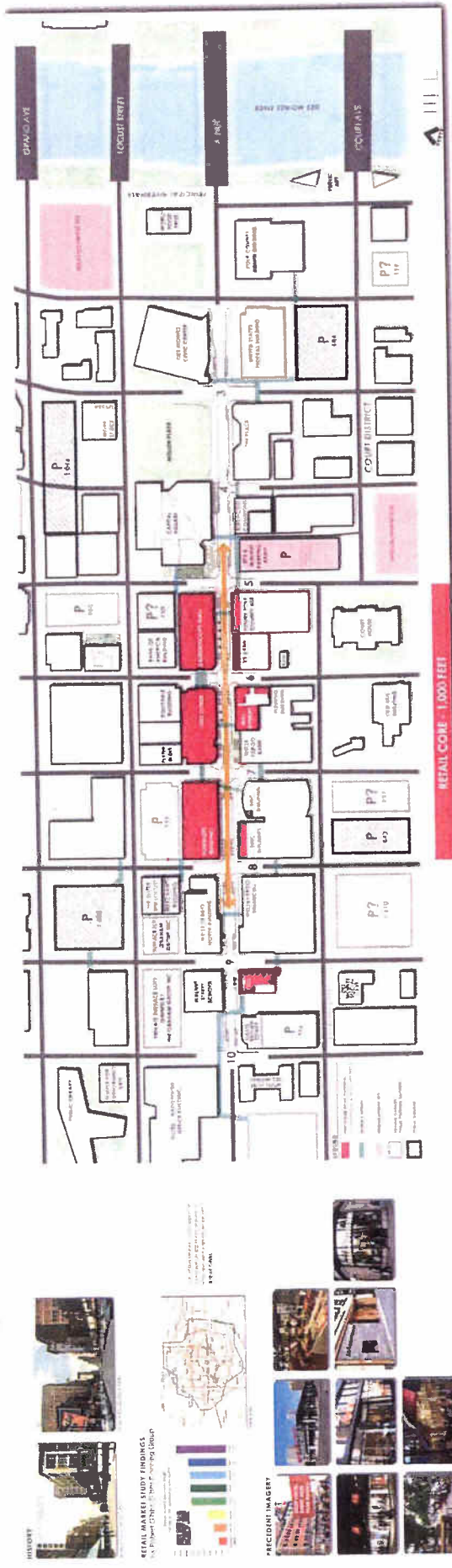
## CELEBRATING THE ARTS

The City of Des Moines, the DCA, community stakeholders and the planning team envision creative lighting and urban media as key elements to energize the corridor. Walnut Street is seen as a downtown connector, effectively linking the Western Gateway, Cowies Commons and Principal Riverwalk.

In an effort to 'celebrate the arts,' the following goals were identified for the study area:

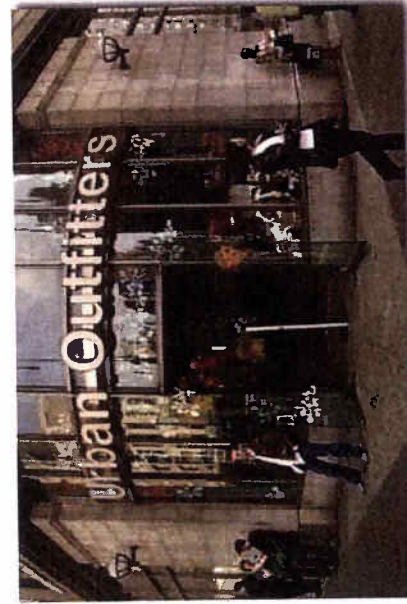
- Celebrate the history of Walnut Street with a modern lighting interpretation.
- Enrich the study area's visual identity with a unifying and distinctive series of installations.
- Create a unique destination for the region. Expand the user base and extend use into the nighttime hours.
- Create a dynamic experience for people. The content must be innovative, creative and engaging.

# Schematic Design

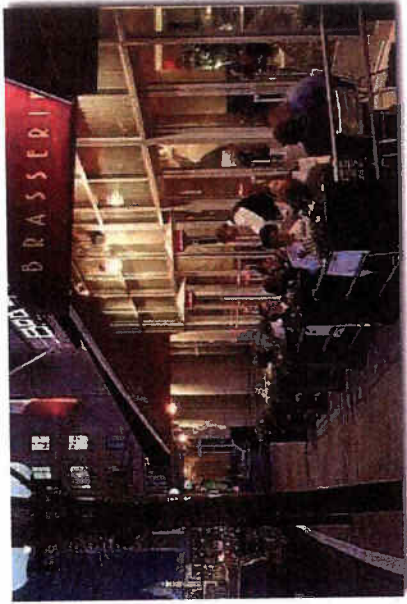


## RETURN TO RETAIL

Walnut Street was once considered the 'Park Avenue' of the City with hotels and department stores lining the street. The area's prestige waned over the years due to retail trends and, like many cities of similar size, the downtown core has fallen out of balance. Gibbs Planning Group (GPG) found that the downtown Des Moines area is not meeting its market potential and has the opportunity to expand its goods and services. In fact, Robert Gibbs' study found that downtown Des Moines can presently support an additional 226,800 square feet of retail and restaurant development. The demand could partially be absorbed by existing businesses, or with the opening of 75 to 125 new restaurants and retailers. The greatest categories of supportable retail growth are full and limited restaurants, department stores, apparel and shoe stores, grocery stores and health and personal care stores.



9th Street to 10th Street



Schematic Design | Page 31

8th Street to 9th Street

# Schematic Design

**BLOCK THOUGHTS**  
 The block diagrams (left) were used to communicate the design program to stakeholders and committee members during the planning process. These diagrams were developed to show big picture design ideas on a block-by-block basis, and illustrate the proposed design as a series of elements. These diagrams assist in understanding how the corridor is linked together through different layers of design.



## Schematic Design



is to engage the people in the skywalk and give east access in and out of the system efficiently. The addition of these pavers helps with that and makes the skywalk system and connections along Walnut Streets unique, complimenting the overall light theme proposed.

### Street

As part of the retail study, Robert Gibbs recommended the proposed changes need to be updated every ten years and that street paving should remain simple. To accomplish this, the team recommends the street be re-paved in asphalt. Once the concrete is ground down to an acceptable base, an approximate 4" thick layer of asphalt will be installed. This allows the pavement to be simple, durable and easily updated every ten years. The City can begin to budget a milling and overlay project in ten years which will be at a fraction of the cost of tearing out and replacing pavers or concrete.

### New Paving Design

#### Sidewalks

After removing the existing paving and milling off the asphalt setting bed, a new asphalt setting bed and mastic will be installed and new pavers will be placed on top. This minimizes grading changes and cost, stays out of utilities and underground parking garages and limits potential leaking.

All paver colors will be within the grey color range. Lighter grey pavers will be utilized throughout a majority of the field. The plan includes use of three similar colors installed in a plank pattern. The pavers will vary in width and length. The darker banding will be a blend of paver sizes and widths with three darker, similar colors. Many paver designs can try too hard to establish set patterns and/or work with adjacent architecture. This corridor has an assortment of lines and architecture styles that do not lend themselves to a standard pattern. All pavers will be 18" x 18" or smaller, as larger pavers can cause installation issues.

Skywalk entries will have their own identification pavers. The plan recommends lighted pavers be installed in the walkway to compliment the signage package identified by the City of Des Moines. A key element in the success of this plan

### PAVERS/PAVING LIGHTS

#### Existing Pavers

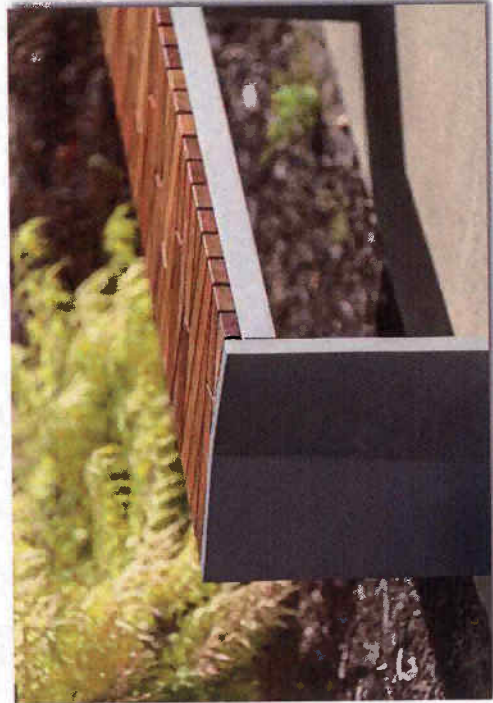
The existing Walnut Street corridor has a combination of red and charcoal pavers with concrete accent bands located in the street at the crosswalk edges, with concrete curbs. The combination of these dark colors, tall buildings and the sun angle make this corridor extremely dark. The street and the sidewalk are comprised of brick pavers, with most sidewalk pavers extending to the building façade.

The cross-section of the roadway and the sidewalk shows pavers atop a slab of concrete. The concrete sub-base is covering numerous utilities, and in some cases doubles as the roof of a parking garage. Therefore, there is limited depth to work within the sidewalk areas. Testing of the existing sub-base shows this concrete is in good condition. The intention is to re-use as much of the concrete sub-base as possible.

The street section has thicker pavers, also on a bed of concrete. The test results show that years of salt use and bus traffic has deteriorated the sub-base to a depth of about 1" to 3". The plan includes removal of all pavers and HMA base and milling off the top layer of concrete to establish the new base. In cases where utility connections or parking is needed, appropriate adjustments will be made.



# Schematic Design



## SITE FURNISHINGS

Streetscape design elements include street furniture (benches, trash receptacle, bike parking), railings defining outdoor dining, street closure gates (creating pedestrian-only streets) and informational kiosks. These design elements provide important support functions that contribute to a streetscape's character and are comfortable and welcoming. The Walnut Street design elements will be understated and minimal in form to allow the retail merchandise displays and people activity to be the dominant visual attractions. A combination of structural metal with warm wood accents (where most visible and frequently touched) is used throughout the design elements. The wood specified for design elements will be durable and environmentally sustainable.

### Benches

Permanent benches use angular structural steel frames with wood seating surfaces and are located primarily at street intersections and mid-block where pedestrians are more inclined to use them (waiting for someone, under the shade of a tree "grove", near kiosks, highly visible). Similar in design approach, trash receptacles are typically located within sight of benches but not adjacent.

### Trash Receptacles

The City of Des Moines and the Downtown Partnership have worked jointly to establish a downtown standard trash receptacle. This black metal structure is durable and easily identified. That stated, the design team proposes the Walnut Street corridor should be different than the rest of downtown and the family of fixtures and furnishings needs to be upgraded throughout this area. The proposed benches are made of a durable wood material and the trash receptacles should match. The images to the left suggest a modern sleek trash receptacle. A thin stainless steel frame could house a series of wood panels. When the final receptacle is chosen, ease of maintenance needs to be considered. The trash receptacles are anticipated to be emptied at least once a day, and several times a day during events. The example to the left exhibits the Downtown Community Alliance logo and can easily be incorporated into the new Walnut Street standard.

### Bike Racks

Secure bike parking is provided, are minimal in appearance, and are clustered in convenient and unobtrusive locations where they will not interfere with pedestrian circulation.



# Schematic Design



## OUTDOOR DINING RAILINGS

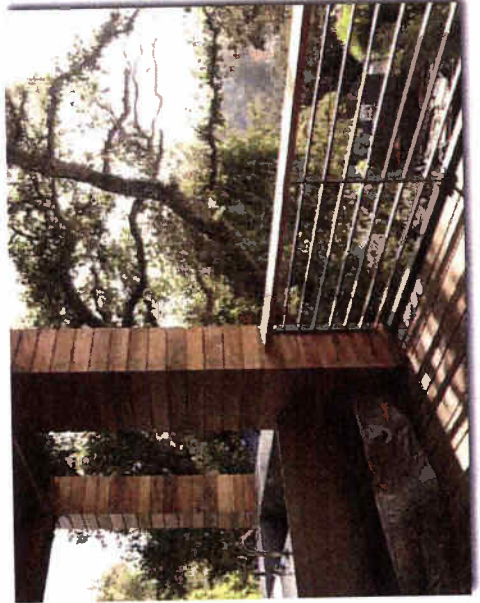
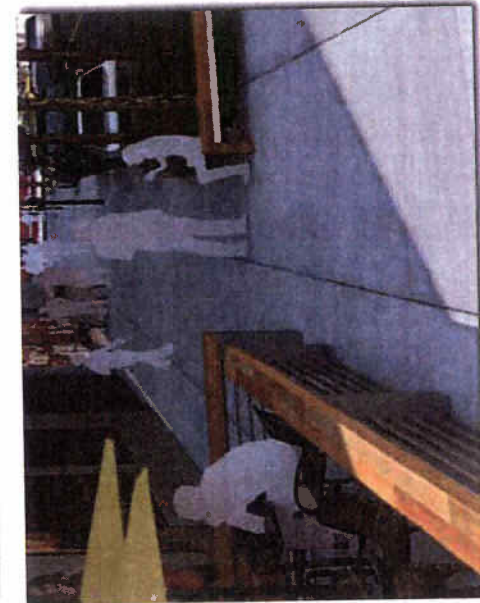
The reconstruction of Walnut Street will transform downtown Des Moines and energize the corridor by providing outdoor dining opportunities. The City of Des Moines has an ordinance requiring establishments to provide an outdoor enclosure if alcohol is served. To build upon the presented design theme, the design team consulted with the DCA and the City of Des Moines to develop a Walnut Street standard dining railing. The team proposed a wood top rail which helps tie all site elements together. The lower portion of the railing will be a combination of bars and screening to provide a visual barrier below the table. The railings need to be portable and stackable, for easy storage during the winter months. Management of the outdoor railings is yet to be determined.

### Sidewalk Cafes

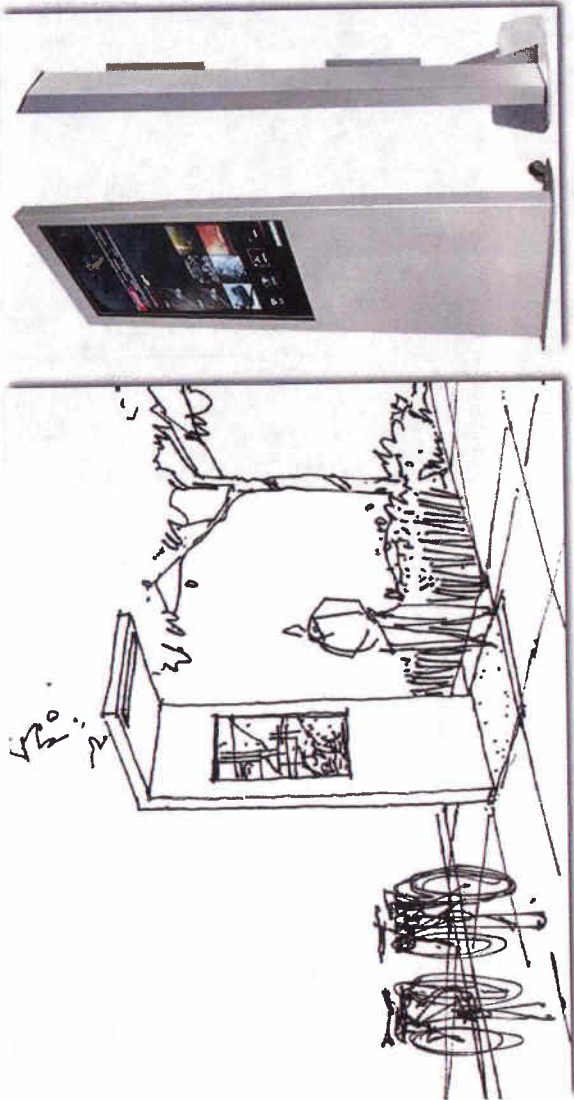
Sidewalk cafes are an important part of a vibrant, pedestrian streetscape. Cafes may be considered as long as a minimum of 8'-0" remains clear for use by pedestrians.

