



# THE CENTRAL AVENUE CORRIDOR STREETSCAPE MASTER PLAN



Prepared for the City of Dubuque



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# ACKNOWLEDGEMENTS

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▲ Regional view of the Washington Neighborhood and Central Avenue.

# I. Introduction

Within the city of Dubuque there are many sites full of character and potential, and the Central Avenue Corridor is a prime example. Currently, this road is a southbound, one-way thoroughfare. Once the arterial is reconstructed, Central Avenue will be an enormous opportunity for community revitalization. Particularly in the heart of Dubuque, Central Avenue has historically been the “main street” for the Washington Neighborhood, and so it became desirable to envision a new street which better serves its neighborhood.

## The Washington Neighborhood

One of Dubuque’s oldest districts, the Washington Neighborhood is filled with historic buildings. Among its first inhabitants were Irish and German immigrants, employed in the nearby industrial districts. To this day, the neighborhood maintains its connection to the industrial relics. Recent efforts by the city have been driven towards revitalizing the Washington Neighborhood, including a neighborhood master plan.

## Central Avenue

The segment of Central Avenue addressed by this plan runs between 11th and 22nd Street. Prior to 1921, Central Avenue was two separate streets, Coulter Avenue to the north of 18th and Clay to the south. The introduction of a state highway gave them reason to converge, and shifted the corridor’s focus from pedestrians to vehicles. With the removal of Highway 52 designation, there is an opportunity to rediscover pedestrian-friendly streets, architectural gems, and to restore economic vitality.

## Streetscape Master Plan

The Central Avenue Corridor from 11th Street to 22nd Street in the Washington Neighborhood connects Dubuque’s central downtown and Historic Millwork District to the city’s North End. It features a wide variety of historic buildings offering commercial and retail opportunities on the ground floor and residential spaces on upper floors.

The purpose of the Central Avenue Corridor Streetscape Master Plan is to engage stakeholders in the process to prepare for and guide this renaissance. Project objectives include:

- Be highly illustrative with conceptual renderings of streetscape improvements.
- Provide guidelines for the Corridor’s future pedestrian-friendly city street.
- Provide design guidelines for linking complimentary uses, preserving the history and identity of the neighborhood, and improving walkability.
- Recommend streetscape furnishings such as pedestrian scale lighting, way-finding systems, greenspace creation, and public art.
- Promote creative, innovative, and sustainable opportunities to beautify and bring a cohesive sense of identity and place to the corridor.
- Recommend landscaping such as street trees, decorative planters, planting beds.
- Outline simple, cost-effective strategies that can reasonably be achieved in a short period of time as well as more complex, long term strategies that will require greater coordination and expense.

## Project Timeline

The following items summarize the efforts leading up and contributing to the Central Avenue Corridor Master Plan.

## Historic Timeline

- 2009: Community Assessment and Revitalization Strategies Plan for the Washington Neighborhood
- 2013: Market Analysis update for the Washington Neighborhood
- 2015: City Managers' Design Academy Case Study: Central Avenue Corridor
- 2016: Central Avenue Corridor Building Inventory Report by Iowa State University (ISU) Extension and Outreach
- 2017: Top Priority of the City Council's 2017-2019 Policy Agenda - Central Avenue Revitalization: Streetscape and Business Development
- 2017: Seeing, Making, Doing: Art and Design of Social Capital Report by ISU College of Design students & faculty

- May 2018: Request for Proposals posted for Central Avenue Corridor Streetscape Master Plan
- July 2018: Master Plan consultant contract signed with RDG Planning & Design (subconsultant WHKS Engineers)

## Project Timeline

- August 2018:
  - Project Kick-Off to develop an overall vision and master plan for Central Avenue
  - Meeting with Steering and Technical Committees
  - Historical research and site analysis of the Corridor
  - Interviews with key stakeholders, business owners, and community
  - Begin development of base map and 3D model of the Corridor
  - Promotional Campaign Begins for Public Engagement
- September 11-14, 2018: The Central Event Design Workshop at 18th Street and Central Avenue hosted by the Washington Neighborhood and City of Dubuque
- Sept. 11: Neighborhood Visioning - Share Your Ideas & Central Avenue Celebration
- Sept. 12: Design Team Work Session & Public Collaboration: "Guide the Pencil"
- Sept. 13: Design Team Work Session & Technical Feedback
- Sept. 14: Open House on Draft Vision – public feedback on proposed enhancements and amenities
- September 16-22, 2018: Build a Better Block event hosted by Dubuque Main Street at 18th Street and Central Avenue and throughout the Corridor
- October – December 2018:
  - Recap of Design Workshop public and technical input
  - "Fine-tune" preferred vision with input from Steering and Technical Committees

Analyze impact on vehicle and truck traffic, public transit, parking, accessibility, and streetscape design of one-way to two-way conversion on Central Avenue and White Street	Interviews with key stakeholders, business owners, and community	• Spring 2020: COVID-19 Pandemic impacts timeline
Evaluate opportunities to create a more pedestrian-friendly street, improve safety, and create a future vision to serve as a creative corridor for the Washington Neighborhood and the community	• March 2019: Plan and promote public engagement for The Spring Fling on Central	
Develop a preliminary report and corridor design map	• April 2, 2019: The Spring Fling on Central	• May 2022:
Develop “planning level” cost estimates and phasing plan for short-term and long-term strategies for buildout	Business Roundtable discussion at 1732 Central Avenue from 1:00-2:30 PM	Meetings with building owners and stakeholders from the 1700 – 1900 block to address parking, lighting and corridor infrastructure
• January – February 2019:	Open House at 1101 Central Avenue (former Colts Building) from 5:00-7:00 PM	• June 2022:
Review preliminary report, corridor design map, cost estimates, and phasing plan with Steering Committee	• April – May 2019:  Prepare final report, corridor design map, cost estimates and phasing plan, and review with Steering and Technical Committees	Design Workshop, including meetings with building owners and a presentation on two design concepts for the “Curve”
	Draft Plan Presentation to City Council	



▲ The Central Event, hosted to celebrate the community and encourage locals to express their opinions and enjoy complimentary food.

## II. Public Input

From the outset, this plan sought to consider the perspectives of locals from the Washington Neighborhood and Central Avenue Corridor. The values of people who use the area regularly should be instrumental in guiding design decisions. With this in mind, various activities were planned to engage with the public, and encourage them to contribute their personal feedback.

### Initial Engagement

In preparation for The Central Event and Workshop, the need for public input was advertised, and a first effort at collecting feedback was initiated. Meetings were held with groups, such as the Fountain of Youth, to gain specific perspective feedback, and members of the steering committee canvased the Washington Neighborhood. A-frames were placed around the community with prompts to encourage the public to think about future developments. "Tweet Boxes" attached to the frames gave people the opportunity to write down their suggestions and submit them for review. In general, a tremendous effort was made to advertise the public input sessions with banners, a press release, a front page article in the daily herald, and more.

### The Central Event

On the evening of Tuesday, September 11th, the section of 18th Street between Central Avenue and White Street was closed. Local food vendors and musicians set up in the street and informational signage, feedback boards, and furnishing demonstrations were displayed. The event was heavily advertised and well attended by workers and residents of the neighborhood. Over the course of the evening, hundreds of people expressed their opinions, brainstormed new opportunities, and had fun. Feedback was collected through various activities including the tweet boxes, surveys, visual prompts, interactive maps, and conversation.

### Workshop and Drop-in Hours

The rest of the week was committed to interpreting the feedback, meeting with key stakeholders, and developing a draft vision for the Central Avenue Corridor. Organized within this workshop were more drop-in hours to meet with the design team privately. This opportunity gave a voice to those who were less comfortable expressing themselves publicly.

**We made sure people knew.**



600 fliers distributed throughout the Washington Neighborhood.

**Front page**

**3,495** people reached on Facebook.



article in the telegraph herald with

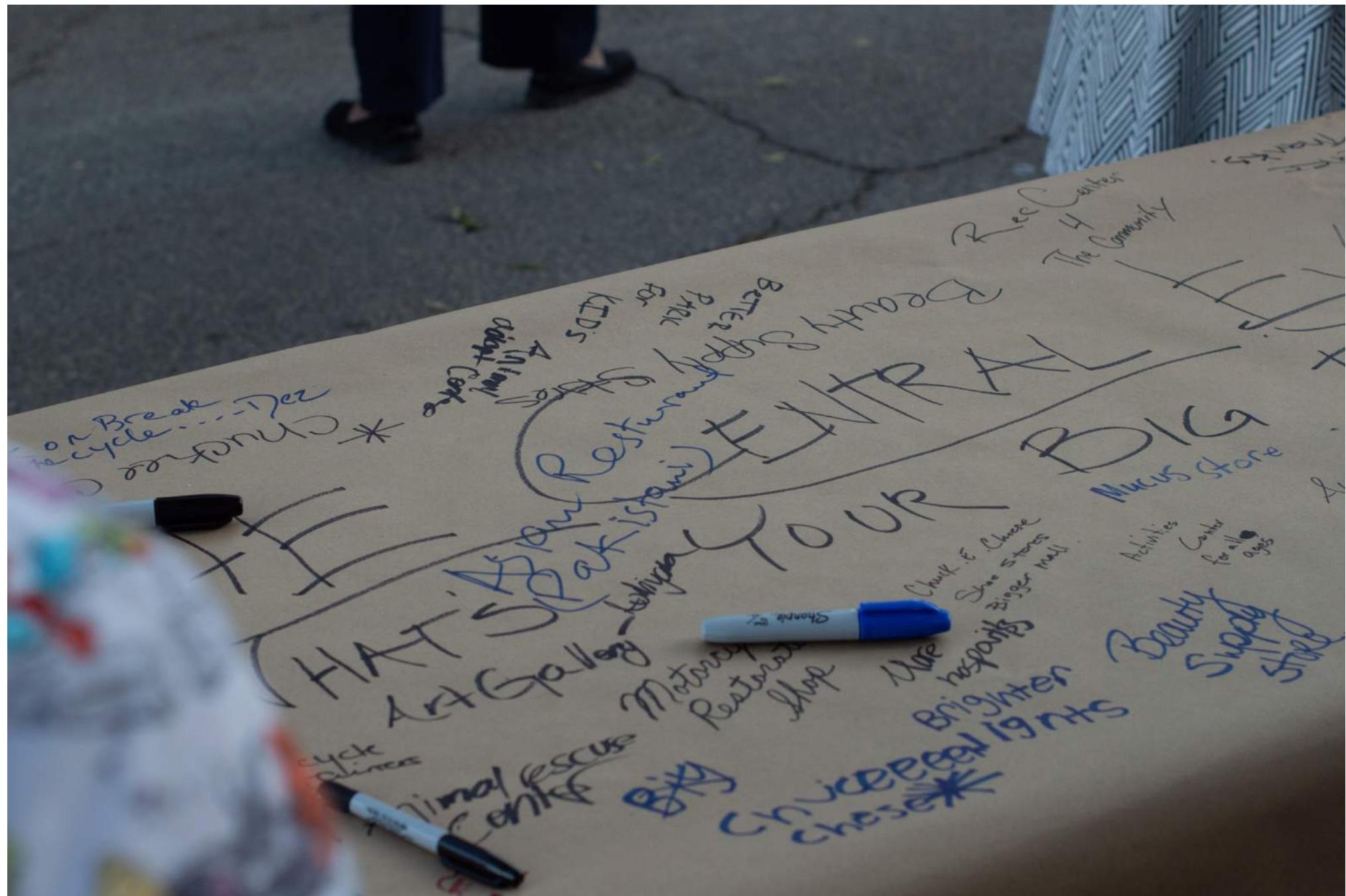
**59,741** daily subscribers.

Roadside advertisements for

**3 weeks.**



▲ The suggestion maps put everybody's thoughts on display.



▲ A table dressed in paper asked people what their big idea for the Central Avenue Corridor would be.

## Open House

Finally, on Friday, September 14th, an open house was held where the public was again invited to come view the workshop product and share their perspective. The draft vision was put on display and presented.

## Continued Feedback

Beyond the week of the workshop, the team continued to encourage feedback. Boards were displayed at the City Expo on September 18th at the economic development stand.

## Preferences

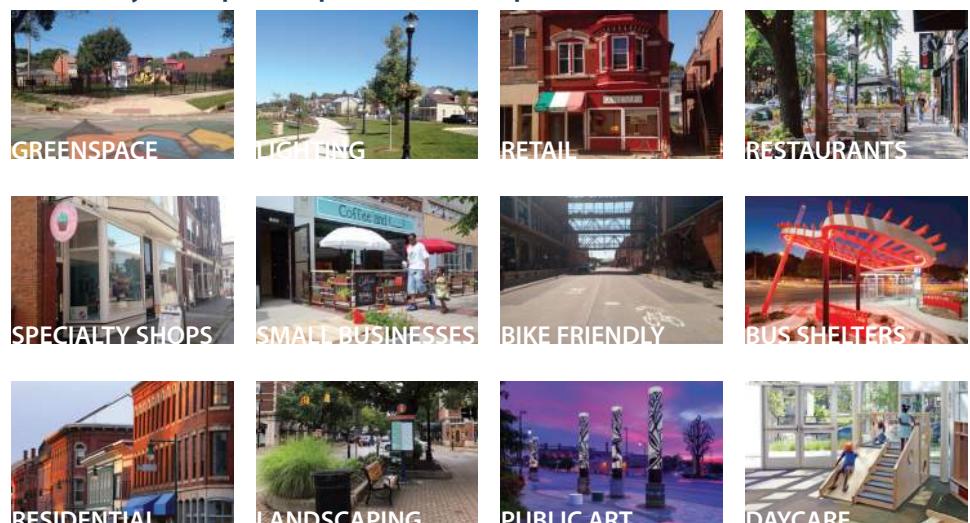
Which two pictures are your favorites?  
Which theme do you prefer:  
Blue, Red, or Green?



▲ Survey respondents preferred the look of traditional infrastructure with artistic flare.

What are your top three priorities for implementation?

## Priorities



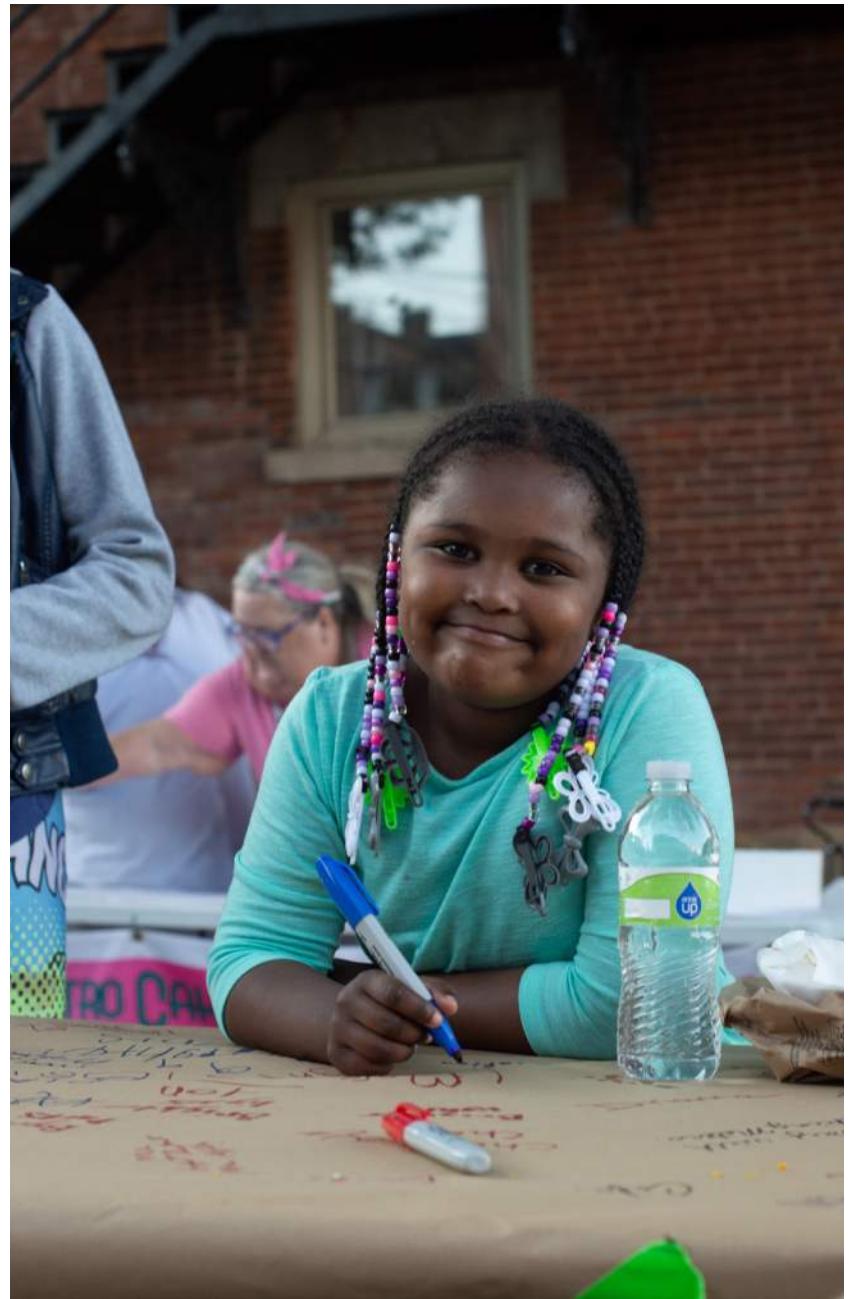
▲ Visual survey boards prompted the community to rank their desired amenities.



