



MASTER PLAN

MARCH 22, 2021

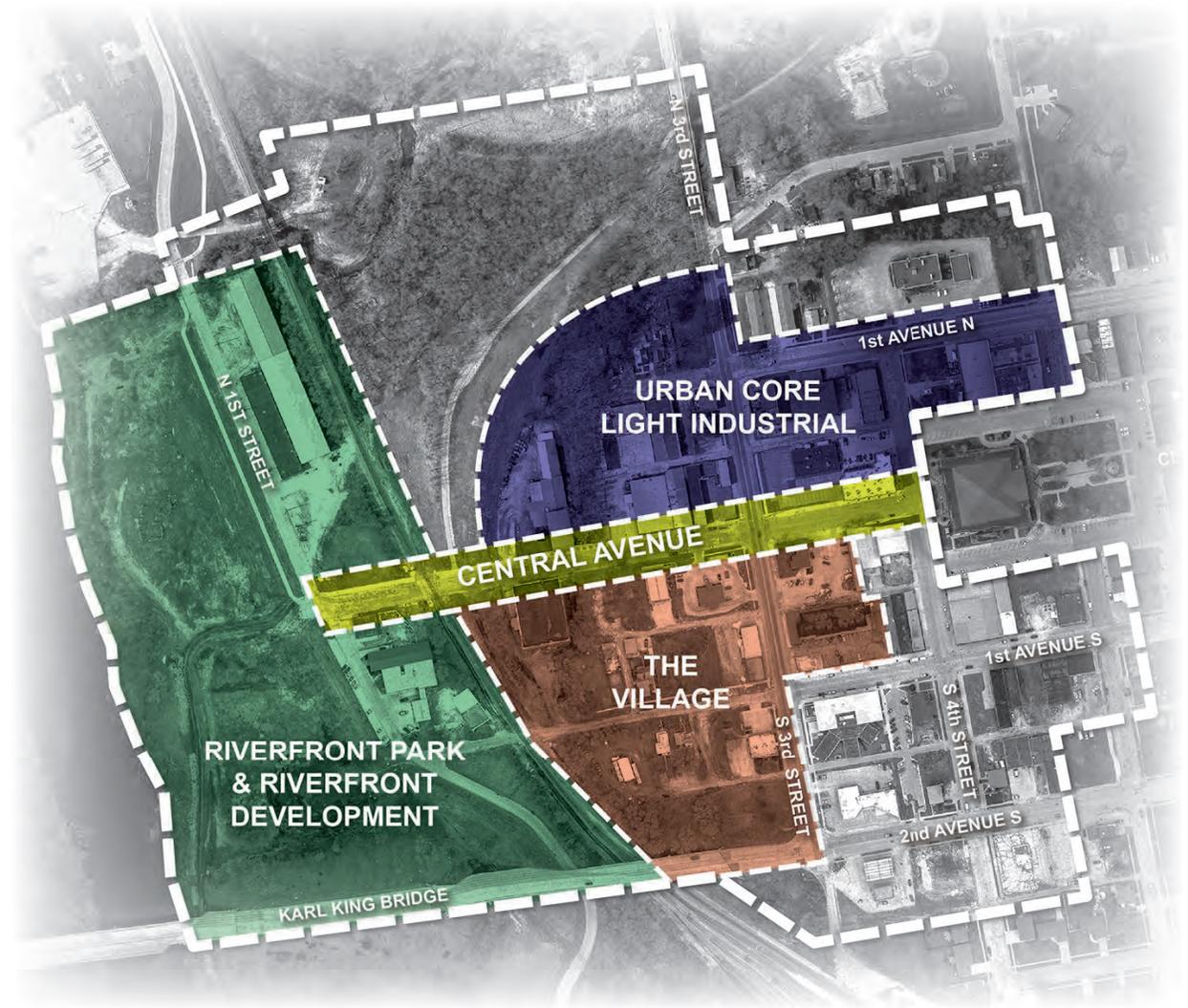
EXECUTIVE SUMMARY

VISION AND FOCUS AREAS

The Central River District offers opportunities to help connect the historic downtown with the riverfront by providing commercial, park and infrastructure improvements. Based on the information gathered during the preliminary phase of the project, including business owner meetings, stakeholder meetings and public input, four unique focus areas were identified in the district. Those areas are shown on the adjacent exhibit. The Urban Core Light Industrial Area supports existing industrial services. Central Avenue acts as the spine connecting the downtown to the riverfront. The Village offers many commercial and residential redevelopment opportunities. The Riverfront Park and Riverfront Development area focuses on recreational and community activities, as well as support for commercial redevelopment. These four areas are further defined in this master plan, including guidance for future development and infrastructure.

IMPLEMENTATION

Based on the master plan concepts and guidance an action plan is provided. The action plan highlights key priority projects and potential redevelopment areas. The projects include the buildout of Riverfront Park, as well as infrastructure improvements to Central Avenue, S 3rd Street and N 1st Street.



FOCUS AREAS



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CENTRAL
RIVER DISTRICT

DISCOVERY

DISTRICT HISTORY

In 1850 the U.S. Military established a post known as Fort Clarke, which was later changed to Fort Dodge. In 1853 the post was abandoned and sold to William Williams, who is considered the founder of Fort Dodge. An early area of Fort Dodge settlement is believed to be in the northeast part of the Central River District (1st Avenue North and North 4th Street). It is in this area where the first brick building in Fort Dodge was constructed – the original foundation of which still remains at the present day Rosedale Water Store.

The west end of Central Avenue was the primary industrial area for Fort Dodge with the Heath Mill opening in 1892, later becoming Quaker Oats. In 1943 it was acquired by Cargill. The plant ceased production in 1982 and was dismantled in 2005.

The Karl King Bridge was constructed in the 1950's, and was named for Karl King who is best known for his "Barnum and Bailey's Finest" march. He was the Director of the Fort Dodge Municipal band for 50 years, establishing the reputation of the band as one of the nation's finest.

A number of businesses and structures have come and gone in the Central River District, traces of some can still be found such as the Rosedale Creamery, the Fort Dodge Grocery Company, and the railroads that provided connections to the likes of Sioux City, Iowa Falls, Minneapolis, St. Louis and other areas via both freight and passenger rails.



Top Left: The Foundation of the first brick structure still remains at the corner of 1st Ave N and N 4th St

Bottom Left: Looking east over Cargill to Duck Island where the City Reservoir still remains

Top Right: Karl King Conducts the Fort Dodge Municipal Band in 1966

Bottom Right: The Fort Dodge Grocery Company was constructed in two phases, as can be seen by the different shades of brick

EXISTING DISTRICT CHARACTER

LAND USE

- Central River District Boundary
- Residential
- Commercial
- Mixed Use
- Industrial
- Vacant or Underutilized
- Public
- Open Space/ Park
- Transportation/Utility



EXISTING LAND USE CONDITIONS

EXISTING DISTRICT CHARACTER



EXISTING MARKET CONDITIONS

Two marketing analyses have been conducted in Fort Dodge that provide insight into existing conditions and potential growth opportunities.

The Northwest River District Master Plan included a market conditions analysis, which carries over to the Central River District. It found that two categories of businesses that could flourish in Fort Dodge are building materials and home furnishings. Additional capacity may exist for specialty retailers, particularly those focused on outdoor recreation. There are also more localized deficits of entertainment establishments, including restaurant and night life, as well as grocery and lawn and garden or hardware stores. Opportunities may also exist for service-oriented businesses such as insurance, personal services, and/or home repair/remodeling. Motor vehicle repair businesses were an additional category of likely businesses; however, this does not fit with the proposed character of the Central River District, and is thus not recommended for this area.

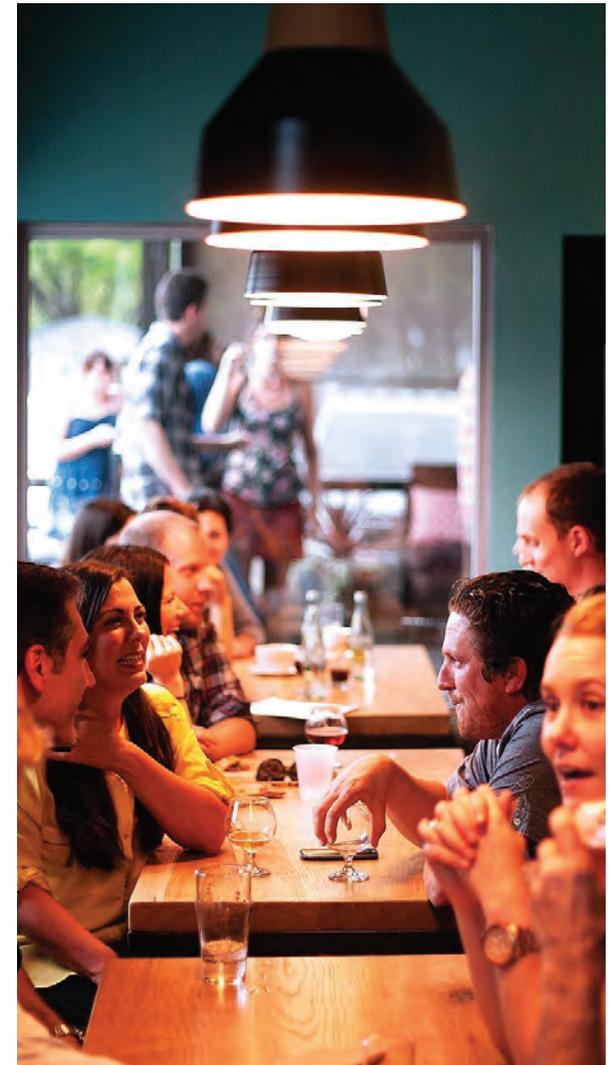
Additionally, the City's Comprehensive Plan (Re-Envision 2030) includes a city-wide market analysis. As a result of population projections (in addition to more recent economic development and jobs increases), there may be a higher demand for small business retail and entertainment establishments.

Future population changes are expected to put increasing pressure on multi-family and townhome-type living options. The future office market will likely come from infill development and reinvestment in existing properties in the Central River District.

These findings are consistent with the 2017 Retail Trade Analysis performed by the Iowa State Extension.

A cursory spatial analysis shows this area as a food desert. Restaurants and grocery stores/markets, or specialty food prep services like Eat Fit Go (Ankeny) would promote a well-rounded mixed-use neighborhood. Another option would be something like Frugal Finds (Waterloo) that caters to frugal spenders and lower-income residents.

Service-oriented entrepreneurship businesses like business incubators and co-working spaces, makerspaces, social spaces, and studios could provide both community character and economic development. Examples include 100state (Madison, WI), Area515 (Des Moines), Cedar Valley Art & Wine (Waterloo), dance (or yoga, pilates, barre, etc.) studios, art galleries, and the Des Moines Social Club.



EXPLORATION AND ENGAGEMENT

THE PLANNING TEAM

The City of Fort Dodge assembled a team consisting of City staff and local stakeholders, including Main Street Fort Dodge and Webster County Conservation representatives. Consultants met with the City staff and stakeholders to collect information about their shared experience and knowledge about the District's history, community goals and related planning efforts.

BUSINESS OWNER MEETINGS

The Consultant team also met with local business and property owners within the District to help understand their goals and vision for the area and how its redevelopment could benefit them.

COMMUNITY FORUM

On June 14, 2018 a booth and community forum was hosted at the Market on Central event held in Historic Downtown Fort Dodge. This event gave the team the opportunity to hear from local residents about their vision for the District and answer questions about the project. Displays showing the preliminary master plan and photographic precedent images of potential improvements to the District were used to collect feedback. An input table was laid out for residents to write down their comments and suggestions. An on-line survey was also available for those interested in giving feedback in that manner. Overall, the plans and images received very positive feedback.



IDENTIFIED DESIRABLE USES



DESIRABLE RECREATIONAL AMENITIES

- Provide Defined River Access Points & Fishing Spots
- Concert Space with Shade
- Play Areas for Kids (All-Age Groups & Abilities)
- Nature Play Area
- Skate Park
- Sand Volleyball
- Horseshoes
- Dog Park
- General Open Park Space
- Multi-Use Event/Community Space
- Water Play Opportunities
- Whitewater Park
- Rock Climbing Walls
- Diversity of Trails (i.e. walking, biking and mountain biking)
- Outdoor Ice Skating and/or Indoor Hockey Rink
- Picnic Opportunities
- Bike Rentals
- Outdoor Games & Rentals
- Labyrinth
- Interactive Green Space

DESIRABLE BUSINESSES AND SERVICES

- Transition Zone (Village): Provide Collaborative Hands on Work Space (eg Makespace), Business/Office, Commercial Space
- Consider Opportunity for Business Along Riverfront
- Incorporate the existing light industrial businesses in the planning effort under “Urban Core Industrial”
- Diversity of Food Options (i.e. Restaurants, Ethnic Foods, Food Trucks/ Vendors, Food Hall)
- Arts and Entertainment
- District (i.e. Night Clubs and Bars, Craft Brewery, Theater, Sculpture Park)
- Neighborhood Amenities (i.e. Affordable Residential Housing, Convenience Store)
- Trail Amenities & Rest Areas
- Recreation Supported Retail
- Eco-Tourism Nature Center