### Cafe Enclosure

Enclosures assist in creating a safe, controlled environment and are required if the establishment sells alcoholic beverages. Enclosure design should reflect an open, transparent feeling. Metal surfaces with wood detailing are preferred.



# Schematic Design



## KIOSKS AND MEDIA HYDRANTS

### Kiosks

Media kiosks with a 42" LED screen are proposed at four locations along the corridor. These interactive kiosks will be linked to a central command center with editing capabilities.

### Anticipated Functions:

- Scheduling - Kiosks will host an online registry that shows wait times at restaurants and allow for reservations to be made.
- Advertisement - Allows downtown business and restaurants to gain notoriety.
- Event Awareness - Provides a simple way to find out what's happening downtown. An interactive schedule shows events for an extended period of time.
- History of Walnut Street - The history of Walnut Street is fascinating; the home page will take the viewer through some of this history.

### Locations:

- Southwest corner of 2nd and Walnut - Principal Riverwalk connection
- Southwest corner of 4th and Walnut - Court Avenue connection
- Northeast corner of 7th and Walnut - Parking garage connection point
- Northeast corner of 10th and Walnut - Western Gateway / 10th Street connection

### Media Hydrants

To support events and festivals, media hydrants are proposed at event blocks, select program space and Cowles Commons (additional collaboration is needed with Ken Smith Workshop). The 12"-high x 36"-wide media hydrants provide ready access to power and high-speed data connections. Media hydrants typically have a standard 120VAC quad power receptacle and a 100-200 Amp, 5-wire company switch type service in each box.

Optical fiber cables will be installed at each media hydrant. The optical fiber cable will be installed in a single dedicated conduit. For a particular video or media display installation, there could be a mix of low voltage cable types and conduits. The optical fiber feeds to each media hydrant would be point-to-point. The most logical "architecture" for the infrastructure would be to provide a 4" backbone conduit running down Walnut Street with pull-boxes at each media hydrant (and no farther apart than every 100'). A multi-strand fiber bundle would be installed in the backbone with the appropriate number of fibers branching off to each media hydrant. At the "head end" equipment room, the fibers would be terminated in a cabinet where media signals could be inserted or routed/patched as needed to support whatever activity is being served. More specific power requirements for any particular video display or other media equipment installation can only be determined once the equipment is selected.

# Schematic Design



Dakota Pinnacle Birch



Karpick Maple



Dwarf Winterberry



Columnar Ginkgo



Birchleaf Spirea



Dwarf Winterberry



Birchleaf Spirea



Kelsey's Dwarf Red-Osier Dogwood



English Oak



Calmar Swedish Aspen



Bowhall Red Maple

## LANDSCAPE

### Plantings

More than any other streetscape component, plantings brighten public spaces, provide an identifiable pedestrian scale, and announce the changing seasons with natural vibrancy. Spring and summer flowers are typically followed with brilliant autumn foliage and ornamental winter fruit, bark, and seed pods. In addition to this seasonal succession of landscape interest, plantings may be used to frame desirable views, reduce detrimental impacts of wind and noise, create comfortable shade, lower energy consumption. In short, plants make cities more livable. Many trees planted in an urban environment struggle to survive due to environmental stress from soil compaction (required for standard concrete sidewalk construction) and low soil fertility combined with inadequate soil moisture, low levels of oxygen near root zones, limited soil volume, detrimental de-icing salts, pet urine, air pollution, and excessive solar heat reflected from surrounding paving and structures. In other words, urban areas are not tree friendly. In recent years, multiple studies have noted that the average tree in urban environments dies within 13 years due to insufficient soil volumes for root growth. In attempt to create a unique and long-lasting identity for Walnut Street, a planting concept has been put forth that clusters plantings in (7' x 30') soil zones that utilizes Silva Cell technology. The Silva Cell will likely be the first installation in Des Moines, allowing for improved drainage, soil health and water infiltration. In a typical urban setting, Silva Cell systems can be sized to treat the water quality volume of surrounding impermeable surfaces.

### Existing Street Trees

As existing streetscapes are modified, it is imperative that proper consideration first be given to the protection and preservation of existing healthy street trees. Factors to consider when evaluating existing street trees for preservation or removal from new streetscapes include a specific tree's age, health, size, species, relationship to future development and overall form. While the Walnut Street Plan proposes to keep a handful of the existing trees, the majority of trees have been assigned a less than good rating by the City Arborist or will be eliminated as part of a street curb re-alignment that directly impacts existing trees.

### Proposed Street Tree Species

To partially offset the numerous environmental stresses imposed upon City street trees, appropriate species selection for tolerance of urban conditions and ability to grow within confined areas (overhead utilities, nearby building facades, limited root zones, snow removal) is essential when choosing a tree species. Consideration must also be given to a site's specific microclimate resulting from the effects of shade and wind. Tree species which naturally

# Schematic Design

produce large surface roots that may damage pavements and trees with dense canopies that block store fronts and signage should be avoided. All installed street trees must meet the requirements of the American Standard for Nursery Stock (latest edition), as published by the American Association of Nurserymen. The appropriate selection of tree species is critical to the health and longevity of the City of Des Moines' urban forest.

The future plantings on Walnut Street are visualized as tightly spaced tree groves with multi-layered shrub, groundcover and seasonal plantings. This planting style lends itself to a unique character that can be replicated throughout the corridor to provide a meaningful visual impact.

## Recommended Plant Palette

### Trees

- Homestead Elm
- Princeton Sentry Ginkgo
- Red Maple - columnar varieties
- Dakota Birch
- Quaking Aspen

### Shrubs

- Dwarf Kelsey Dogwood
- Shrub Rose
- Dwarf Pee Gee Hydrangea

### Grasses

- Northern Sea Oats
- Prairie Drop Seed
- Little Bluestem
- Feather Reed Grass

### Groundcover

- Vinca Minor
- Purple Leaf Wintercreeper
- Hosta

## Proposed Street Tree Size

Following careful species selection, tree size at the time of planting is an important consideration. To comply with city ordinances and to minimize conflicts of lower tree limbs with vehicular and pedestrian zones, bottom tree branches shall be at least 8' above adjacent sidewalk at the time of tree

installation. No street tree shall be smaller than a 2" caliper size (the diameter of the trunk measured one foot above grade) at the time of tree installation, with 2.5" - 3" caliper trees being the recommended size for specimen trees along Walnut Street.

## Proposed Street Tree Placement

Not unlike many urban streets, Walnut Street has its fair share of underground utilities, vaults and basement which extend beneath sidewalk areas. The location of these obstacles was a significant consideration when developing a tree planting strategy. Proposed street trees are to be located near the intersection of each block on both sides of the street and at mid-block, unless physical constraints (skywalk bridge or underground vault) exist. Plantings have been shifted towards the curb in all areas to maximize pedestrian and event space. All plantings shall be coordinated with future parking meter and light pole placement. Spacing along streets will typically coincide with proposed street light locations which, in turn, relate to locations of designated on-street parking spaces.

## Irrigation

As part of a multi-pronged effort to ensure healthy and attractive plant material throughout the Walnut District, irrigation of planting areas is recommended. While system specifics have not been designed, drip irrigation is the recommended to maximize water efficiency and to eliminate spray onto sidewalks or auto travel lanes. Consistency is the key to conserving water, reducing maintenance time and creating a system that can be operated efficiently. A thoughtful irrigation plan will provide consistent moisture to ground plane plantings, as well as woody shrubs and trees. In areas that lack natural light, a regulated moisture level is vital to plant establishment and long term success. Implementation of a centralized control unit that can be monitored and managed remotely is the foundation for achieving a water-smart system that minimally impacts City Parks and Recreation staff.

Due to the ever increasing demand on the potable water supply, the use of recycled water is a major resource in water conservation practices. If recycled water becomes available thru other project sources, it is recommended that the City evaluate the life cycle cost and benefits associated with using harvested rain water for irrigation. Another way that water conservation can be achieved is by installing specific irrigation system components that have specialized functions to manage water and prevent water waste. Items such as rain sensors will be considered as future phases of the Walnut Streetscape move forward.



Dwarf Fountain Grass



Prairie Dropseed



Little Blue Stem



Creeping Lily Turf



Purple Leaf Wintercreeper

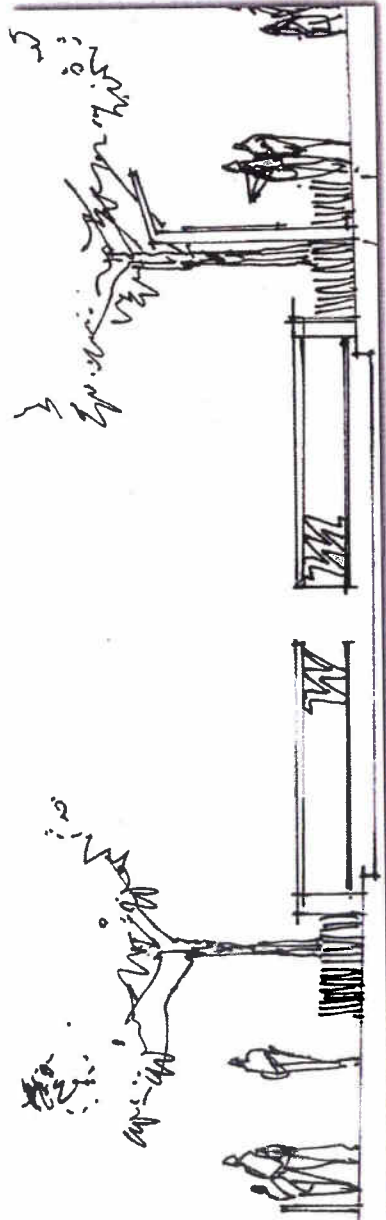


Common Periwinkle



English Ivy

# Schematic Design

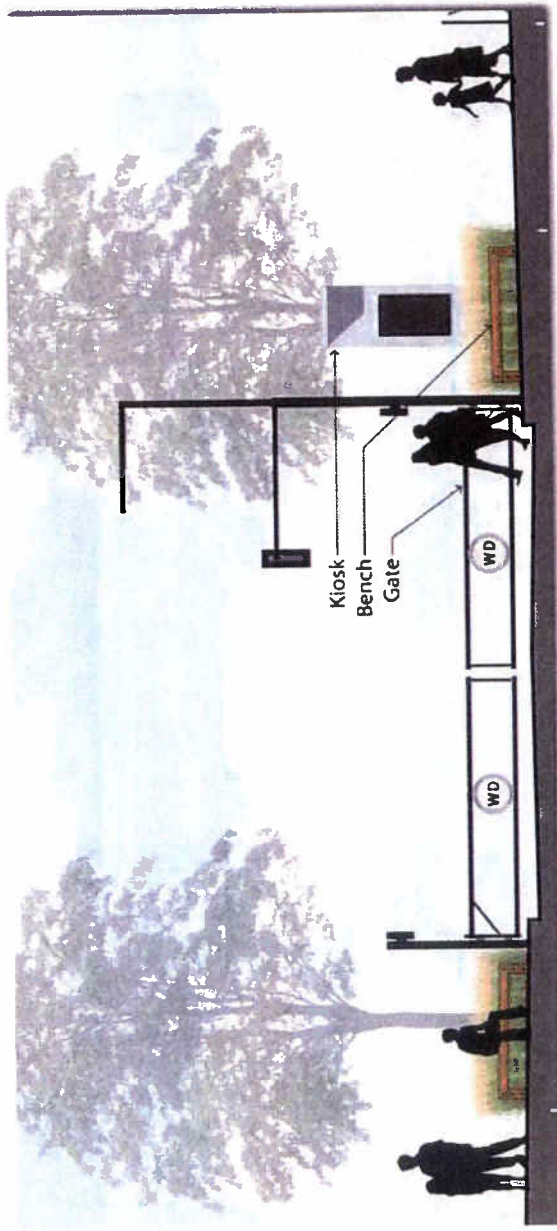


## CUSTOM STREET ELEMENTS

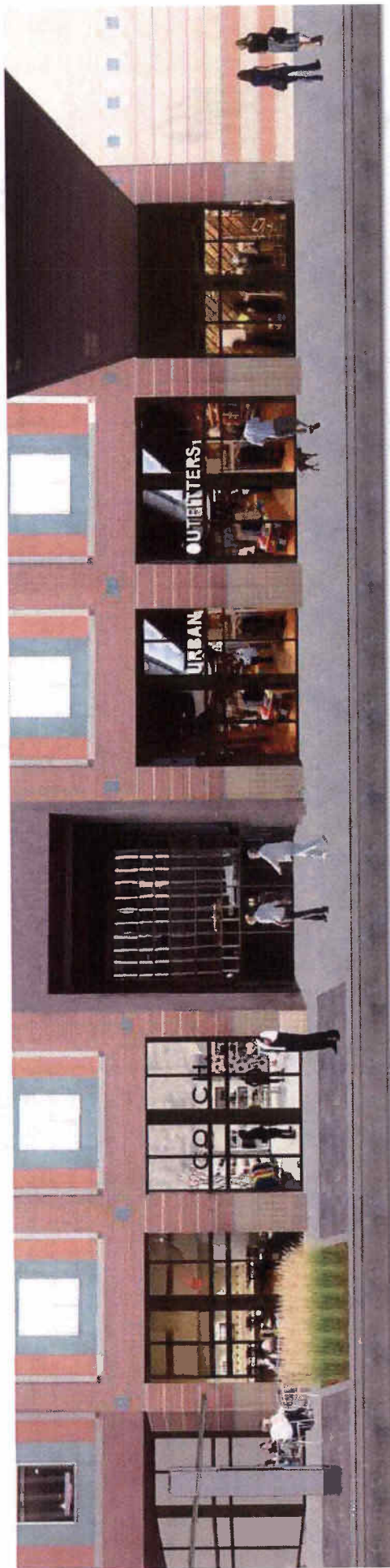
### Street Closure Barriers

Permanent street closure barriers provide an easy way of opening and closing the street for festivals, concerts and events. Barriers can be open for regular traffic movement or closed to prohibit vehicular circulation at a select block(s). They are more attractive than the typical temporary barriers and they eliminate off-site storage requirements. The street closure barriers proposed along Walnut Street resemble black metal gates and are located in the intersection extensions at the event blocks of 5th Street (west side), 6th Street (both sides), 7th Street (both sides) and 8th Street (east side only).

The barriers can be customized to exhibit the district logo, street signage, and to contain the necessary street closure information. The street closure portions can either be permanent installations or brackets can be mounted so that the required signage could slide in and out as appropriate. A sample logo has been placed in the image to show how these might be implemented.