▲ Visual prompts got people talking about what they would like to see happen.



▲ Survey takers contributed their thoughts.



▲ People of all ages offered up their perspectives.

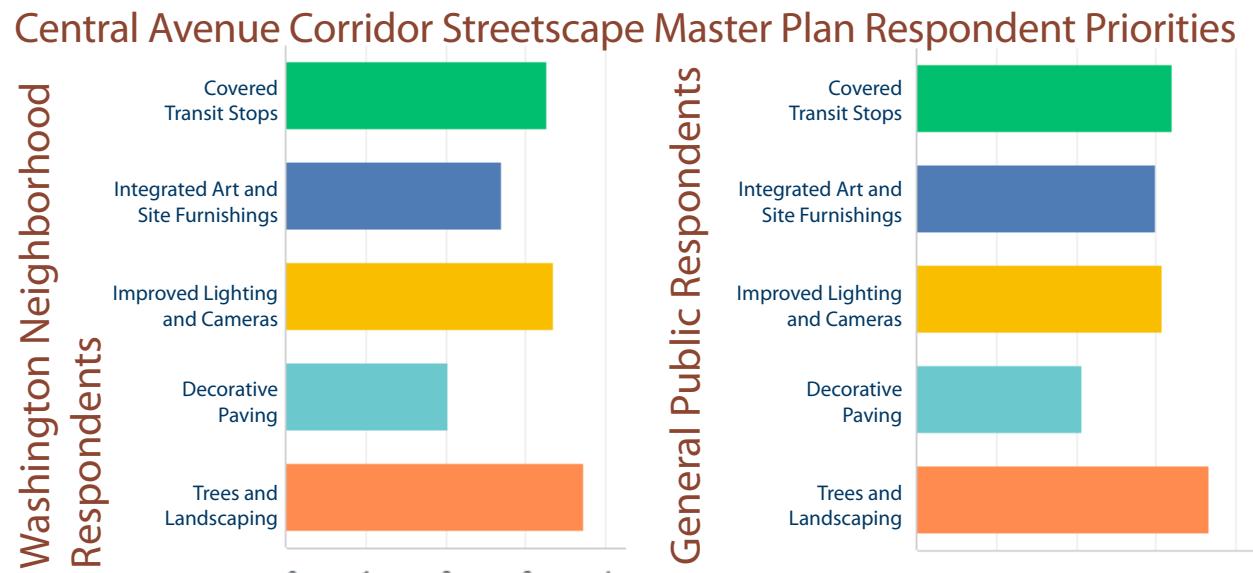
## The Spring Fling on Central

After a number of months spent interpreting community input and developing the plan for Central Avenue, the project team put together another public input session. On April 2, 2019, the public was invited to the Spring Fling on Central. Similar efforts were made to advertise the event, and community members came back to offer their feedback on the proposed master plan exhibit. Food was again provided to participants, and the result was a friendly environment promoting discussion about Central Avenue's future. The event made front page news and generated many helpful responses.

Specifically, participants were asked to review an exhibit of the master plan and fill out a survey. While everybody shared excitement for the proposed improvements, certain elements were prioritized over others. The survey results provided almost unanimous approval for the plan, and a more thorough understanding of the community's priorities.



▲ Visitors at the Spring Fling walked through the exhibit, enjoying the complimentary food.



▲ Survey results from Washington Neighborhood respondents (left) compared with all respondents (right). Both groups prioritize trees and landscaping and do not prioritize decorative paving.

## The Business Roundtable Discussion

As a part of The Spring Fling on Central, local business owners who would be affected by the corridor's development were notified and encouraged to attend the business roundtable discussion. The purpose of this gathering was to present the Central Avenue Corridor Master Plan, receive feedback, and address the concerns of local businesses. Discussion points included:

- Two-way traffic conversion: Participants expressed interest in understanding the timeline for the one way to two way conversion. Attendees were informed that the City of Dubuque is planning to complete an in-depth transportation study to determine if one-way or two-way traffic patterns are best for the City. This project is anticipated to include additional public input opportunities, careful review of ingress and egress from existing properties and an assessment of traffic signals.

- Parking: attendees expressed concern over the removal of on street parking.

- Semi-truck traffic and business deliveries: attendees noted that several business will continue to rely on truck traffic for deliveries. The group discussed including provisions within the preliminary and final design to accommodate deliveries.

- Project costs: participants asked about the funding for the project. As of this writing, the total projects costs have not been finalized. The City will seek outside funding through grants to help pay for the project.

## 2022 Public Input Summary

During the spring of 2022, multiple design input meetings were held with the property owner's in the immediate vicinity of the area known as "The Curve" which is the lateral shift in Central Avenue at 18th Street. The following themes are direct quotes from the stakeholders, which effectively reinforced the feedback received in 2019.

"I'd like to not see so many vacant buildings"

"We need to add more parking"

"Keep it flexible"

"green it up....sidewalks – proper lighting...like Grandview – nice lighting...benches...plantings....narrow the street"

"Make it accessible, ADA compliance – accessibility is a big thing for us"

"I'm concerned about what happens during construction – I've spent a lot of money and would like to be here long term"

"New street lights – sidewalks, cleaning it up – some more of a flexible area vs a stage"

"The plaza you had love it – hope that's still in the cards. ADA access into the buildings – I would like to avoid ramps – I like the original plan"



▲ Participants provided their feedback and reviewed early design options in virtual reality during the June 28, 2022 community input meeting



▲ The intersection at 18th Street and Central Avenue is an important node along the corridor.

## III. Strategic Direction

The result of the public engagement, committee meetings, and other learning opportunities was a set of guiding principles for the development of the project area. The following themes represent the community's desires and City's objectives in no particular order.

### Embrace the Washington Neighborhood

Committee members and the public agree that the citizens and businesses currently residing in the neighborhood are the target audience for the project's proposed improvements. When speaking to "where the project could go wrong," several members identified gentrification of the neighborhood as a concern.

### Design Streets for Both One-Way and Two-Way Traffic

When discussing vehicular circulation and the street's future traffic patterns, the City anticipates exploring street alternatives after completion of the Northwest Arterial project.

### Pedestrians are Number One

When speaking to the objectives of the master plan, most respondents agreed that pedestrian-friendly streets and safety are a primary project element. Respondents also spoke to creating streets that welcomed bus, bike, and car traffic in a safe and friendly manner.

### Integrate Arts and Culture

The planned improvements should embrace multiple cultures, families, and individuals who live, work, and play within the corridor and adjacent neighborhoods. When discussing the physical extent of the project, respondents confirmed that the corridor should be its own district. The benches, trash cans, signs, landscaping, artwork, and other enhancements will be specific to this area (exclusive of typical street lights, drinking fountains, etc. that are "City standards").

### Reduce Maintenance

The design should take into consideration opportunities to reduce long-term maintenance. The design team worked with multiple City departments (leisure services, public works, etc.) that will regularly have to maintain the corridor.

## Preserve the Corridor's Architecture

Historically speaking, the Central Avenue Corridor is rich. Several properties are listed on the National Register. The plan must be sensitive to this and embrace the past.

These themes helped to organize community values and gave us a framework for the coming designs.

## Create a "Greener" Experience

Currently, there is a limited amount of green / open space within the corridor. Respondents identified several areas where landscaping, trees, and plantings could be integrated.

## Encourage Economic Vitality

The development along the corridor should invite economic opportunity to the neighborhood. Committee members were careful to state that development should not gentrify the neighborhood, but rather support their needs.

## Prioritize Safety

There is a perception in the community that this area is unsafe, yet those people who live here do not believe it to be a problem. The plan must consider provisions for improving general safety, whether perceived or real.



▲ Public input was the base to establishing our strategic direction.



▲ A turret punctuates a strip of row houses.

## IV. Neighborhood Fabric

The stretch of Central Avenue adjacent to the Washington Neighborhood has a unique character. As part of the inventory process, the design team was led on an architectural tour of the Central Avenue Corridor by local expert Jason Neises. An abundance of detail was discovered beneath the face of the street. These details are easy to miss if you aren't paying attention, and are often overlooked by the vehicles which currently dominate the street. A transition to a pedestrian-friendly environment will encourage people to slow down and pay more attention to the collection of cultural relics, thus making the character of the corridor more obvious.

Additionally, the architectural character of the area can be expressed through design. Infrastructure introduced in future developments should contain the same elements, or abstractions of them, in a way that calls attention to the history of the Central Avenue Corridor. These details will blend together with modern elements to tell the site's story and increase the cultural capital of the neighborhood.

With these concepts in mind, a library of details, textures, and architectural elements was assembled to inform design decisions throughout the workshop.



▲ Steeples are a common site from the corridor.



▲ Decorative turrets are commonly seen projected from the face of buildings.



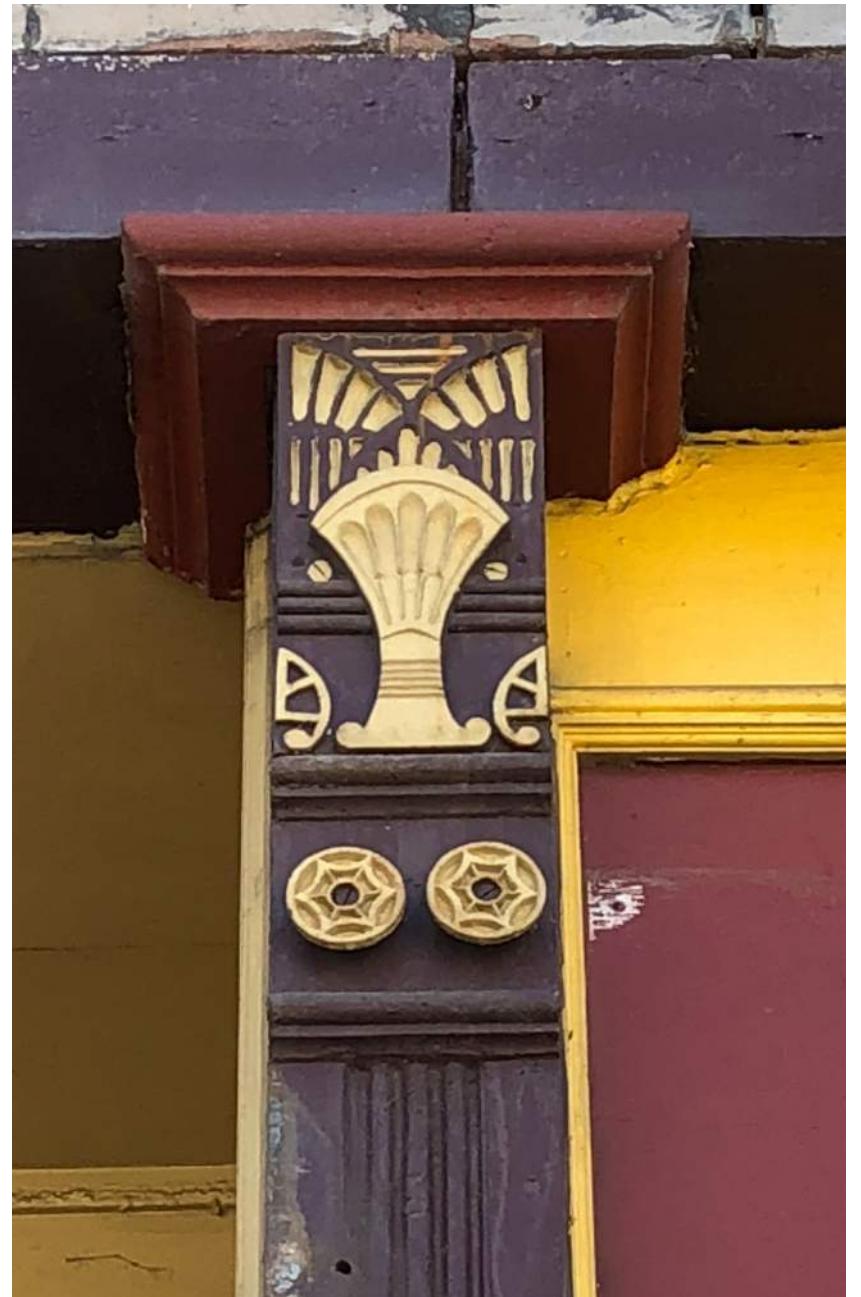
▲ Decorative molding wraps around a local building facade.



▲ Cast iron details reference natural forms.



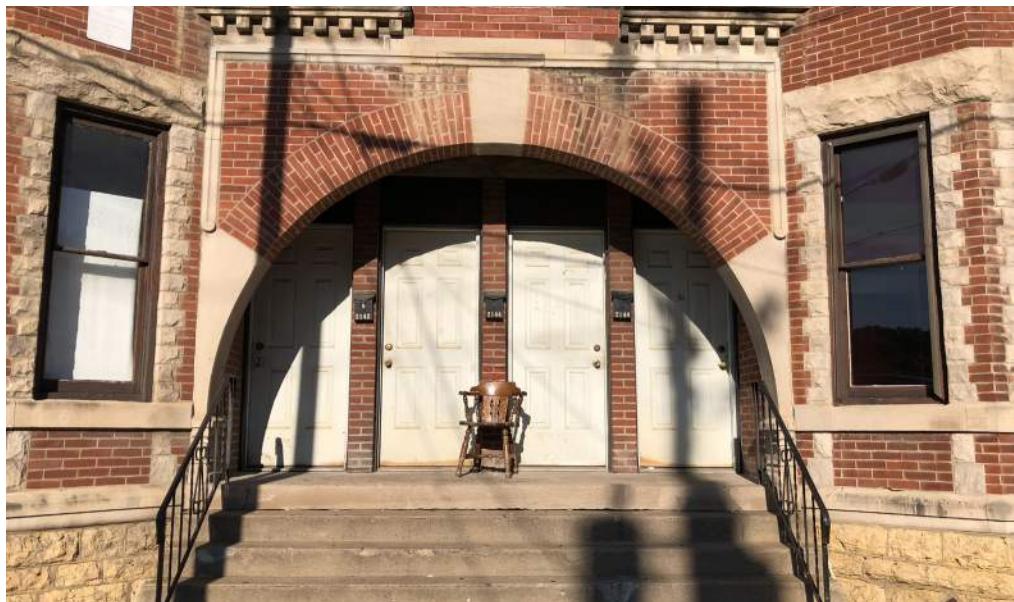
▲ Intricate brick work decorates the tops of buildings.



▲ Decorative cast iron moldings decorate the facades of buildings.



▲ The landmark Rafoth sign adorns the corner of 18th and Central.



▲ An impressive archway into a residential building.



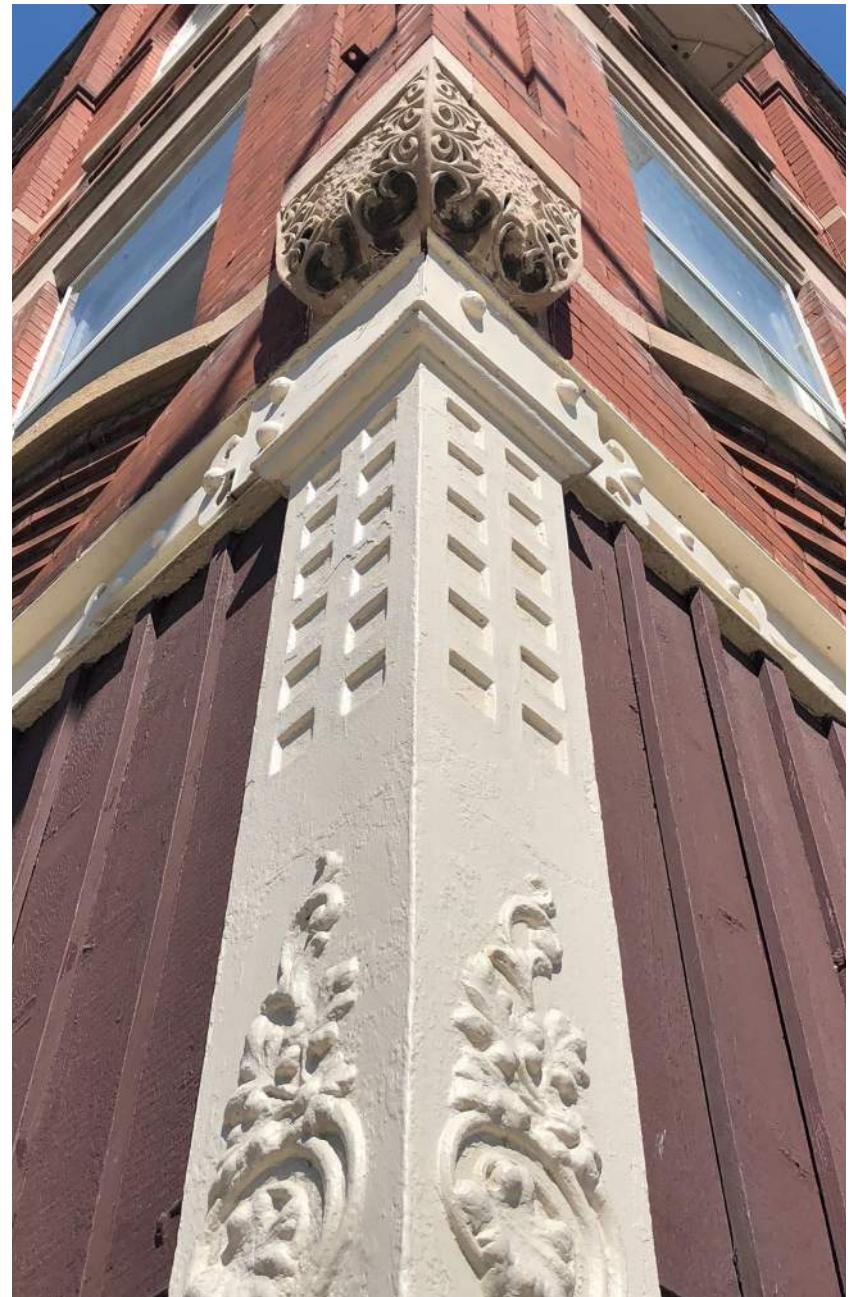
▲ Cast iron columns and prism glass windows decorate this building.



