

US Business Highway 20 / 5th Avenue Corridors of Commerce Action Plan



Fort Dodge, Iowa

Business Highway 20/ 5th Avenue

Corridors of Commerce Action Plan

Fort Dodge, Iowa

June 15, 2008

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1. Introduction and Project Description

Study Area

The corridor plan encompasses approximately 13 miles of the 4-lane Business Highway 20 loop including east and west gateway approaches into the City of Fort Dodge along P59 and US Highway 169 through unincorporated Webster County. (*Figure 1.*)

Purpose and Goals

It is understood and agreed by the citizens of Webster County and Fort Dodge that the visual character and functionality of the community's primary transportation corridors is critically important in establishing the community's overall image and attractiveness as a place to live, learn, work and recreate. The degree to which this image reinforces the beauty and integrity of the community's natural and manmade assets such as the Des Moines River valley and the historic central business district, has a significant effect on the quality of life, sense of place and level of private investment. Retaining current and future residents (youth), and attracting new residents and businesses, requires a sustained commitment towards investing in the enhancement and maintenance of these corridors. Communities across the country have shown that investing in the quality and attractiveness of their commercial and institutional corridors brings multiple long-term benefits in the form of increased commercial and institutional investment, improved competitive advantage, strengthened resident satisfaction, and an increase in overall quality of life. The overall purpose of this corridor plan is to establish a written and graphic framework to guide the public and private sectors through the process of improving the corridor's visual character and functionality.

The primary goals of the plan can be summarized as follows:

1. Improve the overall attractiveness of the corridor.
2. Beautify and green the corridor.
3. Reduce visual clutter.
4. Improve travel safety.
5. Increase opportunities for walking and cycling.
6. Establish a discernable visual appeal and identity to the public realm.
7. Refine the types and distribution of land uses.
8. Identify opportunities for redevelopment and new investment.
9. Establish new policies for public realm enhancements and redevelopment.









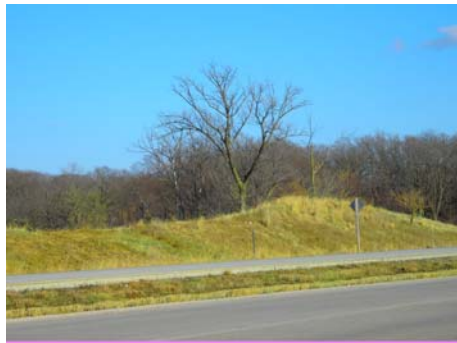
-  County Corridor Enhancement
-  Intersection Enhancement
-  Bridge Enhancement
-  Streetscape Enhancement
-  District Transition
-  Significant Roadway

Figure 1

10. Establish corridor specific site and building design standards for new and redevelopment.



Views along corridor illustrate the opportunities for landscape enhancements and the need for more stringent building design, site development, landscape and sign regulations.

2. Existing Conditions and Opportunities

Transportation Characteristics

The transportation analysis and recommendations undertaken for the corridor action plan focus on the easterly segment of highway located between 21st Street and P59. This segment has the most significant operational issues.

History

Business Highway 20 was designated in 1990 along 13 miles of US 20's old alignment after the expressway bypass opened. The route enters via County Road D20, follows Kenyon Road and 5th Avenue South in Fort Dodge before turning southward along County Road P59 east of town to connect with US 20. Most of the route, except for the two-mile duplex with Business US 169 (which is actually IA 926), has been turned over to the city and county jurisdiction. Prior to 1990, the corridor was under the jurisdiction of the Iowa Department of Transportation (DOT).

Uncontrolled Development

Arterials, such as 5th Avenue South, that carry large volumes of traffic are attractive locations for commercial strip-type development. Residential and light industrial uses are gradually replaced by commercial developments locating along the arterial over time until strip development becomes the predominant land use pattern. The ability of the arterial to move traffic then becomes seriously compromised, resulting in increased traffic congestion and reduced safety. Strip development occurs so slowly that it is seldom viewed as an issue until traffic problems become severe. Inefficient zoning and street layout forces a business to connect driveway access to the arterial. If adequate side streets and frontage or backage roads had been pre-planned and developed, driveway access could have been rerouted to these streets.

The 5th Avenue South corridor land-uses consists of residential, industrial, and commercial including restaurants, big box retail, and a regional mall. There is excessive congestion, more crashes, through traffic is slowed, too many driveways, inadequate spacing between driveways, and too many conflict points and left turns in this situation than one with proper access management and controlled development.

Traffic Data

The Iowa DOT's 2003 Annual Average Daily Traffic map shows that the 5th Avenue South corridor currently handles between 11,700 and 16,600 vehicles per day depending on the location.

Accident History

During the 5-year period from 2001-2006, there were 410 reported accidents along 5th Avenue South, between the Union Pacific Railroad crossing and P-59 (Quail Avenue). While there were no reported fatalities, there were 142 injury accidents with a total of 205 persons injured. (*see appendix item 1.*)



P59's rural character is highly compatible with native prairie plantings.



View looking north along US 169



The major causes of these accidents included Failure to Yield Right-of-Way (FTYROW) Making Left Turn, FTYROW Driveway, and Following Too Close (rear-end) which can all be attributed to poor access management along the corridor.

A Corridor of Districts

Analysis of the corridor revealed five distinct character districts;

1. East and West Rural Gateway Districts (primarily in unincorporated Webster County)
2. Westend Institutional District
3. Westend Mixed Use District
4. Eastend Mixed Commercial District
5. Eastend Business Service District

These five districts are defined by the overall visual character as influenced by the various land uses, building types, site development patterns and streetscape.

East and West Rural Gateways

P59 on the east side of the city and TH 169 to the west represent the two rural gateway districts examined in the corridor plan. These two corridors are the primary entrance routes (via grade separated interchanges) to the city for motorists traveling US Highway 20 along the south reach of Webster County. The majority of these corridors lie outside the City limits within Webster County.

P59 is characterized by its 2-lane rural cross section with a posted speed of 50 mph. The roadway runs primarily north south with a few minor curves. The southern portion cuts through several hillsides which provide opportunities for the introduction of landscape enhancements along embankments in the right-of-way. The northerly stretch traverses fairly level terrain and provides opportunities for landscape enhancements such as street tree plantings and shrub massings adjacent to parking lots serving the City's OHV Park and private industrial facilities such as the US Gypsum processing plant. Land uses along the roadway transition as one travels northward from a mix of agriculture, gypsum mining and processing and parkland to light industrial and commercial.

TH 169 is characterized by a rural, 4-lane divided cross section with periodic center medians planted in turf grass and a posted speed of 50 mph. The roadway traverses across gently rolling terrain that provide several opportunities for introducing landscape enhancements along embankments in the right-of-way. Similar to the P59 corridor, land uses transition northward from agriculture to industrial and commercial. With minor exceptions, the majority of lands area slated for future gypsum extraction. As such the character of this landscape will transition over time from rolling open field to active mining to mixed, undulating terrain revegetated with native prairie and transitional woodlands punctuated by small lakes or ponds.



Adding street trees and enhancing the bridge crossings will improve walkability and enhance the corridors' visual quality.



View of typical auto-oriented commercial within the Westend Mixed Use District.

Westend Institutional District

The Westend Institutional District runs from the intersection of US 169 and Business Highway 20/5th Avenue east across the Des Moines River to 12th Street. The predominant land uses along this stretch of corridor are public and private institutions such as Iowa Central Community College, Friendship Haven continuing care retirement community and Trinity Regional Medical Center. Other less dominant uses include residential, commercial and river valley open space. The majority of buildings are set back from the roadway a substantial distance. Access to these uses is indirect via local streets, however several established uses have direct access curb cuts right along the highway.

The newer age and higher quality design of the landscaping and buildings coupled with the natural beauty of the river valley make this the most pleasant and visually attractive district within the overall corridor. There are several billboards located along the western portion of the district that negatively impact visual quality however recent planting of street trees and the new addition to the medical center help offset some of this. Iowa Central Community College has recently completed a campus master plan that establishes a new set of urban design and streetscape amenities along with a new facilities expansion program. The City and College should continue to coordinate their enhancement efforts within the corridor.

There are several undeveloped parcels along both sides of the corridor that present opportunities for new development supportive of the areas' institutions and residents. The railroad and river bridges also provide potential enhancement opportunities through improving lighting, railings and sidewalks.

Westend Mixed Use District

The Westend Mixed Use District extends from 12th Street east to 21st Street and is a 4-lane urban section with a posted speed of 30 mph. The predominant uses along this corridor segment consist of a mix of auto oriented commercial businesses such as gas stations, take out restaurants, pawn shops and auto repair. Building types are a mix of small, modern commercial box and converted single family residential there also a few remaining residences mixed in among these business. The majority of sites are covered with building and surface parking leaving little or no landscaped space. There are also several vacant buildings located along the south side of the corridor. Signage within this district consist of a combination of pylon and building signs.

The overall character of this district is cluttered and unattractive due to the lack of landscaping, older age and poor condition of many of the buildings, auto-oriented uses and numerous pylon signs. The majority of the business also don't provide services that support the adjacent residential neighborhoods. This tends to foster a high degree of ambivalence among residents with little sense of ownership or neighborhood pride engendered towards these businesses.

Opportunities in this district include shifting land use from commercial to multi-family residential, mixed use, new streetscaping, access reconfigurations, creation of pedestrian friendly site development regulations and redevelopment of vacant, underutilized or undesirable uses.

Eastend Mixed Commercial District

The Eastend Mixed Commercial District runs from 21st Street east across several freight rail lines to the Shoppers Supply/Shimkat Motors at 32nd Street North. The district is characterized by a wide mix of older, commercial strip retail, active and vacant industrial facilities, automotive services and newer chain retailers and restaurants. With the exception of several large scale facilities (Nestle Purina pet food processing, La James Beauty School and the Crossroads Mall), the majority of businesses occupy small sites ranging between 1/2 to 2 acres in size with multiple curb cuts, pylon signs and surface parking lots. Several businesses (primarily hotels) lack direct access to the highway and are only accessible by driving through parking lots of fronting facilities. The district is also characterized by a lack of landscaping, intermittent, discontinuous sidewalks and no pedestrian amenities. The northern side of the corridor in this district is lined with overhead utilities including power and telecommunications. Additionally, these lines cross the corridor at several locations to service businesses along the south side of the corridor. The overhead utilities add to the visual clutter and severely impede the ability to landscape the corridor.

There are numerous opportunities in the Eastend Mixed Commercial District for improving the public realm through streetscaping and access management as well through redevelopment of vacant, underutilized and aging industrial properties. These properties will require purchase and assembly in order to support new commercial development.

Eastend Business / Professional District

The Eastend Business/Professional District is characterized by a mix of newer office, retail, hotel and fast food restaurants interspersed with older commercial, light industrial and undeveloped properties. The district is bordered on the west by Fort Dodge Memorial Cemetery at 32nd Street North and on the east by the new Decker Trucking headquarters at P59. Site sizes vary considerably throughout the district from 1 – acre, fast food restaurants to businesses such as Menards, Ziegler Cat and Decker Trucking occupying sites in excess of 4 acres. The recent Decker Trucking offices exhibit a high level of finish with extensive landscaping. This facility does a very good job of raising the bar for new projects within the district.

A new traffic signal is proposed for the easterly entrance drive to the Menards store. As the development of the Menards area frontage sites is completed, the new signal will better support traffic operations and improve safety in this area of the corridor.



View of new Decker Trucking offices.

Summary of Market Conditions

The recent market analysis prepared for the updated Downtown Plan by Camiors, Ltd. was reviewed for pertinent information and applicable insight regarding the corridor action plan. The following information has been excerpted from that document:

“The annual average personal income (income from all sources by a person) for Fort Dodge (Webster County) is \$28,663. Personal income is a measure of wealth. The average personal income for Fort Dodge is 17% below the average for the United States, which is significant, and 9% below the average for Iowa.

... Webster County in the past six years has shown a competitive advantage in an industry that nationally is losing jobs – manufacturing. In addition, Webster County is showing strength in professional and business services and in the information industry.

Webster County needs sustained growth. Jobs in the county grew from 1992 to 2001. The jobs dropped after September 11, 2001 and the County saw its first job recovery in 2005. A sustained employment recovery will help all sectors of the areas economy. The expansion of Trinity Regional Medical Center should add a substantial number of new jobs and Fort Dodge needs to accommodate this new growth.

In health care, Trinity Regional Medical Center serves a multi-county area. In retail and entertainment uses, Fort Dodge pulls customers from different distances depending upon the retailer. In addition, Fort Dodge as an employment center pulls employees who live in other counties as well.

...the Fort Dodge trade area is elliptical extending approximately 30 miles to the northwest, 35 miles to the east, just 15 miles to the southeast, and 45 miles to the west. This area includes Webster, Calhoun and Humboldt Counties and parts of other surrounding counties.

...retail service area has an estimated 39,000 households with an average household income estimated at \$50,815 annually.

Fort Dodge has outstanding pulling power with sales 88% above what would be expected based up[on Webster County’s population and personal income.

The retail area where Fort Dodge’s greatest potential to increase sales is in the food-away from home businesses, i.e. restaurants.

Fort Dodge has a new eight-screen multiplex which is a major draw for the city. Many of the adjacent cities have single screen theaters and Fort Dodge becomes the center for those that want a broader offering. One needs to travel into Ames to find a better choice for entertainment.

Housing in Fort Dodge is very affordable, but Fort Dodge residents can afford more expensive homes than what residential developers are currently offering. -- the challenge for developers is to find housing products that meet the markets needs.”

The information provided in the Market Study for the Downtown Plan to the 5th Avenue Commercial Corridor indicates that reinvestment is worthwhile and prudent as Fort Dodge plays an essential role as the regional center for trade and employment in the Fort Dodge Micropolitan Area. From a market perspective, specific emphasis along the corridor should include:

- Providing new opportunities for retailers (small to medium box stores) that traditionally support and compliment larger, big box merchandisers (Target, Walmart, etc.)
- Providing additional opportunities for sit down restaurants and entertainment establishments.
- Providing opportunities for greater housing choice with products currently not offered such as walk up apartments and row houses (rental and ownership), stacked flat condominiums, stacked flat rental apartments, etc.

3. Planning and Design Process

Planning Principles

Ten general planning principles are recommended to guide future streetscape/landscape enhancements, redevelopment and new infill development along the corridor. These principles are adapted from the publication *Reinventing Suburban Commercial Corridors* published by the Urban Land Institute.



1. Apply strong, consistent leadership and build long lasting partnerships between the City, County, State, private sector and local stakeholders:
 - Coordinate collecting and disseminating statistical data.
 - Coordinate marketing and promotions
2. Anticipate change and plan for flexibility:
 - Allow a mix of use
 - Organize and streamline the entitlements process.
3. Know the market:
 - Document trade area, sales history, land values and growth projections.
4. Establish realistic, market responsive quantities of commercially zoned land:
 - Stimulate infill and redevelopment.
 - Limit retail zoned land to reflect size and strength of the market.
5. Establish identifiable “nodes” of intensified development:
 - Increase commercial density and intensity at key intersections.
 - Encourage office and residential uses between major commercial nodes.
6. Share the road and tame the traffic:
 - Provide a hierarchy of interconnected facilities for pedestrians, bikes, cars, buses and truck.
 - Limit curb cuts and consolidate existing driveway entrances.
 - Include sidewalks and off street trails.
 - Create frontage and package roads and interconnect parking lots.
7. Create a strong sense of place:
 - Establish stringent landscape and urban design enhancement and maintenance requirements.
 - Improve the public streetscape with street trees, lighting, banners, artwork, etc.
8. Diversify the character of the corridor through unique design, increased density and intensity.





- Establish distinct use districts along the corridor.
- Accommodate a range of non-retail uses.
- Establish design guidelines or quality based building and site design standards

9. Eliminate the ugliness:

- Bury overhead utilities.
- Eliminate outdoor storage
- Limit size and types of signage

10. Support Action Plan policies, plans and projects with improved development regulations and funding.

- Assemble land for redevelopment.
- Update land development codes including setting minimum “development project” sizes at 5 or more acres.

Public Involvement

The corridor planning process utilized several forms of public involvement including:

- Formal public meetings/presentations including a Design Preference Survey (see appendix item 2)
- Project “Action Development Committee” meetings One-on-one meetings with corridor property and business owners
- City Council and County Commissioner updates
- Monthly City and County staff meetings

Public interest and opinion throughout the planning process was primarily strong and favorable.

In addition to the public involvement and staff guidance, the planning process was also informed and influenced by the work of other consultants working with the City including:

- The Slater Group, preparing Envision 2030 Fort Dodge
- Shive-Hattery, Inc., preparing the Recreation Master Plan and Aquatics Facility Study
- Camiros, Ltd., preparing the Downtown Plan
- Dunbar Jones, preparing landscape designs for corridor enhancements between 8th Street and TH 169.



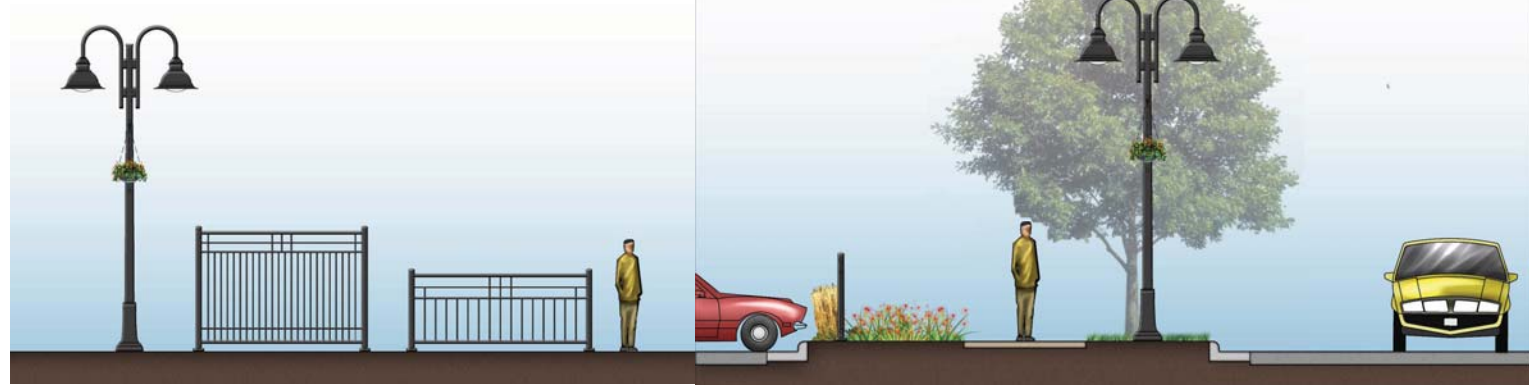
American Elm (hybrid) Hackberry Sargent Crabapple Red Splendor Crabapple Japanese Tree Lilac Dwarf Bush Honeysuckle Daylily Karl Foerster Grass Bike Loop Monolithic Stone Bench Stone Bollards



Bridge Enhanced with New Ornamental Railing



Bridge Section with Ornamental Railing



Streetscape Amenities: Ornamental Railing and Lighting Style

Streetscape Boulevard, 5ft Walk, Plantings and Ornamental Lighting

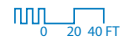


Highway 169 & Kenyon Road



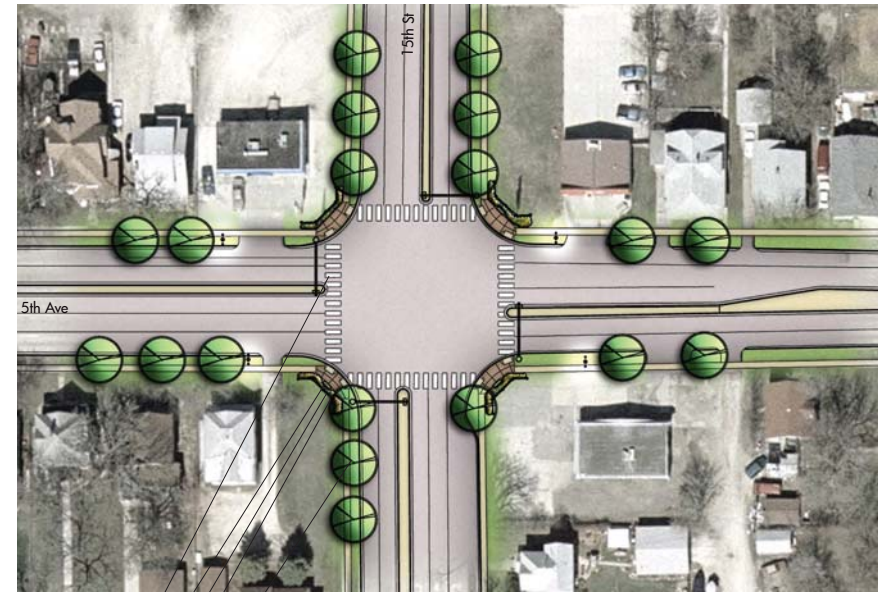
- Perennial Plantings
- Ornamental Railing
- Street Trees
- Decorative Bridge
- Railing

8th & 5th



- Monolithic Stone Bench
- Ornamental Railing
- Perennial Plantings
- Painted Cross Walks
- Street Trees

15th & 5th



- Painted Cross Walks
- Monolithic Stone Bench
- Perennial Plantings
- Ornamental Railing
- Street Trees

32nd & 5th



- Painted Cross Walks
- Monolithic Stone Bench
- Perennial Plantings
- Ornamental Railing
- Street Trees

25th & 5th



- Monolithic Stone Bench
- Painted Cross Walks
- Street Trees
- Ornamental Railing
- Perennial Plantings

Quail & 5th



- Street Trees
- Perennial Plantings
- Painted Cross Walks
- Monolithic Stone Bench
- Ornamental Railing

12th & 5th



4. Recommendations

Overall Corridor Enhancements

Access Management

The Federal Highway Administration's official definition of access management is "the process that provides access to land development while simultaneously preserving the flow of traffic on the surrounding system in terms of safety, capacity, and speed." In practical terms, it means managing the number of driveways that a vehicle may encounter without hampering reasonable access to property and removing slower, turning vehicles from the arterial as efficiently as possible. (1)

New Developments and Redevelopments

Development along an arterial often has a major impact on traffic safety and traffic carrying capacity. Encouraging wide spacings between driveways is the single most important step that a municipality can take to ensure safety and maintain traffic carrying capacity of its arterials. (1)

New developments and redeveloped areas should be planned in such a manner that they limit the number of access points or driveways along 5th Avenue South. Wherever possible, they should include or connect to frontage or service (backage) roads. They should be required to have complete on-site circulation and interconnections between adjacent developments.