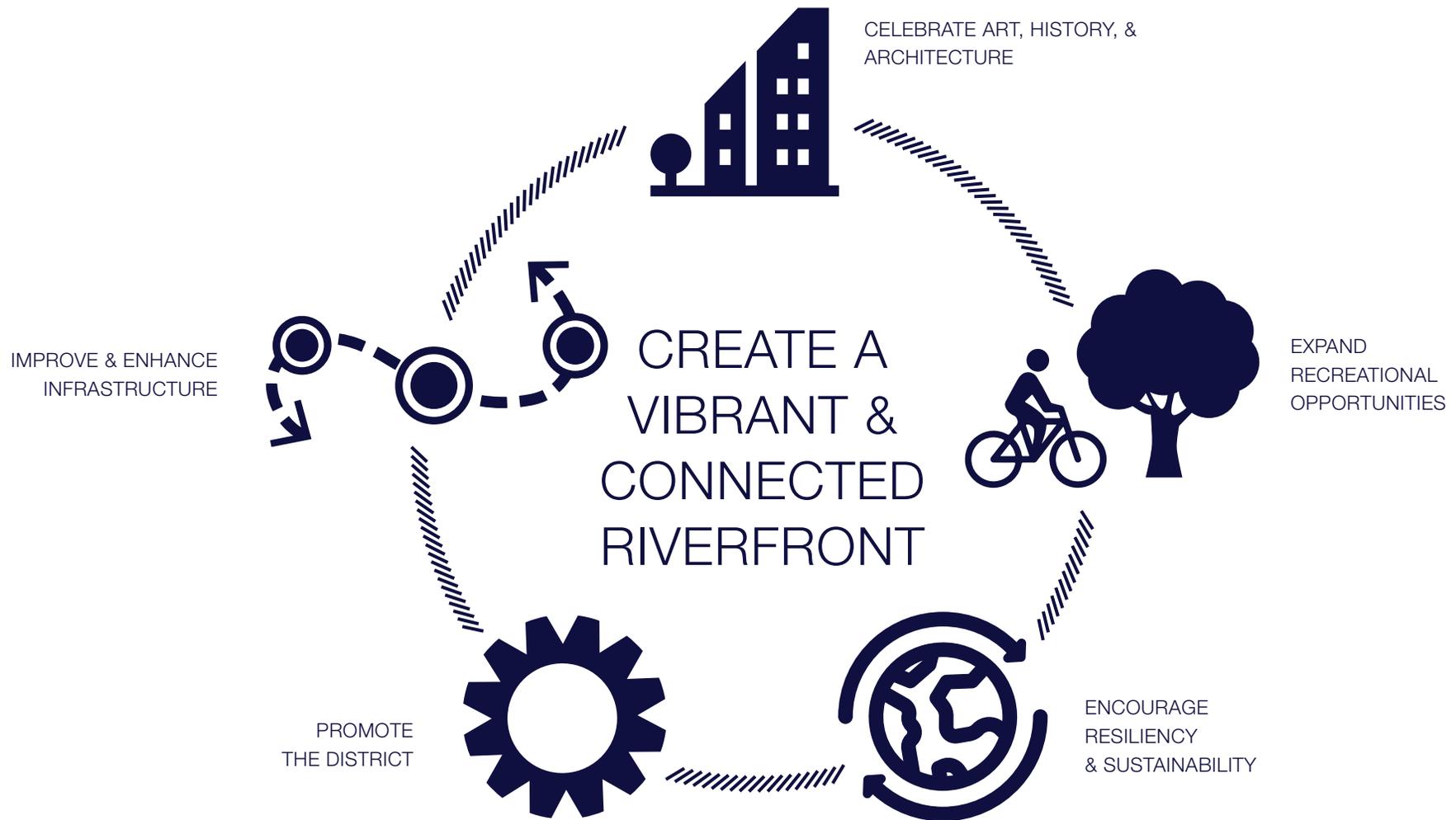
DESIRABLE INFRASTRUCTURE IMPROVEMENTS

- Water Quality Improvements (i.e. Stormwater BMPs with a Natural Feel. Consider Utilizing Slopes to Create Cascades)
- Highlight River Views (i.e. Overlooks, Outdoor Seating, Rooftop Patios)
- Multi-Modal Improvements
- Emphasis on Healthy and Walkable Community
- Address Flood Hazard Concerns
- “Maintained” Native Plant Areas
- Incorporate Art into Infrastructure & Architecture.
- Diversity of Seating Options (i.e. benches, porch swings, limestone blocks, fire pit)



**MASTER
PLAN**

GOALS & OBJECTIVES





CELEBRATE ART, HISTORY, & ARCHITECTURE

DESIGN PRINCIPLES

The following are a set of overall design principles to encourage improvements that help create a cohesive, welcoming and thriving district that promotes the area’s historic past and the City’s vibrant art culture.

- **PROMOTE CREATIVITY:** Stimulate the expansion of creative businesses. Innovation in architectural design is also welcomed. Exploring new ways of designing buildings and spaces is appropriate as long as they contribute to a cohesive downtown fabric and the District’s overriding goals and design principles.
- **BE A GOOD NEIGHBOR:** The Central River District should have its own unique character and identity, yet be respectful of the adjacent downtown’s historic character.
- **HONOR THE CITY’S HERITAGE:** Buildings and components of urban infrastructure that have historic significance should be preserved and celebrated. Improvements around these resources should be complimentary to them and be designed with context in mind. Celebrate the area’s industrial past with whimsical adaptive reuse and contemporary new construction.
- **BE AUTHENTIC:** New buildings and additions within the District should reflect their own time, including modern and distinct construction techniques and style.

- **PROVIDE QUALITY AND CONSISTENCY:** Similar to historically cherished buildings new construction should pay close attention to details, utilize long term durable materials and high quality construction methods. Buildings and places within the District should have a cohesive style in their use of materials, organization of functions and overall design concepts.
- **CELEBRATE CULTURAL DIVERSITY:** promote design practices that improve inclusiveness and provide opportunities which encourage a culturally diverse district.

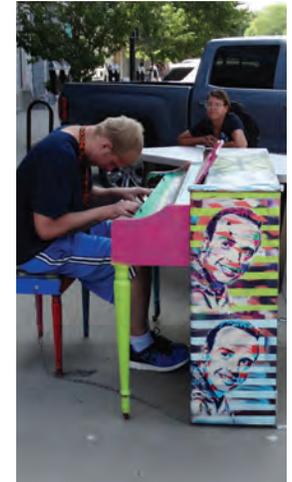




CELEBRATE ART, HISTORY, & ARCHITECTURE

- DRAW FROM DOWNTOWN DESIGN GUIDELINES AND LOCAL TRADITIONS:** The existing guidelines provide guidance on site layout and access, architectural style, landscape buffers and screening, building scale and massing. Improvements within the District should recognize these existing guidelines and be respectful of their overriding goals. However, the master plan identifies areas within the District with their own unique character and encourages an architectural style which recognizes the area’s industrial past.
- ENCOURAGE PUBLIC ART:** Promote the area as a unique district focused on the arts, entertainment and culture. Incorporate public art through architectural treatments and murals. Integrate functional public art into the public realm, such as custom-designed lighting, banners, bike racks, or benches. Include art people can interact with or add their own touch (i.e. The Des Moines Public Piano Project or Love Locket Sculpture Las Vegas Container Park).
- CELEBRATE THE RIVERFRONT:** A major component of the Master Plan is the development of the Riverfront Park. The Des Moines River and the future park are valued assets of the City. Promote an active and outdoor-oriented vibe. Connections in terms of views, pedestrian circulation and building orientation should be encouraged.

- ENHANCE THE PUBLIC REALM AND PEDESTRIAN EXPERIENCE:** Improvements within the District should contribute to the overall pedestrian experience. Buildings should be visually interesting and attract pedestrian activity. This can be accomplished by providing a sense of human scale and inviting landscapes through site layout and architectural design. Walkways to accommodate pedestrians should be sufficient in width for circulation and related outdoor activities.





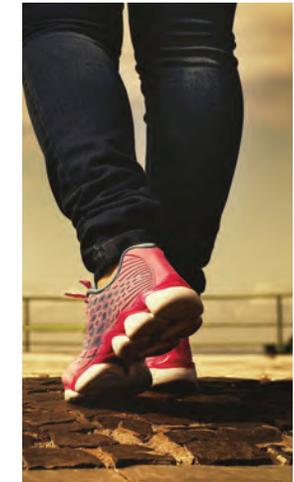
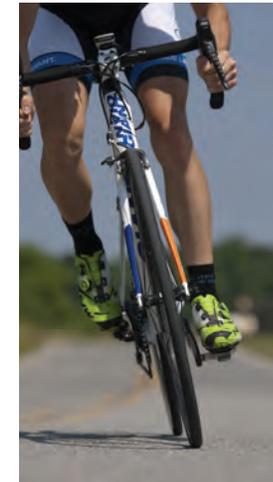
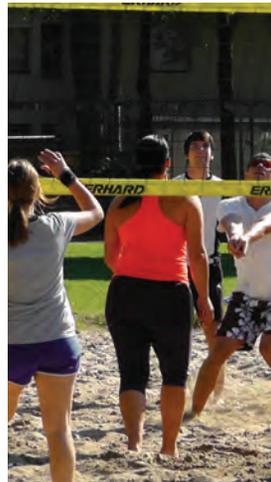
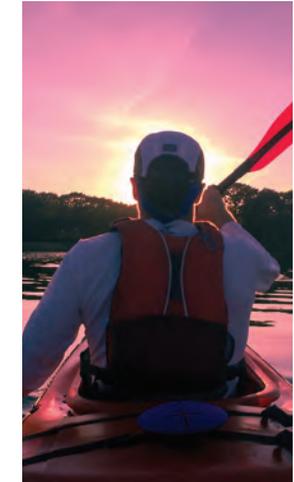
EXPAND RECREATIONAL OPPORTUNITIES

EXPAND COMMUNITY ACCESS TO THE RIVERFRONT

Converting the riverfront into an active public park is a top priority from the feedback received. The Master Plan and Riverfront Park Concept Plan highlight potential recreational opportunities that the city-owned property offers along the Des Moines River and Soldier Creek. These opportunities should complement other city and regional recreational planning efforts and help foster a sense of community.

KEY CONNECTIVITY FEATURES

- Convert city-owned property into a public park.
- Sell city-owned parcels along the riverfront for redevelopment. Redevelopment should be entertainment or eco-tourism based.
- Future buildings should front the river and highlight viewsheds through the use of rooftop patios.
- Provide connectivity between the Historic Downtown and the riverfront by creating a pedestrian and bicycle friendly corridor along Central Ave.
- Integrate Accessible Design. Provide safe and accessible means for enjoying the riverfront.





ENCOURAGE RESILIENCY AND SUSTAINABILITY

A THRIVING DISTRICT

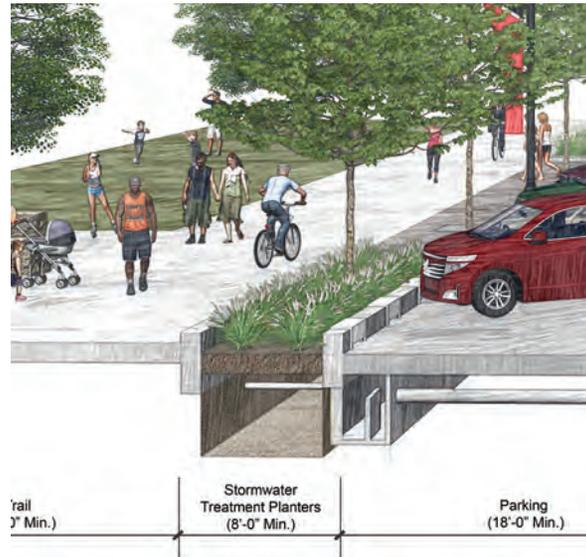
ADAPTABILITY AND VIBRANCY

To maintain a sense of vibrancy the plan identifies a mixture of public and semi-private outdoor gathering spaces; as well as, strong pedestrian and bike-friendly environments and corridors. The master plan also calls for a diversity of land uses and opportunities to encourage an adaptable live, work and play atmosphere. Access to amenities through multi-modal offerings and accessible services and opportunities are encouraged.

STORMWATER

Redevelopment of this District should expand the community's goals for sustainable infrastructure. Water quality improvements should be integrated into redevelopment infrastructure. Public and private improvements should carefully assess land suitability and consider environmentally conscious design strategies, protecting the community's natural resource and community assets.

Sustainability and resiliency is more than “being green”. It's about creating a community with long-term quality of life.



PROMOTE THE DISTRICT

RESOURCES

- **BRANDING:** A logo and a title “Central River District” has been created to help develop a brand for the area. These can be used in conjunction with promotional and advertisement materials. The cohesive development of the District will also go a long way in helping create a sense of place individuals can identify with.
- **SOCIAL MEDIA:** Utilize social media channels (i.e. Facebook, Twitter, LinkedIn, YouTube and Instagram) Know your audience. (i.e. Facebook is best for reaching older audiences, younger audiences are more involved on Instagram). Incorporate social media photo opportunities particularly in the Riverfront Park and Development area (i.e. mural with District theming and a suggested hashtag).
- **WAYFINDING:** Add the District to the existing wayfinding infrastructure the City has to help residents and visitors identify its location.
- **INFORMATIONAL SIGNAGE:** Allow for informational signage to be posted. Signs bring attention to active programs and development opportunities... e.g. “Coming Soon” or real estate development signs.
- **EVENTS:** Developing spaces within the District where private and community events can take place. These spaces create natural opportunities to promote the District brand.





IMPROVE & ENHANCE INFRASTRUCTURE

SAFE & ACCESSIBLE MOBILITY

This plan has been designed to support a variety of safe mobility options through the provisions of wide sidewalks, separated bike lanes, multi-use trails, and access to transit. Supporting motorized and non-motorized modes of transportation ensures a community where all individuals can meet their daily transportation needs, regardless of their ability or desire to own or drive a car. The plan is consistent with the intent of the City’s Hike & Bike WC Master Plan to provide a robust trail and bicycle network throughout the City.

In the Central River District, trails are proposed through greenway corridors, which allow patrons walk or bike through the district and access park spaces. On the street network, landscaped planters between the motorized travel lane and the bicycle lane create “separated bike lanes,” which enhances safety for people biking and leaves the sidewalks free for people walking. Sidewalks are also set back from the vehicular travel and parking lanes, establishing a sense of comfort from the trees and grasses planted in between.

The street trees and landscaping, along with on-street parking, encourages traffic calming throughout the district, further supporting safe mobility in the district.



IMPROVE & ENHANCE INFRASTRUCTURE

SAFE & ACCESSIBLE MOBILITY

The Central River District offers an opportunity to connect the City’s historic downtown to the riverfront.

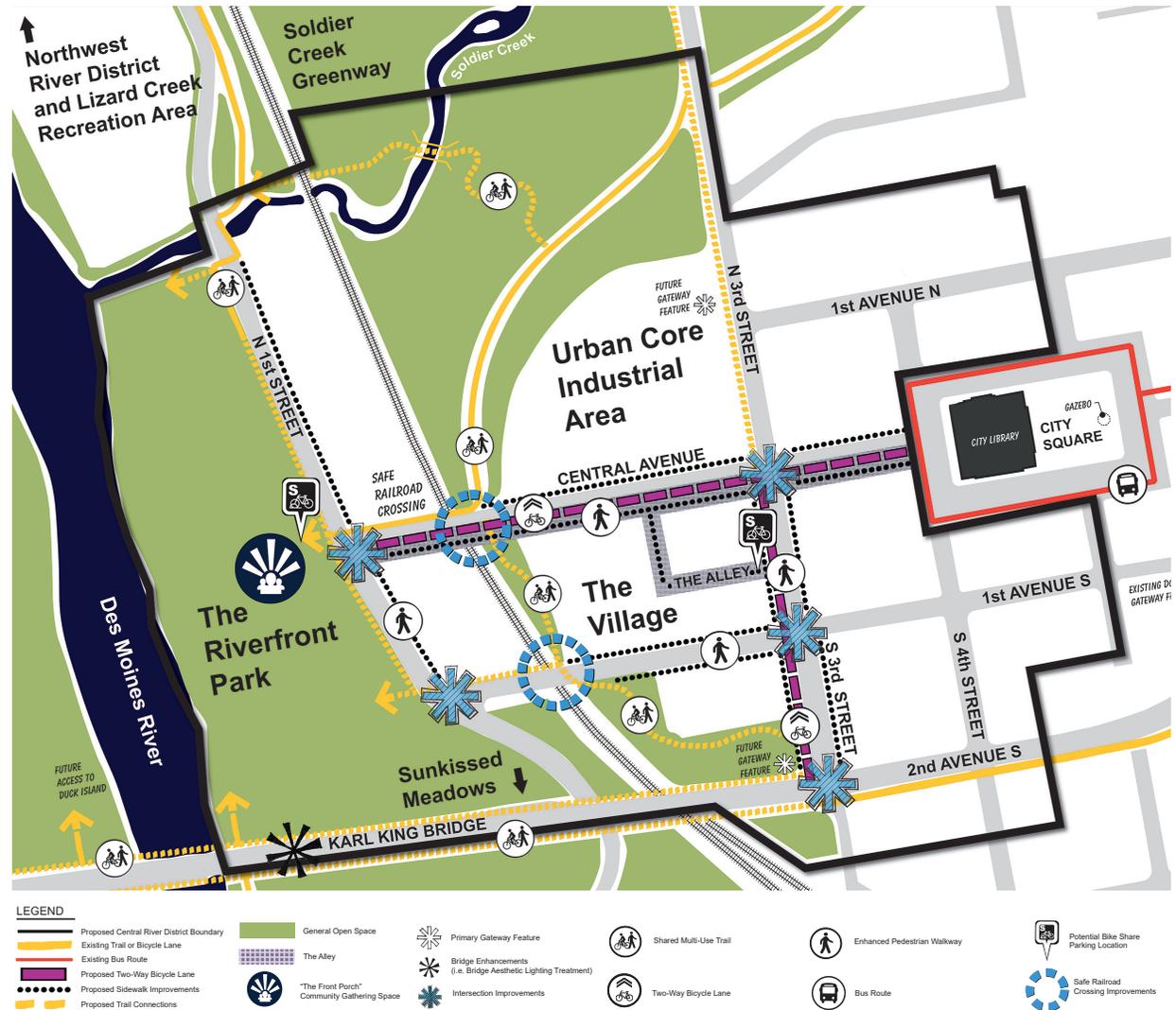
Infrastructure improvements are primarily tied to N 1st Street, S 3rd Street and Central Avenue corridors. Recommendations include improvements to the existing roadways, wider pedestrian ways and two-way bicycle paths to encourage multi-modal access. These pedestrian and bicycle routes tie into the proposed Riverfront Park trail system and existing regional trail system.