# Schematic Design



# Schematic Design



## Storefront Design and Signage

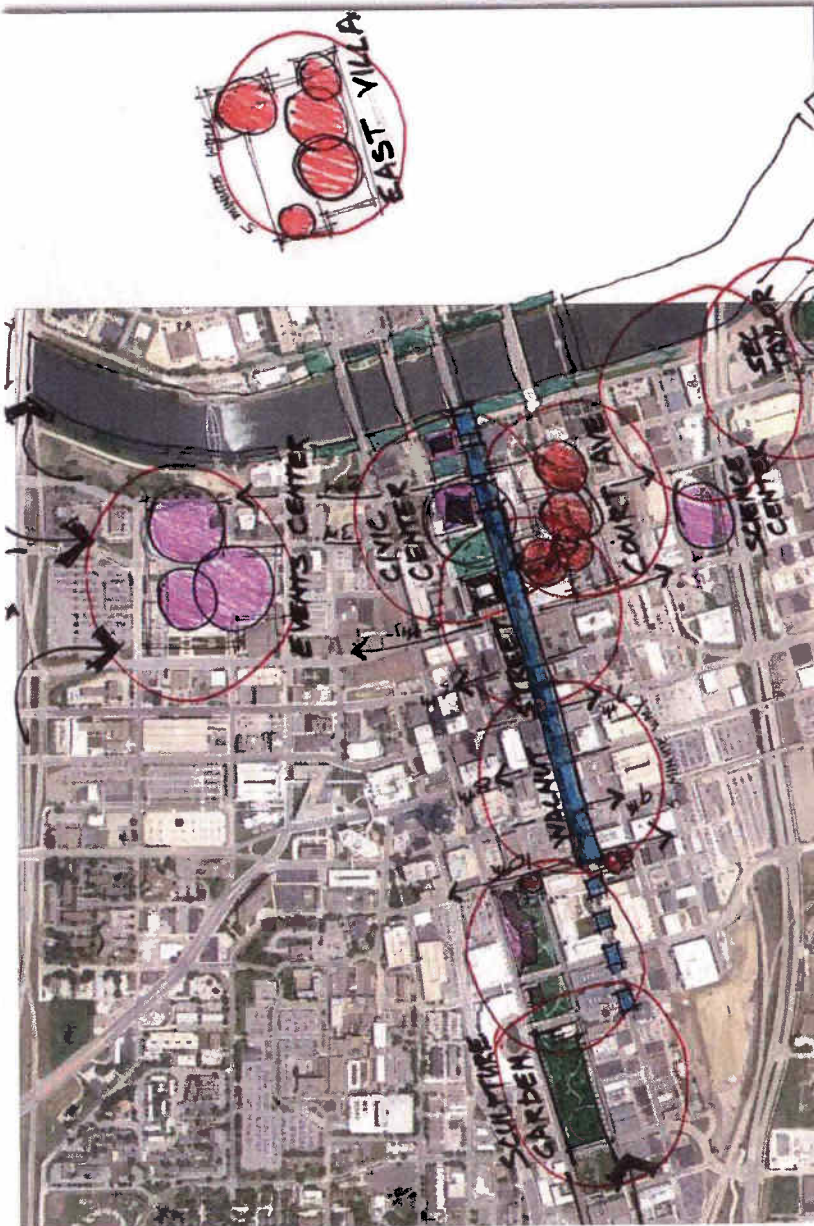
The storefront design and signage play an integral part in the streetscape and visually unifies and provides consistency across the study area. General design considerations for storefronts typical to urban, pedestrian friendly environments include:

- **Increased Visual Transparency:** As much as possible, the storefronts should have transparent, unobstructed windows. See-through windows and doors add visual activity to the street and allow pedestrians to see inside and afford a perception of safety.
- **Storefront Lighting:** The interior and exterior should be lit with ample lighting. A well-lit storefront plays a large role in increasing the illumination of sidewalks, making them feel safer to the nighttime visitor.
- **Signage:** Appropriately designed signs can add a visual richness to the streetscape. Signs should not overpower the façade or cover significant architectural components. Color should be used simply to facilitate legibility and content should be kept to a minimum. Materials and colors should complement the character of the building.
- **Reduce or Eliminate Blank Façades:** Creative lighting, urban media and flexible programming have been proposed as part of the planning process in an effort to activate the blank façades across the study area.



## CONTEXT ANALYSIS

# Context Analysis



## CONTEXT ANALYSIS

With its unique character and location, Walnut Street provides an opportunity to create a pedestrian-friendly street to link and enhance established and evolving downtown destinations including:

- East Village, with its contemporary, non-traditional retail/entertainment.
- World Food Prize's prestigious headquarters.
- Civic Center and adjacent Cowles Commons.
- 10th Street entertainment corridor.
- Pappajohn Sculpture Park.

As the only two-lane, two-way street in the downtown, it has the flexibility and intimate scale to accommodate low speed, high volume, traffic while remaining safe and comfortable for pedestrians. Located in the heart of a high density office development and intersected by high volume north-south streets in and out of downtown, Walnut Street has high visibility and potential for high volumes of visitors. Similar in appearance to a ladder running east and west, Walnut Street is divided into distinct blocks of relatively short length, each with its own unique and episodic characteristics, assets and liabilities.

## SITE ANALYSIS / EXISTING CONDITIONS

## Site Analysis / Existing Conditions

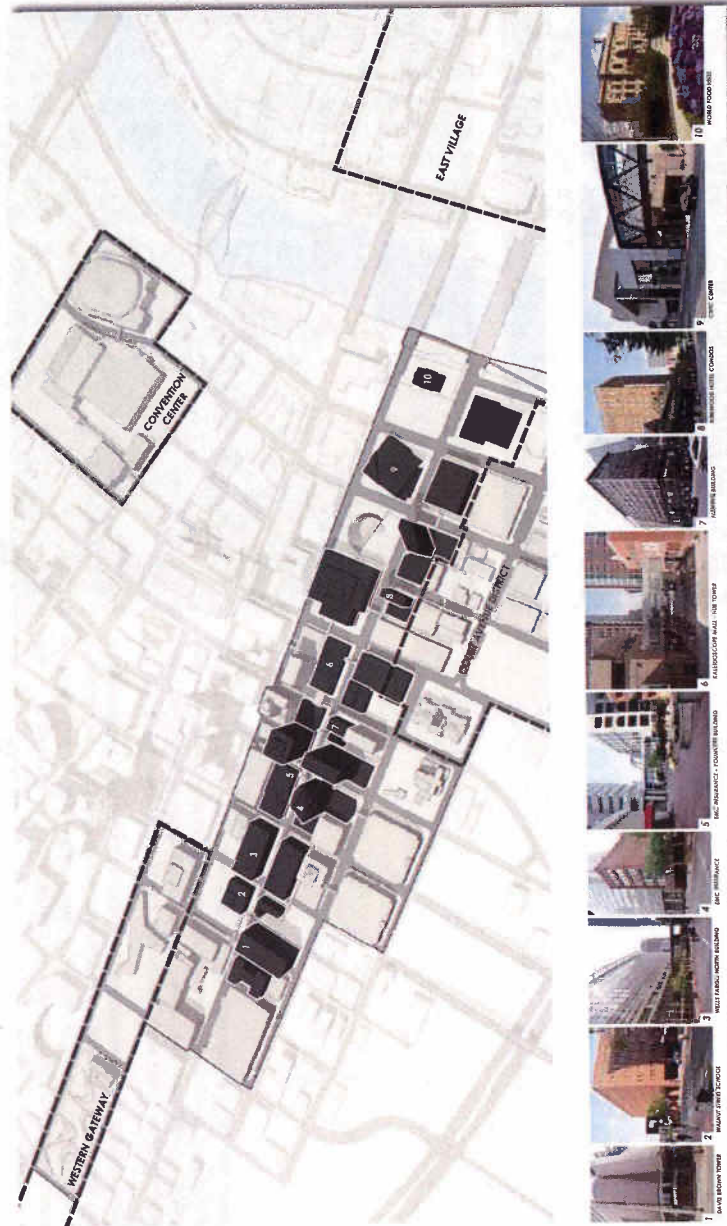
### TREE INVENTORY

Growing in both tree pits and raised planters, Walnut Street trees largely consist of Locust, Elm and Linden trees. While a few specimens have reached mature height and are in sound condition, the majority are undersized and sparse. This is likely a result of the lack of sunlight and adequate soil depth in the corridor.

The City of Des Moines conducted a tree survey in the fall of 2012, assigning each tree a rating of either 'good', 'fair' or 'poor'. The corresponding images depict each rating level and demonstrate the overall bleak condition of Walnut Street trees. The team recommends that any tree with a rating other than 'good' be removed and replaced.



# Site Analysis / Existing Conditions



## BUILDING INVENTORY

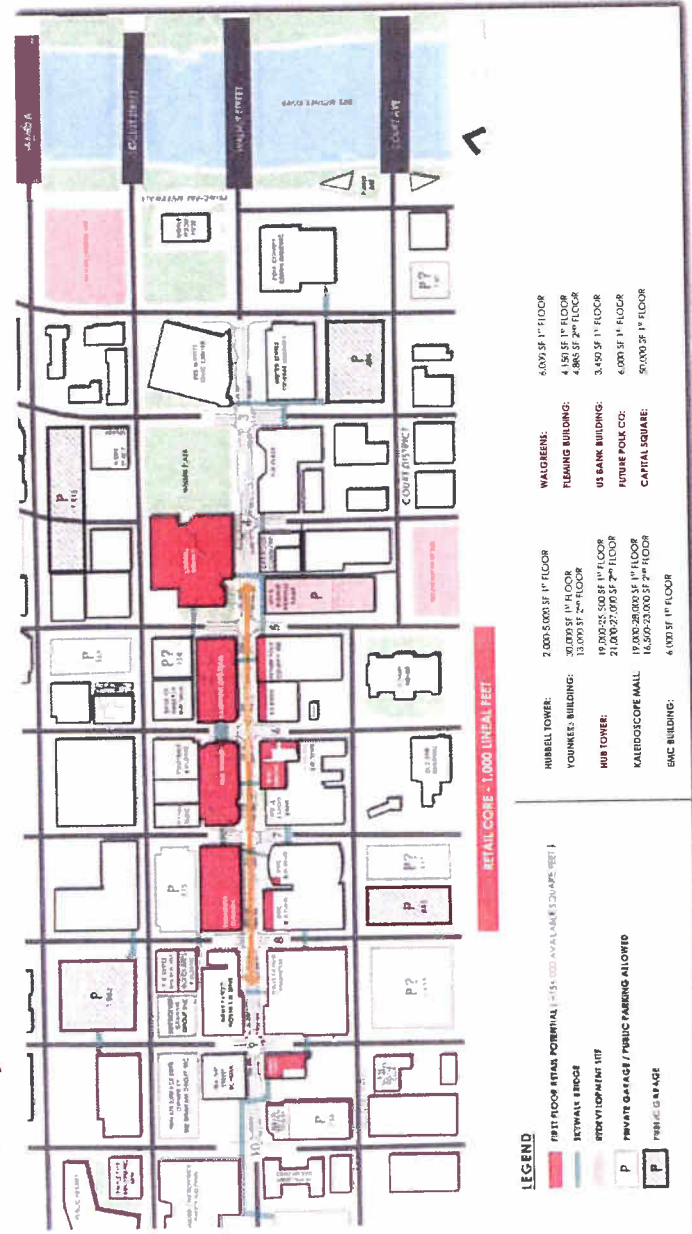
With its consistent building frontage, Walnut Street is recognized as one of the most urban streets in downtown Des Moines. The street is predominantly lined with office uses at the ground floor. Major employers along Walnut Street include Wells Fargo and EMC Insurance, affording a daytime office worker population of 84,000 workers within the entire downtown core. There is a mix of retail/restaurant, residential and cultural land uses.

Notable buildings are as follows.

- The World Food Prize, a restoration of the century-old Des Moines Public Library Building, defines the eastern edge of the study area.
- The Civic Center of Greater Des Moines, Iowa's largest theater.
- The Fleming Building, at 6th and Walnut, was designed by Daniel Burnham and is listed on the National Register of Historic Places.
- The Kirkwood, at 4th and Walnut, has seen renewed use through a restaurant and lounge, and conversion into condominiums.
- The 13-story Davis Brown Tower at 10th and Walnut Street.



# Site Analysis / Existing Conditions



## GROUND FLOOR OCCUPANCY DIAGRAM

Walnut Street was once considered the 'Park Avenue' of Des Moines, with hotels and department stores lining the street. However, the area's prestige waned over the years due to retail trends and like many cities of similar size, the downtown core has fallen out of balance. Significant vacancies are found across the study area with available square footage approximating 156,000 square feet. Per the Gibbs Planning Group (GPG) study, the current retail vacancy rate is at 11.2 percent. Previous tenants included retail establishments and large department stores. Existing retail is limited to mostly neighborhood goods and services. GPG found "a major retail void exists in the core".

The exhibit (left) diagrams retail opportunities and available square footage across the study area.

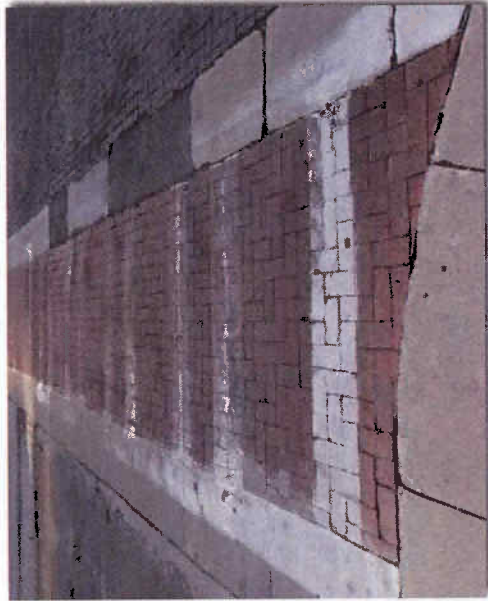
Building Name	1st Floor	2nd Floor	3rd Floor	Total
HUBBELL TOWER	2,000	5,000	11,000	18,000
YOUNKES BUILDING	10,000	11,000	13,000	34,000
HUB TOWER	10,000	10,000	10,000	30,000
KALIDOSCOPE MALL	19,000	28,000	11,000	58,000
EMC BUILDING	16,000	30,000	10,000	56,000
WALDBERNE	4,000	5,000	1,000	10,000
TELEPHONE BUILDING	4,150	1,500	1,000	6,650
US BANK BUILDING	3,450	1,000	1,000	5,450
FUTURE POLK CO.	6,000	1,000	1,000	8,000
CAPITAL SQUARE	50,000	1,000	1,000	52,000

- LEGEND**
- 1ST FLOOR RETAIL POTENTIAL (15,000 AVAILABLE SQ. FEET)
  - KEYWAY BRIDGE
  - REDEVELOPMENT 1117
  - PRIVATE GARAGE / PUBLIC PARKING ALLOWED
  - PUBLIC GARAGE

## Site Analysis / Existing Conditions



Existing Conditions - Sidewalk Elements / Street Trees



Existing Conditions - Crosswalk and Banding



Existing Conditions - Vertical Obstructions



Existing Conditions - Sidewalk Cracking

## STREETSCAPE INVENTORY

This corridor has fallen into disrepair; the street paving is failing, the plants are struggling and the lighting is old and insufficient. Many corners are cluttered with an assortment of newspaper stands, out of date trash cans, unnecessary street bollards and massive planters. All of these items, combined with the height of the adjacent buildings, make this a dark and generally unfriendly place for pedestrians.