Proposed 5th Avenue South Transportation (See appendix item 3)

The plan consists of recommendations of how to improve access, congestion, and safety along 5th Avenue South. The suggested improvements include adding channelization (raised medians), dedicated left turn lanes, closing several driveways, sharing driveways with two or more adjacent businesses, and providing connectivity between neighboring developments utilizing frontage or backage roads. Consideration was also given to the development of a railroad over pass between 21st Street and 25th Street to elevate back ups due to freight train traffic. There are numerous connectivity, visual impact and cost issues associated with this concept consequently this idea is not included as part of the access management recommendations in this report. Illustrations of specific preliminary design recommendations are provided in the appendix.

The City will need to work with the individual property owners in order to accomplish the goals and design recommendations laid out in this plan.

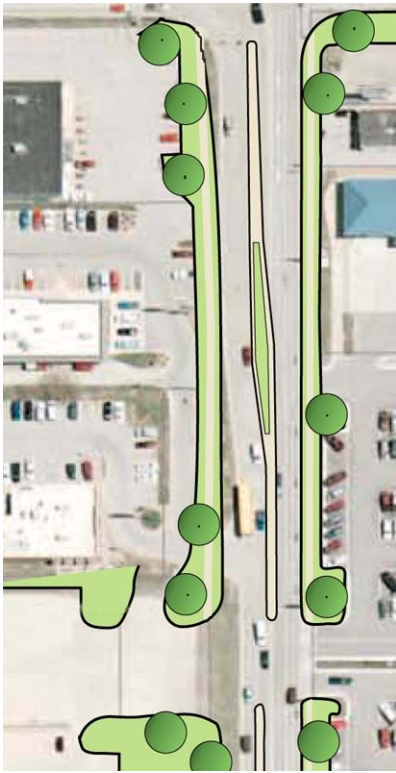
Source

(1) *Access Management Handbook*, Center for Transportation Research and Education, October 2000

Landscape and Streetscape

(Figure 2. and 3.)

One of the primary purposes of the corridor study is to identify a set of comprehensive ideas to enhance the visual character of the corridor resulting in a greener, more attractive public realm with a consistent theme or style. The proposed public realm enhancements employ a set of related elements



Concept showing cross-aligned driveways, landscaped center medians and frontage road to channelize flow and improve safety.

that build off of the central themes of multi-season color and texture, progression and repetition. The elements recommended for achieving these ideas include:

- Kasota limestone in split face and diamond sawn textures for landscape walls, bollards and benches
- Prairie flowers (native perennials) in white and yellow hues in mass plantings
- Ornamental grasses
- Street trees
- Ornamental flowering trees
- Ornamental metal railing system – painted black
- Interconnected sidewalks and trails
- Ornamental pedestrian and street lighting – painted black
- Colored concrete sidewalks at street corners/intersections

Rural Gateway Districts – TH 169 and P59 **Goals**

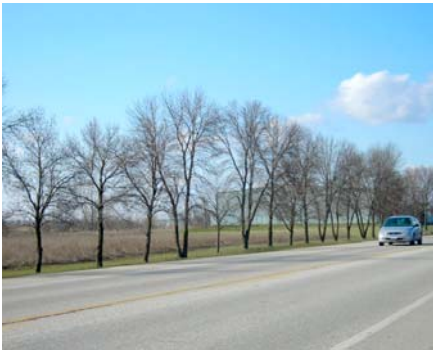
- Create recognizable and memorable gateways
- Strengthen community character – rural heritage, prairie landscape
- Provide a landscape that is attractive and easy to maintain
- Reduce the visual impact of gypsum mining.

Policies

1. Limit access onto Highway 20 by combing driveways and using frontage roads or drives
2. Locate outdoor storage areas away from road frontages, in side or rear yard areas and screen outdoor storage areas with a combination of fencing, plantings and earth berms.
3. Prohibit new pole mounted signs.
4. Phase out (amortize) existing pole-mounted signs and replace with ground mounted monument style signs.
5. Prohibit new billboards and require existing billboard facilities to be landscaped with ornamental trees, shrubs and/or prairie flowers around their bases.
6. Provide special landscape treatments in the public right-of-way at select locations to signal entrances into the community.
7. Require planting and long-term maintenance of deciduous and coniferous overstory trees adjacent to the right-of-way on new private facilities to enhance facilities.



Enhancing embankments with limestone blocks and prairie flowers will set the tone for corridor-wide landscape improvements.



Existing shade trees along the west side of P59 provide a good example of the positive visual impact created by this simple enhancement.

8. Encourage planting and long-term maintenance of deciduous and coniferous overstory trees adjacent to the right-of-way on existing facilities by providing assistance with planning coordination, design, funding or other incentives.
9. Limit land uses to agriculture, office/light industrial, gypsum mining, recreation/public open space
10. Require mining companies to prepare interim screening and end-use plans

Enhancements

The design theme for the rural gateways consists of a semiformal interpretation of the “native prairie outcropping”. Situated along the embankments of P59 and HWY 169, these treatments include several courses of dry stacked Kasota-stone, limestone blocks (2’-3’ ht. x 3’-4’ w.) planted above and below with a mixture of flowering perennial prairie plantings consisting of white coneflower, white and yellow yarrow and black-eyed susan. (Figure 4.)

Maintenance

In the short term, maintenance should consist of spot weeding by hand or with a hand applied sprayer using a broad leaf herbicide. Long-term maintenance of the rural gateway landscape treatments should consist of annual burning of the prairie flowers.

Institutional and Commercial Districts

Overall Goals and Policies

The following goals and policies pertain to the commercial districts within the 5th Avenue Corridor. Additional policies and recommendations for guiding site development within each of three specific districts are also provided.

Building Placement

Goal:

Organize buildings to foster convenient, walkable, interaction between uses within an attractive environment.

Policies:

1. Buildings should have a well defined front façade with primary entrances facing the street.
2. Buildings should be aligned so that the dominant lines of their facades are parallel to the line of the street and create a well defined street edge.
3. At intersections, buildings should “hold the corner” – that is, have street facades at or near the sidewalk on both streets.
4. Public street frontages should provide buffering through enhanced vegetation, landscape features and amenities, and sidewalks.



Example of new, well designed medium box retail facility.

5. Locate buildings close to the street, with off-street parking behind or beside the building.
6. Free-standing, single-use buildings, which are not part of a larger development should screen large parking areas, so as to enhance the visual quality of the development.
7. Pedestrian circulation should be an integral part of the initial site layout. The site should be organized so that the buildings frame and reinforce pedestrian movement.
8. Buildings should be arranged to create view corridors between pedestrian destinations within and adjacent to the site including building entrances, open space or parks.
9. Multi-building developments should provide breaks between buildings at mid-block and should have pedestrian amenities such as walkways, benches, etc.

Building Design

Goal:

To have buildings that meet the increasing needs for energy efficiency and sustainability while utilizing durable, high quality materials organized in an attractive, visually pleasing design.

Policies:

1. Promote the use of durable, high quality materials such as brick, stone, steel and decorative concrete in the construction of new buildings and building additions.
2. Promote the use of local and regionally produced building materials.
3. Encourage building designs that express a distinct base, middle and top.
4. Encourage building designs that enliven the streetscape and support a human scaled environment.
5. Promote unique, place – based building design and discourage one-size-fits-all, corporate, franchise designs.

Parking

Goal:

To create small, shared, aesthetically pleasing landscaped and screened parking lots which are designed to function not only for automobile use, but also in the interest of pedestrians.

Policies:

1. Parking areas should consist of smaller separated parking fields that are landscaped mitigate heat island effects and soften the public

Rural Gateways: Kasota Stone Blocks with Perennial Flowers



West Gateway District

Monolithic Stone Retaining Wall



Perennial Flowers
White Coneflower



White Yarrow



Black Eyed Susan



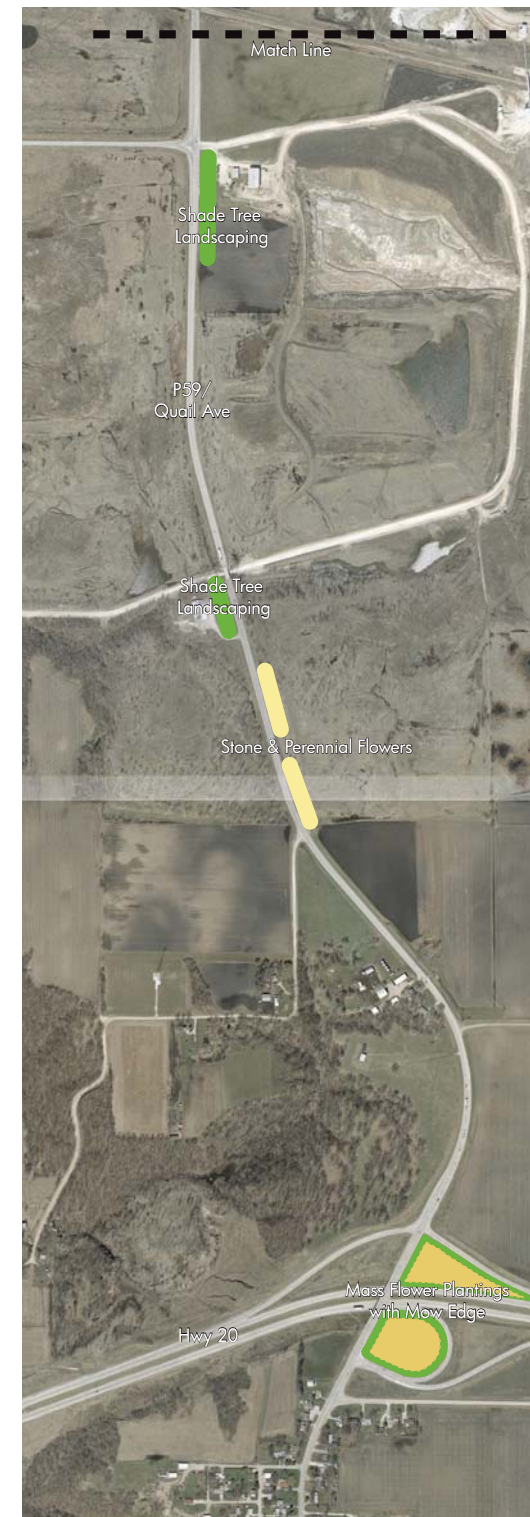
Moonshine Yarrow



East Gateway District - North End



East Gateway District - South End



Swamp White Oak



Red Oak



Autumn Blaze Maple





Heavily landscape sites, parking areas and roadways work together to create an environment that supports walking while also increasing property values.



Monument signs produce a less cluttered and more attractive streetscape than taller pole signs.

views and located so as not to be the dominant feature along any street or intersection.

2. Parking structures and lots should be designed to contribute to an attractive appearance of the streetscape and not deter from the pedestrian orientation of the district.
3. Where parking demand is less than the code requires, consideration should be given to reducing the amount of parking spaces so as not to create unneeded parking spaces.
4. A landscape buffer strip of sufficient width should be provided between all parking areas and the sidewalk or street.

Landscaping

Goal:

To enhance the visual experience as people drive or walk the corridor and to encourage its use for interaction of people, as well as general commerce.

Policies:

1. Visual relief and mitigates the sun and heat during the summer, as well as provides a generally appealing environment to be in.
2. All construction projects should include landscaping; restore all disturbed ground surfaces with suitable permanent vegetation to prevent erosion and enhance visual character.
3. Benches and seating areas should be provided that can provide and area to rest for shoppers in the corridor.
4. Fountains and plazas should be integrated into developments because they create points of interest for pedestrians and drivers.
5. Art and sculpture should also be integrated into the corridor, as they can provide character for the corridor as someplace unique. Sculptures can be used to indicate different districts within the corridor, as well as to highlight any historical significance of the

Signs

Goal:

To control the location, number, size, placement, and other features of signs in the corridor in order to facilitate communications between citizens and their environment while avoiding the visual clutter that is potentially harmful to traffic and pedestrian safety, property values, business opportunities, and community appearance.

Policies:

1. Enhance the economy and viability of Fort Dodge having reasonable, orderly and effective promotion of Fort Dodge business while having high visual quality within the corridor.

2. Promote signs that are compatible with their surroundings and modest in size and height, thereby enhancing the visual quality of the corridor.
3. Co-locating should be used to combine multiple signs into one sign when appropriate.
4. Signs should be reflective of associated development and its architecture.

Implementation

Goal:

To proactively execute the recommended policies, plans and projects described in this plan over the coming years.

Policies:

- Distribute the costs for new and improved public infrastructure with benefiting property owners through special assessments (rates of participation to vary depending on phasing, priority, project type, etc.).
- Coordinate priorities and expenditures with other redevelopment needs such as downtown and riverfront.

District Specific Recommendations

Westend Institutional District

District Goals

- Create a visually recognizable and memorable public realm for the corridor
- Strengthen community character and reinforce “prairie city on the river” theme
- Portray a “green”, orderly visual appearance
- Reinforce/support prevailing land uses

District Policies

- Improve and manage site access by reducing / combining closely spaced multiple driveways
- Control and screen outdoor storage
- Restrict visual clutter from advertising and commercial signs
- Increase corridor landscaping
- Improve corridor lighting
- Promote new development that support existing retirement community, community college and medical center facilities.
- Coordinate and cooperate final design and implementation of enhancements with district institutions, public agencies and community groups such as Iowa Central Community College, PICA, etc.

District Recommendations

- Add landscaping along street frontages (begun in fall 2007)

- Work with rail road to gain cooperation and approval for painting and installing limestone stone blocks and planting enhancements at overhead railroad bridge across TH 169.
- Replace existing cobra head street lights on bridges with new, shoe-box style street lights on tapered poles, painted black
- Replace bridge railings with more unique, ornamental design, coordinated with other corridor railings, painted black
- Add decorative street lighting and special accent lighting to highlights bridge structures
- Introduce streetscape enhancements at primary intersections

Westend Mixed-Use District (Figure 5.)

District Goals

- Create high quality, human-scale redevelopment compatible with and supportive of adjacent residential neighborhoods.
- Improve walkability and strengthen connections to the downtown Central Business District.
- Increase housing opportunities and choices.



Computer visualization showing new mixed use building at the corner of 17th and 5th Avenue.

District Policies

- Promote land uses that support pedestrian activities and serve surrounding residents.
- Coordinate redevelopment activities with those of the Downtown to avoid conflicts and competition.
- Coordinate site access on a district-wide basis.
- Promote use of smaller signs, consolidation of signs and design of signs that are compatible with associated building style.



Before: 17th Street & 5th Ave - Existing Commercial Development



After: 17th Street & 5th Ave image of stacked flats over neighborhood commercial space



New: "2-flat" residential infill



Before: 19th Street & 5th Ave existing residential/commercial development



After: 19th Street & 5th Ave image of walk up row houses



District Specific Goals

Create high quality, human-scale redevelopment compatible with adjacent residential neighborhoods.

Improve walkability and strengthen connections to the downtown Central Business District.

Increase housing opportunities and choices.

District Specific Policies

Reduce and/or combine access points, driveways, along the corridor.

Promote use of smaller signs, consolidation of signs and design of signs that are compatible with associated building style.

Provide incentives to assist existing small businesses with landscape and signage improvements.

Promote land uses that support pedestrian activities and serve surrounding residents.

Reduce commercial uses and concentrate at specific nodes/intersections

Permitted Uses

- Multi-family residential
- Personal services (health, cosmetic, financial, etc.)
- Day care (child and senior)
- Convenience and specialty retail sales
- Cafes, restaurants
- Business and professional services
- Automotive service and repair

Prohibited Uses

- Motor vehicle sales (new and used)
- Manufacturing, materials processing or assembly
- Warehousing, fleetling or distribution
- Telecommunications towers, relay, switching or related activities
- Churches
- Schools
- Mortuaries/funeral homes
- Single family detached residential
- Outdoor storage (seasonal, temporary and permanent)

Lot Size

10,000 sq. ft. min. - 45,000 sq. ft. max.

Building Placement

Front yard setbacks: 0 ft. min. - 15 ft. max.
Side yard to interior lot or alleyway setback: 5 ft. - 10 ft. max.
Rear yard: 10 ft. min.

Parking

Front yard use: maximum 30 % of frontage may be used for parking
Front yard setback: 6 ft.
Side yard use: maximum of 100%
Side yard setback: 6 ft.

Maximum parking requirements per use:

- Owner-occupied residential: 1 covered/unit + 0.25 guest spaces/unit
- Renter-occupied residential: 1 uncovered/unit + 0.25 guest space/unit
- Retail sales: 2.5/1,000 gsf
- Personal services: 3/1,000 + 0.5/staff on primary shift
- Business and professional services: 2/1,000 gsf
- Day care: 1/full time staff + 0.5/1,000 gsf
- Café and restaurant 4/1,000 + 0.5/staff on primary shift
- Automotive service and repair: 1/1,000 + 1/staff on primary shift

Permitted Signs

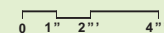
Monument sign: to be located in front yard, 10 ft. max. ht., 3 ft. max. depth, 4 ft. max. width, w/ internal or external illumination.

Wall sign: placed between storefront windows and cornice; painted, horizontal running cabinet or individual letters, w/ internal or external illumination; 1'-6" max. ht., length max. 50% of length of front façade.

Projecting sign: 3 ft. max. ht., 3 ft. max. width, 1ft. max. depth, w/ internal or external illumination.
All other signs types are prohibited.



Plan North



- Provide incentives to assist existing small businesses with landscape and signage improvements.
- Share the costs for new and improved public infrastructure with benefiting property owners through special assessments.

District Recommendations

- Adopt new overlay zoning regulations that identify specific requirements necessary to achieve district policies.
- Redevelop aging, vacant and /or blighted properties primarily as new, multi-family residential housing.
- Concentrate commercial uses at signalized intersections, preferably as part of mixed-use development with residential above.
- Renovate/enhance facades of existing older unattractive existing buildings.
- Reduce and/or combine access points, driveways, along the corridor.
- Prohibit billboards, pole signs, roof signs, temp. signs; permit projecting signs, monument signs and wall signs
- Introduce decorative streetscape treatments.

Eastend Mixed Commercial District (Figure 6.)

District Goals

- Create high quality commercial development that compliments and supports the existing commercial mix.
- Enhance the visual character of the corridor with lush landscaping, decorative lighting, new and unique signage and attractive architectural design.
- Improve walkability with a comprehensive streetscape and strengthen connections between businesses.

District Policies

- Promote/recruit national retailers to improve diversity and synergies.
- Promote interconnectivity between parking facilities with comprehensive development planning and cross easements.
- Promote multistory, mixed-use facilities to better utilize public and private infrastructure.
- Promote sustainable, eco-effective development and energy efficient building design and construction practices.
- Promote use of smaller signs, consolidation of signs and design of signs that are compatible with associated building style.
- Provide a variety of incentives to assist in the redevelopment of vacant, underutilized and blighted properties.
- Coordinate site access on a district-wide basis.



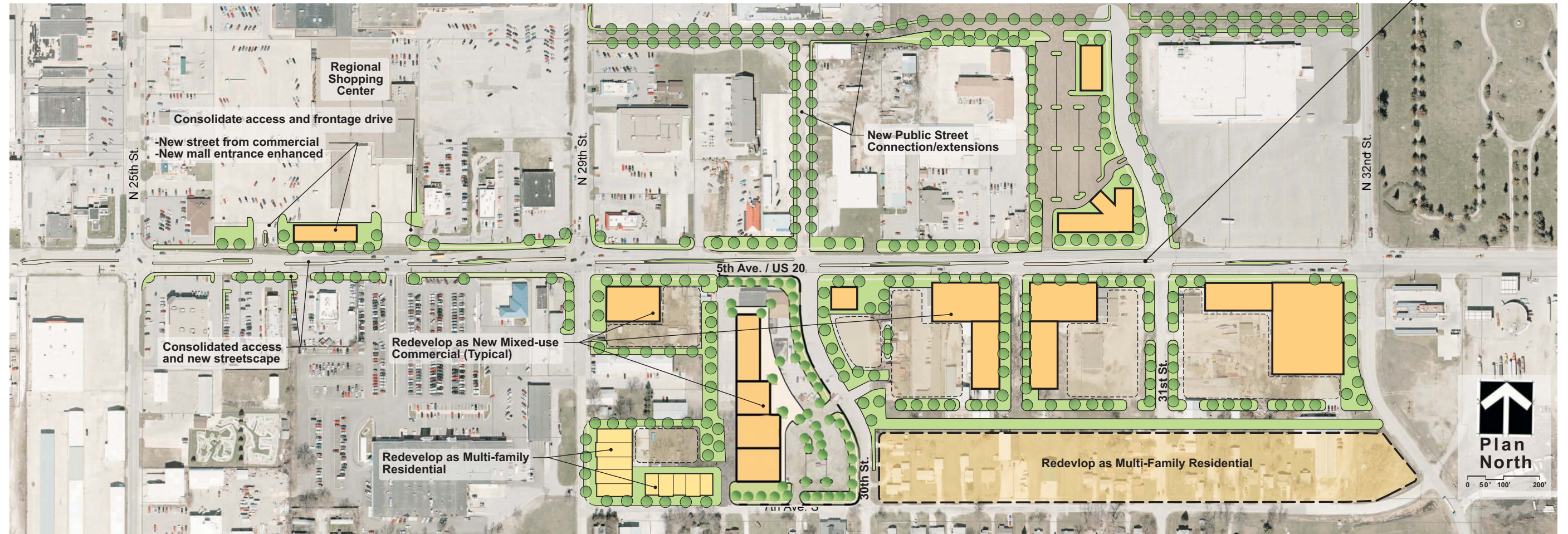
Before: 5TH Ave/Hwy 20 - Existing Corridor



After: 5TH Ave/Hwy 20 - Buried overhead utilities & new streetscape



After: 5TH Ave/Hwy 20 - with full development



District Specific Goals

Create high quality commercial development that compliments and supports the existing commercial mix.