The pedestrian and bicycle way along Central Avenue creates a promenade of sorts between the historic downtown and the Riverfront “Front Porch”.

Gateway features at N 3rd Street and 1st Avenue N, as well as S 3rd Street and 2nd Avenue S are proposed and align with existing plans for gateway features into the historic downtown. The Karl King Bridge offers an enhancement and local attraction opportunity. The plan recommends incorporating art or specialty lighting into the bridge’s infrastructure to create a unique feature for the District and entrance into the downtown.

Intersection improvements should incorporate safe pedestrian and bicycle crossings through the use of pavement markings and signage.

Attention should be given to railway crossings to ensure they provide best practices for safe pedestrian and bicycle interface.



MASTER PLAN

LAND USE

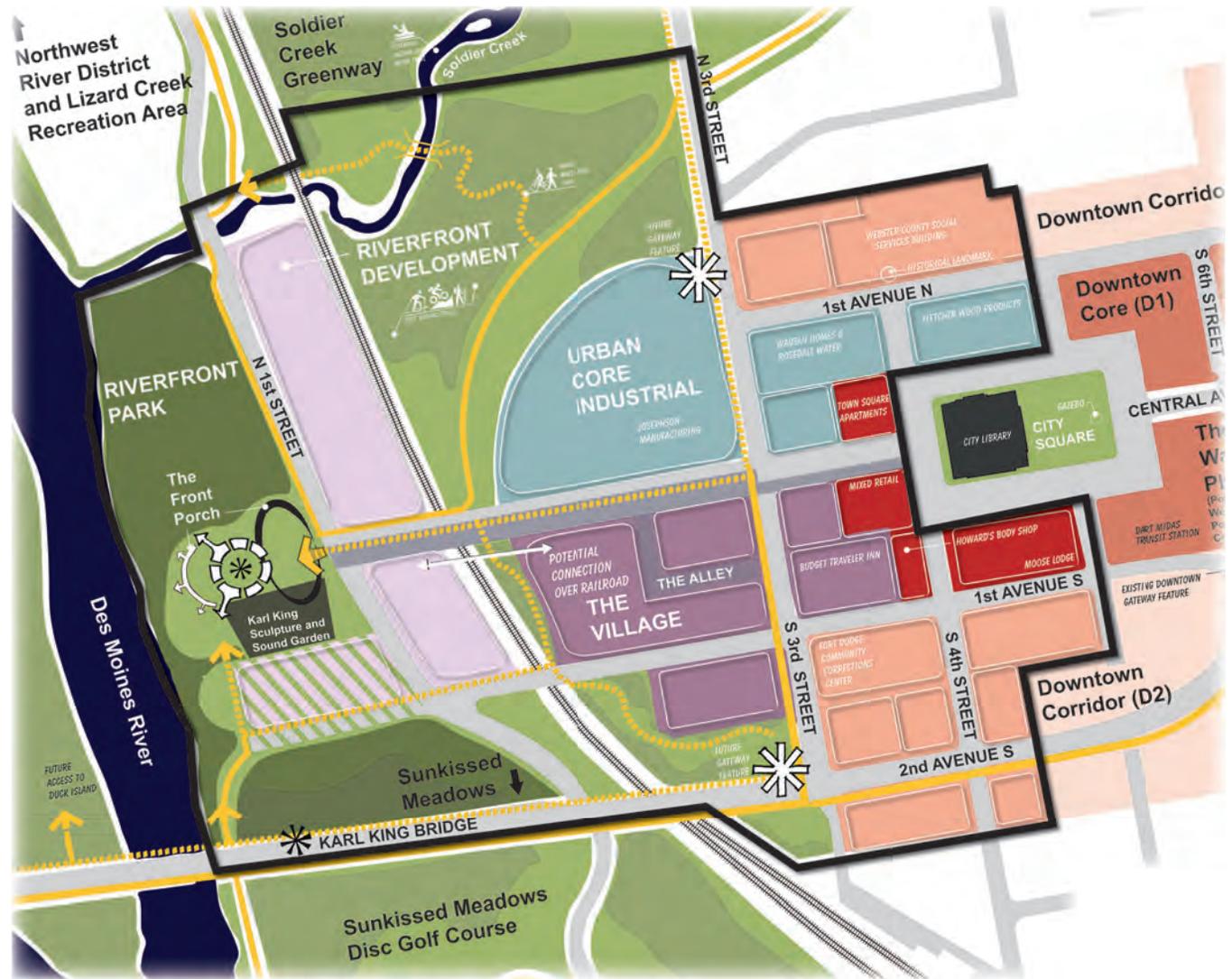
- Downtown Development
- Downtown Corridor Development
- Urban Core Industrial
- General Open Space
- Karl King Sculpture and Sound Garden
- Native Vegetation Reestablishment
- The Village Redevelopment
- The Alley
- Riverfront Development
- Potential Riverfront Development

BOUNDARIES AND TRAIL

- Central River District Boundary
- Existing Trail or Bicycle Lane
- Proposed Trail

FEATURES

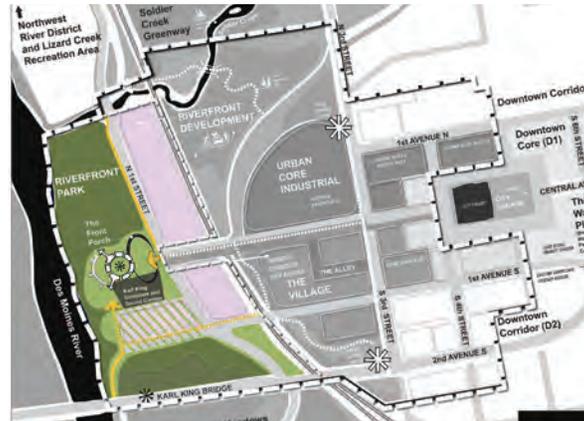
- The Front Porch: A series of spaces on axis with Central Avenue. A series of terraced multi-use spaces with views and walkways down to river's edge.
- Iconic Art Feature (i.e. Bridge Lighting)
- Gateway Feature



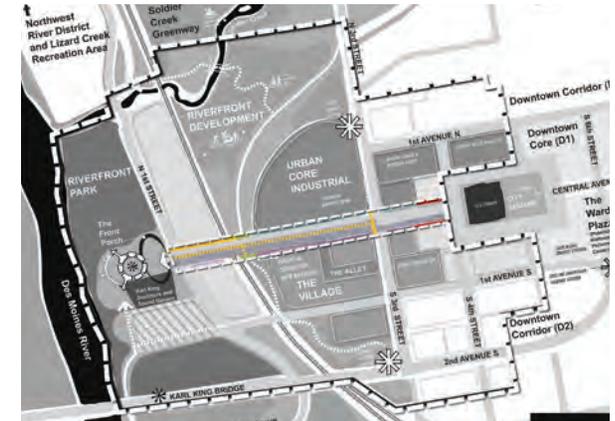
FOUR FOCUS AREAS

The Master Plan shows proposed development options for the District. Land use and density strategies have been identified in order help encourage desirable reinvestment. The plan calls to grow and diversify the tax base by redeveloping under-utilized properties, create momentum for business growth and encourage additional private sector investment and job creation. The plan has been divided into four (4) focus areas.

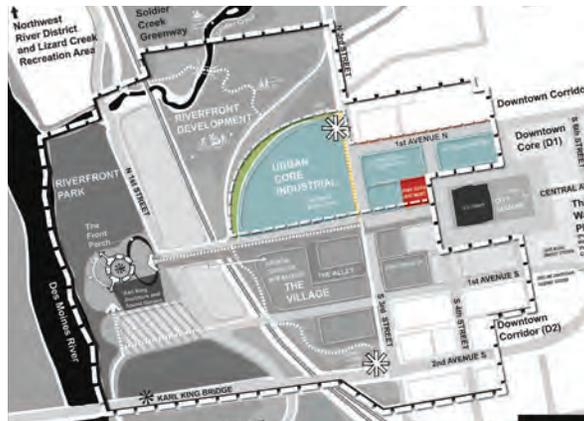
1. **Riverfront Park and Development:** The majority of the City owned property should be kept for public use and developed as a riverfront park, including a sculpture garden and community gathering space “The Front Porch” to the river. Consideration should be given to selling some City-owned parcels adjacent to the river for supportive private development. Areas along N 1st Street also offer redevelopment opportunities. Redevelopment should be or support entertainment, recreation or ecotourism-based land uses.
2. **Central Ave:** Primary pedestrian, bicyclist and vehicular connection between historic downtown and the riverfront.
3. **Urban Core Light Industrial:** Intended to accommodate existing industrial services, office and commercial spaces within the District. These services provide job opportunities for the District and the larger community.
4. **The Village:** Intended to be mixed use with an emphasis on business incubation and multi-family housing opportunities.



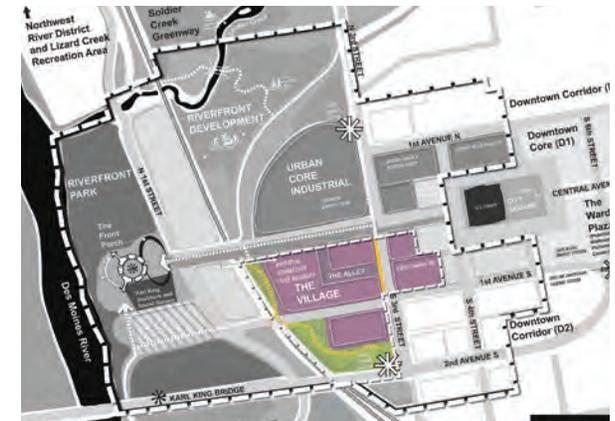
RIVERFRONT PARK AND DEVELOPMENT



CENTRAL AVENUE

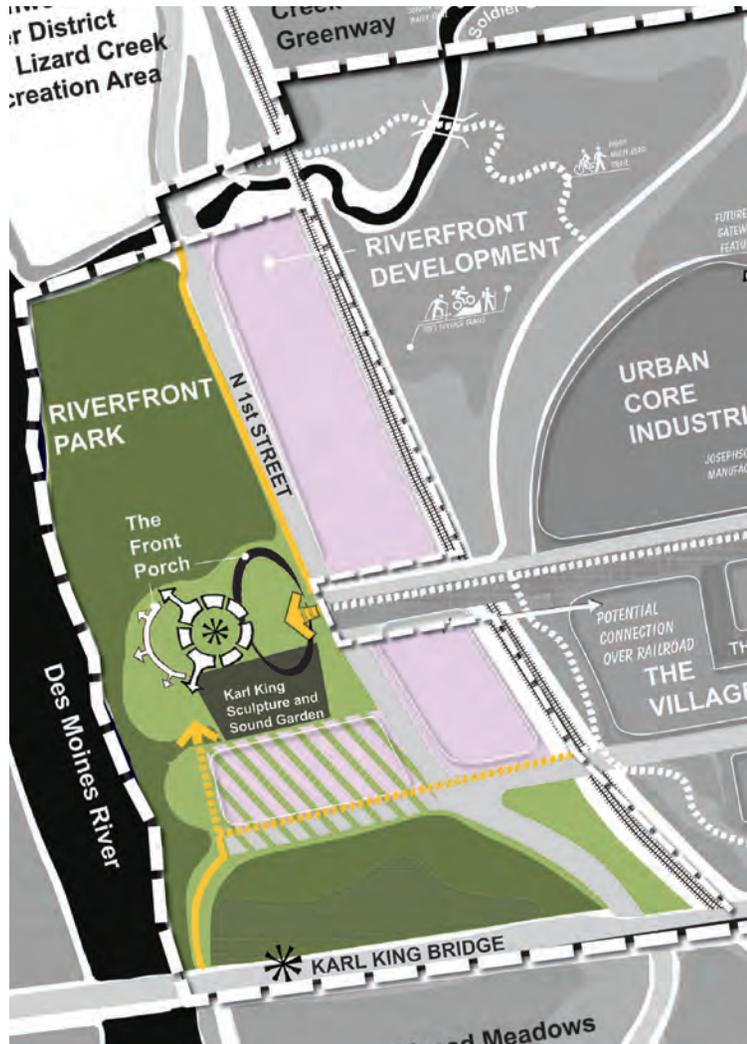


URBAN CORE INDUSTRIAL



THE VILLAGE

RIVERFRONT PARK AND DEVELOPMENT



FOCUS AREA - RIVERFRONT PARK AND DEVELOPMENT

The Riverfront Park and associated development are key attributes in encouraging successful implementation of this plan.



- Architecture style should complement both the natural setting and industrial history of the site.
- Art can be incorporated throughout the park, but should be highlighted in the Karl King Sculpture and Sound Garden



- This area is the primary location for expanding recreational opportunities.
- For this reason, a detailed Riverfront Park Concept Plan was provided to show desirable and complementary recreational improvements. The plan shows potential recreation opportunities; such as, fishing access, overlooks, community gathering space, trail connection and a sculptural park.



- The District logo can be incorporated into amenities and aesthetic features to help create cognitive recognition of place and promote the District. The community park activities and events will help draw people to the District.



