

A teal shield-shaped sign with a white border and horizontal lines at the top and bottom. The word "HISTORIC" is at the top, "WEST DES MOINES" is in a dark grey banner across the middle, and "MASTER PLAN UPDATE" is at the bottom. A black arrow points left from the banner. The sign is set against a background of pink and red flowers and a brown butterfly.

HISTORIC

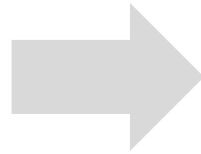
WEST DES MOINES

**MASTER PLAN
UPDATE**

Steering Committee Meeting

Wednesday January 5th, 2022

Project Timeline



PHASE 1 · HISTORIC WEST DES MOINES TODAY

September 2021 – December 2021

Focus: Community Character, Existing Conditions Analysis, Main Street Best Practices

PHASE 2 · VISIONING + DESIGN GUIDELINES

December 2021 – March 2022

Focus: Design Guidelines, Historic Preservation + Retrofit, *Zoning (shifted from phase 3)*

PHASE 3 · OPPORTUNITIES + INVESTMENT

April 2022 – July 2022

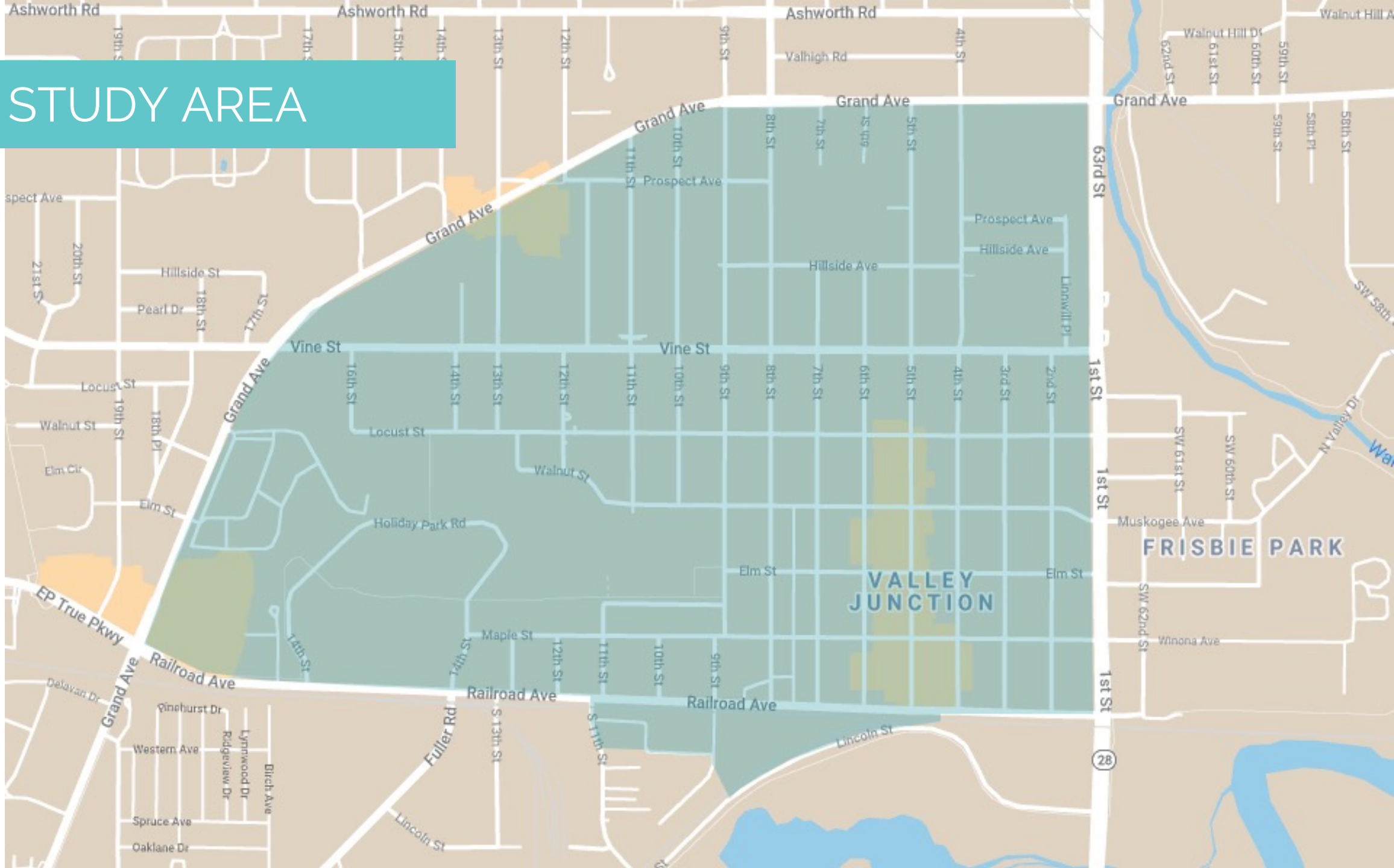
Focus: Land Use, Investment, Complete Streets