▲ These brands on cast iron details can be found across the district.



▲ More recently, murals have been a popular way of beautifying the neighborhood.

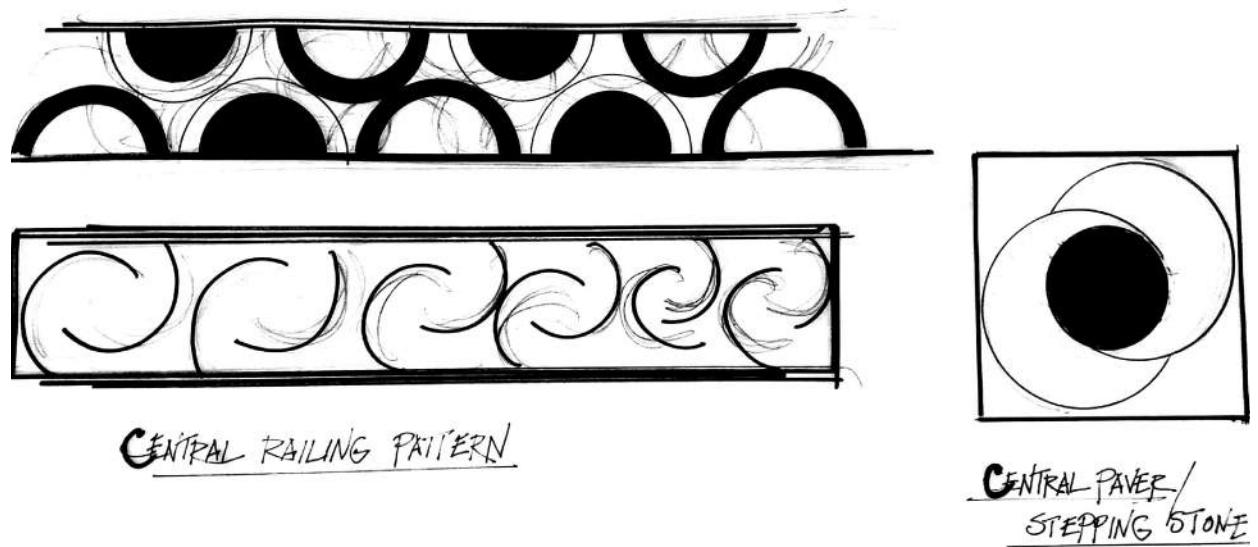


▲ Cast Iron details and intricately carved terracotta capstone flourish here.

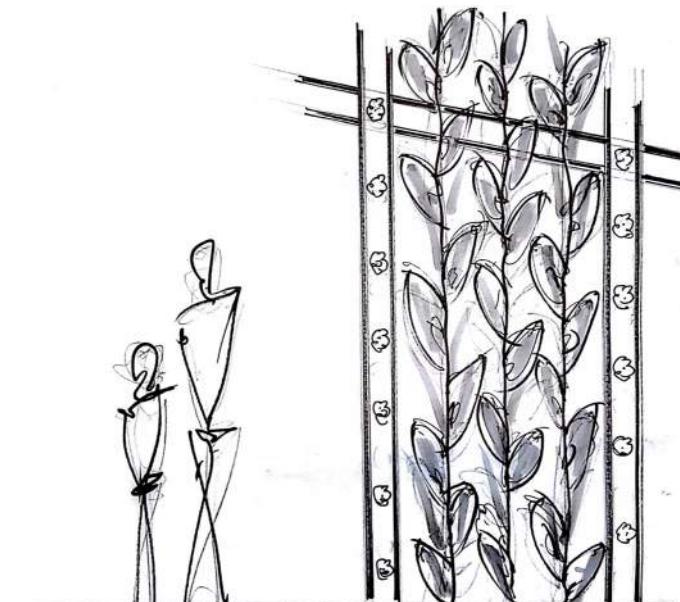
## Integrated Art

After a cache of architectural and historical knowledge had been accumulated, the design team's understanding of the corridor could be integrated within the physical details of the vision. Several concepts were developed through this method.

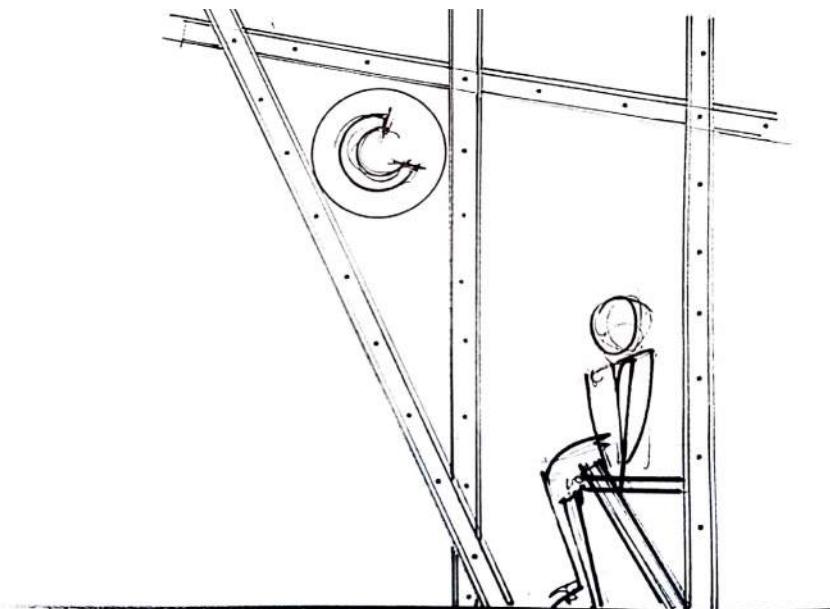
The letter "C" made itself apparent through alliteration (Central Avenue Corridor, Couler, Clay), and was used as a branding symbol across concepts. The redundancy of significant architectural features was another element to include within the corridor's details. Arches, steel girders, and prism glass tiles were a few of these elements. Small organic decorations are found all over local buildings, and so nature-inspired detailing became a theme as well.



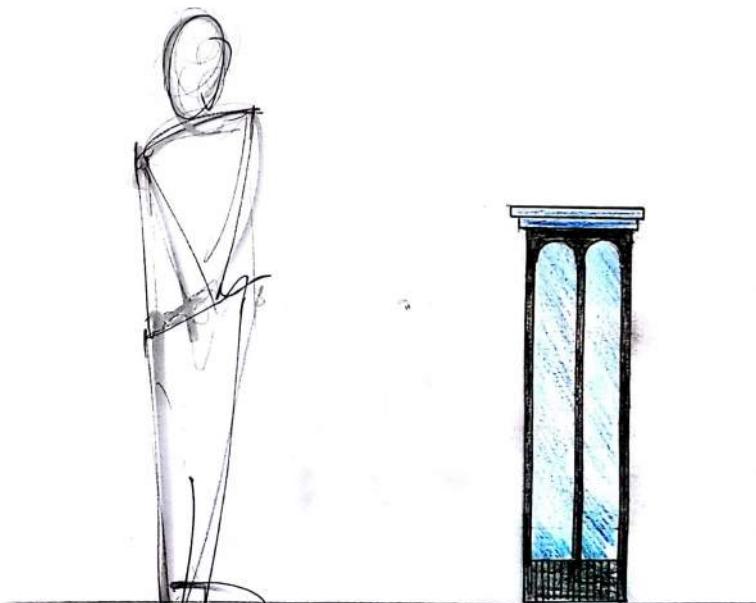
▲ Interlocking "C's" inspire a railing pattern and a unique paver.



Leaves and flowers climb up the side of a bus shelter concept.



▲ The "C" amongst steel beams, in another bus shelter concept.



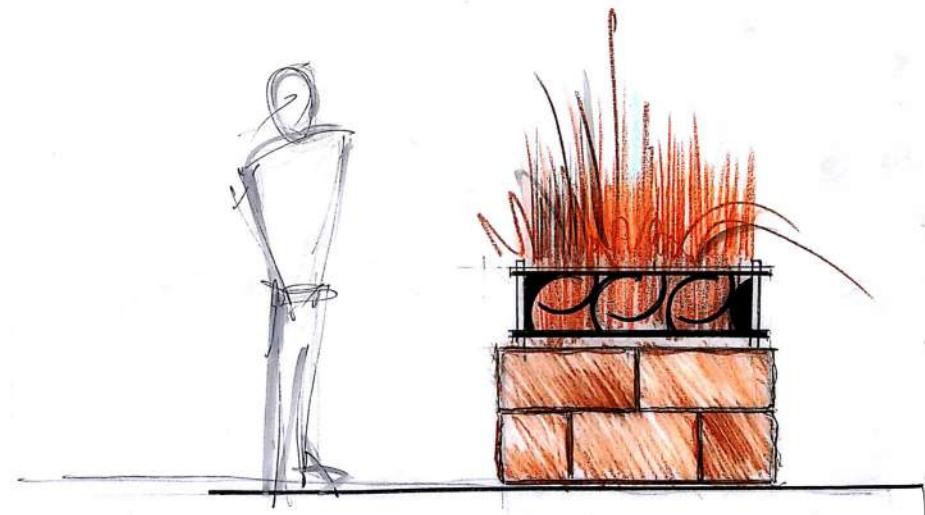
▲ A luminescent bollard faceted with skinny arches.



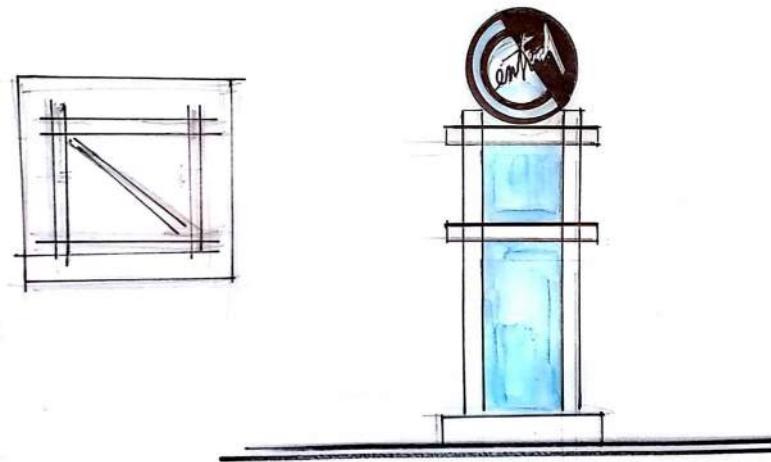
▲ Cut-out ladders and red lighting pay homage to the Engine House.



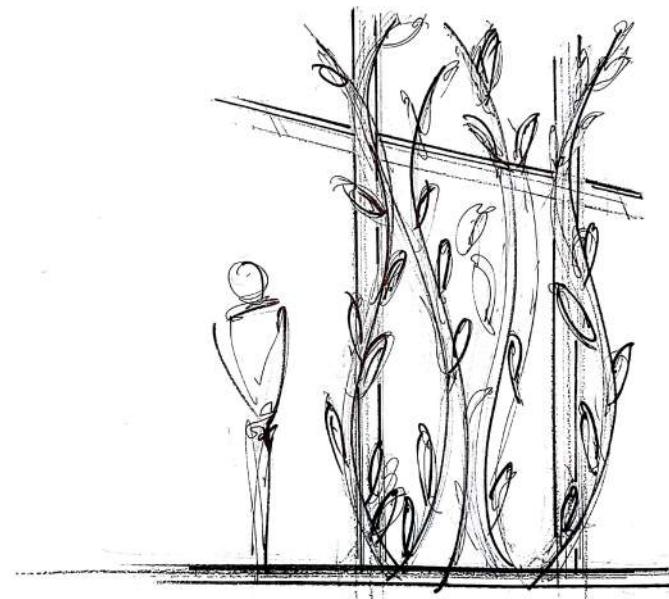
▲ This place-making marker includes details from local architecture.



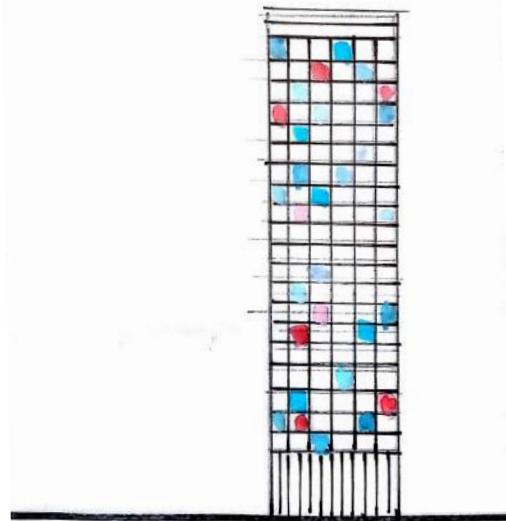
▲ The interlocking "C" motif used as a railing for a planter.



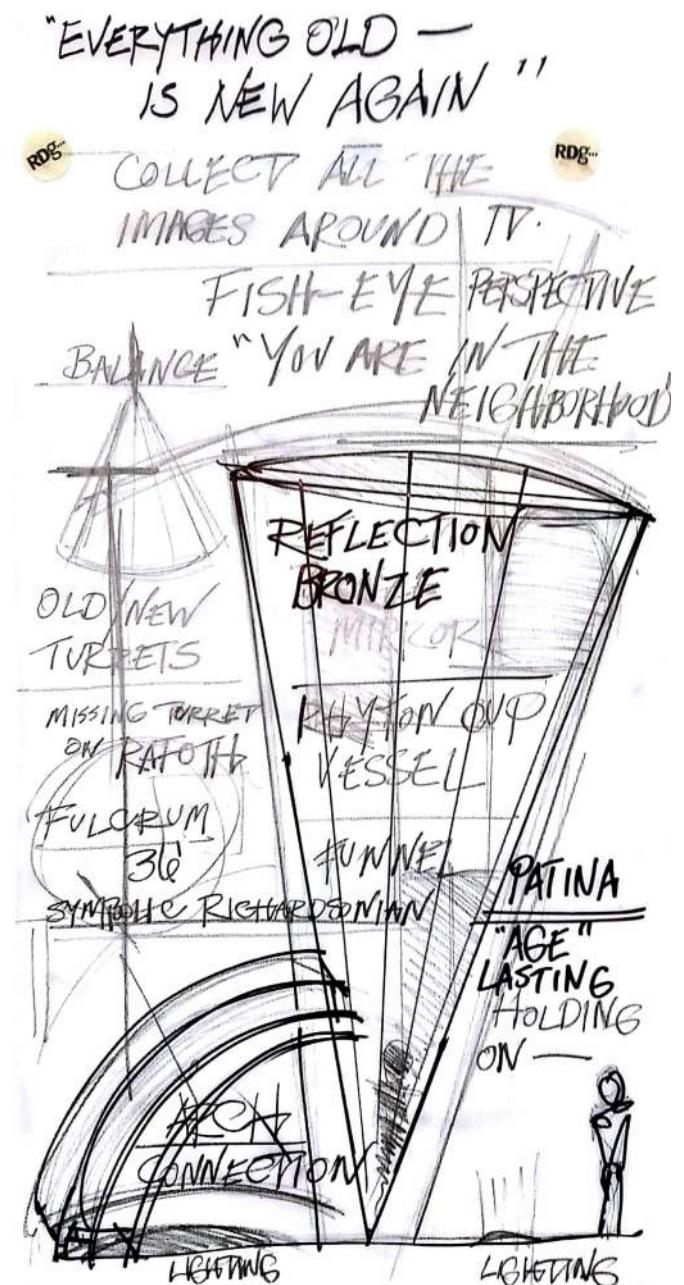
▲ A stronger branding element on another illuminated bollard.