Enhance the visual character of the corridor with lush landscaping, decorative lighting, new and unique signage and attractive architectural design.

Improve walkability with a comprehensive streetscape and strengthen connections between businesses.

District Specific Policies

Reduce and/or combine access points / driveways along the corridor to improve safety and reduce confusion.

Promote interconnectivity between parking facilities with comprehensive development planning and cross easements.

Promote multistory, mixed-use facilities to better utilize public and private infrastructure.

Promote ecoeffective site development and energy efficient building design and construction practices.

Promote use of smaller signs, consolidation of signs and design of signs that are compatible with associated building style.

Provide a variety of incentives to assist existing businesses with bringing their existing nonconforming signs into compliance with the new, corridor specific sign standards.

Provide a variety of incentives to assist in the redevelopment of vacant, underutilized and blighted properties.

Permitted Uses

- Retail sales (strip, medium and large format)
- Rental centers
- Personal services (health, fitness, cosmetic, financial, etc.)
- Restaurants
- Hotels
- Telecommunication towers, relay and switching
- Automotive service and repair
- Automotive sales (new and used)
- Instructional facilities
- Churches
- Public safety facilities
- M ulti-Family (off of Hwy 20/5th Ave corridor)

Maximum parking requirements per use:

- Retail sales: 4/1,000 gsf
- Personal services: 3/1,000 + 0.5/staff on primary shift
- Business and professional services: 3/1,000 gsf
- Restaurant 4/1,000 + 1 /staff on primary shift
- Automotive sales: 1/1,000 of showroom + 1 /staff on primary shift
- Automotive service: 1/ service bay + 1/ staff on primary shift
- Hotels: 1/room + 0.5/staff on daytime shift
- Instructional facilities: 0.5/ student + 1/staff member

Lot Size

4 acre (87,120 sq. ft.) min.

Building Placement

- Front yard setbacks: 10 ft. min. - 20 ft. max.
- Side yard to interior lot or alleyway setback: 10 ft. min. - 20 ft. max.
- Rear yard: 25 ft. min.

Parking

- Front yard use: maximum 50 % of frontage may be used for parking
- Front yard setback: 10 ft.
- Side yard use: 100%
- Side yard setback: 10 ft.
- Year yard use: 100%

Permitted Signs

Monument sign: to be located in front yard, 10 ft max. ht., 3 ft. max. depth, 6 ft. max. width. w/ internal or external illumination.

Wall sign: placed below cornice on front facade; cabinet sign or individual letters 1'- 6" max. ht., 100 sq. ft. maximum area. w/internal or external illumination.

District Recommendations

- Adopt new overlay zoning regulations that identify specific requirements necessary to achieve district policies.
- Renovate/enhance facades of existing older unattractive existing buildings.
- Reduce and/or combine access points / driveways along the corridor to improve safety and reduce confusion.
- Burry overhead utilities.
- Implement a comprehensive set of access management improvements.
- Introduce decorative streetscape treatments.
- Identify and assist a private business entity interested in developing a new facility (via RFP or other method) as an initial catalyst redevelopment project.
- Assist in the acquisition and assembly several underutilized/blighted properties (minimum of 3 acres) to serve as the initial catalyst redevelopment project in the district.
- Provide a variety of incentives to assist existing businesses with bringing their existing nonconforming signs into compliance with new, corridor specific sign standards.



Computer visualization illustrating new street fronting commercial building with new decorative streetscape.



Example of office/showroom facility designed with high quality materials: brick, decorative concrete block, transparent glass and standing seam metal roof.

Eastend Business Service District (Figure 7.)

District Goals

- Create high quality commercial and office development that supports opportunities for new businesses with living-wage jobs.
- Enhance the visual character of the corridor with lush landscaping, new signage and attractive architectural design.

District Policies

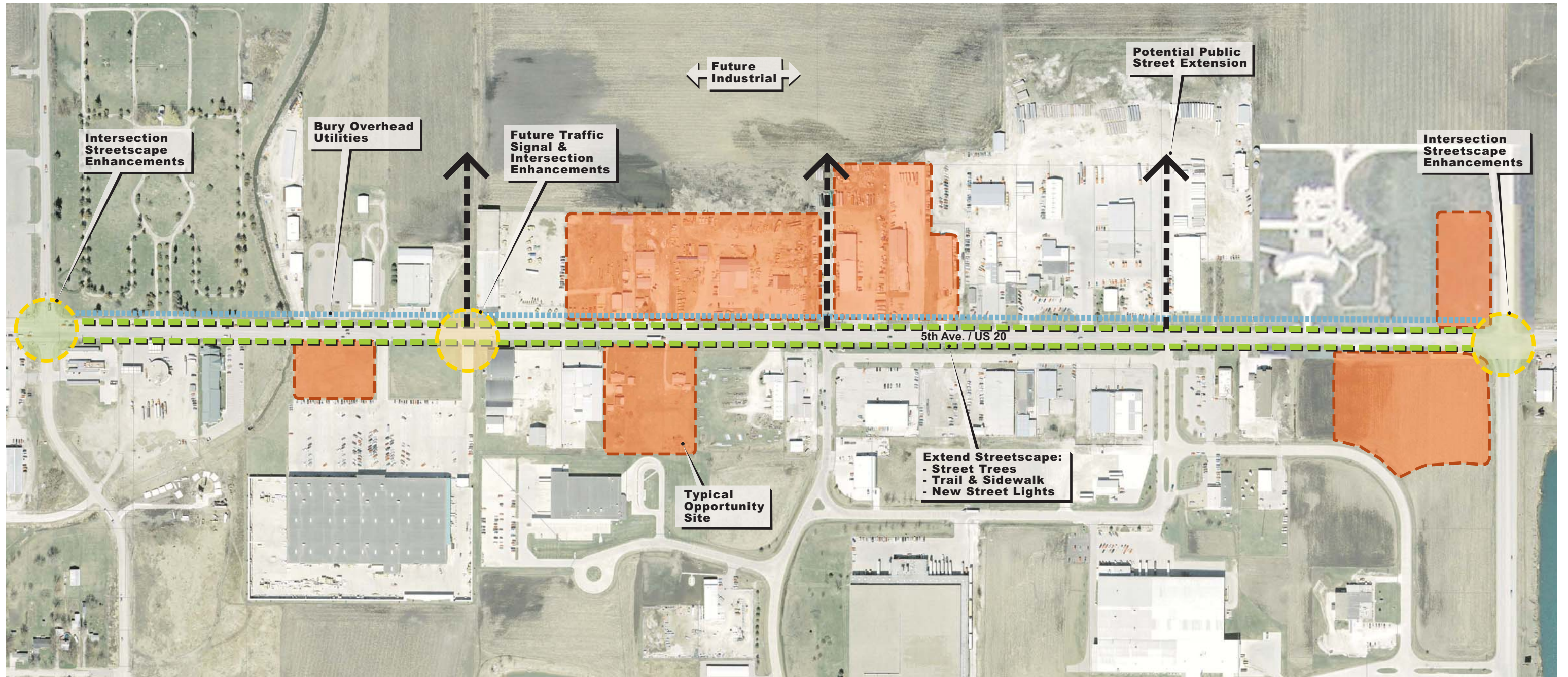
- Promote/recruit white collar, creative oriented businesses to increase professional office development, employment diversity and standard of living.
- Promote sustainable, eco-effective development and energy efficient building design and construction practices.
- Promote multistory, mixed-use facilities to better utilize public and private infrastructure.
- Promote walking and cycling.
- Promote interconnectivity between parking facilities with comprehensive development planning, frontage and backage roads and cross easements.

District Recommendations

- Adopt new overlay zoning regulations that identify specific requirements necessary to achieve district policies.
- Renovate/enhance facades of existing older unattractive existing buildings.
- Burry overhead utilities.
- Introduce street trees within the public right-of-way.
- Introduce sidewalks and/or multi-use trails to connect businesses and other facilities.
- Provide a variety of incentives to assist existing businesses with bringing their existing nonconforming signs into compliance with new, corridor specific sign standards.

Proposed Overlay Zoning

Existing corridor zoning was drafted in a different era and lacks the focus and specificity necessary to achieve the desired outcomes recommended by the action plan. However, some of the aspects of the existing zoning are still pertinent. Therefore, it's recommended that a series of new, district specific overlay zoning regulations be enacted to meet the interests and desires of the community for a more attractive and economically competitive corridor. It is assumed that City staff in partnership with City governing bodies will draft and adopt these new regulations following the completion of the Corridor Action Plan.



District Goals

Create high quality commercial and office development that supports opportunities for new businesses with living-wage jobs.
 Enhance the visual character of the corridor with lush landscaping, new signage and attractive architectural design.

District Policies

Promote/recruit white collar, creative oriented businesses to increase professional office development, employment diversity and standard of living.
 Promote sustainable, eco-effective development and energy efficient building design and construction practices.
 Promote multistory, mixed-use facilities to better utilize public and private infrastructure.
 Promote walking and cycling.
 Promote interconnectivity between parking facilities with comprehensive development planning, frontage and backage roads and cross easements.
 Share the costs for new and improved public infrastructure with benefiting property owners through special assessments.

District Recommendations

Adopt new overlay zoning regulations that identify specific requirements necessary to achieve district policies.
 Bury overhead utilities.
 Introduce street trees within the public right-of-way.
 Introduce sidewalks and/or multi-use trails to connect businesses and other facilities.
 Provide a variety of incentives to assist existing businesses with bringing their existing nonconforming signs into compliance with new, corridor specific sign standards.

Permitted Uses

Retail sales
 Gas stations
 Rental centers
 Personal services (health, fitness, cosmetic, financial, etc.)
 Restaurants
 Lodging/Hospitality
 Telecommunication towers, relay and switching
 Automotive sales with associated service and repair
 Instructional facilities
 Churches
 Public safety facilities
 Offices (professional/corporate)

Prohibited Uses

Industrial
 Warehousing
 Residential
 Adult Business

Maximum parking requirements per use:

Retail sales: 4/1,000 gsf
 Personal services: 3/1,000 + 0.5/staff on primary shift
 Business and professional services: 3/1,000 gsf
 Restaurant 4/1,000 + 1/staff on primary shift
 Automotive sales: 1/1,000 of showroom + 1/staff on primary shift
 Automotive service: 1/ service bay + 1/ staff on primary shift
 Hotels: 1/room + 0.5/staff on daytime shift
 Instructional facilities: 0.5/ student + 1/staff member

Lot Size

1 1/2 acre min.

Building Placement

Front yard setbacks: 25 ft. min., no max.
 Side yard: 10 ft. min. – 20 max.
 Rear yard: 30 ft. min., no max.

Parking

Front yard setback: 15 ft.
 Side yard setback: 10 ft.
 Year yard setback: 10 ft.

Permitted Signs

One each, per building

Monument sign: to be located in front yard, 16 ft max. ht., 4 ft. max. depth, 6 ft. max. width. w/ internal or external illumination. A maximum of 42 square feet of message per one side, with a total maximum message area of 84 square feet.

Wall sign: placed below cornice on front facade; cabinet sign or individual letters 1'-6" max. ht., 200 sq. ft. maximum area. w/internal or external illumination.



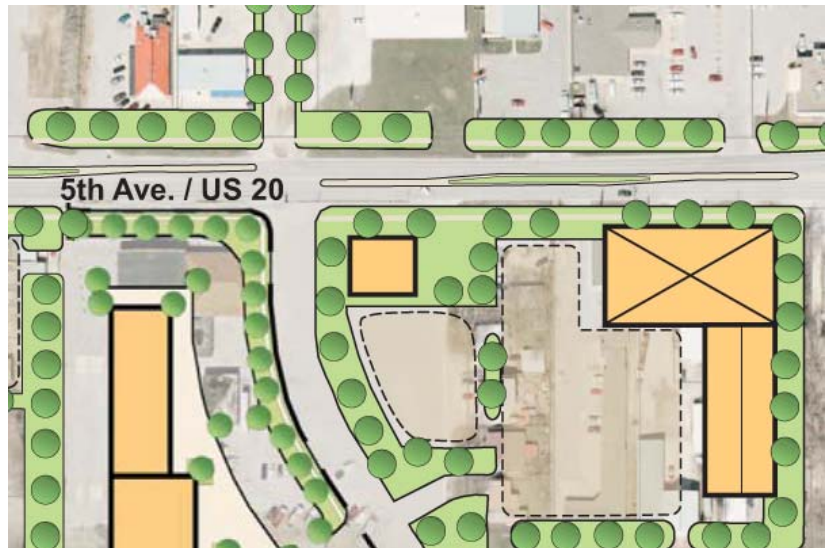
Plan North

Not to scale

The new overlay zoning regulations should address the following district specific elements:

- Permitted and prohibited uses
- Building and parking setbacks
- Landscape requirements: location, amount and sizes of plantings, buffering/screening, etc.
- Sign requirements: permitted and prohibited sign types, sizes, placement, etc.

A draft of district specific recommendations for these elements is provided in the appendix of this report. *(See appendix item 4.)*



New overlay zoning regulations will promote well landscaped, pedestrian supportive commercial development.

5. Implementation

Just as the challenges or “barriers” to investment are multifaceted, so too must the solutions be. The national trend of stagnating and declining commercial corridors is evident not just in Fort Dodge, but throughout the U.S. Facing increasing competition from development on the “fringe”, the Study Area, will experience a heightened decline in commercial property values and market share unless specific actions are taken. Before moving forward, the City must accept that its competitive position will continue to be eroded unless there is -- repositioning of its role in the market, restructuring of its physical layout, recognition of the economic challenges inherent in infill and corridor redevelopment, and, aggressive recruitment of niche opportunities. The City and its leadership must further accept that the Study Area is at a distinct economic, social and market disadvantage compared to vacant “Greenfield” sites. To that end, it is their responsibility to “level the investment and regulatory playing fields.” Private investment alone will not fill the financial “gap,” rather, it will move elsewhere. There are several opportunity areas in the Study Area where investments can be made to leverage private interest. A description of these “catalyst investment areas” and their potential locations are described in the previous section.

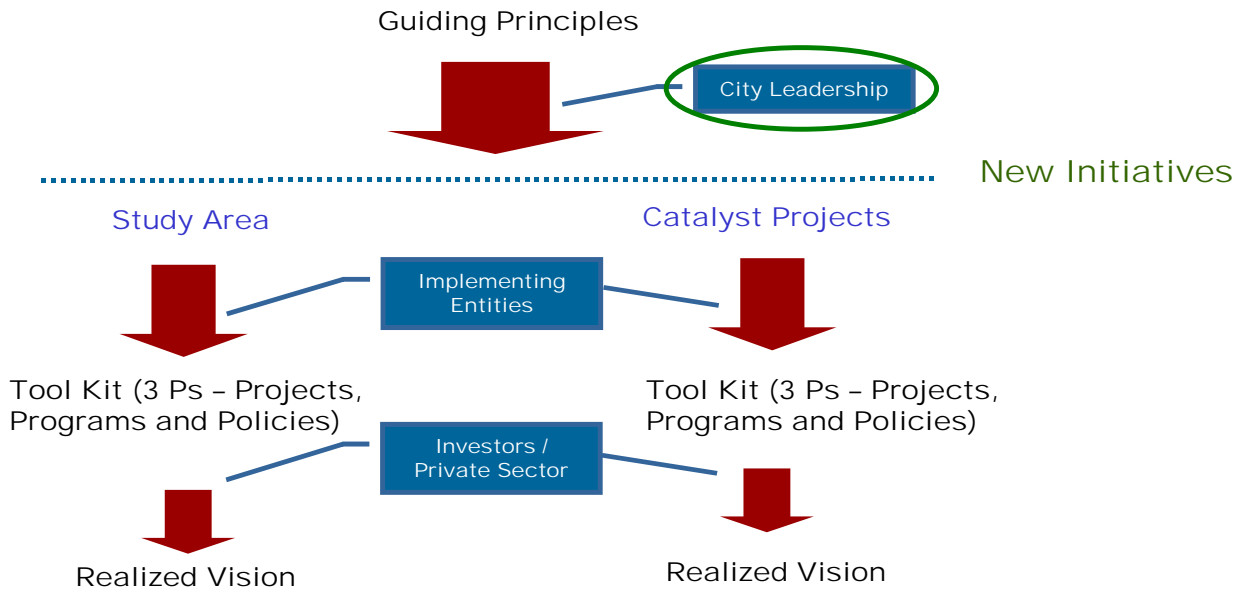
Implementation Framework

Following identification and analyses of catalyst investment areas in a redevelopment plan, comes the challenge of outlining an implementable strategy for promoting investment. Webster’s Dictionary defines implementation as “a means for accomplishing an end” or “an action to put into effect.”

Fort Dodge Implementation Framework

As explained during the planning process, just as no one project will revitalize the Study Area, no single action will advance the larger vision. Rather, revitalization and repositioning of this area will be dependent on a series of actions designed to capitalize on market opportunities and overcome barriers - effectively “readying the environment for investment.” Key to the successful implementation of this redevelopment plan will be the continued identification and implementation of actions tailored to the unique issues of the Study Area and potential investment areas within it. This approach has been proven to build community goodwill; enhance quality-of-life; provide opportunities for on-going public participation; allow special-interest groups to have a role in the revitalization effort; send a message that the area is successful and making positive strides; and, create an increasingly attractive environment for investment and development. Investors, developers and lenders seek out environments with market opportunity and prospects for success, devoid of obstacles and sound in sustainability.

Strategy Layers

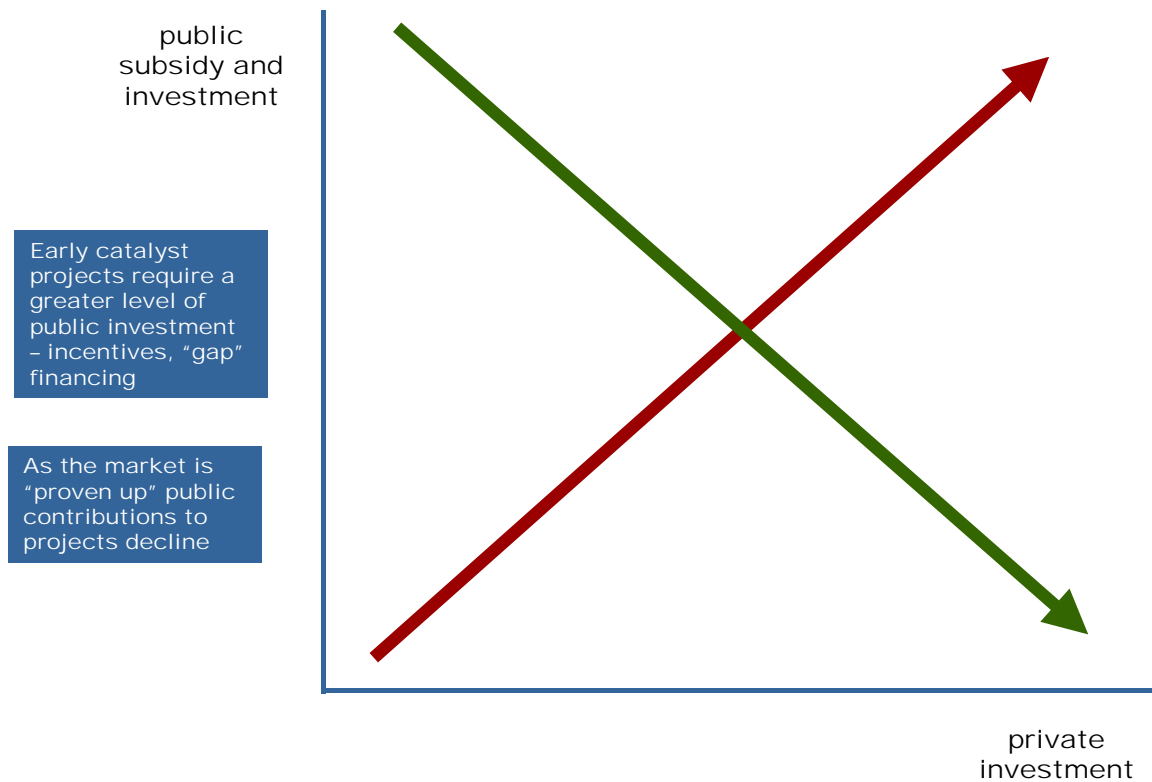


Revitalization Challenges

Challenges to revitalization in a commercial corridor or infill area are varied and numerous. To effectively “ready the environment for private investment”, the following challenges must be overcome:

- Difficulty in assembling land
- Comparatively high land costs
- Increased regulation & review
- Limited examples of creatively-financed projects
- Parking costs
- Perceived greater risk in serving perceived narrow markets
- Construction staging opportunities limited

The model for revitalization is summarized in the exhibit on the following page. As shown, in successful revitalization efforts, early “catalyst” projects will require a higher level of public investment, however, as the market is “proven up”, required public investments should decline.