- Adjacent to both the Des Moines River and Soldier Creek. Implementing best stormwater management practices should be considered for all improvements.
- A large portion of the Riverfront Park and Development area is within the floodplain. Improvements within this area will need to take this into consideration.



- Streetscape improvements are recommended along North 1st Street to improve safety and create a more welcoming environment along the riverfront.
- Additional trail connections should be established along Central Avenue and North 1st Street, and within the park.

RIVERFRONT PARK AND DEVELOPMENT

CHARACTER

Precedent images are shown and a list of similar developments or businesses are provided to help inform the public of similar sites and provide inspirational resources for the future improvements within the Riverfront Park and Development focus area.

RIVERFRONTS, PARKS AND PLAZAS:

- Smale Riverfront Park, Cincinnati, Ohio
- Brenton Skating Plaza, Des Moines, Iowa
- Wingfield Park, The Riverwalk District, Reno, Nevada
- Cowles Commons, Des Moines, Iowa
- Cedar River, Charles City, Iowa
- Riverfront Park, Mankato, Minnesota
- Lurie Garden, Chicago, Illinois
- West Riverfront Park, Nashville, Tennessee
- Southshore Riverfront Park, Pittsburg, Pennsylvania

PRIVATE DEVELOPMENT:

- Big Grove Brewery, Iowa City, Iowa
- Smash Park, West Des Moines, Iowa
- The Foundry, West Des Moines, Iowa
- Court Avenue District, Des Moines, Iowa
- Linden Living Alley, San Francisco, California
- Pingora Technical Outdoor, Ankeny, IA
- The District, Prairie Trail, Ankeny, IA



SMALE RIVERFRONT PARK



SMALE RIVERFRONT PARK



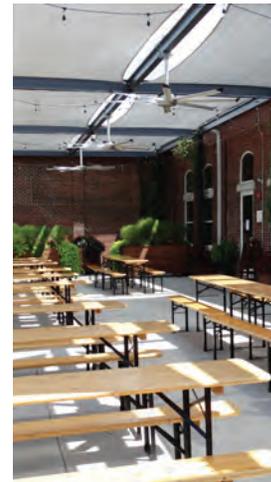
COWLES COMMONS



WINGFIELD PARK



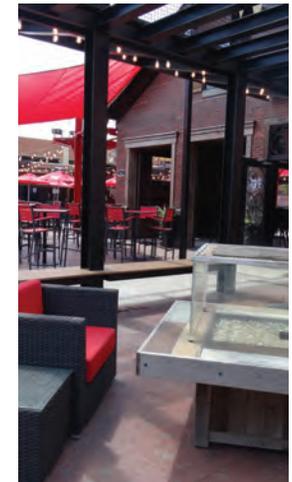
COURT AVENUE DISTRICT
EL BAIT SHOP



THE FOUNDRY
THE HALL



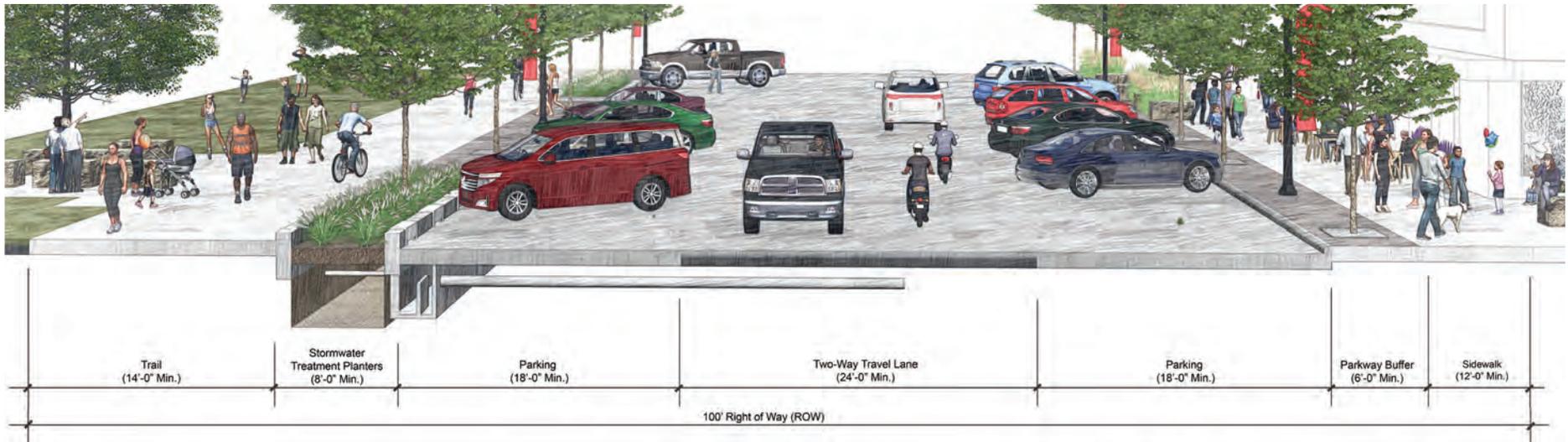
SMALE RIVERFRONT PARK



COURT AVENUE DISTRICT
TIPSY CROW

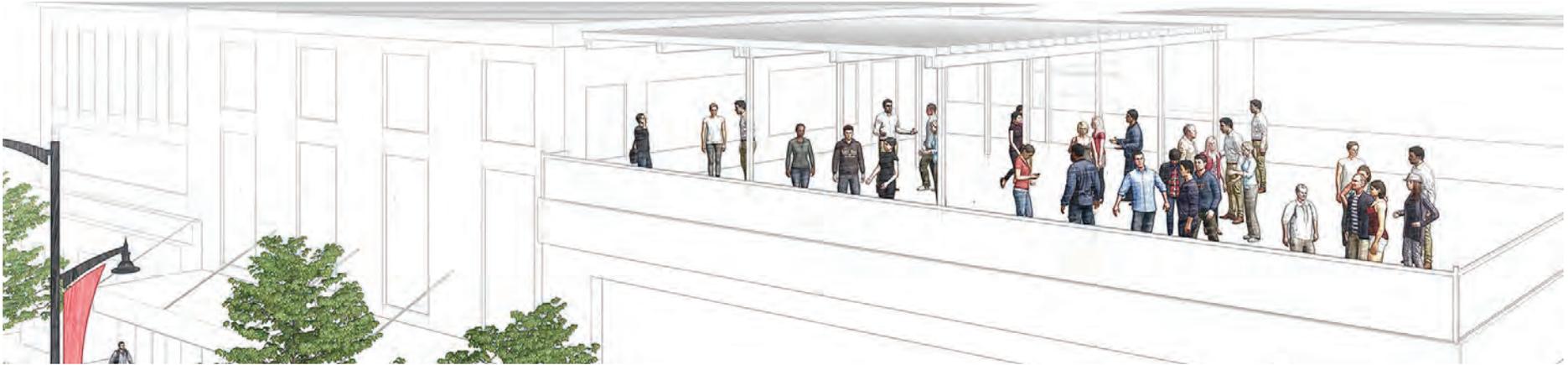
RIVERFRONT PARK AND DEVELOPMENT

N 1ST STREET STREETScape - OPTION A



TYPICAL STREETSCAPE AMENITIES

- Planters provide a buffer between different uses and help manage stormwater.
- Lighting with decorative banners can display the District logo and promote local activities and events.
- A trail along the west side accommodates multiple recreational activities and provides connectivity to the larger park framework.
- A wide sidewalk along the eastern edge provides a safe and welcoming pedestrian environment for accessing businesses. The walkway should be wide enough to accommodate pedestrians and outdoor cafe style seating.
- Limestone blocks are shown as a way to bring in natural materials, blending the natural world with adjacent built environment. They can be used to accent planters and provide seating opportunities.



Rooftop patios highlight views to the Riverfront Park and add to the street's vibrancy through the presence of people.



Open spaces within the private development can take on an urban context and provide unique gathering spaces, a fire pit or a location to display public art.



Outdoor seating along the street adds sense of safety and vibrancy through the presence of people.

RIVERFRONT PARK AND DEVELOPMENT

N 1ST STREET STREETScape - OPTION B



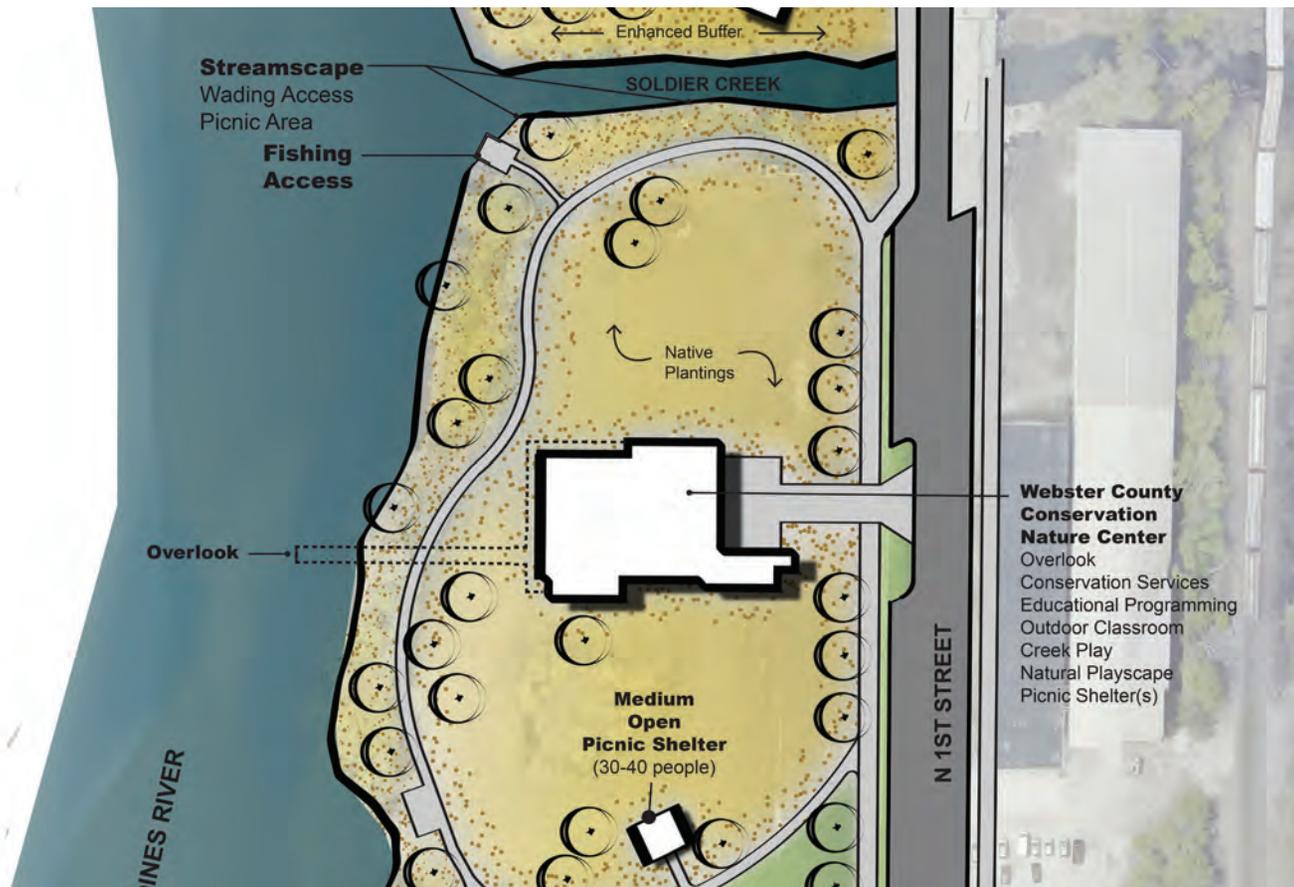
TYPICAL STREETScape AMENITIES

- Planters provide a buffer between different uses and help manage stormwater.
- Lighting with decorative banners can display the District logo and promote local activities and events.
- A trail along the west side accommodates multiple recreational activities and provides connectivity to the larger park framework.
- The east side would continue to offer flexible space for existing and redevelopment opportunities. Additional green space and landscape screening would enhance the corridor.

RIVERFRONT PARK AND DEVELOPMENT

RIVERFRONT PARK CONCEPT PLAN

The Riverfront Park offers an immense amount of recreation opportunities. The concept plan shows potential recreation and educational opportunities; such as, natural areas, fishing access, overlooks, community gathering spaces, trail connections, skateboarding park, adventure playground, river access and a sculptural park.





RIVERFRONT PARK AND DEVELOPMENT

FRONT PORCH

Sometimes considered “America’s outdoor living room” the front porch is an iconic image. It is a place where we come to relax, enjoying the company of our friends, family and neighbors. It is the transition between our built home and the outdoors.

The City’s historic downtown runs primarily along Central Avenue ending at the City library. Enhancing Central Avenue as a key pedestrian and bike corridor helps fill the missing connection between the historic downtown and the Central River District. Its terminus is the Riverfront Park’s Front Porch. A welcoming entrance to a vibrant and diverse selection of outdoor recreational activities, educational opportunities and gathering spaces.

In order to address flooding concerns the site will incorporate a terrace, elevating non-floodable amenities above the potential floodwaters. The creation of a terrace also creates a unique view-shed of the park and Des Moines River.

The Front Porch would be available for community events, private rental space(s) for celebrations, a labyrinth overlooking the river, native gardens, and alternative winter uses.

Several precedent images are provided here to give the public a sense of the potential types of improvements anticipated for the Front Porch.



LABYRINTH - SMALE RIVERFRONT PARK



INTERACTIVE SOUND SCULPTURE - INVOKATED BY KARL-JOHAN EKEROTH



MULTI-USE SPACE - BRENTON SKATING PLAZA



PLANTING BEDS - LURIE GARDEN



PORCH SWINGS
WEST RIVERFRONT PARK, NASHVILLE



VIEWS TO SCULPTURE GARDEN AND
ARTISTIC LIGHTING OF KARL KING BRIDGE



TERRACE - SOUTH SHORE RIVERFRONT PARK



COMMUNITY EVENTS



FOOD TRUCKS

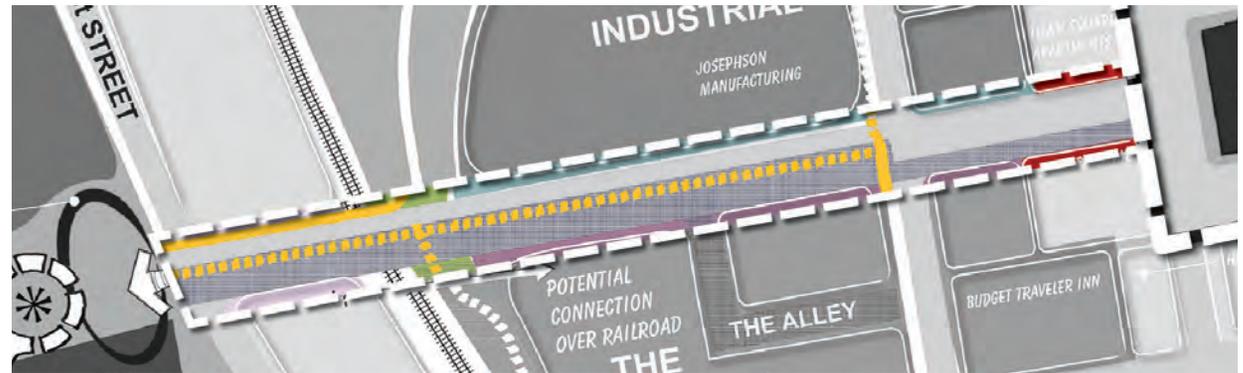


SEATING AREAS

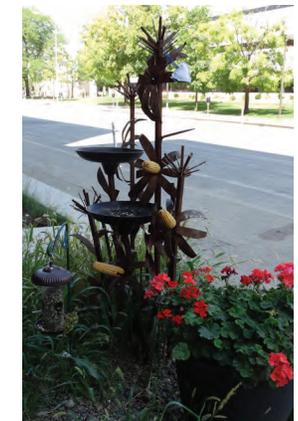
CENTRAL AVENUE

Central Avenue is a vital spine within the district. A primary connection to the historic downtown and the transitional zone between the Village and Urban Core Light Industrial. With industrial activities to the north the primary pedestrian and bicyclist flow should be designated on the south side of the street adjacent to the Village.