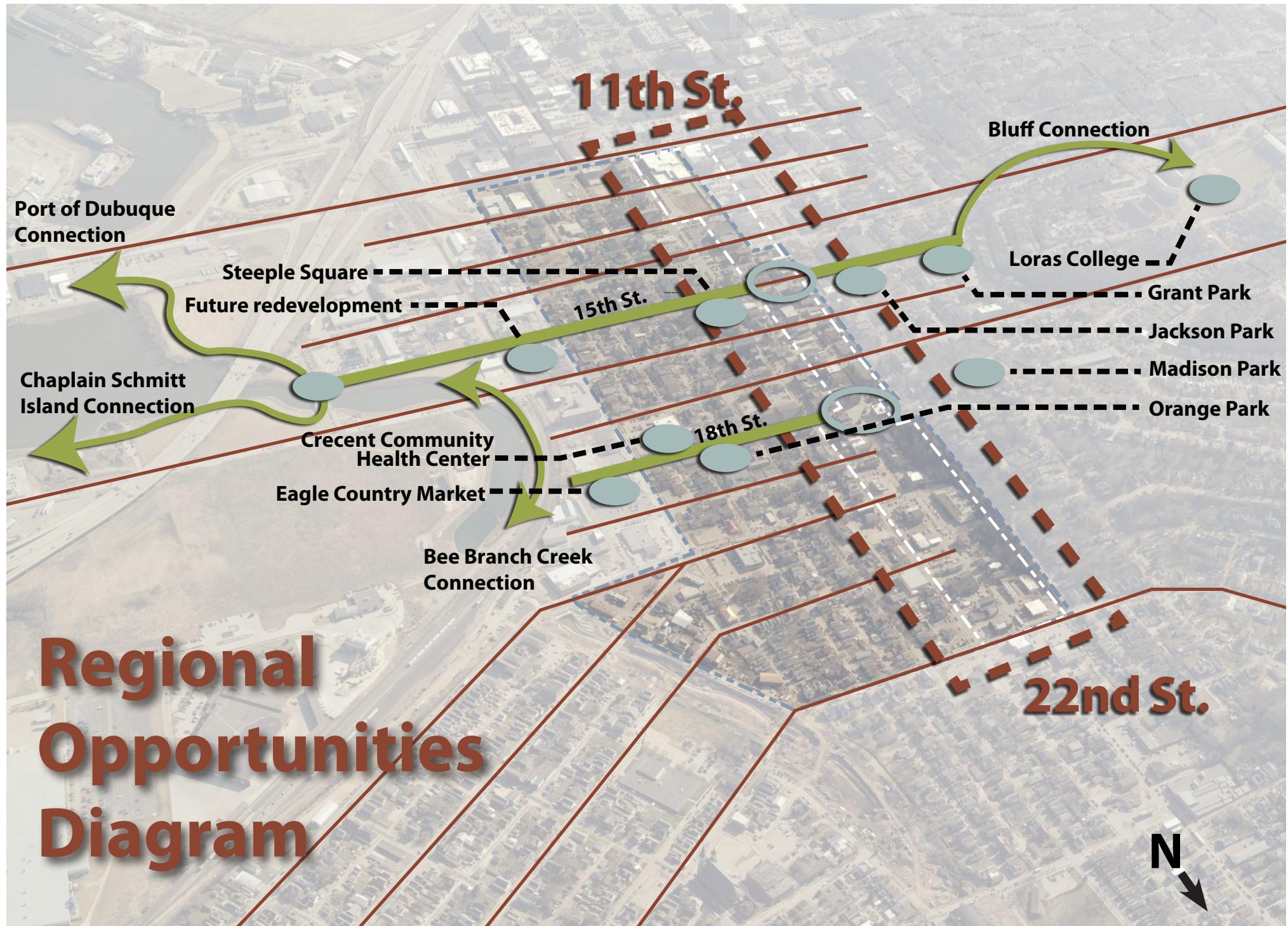
▲ Sculptural greenery details climb up a bus shelter concept.



▲ An illuminated bollard is an homage to prism glass.



▲ An upside-down turret as a landmark place-making sculpture.



## V. Opportunities

In applying key values and themes to the design strategy, a series of opportunities was revealed. The regional context of adjacent corridors was observed to determine each street's role in pedestrian and vehicular transportation. Corridors and crossroads could then be optimized for their respective audiences.

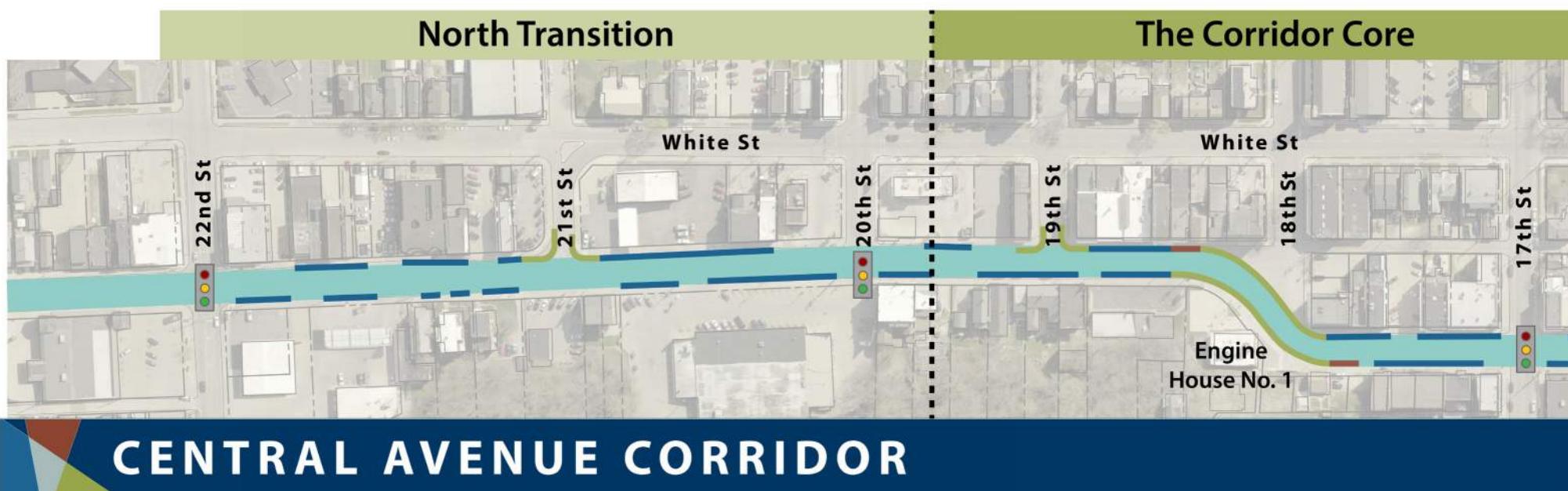
For example, 15th Street was admired for its connection to several community parks, stretching from Grant Park down to the Bee Branch Creek Greenway. Being a less desirable path for cars as well, 15th street proved to be an ideal pedestrian corridor. Likewise, 18th Street proved to be important as a pedestrian route, and showed potential for the introduction of a common space at its Central Avenue terminus.

Beyond its regional context, the Central Avenue Corridor was carefully considered to reveal distinct zones around which designs could be determined.

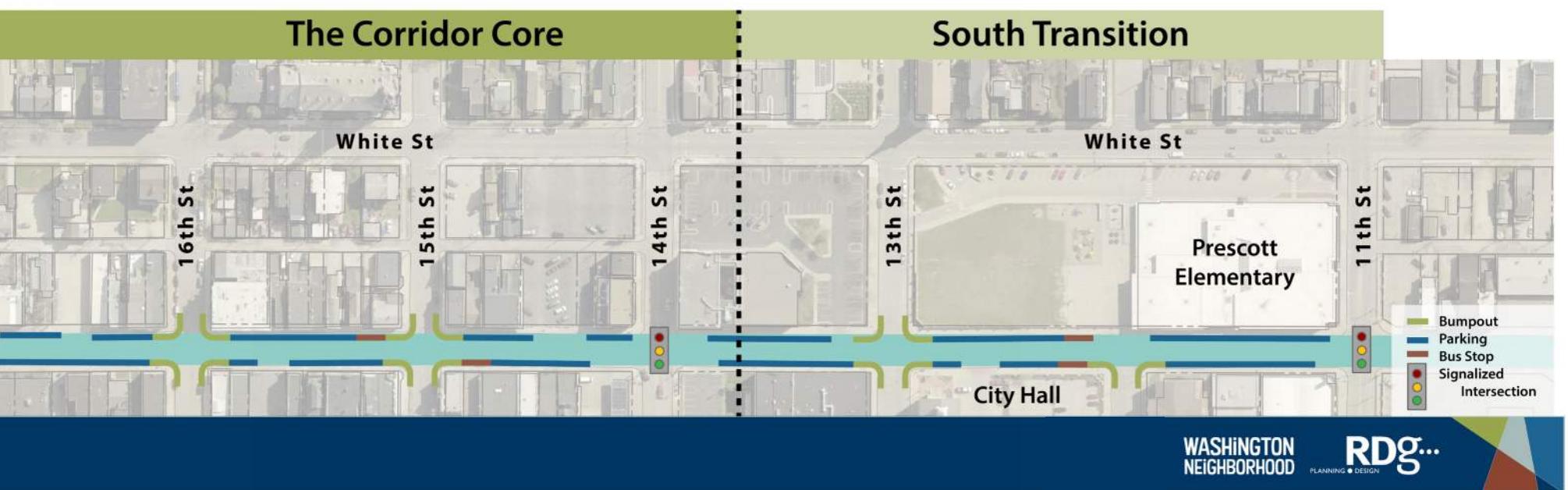
## The Corridor

Shown below is the overall, proposed framework diagram for the Central Avenue Corridor between 11th and 22nd Streets. Key to this diagram is prioritizing the intensity of improvements between 14th and 19th Streets, identified as the “Corridor Core.” Transitional areas north and south of this core continue strategic improvements with slightly less quantity and intensity.

Pedestrian-focused areas, on-street parking, bus stops, and signalized intersections are also conceptually shown and will guide future efforts to advance more detailed roadway geometrics and streetscape design.



▲ The site-scale opportunity diagram of the Central Avenue Corridor.

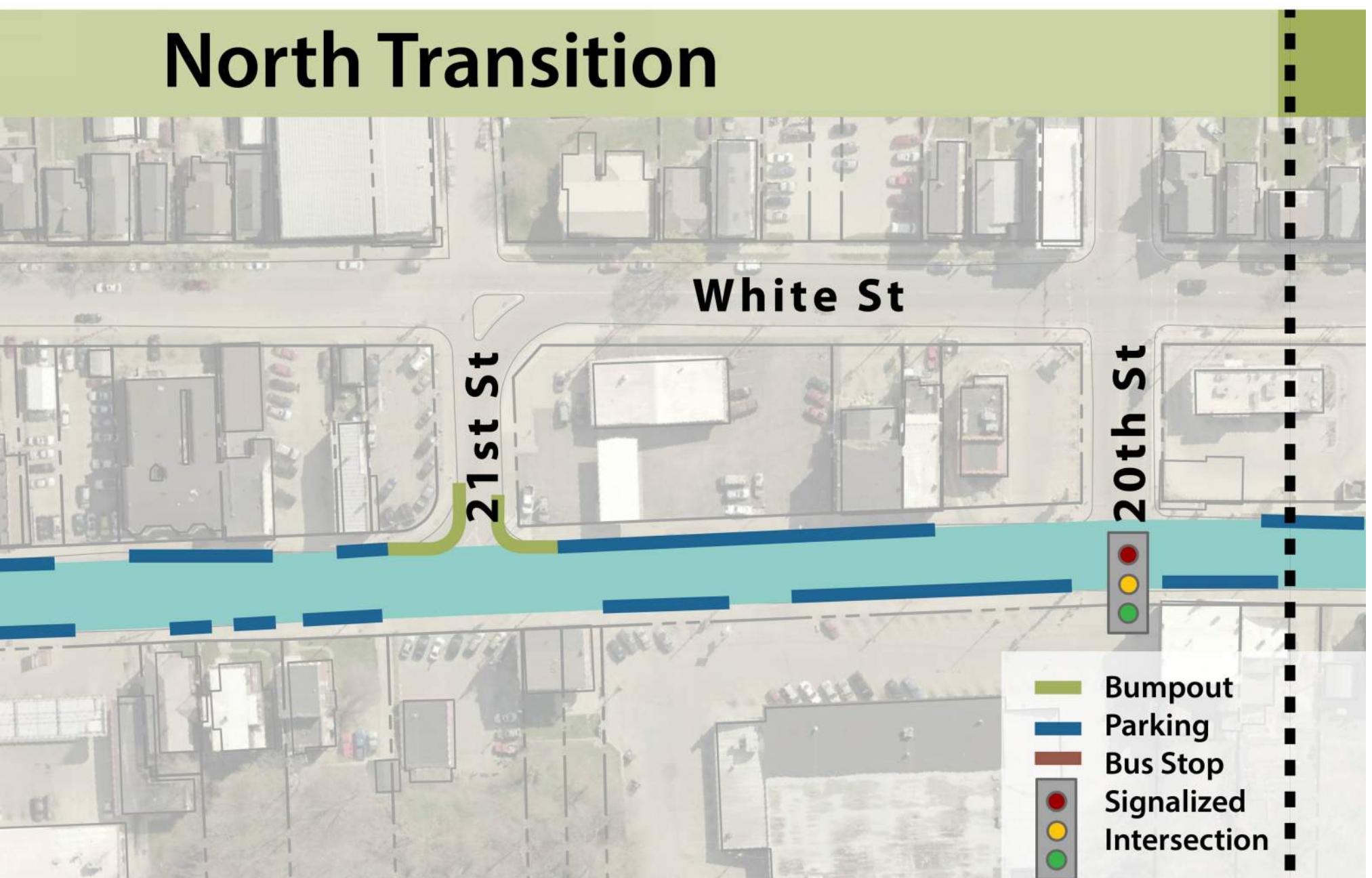


## The North Transition

The North Transition starts at 22nd Street and ends through 20th Street. It is the connection to Couler Valley and the North End. Currently, the intersection at 21st Street is the transition to two-way traffic, and the area is an abundance of commercial activity.



# North Transition



▲ The opportunity diagram of the North Transition.

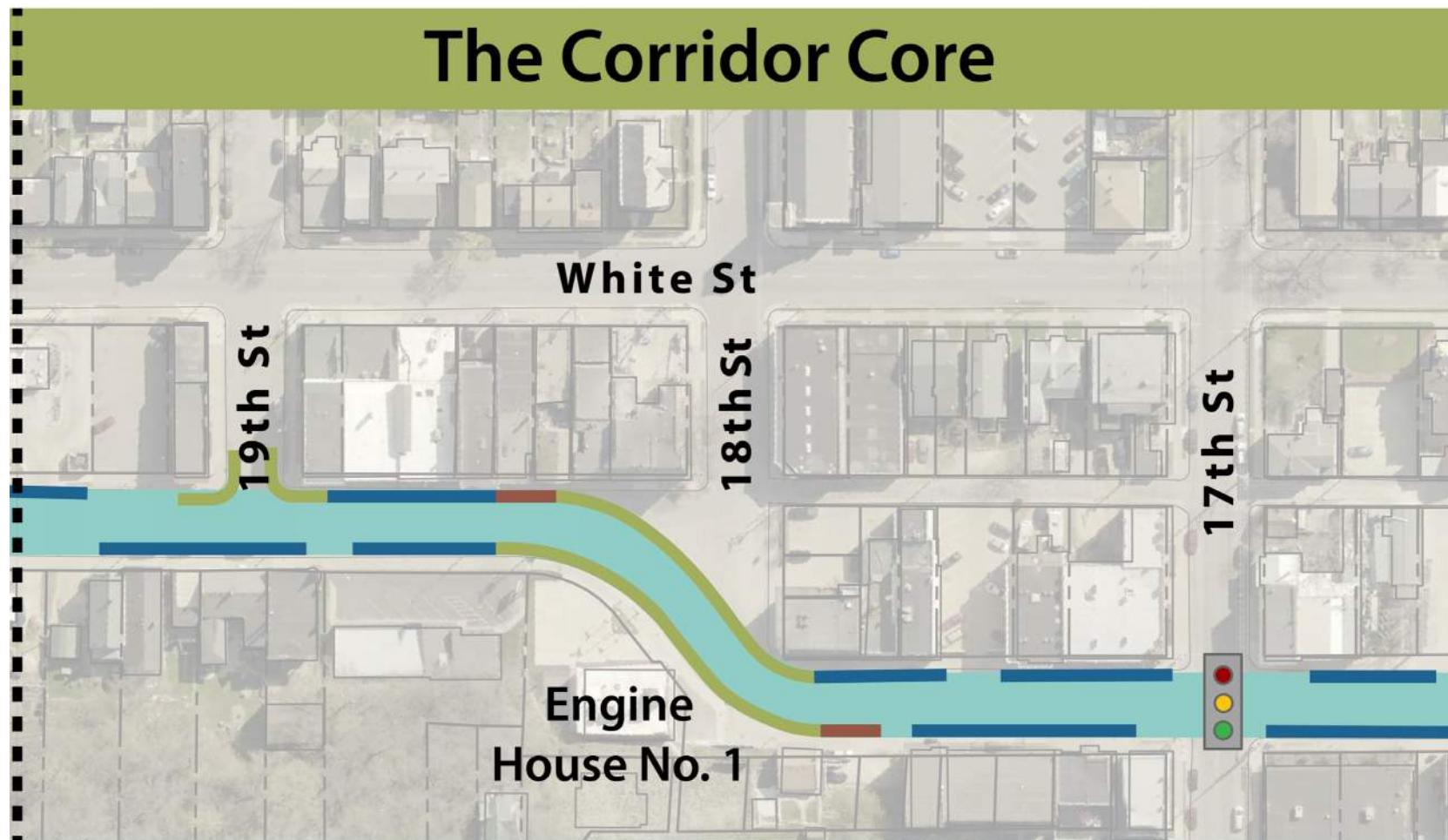
## The Corridor Core

This section of the corridor holds the truest character to the district, and the most opportunity for design. The two main pedestrian corridors were identified at 18th

and 15th Streets, making their respective intersections with Central Avenue critical moments along the corridor.