Guiding Principles

The range of actions presented and identified to move the Plan forward were selected based on a foundation of guiding principles. These principles, while general in nature, were considered responsive to market opportunities, catalyst concepts and development programs, and stakeholder input. They include:

- Public-private partnerships are essential.
- The approach to revitalization will be holistic (3 p's – projects, programs, policies).
- There will be higher standards with off-setting incentives.
- There will be active marketing and promotion.
- The City will participate in acquisition, disposition, and repositioning of key properties.
- Open and community space planning will be an important component of revitalization.
- The City will exercise regulatory flexibility in attracting private investment.
- The City will exercise financial creativity in attracting private investment.

Public and Private Sector Roles

As the entity with the largest and longest-term interest and responsibility, the public sector must have strong involvement and a visible presence, as well as offer continuing leadership, incentives and capital to future projects. The private sector will bring experience, access to private funding, and a willingness to balance risk and return. The roadmap for moving the Study Area vision towards reality is based on the assumption that the City will

move forward in partnership with the private sector. Through this approach, the City is in a much stronger position to ensure that development is accomplished in a way that balances private investment objectives with community sustainability. To this end, the City and/or an advocacy partner should:

- Acquire, assemble and position strategic parcels which will advance the vision;
- Establish policies in support of tools which allow for acquisition and disposition including land write-downs, land swaps, etc.;
- Commit to participating in the cost of infrastructure; and
- Be strategic about public investment, utilizing it to leverage private investment.

As pioneering projects come forward, expectations on the part of both public and private sector entities will arise. These include the following:

What the Public Sector Seeks From the Private Sector

- Developers who have done mixed-use infill projects
 - Who know the public scrutiny and won't back out
 - Who understand public process and microscope view of a public project
 - Who have experience in the project type desired
 - Who have a successful track record
- Developers who are financially strong
 - Equity or an equity source in place
 - Debt sources as well

What the Private Sector Seeks From the Public Sector

- Political will
 - Stable City Council/Planning Commission
 - Community support
 - Community and business alignment
 - Favorable (or at least neutral) media
- Financial means
 - Urban renewal
 - Bonding capacity
 - Land control
 - Other needed incentives and mechanisms

Holistic Approach to Economic Development

Accept that no one effort will create or sustain a community, but rather a series of projects, programs and policies which occur simultaneously and serve to attract the interest of potential economic development partners. Many of these efforts are identified here and described in the discussion which follows. The method by which the City chooses to address these actions will be determined by its elected and appointed officials. Regardless, the approach must be comprehensive, fluid and continually updated.

Economic development “infrastructure” includes physical features (parks, open space, public improvements), service organizations (churches, schools, government offices), mix of employers (retail, service government – large and small users), community perceptions and attitudes. These are the assets which provide the impetus for investment; therefore, the City needs to direct equal levels of resources to attraction, expansion, retention, preservation and enhancement initiatives. To this end, the City should:

- Identify and set aside open space and / or places for public amenities, particularly in the vicinity of the catalyst investment areas;
- Promote and reward these features;
- Establish programs to encourage participation by other community stakeholders (schools, churches, employers, etc.) in economic development and Study Area redevelopment.

Higher Standards with Off-Setting Incentives

Higher standards as a component of place-making come with a price. Development costs are consistently higher in infill and redevelopment projects, while project revenues (in early years) are often lower. Placing additional financial burdens associated with design standards on these pioneering initiatives can create a scenario whereby development economics render the project financially infeasible and prevent it from moving forward. Conversely, a declining commercial corridor area without minimum standards for development is a highly risky environment where new investment is largely unprotected. The City must establish standards, but also recognize the financial challenges of the private sector and make available off-setting financial solutions. To this end, the City should:

- Prepare a list of tools or incentives to offset impacts of higher standards (including those prepared as part of this process) and promote their availability; and
- Support the long-term vision through the City’s policies and regulations and recognize the Study Area as one component of the larger community with a unique set of hurdles to overcome.

Active Marketing and Promotion

A carefully designed and administered marketing program for the community and Study Area should be developed and promoted. Material preparation should incorporate the skills of local officials, advocacy and

marketing partners, brokers, businesses and property owners. These partner groups need to form cooperative consortiums and maintain autonomy in their objectives. To this end, the City should:

- Define the role of the City and other organizations such as partners in advancement of the vision;
- Create a well-funded information system to process inquiries, gather marketing intelligence, etc.; and
- Establish a marketing/promotion “protocol” to direct private sector inquiries regarding Study Area development/redevelopment.

Acquisition and Disposition

Site control is the single greatest advantage a community can have when initiating a redevelopment effort. Through site control, a community can exercise options related to assemblage, consolidation and disposition in order to position properties for private investment. Once acquired, disposition can be implemented by several methods. The City needs to reflect on community interests, long-term goals, limitations and mandates when considering these methods and their application. To this end, the City should:

- Define the role of the City;
- Evaluate effectiveness of acquisition and disposition efforts to-date (if any) as forward actions need to be guided by accepted criteria; and
- Research and understand the range of disposition strategies and applications including land leases, land banking, quick sale, bulk sale, etc., and declare the City’s willingness to apply these strategies to select instances.

Open and Community Space Planning

The recommended development concepts for the Study Area include combinations of multi-use commercial, office, residential and civic spaces, supported by formal and informal open and community spaces. As evidenced by other successful redevelopment initiatives, amenities and open spaces are critical as they communicate the identity of the place and enhance property values. The challenge is successfully encouraging private property owners to set aside otherwise income-producing land for non-income generating uses. To this end, the City should:

- Identify open space sites and corridors, as well as potentially environmentally-sensitive areas;
- Work with property owners and other stakeholders to define a program for public spaces;
- Prepare / amend public and open space master plans, if necessary; and
- Promote open space and park amenities as economic development benefits and financially incent their development.

Regulatory Flexibility

The vision and objectives identified for the Study Area were developed from a market-based strategy. As markets change, new land uses and products, consistent with the desired outcome, yet inconsistent with prevailing regulations, must be accommodated without time-intensive reform. The safety net for quality and character within projects, near-term, will be standards. To this end, the City should:

- Establish an overlay zone to transition the Study Area from current status and allow for market-responsive development;
- Require site plan review prior to building permit issuance and provide time frame and limit revisions (streamlining); and
- Promote uses which encourage transitions and encourage districts (acquire strategic parcels).

Financial Creativity

The experience of redevelopment projects in other markets suggests project gaps of 20 to 30 percent can be the norm, and that the best strategy to address these deficiencies is through the application of multiple resources, thereby spreading risk and return among the partner entities. As potential redevelopment projects are identified for the corridor it will be important to prepare preliminary pro formas to ascertain the potential gap. Each solution and implementation strategy will be as unique as the project being implemented. The most important quality among these projects will be a willingness on the part of both the public and private sectors to be creative and flexible in their approach. To this end, the City should:

- Review the range of financing mechanisms identified and presented herein;
- Identify those the City is most comfortable making available; and
- Promote their availability to the private sector and test their effectiveness through project monitoring (benchmarking).

The implementation “tool kit” can include mechanisms that provide both direct and indirect assistance to the private sector. Examples of these mechanisms include:

Direct Financial Assistance

- Land Assembly
 - Acquisition
 - Demolition
 - Relocation
 - Writedowns
- Capital Improvements
 - Infrastructure

- Parking garages
- Open space and public amenities
- Programmatic facilities
- Grant Assistance
 - Cost sharing of private improvements
 - Payment for predevelopment studies, such as traffic impact and signal studies
- Debt Financing
 - Direct loans
 - Below-market interest rates
 - Loan guarantees
 - Credit enhancements

Indirect Assistance

- Zoning or density bonuses
- Transfers of development rights
- Transfers of air rights
- Regulatory relief from zoning and building codes
- Reduced processing time for project approvals
- Quick take by eminent domain
- Design coordination in public/private projects
- Below-cost utilities, if publicly owned
- Arbitration of disputes that might arise
- Government commitments to rent space

Financing Strategies

- Intergovernmental Grants
 - Community Development Block Grants
 - Section 108 guaranteed loans
 - State economic development grants/loans
- Local Debt Financing
 - General obligation bonds
 - Revenue bonds
 - Industrial development bonds
- Off-Budget Financing
 - Lease-purchase agreements
 - Ground leases
 - Land/building swaps

- Property tax abatements
- Dedicated Sources of Local Funds
 - Special district assessments
 - Tax increment financing
 - Earmarked sales or special-purpose taxes

Tools for Private Redevelopment and Public Corridor Enhancements

The following tools can be used for public corridor enhancement and redevelopment projects. It is often difficult to predict which of the implementation tools is the best until a real project is in place. See Economic Development Tools and Strategies section below for more information.

Type of Project	Implementation Tool
Public Corridor Enhancement: streetscape, access management	<ul style="list-style-type: none"> • Capital Improvement Plan • Leverage Infrastructure funding to support private investment • Pedestrian Enhancements and Linkages • Signature Project • Underground Utilities
Redevelopment	<ul style="list-style-type: none"> • Community Development Block Grant • Community Reinvestment Act • Density Bonuses • Development Fee Waivers • Iowa Enterprise Zone (housing) • Land Assembly • Overlay Zoning • Revolving Loan Fund • Self-Supporting Municipal Improvement District (commercial) • Tax Abatement • Tax Increment Financing • Establishment of an Urban Renewal Area • Special Assessments

To facilitate redevelopment the consultants believe the self-supporting municipal improvement district (SSMID), tax abatement and tax increment financing will be the primary tools for redevelopment.

A comprehensive set of estimated cost for construction of proposed public improvements is provided in appendix item 5. These costs are organized in several different categories to assist the City and County in refining and updating phasing of the numerous project recommendations.

Incentive Implementation

The first chapter of the corridor plan establishes ten important goals for the study area all focused on increasing the overall quality of life of the community by investing in the quality and attractiveness of the highest profile areas of the City of Fort Dodge. Just as the corridor did not develop overnight, it cannot be completely redeveloped overnight and thus all ten of these goals require the development of a long term implementation strategy. A number of financial incentive tools and redevelopment priorities have been reviewed in the previous sections that should be utilized to help achieve the study's goals. The purpose of this section is to specifically prioritize and recommend policies for the financial incentives that the City can and should provide to promote the advancement of the plan's goals.

This study recognizes that there may never be enough money available to write down the cost of every potential project and complete all of the public realm improvements. A primary purpose of this study then is to identify long term strategies to clean up the community and assist projects in ways that yield the greatest return. To do that, priorities must be established to weigh potential projects, uses, and locations against each other. While many financial tools are available, it is important to assist only those projects that will not happen without assistance and with the minimum cost. Because each project will have unique added value to the community and differing locational and environmental concerns, an incentive package should be negotiated on an individual basis without preconceived numbers or formulas. Projects must demonstrate a procedural or financial need and these negotiations will identify the financial gap or roadblock that is preventing the project from otherwise happening and assign the appropriate incentive. Priority should be given for more assistance to brownfield sites than undeveloped property to achieve a level playing field with cheaper greenfield sites. Assistance for retail development projects should be limited to redevelopment areas near the mall to achieve a concentrated destination district. Developer rebates can be considered for projects that go above and beyond the minimum requirements or standards and extra assistance can be provided for projects that are early on in a redevelopment area to act as catalysts for renewal. The study does not support assistance for corridor projects that do not create added value to the community such as a retail store moving from one area of town to another just to receive benefits. Assisted projects should relate to an identified community need and contribute to a critical massing of desired land uses. The following paragraphs discuss potential development and redevelopment uses and recommended incentives to achieve them.

Housing

Providing opportunities for greater housing choice has been identified as an essential component to the future economic viability of the community. The City has identified this priority through its strategic plan, the downtown study, and also interviews with the community's primary sector companies. There are many housing products that are not currently offered in Fort Dodge, including walk up apartments and row houses (rental and ownership), stacked flat condominiums, stacked flat rental apartments, etc.

This study is recommending that housing be promoted as an ideal use for redevelopment in the Westend Mixed-Use District. Incentives are necessary in this area due to the high cost of land assembly in a built out area with many underutilized unattractive structures, brownfield, and grayfield issues. Housing projects may be considered for assistance in other districts, but only as a supporting use and within a brownfield/grayfield redevelopment project.

The primary assistance tool for housing needs to be property assembly. The types of housing needed by the community require a larger scale of development than is currently being provided due to both a lack of land and a lack of developer capital. Tax increment funds and congressional earmarks should be considered for acquisition and clearing of multiple blocks of property in the identified catalyst locations of the Westend Mixed-Use District. These properties can then be transferred to developers agreeing to construct very specific housing units meeting the design guidelines. The City has already established an Enterprise Zone that provides state incentives for housing in this area that should continue to be promoted. Property assembly and Enterprise Zone benefits may not be enough in some cases to meet the financial gap. In those cases and particularly in the early stages of catalyst redevelopment, the City may wish to consider the establishment of a developer rebate program. The City has had great success with the developer rebate program in the Lincoln Neighborhood. These types of programs offer the developer a cash rebate of a certain percentage of their overall investment if the project meets certain pre-approved guidelines. These guidelines could be established for a neighborhood area or on an individual project basis. General corridor-wide tax-abatement for housing is not encouraged due to a lack of control and likely subsidy of projects not needing assistance.

Retail

Fort Dodge has long been known for its outstanding retail pulling power with sales 88 percent above what would be expected based upon Webster County's population and personal income. This pulling power from a trade region of 100,000 people remains strong, but may be at its peak due to declining population numbers in the surrounding region. This study finds that the City has an excessive amount of commercial zoning in the community. Over zoning was a common practice of communities in the 1960's and highway corridors were particularly susceptible. Some of the most commonly heard points during the research stages of this study related to the poor image and condition of retail buildings and a lack of shopping and restaurant choices. There is particular interest in national tenants that provide a slightly more expensive product. The retail area where with Fort Dodge's greatest potential to increase sales is in the food away from home businesses, i.e. restaurants.

As retail has moved out of the City's downtown, it has spread to the mall area and to all extents of the corridor. This moving of business has occurred at a rate that exceeded retail sales growth and has resulted in many underutilized former commercial structures that are simply not viable for

today's retail format. To help improve the retail image of the corridor, the City must develop a specialized retail incentive program that targets the location of new development to correct these issues. The Eastend Mixed Commercial District has been identified as the area most appropriate for new and redeveloping retail uses. Retail projects may be considered for assistance in other districts, but only as a supporting use and within a brownfield/grayfield redevelopment project or for above and beyond projects. Redevelopment in this district will require tax increment or other funds for acquisition and clearing of multiple blocks of property in the identified catalyst locations. These properties can then be transferred to developers agreeing to construct very specific retail or mixed use developments meeting the design guidelines. Property assembly alone may not be enough in some cases to meet the financial gap. In those cases and in particular in the early stages of catalyst redevelopment, the City may wish to consider the establishment of a developer rebate program for projects that are above and beyond typical development and the design guidelines. This incentive could also be used for unique retail not already provided in the community and identified by the City as a need. The developer rebate program could offer the developer a cash rebate of a certain percentage of their overall investment if the project meets certain pre-approved guidelines. These guidelines could be established for the mall and Eastend Mixed Commercial District or on an individual project basis. General corridor-wide tax-abatement is not encouraged because it could cause competition with other portions of the community and yield a lack of control that might unnecessarily subsidize projects that would likely already happen.

Signage at retail establishments throughout much of the corridor is a significant contributor to the poor image of the corridor. This study makes recommendations for new design regulations for signage to limit sizing, placement, format, and copy area. In an effort to speed the transition to a more visually appealing corridor, the City should take a carrot and stick approach to signage. Existing non-conforming signage should be amortized over a period of five years. To ease this burden, the City should establish a fund with tax increment dollars to provide funding assistance to businesses willing to change their signage prior to the end of the amortization period.

Industrial Development/Primary Sector Businesses

The Eastend Business Service District and the Westend Institutional District have been identified as the appropriate locations for new high quality industrial and larger office or institutional development projects. These areas are not intended for retail development although some supporting restaurant or other retail services could be encouraged as part of a larger mixed use project. The City has an established tax abatement program in its industrial parks for value added primary sector business projects. This program does not include and should not include retail and housing developments. The existing program could be considered for expansion as industrial projects develop or additional industrial property is needed. Industrial and Primary Sector Businesses can also be considered for assistance in other districts, but primarily for cases involving expansion of existing operations and as brownfield/grayfield redevelopment catalyst

projects. Supporting and encouraging these projects may require tax increment or other funds for acquisition and clearing of multiple blocks of property in the identified catalyst locations. Said funds may also be needed to construct road extensions and utility improvements to serve new facilities. Depending on the scale and determined need of the project, additional support may be warranted through low interest or forgivable loans.

While the incentives are recommended for negotiation on an individual project basis throughout the corridor, this concept is even more important for industrial development and primary sector businesses. The negotiated incentives in these cases may be focused on new jobs, job retention, investment in equipment or efficiency processes, or new facilities. These are businesses that provide high-wage local employment while creating the majority of their revenue outside the region. This combination is directly opposite the wage and sales characteristics of the retail and service industry. Competition for these employers is stiff and the City should continue and intensify its efforts to create a community atmosphere that is welcoming and economical for these value added businesses and their associated employees. Retail development over the long term is dependent on a strong and growing primary sector base while higher quality retail and an improved community aesthetic may be needed in the short term to satisfy the employee recruitment and retention needs of those primary sector businesses.

In addition to local incentive sources such as tax abatement, general obligation bonding, revenue bonding, and forgivable loans, the City should continue to promote outside project support. The City's Enterprise Zone has been very successful in supporting developments meeting high wage rates and investment. Help has also been provided in the past and should be continued through State and Federal agencies for environmental audits and transportation enhancements.

Public Realm Improvements

All of the Districts identified in this plan contain recommended improvements to the public realm. The public realm includes those portions of the community generally associated with the public right-of-way and at a minimum includes streets and utilities. This study has at its core the purpose of cleaning up the community. It recommends new regulations for controlling new development and amortizing non conforming facilities while providing incentives for both. This private sector burden should be shared, enhanced, and led by the City making an effort to clean up and enhance the public realm. Every visitor to the community and resident has some interaction with these areas on a daily basis; thus, improvements to the right of way could impact many people every day.

The study recommends safety improvements to portions of the corridor including access management, turn lanes, traffic signals, lighting, and medians. These could technically be funded through the City's share of the road use tax, but these funds are limited and cannot yield the needed improvements. The City does have a local option sales tax for roadway improvements that can be used towards these projects. Again, these funds will not be enough to make the changes. Support from tax increment and

general obligation bonding will likely be required to upgrade the infrastructure. These funds can be supplemented with revenue account bonding where appropriate for water, storm sewer, and sanitary sewer improvements and extensions. This community has not made use of assessments as a tool in recent years. Assessments can be politically difficult to begin, but result in equitable projects that allow the public dollar to go further. The City has one of the oldest Self-Supported Municipal Improvement Districts in the State in its downtown. This district has been very successful and has contributed to streetscape and other public improvements in the downtown and could be considered as a model for a potential district or districts in the corridor. The Mall area could benefit from this kind of area to provide funding to create a unique themed district to assist in recruiting redevelopment to develop and maintain a critical mass of quality retailers.

Another recommendation of the study involves the greening of the corridor through landscape improvements throughout the right-of-way. Local sources of funds for this will be needed and can be provided through the same local sources as the other street improvements, but outside sources can assist here as well. The City has already secured funding through the Iowa Department of Transportation for more than 200 trees in the western portion of the corridor. These funds are available every year and the City should consider developing planting projects on a regular basis. Pedestrian connections through the installation of sidewalks and trail connections is an important recommendation of this study and relates well to the City's recent efforts to promote connectivity through its Strategic Plan. Sidewalks are already required for new development, but the City should consider a plan for infilling the remaining sidewalks through assessment. Trail connections should be developed in conjunction with any major street reconstruction. The first phase of this should begin with the scheduled reconstruction of 32nd Street. Funding for trail work should come from general obligation bonding and could be supported by grants and tax increment funds.

Appendix Item 1.