### Planters

Several blocks have large planters consuming over half of the sidewalk area. Although these planters contain plant life, the space they require is exorbitant.

### Bus Shelters and Signage

The corridor was most recently used as a transit mall and required a significant amount of signage. Digital signs are currently located at the beginning and end of the transit mall to display hours of operation. Combine these signs with the bus stops, route listings and other required signage, and the street becomes quite cluttered. In addition to the signage, large steel and glass bus shelters are located on each block. With the bus routes being moved and these shelters no longer needed for their intended purpose, these have become smoking huts and homeless hangouts.

### Buildings

The adjacent buildings are home to thousands of office workers and potential retail customers, but are tall and dense. This combination creates a dark streetscape. The shade from the buildings intensifies winter conditions and decreases the demand for outdoor dining in the spring and fall.

# Site Analysis / Existing Conditions



Bench



Planter



Bike Rack



Hydrant



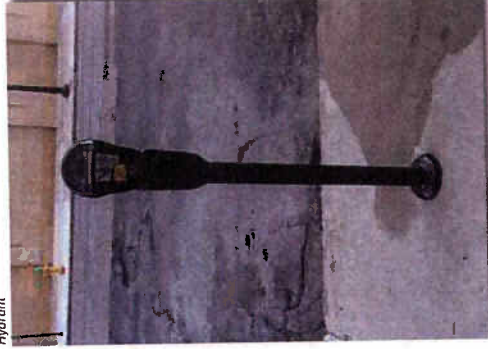
Electric Meter



Trash Receptacle



Potted Plant



Parking Meter



## Site Analysis / Existing Conditions



Newspaperstands

### FIXTURES AND FURNISHINGS

The furnishings along the corridor are large and dated. The appropriate number of benches and trash receptacles seem to be missing and have been replaced with an excess amount of newspaper stands that clutter corners throughout the corridor.

#### Benches

The benches along the corridor adopt a similar concrete style to the light and traffic signal poles. Large planters anchor each end with a 10 foot wooden bench spanning the distance between them. Most benches are concentrated at the east end of the corridor, with the bus shelters providing the seating throughout the remainder of the corridor.

#### Trash Receptacles

The original trash receptacles from the corridor were removed and replaced with the City's standard black receptacles. These receptacles are sparsely located, with approximately one per block.

#### Miscellaneous Elements

The corridor is home to an assortment of newspaper stands, flyers and other objects that have been added since the original design was completed. These elements clutter the corridor and are under-utilized.



Bus Shelter



Air Vent



Phone Booth

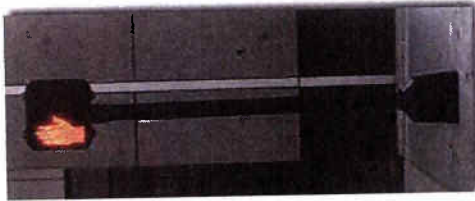
## Site Analysis / Existing Conditions



Traffic Signal



Traffic Signal



Crosswalk Signal



Traffic Signals



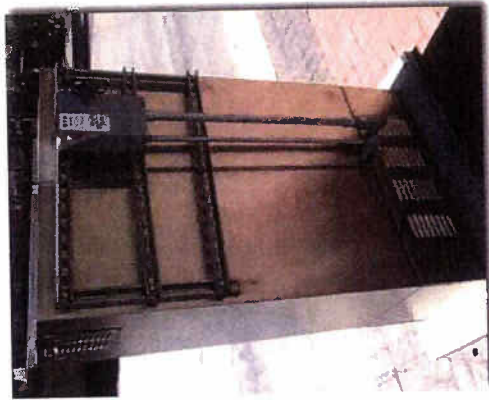
Traffic Signal / Light



Street Light



Street Light



Control Cabinet

### LIGHTING AND TRAFFIC SIGNALS

The Walnut Street corridor has several different lighting and signal pole styles with large concrete bases that match the current planters. The lack of continuity or the implementation of a design standard is severely lacking, making the corridor confusing to vehicular and pedestrian traffic.

#### Traffic Signals

A majority of the signals are the 1980's-style traffic signals. The signal poles from 5th to 10th are located on the side of the street, have a large concrete base and a single vertical riser with a dual head at the top. There is a signage panel located adjacent to each signal pole which creates a large obstacle at the pedestrian level. Some of the north/south streets and those at the east end of the corridor have overhead signals, but do not match the City of Des Moines standards. They are painted a similar brown color that matched the signal pole versions, and in some cases have lights above them.

#### Lighting/Banners

The lighting varies along the corridor. The transit mall portion is dominated by large globe fixtures with similar concrete bases to the signal poles. Although popular in the 1970's and 1980's, these fixtures are inefficient and outdated.

The east end of the project transitions to a traditional cobra head fixture. Several are mounted atop signal poles, with a few mid-block fixtures present. Similar to the light poles, stand alone poles for advertisement banners are also located along the corridor.

#### Control Cabinets

The standard traffic control cabinets exist with one per intersection. Most cabinets are stainless steel, 4' high and mounted on a 24" square concrete base. The cabinets are located toward the cross streets, off the Walnut Street corridor.

## Site Analysis / Existing Conditions



### TRAFFIC AND TRANSIT PATTERNS

Downtown Des Moines has been comprised of one-way streets for many years. During its heyday, Walnut Street was a thriving two-way street with parking on each side, making it the place to be seen and the only place to shop. The decision to convert it into a transit mall in 1987 did not change the traffic pattern, only the type of transit. Bus-only lanes were established during day hours. The recent construction of the new Des Moines Area Transit (DART) Facility located south of Walnut Street between 6th and 7th Streets, allows the opportunity to return Walnut Street to its original traffic intent.

### Bus Routes

Locust Street will continue to carry a majority of east-bound traffic and Grand Avenue will support a majority of the west-bound traffic. The bus lines will also follow this route and Walnut Street will only be used if there is an event that closes Locust Street and/or Grand Avenue. During events, Walnut Street will be designed to allow buses to make the necessary turning movements.

The D-Line that provides free rides to passengers throughout downtown currently follows the Locust Street/Grand Avenue loop during day hours. There is a possibility that D-line route could be revised to travel east-bound on Walnut Street and west-bound on Grand Avenue. This would be a positive change that could link the retail stores of East Village with the proposed retail of Walnut Street.

### Vehicular Routes

The north/south streets are the main arteries in and out of downtown, transferring traffic to and from Interstate 235. Inbound morning traffic utilizes 3rd, 5th, 7th and 9th Streets and the evening traffic travels outbound on 2nd, 6th and 8th Streets. 4th Street terminates at Capital Square, providing an excellent pedestrian connection between the activities on Court Avenue and the new proposed activities on Walnut Street.

The addition of MLK Parkway and the east/west connection to the south side of downtown is beginning to transition how traffic enters and exits downtown. The further extension of MLK to the east will lessen the demand on Interstate 235. It is reasonable to assume in the next 10-20 years the one-way streets in downtown Des Moines could become a thing of the past.

# Site Analysis / Existing Conditions



Bicycle Traffic



B-Cycle Station



B-Cycle Station



Bike Corral

**Bicycle Traffic**  
The recent addition of several B-cycle stations and designated bike lanes entering downtown have encouraged people to utilize bicycles as a mode of transportation. One goal of this project is to include bicycle traffic as a prominent mode of transportation. A series of meetings with the Parks and Recreation and Engineering Departments encouraged development of a plan which includes shared bike lanes from 5th Street to 10th Street and designated bike lanes from 2nd Street to 5th Street.

**Bicycle Parking**  
Currently, Walnut Street has few bicycle parking stalls. B-Cycle stations are located at the new DART facility and on the northwest side of downtown on 13th Street, but bicycle traffic and parking is lacking in the core district. The final plan proposes the addition of two new B-Cycle stations, a bicycle corral and a few bike loops per block. The B-Cycle stations will be located along the street at the southeast corner of 4th Street along Walnut Street and on the southeast corner of 7th Street. The bike corral will be a street-side parking area. The placement of bike racks along Walnut Street will augment the other three locations and are intended to be short-stay locations.

## Site Analysis / Existing Conditions



Parking Study

### PARKING DIAGRAM

The Downtown Parking Study, completed by RICH and Associates in December 2012, served as a guide to the proposed plan.

#### Temporary Parking

Currently all north/south streets in the study area that cross Walnut Street are one-way streets. South-bound 3rd, 5th, 7th and 9th Streets, have parallel parking that is designated "no parking" during the morning commute to allow incoming traffic to flow freely from I-235. Conversely, north-bound 2nd, 6th and 8th Streets, are designated "no parking" during the evening commute to return traffic to I-235. The addition of MLK Parkway and planned expansion to the east is expected to lessen the traffic demand entering and exiting downtown from the north. The one-way street grid was designed when the only major artery into downtown was I-235.

#### On-Street Parking

Walnut Street proper has been a dedicated bus lane for many years and therefore has no parking on either side of the drive lanes. There is a small loading zone on the south side of Walnut Street adjacent to The Plaza, with the rest of the street void of parking. The side streets have parking during designated times.



Traffic Analysis

#### Parking Garages: Walnut Impact

Three public parking garages currently impact the Walnut Street area, with each garage having a different impact on the corridor.

##### 5th Street Garage: Public

Located on the southeast corner of 5th and Walnut, this city-owned garage is in disrepair. Funding is not sufficient to support the maintenance needs. The report suggests the entire facility should be removed in the next five years, temporarily displacing 609 spaces from the core of downtown.

##### Greater Des Moines Partnership Garage: Private, Allows Public Parking

This garage is directly adjacent to the new Youngkers development with skywalk access directly to the second floor of the building. Located only half a block off of Walnut Street, it could provide an additional 481 parking stalls to the retailers along Walnut Street.

##### 7th and Mulberry Garage: Public

This garage is south of the study area by one block, and is served well with at-grade access to Walnut Street, as well as skywalk access. The downtown parking study concludes there is a surplus of 1,706 stalls in this garage. The EMC building to the north has a shortage of 721 stalls which this accommodates, which leaves 985 stalls that could be available to future retailers along Walnut Street. This location has a direct skywalk connection served by escalators with ground floor access of the building.



Walnut Street Looking West

## Site Analysis / Existing Conditions

**SHADE STUDY**

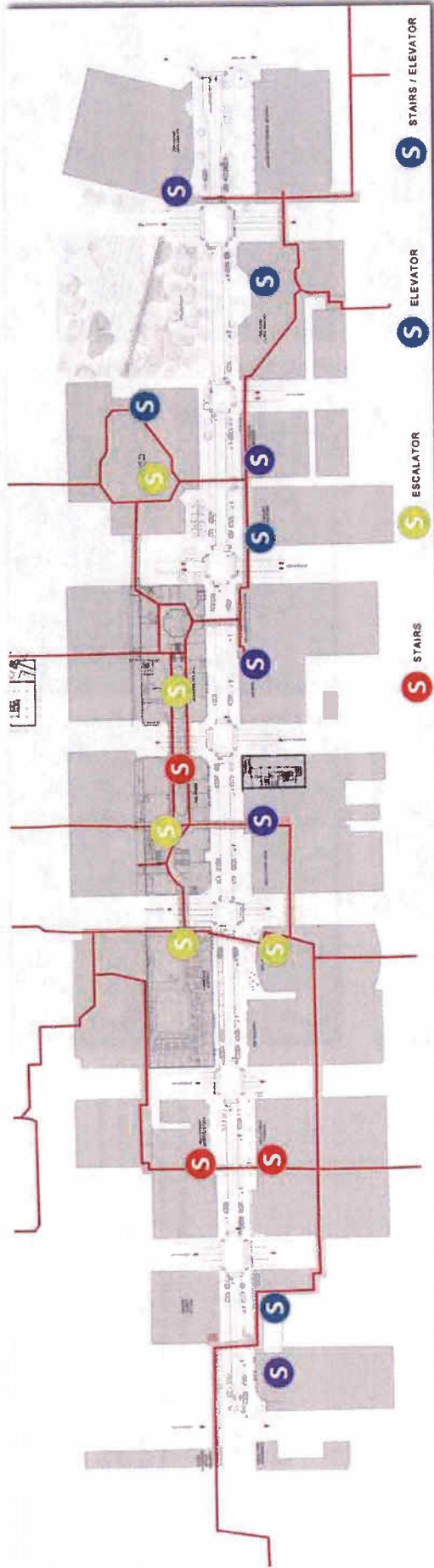
Quarterly solar diagrams were prepared for the study area. The following exhibits illustrate the extent of the shadows cast by the buildings at 9 am, noon and 3 pm during the months of January, April, July and October.

The shade/shadow analysis found that the shadows cast by the buildings will impact the streetscape and the selection of plant material. The analysis shows that the sidewalk and associated gathering areas along the south side of the street are in shade most of the year. During the summer months, there is a limited amount of sunlight in the late afternoon.

Direct sunlight along the north side of the street is limited to the summer months. As the exhibits illustrate, the north side of the street is in shade from October to April.



## Site Analysis / Existing Conditions



### SKYWALK ENTRY DIAGRAM

The recently completed Skywalk Study for the City of Des Moines states, "The original skywalk system focused on the skywalk level itself and less on its integration with the rest of the urban infrastructure...it deactivated and generally ignored the at-grade urban condition, which is the lifeblood of vibrant cities." Access to the skywalk system varies along Walnut Street, ranging from city parking garage elevators to grand building lobbies. Some routes from the sidewalk to the skywalk are clear, some are circuitous.

The diagram above indicates building entries affording direct access from sidewalk to skywalk. The form of connection is also noted as stairway, escalator, elevator or a combination.



## PAVEMENT ANALYSIS SUMMARY / DECISION



# Pavement Analysis Summary / Decision



Street pavers



Crosswalk



Concrete banding



Street patching

## PAVEMENT ANALYSIS

Veenstra + Kimm Engineers (V+K) was selected to assist in the pavement analysis and make a recommendation on the proper pavement design moving forward. To best complete this work, V+K hired Allender Butzke Engineers (ABE) to complete the scientific analysis of the cores taken. Twenty core samples were taken over an eight-block area.

The corridor breaks down into two areas, with 2nd Street to 5th Street being a typical cross-section. This application of hot mix asphalt (HMA) wearing course over a PCC base seems to have withstood the test time, with the exception of the concrete bands at the cross walks.

The second area, between 5th and 10th Streets, exhibits significant wear and tear on all portions of the roadway. The cross-section of gravel, concrete base, HMA setting bed and concrete paver has failed over the past 26 years.

The sidewalk pavers and associated base have fared well throughout the years. The pavers are in reasonably good shape and the sub-base consistently tested out at 4,000 to 8,000 PSI.

## Design Team Recommendations

Future improvements along the stretch of Walnut Street (2nd Street to 5th Street) could likely be a milling of the existing HMA surface and an overlay of the same area with new HMA surface.