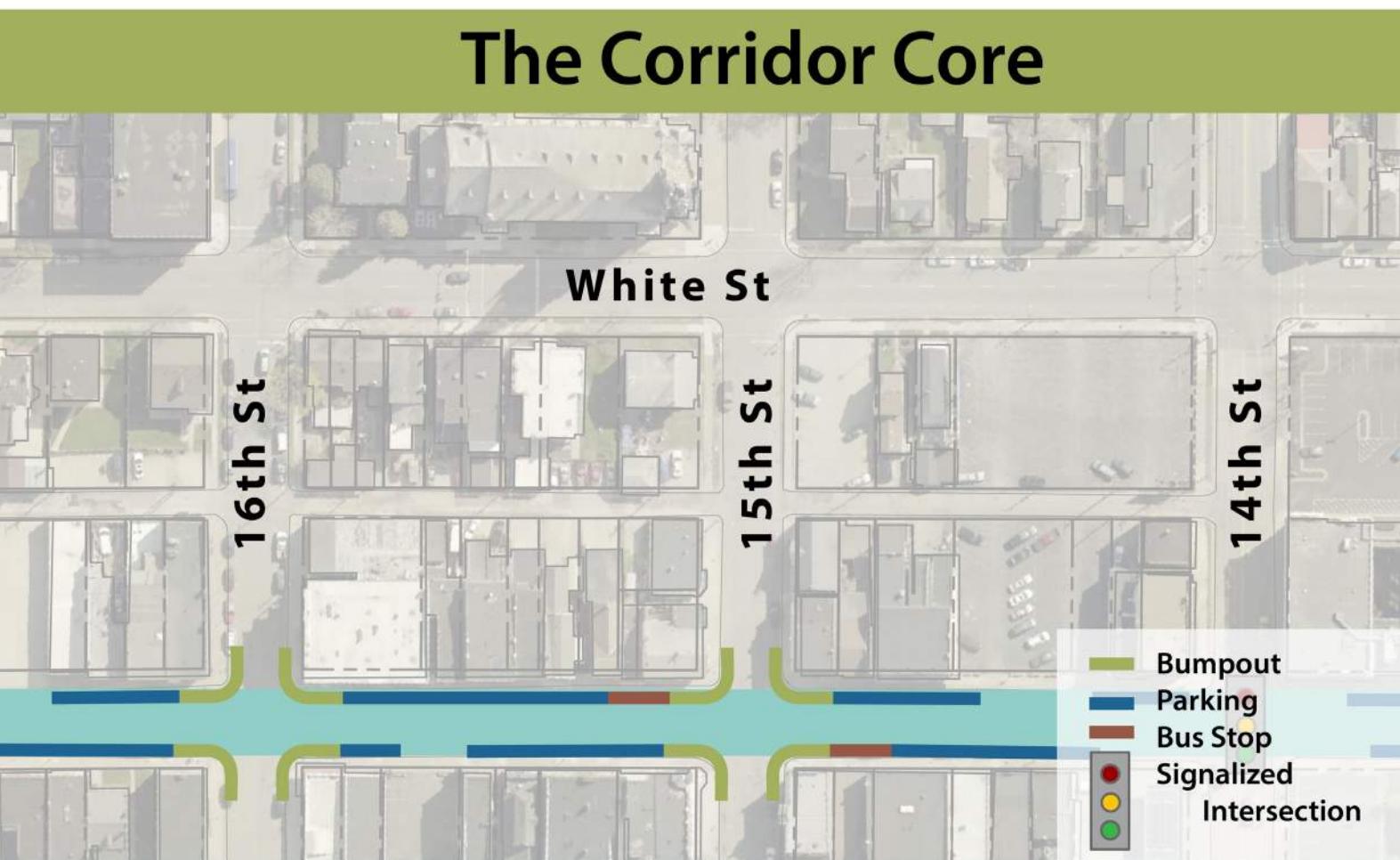
This area also features the largest concentration of significant architectural

structures. Included in this area are Engine House Number One, the Rafoth Building, and Dubuque Bank and Trust, among many other historically significant buildings.



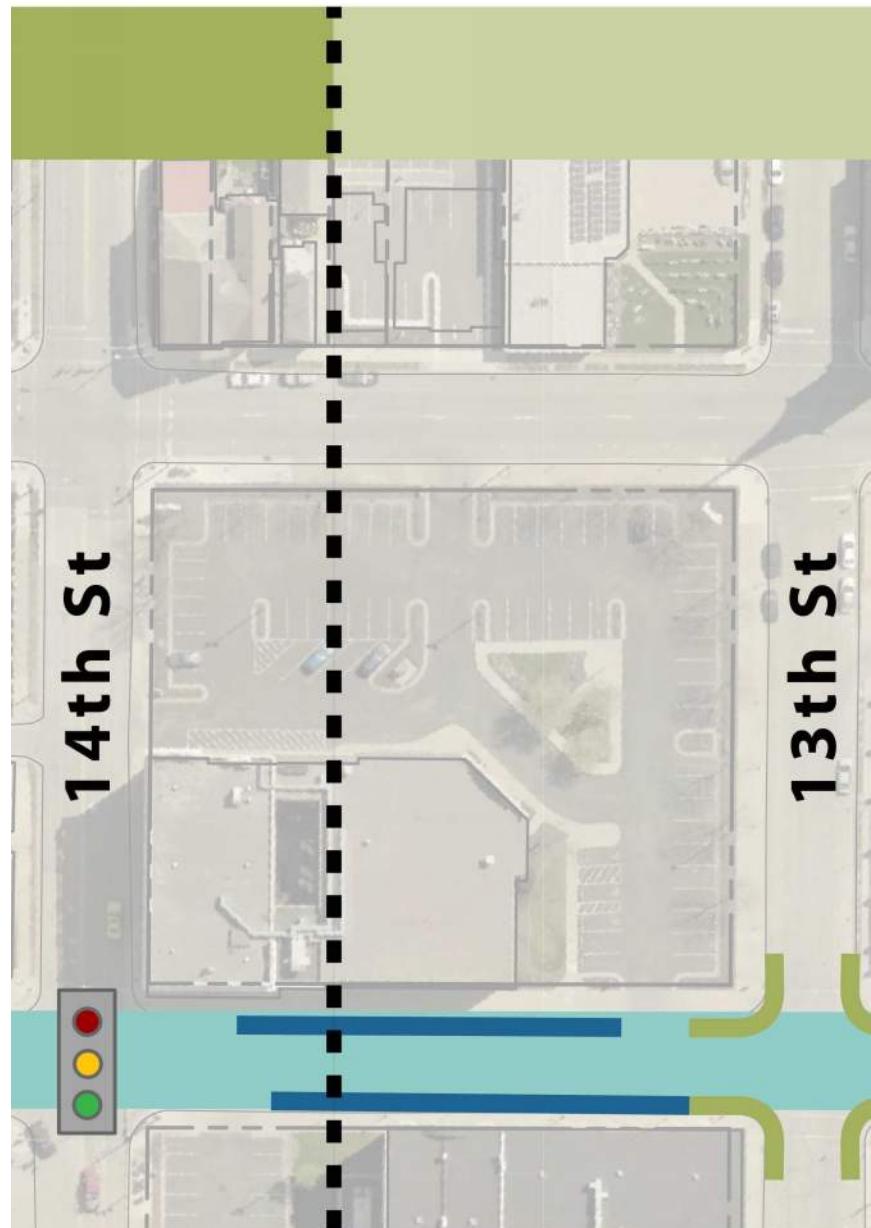
▲ The opportunity diagram of the Corridor Core.

## The Corridor Core



## The South Transition

Spanning between 11th and 14th Streets, the South Transition acts as the portal to downtown Dubuque. Important buildings on this segment of Central Avenue are City Hall, the Multicultural Center, and Prescott Elementary School.



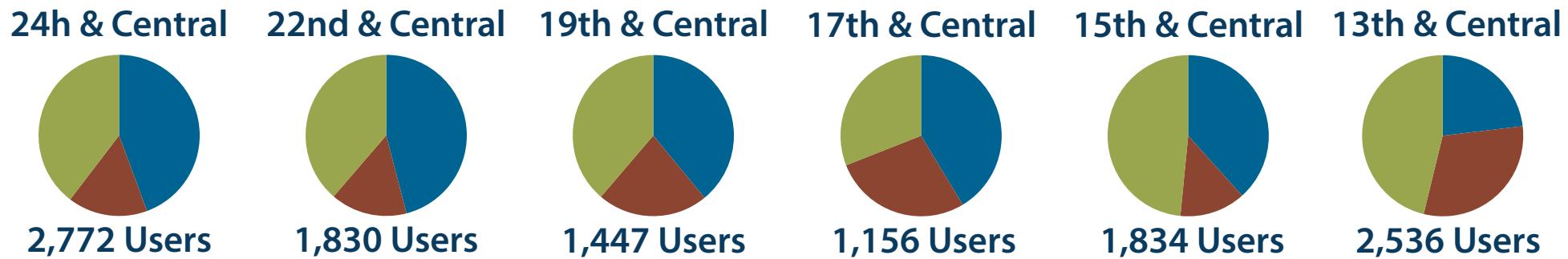
# South Transition



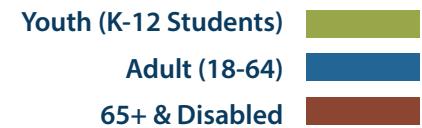
▲ The opportunity diagram of the South Transition.

# Public Transportation

## Boardings by Fare Type (Feb - Aug 2018)



**DID YOU KNOW: *There is a ~70% increase in ridership on stops where a shelter is provided.***



▲ Existing bus routes are already well used, and developing more supporting infrastructure is bound to increase ridership.

## VI. Transportation

Within the district, Central Avenue is the road with the most traffic. With this in mind, it was necessary to envision the future of motorized and non-motorized transportation throughout the corridor.

The Washington Neighborhood has the highest rate of bus ridership and the highest number of car-free households within the City of Dubuque. Public transportation and alternative modes of movement are currently a key part of this district and must be carefully considered within proposed improvements for the Central Avenue Corridor.

### Two-way Traffic Analysis

A planning-level “capacity analysis” was done to analyze Central Avenue with two-way traffic. Additional traffic study will be needed for the full corridor. The purpose of this study was to determine if two way traffic would be feasible, should the City decide to study this in detail at a future time.

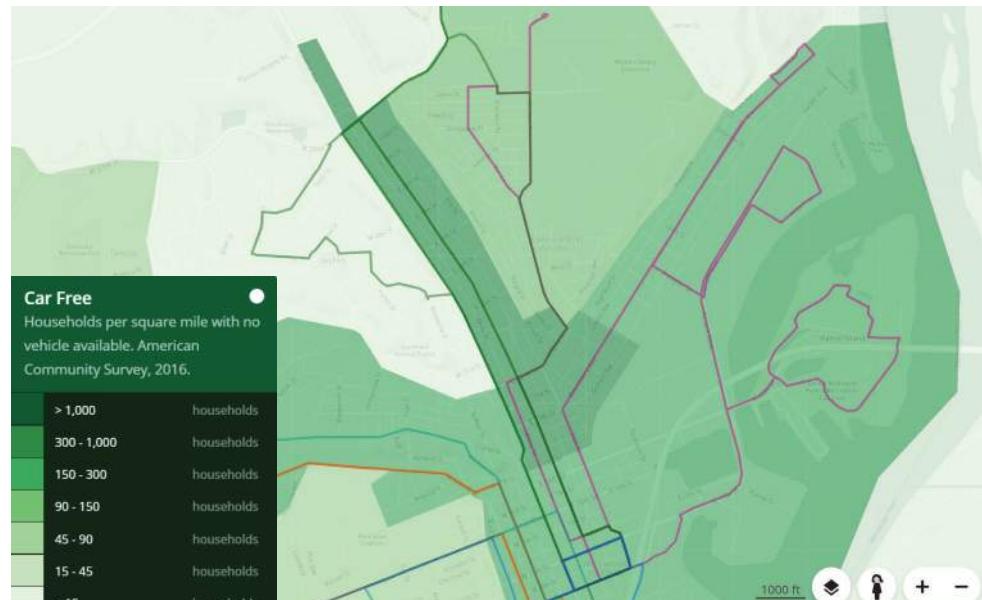
The intersections analyzed were the Central Avenue intersections with 11th Street, 14th Street and 20th Street. The capacity of the intersections was analyzed using the procedures outlined in the Highway Capacity Manual 2010 (HCM). The intersections were modeled using Synchro Studio 9 with SimTraffic 9.

The analysis was done using directional intersection traffic counts provided by Dubuque Metropolitan Area Transportation Study (DMATS). DMATS provided traffic counts for the years 2020, 2025, 2030, 2035, 2040 and 2045. The 2045 volumes were modeled using Synchro and the capacity at the three intersections provided acceptable levels of service operating with two-way traffic. A southbound left turn lane was needed at the intersection of Central Ave / 20th Street.

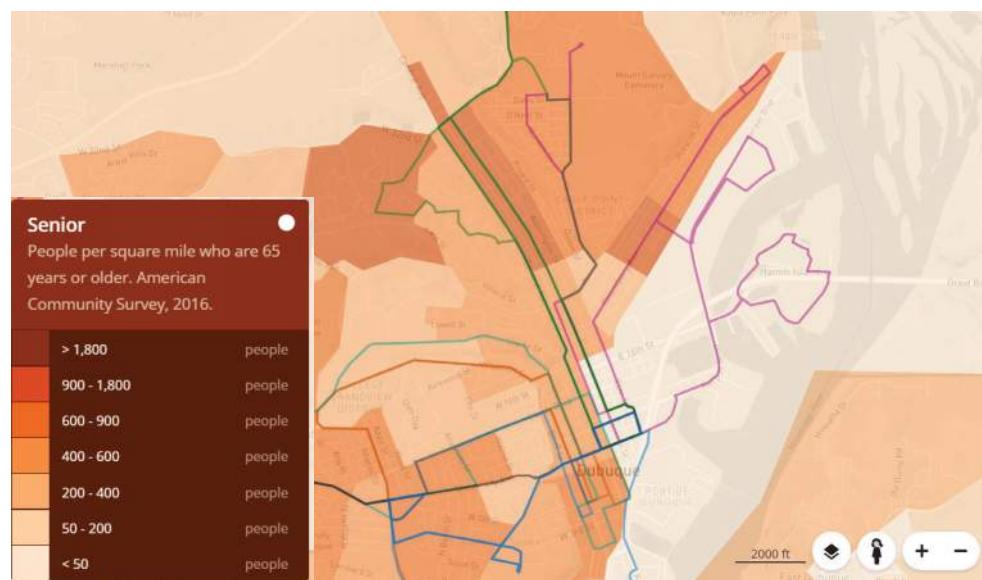
It should be noted that a complete traffic study will be needed to determine the full impact and modifications needed to convert Central Avenue to two-way traffic from 4th Street to 22nd Street.”

## The Importance of Public Transportation

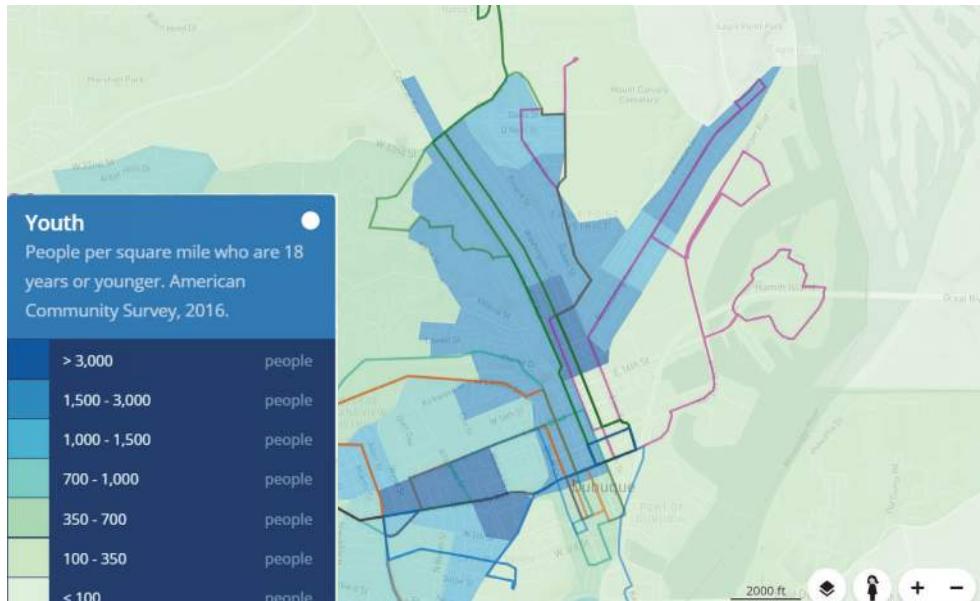
The following maps depict the importance of reliable public transit systems along Central Avenue. As is shown, the highest concentrations of car-free households falls along the Central Avenue Corridor and within the Washington Neighborhood. Similarly, populations of seniors, youth, and disable people who cannot drive or have trouble driving are highest in this area as well. The people who will depend on this corridor's development the most need access to public transportation that is safe, covered, reliable, and prioritized along Central Avenue.



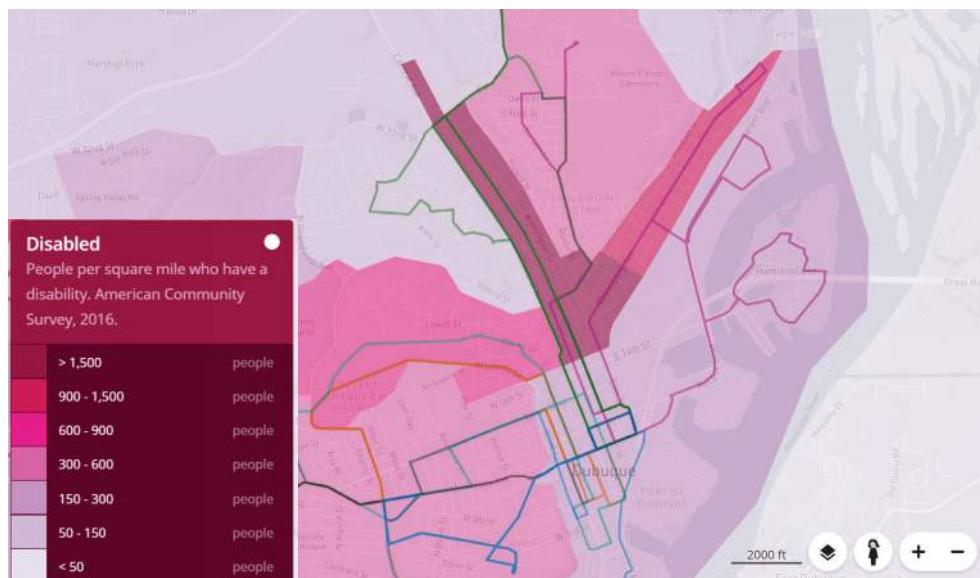
▲ Map showing concentrations of car free households in Dubuque



▲ Map showing concentrations of seniors in Dubuque



▲ Map showing concentrations of youth in Dubuque



▲ Map showing concentrations of disabled people in Dubuque



▲ Perspective view of the corridor vision at 18th and Central.