PHASE 4 · PRIORITIES + ACTION PLAN

August 2022 – November 2022

Focus: Funding Sources, Priorities, Partnerships

STUDY AREA





Historic West Des Moines Visual Preference Survey + Virtual Workshop

Duration: December 16th – January 2nd (~2.5 weeks)



HISTORIC WEST DES MOINES

MASTER PLAN UPDATE

HOME · NEWS · DOCUMENTS · MEETINGS · TIMELINE · CONNECT · SHARE · CONTACT



WELCOME TO THE VIRTUAL DESIGN WORKSHOP

Important Announcement: As many of you already know and experienced, due to inclement weather, high winds, and school closures, the 12/15 Design Collaborative Workshop at Stilwell Junior High needed to shift to a virtual setting. Everyone's safety comes first and thanks to the power of technology we are able to pivot to an online setting to gather insights in light of these unexpected events. Thank you for your patience and flexibility.



STEP 1: VIDEO ORIENTATION

Chapter 1: Welcome + Recap · Length: 3:30 Minutes



Chapter 2: Why Design Guidelines? · Length: 2:30 Minutes



Chapter 3: Survey Instructions · Length: 1:40 Minutes



Visual Preference Survey Overview

Purpose

Inform creation of Design Guidelines and Zoning

Structure

100 Slides, 4 Categories

Question Types

Image Ratings, Comments, All Optional

Image Deck

Inspired, Good, Bad, Ugly (range is key to establish highs and lows)

Settings

Limit 1 Response Per Device

Participant Range

338 (Start) to 258 (End)*

** Attrition is natural and expected given type and length of survey*



Tonight's Agenda

Review input by category:

1. Built Form
 2. Ground Floor
 3. Streetscape
 4. Parking + Screening
- Highest Rated Images
 - Lowest Rated Images
 - Sample of Reiterated Comments
 - General Consensus Statements (i.e., findings of feedback)

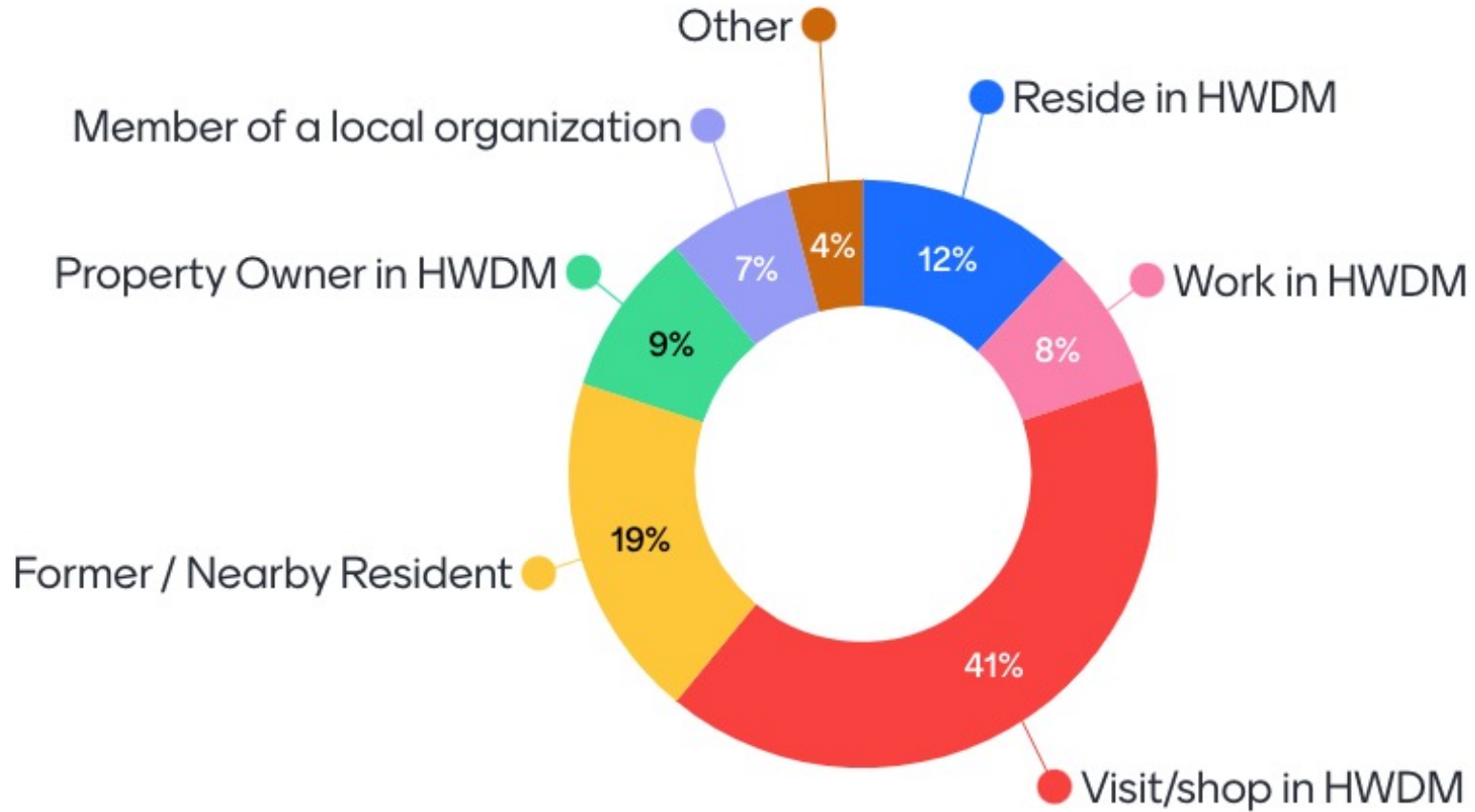
NOTE:

Built Form includes 3 sections based on geography

- *Notion: Appropriate 'built form' varies by location and use types*
 - *Specific geographies have not been defined; tomorrow's focus*
1. Mixed Use Commercial (*existing district on 5th*)
 2. Transitional (*blocks neighboring commercial district*)
 3. Railroad Ave (*certain areas west on Railroad*)



VPS Participant Profile



SELECT ALL THAT APPLY

338 Respondents

~**30%** have a direct connection of working in, living in, and/or owning property in HWDM

1 in 3 have residential ties
(current, former, or nearby resident)

"Other" covers range of connections including those who have family in the area, local stakeholders, vendors, those who live in neighboring towns, etc.

survey categories



BUILT FORM

Architecture · Materials · Façade · Roofline · Scale · Context

GROUND FLOOR

Entryways · Corner Treatments · Awnings · Accents



STREETSCAPE

Patios · Landscaping · Art · Signage · Lighting · Heritage

PARKING + SCREENING

Landscape Buffers · Sightlines · Fences

built form

ARCHITECTURE · MATERIALS · FAÇADE · ROOFLINE · SCALE · CONTEXT

BUILT FORM: Mixed Use Commercial

Please rate the following images based on their appropriateness for the Mixed Use Commercial area.

338 Respondents



LACONA'S

WINE & SPIRITS

WINES OF IOWA

WINES

DO NOT ENTER

Kavanaugh Art Gallery

Kavanaugh Art Gallery

234

Wines of Iowa





Built Form: Mixed Use Commercial



Very inappropriate

Relationship of Building Heights (step up / step-down)

3.7

Very appropriate

Height differences of 1-story between adjacent buildings generally okay; 2+ story differences appear stark / inappropriate unless context sensitive massing and design features are integrated into the building form.