Opinion of Probable Costs and Phasing

Project Phasing 1/31/08

US 169 Rural Gateway	P59 Rural Gateway	Westend Institutional District	Westend Mixed-Use District	Eastend Mixed Commercial District	Eastend Business/ Professional District	Funding / Financing	Phase
			Finalize and adopt overlay zoning	Finalize and adopt overlay zoning	Finalize and adopt overlay zoning	City CIP	Short Term
			Redevelop south side of 5th Ave between 15th and 16th	Redevelop south side of 5th Ave between 25th and 29th St.		City CIP, TIF, CDBG	
				Bury overhead utilities 25th to 29th St.		City CIP	
				Implement streetscape between 25th and 29th St.		CIP, Iowa DOT / DNR grant (for trees only)	
			Assist with sign replacement	Assist with sign replacement	Assist with sign replacement	City funded grant program	
Enhance intersection streetscape at 169 / new ICC entrance		Enhance intersection streetscape at US 20 / ICC entrance				Iowa DOT / DNR grant (trees only), County funds, ICC funds	
			Assist with façade enhancement		Assist with façade enhancement	City funded grant program	
Plant US 20 interchange w/prairie flowers		Plant street trees to 8th Street				Iowa DOT grant program, County and or City funds	

Project Phasing 1/31/08

US 169 Rural Gateway	P59 Rural Gateway	Westend Institutional District	Westend Mixed-Use District	Eastend Mixed Commercial District	Eastend Busienss/ Professional District	Funding / Financing	Phase
Enhance embankments w/stone blocks and prairie flowers	Enhance embankments w/stone blocks and prairie flowers		Redevelop south side of 5th Ave between 18th and 19th			City CIP, TIF, CDBG	Medium Term
	Plant US 20 interchange w/prairie flowers					Iowa DOT grant program, County and or City funds	
		Enhance intersection streetscape at 12th St.				City CIP, TIF	
				Burry overhead utilities 25th to RR			
				Implement streetscape between RR and 25th St.	Implement Streetscape 32nd to Midway	Iowa DOT / DNR grant (trees only), County funds, ICC funds	
					Implement access management enhancements 32nd to Midway	Iowa DOT grant program, City CIP	
			Assist with façade enhancement	Assist with façade enhancement	Assist with façade enhancement	City funded grant program	
			Assist with sign replacement	Assist with sign replacement	Assist with sign replacement	City funded grant program	

Project Phasing 1/31/08

US 169 Rural Gateway	P59 Rural Gateway	Westend Institutional District	Westend Mixed-Use District	Eastend Mixed Commercial District	Eastend Busienss/ Professional District	Funding / Financing	Phase
	Enhance intersection streetscape at P59 and 5th Ave.					City CIP, TIF	Long Term
				Burry overhead utilities 25th to RR tracks		City CIP, TIF	
				Implement streetscape between RR and 25th St.	Implement Streetscape Midway to P59	City CIP, TIF	
					Implement access management enhancements Midway to P59	Iowa DOT grant program, City CIP	
			Assist with façade enhancement	Assist with façade enhancement	Assist with façade enhancement	City funded grant program	
			Assist with sign replacement	Assist with sign replacement	Assist with sign replacement	City funded grant program	
		Install new railings and lighting at River and RR bridges				Iowa DOT grant program, City CIP	
		Plant and landscape RR Bridge at US 169				Iowa DOT grant program, City CIP	

Appendix #3: Corridor Costs

US 20 Corridor (Business 20) Streetscape and Access Enhancements

Corridor Unit Costs

Engineer's Opinion of Probable Cost

ITEM NO.	ITEM	UNIT	UNIT COST
1	CLEARING AND GRUBBING	ACRE	\$ 2,000.00
2	EXCAVATION, CLASS 10, ROADWAY AND BORROW	CY	\$ 14.00
3	GRANULAR SUBBASE	SY	\$ 6.00
4	STANDARD OR SLIP FORM PORTLAND CEMENT CONCRETE PAVEMENT, CLASS C, CLASS 3 DURABILITY, 10 IN.	SY	\$ 55.00
5	MEDIAN DOWELLED P.C. CONCRETE, AS PER PLAN	SY	\$ 75.00
6	PORTLAND CEMENT CONCRETE PAVEMENT SAMPLES	LS	1,700
7	CURB AND GUTTER, P.C. CONCRETE, 2.5 FT.	LF	\$ 35.00
8	PAVEMENT SCARIFICATION	SY	\$ 4.00
9	HOT MIX ASPHALT (3,000,000 ESAL), INTERMEDIATE COURSE, 3/4 INCH MIX	TON	\$ 45.00
10	HOT MIX ASPHALT (3,000,000 ESAL), SURFACE COURSE, 1/2 INCH MIX, FRIC L-3	TON	\$ 45.00
11	ASPHALT BINDER, PG 64-22	TON	\$ 350.00
12	HOT MIX ASPHALT PAVEMENT SAMPLES	LS	5,000
13	ADJUSTMENT OF FIXTURES	EACH	\$ 400.00
14	SUBDRAIN, LONGITUDINAL, 4 IN. DIA.	LF	\$ 12.50
15	SUBDRAIN OUTLET (RF-19C)	EACH	\$ 275.00
16	INTAKE, TYPE M-A	EACH	\$ 3,000.00
17	INTAKE, TYPE M-D	EACH	\$ 3,500.00
18	STORM SEWER UTILITY ACCESS, RA-50 MODIFIED, TOP ONLY	EACH	\$ 2,500.00
19	STORM SEWER UTILITY ACCESS, RA-50	EACH	\$ 3,500.00
20	SEWER PIPE, 2000D STORM, 15 IN. DIA.	LF	\$ 50.00
21	SEWER PIPE, 2000D STORM, 18 IN. DIA.	LF	\$ 55.00
22	SEWER PIPE, 2000D STORM, 24 IN. DIA.	LF	\$ 60.00
23	SEWER PIPE, 2000D STORM, 54 IN. DIA.	LF	\$ 200.00
24	PRECAST CONCRETE BOX CULVERT, 12 FT. X 6 FT.	LF	\$ 800.00
25	PRECAST CONCRETE BOX CULVERT, STRAIGHT END SECTION, 12 FT. X 6 FT.	EACH	\$ 12,000.00
26	GRANULAR BACKFILL	TON	\$ 20.00
27	REVETMENT, SPECIAL	TON	\$ 30.00
28	REMOVAL OF STRUCTURE	LS	\$ 12,000.00
29	REMOVAL OF INTAKE	EACH	\$ 2,500.00
30	REMOVAL OF PAVEMENT	SY	\$ 7.00
31	RECREATIONAL TRAIL, PORTLAND CEMENT CONCRTE, 6 IN.	SY	\$ 40.00
32	REMOVAL OF SIDEWALK	SY	\$ 7.50
33	SIDEWALK, P.C. CONCRETE, 4 IN.	SY	\$ 40.00
34	DETECTABLE WARNINGS FOR CURB RAMPS	SF	\$ 35.00
35	DRIVEWAY, P.C. CONCRETE, 7 IN.	SY	\$ 55.00
36	REMOVAL OF PAVED DRIVEWAY	SY	\$ 7.50
37	REMOVE AND REINSTALL LIGHT POLE AND LUMINAIRE	EACH	\$ 2,500.00
38	SIGNING	LS	4,000
39	CONSTRUCTION SURVEY	LS	8,000
40	PAINTED PAVEMENT MARKINGS, DURABLE	STA	\$ 325.00
41	PAINTED SYMBOLS AND LEGENDS, DURABLE	EACH	\$ 275.00
42	TRAFFIC CONTROL	LS	20,000
43	MOBILIZATION	LS	40,000
44	SODDING	SQ	\$ 50.00
45	MODIFY RAILROAD CROSSING	LS	1
46	STREET TREES	EACH	\$ 600.00
47	BRICK PAVERS - INTERSECTION	SF	\$ 12.00
48	ORNAMENTAL RAILING - INTERSECTION	LF	\$ 200.00
49	STONE BENCH - INTERSECTION	EACH	\$ 2,500.00
50	PLANTINGS - INTERSECTION	SF	\$ 40.00
51	ORNAMENTAL TREES - INTERSECTION	EACH	\$ 15.00

US 20 Corridor (Business 20) Streetscape and Access Enhancements			
Corridor Unit Costs			
Engineer's Opinion of Probable Cost			
ITEM NO.	ITEM	UNIT	UNIT COST
52	UNDERGROUND UTILITES	LF	1,259
53	DECORATIVE STREET LIGHTING	EACH	\$ 7,500.00
54	PAINT SIGNAL POLES AND ARMS	EACH	\$ 1,500.00
55	NATIVE WILD FLOWER SEEDING	ACRE	\$ 3,000.00
56	BRIDGE ORNMENTAL RAILING	LF	\$ 250.00
57	BRIDGE LIGHTING - Overhead Roadway	EACH	\$ 7,500.00
58	BRIDGE LIGHTING - Underneath	EACH	\$ 2,000.00
59	BRIDGE PAINTING	LS	\$ -
60	STONE BLOCK WALL	LS	\$ 5,000.00
61	PLANTINGS	SF	\$ 3,000.00
62	CROSSWALK PAINTING	SF	\$ 16.00
Notes			
1. Estimate does not account for future increase in construction and material			

**US 20 Corridor (Business 20) Streetscape and Access Enhancements
5th Avenue South Nestle**

Engineer's Opinion of Probable Cost

ITEM NO.	ITEM	UNIT	NESTLE		EXTENDED COST
			QUANTITY	UNIT COST	
1	CLEARING AND GRUBBING	ACRE	1	\$ 2,000.00	\$ 1,200.00
2	EXCAVATION, CLASS 10, ROADWAY AND BORROW	CY	1,165	\$ 14.00	\$ 16,310.00
3	GRANULAR SUBBASE	SY	2,582	\$ 6.00	\$ 15,492.00
4	STANDARD OR SLIP FORM PORTLAND CEMENT CONCRETE PAVEMENT, CLASS C, CLASS 3 DURABILITY, 10 IN.	SY	730	\$ 55.00	\$ 40,150.00
5	MEDIAN DOWELLED P.C. CONCRETE, AS PER PLAN	SY	0	\$ 75.00	\$ -
6	PORTLAND CEMENT CONCRETE PAVEMENT SAMPLES	LS	1	\$ 1,200.00	\$ 1,200.00
7	CURB AND GUTTER, P.C. CONCRETE, 2.5 FT.	LF	1,165	\$ 35.00	\$ 40,775.00
8	PAVEMENT SCARIFICATION	SY	0	\$ 4.00	\$ -
9	HOT MIX ASPHALT (3,000,000 ESAL), INTERMEDIATE COURSE, 3/4 INCH MIX	TON	0	\$ 45.00	\$ -
10	HOT MIX ASPHALT (3,000,000 ESAL), SURFACE COURSE, 1/2 INCH MIX, FRIC L-3	TON	0	\$ 45.00	\$ -
11	ASPHALT BINDER, PG 64-22	TON	0	\$ 350.00	\$ -
12	HOT MIX ASPHALT PAVEMENT SAMPLES	LS	0	\$ -	\$ -
13	ADJUSTMENT OF FIXTURES	EACH	4	\$ 400.00	\$ 1,600.00
14	SUBDRAIN, LONGITUDINAL, 4 IN. DIA.	LF	1165	\$ 12.50	\$ 14,562.50
15	SUBDRAIN OUTLET (RF-19C)	EACH	8	\$ 275.00	\$ 2,200.00
16	INTAKE, TYPE M-A	EACH	2	\$ 3,000.00	\$ 6,000.00
17	INTAKE, TYPE M-D	EACH	6	\$ 3,500.00	\$ 21,000.00
18	STORM SEWER UTILITY ACCESS, RA-50 MODIFIED, TOP ONLY	EACH	7	\$ 2,500.00	\$ 17,500.00
19	STORM SEWER UTILITY ACCESS, RA-50	EACH	2	\$ 3,500.00	\$ 7,000.00
20	SEWER PIPE, 2000D STORM, 15 IN. DIA.	LF	100	\$ 50.00	\$ 5,000.00
21	SEWER PIPE, 2000D STORM, 18 IN. DIA.	LF	0	\$ 55.00	\$ -
22	SEWER PIPE, 2000D STORM, 24 IN. DIA.	LF	0	\$ 60.00	\$ -
23	SEWER PIPE, 2000D STORM, 54 IN. DIA.	LF	0	\$ 200.00	\$ -
24	PRECAST CONCRETE BOX CULVERT, 12 FT. X 6 FT.	LF	0	\$ 800.00	\$ -
25	PRECAST CONCRETE BOX CULVERT, STRAIGHT END SECTION, 12 FT. X 6 FT.	EACH	0	\$ 12,000.00	\$ -
26	GRANULAR BACKFILL	TON	0	\$ 20.00	\$ -
27	REVTMENT, SPECIAL	TON	0	\$ 30.00	\$ -
28	REMOVAL OF STRUCTURE	LS	0	\$ 12,000.00	\$ -
29	REMOVAL OF INTAKE	EACH	0	\$ 2,500.00	\$ -
30	REMOVAL OF PAVEMENT	SY	260	\$ 7.00	\$ 1,820.00
31	RECREATIONAL TRAIL, PORTLAND CEMENT CONCRTE, 6 IN.	SY	1,575	\$ 40.00	\$ 63,000.00
32	REMOVAL OF SIDEWALK	SY	390	\$ 7.50	\$ 2,925.00
33	SIDEWALK, P.C. CONCRETE, 4 IN.	SY	0	\$ 40.00	\$ -
34	DETECTABLE WARNINGS FOR CURB RAMPS	SF	112	\$ 35.00	\$ 3,920.00
35	DRIVEWAY, P.C. CONCRETE, 7 IN.	SY	157	\$ 55.00	\$ 8,635.00
36	REMOVAL OF PAVED DRIVEWAY	SY	850	\$ 7.50	\$ 6,375.00
37	REMOVE AND REINSTALL LIGHT POLE AND LUMINAIRE	EACH	0	\$ 2,500.00	\$ -
38	SIGNING	LS	1	\$ 2,000.00	\$ 2,000.00
39	CONSTRUCTION SURVEY	LS	1	\$ 4,000.00	\$ 4,000.00
40	PAINTED PAVEMENT MARKINGS, DURABLE	STA	25	\$ 325.00	\$ 8,125.00
41	PAINTED SYMBOLS AND LEGENDS, DURABLE	EACH	15	\$ 275.00	\$ 4,125.00
42	TRAFFIC CONTROL	LS	1	\$ 10,000.00	\$ 10,000.00
43	MOBILIZATION	LS	1	\$ 20,000.00	\$ 20,000.00
44	SODDING	SQ	105	\$ 50.00	\$ 5,250.00
45	MODIFY RAILROAD CROSSING	LS	1	\$ 40,000.00	\$ 40,000.00
46	STREET TREES	EACH	20	\$ 600.00	\$ 12,000.00
	RIGHT-OF-WAY	SF	26150	\$ 1.75	\$ 45,762.50
				Construction Subtotal	\$ 382,164.50
				18% Engineering & Administration	\$ 68,789.61
				15% Construction Contingency	\$ 57,324.68
				Total Estimated Cost	\$ 554,041.29
Notes					
1. Street trees spaced @ 50 O.C.					
2. Estimate does not account for future increase in construction and material					

**US 20 Corridor (Business 20) Streetscape and Access Enhancements
5th Avenue South from RR Crossing to 25th Street**

Engineer's Opinion of Probable Cost

ITEM NO.	ITEM	UNIT	RR to 25th		EXTENDED COST
			QUANTITY	UNIT COST	
1	CLEARING AND GRUBBING	ACRE	0	\$ 2,000.00	\$ -
2	EXCAVATION, CLASS 10, ROADWAY AND BORROW	CY	0	\$ 14.00	\$ -
3	GRANULAR SUBBASE	SY	0	\$ 6.00	\$ -
4	STANDARD OR SLIP FORM PORTLAND CEMENT CONCRETE PAVEMENT, CLASS C, CLASS 3 DURABILITY, 10 IN.	SY	0	\$ 55.00	\$ -
5	MEDIAN DOWELLED P.C. CONCRETE, AS PER PLAN	SY	220	\$ 75.00	\$ 16,500.00
6	PORTLAND CEMENT CONCRETE PAVEMENT SAMPLES	LS	1	\$ 500.00	\$ 500.00
7	CURB AND GUTTER, P.C. CONCRETE, 2.5 FT.	LF	0	\$ 35.00	\$ -
8	PAVEMENT SCARIFICATION	SY	8,925	\$ 4.00	\$ 35,700.00
9	HOT MIX ASPHALT (3,000,000 ESAL), INTERMEDIATE COURSE, 3/4 INCH MIX	TON	4,270	\$ 45.00	\$ 192,150.00
10	HOT MIX ASPHALT (3,000,000 ESAL), SURFACE COURSE, 1/2 INCH MIX, FRIC L-3	TON	1,068	\$ 45.00	\$ 48,060.00
11	ASPHALT BINDER, PG 64-22	TON	334	\$ 350.00	\$ 116,768.75
12	HOT MIX ASPHALT PAVEMENT SAMPLES	LS	1	\$ 5,000.00	\$ 5,000.00
13	ADJUSTMENT OF FIXTURES	EACH	20	\$ 400.00	\$ 8,000.00
14	SUBDRAIN, LONGITUDINAL, 4 IN. DIA.	LF	0	\$ 12.50	\$ -
15	SUBDRAIN OUTLET (RF-19C)	EACH	0	\$ 275.00	\$ -
16	INTAKE, TYPE M-A	EACH	0	\$ 3,000.00	\$ -
17	INTAKE, TYPE M-D	EACH	0	\$ 3,500.00	\$ -
18	STORM SEWER UTILITY ACCESS, RA-50 MODIFIED, TOP ONLY	EACH	0	\$ 2,500.00	\$ -
19	STORM SEWER UTILITY ACCESS, RA-50	EACH	0	\$ 3,500.00	\$ -
20	SEWER PIPE, 2000D STORM, 15 IN. DIA.	LF	0	\$ 50.00	\$ -
21	SEWER PIPE, 2000D STORM, 18 IN. DIA.	LF	0	\$ 55.00	\$ -
22	SEWER PIPE, 2000D STORM, 24 IN. DIA.	LF	0	\$ 60.00	\$ -
23	SEWER PIPE, 2000D STORM, 54 IN. DIA.	LF	0	\$ 200.00	\$ -
24	PRECAST CONCRETE BOX CULVERT, 12 FT. X 6 FT.	LF	0	\$ 800.00	\$ -
25	PRECAST CONCRETE BOX CULVERT, STRAIGHT END SECTION, 12 FT. X 6 FT.	EACH	0	\$ 12,000.00	\$ -
26	GRANULAR BACKFILL	TON	0	\$ 20.00	\$ -
27	REVTMENT, SPECIAL	TON	0	\$ 30.00	\$ -
28	REMOVAL OF STRUCTURE	LS	0	\$ 12,000.00	\$ -
29	REMOVAL OF INTAKE	EACH	0	\$ 2,500.00	\$ -
30	REMOVAL OF PAVEMENT	SY	170	\$ 7.00	\$ 1,190.00
31	RECREATIONAL TRAIL, PORTLAND CEMENT CONCRTE, 6 IN.	SY	0	\$ 40.00	\$ -
32	REMOVAL OF SIDEWALK	SY	0	\$ 7.50	\$ -
33	SIDEWALK, P.C. CONCRETE, 4 IN.	SY	806	\$ 40.00	\$ 32,240.00
34	DETECTABLE WARNINGS FOR CURB RAMPS	SF	72	\$ 35.00	\$ 2,520.00
35	DRIVEWAY, P.C. CONCRETE, 7 IN.	SY	550	\$ 55.00	\$ 30,250.00
36	REMOVAL OF PAVED DRIVEWAY	SY	50	\$ 7.50	\$ 375.00
37	REMOVE AND REINSTALL LIGHT POLE AND LUMINAIRE	EACH	8	\$ 2,500.00	\$ 20,000.00
38	SIGNING	LS	1	\$ 2,000.00	\$ 2,000.00
39	CONSTRUCTION SURVEY	LS	1	\$ 4,000.00	\$ 4,000.00
40	PAINTED PAVEMENT MARKINGS, DURABLE	STA	25	\$ 325.00	\$ 8,125.00
41	PAINTED SYMBOLS AND LEGENDS, DURABLE	EACH	15	\$ 275.00	\$ 4,125.00
42	TRAFFIC CONTROL	LS	1	\$ 10,000.00	\$ 10,000.00
43	MOBILIZATION	LS	1	\$ 20,000.00	\$ 20,000.00
44	SODDING	SQ	150	\$ 50.00	\$ 7,500.00
45	MODIFY RAILROAD CROSSING	LS	0	\$ -	\$ -
46	STREET TREES	EACH	40	\$ 600.00	\$ 24,000.00
47	BRICK PAVERS - INTERSECTION	SF	2,980	\$ 12.00	\$ 35,760.00
48	ORNAMENTAL RAILING - INTERSECTION	LF	150	\$ 200.00	\$ 30,000.00
49	STONE BENCH - INTERSECTION	EACH	4	\$ 2,500.00	\$ 10,000.00
50	PLANTING - INTERSECTION	SF	1,955	\$ 30.00	\$ 58,650.00
51	ORNAMENTAL TREES - INTERSECTION	EACH	0	\$ 400.00	\$ -
52	UNDERGROUND UTILITIES	LF	1,440	\$ 1,259.00	\$ 1,812,960.00
53	DECORATIVE STREET LIGHTING	EACH	15	\$ 7,500.00	\$ 112,500.00
	MEDIAN #1	LS	1	\$ 55,156.00	\$ 55,156.00
	RIGHT-OF-WAY	SF	13390	\$ 1.75	\$ 23,432.50
				Construction Subtotal	\$ 2,704,029.75
				18% Engineering & Administration	\$ 486,725.36
				15% Construction Contingency	\$ 405,604.46
				Total Estimated Cost	\$ 3,619,792.07
Notes					
1. Median #1 - includes curb & gutter, brick paving, stone bollards					
2. Planting includes plants, irrigation, plant soil, and mulch					
3. Street trees spaced @ 50 O.C.					
4. Estimate does not account for future increase in construction and materials					

**US 20 Corridor (Business 20) Streetscape and Access Enhancements
5th Avenue South from 32nd Street to Midway Boulevard**