- 
 • Art should be incorporated where feasible (i.e. benches and decorative banners) to help create a unique space and draw people down to the river.
- 
 • This is the primary connection for bicyclists and pedestrians from historic downtown to the riverfront recreational activities.
- 
 • Stormwater bio-retention should be incorporated into the streetscape in order to help improve water quality and reduce impacts to the Des Moines River.
- 
 • The District logo can be incorporated into amenities and aesthetic features to help create cognitive recognition of place and promote the District.
- 
 • The existing road is in poor condition. Improvements include repaving the road and adding in buffered bike lanes and wider sidewalks to encourage more equitable and safer access.



FOCUS AREA - CENTRAL AVENUE

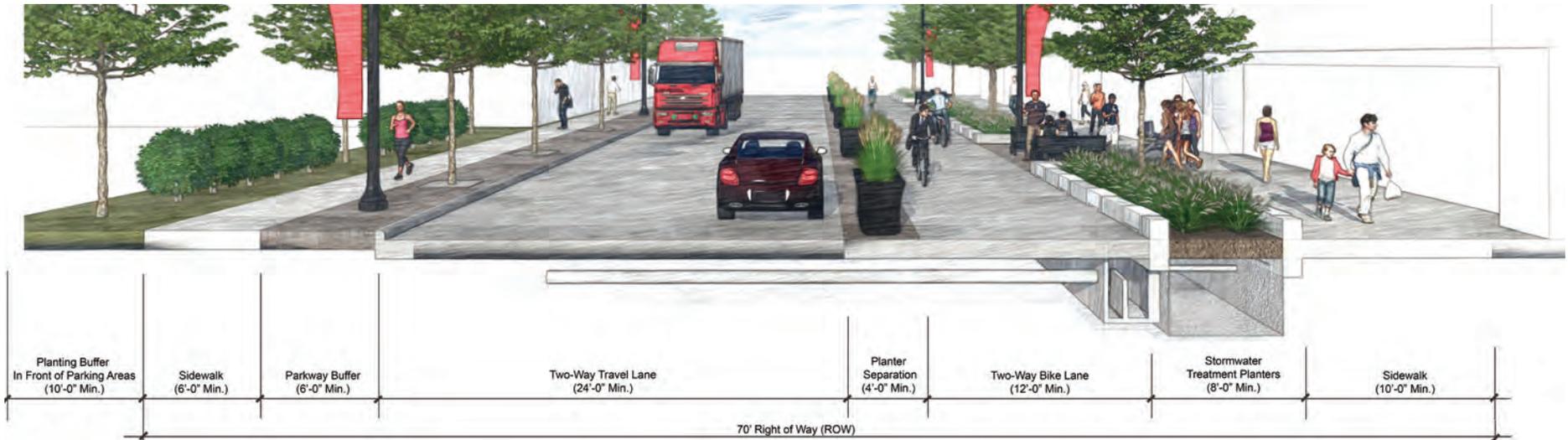


CHARACTER

Precedent Images are shown here to help inform the public and provide inspirational resources for the future improvements of the Central Avenue focus area.

CENTRAL AVENUE

CENTRAL AVENUE STREETScape



- Planters create a buffer between different uses and help manage stormwater
- Lighting with decorative banners
- Wide sidewalks with decorative benches and litter receptacles
- Decorative pavement to help define use areas



URBAN CORE LIGHT INDUSTRIAL

This focus area accommodates industrial services, office and commercial spaces within the District. These services help diversify the job opportunities for the District and the larger community helping to create a more resilient community.



- Architecture style should take into consideration focus area character and District Design Principles. Art should be celebrated and utilized to provide visual interest.



- Improve trail and bicycle access along N 3rd Street connecting the District and downtown to neighborhoods north of Soldier Creek.



- Stormwater best management practices can be incorporated into future site development. Innovative and sustainable building technologies should be incorporated when feasible into building improvements and new construction.



- The District logo can be incorporated into decorative banners to help create cognitive recognition of place and promote the District.



FUNCTIONAL ART



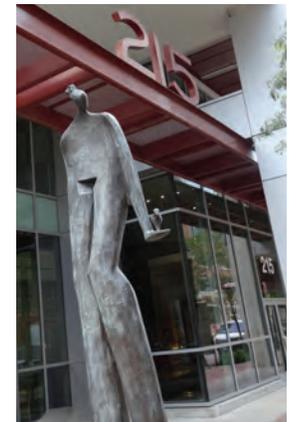
CONTRAST AND BALANCE OF OLD AND NEW STYLES



AWNINGS GIVE A SENSE OF PEDESTRIAN SCALE



GREEN WALLS BREAKUP LARGE BLANK WALLS



ART AND BOLD PRINTS CAN GIVE A MODERN FEEL AND SENSE OF WHIMSY, FOR A MORE WELCOMING PRESENCE

CHARACTER

Precedent Images are shown here to help inform the public of desirable types of architectural treatments. The preservation of historic buildings within the focus area is highly desirable when feasible. New construction and additions to existing structures that provide contemporary interpretations of industrial materials are recommended; as well as, expressions of advanced building technologies.

URBAN CORE LIGHT INDUSTRIAL

CHARACTER CONTINUED

Precedent Images are shown here to help inform the public and provide inspirational resources for the future improvements and architectural treatments within the Urban Core Light Industrial focus area.

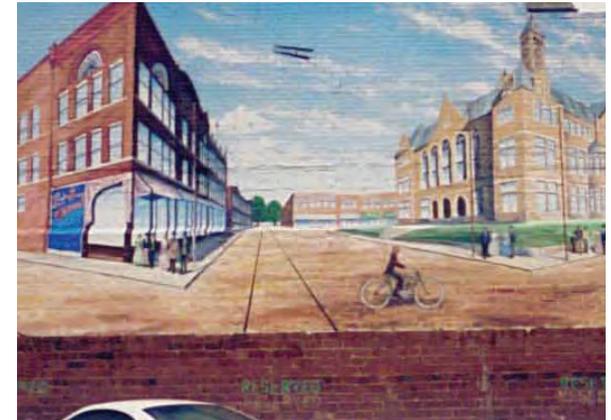
Currently, some of the existing industrial buildings, although functional for their manufacturing use, lack architectural features that give the buildings a pedestrian scale or visual interest.

When new construction or improvements are made within this focus area the followings things should be considered and encouraged:

- **Mass and Scale:** Large industrial buildings should provide a variation in building massing and facade treatment. This helps provide visual interest, conveys a sense of human scale and helps blend the architecture into the surrounding residential and urban context.
- **Materials:** materials should be high quality and have proven durability. A wide range of materials may be considered. Materials should be detailed to provide a sense of scale and visual interest (i.e. scoring concrete).
- **Entrances:** Entrances, particularly the primary entrance, should be orientated to face the street, clearly denoted and designed to enhance the pedestrian-oriented environment.



CLEARLY IDENTIFIABLE ENTRANCES



PAINTED MURALS ENHANCE LARGE BLANK WALLS



EXAMPLE OF EXISTING JOSEPHSON BUILDING WITH LASER CUT METAL MURAL. THE MURAL GIVES VISUAL INTEREST AND HELPS TO BREAKUP THE LARGE BLANK WALLS ALONG CENTRAL AVENUE WITHOUT INTERFERING WITH THE FUNCTIONS HOUSED INSIDE.

THE VILLAGE

The majority of the properties in The Village are underutilized parcels. A work, play, live neighborhood is recommended to help increase urban density, encourage arts, education, business incubation and promote affordable home ownership opportunities.



- Architecture style should take into consideration focus area character and district design principles. Art should be celebrated and utilized to provide visual interest.



- Incorporate neighborhood gathering and recreational activities within the shared alley space.



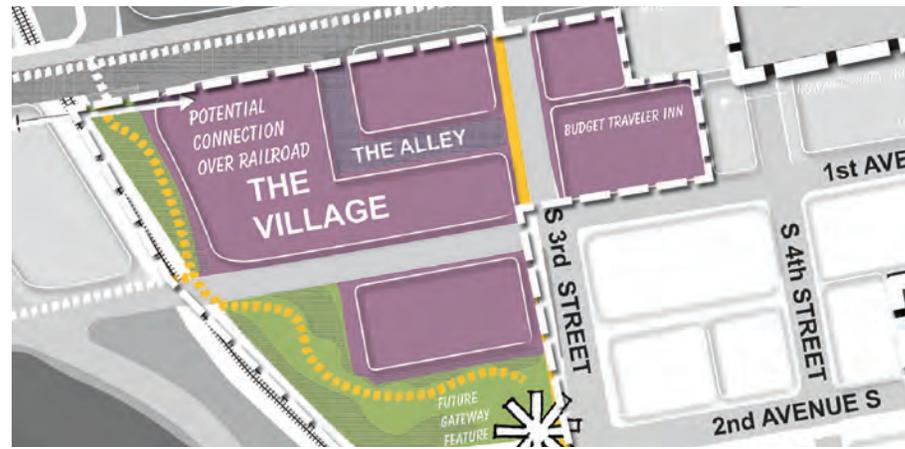
- Stormwater best management practices using innovative and sustainable building technologies when feasible.



- The District logo can be incorporated into decorative banners to help create cognitive recognition of place and promote the District.



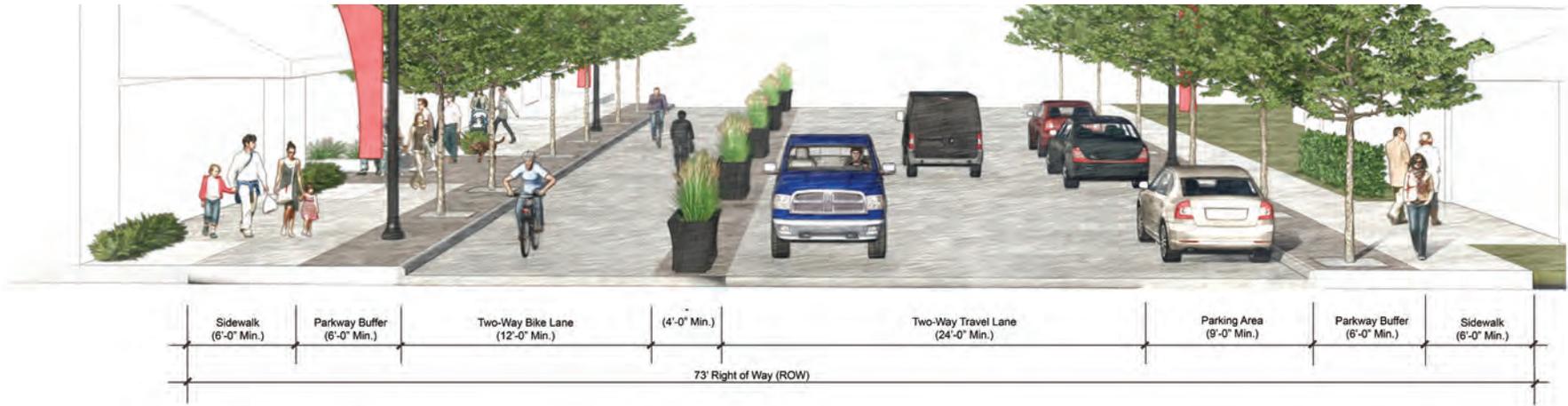
- Providing pedestrian connections to the designated trail routes and bike lanes. Street improvements along S 3rd Street and 1st Ave S.



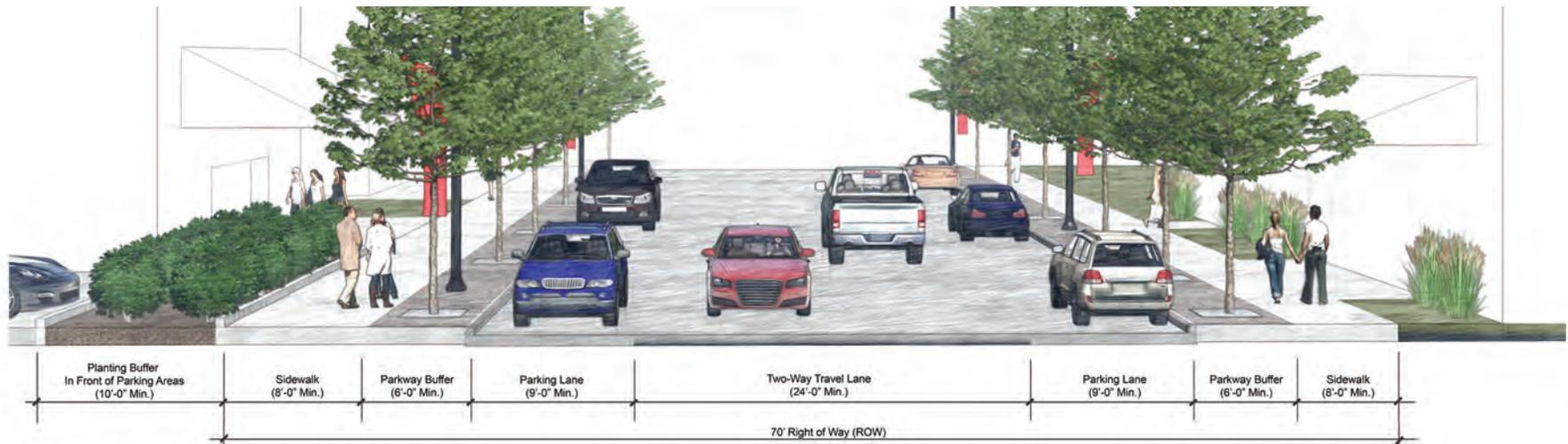
S 3RD STREET ALLEY ENTRANCE: THE ALLEY IS INTENDED TO BE AN INTERIOR PEDESTRIAN ORIENTED SPACE THAT SERVES THE VILLAGE RESIDENTS. PUBLIC ART, SMALL GATHERING SPACES OR NEIGHBORHOOD-STYLE RECREATIONAL OPPORTUNITIES ARE ENCOURAGED TO HELP CREATE A SENSE OF COMMUNITY.