Built Form: Mixed Use Commercial



Very inappropriate

Image A: Building Siting / Adjacent to Sidewalk

4.6

Image B: Building Siting / Setback from Sidewalk

2.2

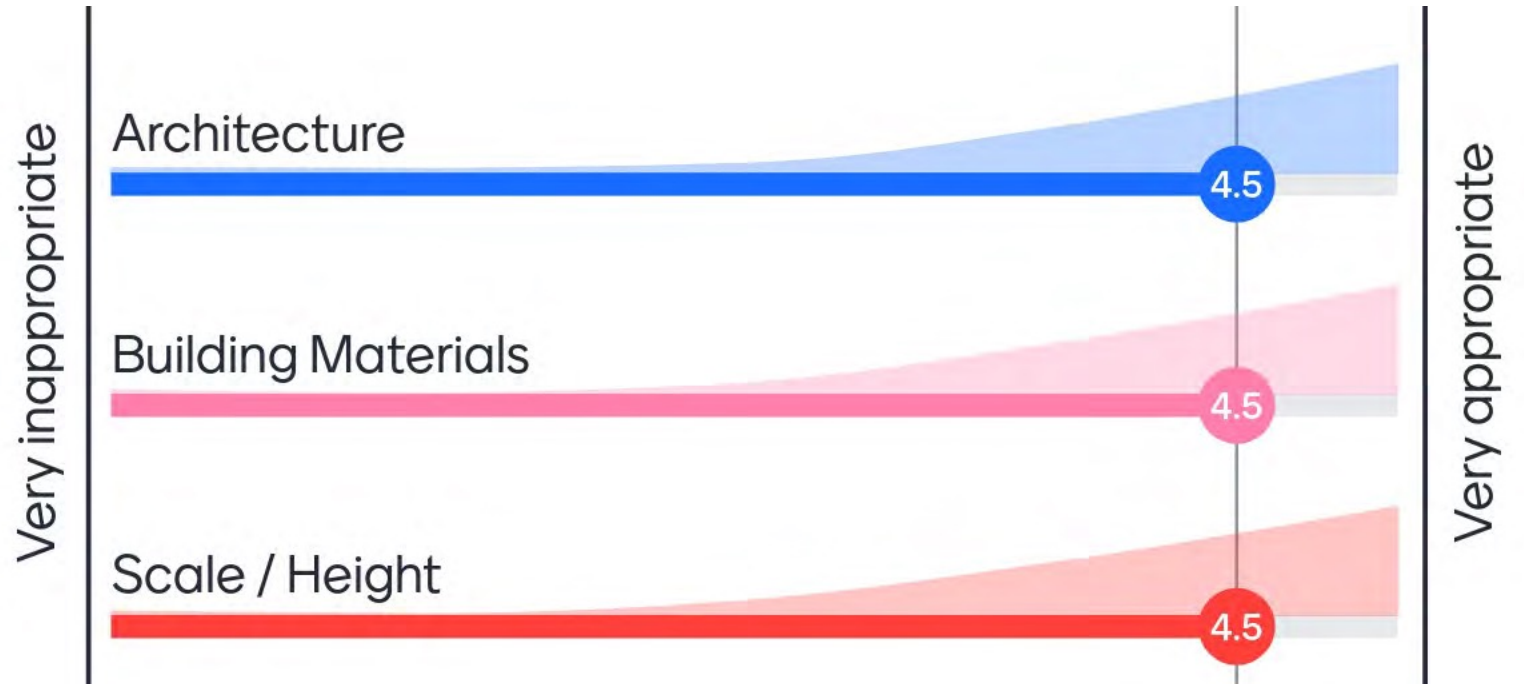
Very appropriate

Buildings should generally extend to the property lines. This provides scale and proportion that is comfortable to the pedestrian and caters to a walkable, window-shopping / ground floor retail environment.