Engineer's Opinion of Probable Cost

ITEM NO.	ITEM	UNIT	QUANTITY	UNIT COST	EXTENDED COST
1	CLEARING AND GRUBBING	ACRE	3	\$ 2,000.00	\$ 5,500.00
2	EXCAVATION, CLASS 10, ROADWAY AND BORROW	CY	8,000	\$ 14.00	\$ 112,000.00
3	GRANULAR SUBBASE	SY	8,106	\$ 6.00	\$ 48,636.00
4	STANDARD OR SLIP FORM PORTLAND CEMENT CONCRETE PAVEMENT, CLASS C, CLASS 3 DURABILITY, 10 IN.	SY	0	\$ 55.00	\$ -
5	MEDIAN DOWELLED P.C. CONCRETE, AS PER PLAN	SY	1,840	\$ 75.00	\$ 138,000.00
6	PORTLAND CEMENT CONCRETE PAVEMENT SAMPLES	LS	1	\$ 1,200.00	\$ 1,200.00
7	CURB AND GUTTER, P.C. CONCRETE, 2.5 FT.	LF	5,530	\$ 35.00	\$ 193,550.00
8	PAVEMENT SCARIFICATION	SY	0	\$ 4.00	\$ -
9	HOT MIX ASPHALT (3,000,000 ESAL), INTERMEDIATE COURSE, 3/4 INCH MIX	TON	3,000	\$ 45.00	\$ 135,000.00
10	HOT MIX ASPHALT (3,000,000 ESAL), SURFACE COURSE, 1/2 INCH MIX, FRIC L-3	TON	750	\$ 45.00	\$ 33,750.00
11	ASPHALT BINDER, PG 64-22	TON	235	\$ 350.00	\$ 82,250.00
12	HOT MIX ASPHALT PAVEMENT SAMPLES	LS	1	\$ 5,000.00	\$ 5,000.00
13	ADJUSTMENT OF FIXTURES	EACH	0	\$ 400.00	\$ -
14	SUBDRAIN, LONGITUDINAL, 4 IN. DIA.	LF	5200	\$ 12.50	\$ 65,000.00
15	SUBDRAIN OUTLET (RF-19C)	EACH	20	\$ 275.00	\$ 5,500.00
16	INTAKE, TYPE M-A	EACH	0	\$ 3,000.00	\$ -
17	INTAKE, TYPE M-D	EACH	20	\$ 3,500.00	\$ 70,000.00
18	STORM SEWER UTILITY ACCESS, RA-50 MODIFIED, TOP ONLY	EACH	7	\$ 2,500.00	\$ 17,500.00
19	STORM SEWER UTILITY ACCESS, RA-50	EACH	1	\$ 3,500.00	\$ 3,500.00
20	SEWER PIPE, 2000D STORM, 15 IN. DIA.	LF	360	\$ 50.00	\$ 18,000.00
21	SEWER PIPE, 2000D STORM, 18 IN. DIA.	LF	0	\$ 55.00	\$ -
22	SEWER PIPE, 2000D STORM, 24 IN. DIA.	LF	0	\$ 60.00	\$ -
23	SEWER PIPE, 2000D STORM, 54 IN. DIA.	LF	40	\$ 200.00	\$ 8,000.00
24	PRECAST CONCRETE BOX CULVERT, 12 FT. X 6 FT.	LF	120	\$ 800.00	\$ 96,000.00
25	PRECAST CONCRETE BOX CULVERT, STRAIGHT END SECTION, 12 FT. X 6 FT.	EACH	2	\$ 12,000.00	\$ 24,000.00
26	GRANULAR BACKFILL	TON	750	\$ 20.00	\$ 15,000.00
27	REVTMENT, SPECIAL	TON	700	\$ 30.00	\$ 21,000.00
28	REMOVAL OF STRUCTURE	LS	1	\$ 12,000.00	\$ 12,000.00
29	REMOVAL OF INTAKE	EACH	11	\$ 2,500.00	\$ 27,500.00
30	REMOVAL OF PAVEMENT	SY	1,850	\$ 7.00	\$ 12,950.00
31	RECREATIONAL TRAIL, PORTLAND CEMENT CONCRETETE, 6 IN.	SY	3,120	\$ 40.00	\$ 124,800.00
32	REMOVAL OF SIDEWALK	SY	0	\$ 7.50	\$ -
33	SIDEWALK, P.C. CONCRETE, 4 IN.	SY	1,440	\$ 40.00	\$ 57,600.00
34	DETECTABLE WARNINGS FOR CURB RAMPS	SF	224	\$ 35.00	\$ 7,840.00
35	DRIVEWAY, P.C. CONCRETE, 7 IN.	SY	1,421	\$ 55.00	\$ 78,155.00
36	REMOVAL OF PAVED DRIVEWAY	SY	2,035	\$ 7.50	\$ 15,262.50
37	REMOVE AND REINSTALL LIGHT POLE AND LUMINAIRE	EACH	0	\$ 2,500.00	\$ -
38	SIGNING	LS	1	\$ 6,000.00	\$ 6,000.00
39	CONSTRUCTION SURVEY	LS	1	\$ 12,000.00	\$ 12,000.00
40	PAINTED PAVEMENT MARKINGS, DURABLE	STA	35	\$ 325.00	\$ 11,375.00
41	PAINTED SYMBOLS AND LEGENDS, DURABLE	EACH	30	\$ 275.00	\$ 8,250.00
42	TRAFFIC CONTROL	LS	1	\$ 25,000.00	\$ 25,000.00
43	MOBILIZATION	LS	1	\$ 50,000.00	\$ 50,000.00
44	SODDING	SQ	500	\$ 50.00	\$ 25,000.00
45	MODIFY RAILROAD CROSSING	LS	0	\$ -	\$ -
46	STREET TREES	EACH	120	\$ 600.00	\$ 72,000.00
47	BRICK PAVERS - INTERSECTION	SF	1,797	\$ 12.00	\$ 21,564.00
48	ORNAMENTAL RAILING - INTERSECTION	LF	120	\$ 200.00	\$ 24,000.00
49	STONE BENCH - INTERSECTION	EACH	4	\$ 2,500.00	\$ 10,000.00
50	PLANTINGS - INTERSECTION	SF	1,083	\$ 30.00	\$ 32,490.00
51	ORNAMENTAL TREES - INTERSECTION	EACH	20	\$ 400.00	\$ 8,000.00
52	UNDERGROUND UTILITIES	LF	2,980	\$ 1,259.00	\$ 3,751,820.00
53	DECORATIVE STREET LIGHTING	EACH	23	\$ 7,500.00	\$ 172,500.00
	MEDIAN #9	LS	1	\$ 67,450.00	\$ 67,450.00
	MEDIAN #10	LS	1	\$ 167,710.00	\$ 167,710.00
	MEDIAN #11	LS	1	\$ 175,045.00	\$ 175,045.00
	MEDIAN #12	LS	1	\$ 192,300.00	\$ 192,300.00
	MEDIAN #13	LS	1	\$ 137,140.00	\$ 137,140.00
	RIGHT-OF-WAY	SF	62520	\$ 1.75	\$ 109,410.00
				Construction Subtotal	\$ 6,404,137.50
				18% Engineering & Administration	\$ 1,152,744.75
				15% Construction Contingency	\$ 960,620.63
				Total Estimated Cost	\$ 8,626,912.88

- Notes**
- Median #9 - includes curb & gutter, brick paving, stone bollards
 - Median #10 - includes curb & gutter, brick paving, stone bollards, plant
 - Median #11 - includes curb & gutter, brick paving, stone bollards, plant
 - Median #12 - includes curb & gutter, brick paving, stone bollards, plant
 - Median #13 - includes curb & gutter, brick paving, stone bollards, plant
 - Medians numbered from West to East starting at RR
 - Street trees spaced @ 50 O.C.
 - Planting includes plants, irrigation, plant soil, and mulch
 - Estimate does not account for future increase in construction and materia

**US 20 Corridor (Business 20) Streetscape and Access Enhancements
5th Avenue South from Midway Boulevard to Quail Avenue (P-59)**

Engineer's Opinion of Probable Cost

ITEM NO.	ITEM	UNIT	QUANTITY	UNIT COST	EXTENDED COST
1	CLEARING AND GRUBBING	ACRE	2.75	\$ 2,000.00	\$ 5,500.00
2	EXCAVATION, CLASS 10, ROADWAY AND BORROW	CY	6,000	\$ 14.00	\$ 84,000.00
3	GRANULAR SUBBASE	SY	8,826	\$ 6.00	\$ 52,956.00
4	STANDARD OR SLIP FORM PORTLAND CEMENT CONCRETE PAVEMENT, CLASS C, CLASS 3 DURABILITY, 10 IN.	SY	0	\$ 55.00	\$ -
5	MEDIAN DOWELLED P.C. CONCRETE, AS PER PLAN	SY	744	\$ 75.00	\$ 55,800.00
6	PORTLAND CEMENT CONCRETE PAVEMENT SAMPLES	LS	1	\$ 1,200.00	\$ 1,200.00
7	CURB AND GUTTER, P.C. CONCRETE, 2.5 FT.	LF	5,662	\$ 35.00	\$ 198,170.00
8	PAVEMENT SCARIFICATION	SY	0	\$ 4.00	\$ -
9	HOT MIX ASPHALT (3,000,000 ESAL), INTERMEDIATE COURSE, 3/4 INCH MIX	TON	3,320	\$ 45.00	\$ 149,400.00
10	HOT MIX ASPHALT (3,000,000 ESAL), SURFACE COURSE, 1/2 INCH MIX, FRIC L-3	TON	830	\$ 45.00	\$ 37,350.00
11	ASPHALT BINDER, PG 64-22	TON	260	\$ 350.00	\$ 91,000.00
12	HOT MIX ASPHALT PAVEMENT SAMPLES	LS	1	\$ 5,000.00	\$ 5,000.00
13	ADJUSTMENT OF FIXTURES	EACH	0	\$ 400.00	\$ -
14	SUBDRAIN, LONGITUDINAL, 4 IN. DIA.	LF	5200	\$ 12.50	\$ 65,000.00
15	SUBDRAIN OUTLET (RF-19C)	EACH	14	\$ 275.00	\$ 3,850.00
16	INTAKE, TYPE M-A	EACH	4	\$ 3,000.00	\$ 12,000.00
17	INTAKE, TYPE M-D	EACH	19	\$ 3,500.00	\$ 66,500.00
18	STORM SEWER UTILITY ACCESS, RA-50 MODIFIED, TOP ONLY	EACH	10	\$ 2,500.00	\$ 25,000.00
19	STORM SEWER UTILITY ACCESS, RA-50	EACH	0	\$ 3,500.00	\$ -
20	SEWER PIPE, 2000D STORM, 15 IN. DIA.	LF	302	\$ 50.00	\$ 15,100.00
21	SEWER PIPE, 2000D STORM, 18 IN. DIA.	LF	240	\$ 55.00	\$ 13,200.00
22	SEWER PIPE, 2000D STORM, 24 IN. DIA.	LF	220	\$ 60.00	\$ 13,200.00
29	REMOVAL OF INTAKE	EACH	7	\$ 2,500.00	\$ 17,500.00
30	REMOVAL OF PAVEMENT	SY	1,720	\$ 7.00	\$ 12,040.00
31	RECREATIONAL TRAIL, PORTLAND CEMENT CONCRTE, 6 IN.	SY	2,000	\$ 40.00	\$ 80,000.00
32	REMOVAL OF SIDEWALK	SY	0	\$ 7.50	\$ -
33	SIDEWALK, P.C. CONCRETE, 4 IN.	SY	1,340	\$ 40.00	\$ 53,600.00
34	DETECTABLE WARNINGS FOR CURB RAMPS	SF	250	\$ 35.00	\$ 8,750.00
35	DRIVEWAY, P.C. CONCRETE, 7 IN.	SY	600	\$ 55.00	\$ 33,000.00
36	REMOVAL OF PAVED DRIVEWAY	SY	1,350	\$ 7.50	\$ 10,125.00
37	REMOVE AND REINSTALL LIGHT POLE AND LUMINAIRE	EACH	0	\$ 2,500.00	\$ -
38	SIGNING	LS	1	\$ 6,000.00	\$ 6,000.00
39	CONSTRUCTION SURVEY	LS	1	\$ 12,000.00	\$ 12,000.00
40	PAINTED PAVEMENT MARKINGS, DURABLE	STA	26	\$ 325.00	\$ 8,450.00
41	PAINTED SYMBOLS AND LEGENDS, DURABLE	EACH	30	\$ 275.00	\$ 8,250.00
42	TRAFFIC CONTROL	LS	1	\$ 25,000.00	\$ 25,000.00
43	MOBILIZATION	LS	1	\$ 50,000.00	\$ 50,000.00
44	SODDING	SQ	500	\$ 50.00	\$ 25,000.00
45	MODIFY RAILROAD CROSSING	LS	0	\$ 40,000.00	\$ -
46	STREET TREES	EACH	104	\$ 600.00	\$ 62,400.00
47	BRICK PAVERS - INTERSECTION	SF	1,750	\$ 12.00	\$ 21,000.00
48	ORNAMENTAL RAILING - INTERSECTION	LF	125	\$ 200.00	\$ 25,000.00
49	STONE BENCH - INTERSECTION	EACH	4	\$ 2,500.00	\$ 10,000.00
50	PLANTINGS - INTERSECTION	SF	1,100	\$ 30.00	\$ 33,000.00
51	ORNAMENTAL TEES - INTERSECTION	EACH	20	\$ 400.00	\$ 8,000.00
52	UNDERGROUND UTILITIES	LF	2,580	\$ 1,259.00	\$ 3,248,220.00
53	DECORATIVE STREET LIGHTING	EACH	23	\$ 7,500.00	\$ 172,500.00
	MEDIAN #14	LS	1	\$ 157,750.00	\$ 157,750.00
	MEDIAN #15	LS	1	\$ 246,870.00	\$ 246,870.00
	MEDIAN #16	LS	1	\$ 87,850.00	\$ 87,850.00
	MEDIAN #17	LS	1	\$ 199,080.00	\$ 199,080.00
	RIGHT-OF-WAY	SF	22757	\$ 1.75	\$ 39,824.75
				Construction Subtotal	\$ 5,515,611.00
				18% Engineering & Administration	\$ 992,809.98
				15% Construction Contingency	\$ 827,341.65
				Total Estimated Cost	\$ 7,375,587.38
Notes					
1. Median #14 - includes curb & gutter, brick paving, stone bollards, plantings					
2. Median #15 - includes curb & gutter, brick paving, stone bollards, plantings					
3. Median #16 - includes curb & gutter, brick paving, stone bollards					
4. Median #17 - includes curb & gutter, brick paving, stone bollards, plantings					
5. Medians numbered from West to East starting at RR					
8. Street trees spaced @ 50 O.C.					
9. Planting includes plants, irrigation, plant soil, and mulch					
10. Estimate does not account for future increase in construction and materials					

US 20 Corridor (Business 20) Streetscape and Access Enhancements

Intersection - US 169 & Kenyon Rd

Engineer's Opinion of Probable Cost

ITEM NO.	ITEM	UNIT	QUANTITY	UNIT COST	EXTENDED COST
3	GRANULAR SUBBASE	SY	0	\$ 6.00	\$ -
7	CURB AND GUTTER, P.C. CONCRETE, 2.5 FT.	LF	280	\$ 35.00	\$ 9,800.00
34	DETECTABLE WARNINGS FOR CURB RAMPS	SF	160	\$ 35.00	\$ 5,600.00
43	MOBILIZATION	LS	1	\$ 20,000.00	\$ 20,000.00
46	STREET TREES	EACH	0	\$ 600.00	\$ -
47	BRICK PAVERS - INTERSECTION	SF	0	\$ 12.00	\$ -
48	ORNAMENTAL RAILING - INTERSECTION	LF	0	\$ 200.00	\$ -
49	STONE BENCH - INTERSECTION	EACH	3	\$ 2,500.00	\$ 7,500.00
50	PLANTINGS - INTERSECTION	SF	6,874	\$ 30.00	\$ 206,220.00
51	ORNAMENTAL TREES - INTERSECTION	EACH	20	\$ 400.00	\$ 8,000.00
54	PAINT SIGNAL POLES AND ARMS	EACH	4	\$ 1,500.00	\$ 6,000.00
62	CROSSWALK PAINTING	SF	0	\$ 16.00	\$ -
				Construction Subtotal	\$ 263,120.00
				18% Engineering & Administration	\$ 47,361.60
				15% Construction Contingency	\$ 39,468.00
				Total Estimated Cost	\$ 349,949.60
Notes					
1. Street trees spaced @ 50 O.C.					
2. Planting includes plants, irrigation, plant soil, and mulch					
3. Estimate does not account for future increase in construction and materials					

US 20 Corridor (Business 20) Streetscape and Access Enhancements

Intersection - 8th & 5th Ave

Engineer's Opinion of Probable Cost

ITEM NO.	ITEM	UNIT	QUANTITY	UNIT COST	EXTENDED COST
7	CURB AND GUTTER, P.C. CONCRETE, 2.5 FT.	LF	280	\$ 35.00	\$ 9,800.00
34	DETECTABLE WARNINGS FOR CURB RAMPS	SF	250	\$ 35.00	\$ 8,750.00
43	MOBILIZATION	LS	1	\$ 20,000.00	\$ 20,000.00
46	STREET TREES	EACH	8	\$ 600.00	\$ 4,800.00
47	BRICK PAVERS - INTERSECTION	SF	2,298	\$ 12.00	\$ 27,576.00
48	ORNAMENTAL RAILING - INTERSECTION	LF	185	\$ 200.00	\$ 37,000.00
49	STONE BENCH - INTERSECTION	EACH	6	\$ 2,500.00	\$ 15,000.00
50	PLANTINGS - INTERSECTION	SF	8	\$ 30.00	\$ 240.00
51	ORNAMENTAL TREES - INTERSECTION	EACH	8	\$ 400.00	\$ 3,200.00
54	PAINT SIGNAL POLES AND ARMS	EACH	8	\$ 1,500.00	\$ 12,000.00
60	STONE BLOCK WALL	LS	1	\$ 50,000.00	\$ 50,000.00
62	CROSSWALK PAINTING	SF	780	\$ 16.00	\$ 12,480.00
	MEDIAN #18	LS	1	\$ 133,800.00	\$ 133,800.00
				Construction Subtotal	\$ 334,646.00
				18% Engineering & Administration	\$ 60,236.28
				15% Construction Contingency	\$ 50,196.90
				Total Estimated Cost	\$ 591,359.18
Notes					
1. Street trees spaced @ 50 O.C.					
2. Planting includes plants, irrigation, plant soil, and mulch					
3. Estimate does not account for future increase in construction and materials					
4. Median #18 - includes brick paving, stone bollards, plantings, irrigation					

US 20 Corridor (Business 20) Streetscape and Access Enhancements

Intersection - 12th & 5th Ave

Engineer's Opinion of Probable Cost

ITEM NO.	ITEM	UNIT	QUANTITY	UNIT COST	EXTENDED COST
7	CURB AND GUTTER, P.C. CONCRETE, 2.5 FT.	LF	200	\$ 35.00	\$ 7,000.00
34	DETECTABLE WARNINGS FOR CURB RAMPS	SF	250	\$ 35.00	\$ 8,750.00
43	MOBILIZATION	LS	1	\$ 10,000.00	\$ 10,000.00
46	STREET TREES	EACH	8	\$ 600.00	\$ 4,800.00
47	BRICK PAVERS - INTERSECTION	SF	617	\$ 12.00	\$ 7,404.00
48	ORNAMENTAL RAILING - INTERSECTION	LF	70	\$ 200.00	\$ 14,000.00
49	STONE BENCH - INTERSECTION	EACH	4	\$ 2,500.00	\$ 10,000.00
50	PLANTINGS - INTERSECTION	SF	950	\$ 30.00	\$ 28,500.00
51	ORNAMENTAL TREES - INTERSECTION	EACH	6	\$ 400.00	\$ 2,400.00
54	PAINT SIGNAL POLES AND ARMS	EACH	8	\$ 1,500.00	\$ 12,000.00
62	CROSSWALK PAINTING	SF	1140	\$ 16.00	\$ 18,240.00
				Construction Subtotal	\$ 123,094.00
				18% Engineering & Administration	\$ 22,156.92
				15% Construction Contingency	\$ 18,464.10
				Total Estimated Cost	\$ 181,955.02
Notes					
1. Street trees spaced @ 50 O.C.					
2. Planting includes plants, irrigation, plant soil, and mulch					
3. Estimate does not account for future increase in construction and materials					

**US 20 Corridor (Business 20) Streetscape and Access Enhancements
Intersection - 15th & 5th Ave**

Engineer's Opinion of Probable Cost

ITEM NO.	ITEM	UNIT	QUANTITY	UNIT COST	EXTENDED COST
7	CURB AND GUTTER, P.C. CONCRETE, 2.5 FT.	LF	248	\$ 35.00	\$ 8,680.00
34	DETECTABLE WARNINGS FOR CURB RAMPS	SF	250	\$ 35.00	\$ 8,750.00
43	MOBILIZATION	LS	1	\$ 10,000.00	\$ 10,000.00
46	STREET TREES	EACH	8	\$ 600.00	\$ 4,800.00
47	BRICK PAVERS - INTERSECTION	SF	845	\$ 12.00	\$ 10,140.00
48	ORNAMENTAL RAILING - INTERSECTION	LF	150	\$ 200.00	\$ 30,000.00
49	STONE BENCH - INTERSECTION	EACH	4	\$ 2,500.00	\$ 10,000.00
50	PLANTINGS - INTERSECTION	SF	593	\$ 30.00	\$ 17,790.00
51	ORNAMENTAL TREES - INTERSECTION	EACH	0	\$ 400.00	\$ -
54	PAINT SIGNAL POLES AND ARMS	EACH	8	\$ 1,500.00	\$ 12,000.00
62	CROSSWALK PAINTING	SF	1560	\$ 16.00	\$ 24,960.00
				Construction Subtotal	\$ 137,120.00
				18% Engineering & Administration	\$ 24,681.60
				15% Construction Contingency	\$ 20,568.00
				Total Estimated Cost	\$ 207,329.60
Notes					
1. Street trees spaced @ 50 O.C.					
2. Planting includes plants, irrigation, plant soil, and mulch					
3. Estimate does not account for future increase in construction and materials					