## VII. The Streetscape

The overall master plan vision for the Central Avenue Corridor Streetscape embraces the following critical directions, as defined by the public input received during the public engagement period.

### Design the Street for Flexible Traffic Patterns

To accommodate both one-way and two-way traffic, the design respects the traffic analysis done by WHKS. Designated turning lanes were added at key intersections and oversized vehicles were given extra room to turn in tight areas.

### Embrace the Washington Neighborhood

While evaluating the regional context, the intersections at 15th and 18th Streets were selected as optimal pedestrian nodes, as they provide a connection to several key locations within and beyond the Washington Neighborhood. This physical connection should be developed with similar content to Central Avenue to establish the corridor as an extension of the neighborhood. Furnishings and the material palette are also defined by the visual preferences of the community, as collected in the community input sessions.

### Pedestrians are Number One

To meet this objective, the vision needed to consider the interactions between vehicular and pedestrian traffic. Streetside bollards, crosswalk bumpouts, and a raised crosswalk at 18th Street address this need. The “Central Commons” is designed as a pedestrian hub, to be used as a park, event space, and general core of the corridor.

### Integrate Arts and Culture

The existing character of the corridor is blended into new streetscape features to develop a stronger sense of place. Bus stops, bollards, and other place-making elements exhibit this strategy.

### Reduce Maintenance

Streetscape features maintain a defined setback from the curb, and atypical curbs (bumpouts) will be mountable for ease of maintenance. Additionally, the use of custom streetscape features should be limited, as standard models are easier to replace.

### Preserve the Corridor’s Architecture

The vision shows concern for Central Avenue’s architectural character. Key buildings are highlighted and details are captured in integrated art.

### Create a “Greener” Experience

The corridor is vegetated with street trees, planters, and planted buffers on streetscape edges.

### Encourage Economic Vitality

The nature of the project will encourage pedestrian activity along Central Avenue storefronts. Both northbound and southbound bus traffic has been located so that economic undertakings can be concentrated along the corridor.

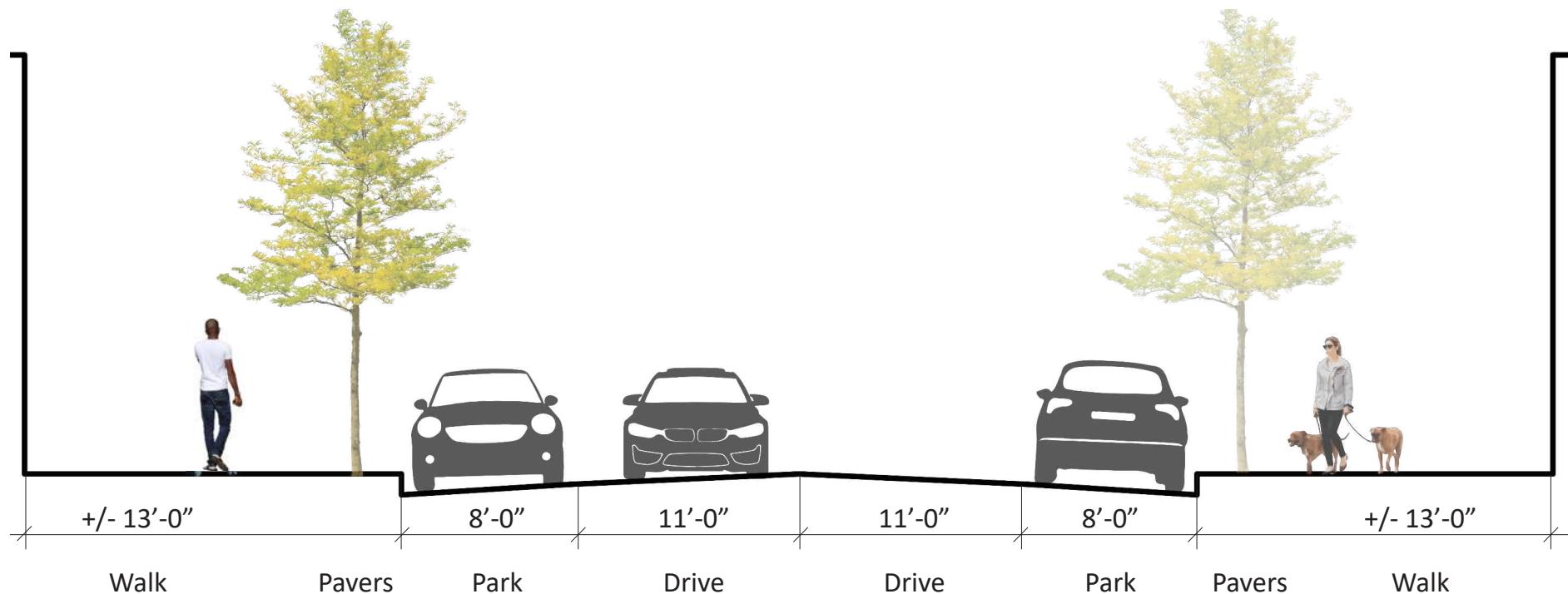
### Prioritize Safety

Various types of lighting and cameras will ease safety concerns. Trees throughout the corridor will be pruned high enough to maintain visibility.

## Streetscape Vision

The vision resulting from the public engagement reflects community values. The image below is a typical cross-section for the corridor. Where there are no dedicated turn lanes, there will be room for two-way traffic and parallel parking on both sides of the road. Ample room will be left for pedestrians and a paver boulevard to separate sidewalks from the road.

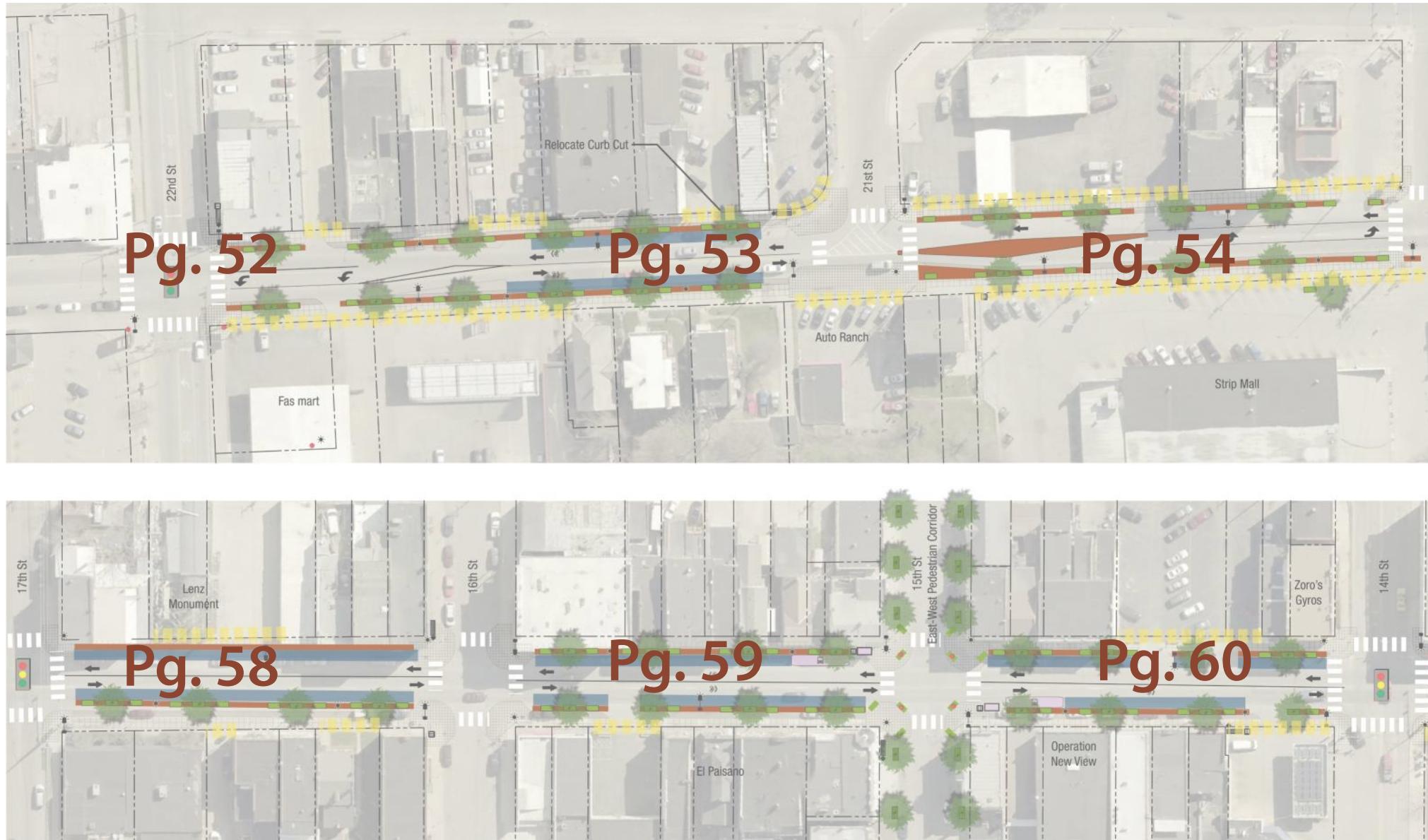
The cross-section varies throughout the corridor when necessary, always considering the values outlined in the strategic direction, as well as the design elements derived from them. The following pages depict the proposed improvements along the Central Avenue Corridor from 22nd Street to 11th Street.



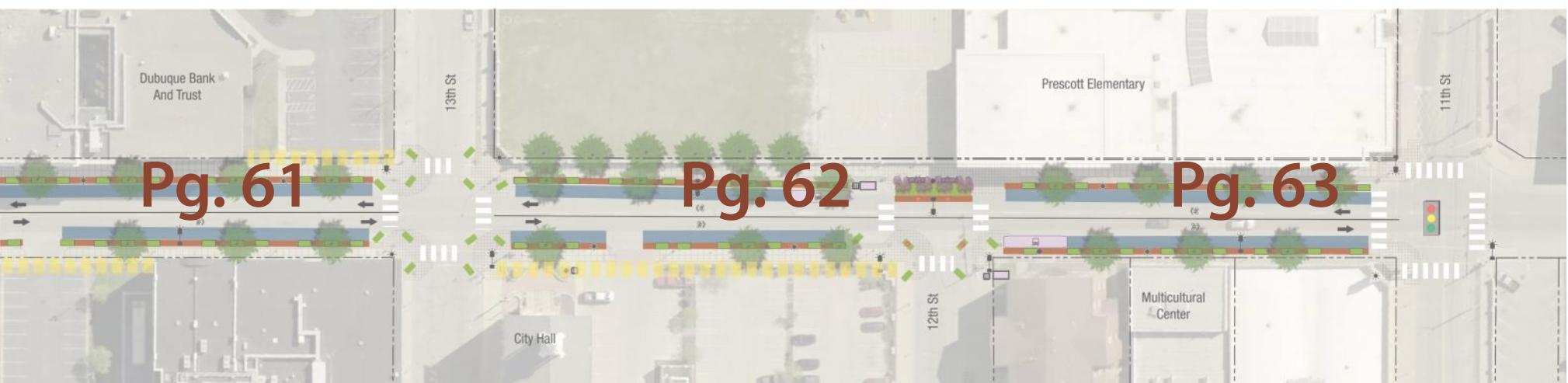
▲ The proposed typical streetscape section for Central Avenue.



▲ Perspective view of Central Avenue looking south from 19th Street showing urban edge treatment on the right.



▲ The overall streetscape plan is shown above. Each enlargement is shown on the following pages.



## LEGEND

-  Street Tree
-  Ornamental Tree
-  Landscape Planter
-  Pedestrian Light
-  Street Light
-  Illuminated Bollard
-  Bench
-  Bike Rack
-  Trash Receptacle
-  Vertical Marker
-  Bus Shelter
-  Bus Stop
-  Sharrows
-  Traffic Signal
-  Urban Edge
-  On-Street Parking
-  Brick Pavers