*The following
images received the
highest ratings...*

Built Form: Mixed Use Commercial

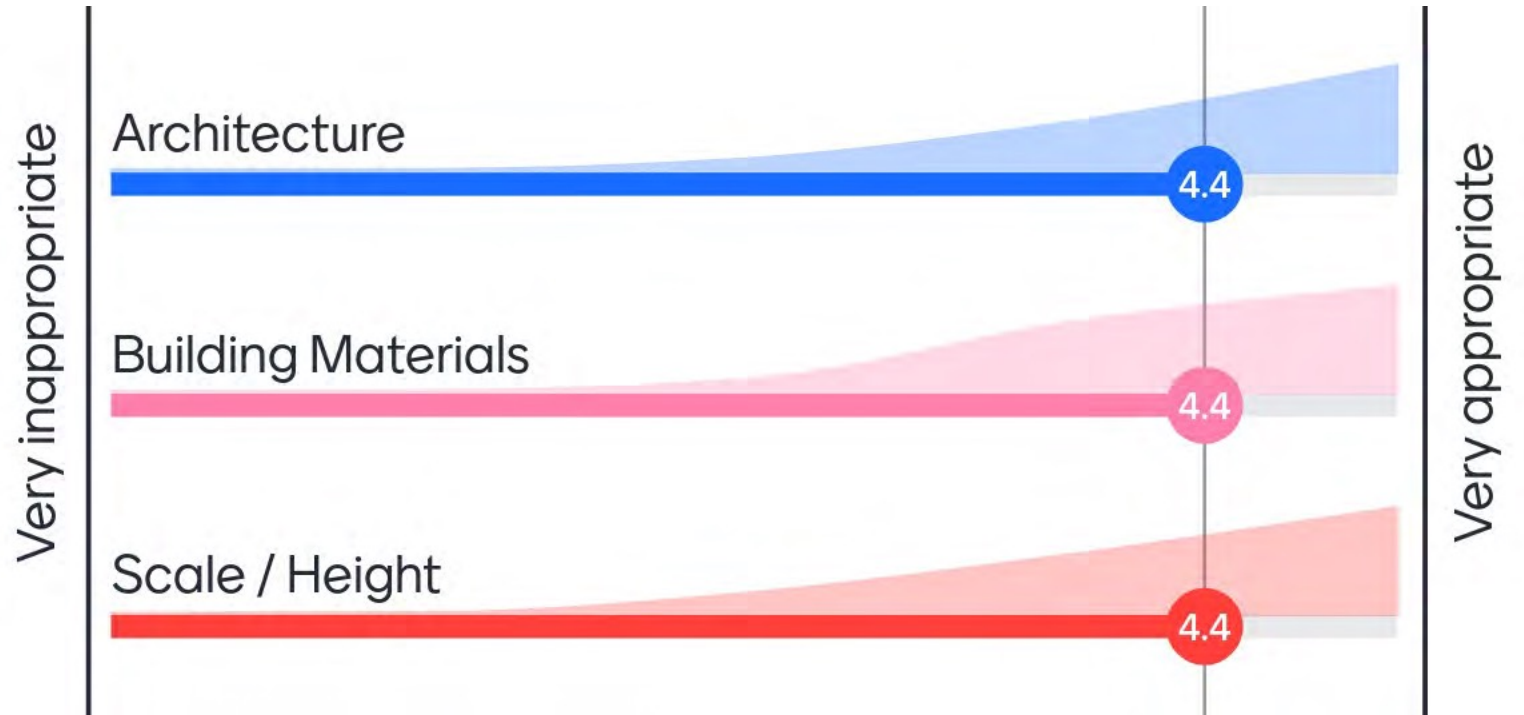
HIGHEST RATED IMAGES



Proportions, rhythms, and detailing showcase traditional architecture with corner accent turret, roofline details, and bay projections.

Built Form: Mixed Use Commercial

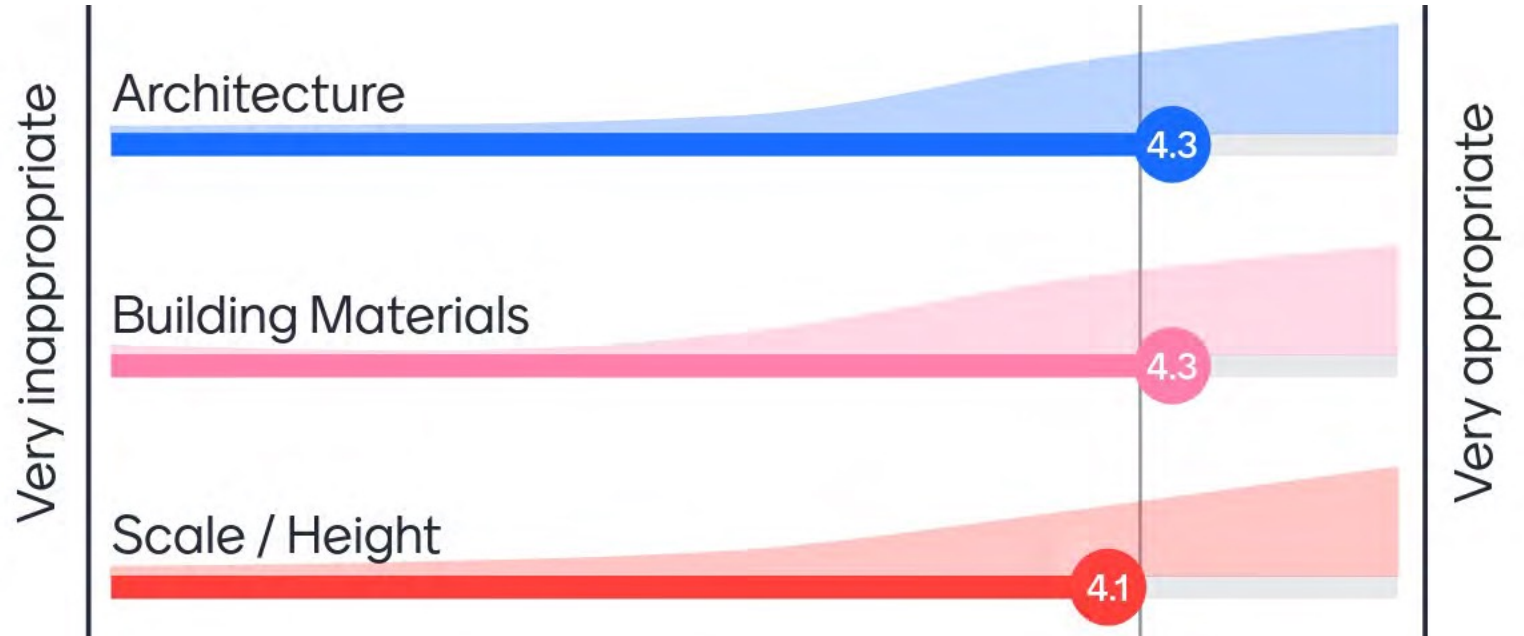
HIGHEST RATED IMAGES



2-Story buildings with neutral brick tones (red and yellow), horizontal banding elements, varied rooflines, and projections.