THE VILLAGE

STREETSCAPE



S 3RD STREET LOOKING NORTH



1ST AVE S

THE VILLAGE

CHARACTER

Images are shown here and a list of similar developments or businesses are provided to inform the public of similar sites and to serve as inspirational resources for future improvements within The Village focus area.

THE ALLEY:

A living street designed as a vibrant public space supporting neighborhood activities.

- Linden Living Alley, San Francisco, California
- Market Octavia Toolkit & Living Alleys Program
- The Woonerf “Living Street” Concept

LIVE/WORK SPACES:

- East Viilage, Des Moines, Iowa
- Harvester Artspace Lofts, Council Bluffs, Iowa
- Crane Artist Lofts, Des Moines, Iowa

ARTS, INCUBATION, EDUCATION and MAKERSPACES:

- Fab Labs, throughout the world supported by the Fab Foundation
- MoDiv Retail, Grand Rapids, Michigan
- Area515, Des Moines, Iowa
- 100state, Madison, Wisconsin
- Des Moines Social Club, Des Moines, Iowa



INDUSTRIAL REFERENCES



MAKERSPACES



INCUBATOR RETAIL



SMALL GATHERING SPACES



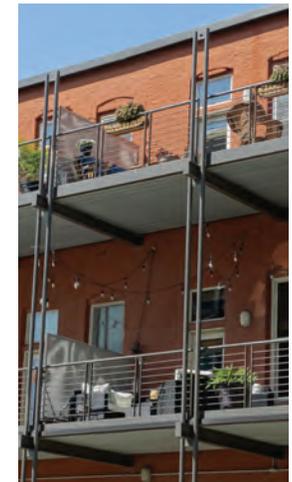
ARTIST LOFTS AND INDUSTRIAL ARCHITECTURAL CHARACTER



MURALS AND PUBLIC ART



BOLD PRINTS AND COLOR



BALCONIES AND ROOF GARDENS CAN HIGHLIGHT VIEWS TO THE STREET, ALLEY AND RIVER.



ACTION PLAN

PLANNING INITIATIVES

Four planning initiatives have been identified for focus. These initiatives will help the City and community leaders to build out the plan's, goals and vision. The adoption of the Master Plan and establishment of the District will help procure funding for public infrastructure and redevelopment efforts.



01

RIVERFRONT PARK

02

INFRASTRUCTURE IMPROVEMENTS

03

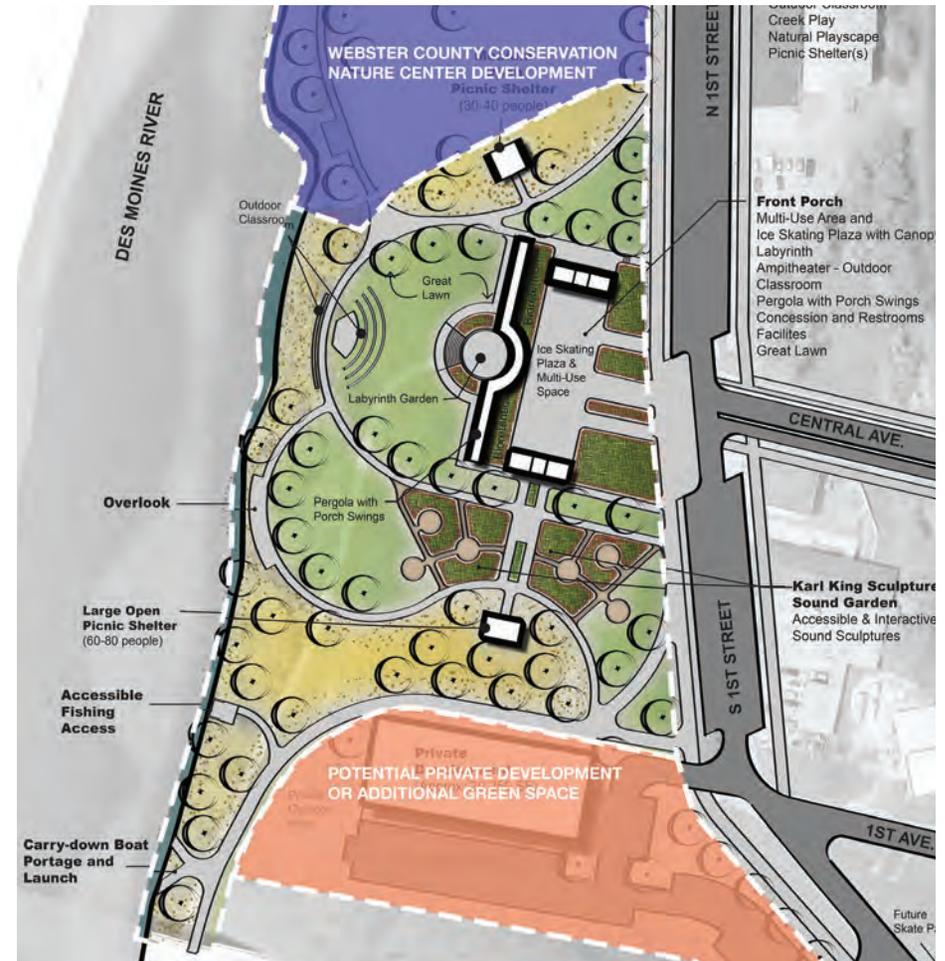
REDEVELOPMENT OPPORTUNITIES

04

DISTRICT PROMOTION

01 RIVERFRONT PARK DEVELOPMENT

The Riverfront Park is a key catalyst project for the Central River District. Improvements to the Park will draw people to the area through recreational, educational, and community activities. The City should prioritize said improvements and continue to support Webster County's plans to establish a nature center and associated educational programming.



COST

The following is a breakdown of estimated cost of proposed improvements to the Riverfront Park, which is intended to be developed out in phases or increments, as the City prioritizes.

RIVERFRONT PARK - PARK PAD PREPARATION	
Description	Includes earthwork and utilities to prepare the site for future development. This includes storm sewer, water service and sanitary sewer service improvements.
Total Estimated Cost	\$1,165,000

RIVERFRONT PARK - TRAIL IMPROVEMENTS & ASSOCIATED AMENITIES	
Description	Includes community park trail improvements, such as the re-routing of existing multi-use trail and internal trails not directly associated with the Front Porch or Karl King Sculpture and Sound Garden. It includes the overlook and accessible fishing pier along the trail.
Total Estimated Cost	\$1,070,000

RIVERFRONT PARK - FRONT PORCH	
Description	Includes the overall "Front Porch" feature.
\$193,000	Site Preparation (e.g. earthwork and site utilities)
\$443,000	Mult-Purpose Space with retaining walls and steps
\$1,450,000	Pergola with Porch Swings
\$119,000	Labyrinth Garden and Site Planting Beds
1,205,000	Restroom, concession and storage facilities
Total Estimated Cost	\$3,410,000

RIVERFRONT PARK - KARL KING SCULPTURE PARK & SOUND GARDEN	
Description	Includes the overall Karl King Sculpture Park and Sound Garden
\$275,000	Site Preparation (e.g. earthwork, utilities) and Trails
\$150,000	South Shelter Building
\$600,000	Sound Sculptures
\$125,000	Planting Bed Allowance
Total Estimated Cost	\$1,150,000

RIVERFRONT PARK - OUTDOOR EDUCATION IMPROVEMENTS	
Description	Includes the outdoor classroom space with amphitheatre, stage, retaining wall and north shelter
Potential Partners	Webster County Conservation
Total Estimated Cost	\$505,000

PRIVATE DEVELOPMENT PAD SITE PREPARATION	
Description	Includes earthwork and utilities to prepare the site for future development. This includes storm sewer, water service and sanitary sewer service improvements.
Total Estimated Cost	\$575,000

TOTAL BUDGETARY CONSTRUCTION COST	
Subtotal	\$7,875,000
Engineering & Design Fees	\$730,000
Total Estimated Cost	\$8,605,000

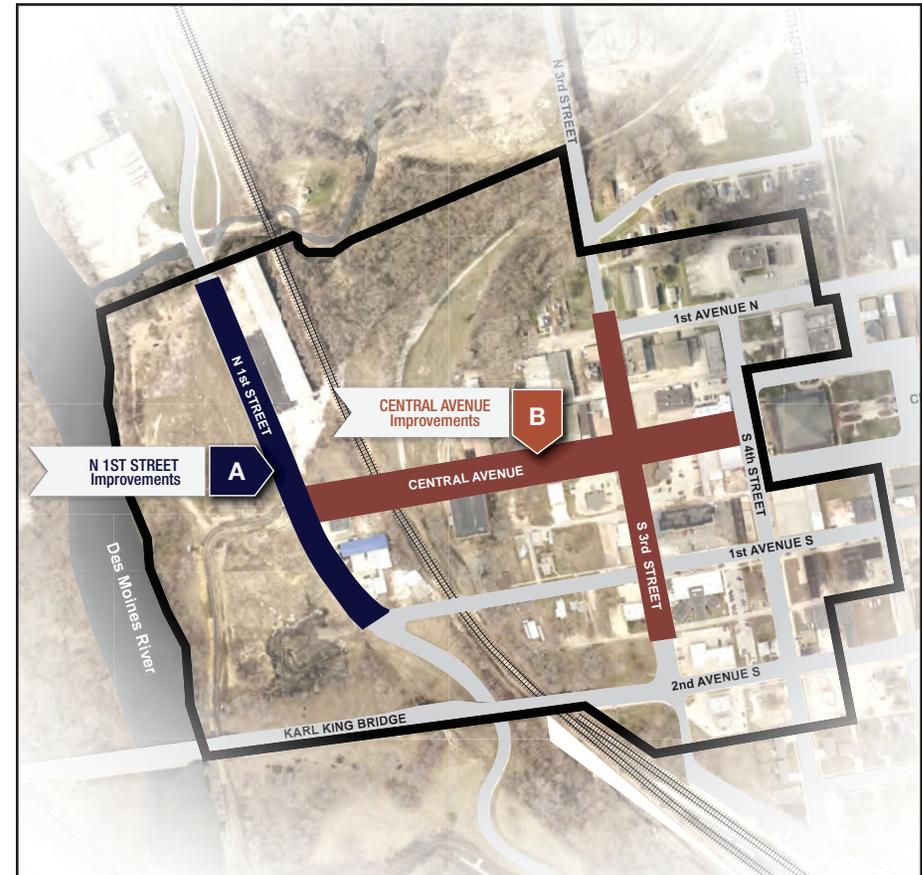
02 INFRASTRUCTURE IMPROVEMENTS

The Master Plan detailed out a number of infrastructure improvements throughout the District, including N 1st Street (Area A), Central Avenue and 3rd Street (Area B). Cost estimates for these improvements are shown below.

COST

AREA A: N 1ST STREET IMPROVEMENTS	
Description	Reconstruction of the existing street, utilities and walkways to include demolition of the existing road and a portion of the existing utilities, storm sewer improvements, new sanitary and water services, PCC street construction, walkway and trail connections, landscaping and site restoration improvements.
Estimated Cost	\$2,260,000

AREA B: CENTRAL AVENUE & S 3RD STREET IMPROVEMENTS	
Description	Reconstruction of the existing streets, utilities and walkways to include demolition of the existing roads and a portion of the existing utilities, storm sewer improvements, new sanitary and water services, PCC street construction, bicycle route improvements, walkway and sidewalk expansion and trail connections, streetscape amenities, landscaping and site restoration improvements.
Estimated Cost	\$6,145,000



ROADWAY IMPROVEMENT AREAS

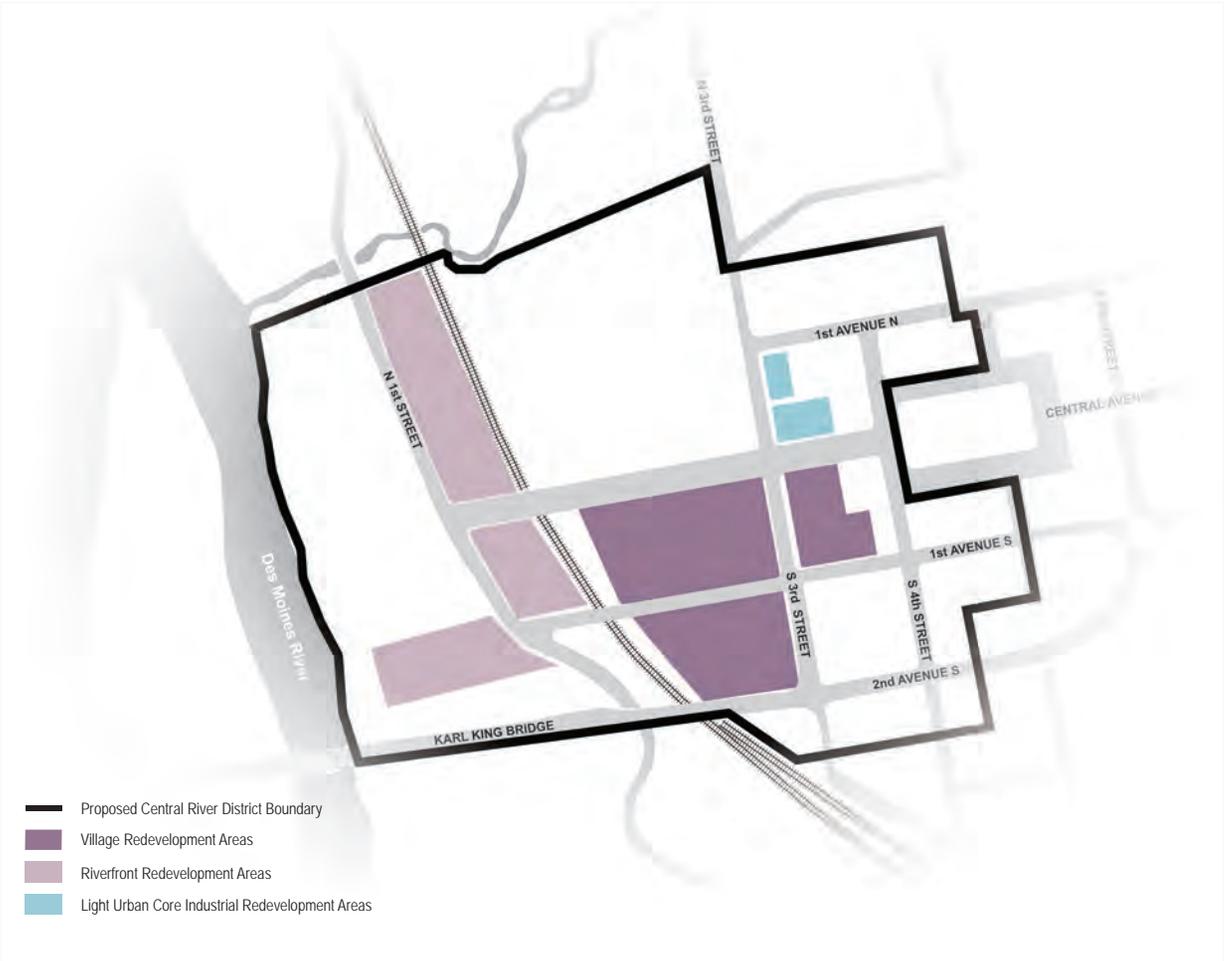
03 REDEVELOPMENT OPPORTUNITIES

POTENTIAL REDEVELOPMENT SITES:

The Central River District contains a number of abandoned or under-utilized properties that are recommended to be rehabilitated or redeveloped for residential and commercial uses. Although the exhibit to the right summarizes the properties that were identified during the master plan review, other opportunities may become available as the district experiences changes as this plan is implemented.