For future improvements of the stretch of Walnut Street (5th Street to 10th Street), our recommendation is complete reconstruction based on the results of the chloride testing, patching versus reconstruction cost estimates, and the fact that the curb lines and walks will be reconstructed as a part of the proposed improvements. The intersections are also in poor condition, adding to the factors weighing in the favor of reconstruction. A third option of white topping could also be explored.

## Further Review

After reviewing the tests and the facts with the City of Des Moines, it was determined that the structural steel in all of the cores was in good condition. Therefore it was determined that all of the sub-base on the project could be saved.

- Sidewalk sub-base will be saved and re-used. The pavers and HMA will be removed and replaced.

- The HMA surface from 2nd Street to 5th Street will be milled and replaced with new asphalt.

- The HMA setting bed and concrete base from 5th Street to 10th Street will be milled and overlaid with HMA.

Cost is part of this discussion, but longevity and the desire to freshen up the design every ten years were also taken into consideration. With the entire street being HMA, it will be easier to mill and overlay every ten years.

## RETAIL MARKET STUDY SUMMARY

# Retail Market Study Summary



*Downtown Des Moines consists of two parallel shopping corridors: Walnut Street and the skywalk*

## WALNUT DISTRICT RETAIL DEVELOPMENT STRATEGY

### Executive Summary

The Des Moines Metro is not meeting the needs and desires of its residents, visitors and workers, resulting in a demand of almost 240,000 square feet of additional retail and restaurant development. If implemented pursuant to industry standards, this new retail could return the downtown to a regional shopping destination, generating \$91.6 million in additional sales by 2017.

At present, the downtown operates as a limited convenience shopping district, primarily serving daytime office workers. Its appeal to the region as a whole is hampered by non-market factors such as the location and availability of parking, limited retail selection, and a lack of national chains and department stores, the skywalk system, and minimal coordinated leasing or marketing campaign.

In addition, Greater Des Moines is served by numerous attractive shopping malls, offering many leading retailers in easy to shop destinations. However, many popular national retailers such as H&M, Crate & Barrel and Nordstrom's,



have not yet entered the region. They will likely do so at an existing mall or a new regional hopping center yet to be developed. If a series of physical and management policies are implemented quickly, it is technically possible for the Downtown to attract some of these new retailers.

Downtown Des Moines has an attractive skywalk system that links its 75,000 office workers to most parking and shopping opportunities. Workers can walk nearly the entire length of downtown from the Nationwide office campus in the Western Gateway district to the Civic Center in the downtown core in less than 15 minutes.

This study finds that:

- Downtown Des Moines can currently support an additional 226,800 square feet of retail and restaurant development, generating over \$87.2 million in new sales.
- By 2017, the study area can expand to 238,100 SF of new commercial growth, generating \$91.6 million in sales.



This potential demand could partially be absorbed by existing businesses or with the opening of 75 to 125 new restaurants and retailers.

The greatest categories of supportable retail growth are:

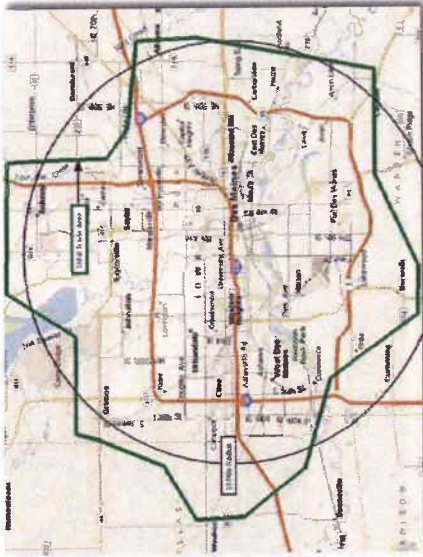
- Full and limited-service restaurants
- Department stores
- Apparel & shoe stores
- Grocery stores
- Health & personal care stores

Although there is strong retail competition to the west at Jordan Creek Mall and to the northwest at Valley West Mall, daytime downtown employee expenditures can supplement evening and weekend residential consumer expenditures, creating the base for community-scale retailers to enter the market, or expand their local presence.

# Retail Market Study Summary



Downtown Des Moines looking north



Interstates 35, 80, and 235 provide access into downtown from virtually all directions

## INTRODUCTION

### Geographic Context

Des Moines is located in the southern central region of Iowa between Cedar Rapids, Iowa, in the east and Omaha, Nebraska, in the west. Martin Luther King Boulevard, Interstate 235, East 14th Street and the Raccoon River define the downtown study area. Existing downtown retail is limited to mostly neighborhood goods and services, but exceptional freeway and local artery access, along with significant consumer expenditure leakage from the trade areas, offers the potential to expand the scale to include community and regional retailers.

### Existing Retail Market Conditions in Downtown

Although the current downtown retail vacancy rate (11.2 percent) is still greater than twice the rate from the historic lows of 2007 (4.7 percent), it is trending downward from the 2010 peak of 11.7 percent.

Average asking retail lease rates, at \$14.25 per square foot triple net, are also down 30 percent from the 2007 highs of \$20.25 per square foot triple net; however, households are projected to grow at the annual rate of 0.79 percent and household income will expand annually by 3.0 percent, increasing the number of consumers and their buying power.

### Total Trade Area

This study further finds that the downtown has a total trade area population of 468,600 persons, increasing to 503,600 persons by 2017.

The projected annual growth rate of the total trade area is 1.45 percent, slightly exceeding both the state and national levels. Average household income in the total trade area is \$72,900, higher than both the state and national averages. The district's per capita income (\$29,200) is also more than the state and national levels. The total trade area has a labor base of 323,800 employees.

## GENERAL RETAIL OPTIONS

Des Moines has two basic options available in attempting to expand retail in the downtown core; they are:

### OPTION A: Developing the Downtown Core as a Daytime Shopping District

This option would involve building upon the small retail base that exists in the core; focusing on improving the goods and services offered to downtown's 75,000 office workers, visitors and near neighborhood residents.

### OPTION B: Developing the Downtown Core as a Regional Destination

This option would involve significantly expanding the amount and type of retailers in downtown to appeal to the general population within Greater Des Moines. This would require the attraction of two to three large anchors as well as considerable transportation, parking, operations, management and development policy changes.

In addition, two other types of retail development are worthy of consideration, as a component to the development option selected above.

**Manufacturer's Outlet Center:** This would involve the development of an urban factory outlet center offering 150,000 to 200,000 sf of leading national brand retailers at outlet prices. Retailers such as Brooks Brothers, Coach, Gap, Eddie Bauer, Limited, Nike, Nordstrom's Rack, Pottery Barn and Ralph Lauren are possible tenants that could be included in such a center.

**Public Market:** This would involve the development of a year-round enclosed public food market selling baked goods, cheese, fish, meats, poultry and prepared foods. The market could serve as a virtual grocery store and could become one of the region's leading tourist destinations. The Columbus North Market, Philadelphia's Reading Terminal Market and Seattle's Pike

# Retail Market Study Summary



Most of downtown's prime parking is reserved for office users

Street Market offer relevant models for Des Moines. The Kaleidoscope Mall is a potential location for an indoor market.

The existing layout and architectural framework in the Kaleidoscope Mall provides a significant opportunity for a year-round public market.

## Option A: Daytime Shopping District

Downtown Des Moines is a vibrant daytime employment center, linked with an easy-to-use, climate controlled skywalk network. Most workers can reach the restaurants and shops within 10 minutes along the skywalk. As a result, the skywalk is frequently filled with pedestrians, while Walnut Street is virtually vacant at most times. During a noontime observation, Gibbs Planning Group counted approximately 150 people in the skywalk at one location, and only six pedestrians on Walnut Street, five of who were taking a smoking break.

National research indicates the Downtown's 75,000 office workers generate considerable purchasing power, and can alone support 500,000 to 750,000 square feet of retail and restaurants. Surprisingly, the skywalk system only offers a small fraction of the worker's desired commerce. Many of the existing businesses do not meet commonly accepted merchandising and store planning principles commonly accepted by the shopping center industry and are not meeting the desires and needs of the office worker market.



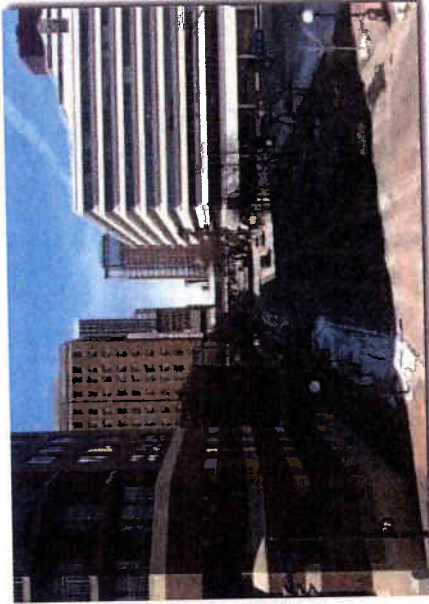
The Younkers Capital Square buildings are potential anchor locations for the west and east ends of the regional shopping district

## Option A: Recommendations

- Provide assistance for existing retailers and restaurants to improve their business practices, merchandising, store plans, fixturing, lighting, signage and operations to meet or exceed national standards.
- Implement lease requirements for existing and new businesses to meet or exceed commonly accepted shopping center standards.
- Recruit new retailers and restaurants focusing on the office worker demographics, especially national franchise and chains.

## Option B: Regional Shopping Destination

Downtown Des Moines can statistically support almost 250,000 square feet of additional retail and restaurant space generating enough critical mass to return as a regional destination. However, this expansion requires extensive modifications to its built and management environments to meet the lifestyles and shopping preferences of today's busy families. In short, the downtown needs to become both more convenient for the suburban household as well as offer brands and selections they desire. Shopping is an elective activity today, and Des Moines has many desirable malls.



The Younkers Capital Square buildings are potential anchor locations for the west and east ends of the regional shopping district

## Option B: Challenges + Recommendations

The following conditions limit the downtown from becoming a regional shopping destination:

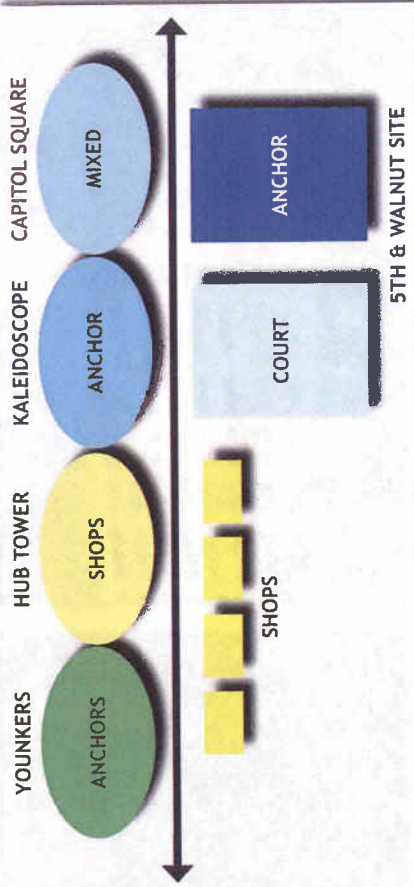
- Anchor:** The downtown lacks traditional department stores or large retail anchors necessary for a minimal critical mass of shopping to attract the purpose driven shopper. **Recommendation:** Attract anchors such as department stores, home furnishings, office supply and sporting goods, and brands such as Best Buy, Kohl's, H & M, Old Navy, Office Max and Target.
- Business Recruitment:** The downtown lacks a coordinated merchandising plan and business recruitment campaign. **Recommendation:** Implement a leasing plan and retain a qualified retail broker or business recruitment consultant to identify and attract desired retailers and restaurants.
- Developer Expertise:** Competitive shopping districts are complex and require experienced developers. The downtown lacks this expertise. **Recommendation:** Retain a qualified shopping center developer with proven urban experience to lead a merchandising and development implementation plan.

# Retail Market Study Summary



The Hub Office Tower and Kaleidoscope Mall are modern buildings suitable for many retailers and an anchor, such as a year-round public market.

- Parking: There are very few on-street parking spaces and almost no parking garages along Walnut Street. *Recommendation:*
  - o Install public parking in lower levels of Younkers & Kaleidoscope Mall.
  - o Install manned parking ticket booths in public garages.
  - o Reserve first two levels of prime public parking decks for shoppers by restricting parking until 10:00 am.
  - o Consider free parking for first two hours in all public decks for patrons.
- One-way Streets: Cause confusion, high speed traffic and lengthen arrival time to shopping. *Recommendation:* Return the following streets to two-way circulation: Locust Street, 5th Street (currently proposed within the Walnut Streetscape Plan) 6th, 7th, 8th and 9th Streets.
- Shopability: A regional shopping district requires 800 to 1,000 lineal feet of continuous shopping storefronts to achieve a critical mass of one or more hours of buying. This equates to approximately three blocks of Walnut Street. Such a district requires minimal disruptions at the street and traffic signals that give the pedestrian the preference over the vehicle. *Recommendation:* Install three blocks minimum of continuous shopping along both sides of Walnut Street. Install a minimum 30 foot deep liner retail unit when necessary for non-retail buildings such as the old JCPenney



Retail Uses - Distributions of Uses Diagram

- building that is being converted by Polk County and existing financial/bank buildings.
- Street Access: Challenging for pedestrians to access Walnut Street from the skywalk. *Recommendation:* Install additional elevators, stairs and escalators from skywalk to Walnut Street. Focus on Walnut Street near the Younkers building and a location between 7th Street and 4th Street. Possible locations include the Kaleidoscope Mall, existing Walgreens near 6th Street and the 5th Street parking structure that is slated for redevelopment.
- Walkability: Street intersections have wide curb radius that promote high speed vehicular traffic. *Recommendation:* Adapt modern complete streets design standards.

## RETAIL CORE - DISTRIBUTION OF USES

- Walnut Street between 5th to 8th Streets has the potential to become a regional shopping destination if:
  - Younkers and Kaleidoscope Mall become anchor retailers such as a department store, large retailer or public market.
  - Both sides of Walnut Street are lined with shops and restaurants.
  - The north/south streets are narrowed and become two-way.
  - Locust Street becomes two-way.
  - Public-shopper parking decks are located along Walnut Street including Younkers and Kaleidoscope Mall.
  - The streetscape is updated and additional vertical transportation (stairs, elevators and escalators) are installed at key locations.