Built Form: Mixed Use Commercial

HIGHEST RATED IMAGES

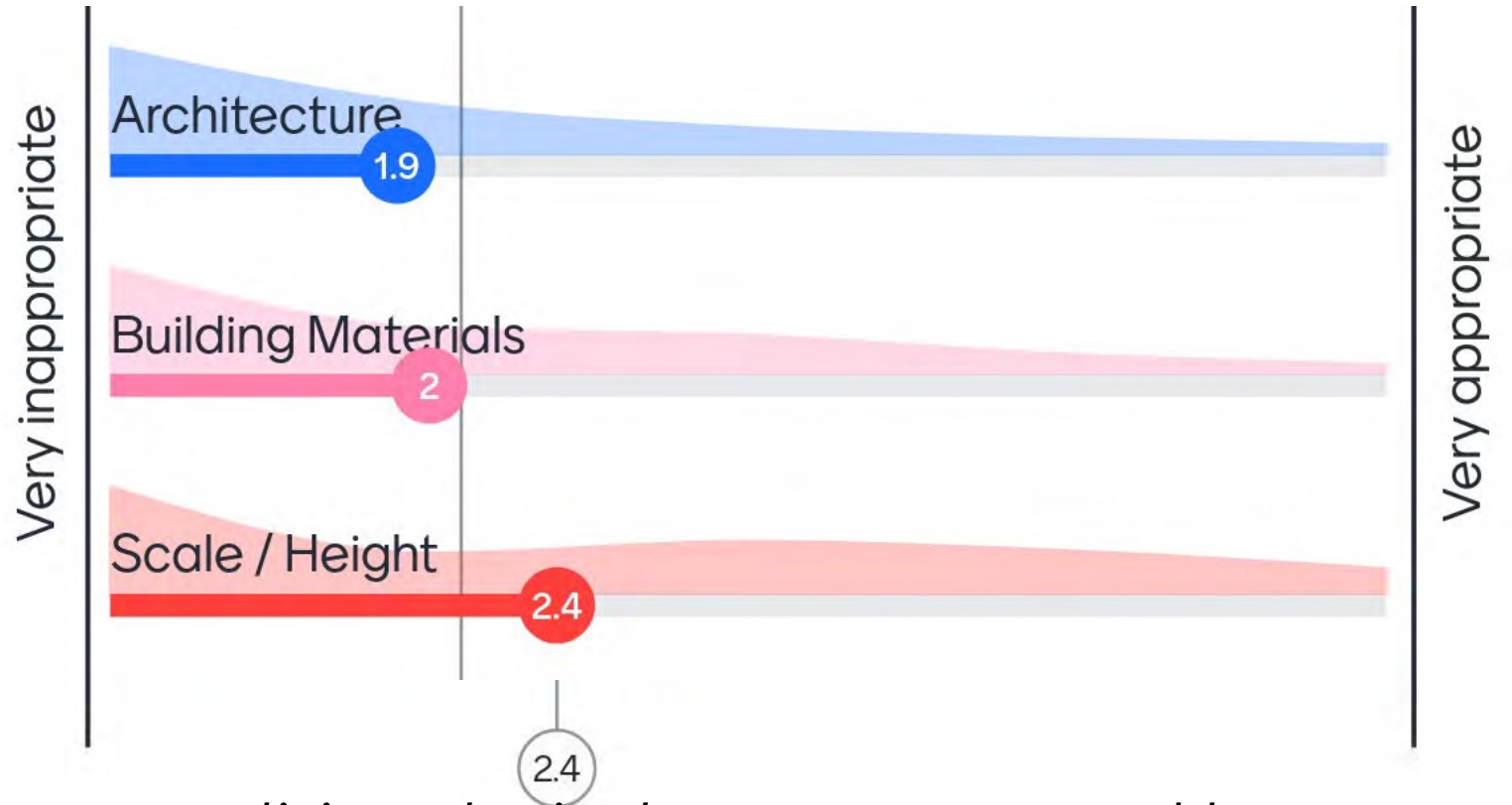


3-Story, mixed-use buildings showcase complementary masonry, stone, and earth tones paired with historic, upper story window patterns, mullions, and arches.