Strategies that support appropriate redevelopment include:

STRATEGIES	
•	Update the City's Future Land Use Map
•	Prioritize and assemble property for redevelopment
•	Adopt Design Guidelines for the District
•	Rezone properties and/or establish an overlay per the proposed Master Plan
•	Promote existing incentives
•	Promote art and culture in the District



PRIMARY REDEVELOPMENT AREA MAP

REDEVELOPMENT STRATEGIES

UPDATE THE CITY'S FUTURE LANDUSE PLAN:

Update the City's Future Landuse Plan to reflect the Central River District Master Plan taking into account the nature center and light industrial core.

PRIORITIZE AND ASSEMBLE PROPERTY FOR REHABILITATION AND/OR REDEVELOPMENT:

The Master Plan identifies potential redevelopment sites. Prioritize and assemble property best suited for rehabilitation and redevelopment as the Master Plan is implemented.

ADOPT DESIGN GUIDELINES FOR THE DISTRICT:

Provide Architectural & Design Guidelines: to promote attractive, functional and compatible development. This will help protect owner investments and property values while fostering a welcoming and thriving community.

RE-ZONE OR CREATE OVERLAY DISTRICT:

Establish base zoning districts and/or overlay(s) that build off the downtown and take into account the light industrial core. District regulations should complement the downtown district, encouraging pedestrian scale design that uses quality materials to create a visually cohesive district.

PROMOTE EXISTING INCENTIVES:

Several existing incentives exist for redevelopment; such as, the existing facade programs, loan opportunities, grant opportunities, tax abatements, tax credits and Tax Increment Financing (TIF). These should be strategically expanded into the District and shared with property owners and potential developers.



PROMOTE ART & CULTURE IN THE DISTRICT:

COMMITMENT TO PUBLIC ART:

Establish a sustainable funding source - examples might include a percent for art program paid for through Capital Improvements, Hotel/Motel tax, or other continual sources.

UTILIZE EXISTING RESOURCES:

Continue to highlight historic places with the Fort Dodge Historic Plaque and Exhibit program.

Utilize grant funding opportunities and foster partnerships with the local art organizations and educational programming. (i.e. Fort Dodge Fine Arts Association, The Blanden Art Museum, Iowa Central Community College).

ENCOURAGE ARTFUL SIGNAGE & ADVERTISEMENT:

Similar to historical murals, the use of advertisement could be allowed. However, these murals should be compatible with the environment in which they reside. Their primary function should still be to provide meaningful, human level connection beyond simply advertisement. They should add color, whimsy, and artistic storytelling to the District, adding to it's desirable cultural context.

Encouraging artwork that incorporates interaction often increases social media posts, helping promote the District as a whole.

ART ADVISORY COMMISSION:

Partner with the Fort Dodge Public Art Commission to incorporate public art, signage/wayfinding and other artistic features.

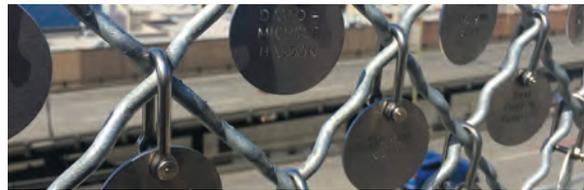
TEMPORARY ART EVENTS:

Incorporate temporary art into public and cultural events to promote environmental education, community history and the District itself.

(i.e. WaterFire in Providence, Rhode Island, Delray Cultural Loop and History Trail in Delray Beach, Florida)



NEIGHBORHOOD ART IN SEATTLE, FREMONT TROLL



INTEGRATE INTERACTIVE ART OR ART/DONOR RECOGNITION



EXAMPLE: DELTA AND TINDER TEAMED UP FOR THE #DELTA DATING WALL. IMAGE BY: COLOSSAL MEDIA AND WWW.INSTAGRAM.COM/LOFFICIEL.OO

04 DISTRICT PROMOTION

SOCIAL MEDIA: Encourage “like, comment, share” to increase overall views on Facebook news feeds. Connect your social media accounts – Facebook has an option to add links on a page sidebar to Twitter, Youtube, and Instagram. Know your audience, Facebook is best for reaching older audiences, younger audiences are more involved on Instagram.

BRANDING: Adopt the logo and title “Central River District”. This will help facilitate a name and identifier for the area’s brand. The remaining branding will develop through the areas design guidelines, services and events.

SIGNAGE: Include the District on wayfinding signage. Encourage posting of informational signage to show progress in redevelopment.

NEWSLETTERS: Utilize existing community newsletters to keep the community informed about events and area updates.

PARTNERSHIPS: Partnerships are important for not only getting the word out, but for creating the linkages necessary to redevelopment. Some grants like the VisionIowa CAT grant require broad, strong support from multiple public and private agencies. Some private entities like GFDGA and local Economic Development Corporations are able to provide privately negotiated incentives that public agencies cannot. Work with private entities to incorporate public incentives like tax abatement and TIF.

ADVERTISING: Utilize CVB publications, trade magazines and media outlets to bring attention to development opportunities and new recreational options. Advertising events and opportunities in brochures, bus banners, etc.

EVENTS: District-specific events focusing on the Riverfront Park and development provide an opportunity to increase visitors initially and over time. Provide “Ribbon cutting” ceremonies and events after the development of specific portions of the master plan (food trucks when a pedestrian area opens up, etc.). Events can become more successful over the years through regular scheduling and committed event committees. Host another “Better Block” event or similar to show what the District could look like with portions of the plan implemented. Pair events when feasible to increase quantity of visitors.



CLOSING STATEMENT

The Central River District is a very unique area within Fort Dodge, providing a very important connection between the historic downtown and the Des Moines River. Although the river is not used as a significant commercial or industrial transportation route integral to modern business, it can serve a more important role as a corridor rich in recreation opportunity and natural beauty. By investing in improvements to the river system and providing enhanced connections to downtown Fort Dodge, the City can recapture the importance of this natural system and encourage visitors and residents to use and experience this corridor in their daily work and play.

Regular promotion of the master plan, and making yearly commitments to implement improvement projects, no matter how small, shows the residents of Fort Dodge and potential redevelopment partners that the City is interested in investing in this district, and are willing to partner with others to create an atmosphere where the Central River District can prosper.





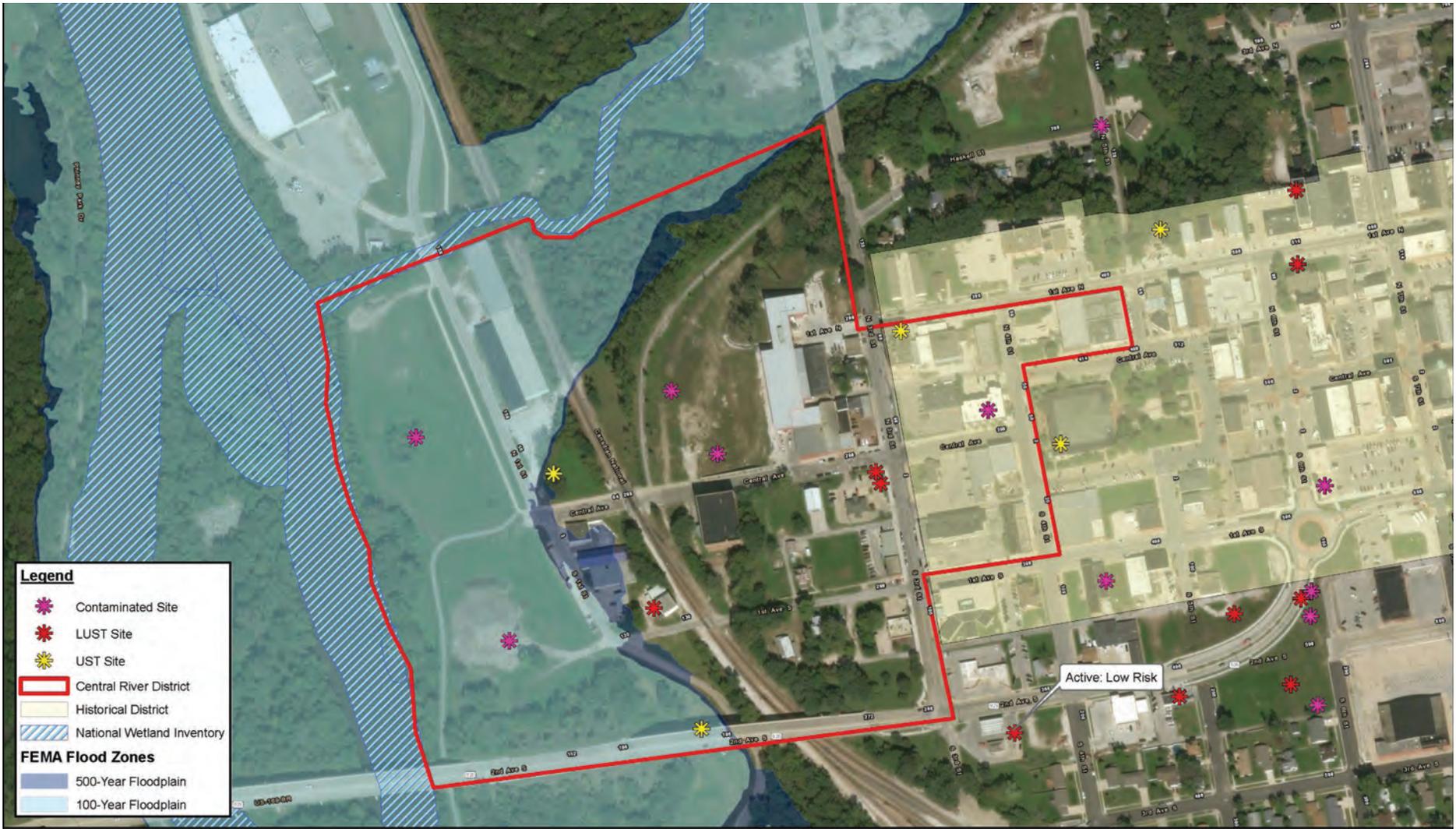
APPENDIX

EXISTING PLANS AND STUDIES

Several prior plans were referenced during the planning process.

- Re-Envision 2030 Comprehensive Plan Update
- Webster County Des Moines River and Lizard Creek Water Trails & Corridor Study
- Webster County and Fort Dodge Wayfinding Plan
- Hike & Bike WC Master Plan
- Northwest River District Revitalization Master Plan
- Des Moines River Dam Demolition, Removal and Stream Banking
- Hydroelectric Dam and Whitewater Passage Feasibility Study
- Fort Dodge Downtown Plan
- Fort Dodge Downtown Design Guidelines

The review of these plans help guide the project goals and objectives. Mapping of land uses, zoning, historical and environmental conditions were also conducted to better understand the existing site and context.