## RESEARCH / PLANNING

## Research / Planning

### REFERENCES DOCUMENTS

2012 Art and Technology on Walnut Street	James Ellwanger
2012 Planimetrics Drawings + Aerial	City of Des Moines
2012 Spectrum Document	James Ellwanger
2012 Downtown Parking Study	RICH and Associates + City of Des Moines
2012 Walnut Street Tree Inventory	City of Des Moines
2012 Reconfiguring Walnut Street	Agrest and Gandelsonas
2011 Walnut Street Functional Programming	Genus Landscape Architects
2011 Downtown Perception Assessment	Downtown Community Alliance
2011 Perception Research Key Findings	Marketing Matterz Inc.
2010 Signage and Way-finding Report	City of Des Moines
2010 Skywalk Improvement Study Report	RDG + City of Des Moines
2010 Skywalk Conditions Assessment	RDG + City of Des Moines
2010 Shopping Patterns Assessment	Downtown Community Alliance
1985 Walnut Street Transit Mall Construction Documents	City of Des Moines
1984 Walnut Street Environmental Assessment	DM Metro Transit Authority



# Research / Planning

## OVERVIEW OF COORDINATION EFFORTS

Technical Steering Committee Meeting	September 11, 2012	DCA Presentation - Preview	January 28, 2013
Walnut Site Walk with City	October 3, 2012	Technical Steering Committee Meeting	January 30, 2013
Art and Cultural Event Advisory Committee Meeting	October 5, 2012	City Manager - Walnut Presentation	February 6, 2013
Art and Cultural Event Advisory Committee Meeting	October 9, 2012	Art and Cultural Event Advisory Committee Meeting	February 11, 2012
Art and Cultural Event Advisory Committee Meeting	October 16, 2012	Stakeholder Meeting - EMC	February 13, 2013
Stakeholder Meeting	October 22, 2012	City of Des Moines - David Jahn Tree Presentation	February 19, 2013
Gibbs Initial Presentation	October 29, 2012	DCA Presentation	February 28, 2013
Gibbs City Manager / DCA Meetings	October 30, 2012	City of Des Moines - Matt Anderson Meeting	March 8, 2013
Stakeholder Meeting - Alexander Company	November 12, 2012	City of Des Moines Engineering Meeting	March 11, 2013
Stakeholder Meeting - EMC	November 13, 2012	Public Input Session	March 13, 2013
Technical Steering Committee Meeting	November 30, 2012	Walnut Stakeholders Meeting - All	March 18, 2013
DCA Meeting	November 30, 2012	Walnut Stakeholders Meeting - Youngers	March 19, 2013
Technical Steering Committee Meeting	December 12, 2012	Walnut Stakeholders Meeting - DCA	March 20, 2013
Stakeholder Meeting - EMC	December 13, 2012	Gibbs' Retail Presentation	March 20, 2013
Cowles Commons Meeting - Presentation (Ken Smith)	December 13, 2012	City of Des Moines - Tree Walk (David Jahn)	March 28, 2013
Stakeholder Meeting - Youngers	December 14, 2012	Urban Design Review Board	April 2, 2013
Stakeholder Meeting - Youngers	January 7, 2013	Des Moines Planning and Zoning	April 4, 2013
Gibbs' Public Presentation #2	January 16, 2013	Urban Media Update	April 5, 2013
Stakeholder Meetings - All	January 16, 2013	Public Input Session - Final Plan Presentation	April 29, 2013
DCA Meeting	January 21, 2013		
City of Des Moines Traffic Meeting	January 24, 2013		

# Research / Planning



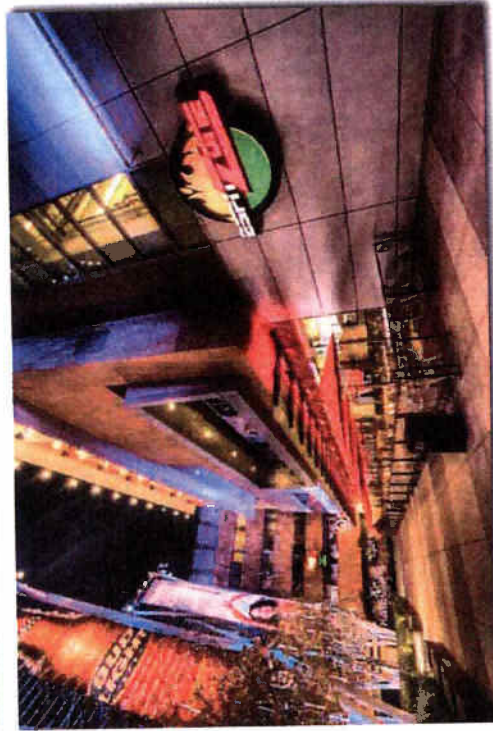
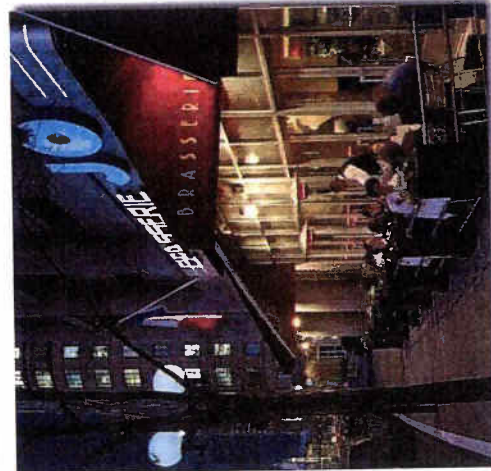
## DCA PROGRAMMING REVIEW SUMMARY

A series of meetings with the DCA set ground rules for the project, with most meetings focused around the pedestrian experience and the desire to program events along Walnut Street. It is important to maintain flex space in the streetscape that could accommodate street life. Vendor carts, pop-ups and street performers could utilize these spaces. Intersections will have enough space to allow for pop-ups and vendors. There are additional areas under the skywalks at 5th Street and between 9th and 10th Streets, which would be good locations for vendors.

To achieve the best experience on the street, DCA proposes to be the controlling entity for the corridor — scheduling events, leasing pop-up spaces, authorizing entertainers and coordinating street closures. This will potentially require policy changes by the City to realize the corridor's full potential.

## Outdoor Dining

With numerous opportunities for seasonal outdoor dining, it is proposed that there be a selection of temporary guard rails that the DCA can lease to restaurants to maintain a consistent material and style in the corridor.



## Research / Planning



### Pop-Ups / Vendors

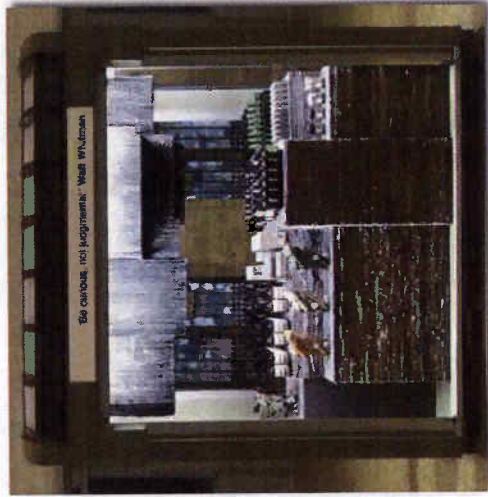
The design team was asked to maximize pedestrian space and plan for events to take place on this street. For this reason, guidelines were set to have at least 50' from the back of the ramp at each intersection. These areas will have plantings, seating and allow for the addition of pop-ups, vendor carts and/or street performers.

#### Pop-Up Defined

Pop-ups can take many shapes and forms, with the most common being a storage container unit. The examples shown here are portable and can come and go as necessary. These can sell anything from purses to make-up. There has also been interest in selling produce from these pop-ups.

#### Vendor Carts

Commonly referred to as food vendors, these carts can also sell t-shirts, jewelry, purses and newspapers. These vendors add to the pedestrian experience and help draw visitors to the street.



## Research / Planning



**Street Performers**  
Almost everyone understands what a street performer is, but most do not understand how they can be scheduled and approved. DCA intends to organize these groups and individuals by having assigned locations and requiring pre-approval before performing along Walnut Street. The intention is that they have a legitimate act that will be appreciated by the patrons of the district.



# Research / Planning

## STAKEHOLDER SUMMARY

### Art and Culture Event Advisory Committee Summary

The Art and Culture Event Advisory Committee was established to build on the A-G vision, to 'ground' the ideas to the City of Des Moines and help the team achieve something larger than the standard streetscape treatment. City representatives, the DCA and a local artist were part of the committee, as well as eleven other members representing the Des Moines Art Center, Des Moines Performing Arts, Des Moines Public Arts Foundation, Des Moines Social Club, Bravo Greater Des Moines, DCA and LPCA Public Strategies.

Throughout a series of meetings, the planning team and the committee learned how light art and digital media have been used as place-making elements in urban environments. The committee considered the opportunities and challenges of digital media technology. The broad range of installation types was discussed, from creative light patterns to interactive installations to engage the users. The committee also reviewed possible locations for the episodic elements.

### Walnut Street Revitalization Marketing and Leasing Stakeholder Committee

The Marketing and Leasing Stakeholder Committee was formed to discuss revitalization of the downtown retail core. Retail establishments along Walnut Street have been struggling due to various retail trends and the core is now poised for revitalization. Committee members represented the many interests of downtown, including business owners, property owners, citizen advocates, the DCA and City staff. The members discussed current investments along Walnut Street, including recently completed projects and projects in the planning phases. Members also considered current vacancies and associated available square footage.

Members attended numerous small group meetings with planning team members, and retail consultant Robert Gibbs. Gibbs found a 'strong, unmet retail demand' in the downtown core and described the area as 'significantly under-retailed'.

Other topics included:

- Attracting the Retailers: Are brokers bringing potential retailers/developers to the retail core?
- Targeting the Shoppers: Can the major employers offer a more flexible schedule?
- Precedent Projects: Charleston, Greenville, NC, Santa Cruz, and public market examples in Redding, Columbus, South Memphis.



### Technical Steering Committee

The committee met a total of four times during the design process. Their purpose was to guide the development by allowing access to decision makers within the City of Des Moines. This committee consisted of members of the following City departments: Traffic and Transportation, Engineering, Public Works and Planning and Parks and Recreation.

## PARKS AND RECREATION

### Bike Lanes

The Parks and Recreation Department expressed a need to determine how bike lanes were going to be configured and utilized throughout the corridor. Throughout discussions, the design team and the Traffic and Transportation Department agreed on designated lanes from 2nd Street to 5th Street and shared paths from 5th Street to 10th Street. A designated bike path along each side of 5th Street was discussed once the decision was made to return 5th Street to two-way.

### Bike Parking

Once paths were determined, the focus was moved to bike parking and access to the popular B-Cycle program. The 5th Street intersection became a priority as it was the main intersection between north/south bike traffic and east/west bike traffic. The northwest corner of 5th and Walnut is the prime location for a bike corral which will include a minimum of 20 bike racks that could be accessed directly off 5th Street.

### B-Cycle Stations

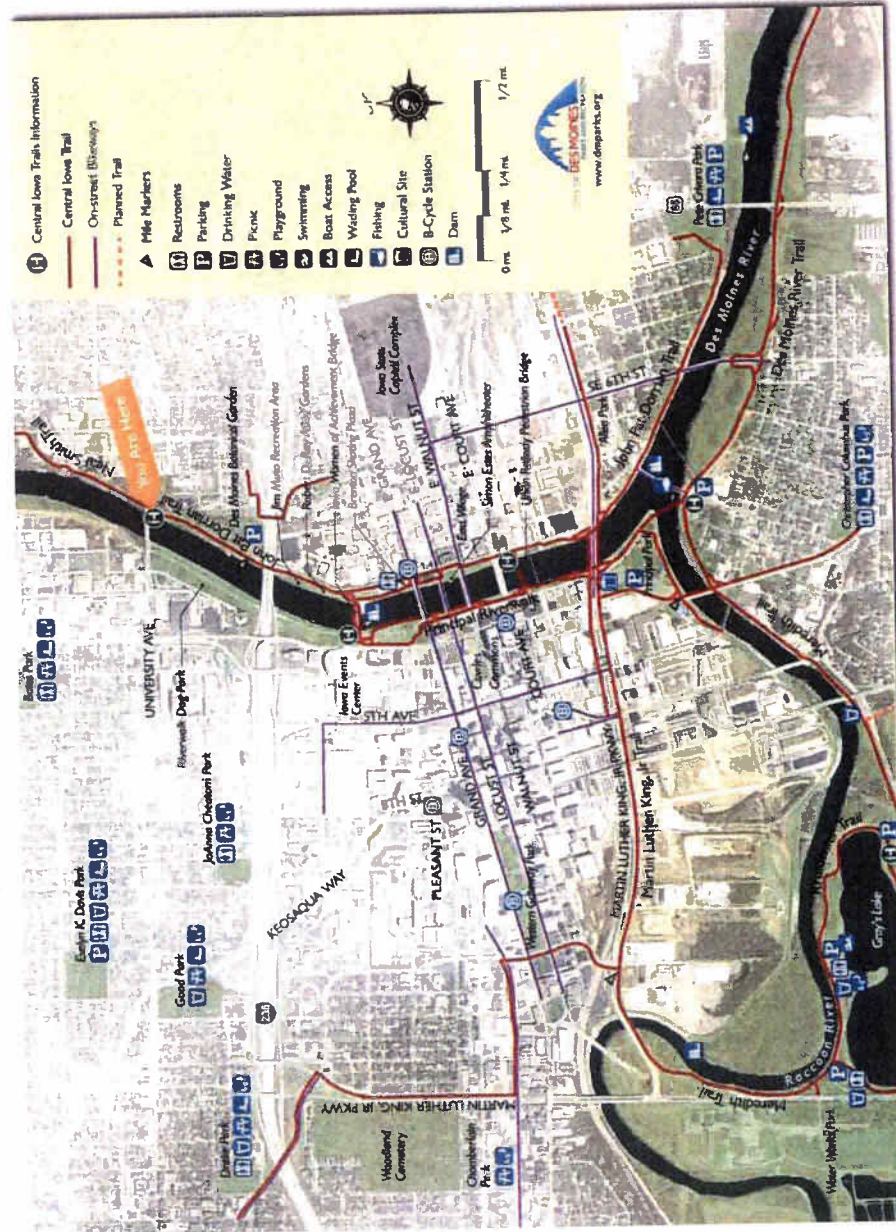
B-Cycle stations were added and the Parks and Recreation Department desired two facilities to be located within the Walnut Street corridor. The southwest corner of 4th and Walnut Streets was chosen due to its proximity to the new Cowles Commons and the activity located along 4th and 5th Streets. This station is intended to have 15 bicycles and take up a slightly larger area than a parking stall. The second station will be on the southeast corner of the intersection at 7th and Walnut Streets. This will be on the side street, adjacent to the proposed 7th Street urban garden.

### Irrigation

An irrigation system is present on Walnut Street, but has been abandoned for many years. The City has a desire to re-establish this system with the new planning efforts. The design team has proposed options available to re-establish this system.



# Research / Planning



## Maintenance

With ever shrinking budgets, the topic of maintenance was discussed at each meeting. As the design team considered park spaces and the possibility of introducing the urban gardens included in this plan, the Parks and Recreation Department indicated they will not supply maintenance for these parks. Discussions will continue regarding this topic.

## City Arborist - David Jahh

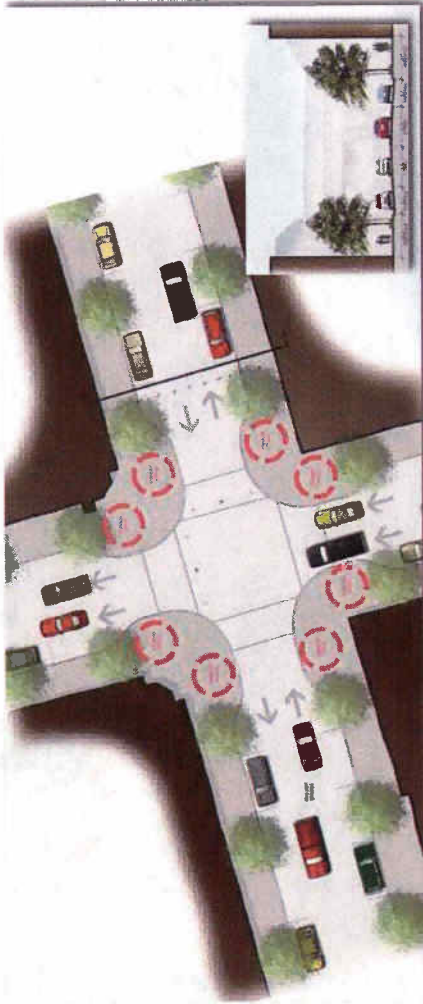
The design team met with the city arborist to present the design concept. After discussions regarding the conservation of existing trees, the design team proposed the use of dense columnar tree plantings in concentrated planter beds near each intersection. This meeting was followed by additional study and dialogue and culminated with a site walk with David and Jason Van Essen. It was collectively determined to move forward with the current plan, understanding there will be challenges.