*The following
images received the
lowest ratings...*

Built Form: Mixed Use Commercial

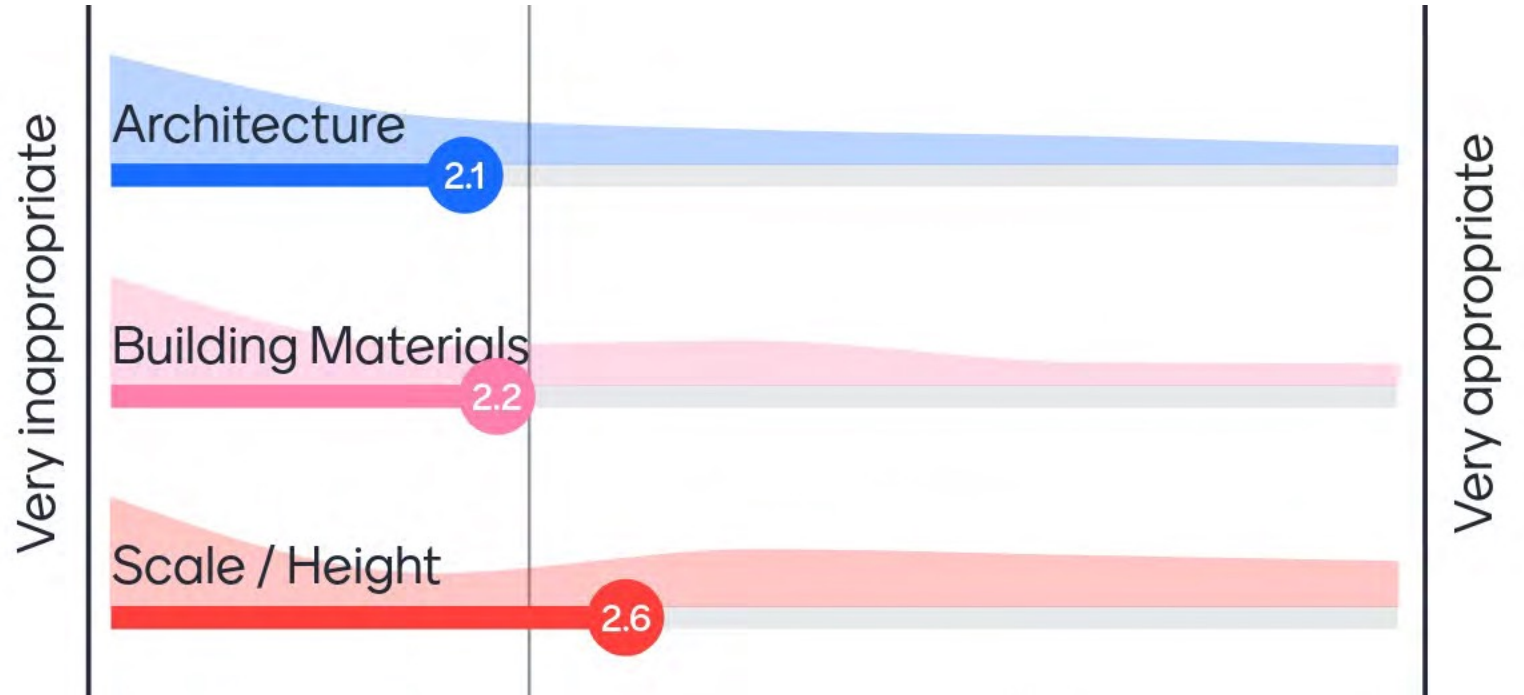
LOWEST RATED IMAGES



Flat, box architecture with non-traditional window patterns and long, continuous horizontal banding design. No windows are evident on upper story, right-face of building.