US 20 Corridor (Business 20) Streetscape and Access Enhancements

Intersection - 25th & 5th Ave

Engineer's Opinion of Probable Cost

ITEM NO.	ITEM	UNIT	QUANTITY	UNIT COST	EXTENDED COST
7	CURB AND GUTTER, P.C. CONCRETE, 2.5 FT.	LF	384	\$ 35.00	\$ 13,440.00
34	DETECTABLE WARNINGS FOR CURB RAMPS	SF	250	\$ 35.00	\$ 8,750.00
43	MOBILIZATION	LS	1	\$ 10,000.00	\$ 10,000.00
46	STREET TREES	EACH	6	\$ 600.00	\$ 3,600.00
47	BRICK PAVERS - INTERSECTION	SF	2,780	\$ 12.00	\$ 33,360.00
48	ORNAMENTAL RAILING - INTERSECTION	LF	146	\$ 200.00	\$ 29,200.00
49	STONE BENCH - INTERSECTION	EACH	4	\$ 2,500.00	\$ 10,000.00
50	PLANTINGS - INTERSECTION	SF	1,955	\$ 30.00	\$ 58,650.00
51	ORNAMENTAL TREES - INTERSECTION	EACH	0	\$ 400.00	\$ -
54	PAINT SIGNAL POLES AND ARMS	EACH	8	\$ 1,500.00	\$ 12,000.00
62	CROSSWALK PAINTING	SF	1620	\$ 16.00	\$ 25,920.00
				Construction Subtotal	\$ 204,920.00
				18% Engineering & Administration	\$ 36,885.60
				15% Construction Contingency	\$ 30,738.00
				Total Estimated Cost	\$ 298,463.60
Notes					
1. Street trees spaced @ 50 O.C.					
2. Planting includes plants, irrigation, plant soil, and mulch					
3. Estimate does not account for future increase in construction and materials					

US 20 Corridor (Business 20) Streetscape and Access Enhancements

Intersection - 29th & 5th Ave

Engineer's Opinion of Probable Cost

ITEM NO.	ITEM	UNIT	QUANTITY	UNIT COST	EXTENDED COST
7	CURB AND GUTTER, P.C. CONCRETE, 2.5 FT.	LF	392	\$ 35.00	\$ 13,720.00
34	DETECTABLE WARNINGS FOR CURB RAMPS	SF	500	\$ 35.00	\$ 17,500.00
43	MOBILIZATION	LS	1	\$ 20,000.00	\$ 20,000.00
46	STREET TREES	EACH	6	\$ 600.00	\$ 3,600.00
47	BRICK PAVERS - INTERSECTION	SF	4,176	\$ 12.00	\$ 50,112.00
48	ORNAMENTAL RAILING - INTERSECTION	LF	208	\$ 200.00	\$ 41,600.00
49	STONE BENCH - INTERSECTION	EACH	8	\$ 2,500.00	\$ 20,000.00
50	PLANTINGS - INTERSECTION	SF	5,365	\$ 30.00	\$ 160,950.00
51	ORNAMENTAL TREES - INTERSECTION	EACH	12	\$ 400.00	\$ 4,800.00
54	PAINT SIGNAL POLES AND ARMS	EACH	8	\$ 1,500.00	\$ 12,000.00
62	CROSSWALK PAINTING	SF	1860	\$ 16.00	\$ 29,760.00
				Construction Subtotal	\$ 374,042.00
				18% Engineering & Administration	\$ 67,327.56
				15% Construction Contingency	\$ 56,106.30
				Total Estimated Cost	\$ 527,235.86
Notes					
1. Street trees spaced @ 50 O.C.					
2. Planting includes plants, irrigation, plant soil, and mulch					
3. Estimate does not account for future increase in construction and materials					

US 20 Corridor (Business 20) Streetscape and Access Enhancements

Intersection - 32nd & 5th Ave

Engineer's Opinion of Probable Cost

ITEM NO.	ITEM	UNIT	QUANTITY	UNIT COST	EXTENDED COST
7	CURB AND GUTTER, P.C. CONCRETE, 2.5 FT.	LF	308	\$ 35.00	\$ 10,780.00
34	DETECTABLE WARNINGS FOR CURB RAMPS	SF	250	\$ 35.00	\$ 8,750.00
43	MOBILIZATION	LS	1	\$ 20,000.00	\$ 20,000.00
46	STREET TREES	EACH	6	\$ 600.00	\$ 3,600.00
47	BRICK PAVERS - INTERSECTION	SF	1,985	\$ 12.00	\$ 23,820.00
48	ORNAMENTAL RAILING - INTERSECTION	LF	180	\$ 200.00	\$ 36,000.00
49	STONE BENCH - INTERSECTION	EACH	4	\$ 2,500.00	\$ 10,000.00
50	PLANTINGS - INTERSECTION	SF	2,910	\$ 30.00	\$ 87,300.00
51	ORNAMENTAL TREES - INTERSECTION	EACH	12	\$ 400.00	\$ 4,800.00
54	PAINT SIGNAL POLES AND ARMS	EACH	8	\$ 1,500.00	\$ 12,000.00
62	CROSSWALK PAINTING	SF	1230	\$ 16.00	\$ 19,680.00
				Construction Subtotal	\$ 236,730.00
				18% Engineering & Administration	\$ 42,611.40
				15% Construction Contingency	\$ 35,509.50
				Total Estimated Cost	\$ 334,530.90
Notes					
1. Street trees spaced @ 50 O.C.					
2. Planting includes plants, irrigation, plant soil, and mulch					
3. Estimate does not account for future increase in construction and materials					

US 20 Corridor (Business 20) Streetscape and Access Enhancements

Intersection - Quail & 5th Ave

Engineer's Opinion of Probable Cost

ITEM NO.	ITEM	UNIT	QUANTITY	UNIT COST	EXTENDED COST
7	CURB AND GUTTER, P.C. CONCRETE, 2.5 FT.	LF	420	\$ 35.00	\$ 14,700.00
34	DETECTABLE WARNINGS FOR CURB RAMPS	SF	250	\$ 35.00	\$ 8,750.00
43	MOBILIZATION	LS	1	\$ 15,000.00	\$ 15,000.00
46	STREET TREES	EACH	0	\$ 600.00	\$ -
47	BRICK PAVERS - INTERSECTION	SF	1,797	\$ 12.00	\$ 21,564.00
48	ORNAMENTAL RAILING - INTERSECTION	LF	122	\$ 200.00	\$ 24,400.00
49	STONE BENCH - INTERSECTION	EACH	4	\$ 2,500.00	\$ 10,000.00
50	PLANTINGS - INTERSECTION	SF	1,955	\$ 30.00	\$ 58,650.00
51	ORNAMENTAL TREES - INTERSECTION	EACH	20	\$ 400.00	\$ 8,000.00
54	PAINT SIGNAL POLES AND ARMS	EACH	8	\$ 1,500.00	\$ 12,000.00
62	CROSSWALK PAINTING	SF	1950	\$ 16.00	\$ 31,200.00
				Construction Subtotal	\$ 204,264.00
				18% Engineering & Administration	\$ 36,767.52
				15% Construction Contingency	\$ 30,639.60
				Total Estimated Cost	\$ 302,871.12
Notes					
1. Street trees spaced @ 50 O.C.					
2. Planting includes plants, irrigation, plant soil, and mulch					
3. Estimate does not account for future increase in construction and materials					

US 20 Corridor (Business 20) Streetscape and Access Enhancements		
Westend Gateway District		
Engineer's Opinion of Probable Cost		
	ITEM	DISTRICT COST
	STREETSCAPE	\$ 92,000.00
	INTERSECTIONS	\$ -
	ACCESS MANAGEMENT	\$ -
	District subtotal	\$ 92,000.00
	20% Construction Contingency	\$ 18,400.00
	Total Estimated Cost	\$ 110,400.00
1. Streetscape - includes Stone block wall, Perennial plantings, Native wildflower seeding, Tree		
2. Intersections - See detailed intersection costs		
3. Access Management - See detailed corridor costs		
4. Overhead Utilities - See detailed corridor costs		
5. Costs do not include Engineering and Administration		

US 20 Corridor (Business 20) Streetscape and Access Enhancements		
Westend Institutional District		
Engineer's Opinion of Probable Cost		
ITEM		DISTRICT COST
STREETSCAPE	\$	-
INTERSECTIONS	\$	597,766.00
ACCESS MANAGEMENT	\$	-
	District subtotal	\$ 597,766.00
	20% Construction Contingency	\$ 119,553.20
	Total Estimated Cost	\$ 717,319.20
1. Intersections - See detailed intersection costs		
2. Access Management - See detailed corridor costs		
3. Overhead Utilities - See detailed cooridor costs		
4. Costs do not include Engineering and Administration		
5. Costs do not include Engineering and Administration		

US 20 Corridor (Business 20) Streetscape and Access Enhancements	
Westend Mixed Use District	
Engineer's Opinion of Probable Cost	
ITEM	DISTRICT COST
STREETSCAPE	\$ 398,400.00
INTERSECTIONS	\$ 389,284.00
ACCESS MANAGEMENT	\$ -
District subtotal	\$ 787,684.00
20% Construction Contingency	\$ 157,536.80
Total Estimated Cost	\$ 945,220.80
1. Streetscape -includes street trees 50ft o.c. and decorative street lighting	
2. Intersections - See detailed intersection costs	
3. Access Management - See detailed corridor costs	
4. Overhead Utilities - See detailed cooridor costs	
5. Costs do not include Engineering and Administration	

US 20 Corridor (Business 20) Streetscape and Access Enhancements		
Eastend Mixed Commercial District		
Engineer's Opinion of Probable Cost		
ITEM		DISTRICT COST
STREETSCAPE	\$	7,760,221.00
INTERSECTIONS	\$	260,214.00
ACCESS MANAGEMENT	\$	1,591,169.00
	District subtotal	\$ 9,611,604.00
	20% Construction Contingency	\$ 1,922,320.80
	Total Estimated Cost	\$ 11,533,924.80
1. Streetscape - includes street trees, lighting, medians, & underground utilities		
2. Intersections - See detailed intersection costs		
3. Access Management - See detailed corridor costs		
4. Overhead Utilities - See detailed corridor costs		
5. Costs do not include Engineering and Administration		

US 20 Corridor (Business 20) Streetscape and Access Enhancements		
Eastend Business Service District		
Engineer's Opinion of Probable Cost		
ITEM		DISTRICT COST
STREETSCAPE	\$	4,735,965.00
INTERSECTIONS	\$	96,054.00
ACCESS MANAGEMENT	\$	2,816,059.00
	District subtotal	\$ 7,648,078.00
	20% Construction Contingency	\$ 1,529,615.60
	Total Estimated Cost	\$ 9,177,693.60
1. Streetscape - includes street trees, lighting, medians, & underground utilities		
2. Intersections - See detailed intersection costs		
3. Access Management - See detailed corridor costs		
4. Overhead Utilities - See detailed corridor costs		
5. Costs do not include Engineering and Administration		

US 20 Corridor (Business 20) Streetscape and Access Enhancements		
Eastend Gateway District		
Engineer's Opinion of Probable Cost		
	ITEM	DISTRICT COST
	STREETSCAPE	\$ 104,500.00
	INTERSECTIONS	\$ -
	ACCESS MANAGEMENT	\$ -
	District subtotal	\$ 104,500.00
	20% Construction Contingency	\$ 20,900.00
	Total Estimated Cost	\$ 125,400.00
1. Streetscape - includes Stone block wall, Perennial plantings, Native wildflower seeding, Tree		
2. Intersections - See detailed intersection costs		
3. Access Management - See detailed corridor costs		
4. Overhead Utilities - See detailed corridor costs		
5. Costs do not include Engineering and Administration		

**US 20 Corridor (Business 20) Streetscape and Access Enhancements
Bridge Improvements**

Engineer's Opinion of Probable Cost

ITEM NO.	ITEM	UNIT	QUANTITY	UNIT COST	EXTENDED COST
56	BRIDGE ORNMENTAL RAILING	LF	1,200	\$ 220.00	\$ 264,000.00
57	BRIDGE LIGHTING - Overhead Roadway	EACH	12	\$ 7,500.00	\$ 90,000.00
58	BRIDGE LIGHTING - Underneath	EACH	12	\$ 1,200.00	\$ 14,400.00
59	BRIDGE PAINTING	LS	1	\$ 1,200.00	\$ 1,200.00
60	STONE BLOCK	LS	5	\$ 5,000.00	\$ 25,000.00
61	PLANTINGS	SF	2000	\$ 30.00	\$ 60,000.00
				Construction Subtotal	\$ 454,600.00
				20% Construction Contingency	\$ 90,920.00
				Total Estimated Cost	\$ 630,520.00
Notes					
1. Planting includes plants, irrigation, plant soil, and mulch					
2. Bridge painting includes prep work					

**US 20 Corridor (Business 20) Streetscape and Access Enhancements
Bridge Improvements**

Engineer's Opinion of Probable Cost

ITEM NO.	ITEM	UNIT	QUANTITY	UNIT COST	EXTENDED COST
56	BRIDGE ORNAMENTAL RAILING	LF	3,320	\$ 220.00	\$ 730,400.00
57	BRIDGE LIGHTING - Overhead Roadway	EACH	12	\$ 7,500.00	\$ 90,000.00
58	BRIDGE LIGHTING - Underneath	EACH	12	\$ 1,200.00	\$ 14,400.00
59	BRIDGE PAINTING	LS	1	\$ 55,000.00	\$ 55,000.00
60	STONE BLOCK	LS	5	\$ 5,000.00	\$ 25,000.00
61	PLANTINGS	SF	2000	\$ 30.00	\$ 60,000.00
				Construction Subtotal	\$ 974,800.00
				20% Construction Contingency	\$ 194,960.00
				Total Estimated Cost	\$ 1,254,760.00
Notes					
1. Planting includes plants, irrigation, plant soil, and mulch					
2. Bridge painting includes prep work					

Appendix Item 2.
Design Preference Survey

Hwy 20 / 5th Avenue Design Preference Survey Score Summary

Design Preference Exercise

Please indicate below your preference for the images that appear on the screen by filling in the appropriate circle. The numbers to the left correspond to those that appear on the slides. The numbers in bold represent the high score, two bold numbers represent preference scores that are only 3 votes apart. These are typically the most controversial visual examples.



Slide	<u>Like</u>	<u>Dislike</u>	<u>Slide Topic</u>
1.			Title slide
2.			Categories
3.	22	10	Median w/variety of plantings
4.	10	21	Median w/brown stamped concrete
5.	18	11	Median w/bollards and banners
6.	24	6	Median w/ low shrubs
7.	5	26	Conc. walk and parking lot cars at edge
8.	27	4	Conc. walk w/ low brick wall along parking
9.	31	2	Con. walk w/ landscaping along parking
10.	5	26	Conc. walk and weedy edge
11.	22	11	Landscape between parking bays
12.	31	2	Conc. walk w/ landscaping both sides
13.	29	4	Planted parking island
14.	28	3	Parking planter w/flowers and tree
15.	21	12	Sheppard hook light
16.	9	24	Carriage lamp light w/peeling paint
17.	19	14	Tear drop light and banner
18.	24	9	Steel shoe box street light
19.	22	11	Banner poles
20.	13	20	Modern "L" bracket light



Slide	<u>Like</u>	<u>Dislike</u>
21.	17	16
22.	19	14
23.	6	26
24.	29	4
25.	28	5
26.	23	10
27.	15	18
28.	13	20
29.	24	9
30.	30	3
31.	14	19
32.	32	1
33.	17	14
34.	25	8
35.	13	20
36.	28	5
37.	23	10
38.	30	3
39.	18	15
40.	25	8
41.	11	22
42.	25	8
43.	15	18

Slide Topic

- Bishop hat light and red sign**
- Shoe box street light w/banner**
- Carx pole sign**
- Wall greens monument sign**
- Wells Fargo monument sign**
- 50th France sign**
- Arapahoe Crossing mall sign**
- multiple pole signs**
- Market Sq. mall sign**
- Lifestyle retail bldg portion**
- Aldi store**
- Office Max**
- Burger King**
- New retail tan, teal and pink**
- Pick 'n Save**
- Culvers**
- Rainbow Foods w/beige brick**
- Lifestyle retail bldg 2**
- Industrial bldg w/loading**
- Bank 2-story**
- Colorful tall people sculpture**
- Bronze pony express**
- Stainless stl. stacked and rotated blocks**

Hwy 20 / 5th Avenue Design

Comments

IDOT Grant- who would do the planting?

Would the beautification bring more people?

How would maintenance be paid for?

What about some houses on 5th Ave Corridor?

More companies, more crime.

We need jobs, not only landscaping.

Beautify 5th Avenue South

Have you coordinated with the Trails Group?

Recommend a moratorium until further along

Afraid of it being like downtown project, a joke.

Trails/Walking? Bike? Motorized?

Too many designs look good on paper, but are not practical.

Would there be new jobs? Where would people work?

The City would look beautiful.

Fort Dodge "Likes"

5th Avenue Design Preference Survey Results

August 15, 2006

1

Corridor Elements:

- Center medians
- Landscaping/screening
- Lighting & banners
- Signs
- Building design
- Public Art

2



3



4



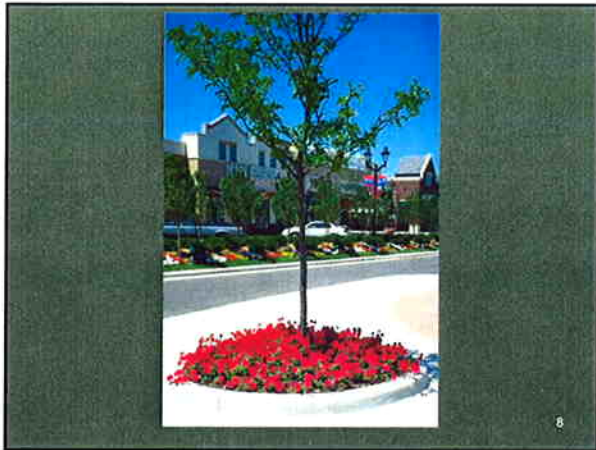
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6



7



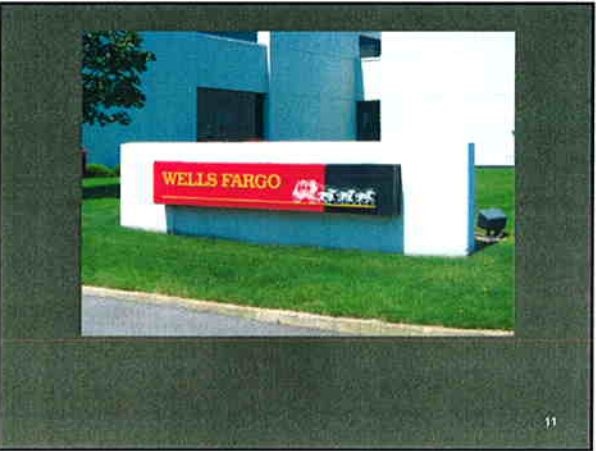
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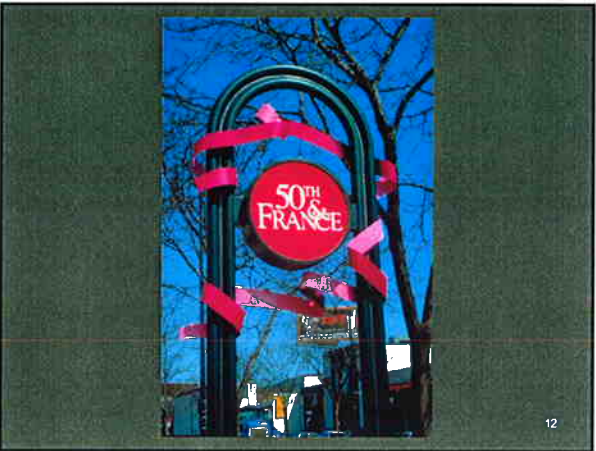
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10



11



12





19

Fort Dodge “Dislikes”

5th Avenue Design Preference Survey Results

Fort Dodge, Iowa
August 15, 2006

1

Corridor Elements:

- Center medians
- Landscaping/screening
- Lighting & banners
- Signs
- Building design
- Public Art

2



3



4



5



6

Appendix Item 3.

Overlay Zoning Recommendations

Requirements for proposed overlay zoning districts

US Highway Business 20/5th Avenue

LANDSCAPING

All districts

All exposed ground areas within setbacks, including street boulevards not devoted to surface parking shall be landscaped with lawn, ground covers, shrubs and trees.

Submit scaled landscape plan prepared by licensed Iowa landscape architect indicating all site development and associated landscaping with detailed plant list and limits of underground irrigation as part of site plan review.

Maintain for no less than 1 year following occupancy and post bond with the city for 1 ½ times the cost.

No landscaped area shall be used for parking of vehicles or the storage or display of merchandise or supplies.

Screening

Landscape screening shall be established within setback areas between surface parking lots and public streets and along property boundaries between non-residential and residential uses.

Where non-residential uses abut residential uses, the non-residential use shall provide the screening along its boundary within the residential property.

Landscape screening for parking areas shall consist of a combination of low shrubbery and overstory shade trees.

Minimum Number of Trees

Non-residential Uses – New development and expansions shall require at a minimum the greater of:

- a. One new tree per one thousand gross building floor area: or
- b. One new tree per forty lineal feet of site perimeter

Multi-family residential uses – apartments, stacked flat condominiums, rowhouses, town homes (any multiple, attached dwellings, top or side to side) shall require at a minimum the greater of: one new tree per dwelling unit.