## Jeff Speck

The City of Des Moines hired Jeff Speck to review the plans in mid April of 2013; his review offered great support of the plan and yielded some welcomed additions. The team collectively agreed to add additional tree planters at mid-block locations that did not include light art. The driving lanes were also narrowed to slow down traffic. He made several other suggestions that were incorporated into the final plan.



Parking Analysis



## TRAFFIC AND TRANSPORTATION

### One-Way Versus Two-Way Streets

After meeting with the retail consultant, the team asked the City of Des Moines to review the possibility of returning the cross streets to two-way traffic. They worked with V+K to look at some traffic counts and review future projections. It was determined that Des Moines was not ready to move in that direction with one notable exception – 5th Street. 5th Street has experienced a transition in use and that will continue in the future with the proposed demolition of the public garage located at the corner of 5th and Walnut Streets.

### Number of Lanes / Corner Bump Outs

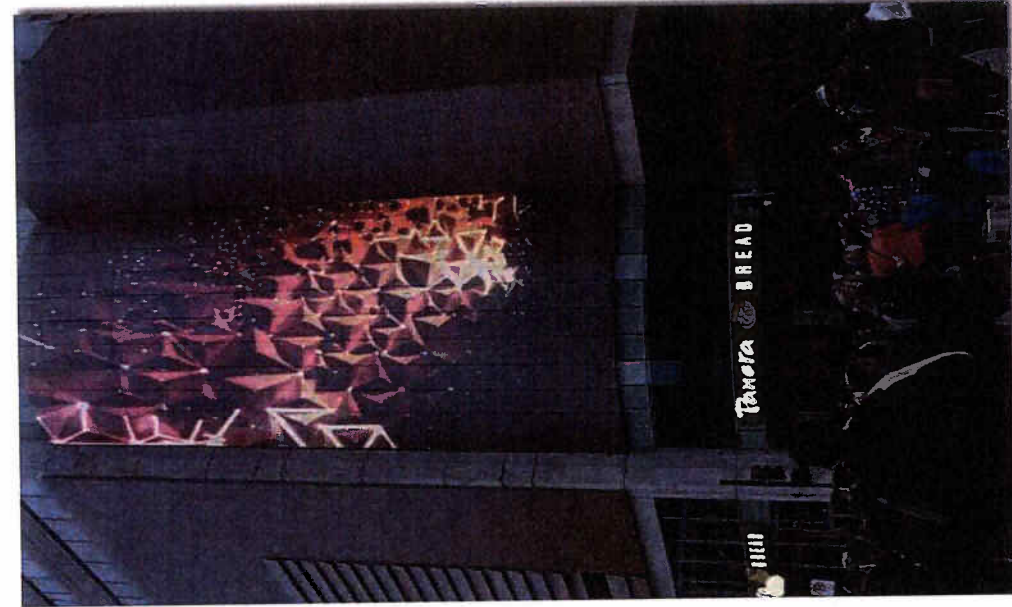
The retail consultant (GPG) also suggested limiting the crossing distances for pedestrians in the core district to two lanes. The core district is intended to be between 5th and 8th Streets, which leaves 6th, 7th and 8th Streets to be considered for narrowing. V+K worked with the City to determine traffic numbers and discovered these street could be narrowed to three through lanes, which is a one-lane decrease for 6th and 8th Streets. Although not ideal, this decreased distance allows corner bump-outs, which provide a safer walkable experience for pedestrians.

### Crosswalks

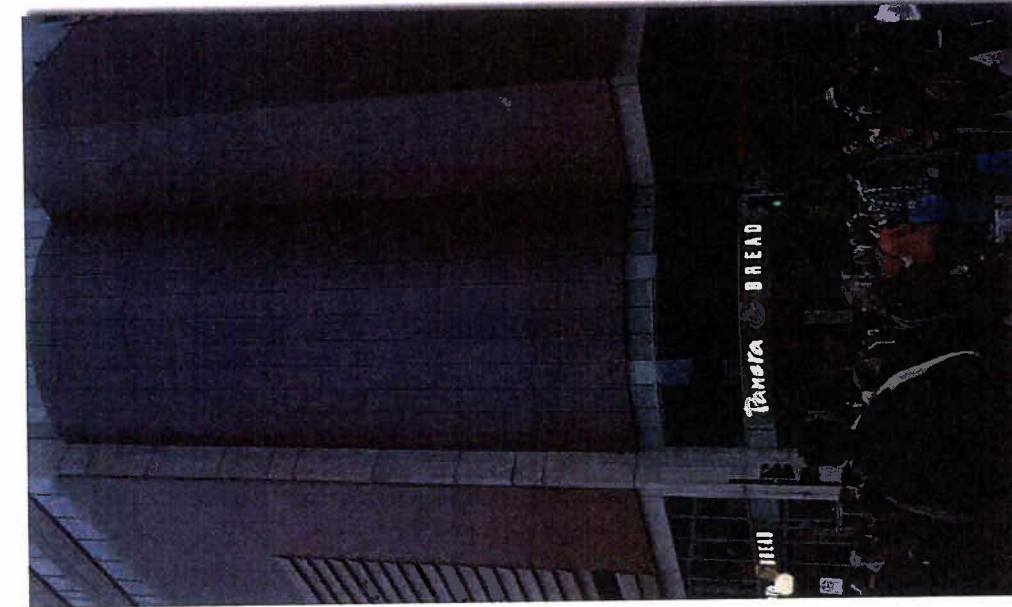
The team reviewed all ramp regulations issued in 2012 and determined the ramps were designed according to current standards. However, the meeting with Jeff Speck suggested a different direction. The City is planning to request a hardship due to some of the side street grades and this will allow the City to have a continuous ramp through the nose of the curb.

### Bus Routes, Curb Radius' and Vision Triangles

Walnut Street is not intended to be a designated DART bus route. Walnut Street will however be used as an alternate route when Grand Avenue and/or Locust Street are closed for events. Therefore, all radius' must function as they do today. After reviewing the turning templates, several locations had issues, but the final plan has similar radius' to what exists today. The one-way streets may have caused some traffic issues from the retail perspective, but they assist the team by eliminating the need for vision triangles on certain sides of intersections.



After: Davis Brown Tower



Before: Davis Brown Tower

## LIGHT ART / URBAN MEDIA SUMMARY

The City of Des Moines, the DCA, community stakeholders and the planning team envision creative lighting and urban media as key elements that could energize Walnut Street. Light effects and urban media installations have the potential to transform public spaces and create a unique identity. Along Walnut Street, special light and digital media effects could be used to provide continuity across the study area, define space, identify thresholds and announce a sense of arrival. Multimedia installations, video art and sound could bring a new energy to the street and extend the hours of use along the street. Additionally, a 2011 vision workshop and planning study by Mario Gandelsonas and Diana Agrest found that light art and digital media could draw visitors to the area, extend use into the evening hours and create a memorable destination for the region.

### The History of Street Lighting Along Walnut Street

Walnut Street was one of the first streets in the nation to be fully illuminated by electric lights. The beautification project received the admiration of the Electrical World Magazine in 1908 which named it "one of the best lit streets in the United States." The recognition prompted the business community to light the remainder of downtown.

### The Value of Light Art and Urban Media

At the onset of the current master planning phase, the planning team conducted a series of meetings with project stakeholders to better understand the potential of light art and urban media along Walnut Street. The following goals were identified:

- Celebrate the history of Walnut Street with a modern lighting interpretation.
- Enrich the study area's visual identity with a unifying and distinctive series of installations.
- Create a unique destination for the region. Expand the user base and extend use into the nighttime hours.
- Create a dynamic experience for people. The content must be innovative, creative, and engaging.

### The Light Art and Urban Media Framework for Walnut Street

There are three categories of lighting along Walnut Street, including functional lighting, way-finding and identity lighting and the creative lighting and urban media installations, also referred to as 'episodic elements'.



## Research / Planning



Before: East facade of the Civic Center

### Functional Lighting

**Street Lighting**  
Achieving safe levels of illumination for the varied users of the street is of utmost importance. The design team recommends working with MidAmerican Energy to identify the most appropriate fixture for the corridor and discuss the option of creating a LED standard fixture offering like the Kim-Altitude which could light the corridor with two fixtures per block. A reduction in the number of vertical elements across the study area was a secondary goal. A darker colored pole is proposed so the poles tend to 'disappear'. The mounting height will be 25' with a 6' arm extension.

### Signage Lighting and Storefront Spillover Lighting

Signage lights and light spillover from the interiors will provide some illumination of the sidewalks and storefronts. A well-lit storefront increases illumination of the sidewalks and increases the perception of safety. The signage lighting and spillover lighting will also influence the selection and placement of any creative lighting and/or urban media installations.

### Way-Finding and Identity Lighting

**Lighting to Unify the Study Area**  
Varied forms of identity lighting are currently under consideration. The identity lighting may include a light bar mounted at the buildings or at poles, or could be integrated into the site furnishings. A simple and clear identity light will provide a consistent identity to the study area and will unify the project site.



After: East facade of the Civic Center

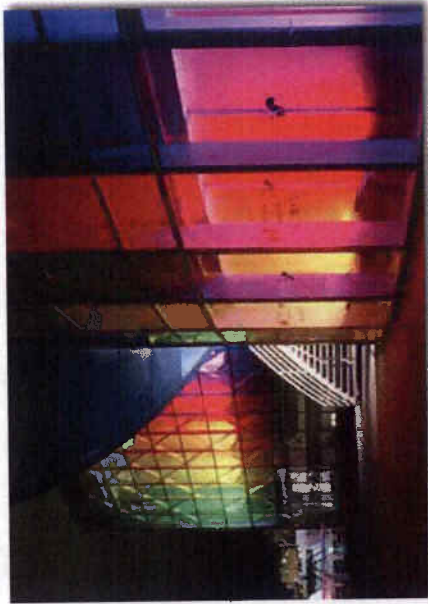
### Skywalk/Sidewalk Integration

The downtown buildings are interconnected by a system of skywalks. In an effort to improve wayfinding and inform use, paving lights and/or accent paving details are proposed at those building entries that provide access to the skywalks. This effectively integrates the skywalk and the sidewalk. 30-40 linear feet of lights are proposed at each of the 14 building entries.

### Episodic Elements/A Range of Creative Lighting and Urban Media

**Installation Types**  
Considering the diversity of the study area, a range of installation types is desirable. Some installations may function as backdrop lighting/visuals and others may be focal points for the study area. They could be ephemeral in nature with a schedule that varies by day of the week or by event. They could range in scale from creative lighting of architectural details to digital mapping and projections with an interactive element. As a whole, the dynamic displays of light, color, sound and information will encourage pedestrians to stroll from block to block and to return on a regular basis.

The episodic elements provide an opportunity to showcase the work of emerging and/or established light artists.



### Locations Currently Under Consideration

During the site analysis phase, locations suitable for light art and urban media were considered. Locations may include gateways and thresholds, a blank façade, a terminus to a programmable space, and/or significant architecture. The team recognizes that these locations may evolve during subsequent design phases.

## Research / Planning



Before: 5th and Walnut Streets



After: 5th and Walnut Streets

### SUPPORTING THE LIGHT ART AND URBAN MEDIA FRAMEWORK

#### Managing the Content/Content Development

The content for the urban media installations varies from "eye-candy" visual entertainment to information. The content can respond to events and festivals along the streetscape, announce and reinforce varied cultural events across the region or the visual imagery can be a part of a larger narrative or exhibition for the street. The installations offer another controlled programming option for the study area and "giving primacy to the content" is of utmost importance. A curatorial position for the study area is recommended. The curator will approach the full length of the study area as one exhibition space and can afford continuity of the pieces.

#### Infrastructure Requirements/Media Hydrants

Infrastructure requirements for the digital media installations may include electrical power services, media and control signal feeds, equipment enclosures and mounting structures, etc. The "media signal" is the low voltage signal carrying the audio/video content information to the video display screens and speaker system. The "control signal" is the low voltage signal that contains the information that runs the electronics-on/off, monitors temperature and brightness, regulates power, etc.

With LED technology, a small electronic equipment room in the adjacent building is required. If the series of installations across the study area move forward as a fully integrated project, a centrally located control room is recommended. In addition, as the installations evolve and develop, it may be advisable to share a control room with the Cowles Commons project.

To support events and festivals, "media hydrants" are proposed at the event blocks, select program spaces and at Cowles Commons (additional collaboration needed with Ken Smith Workshop). The media hydrants will provide ready access to power and high-speed data connections. They are sized at approximately 12" h x 36" w. Media hydrants typically have a standard 120VAC quad power receptacle and a 100-200 Amp, 5-wire company switch type service in each box.

The most likely type of cable medium to be installed at each media hydrant would be optical fiber. The optical fiber cable to a media hydrant would be installed in a single dedicated conduit. For a particular video or media display installation, there could be a mix of low voltage cable types and conduits. The optical fiber feeds to each media hydrant would be point-to-point. The most logical "architecture" for the infrastructure would be to provide a 4" backbone conduit running down Walnut Street with pull-boxes at each media hydrant (and no farther apart than every 100'). A multi-strand fiber bundle would be installed in the backbone with the appropriate number of fibers branching off to each media hydrant. At the "head end" equipment room the fibers would be terminated in a cabinet where media signals could be inserted or routed/

patched as needed to support whatever activity is being served.

More specific power requirements for any particular video display or other media equipment installation can only be determined once the equipment is selected.

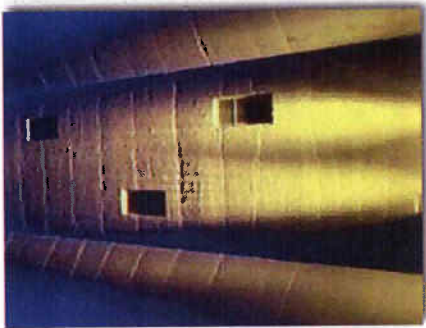
#### Mounting Parameters for Projectors

Video projectors are not recommended for permanent installation due to the high cost, ongoing maintenance requirements, limited viewing opportunity (nighttime only) and lack of weather-proofing. Selected locations may be identified for temporary installation of projection equipment for episodic art installations or special events. These locations would be served by media hydrant installations to provide power and signal distribution to the equipment.

#### Software

DMX software is a standard digital control protocol that has the capability to communicate with the urban media installations as well as with the proposed LED street lights. Street lighting and other lighting and media elements within the district should be provided with DMX control interface capability to enable control synchronization among the various elements. This capability may support daily scheduling of lighting and media events as well as custom programming for special events and media installations.