Built Form: Mixed Use Commercial

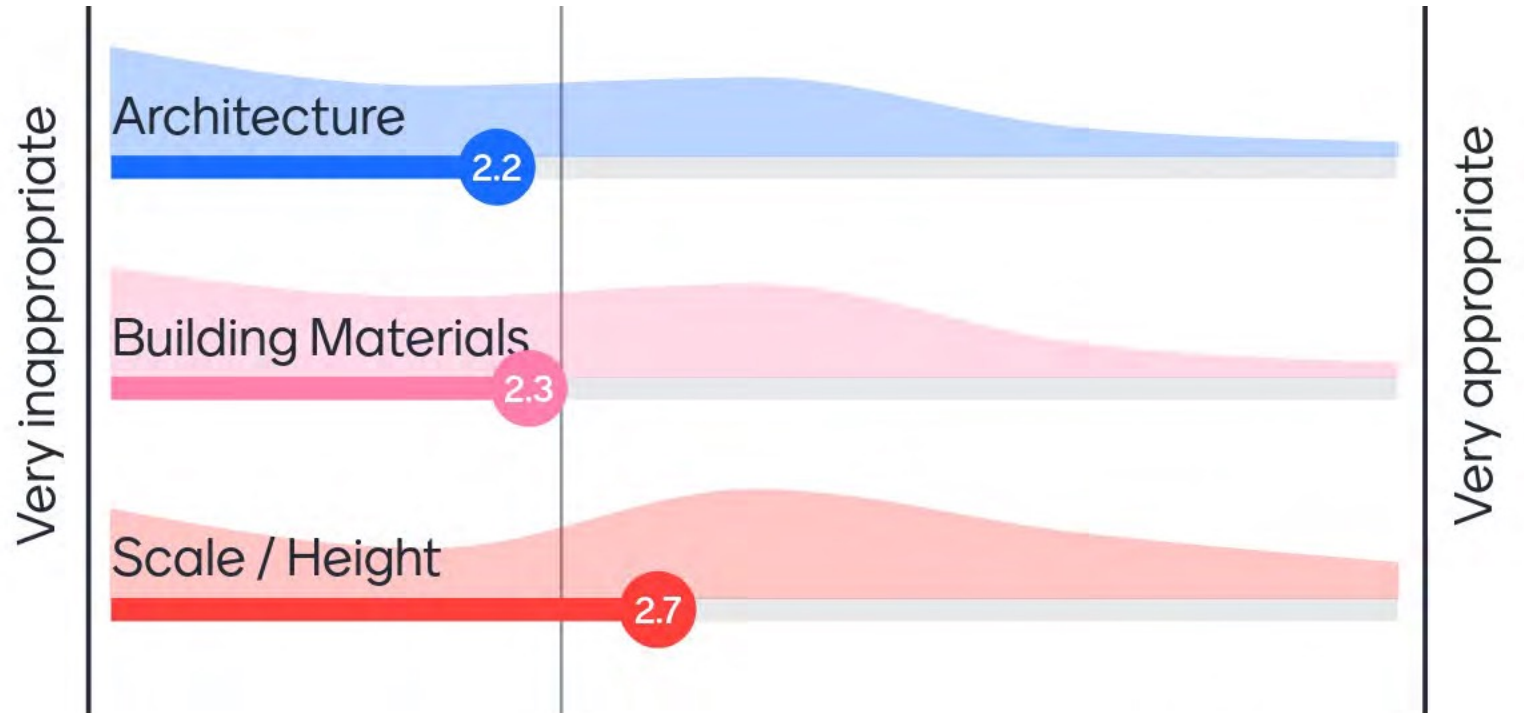
LOWEST RATED IMAGES



3-story brick and metal structure showcases flat face / façade on right side adjacent to single story structure.

Built Form: Mixed Use Commercial

LOWEST RATED IMAGES



Two single story structures sit adjacent, composed of primarily glass with a narrow brick divider; signage comprised of window decals and banner.

ARCHITECTURAL COMMENTARY

History · Harmony · Rhythm · Sight Lines · Eclectic · Brick · Styles · Colors

I'm a big fan of historic preservation and restoration, but also of modern and contemporary design. There's a place for both to live together in Valley Junction.

Keep the historic look and the differences.... Every place modernizes and makes things look the same - it is why I love coming here - it is different

This is our opportunity to own our look and brand. We don't want to become "everybody else". Staying unique and feeling more historic should be at the forefront of our approach. Quaint, easy to navigate and full of character is what Valley Junction.

Modern architecture can be appropriate and desirable to create a rich fabric for the area, however the most recent building do not recall the sight lines and rhythm of the existing buildings.

Let's keep character to the area. And bring back beautiful craftsmanship.

Excessively modern buildings do not fit "Historic" Valley Junction. Property owners need financial help to preserve/restore older buildings. Too much money given to new buildings.

I like traditional architecture with traditional elements of brick and wood.

There can be a mix of architectural styles, but avoid ultra modern angular styles and material

Brick is good! The redder, orange and yellow the better!

I think it is important to have architectural congruity without being ticky-tacky. Different colors and styles are all right as long as they flow well and bricks/woods act in harmony.

Love a mix of new styles and old school but I wouldn't want to go too modern. Some flourishes of unique architectural details are great.

HEIGHT + SCALE COMMENTARY

Retain Charm · 2-3 Stories Preferred · Residential Supports Commercial Core

One story buildings have limited options for mixed use and often less architectural character, particularly for midblock sites.

Mixed use buildings of various height/ material/ style create an interesting and diverse neighborhood.

I don't like when all of the buildings are the same height, because it is too closed in. Like you're in a tunnel with an open roof.

Valley junction district needs a population that lives in the area so any types of residential housing is appropriate

Multistory buildings make better use of the very limited space we have in the district, create residential opportunities, and give a better sense of enclosure of the public realm.

Three story mixed use would be acceptable if architecture was more in line with some of the current buildings. "Modern" architecture can have a place in HVJ, but size relationship is important as to not over power current buildings.

We need to maintain the historic feel of the district. 2 and possibly 3 story are acceptable, but need to keep in mind building materials that reflect the historic district that is what makes us special.

Happy to see 3 stories on mixed use buildings. More housing in the neighborhood is great!

Parking is a huge issue when adding multi-family housing. The district needs to be sure that developers must account for that and not take the retail street parking for residents that hurts the district.

In considering scale, I am looking not only at existing buildings, but also the need to increase residential and commercial density . Though VJ has 1 story buildings, I feel that 2 and 3 stories are more desirable in the core commercial district.

Built Form: Mixed Use Commercial

General Consensus

- ❑ **Harmony** is essential to the spirit of the district; **buildings don't stand alone**
- ❑ **Adjacent buildings** must connect, reflect, and respect each other
- ❑ **New construction must be context sensitive**, showcase appropriate massing
- ❑ **Development renderings** must show neighboring structures
- ❑ **Traditional architecture** and façade details are preferred (see next bullet)
- ❑ **Encourage** earth tone masonry, window mullions, architectural/roof delineation
- ❑ **2-3 story mixed-use** buildings are preferred, with **upper story residential**
- ❑ **Residential developments** need to address and/or include **parking**
- ❑ **Varied, eclectic materials** and architecture can add variety, create a richness but must be done right and consider neighboring structures
- ❑ **Maintenance of historic structures** (and financial support) is desired / necessary