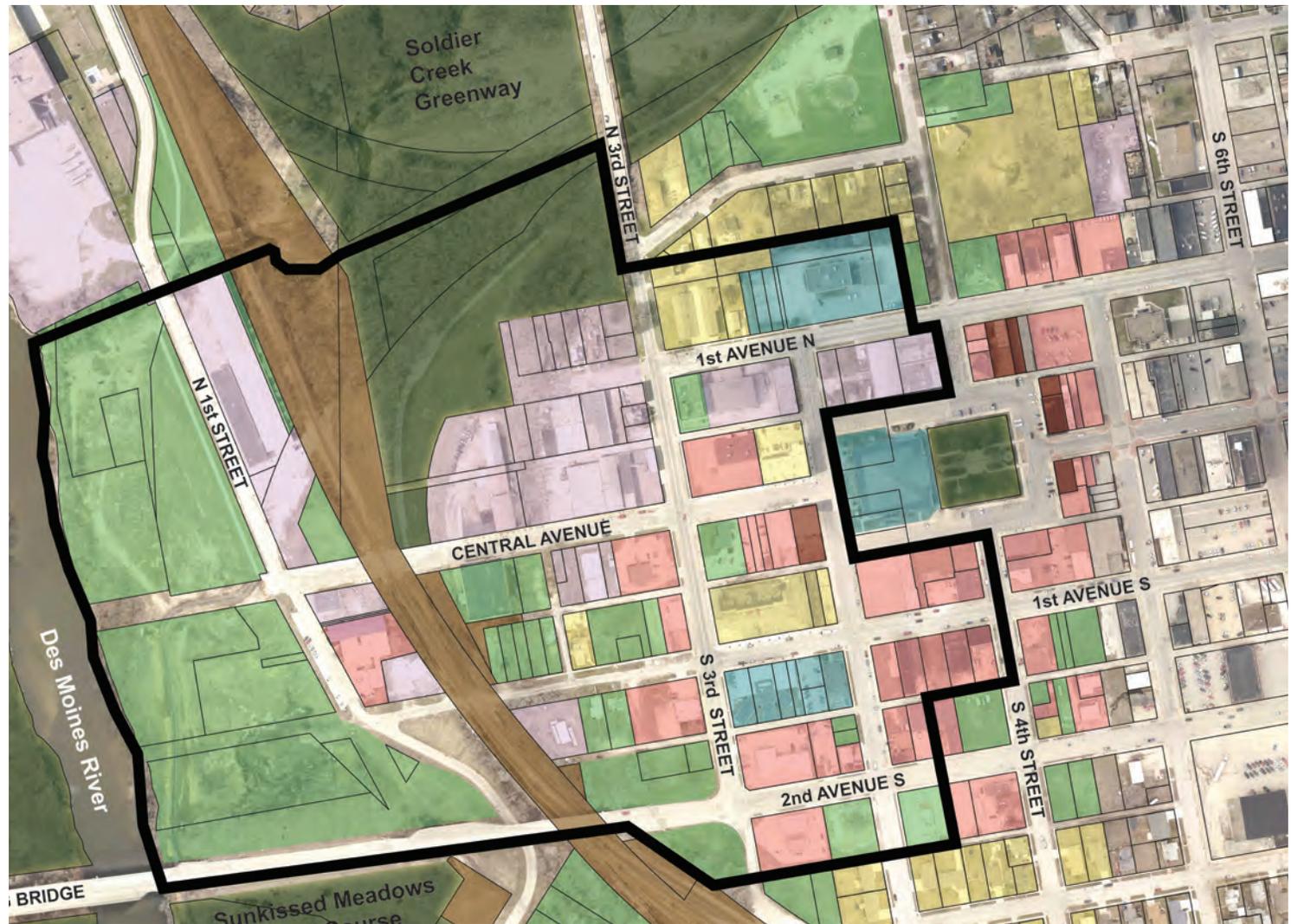
ENVIRONMENTAL CONSTRAINTS



EXISTING ZONING

LAND USE

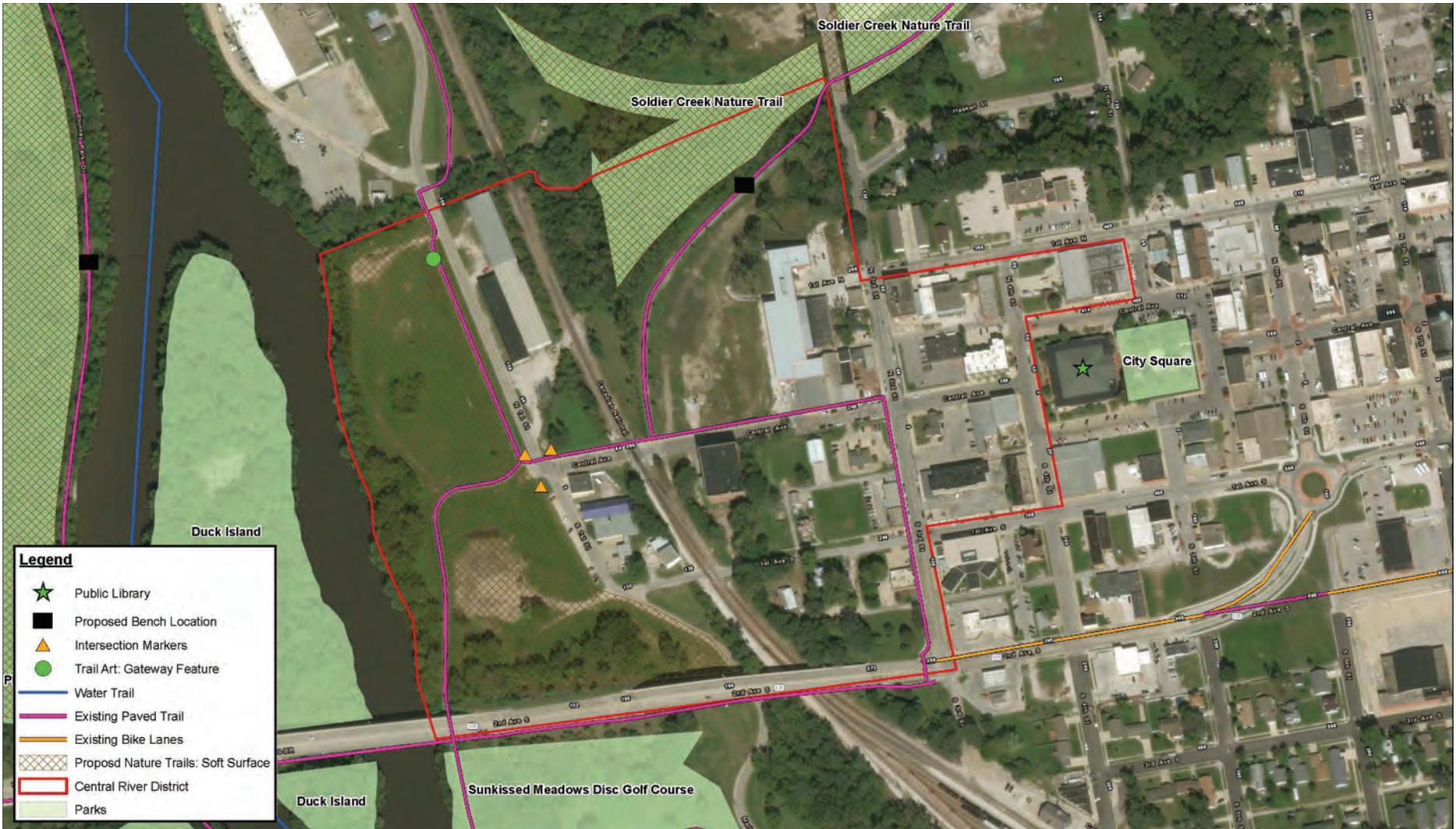
-  Central River District Boundary
-  Residential
-  Commercial
-  Mixed Use
-  Industrial
-  Vacant or Underutilized
-  Public
-  Open Space/ Park
-  Transportaion/Utility



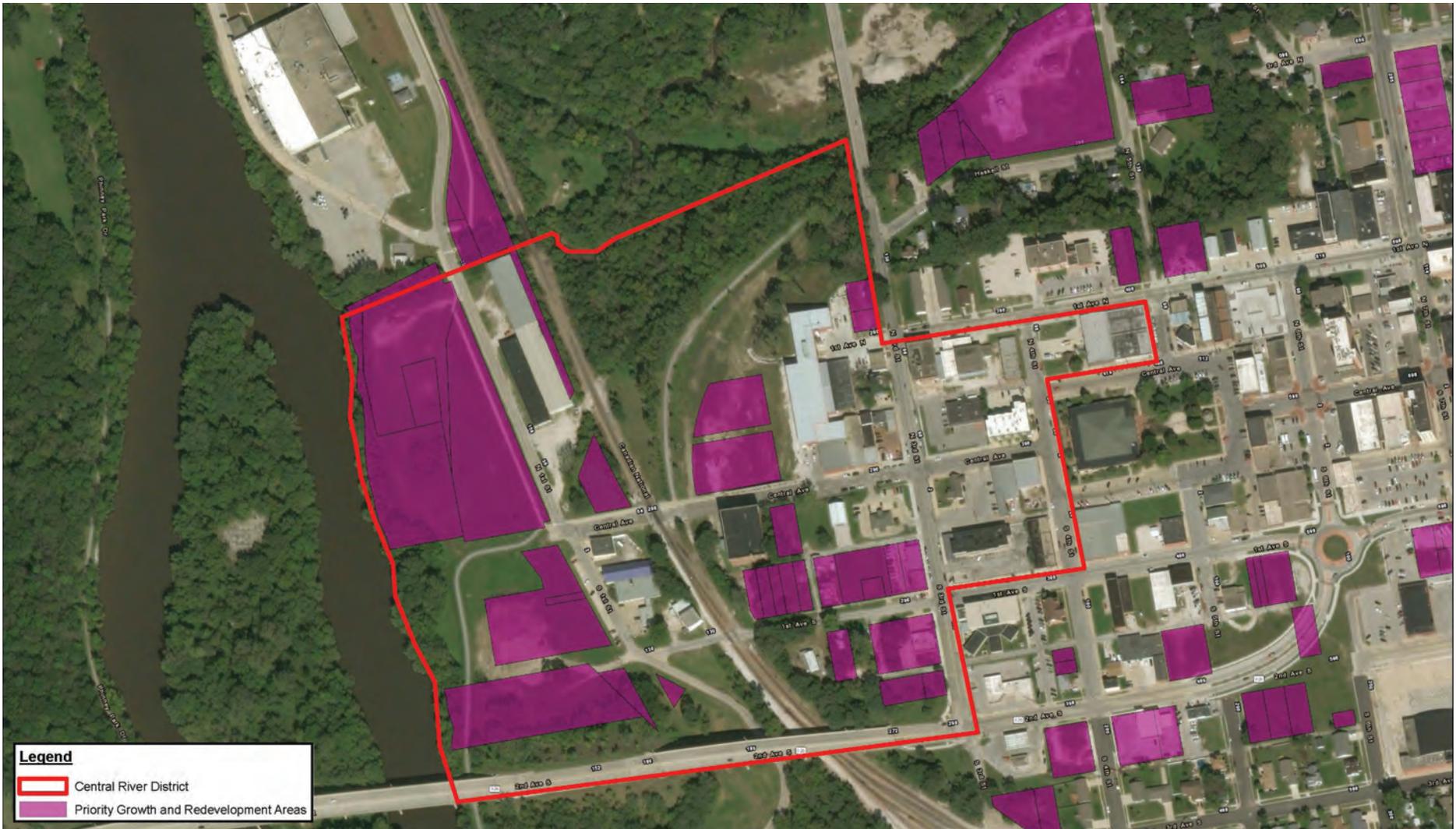
**EXISTING
LAND USE**



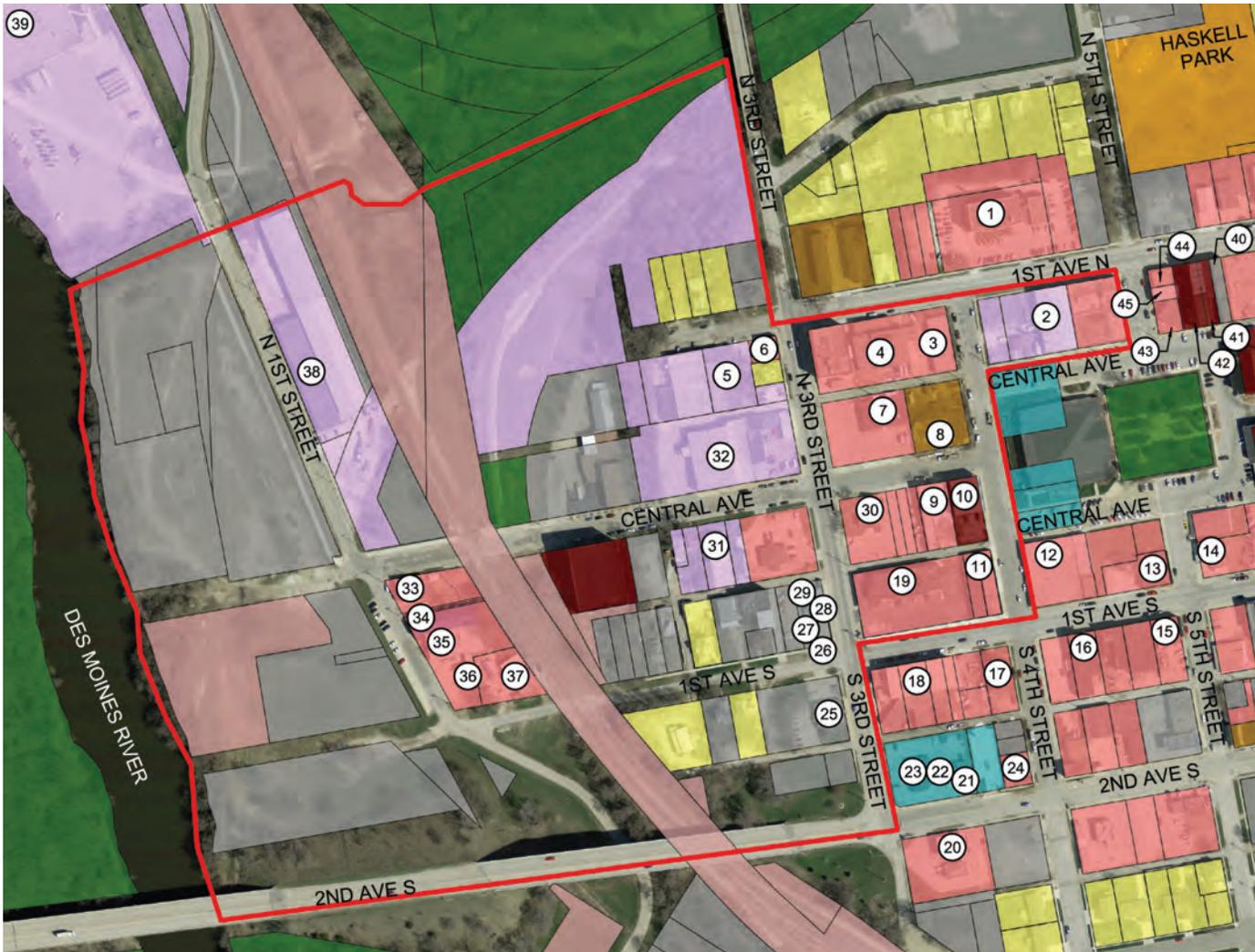
RE-ENVISION 2030 COMPREHENSIVE PLAN PROPOSED LAND USE



EXISTING PARKS AND TRAILS



RE-ENVISION 2030 COMPREHENSIVE PLAN PRIORITY GROWTH AREAS



- 1 Webster County Social Services Building
- 2 Fletcher Cabinetry
- 3 Rosedale Water Store
- 4 Wausau Homes Design Studio
- 5 Precision Hydraulic
- 6 Kelco Signs & Awning
- 7 Elderbridge Agency on Aging
- 8 Town Square Apartments
- 9 Exit Realty
- 10 RD Boutique - Real Deals on Home Décor
- 11 Howards Body Shop
- 12 AC Delco - Iowa Auto Supply
- 13 Moose Lodge #806
- 14 A3 - Access Audio and Accessories
- 15 Ro John Home Improvement
- 16 Napa
- 17 Coppin Chapel A.M.E. Church
- 18 Fort Dodge Community Corrections Center
- 19 Budget Traveler's Inn (Fort Dodge)
- 20 Dino Mart
- 21 Mc Colley Chiropractic
- 22 Mercy Bariatric Center
- 23 Spherion (Staffing Agency)
- 24 Karen's Spirits and Wine
- 25 Marco
- 26 Farner Bocken Company
- 27 Pieceworks
- 28 Cana/Lifetree Café
- 29 Dr Pepper/Snapple
- 30 Vacant
- 31 Lifestyles Moving
- 32 Josephson Manufacturing Company
- 33 Esco Electric
- 34 Cardinal Self Storage
- 35 A Stitch Above the Rest
- 36 Sundown Audio
- 37 Pat Oberg Customs - Powder Coating
- 38 Serv Pro Building
- 39 AML Riverside
- 40 Crickets Lounge
- 41 Vacant
- 42 Vacant
- 43 New Business
- 44 Todd's Body Shop
- 45 Hoover Auto Repair

EXISTING BUSINESSES

FUNDING STRATEGIES

Funding opportunities and strategies are identified to assist with funding of the proposed Master Plan improvements.

FUNDING STRATEGIES

LOCAL

- Tax Incentives through TIF or graduated tax abatement.
- Create a local economic development revolving loan fund (modeled after Perry, IA), possibly administered by GFDGA.
- 657A Condemnation: Considered a last resort for chronic nuisance properties. Iowa Code Section 657A and local ordinances can be utilized to condemn, acquire, and abate nuisance properties. Subsequently providing incentives to potential purchasers for redevelopment.
- Incentives may include tax abatement and/or selling the parcel at a price below the City’s investment in the property to spur redevelopment.
- State-sponsored opportunities through the IEDA (i.e. Workforce Housing Tax Credits, CDBGHousing Rehabilitation Fund, Community Catalyst Building Remediation).

FEDERAL

- Section 42 tax credit housing – HUD tax incentives for income-driven and market-rate housing based on percentage of median income.

NON-PROFIT AND PRIVATE DEVELOPMENT:

- Encourage business incubator(s) that offer education, networking, coaching and office space with shared resources.
- Encourage the development of makerspace(s) and incubator retail space(s) to help small businesses get started. If a business is successful they will likely move to a more permanent location within Fort Dodge.