## Research / Planning



### Operations and Maintenance

The level of daily operation and maintenance required to support the urban media elements will vary depending on the specific systems installed. Static graphical elements such as painted murals or vinyl graphics will require little support beyond installation. Basic electronic infrastructure such as media hydrants and LED lighting illumination will also require relatively little maintenance. Video based installations such as LED walls will require periodic refreshing of the video content. Depending on the nature of the content, this can be very expensive. For permanent installations, consideration should be given to systems with self-generating content sources. On-call service technicians will also be required to respond to occasional equipment failures and to provide periodic maintenance. The cost of electrical power can also be significant for large-scale video installations. The extent of staffing and personnel required to support special events will vary depending on the size and nature of the events.

### NEXT STEPS/RECOMMENDATIONS

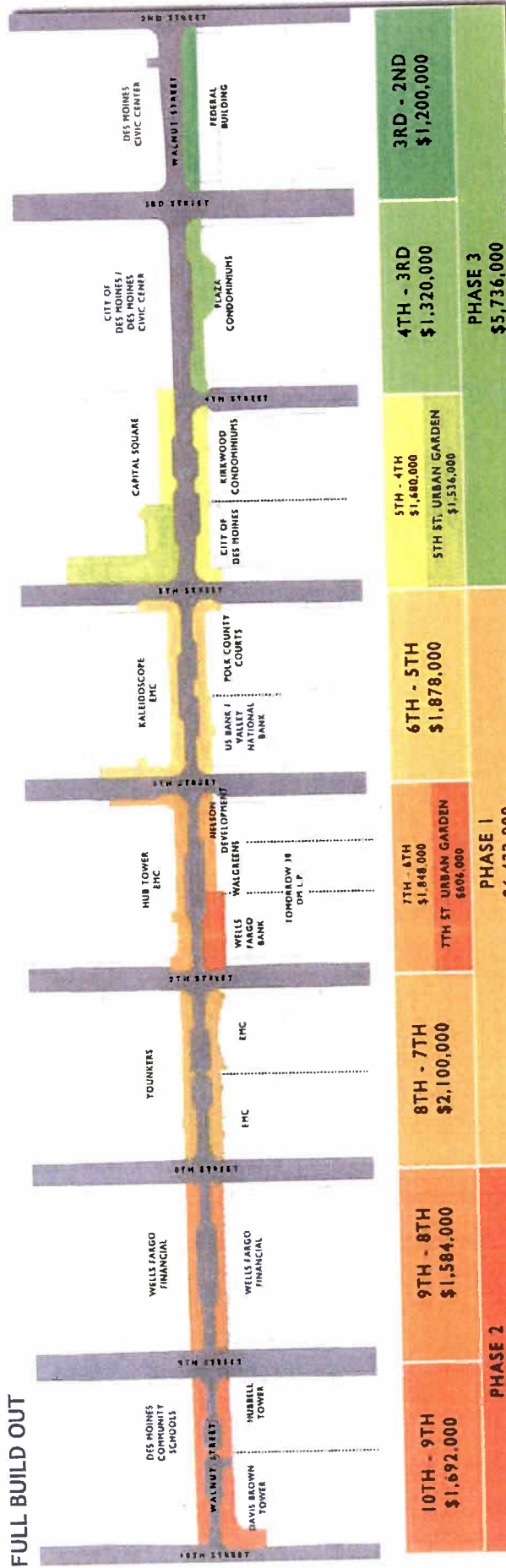
The overriding vision is that Walnut Street becomes a memorable and unique destination with a series of installations of undisputed quality and excellence. To accomplish this, it is essential to engage the services of a recognizable, world-class artist with an exemplary body of built work. To move forward, the team recommends the following:

- Establish a core group (the Walnut Street Urban Media Task Force) to oversee the selection of the artist(s) and to identify the method of selection. This group of four to six will serve as the decision-making, curation development and fundraising leadership. Methods of selection may include limited invitational competition or direct invitation.
- Define the parameters of the project to be used in the selection process (Focus on the bookends or the full study area?).
- The artist should be an integral part of the next design phase, fully collaborating with the design team led by Confluence and Genus. It is anticipated that the next design phase will begin December 2013.
- The core group will provide curatorial guidance for the series of installations.

## COST OPINION / ANALYSIS

# Cost Opinion / Analysis (Full Build Out)

## FULL BUILD OUT



10TH - 9TH	\$1,692,000
9TH - 8TH	\$1,584,000
8TH - 7TH	\$2,100,000
7TH - 6TH	\$1,848,000
6TH - 5TH	\$1,878,000
5TH - 4TH	\$1,480,000
4TH - 3RD	\$1,320,000
3RD - 2ND	\$1,200,000
<b>PHASE 2</b>	<b>\$3,276,000</b>
<b>PHASE 1</b>	<b>\$6,432,000</b>
<b>PHASE 3</b>	<b>\$5,736,000</b>

STREET RELATED ITEMS	WALK & STREETScape ITEMS	TOTAL
2nd - 3rd Street Total	\$ 370,000.00	\$ 630,000.00
3rd - 4th Street Total	\$ 385,000.00	\$ 705,000.00
4th - 5th Street Total	\$ 460,000.00	\$ 940,000.00
5th - 6th Street Total	\$ 465,000.00	\$ 1,100,000.00
6th - 7th Street Total	\$ 475,000.00	\$ 1,085,000.00
7th - 8th Street Total	\$ 650,000.00	\$ 1,100,000.00
8th - 9th Street Total	\$ 450,000.00	\$ 870,000.00
9th - 10th Street Total	\$ 450,000.00	\$ 860,000.00
5th Street Urban Garden - (incl. 375K for Hoistrol)	\$ 1,280,000.00	\$ 1,280,000.00
7th Street Urban Garden	\$ 505,000.00	\$ 505,000.00
<b>Total</b>	<b>\$ 3,715,000.00</b>	<b>\$ 9,135,000.00</b>
<b>Collective Total</b>	<b>\$ 3,715,000.00</b>	<b>\$ 9,135,000.00</b>
<b>Design and Construction Administration Fees (20%)</b>	<b>\$ 743,000.00</b>	<b>\$ 1,831,000.00</b>
<b>Total</b>	<b>\$ 4,458,000.00</b>	<b>\$ 10,966,000.00</b>

STREET RELATED ITEMS	WALK & STREETScape ITEMS	TOTAL
5th - 6th, 6th - 7th, 7th - 8th, 7th - 8th St Urban Garden	\$ 1,590,000.00	\$ 3,770,000.00
<b>Collective Total</b>	<b>\$ 1,590,000.00</b>	<b>\$ 3,770,000.00</b>
<b>Design and Construction Administration Fees (20%)</b>	<b>\$ 318,000.00</b>	<b>\$ 754,000.00</b>
<b>Total</b>	<b>\$ 1,908,000.00</b>	<b>\$ 4,524,000.00</b>

STREET RELATED ITEMS	WALK & STREETScape ITEMS	TOTAL
8th - 9th, 9th - 10th	\$ 900,000.00	\$ 1,630,000.00
<b>Collective Total</b>	<b>\$ 900,000.00</b>	<b>\$ 1,630,000.00</b>
<b>Design and Construction Administration Fees (20%)</b>	<b>\$ 180,000.00</b>	<b>\$ 369,000.00</b>
<b>Total</b>	<b>\$ 1,080,000.00</b>	<b>\$ 2,199,000.00</b>

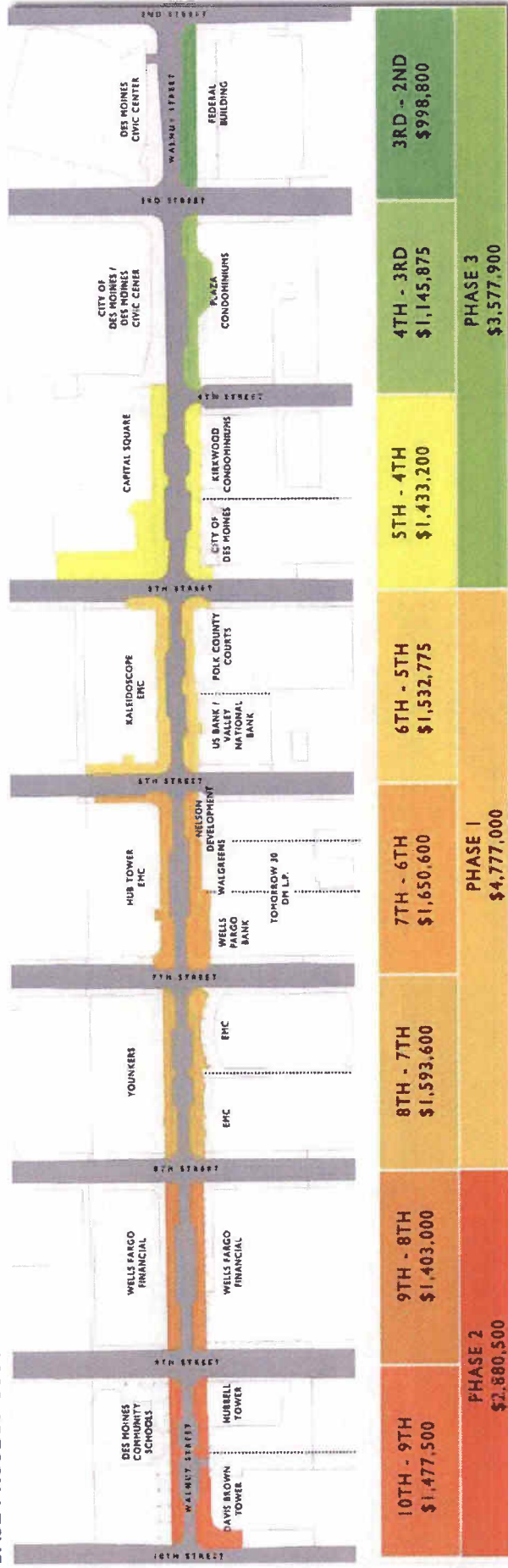
STREET RELATED ITEMS	WALK & STREETScape ITEMS	TOTAL
2nd - 3rd, 3rd - 4th, 4th - 5th, 5th - 6th St Urban Garden	\$ 1,225,000.00	\$ 3,555,000.00
<b>Collective Total</b>	<b>\$ 1,225,000.00</b>	<b>\$ 3,555,000.00</b>
<b>Design and Construction Administration Fees (20%)</b>	<b>\$ 245,000.00</b>	<b>\$ 711,000.00</b>
<b>Total</b>	<b>\$ 1,470,000.00</b>	<b>\$ 4,266,000.00</b>

STREET RELATED ITEMS	WALK & STREETScape ITEMS	TOTAL
7th - 8th	\$ 650,000.00	\$ 1,750,000.00
<b>Collective Total</b>	<b>\$ 650,000.00</b>	<b>\$ 1,750,000.00</b>
<b>Design and Construction Administration Fees (20%)</b>	<b>\$ 130,000.00</b>	<b>\$ 380,000.00</b>
<b>Total</b>	<b>\$ 780,000.00</b>	<b>\$ 2,130,000.00</b>

# Cost Opinion / Analysis (Base Project Cost)

## BASE PROJECT COST

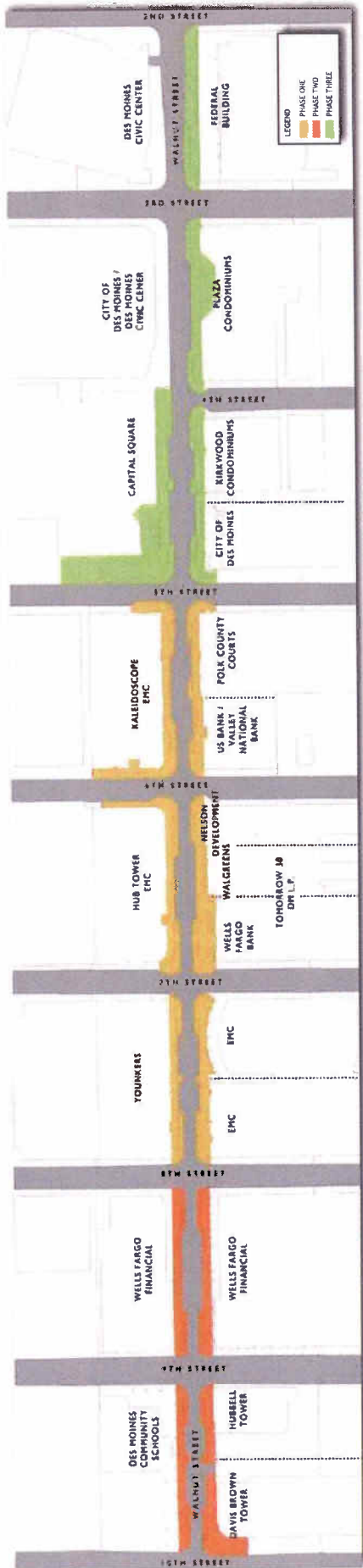


### Value engineering items (not included in base estimate):

- 5th Street Urban Garden
- 7th Street Urban Garden
- Informational Kiosk and Connections
- Consistent Cafe Railings
- Skywalk Pavement lighting
- Wifi throughout the corridor
- Brick Paver Crosswalks
- Digital Road Closure signage
- Contingency adjusted from 15% to 10%

## PHASING RECOMMENDATION

# Phasing Recommendation



The project phasing recommendations are based upon the assumption that the initial funding available may only cover a portion of the corridor. The phases include are detailed by attainable goals.

## 5th Street to 8th Street, including the 7th Street Urban Garden

This is the identified core retail district and the area given highest priority. In particular, the 7th Street to 8th Street block will be completed first as the Younkers building is slated for a grand opening in the Summer of 2014.

- Coordinate remaining Phase One improvements with Younkers opening.
- City parking garage demolition (corner of 5th and Walnut Streets) will adjust 5th Street to two-way traffic.
- Suggest full intersection improvements at the corner of 8th and Walnut Streets.
- Include urban garden in this phase.

## 8th Street to 10th Street

The second phase of Walnut Street would complete the connection to 10th Street. 10th Street was identified as the end of this scope, and the connection to the Western Gateway.

- Work closely with Wells Fargo on timing and potential retail expansion to this block.
- Coordinate on-street parking and streetscape improvements with building owners.
- Provides visual connection to Western Gateway.

## 2nd Avenue to 5th Street, including the 5th Street Urban Garden

The Civic Center occupies the north side of Walnut Street from 2nd - 3rd Street and Cowles Commons is located between 3rd and 4th Street on the North side of Walnut Street. The plaza and Civic Center exterior renovation will begin in the fall of 2013 and should be completed in the summer of 2014.

- Coordinate with Civic Center on timing of improvements.
- Work with Capital Square on schedule of new tenants and improvements.
- Include urban garden in this phase.
- Parking garage site offers potential in-fill development.



## ANTICIPATED SCHEDULE / NEXT STEPS

# Anticipated Schedule / Next Steps

## ANTICIPATED SCHEDULE

Public Open House (Final)	Spring 2013
Marketing + Fundraising	Summer 2013
City Council Work Session	Fall 2013
Determine Phase I Project Limits	Fall 2013
Phase I Design	Winter 2013 - Spring 2014
Start Phase I Construction	Summer 2014
Phase I Opening	Fall / Winter 2014