Plant Sizes

Overstory trees: 2” caliper min., either balled & burlapped or bare root
Evergreen / coniferous trees: 5ft height. min., balled and burlapped root
Low shrubs: 18 inch height min., container or bare root
Medium or tall shrubs: 24 inch height min. container rooted

Ground Cover

All areas fronting the US 20 / 5th Avenue corridor not otherwise landscaped with trees, shrubs or perennial grasses and flowers shall be sodded.

Seeding may be provided in lieu of sod along side and rear yard areas in any of the following cases:

- a. Where the seed is applied to future expansion areas as shown on approved plans.
- b. Where native seed is applied adjacent to natural areas or wetlands.
- c. Where low maintenance, no-mow fescue seed is applied to conserve water and energy.

WESTEND MIXED USE DISTRICT: 15th to 21st Street**Permitted Uses**

- Multi-family residential
- Personal services (health, cosmetic, financial, etc.)
- Day care (child and senior)
- Convenience and specialty retail sales
- Cafes, restaurants
- Business and professional services
- Automotive service and repair
- Gas stations/convenience stores

Prohibited Uses

- Motor vehicle sales (new and used)
- Industrial /Manufacturing
- Mining and mineral processing
- Warehousing, fleeting or distribution
- Mortuaries/funeral homes
- Single family detached residential
- Outdoor storage (seasonal, temporary and permanent)
- Medium and Large format retail (20,000 square feet and larger)
- Adult businesses

Lot Size

10,000 sq.ft. min. - 45,000 sq. ft. max.

Building Placement

Front yard setbacks: 0 ft. min. – 15 ft. max.

Side yard to interior lot or alleyway setback: 5 ft. – 10 ft max.

Rear yard: 10 ft. min.

Parking

- Front yard use: maximum 30 % of frontage may be used for parking
- Front yard setback: 6 ft.
- Side yard use: maximum of 100%
- Side yard setback: 6 ft
- Maximum parking requirements per use:
- Owner-occupied residential: 1 covered/unit + 0.25 guest spaces/ unit
- Renter-occupied residential: 1 uncovered/unit + 0.25 guest space/unit
- Retail sales: 2.5/1,000 gsf
- Personal services: 3/1,000 + 0.5/staff on primary shift
- Business and professional services: 2/1,000 gsf
- Day care: 1/full time staff + 0.5/1,000 gsf
- Café and restaurant 4/1,000 + 0.5 /staff on primary shift
- Automotive service and repair: 1/1,000 + 1/staff on primary shift

Permitted Signs

Monument sign: to be located in front yard, 10 ft max. ht., 3 ft. max. depth, 4 ft. max. width. w/ internal or external illumination.

Wall sign: placed between storefront windows and cornice; painted, horizontal running cabinet or individual letters, w/ internal or external illumination; 1' - 6" max. ht., length max. 50% of length of front façade.

Projecting sign: 3 ft. max ht., 3 ft. max width., 1ft. max. depth, w/ internal or external illumination.

All other signs types are prohibited.

EASTEND MIXED COMMERCIAL DISTRICT 21st to 32nd Street**Permitted Uses**

- Retail sales (strip, medium and large format)
- Rental centers
- Gas stations/convenience stores

- Personal services (health, fitness, cosmetic, financial, etc.)
- Restaurants
- Hotels
- Telecommunication towers, relay and switching
- Automotive service and repair
- Automotive sales (new and used)
- Instructional facilities
- Churches
- Public safety facilities
- Multi-Family (off of Hwy 20/5th Ave corridor)

Prohibited Uses

- Warehousing, fleeting or distribution
- Single family detached residential
- Outdoor storage (seasonal, temporary and permanent)
- Mining and mineral processing
- Adult businesses

Maximum parking requirements per use:

- Retail sales: 4/1,000 gsf
- Personal services: 3/1,000 + 0.5/staff on primary shift
- Business and professional services: 3/1,000 gsf
- Restaurant 4/1,000 + 1 /staff on primary shift
- Automotive sales: 1/1,000 of showroom + 1 /staff on primary shift
- Automotive service: 1/ service bay + 1/ staff on primary shift
- Hotels: 1/room + 0.5/staff on daytime shift
- Instructional facilities: 0.5/ student + 1/staff member

Lot Size

¾ acre min. for restaurants, 2 acre min. all other uses

Building Placement

Front yard setbacks: 10 ft. min. – 20 ft. max.

Side yard to interior lot or alleyway setback: 10 ft min. – 20 max.

Rear yard: 25 ft. min.

Parking

Front yard use: maximum 50 % of frontage may be used for parking

Front yard setback: 10 ft.

Side yard use: 100%

Side yard setback: 10 ft.

Year yard use: 100%

Permitted Signs

Monument sign: to be located in front yard, 10 ft max. ht., 3 ft. max. depth, 6 ft. max. width. w/ internal or external illumination.

Wall sign: placed below cornice on front facade; cabinet sign or individual letters 1' - 6" max. ht., 100 sq. ft. maximum area. w/internal or external illumination.

EASTEND BUSSINESS/PROFESSIONAL DISTRICT 32nd to P59

Permitted Uses

- Retail sales
- Gas stations/convenience store
- Rental centers
- Personal services (health, fitness, cosmetic, financial, etc.)
- Restaurants
- Lodging/Hospitality
- Telecommunication towers, relay and switching
- Automotive sales with associated service and repair
- Instructional facilities
- Public safety facilities
- Offices (professional/corporate)

Prohibited Uses

- Industrial
- Warehousing
- Residential
- Adult Business

Maximum parking requirements per use:

- Retail sales: 4/1,000 gsf
- Personal services: 3/1,000 + 0.5/staff on primary shift
- Business and professional services: 3/1,000 gsf
- Restaurant 4/1,000 + 1 /staff on primary shift
- Automotive sales: 1/1,000 of showroom + 1 /staff on primary shift
- Automotive service: 1/ service bay + 1/ staff on primary shift
- Hotels: 1/room + 0.5/staff on daytime shift
- Instructional facilities: 0.5/ student + 1/staff member

Lot Size

¾ acre min. for restaurants, 3 acre min. all other uses

Building Placement

Front yard setbacks: 25 ft. min., no max.

Side yard: 10 ft min. – 20 max.

Rear yard: 30 ft. min., no max.

Parking

Front yard setback: 15 ft.

Side yard setback: 10 ft.

Year yard setback: 10 ft.

Permitted Signs

One each, per building

Monument sign: to be located in front yard, 16 ft max. ht., 4 ft. max. depth, 6 ft. max. width. w/ internal or external illumination. A maximum of 42 square feet of message per one side, with a total maximum message area of 84 square feet.

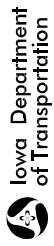
Wall sign: placed below cornice on front facade; cabinet sign or individual letters 1'- 6" max. ht., 200 sq. ft. maximum area. w/ internal or external illumination.

Appendix Item 4.

Average Daily Traffic and Accident Data

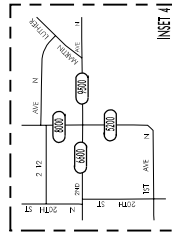
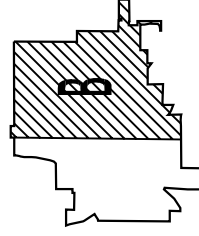
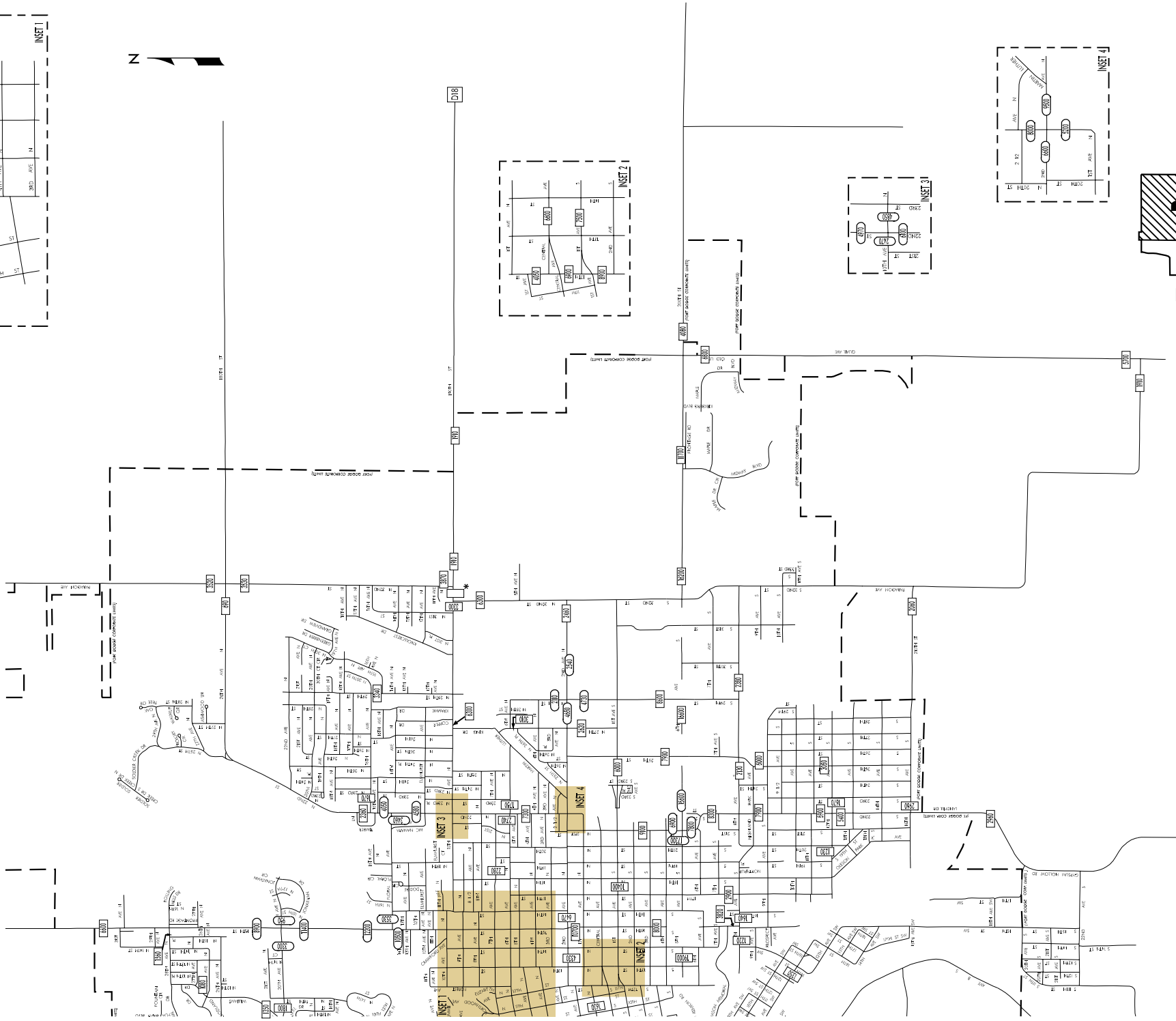
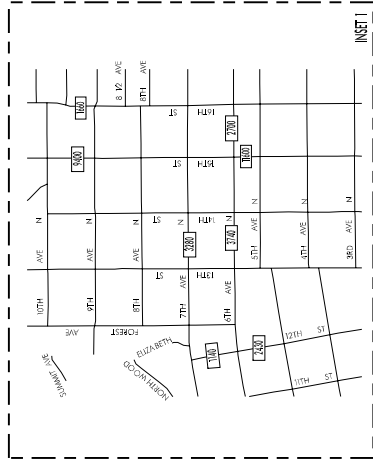
TRAFFIC FLOW MAP OF
FORT DODGE "A"
WEBSTER COUNTY
 2003 ANNUAL AVERAGE DAILY TRAFFIC





Iowa Department of Transportation

**TRAFFIC FLOW MAP OF
FORT DODGE "B"
WEBSTER COUNTY
2003 ANNUAL AVERAGE DAILY TRAFFIC
* REVISED 1/07**

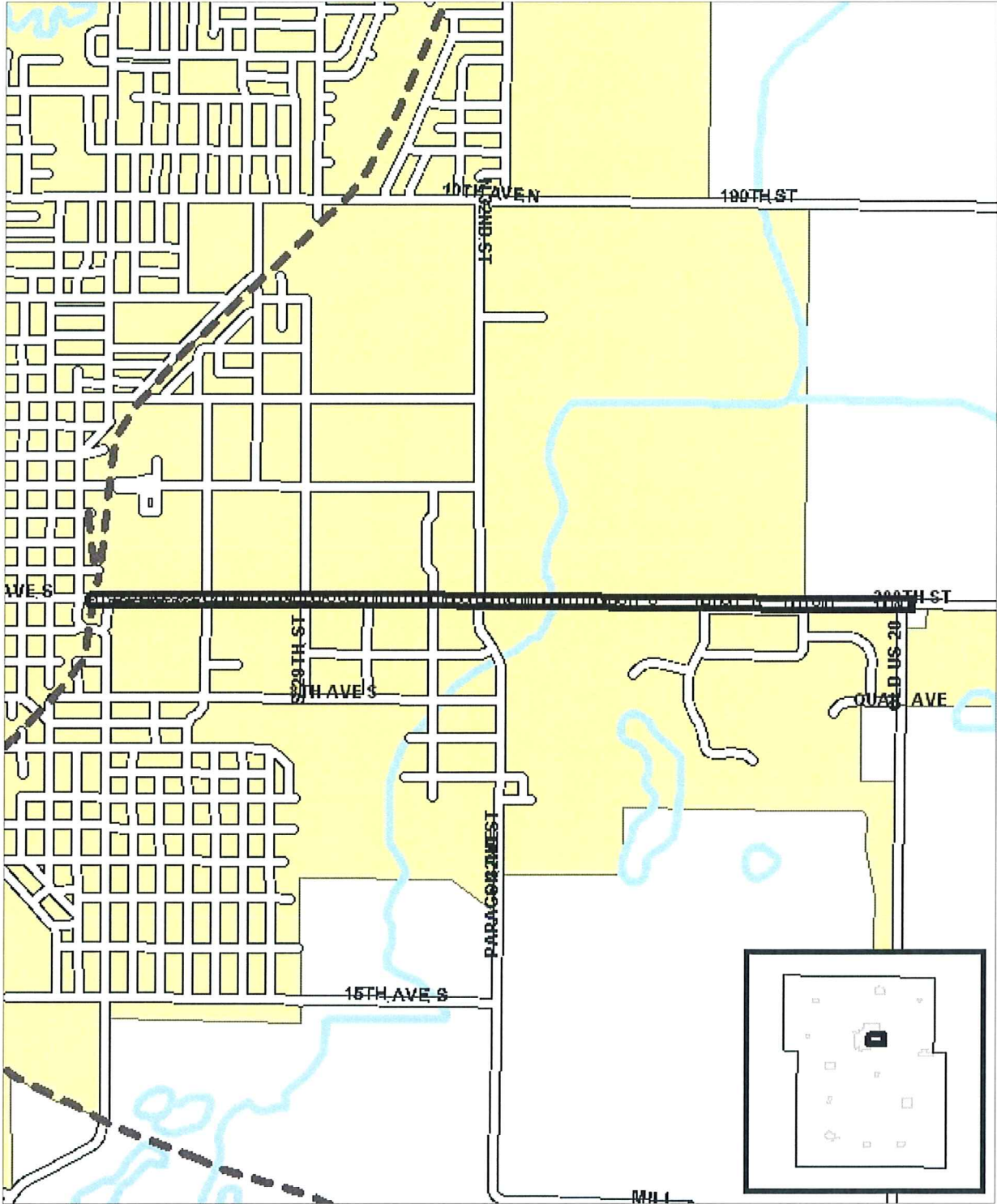


Location Map

Ft. Dodge Business Hwy 20 Corridor Study

Incidents: 410

Report Version 1.1 Mar 2005



Analyst: D. Bovee

Notes: 5th Avenue S., RR Crossing to P-59 (Quail Avenue)



Major Cause Summary

Ft. Dodge Business Hwy 20 Corridor Study

Report Version 1.1 Jan 2005

Analysis Years: 2001 [57], 2002 [67], 2003 [81], 2004 [76], 2005 [62], 2006 [67]

Crash Summary:

Fatal	-
Major Injury	9
Minor Injury	36
Possible/Unknown	97
PDO	268
Total Crashes	410

Injury Summary:

Fatal	-
Major Injury	9
Minor Injury	51
Possible	136
Unknown	9
Total Injuries	205

Surface Condition Summary:

Dry	273
Wet	78
Ice	14
Snow	19
Slush	7
Sand/Dirt/Oil/Gravel	1
Water	-
Other	1
Unknown	2
Not Reported	15
Total Crashes	410

TOT Property Damage: \$1,672,023

AVG Property Damage: \$4,078

Major Cause Summary:

- | | |
|---|--|
| 5 Animal | Improper Backing |
| 19 Ran Traffic Signal | Illegally Parked/Unattended |
| Ran Stop Sign | 13 Swerving/Evasive Action |
| 1 Crossed Centerline | Over-Correcting/Over-Steering |
| 1 FTYROW: At Uncontrolled Intersection | Downhill Runaway |
| 2 FTYROW: Making Right Turn on Red Signal | Equipment Failure |
| 22 FTYROW: From Stop Sign | Separation of Units |
| FTYROW: From Yield Sign | 6 Ran Off Road - Right |
| 64 FTYROW: Making Left Turn | 2 Ran Off Road - Straight |
| 31 FTYROW: From Driveway | Ran Off Road - Left |
| 3 FTYROW: From Parked Position | 12 Lost Control |
| FTYROW: To Pedestrian | 2 Inattentive/Distracted By: Passenger |
| 25 FTYROW: Other (explain in narrative) | 4 Inattentive/Distracted By: Use of Phone or Other |
| 1 Traveling Wrong Way or on Wrong Side of Rd | Inattentive/Distracted By: Fallen Object |
| 17 Driving Too Fast for Conditions | 2 Inattentive/Distracted By: Fatigued/Asleep |
| Exceeded Authorized Speed | 7 Other: Vision Obstructed |
| 4 Made Improper Turn | Oversized Load/ Oversized Vehicle |
| Improper Lane Change | 1 Cargo/Equipment Loss or Shift |
| 53 Followed Too Close | 58 Other: Other Improper Action |
| 1 Disregarded Railroad Signal | 36 Unknown |
| Disregarded Warning Sign | 15 Other: No Improper Action |
| 1 Operating Vehicle in Reckless/Aggressive Manner | 2 None Indicated |

Selection Filter:

None

Analyst: D. Bovee

Notes: 5th Avenue S., RR Crossing to P-59 (Quail Avenue)

Driver and Time Summary

Ft. Dodge Business Hwy 20 Corridor Study

Crash Time of Day Summary:

From To	00:00 01:59	02:00 03:59	04:00 05:59	06:00 07:59	08:00 09:59	10:00 11:59	12:00 13:59	14:00 15:59	16:00 17:59	18:00 19:59	20:00 21:59	22:00 23:59	NR	Total	%
SUN	2	1	-	-	1	2	5	4	5	5	1	2	-	28	7
MON	1	1	-	3	3	4	13	11	14	3	3	1	1	58	14
TUE	-	-	-	3	3	6	18	7	15	9	3	-	1	65	16
WED	-	-	-	2	4	7	10	19	17	6	3	-	1	69	17
THU	-	-	-	-	1	7	11	9	16	6	4	-	1	55	13
FRI	-	-	2	3	4	7	14	16	15	12	7	2	-	82	20
SAT	-	2	1	2	3	8	13	6	9	4	4	1	-	53	13
Tot.	3	4	3	13	19	41	84	72	91	45	25	6	4	410	
%	1	1	1	3	5	10	20	18	22	11	6	1	1		100

Driver Age/Gender Summary:

Age	Male	Female	NR	Drivers	%
<14	-	-	-		
14	-	1	-	1	0
15	1	-	-	1	0
16	11	13	-	24	3
17	18	15	-	33	4
18	18	22	-	40	5
19	27	23	-	50	6
20	12	19	-	31	4
21 to 24	39	37	-	76	9
25 to 29	32	38	-	70	8
30 to 34	36	29	-	65	8
35 to 39	31	18	-	49	6
40 to 44	34	29	-	63	8
45 to 49	41	41	-	82	10
50 to 54	26	22	-	48	6
55 to 59	25	17	-	42	5
60 to 64	20	13	-	33	4
65 to 69	18	7	-	25	3
70 to 74	17	10	-	27	3
75 to 79	15	14	-	29	3
80 to 84	9	4	-	13	2
85 to 89	7	3	-	10	1
90 to 94	1	-	-	1	0
95 plus	-	-	-		
NR	2	1	19	22	3
Drivers	440	376	19	835	
%	53	45	2		100

Drug/Alcohol Summary:

	Total	%
Drug		
Alcohol, Less than Statutory	2	0
Alcohol, Statutory	2	0
Drug/Alcohol, Less than Statutory		
Drug/Alcohol, Statutory		
Refused	1	0
Under Influence of Alc/Drugs/Meds	1	0
None Indicated	404	99
Total Crashes	410	100

Fixed Object Struck Summary:

	Vehs.	%
Bridge/Bridge rail/Overpass		
Underpass/Structure Support		
Culvert		
Ditch/Embankment		
Curb/Island/Raised Median	3	0
Guardrail		
Concrete Barrier	1	0
Tree		
Pole - Utility/Light/Etc	6	1
Sign Post	1	0
Mailbox		
Impact Attenuator		
Other Fixed Object	1	0
None	823	99
Total Vehicles	835	100

Selection Filter:

None

Analyst: D. Bovee

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Appendix Item 5.

Proposed Access Modifications

