

## August 2009 Council Presentation Talking Points

- First two slides: Introduce the project.
  - Plan Process began in 2005.
  - **Today's presentation focuses on the final product: "The Highway 5 / North River Area Plan".**
    - Stormwater Master Plan is a separate document that flows with the content of this plan.
- **Today's Agenda**
  - Framework Plan deals more with the regional scale.
  - Development Plan is more detailed.
- Plan Outline
  - Executive Summary: provides overview of plan process, content and vision and values.
  - Existing Conditions: analysis conducted in 2005 and updated throughout the plan process.
  - Future Plan: primary section of document. Most of the presentation today will focus on this section.
  - Implementation: guiding principles, strategies, timeframes, and additional remarks.
- Vision, Values + Goals
  - Graphic shows outline of Future Plan section.
  - **Vision: Des Moines' area for sustainable municipal growth (community, economy, environment, mobility)**
- Key Themes
  - Sustainability is about being efficient, adaptable and durable. Attending to regional scale environmental issues have opportunity for profound impact. Green building solutions are an important part but many larger scale issues are also critical.
  - Quality should meet the **triple bottom line. What's good for the people and planet and is profitable. Otherwise, it will not work.**
  - Natural Features: use as an asset rather than an issue.
  - Collaboration:
    - Regional collaboration among many local governments with a stake in this area.
    - Public/Private partnerships to help fund large scale initiatives or big picture ideas.
    - Land owner collaboration can allow more opportunities when private development initiatives are planned across multiple sites.
    - Implementation of this plan will be complex and long term therefore all three levels of collaboration will be important.
- Existing Conditions
  - Extensive analysis of the study area including demographics, the built and natural environments, and economics.
- Character Areas
  - First four in the list are built character areas.
  - Low Impact Development is an overlay of where character areas might run adjacent to the North River. Combination of floodplain, floodway and tributary buffer area.
  - Last two identify opportunity areas within the character areas.
- Regional Transportation Framework – Thoroughfare Alignment
  - Creates different levels of connectedness for the different character areas.
  - Uses existing roads and connects through more practical areas (consideration for topography, floodplain, and property size/acquisition issues)
- Regional Transportation Framework – Thoroughfare Plan
  - Regional scale. Not exact.
  - More detailed plans, design and engineering needed as development occurs.
  - Context Sensitive Design
  - Complete Streets
- Regional Transportation Framework – Alternative Transportation
  - Ties into existing and proposed routes
  - Connects identified areas of more intense development (Development Centers)
- Regional Transportation Framework – Table and Cross Sections
  - Thoroughfare and Street types matrix
  - Different items help to define the character of roads and scale needed to achieve proposed right-of-way.
  - For example there are two types of development center thoroughfares
    - Flip slide to show sections
    - Traffic Oriented has more travel lanes and has development further setback from the road.
    - Pedestrian oriented has on-street parking and generous sidewalks.

- Additional examples: two types of residential thoroughfares
    - Flip slide to show sections
    - Edges have dedicated lanes for bike users, left turn lanes and the adjacent development backs to the road.
    - Seams have shared lanes for bike users, and development faces the street.
- Development Centers
  - Descriptions of each type will be further addressed in the Development Prototypes section coming up.
  - The different levels of centers have been strategically located so they do not cannibalize each other.
  - The locations are not exact. If the location of one moves, all other future development center locations will likely adjust their location as well.
- Development Centers – Storm Water
  - Detailed plan provided by Howard R Green consultants.
  - Coordinates development with stormwater policies. (Read through points on slide)
  - Tables indicate different level of run-off volumes / rates and different techniques to address stormwater.
- Future Land Use Plan
  - Considers area within existing City limits and immediately adjacent areas.
  - Aligns with Development Center Map
  - Land Uses are based on current Comp Plan with slight changes where necessary
  - Created a new category: Regional Pedestrian Center
  - Includes description of a full list of applicable parks categories.
- Development Prototypes
  - Transit Center Development
    - Light Rail or Rapid Transit Station
    - Mixed Use Core (Retail, Office, Residential)
      - Vertical integration preferred
    - Smaller blocks for walkability
    - 15-35 acre core
    - Ranges of density for residential to create critical mass needed to support transit. (7-17 dwelling units/ acre)
    - Centralize public green/square
    - Requires major employment destination.
    - Prototype example: Orenco Station, Hillsboro, Oregon (12 mi. west of Portland)
  - Community Center
    - 20-40 acre center
    - Mix of uses (retail, office, institutions, residential)
      - Primarily vertical integration
    - This is where the church, grocery store, school, etc are located
    - Ranges of density for residential (5-17 dwelling units/ acre)
    - Moderate block sizes
    - Open Spaces: Courtyards, Plazas, Parks, Greenways
    - Prototype Example: Brookside, Kansas City, MO (7 miles south of Downtown Kansas City)
  - Neighborhood Center
    - 6-20 acre center
    - Mix of uses (retail, office, institutions)
      - Vertical and Horizontal integration acceptable
    - Moderate block size
    - Residential Density (5-17 dwelling units per acre)
    - Open Space: Courtyards, plazas, parks, greenways
    - Prototype Example: English Village, Mountain Brook, AL (8 miles southeast of Birmingham)
  - Convenience Center
    - 2-6 acre center
    - Retail, office and residential
    - 1,000-2,000 dwelling units within 2-mile radius
    - Located only at major intersections
    - Small scale niche or destination businesses
    - Design emphasizes natural or rural character
    - Prototype Example: Peninsula Village, Summit County, OH (26 miles south of Cleveland)
- Transition Strategies – Area-wide
  - 7 Steps to be used when developing larger areas.

- Transition Strategies – Specific Site
  - 3 Steps to be used for site development.
- Transition Strategies – graphics
  - These graphics illustrate how development can occur incrementally and end with a positive result.
  - Included in this section of the plan is a check list of guiding principle that can be used to evaluate how well any site plan resulting from this procedure and analysis meets the Vision, Values and Goals of this Plan.
- Implementation: Guiding Principles
  - Describes the types of actions that can be done to help implement the plan: Policy, Regulatory, Fiscal, Administrative/Organizational
  - Outlines the guiding principles and describes the complexities of each of the issues and how they can often accomplish multiple goals with one action.
  - Included with this is an easy to reference matrix that outlines the guiding principles and strategies, their ideal timeframe for completion and any additional remarks to consider when addressing a strategy.
- Implementation: Sustainability Principles
  - Read through slide.
- Key Themes
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