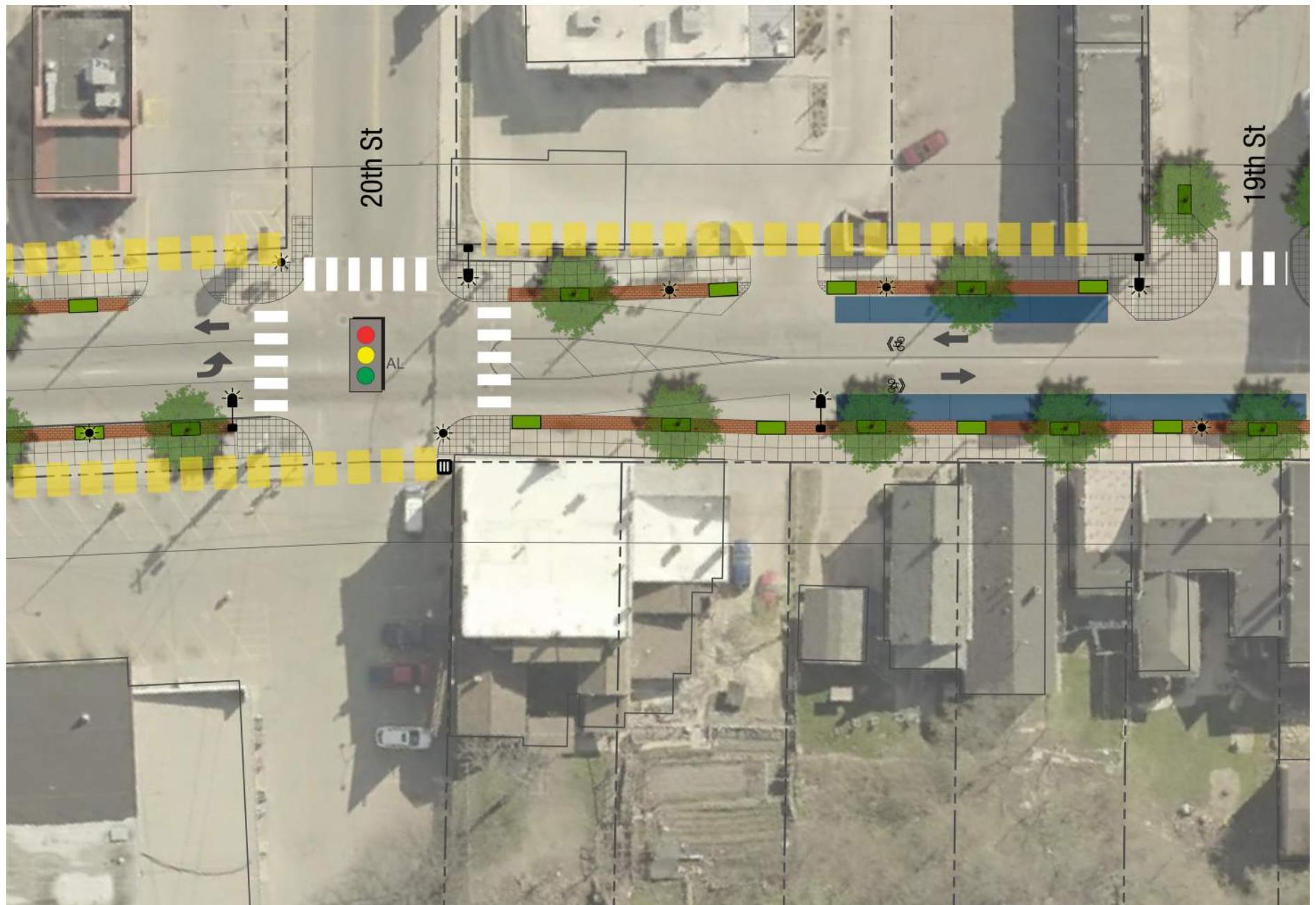




## LEGEND

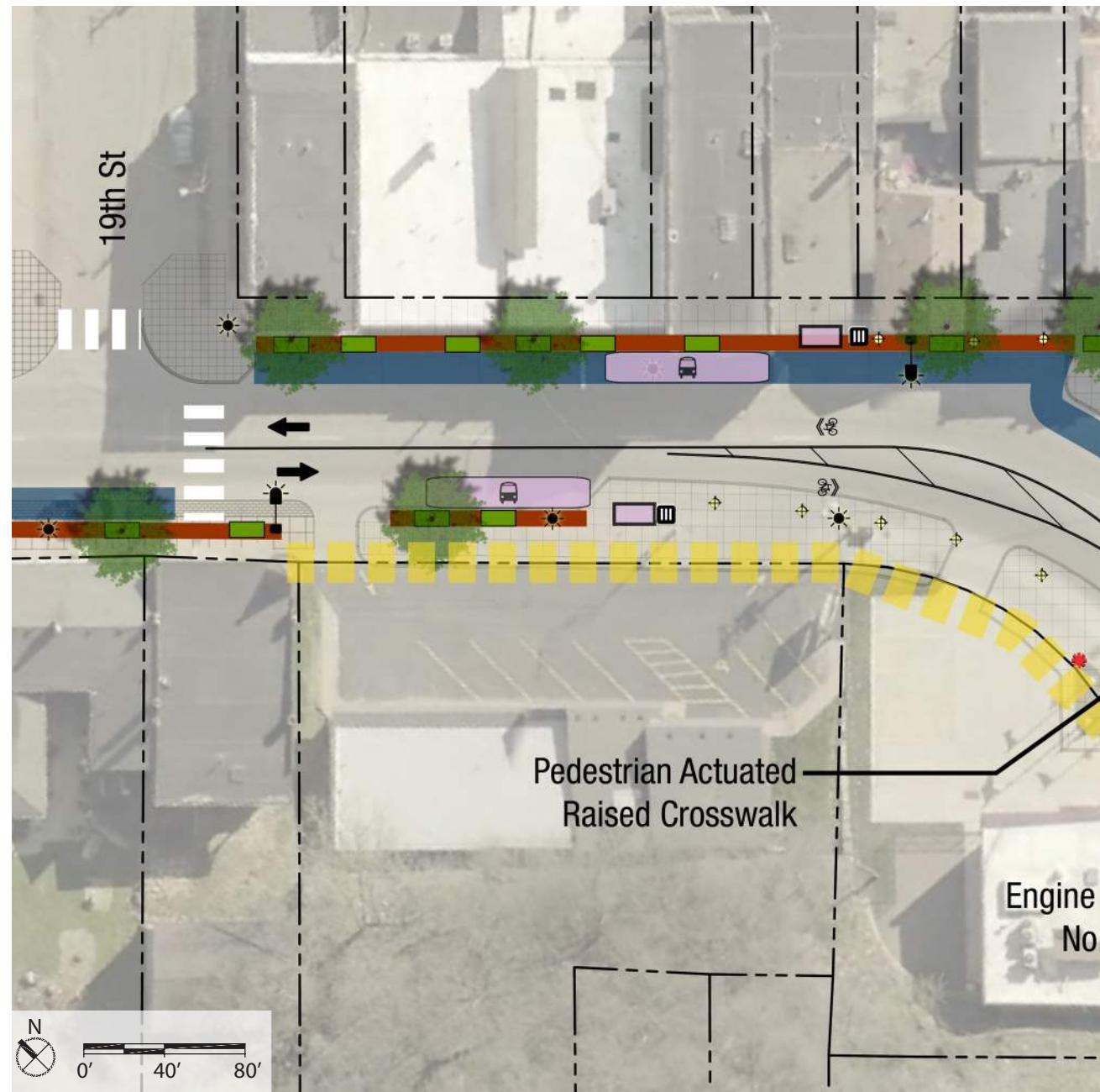
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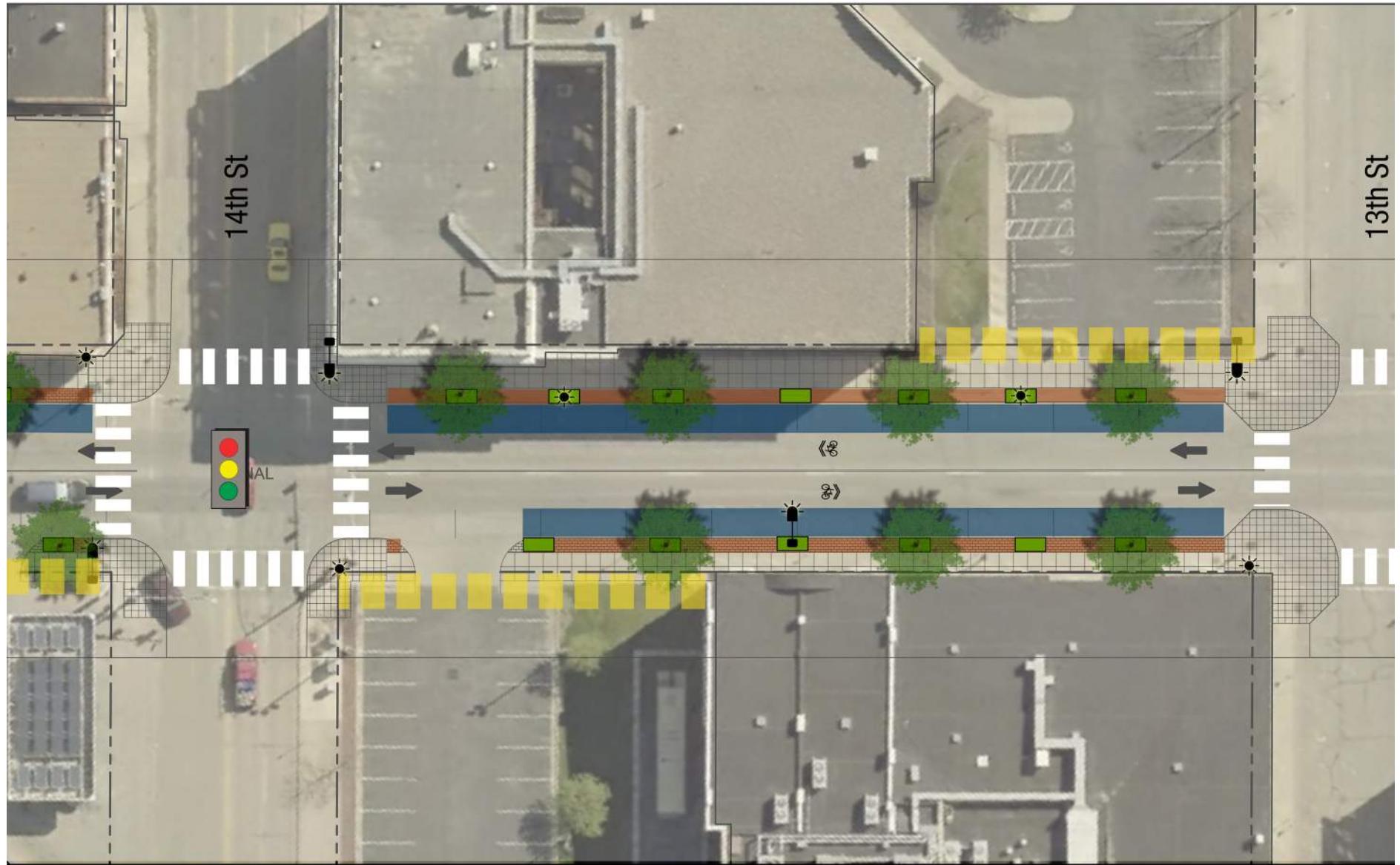




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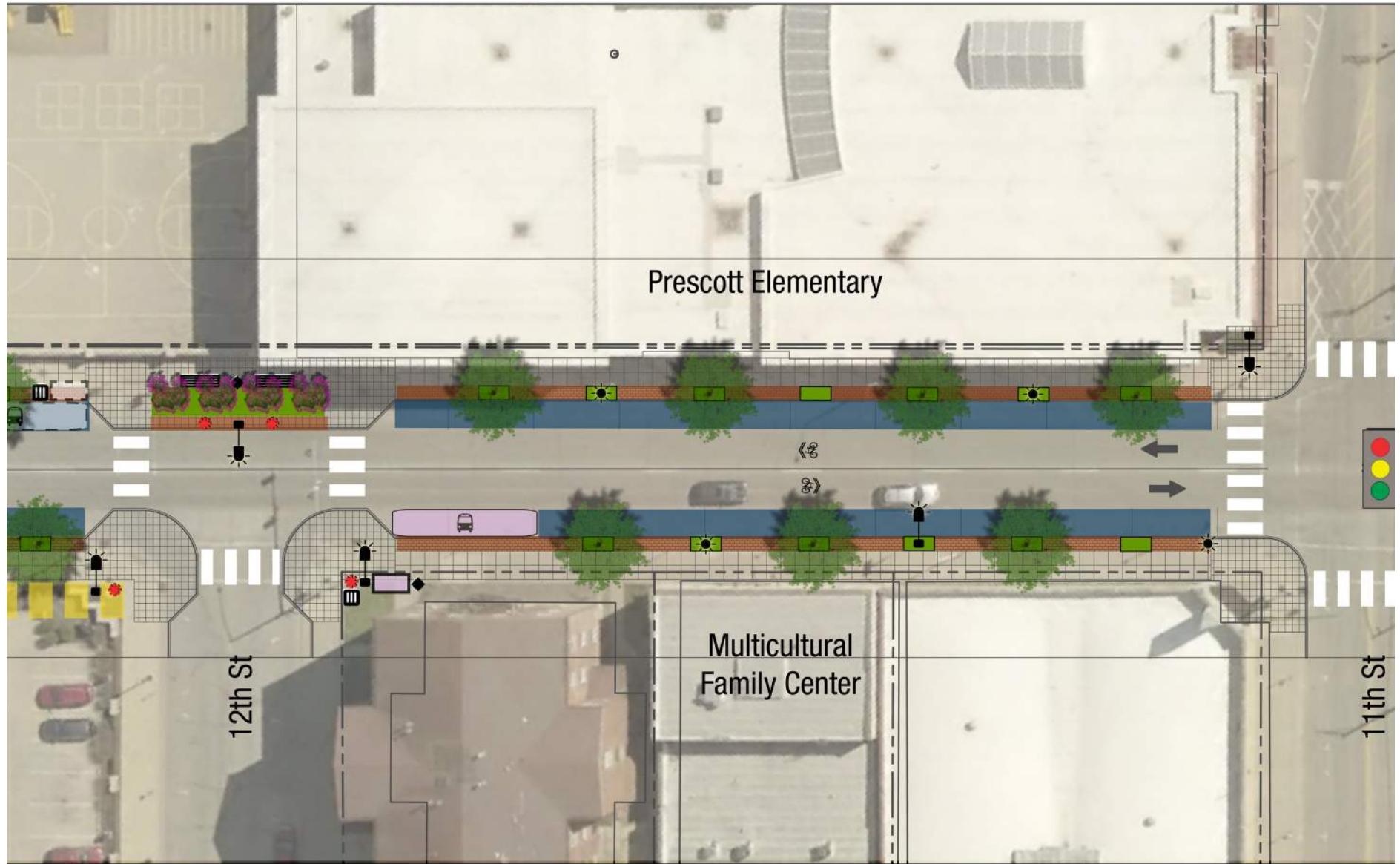




## LEGEND

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## A Note About the Curve

During the Spring and Summer of 2022, the City of Dubuque sought additional input on the proposed plan for the gathering space proposed on 18th street.

The City and RDG met with the majority of property and business owners between 1700 and 1900 blocks to gain their feedback on the proposed changes.

Two options were discussed and presented. Both options do not decrease parking within and around 18th street.

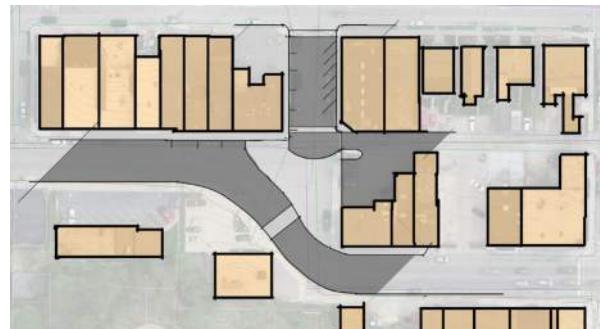
**Option A** does not contain a direct connection to Central Avenue and provides the following Pros & Cons:

### PROS:

- One large plaza
- Max of outdoor seating
- Less alley traffic
- Protected drop-off

### CONS:

- Dead-end feel
- Narrower walks along 18th
- Loss of vehicle connection to Central



Option A

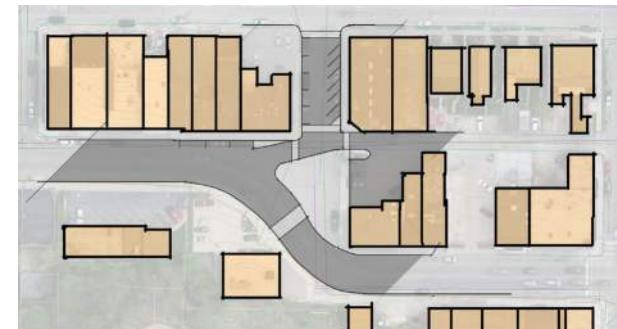
**Option B** contains a one-way in, allowing drivers to exit Central Avenue into the alleyway or head eastbound toward White Street.

### PROS:

- Vehicle connection to Central
- Some outdoor seating
- Wider walks along 18th

### CONS

- Increased pedestrian-vehicle conflicts
- Smaller plaza
- More alley traffic
- One-way traffic from Central



Option B

During the design workshop in June of 2022, there were advocates for both options, with both advocate groups acknowledging that either option was an improvement over earlier plans presented and shared in 2019.

After the workshop, the design team requested a review by the City's Engineering Department. The comments received are as follows.

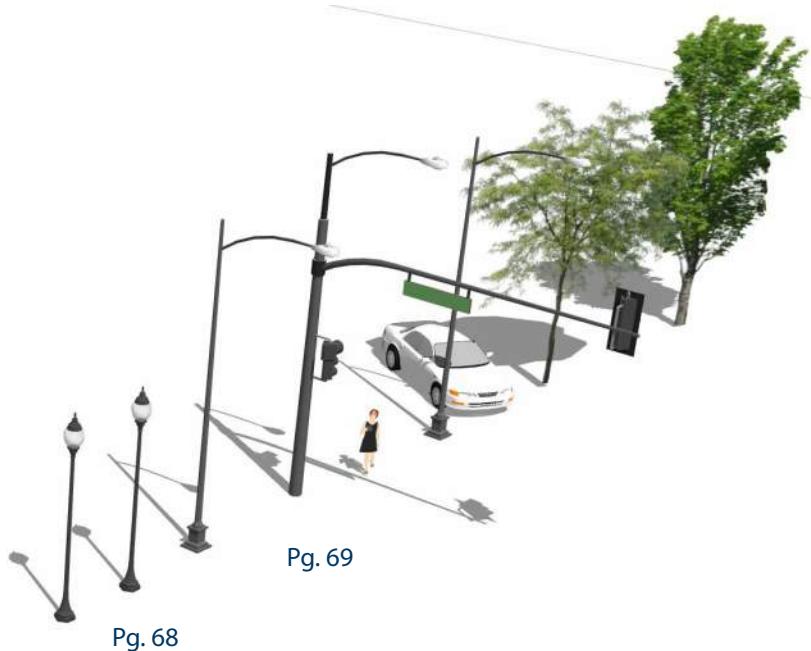
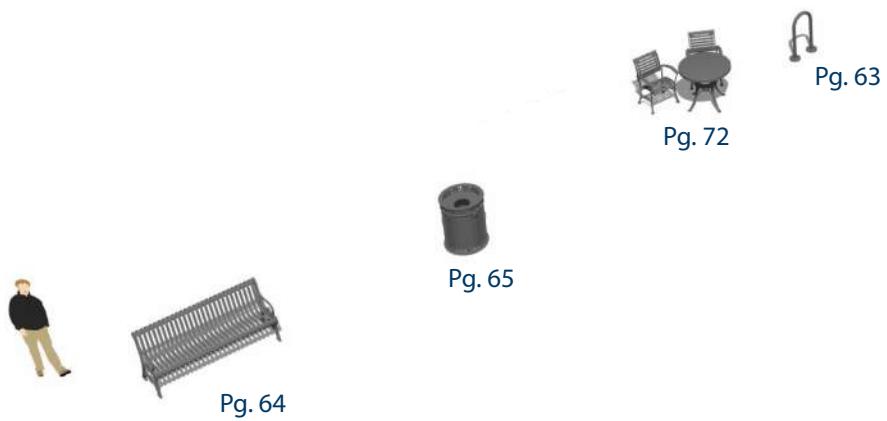
*The City's engineering department prefers Option A*

*This option protects pedestrians from vehicles traveling off Central Avenue, minimizes through traffic in the alley (which also protects pedestrians in alley) between Central & White, and traffic calming measures for reduced speeds along Central Ave.*

*Note that the alley is not designed for high-speed or high-volume traffic. The closure of this plaza to the alley is the safest to minimize pedestrian and vehicle conflicts.*

# Design Standards

## Typical Streetscape Elements

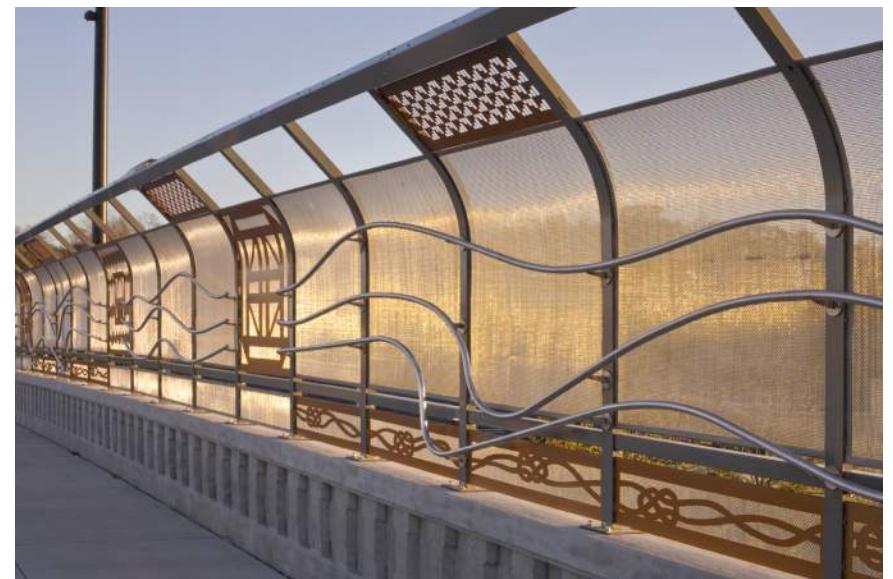


▲ Typical streetscape furnishings for the Central Avenue Corridor.

## Urban Edge Treatment

### Description:

Methods for the separation of the Central Avenue Streetscape and adjacent land, particularly at parking lots. Various methods should use screen walls and planting material to create clear distinctions between the streetscape and adjacent land. The urban edge at City Hall should be used as precedent.



## Paver

### Description:

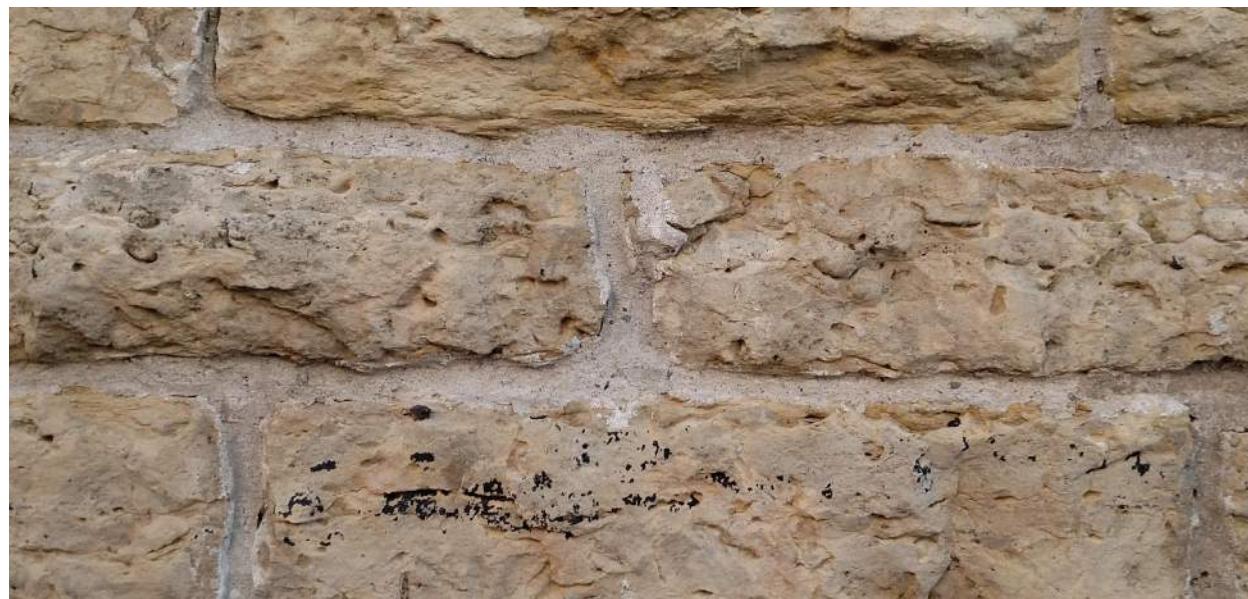
Reclaimed Purington brick pavers.



## Limestone

### Description:

Locally sourced limestone blocks quarried within 30 miles of Dubuque.



## Bike Racks

### Description:

A traditional inverted-U bike rack with capacity for two bikes. Surface and in-ground mount options available.



## Bench

### Description:

Ductile iron end frames. 4 or 6 ft (1.2 or 1.8m) lengths. Horizontal steel rods. Surface mount. Matches existing Main Street models.



## Litter and Recycling Receptacles

### Description:

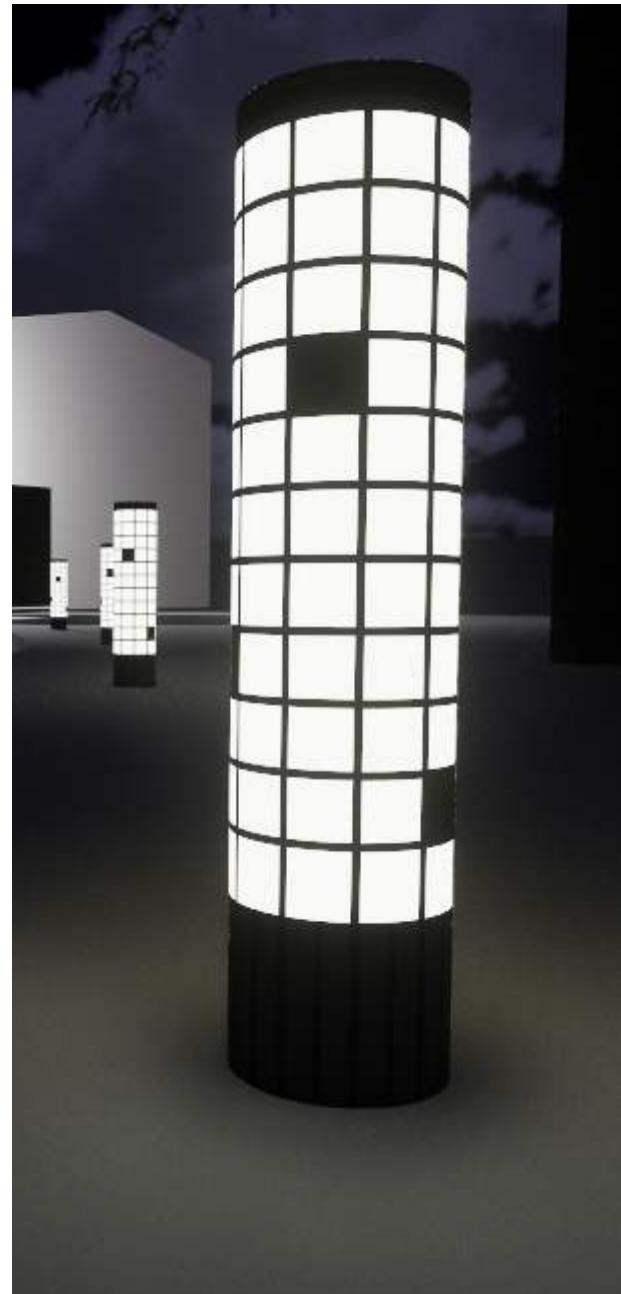
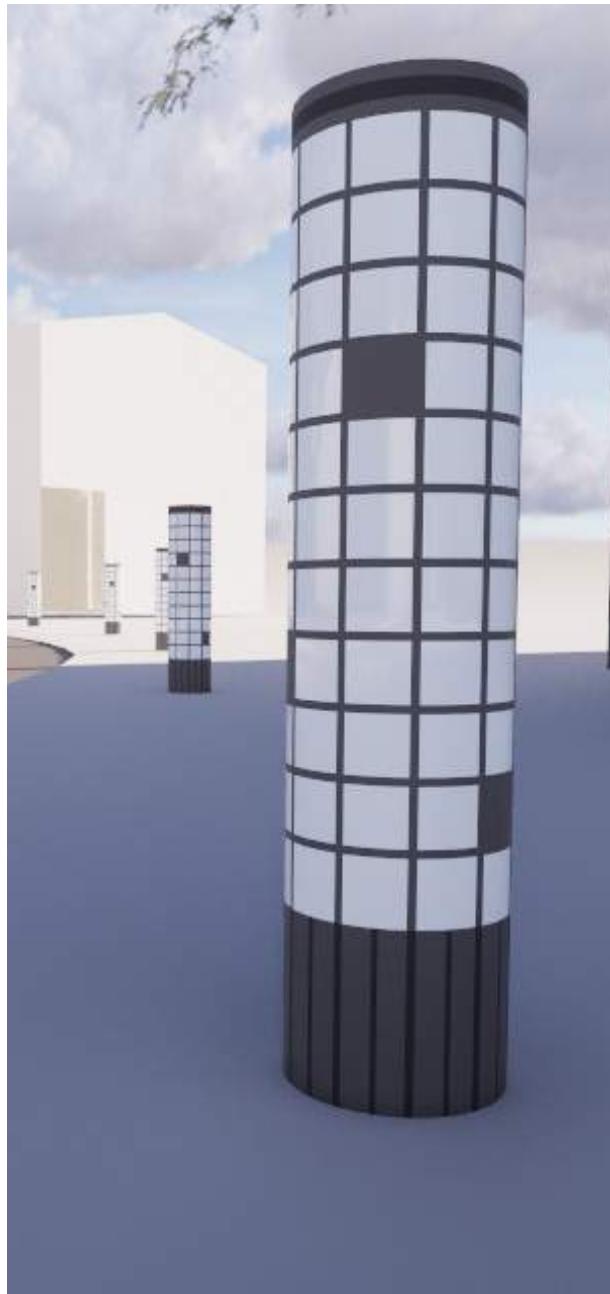
Traditional-looking receptacles to match the Main Street Dubuque models. There are several options for lids including recycling, dome, and ashtray lids.



## Illuminated Bollards

### Description:

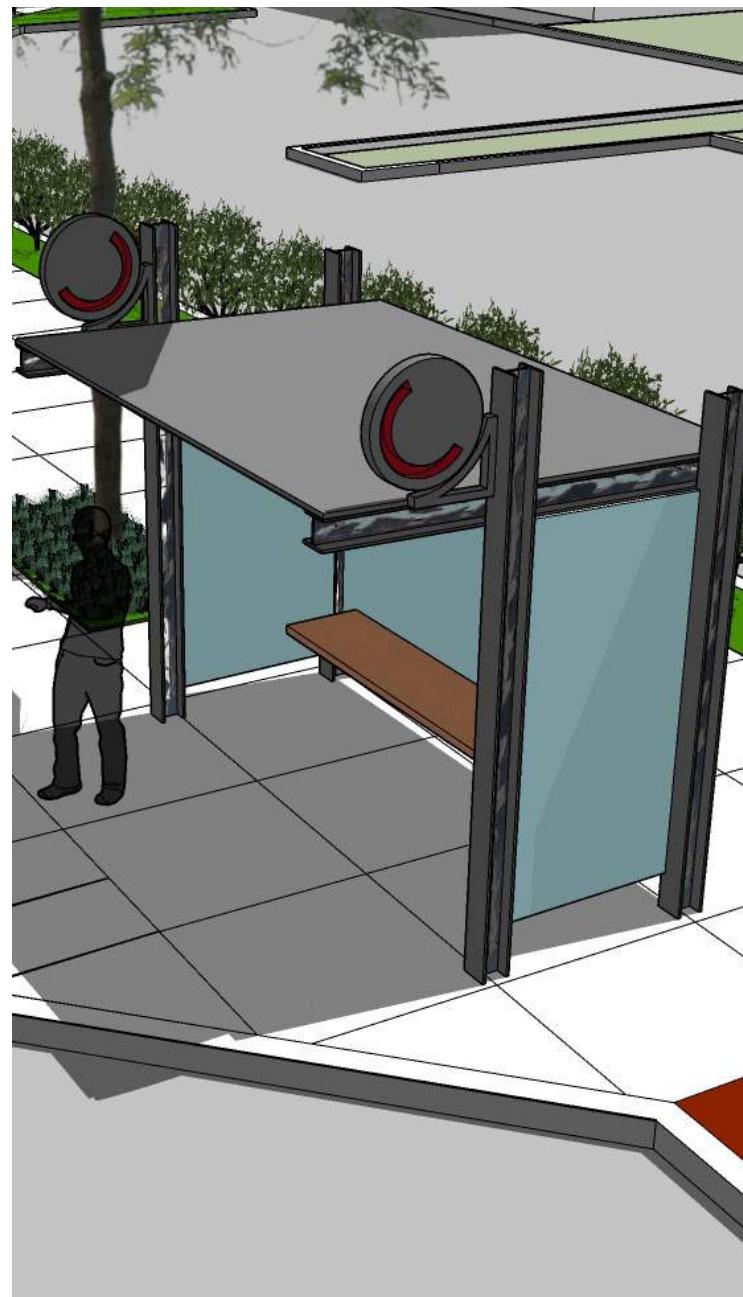
Customized illuminated bollard inspired by prism glass and cast iron themes as shown on page 24.



## Bus Shelter

### Description:

Customized bus shelter featuring illuminated corridor brand symbol, cut-out steel girder motif, and film-imposed glass paneling. The bus stop should be outfitted with digital display boards which tell users when buses will be coming.



## Pedestrian Light

### Description:

Current model used throughout downtown Dubuque. Matches existing lights to establish a cohesive sense of place.



## Street Light

### Description:

Current model used throughout downtown Dubuque. Matches existing lights to establish a cohesive sense of place.



## Vertical Marker

### Description:

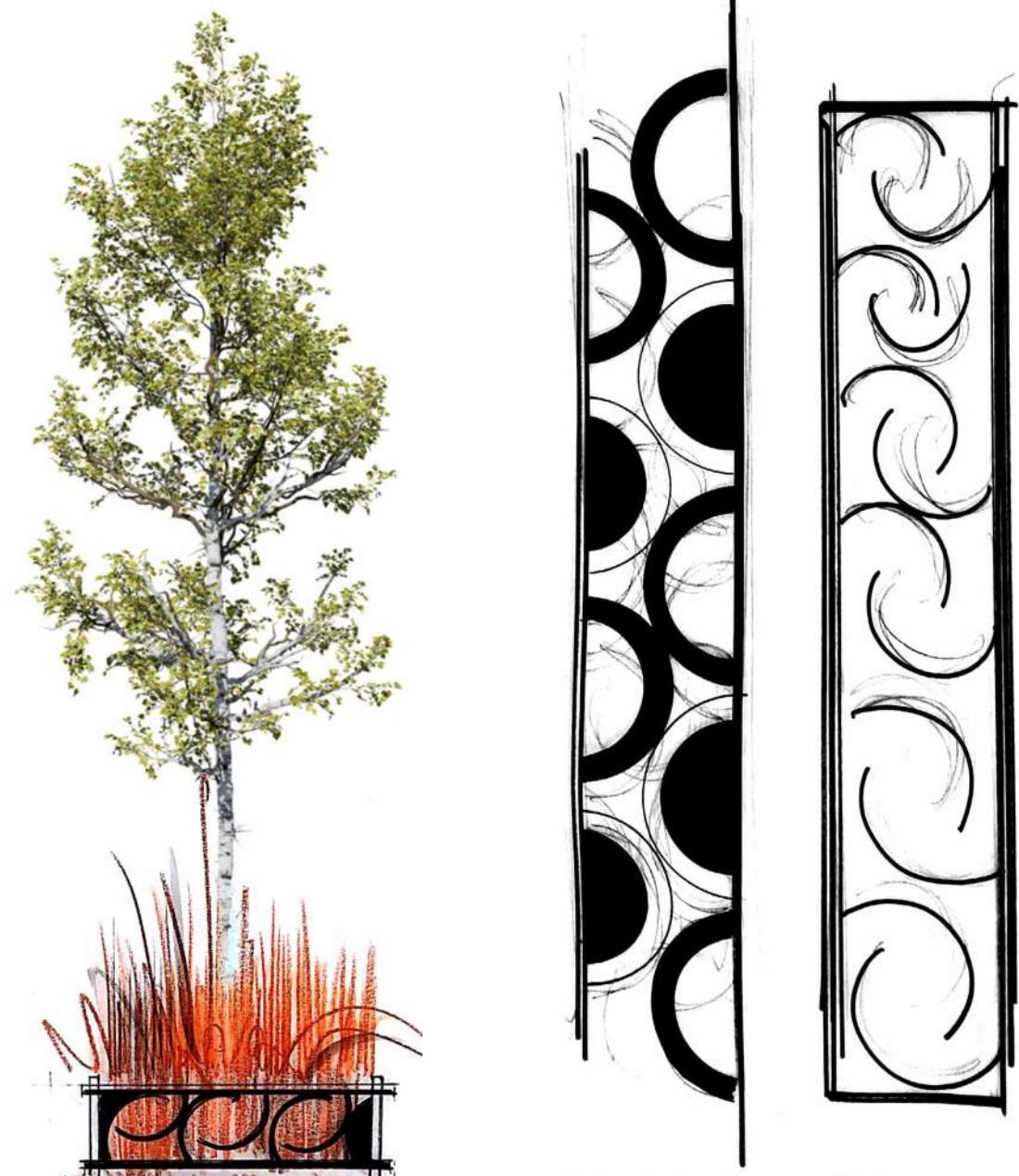
A custom-made monument piece placed throughout the corridor for place-making purposes. Integrated art elements will pay homage to the corridor's architectural character and enhance the general sense of place.



## Landscape Planter

### Description:

Planted bed typically located within the brick paver boulevard. A custom metal edging acts as another opportunity to integrate art while attractively protecting landscaped areas.



## Outdoor Public Chair

### Description:

Traditional-looking chair to match existing Main Street standards, for public spaces like Central Commons.



## Outdoor Public Table

### Description:

Traditional-looking table to match existing Main Street standards, for public spaces like Central Commons.





▲ Perspective view of Central Commons, focused on the iconic arches and performance space beneath.

## VIII. Next Steps

Multiple implementation measures are currently underway within the corridor. They are as follows:

- The City of Dubuque has obligated capital improvement dollars toward the implementation of a green alley between the 1800 and 1700 block, near the Curve.
- Upon adoption of this master plan, the City will be able to apply capital improvement dollars towards updating the site furnishings, landscaping and other amenities.
- Adoption of the master plan will allow the City to begin allocating monies towards a 2024 CIP request that will help with the plaza and other portions of the streetscape concept.

