



**DOWNTOWN MASTER PLAN UPDATE
& STREETScape PLAN
July 2023**





DOWNTOWN MASTER PLAN UPDATE & STREETScape PLAN

First Published: March 2009
Updated: February 2016
Updated: June 2023

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INTRODUCTION AND BACKGROUND	4
Overview and Existing Conditions	5
Bettendorf Today	7
INVENTORY	8
Future Land Use	9
Redevelopment Site Opportunities	13
DOWNTOWN MASTER PLAN CONCEPT AND DISTRICTS	17
Community Vision	18
Districts Map	19
West Bridge District	20
East Bridge District	24
Riverfront Entertainment District	30
Industrial District	34
Village District	38
DESIGN STANDARDS	43
Parking Guidelines	44
Landscape Guidelines	45
Architectural Character & Materials Guidelines	47
Architectural Character & Materials, Existing Building Guidelines	48
Streetscape Guidelines Master Plan	51
Streetscape Typologies	52
Streetscape Amenities	58
Streetscape Colors and Materials	61



INTRODUCTION AND BACKGROUND

"It has been an honor and privilege to be part of the team that has worked so hard to plan the growth and prosperity that is now occurring in our downtown and riverfront area. Our vision is taking place, which is very exciting! Thank you to all who have been a part of working the plan! Since Council continues to focus on creating a vibrant downtown that is fully integrated and connected to the riverfront, it is time for us to update our Downtown/Riverfront Master Plan. This updated plan will provide a blueprint to reach the ultimate vision of providing a downtown/riverfront district for entertainment, living, employment, investment and which is attractive to visitors. This is truly an investment in "community." Please join our effort."

- Robert S. Gallagher
Mayor, City of Bettendorf

**Overview &
Existing
Conditions**



Waterfront Convention Center (WCC)

Over the years, Bettendorf has explored various development opportunities in the downtown area.

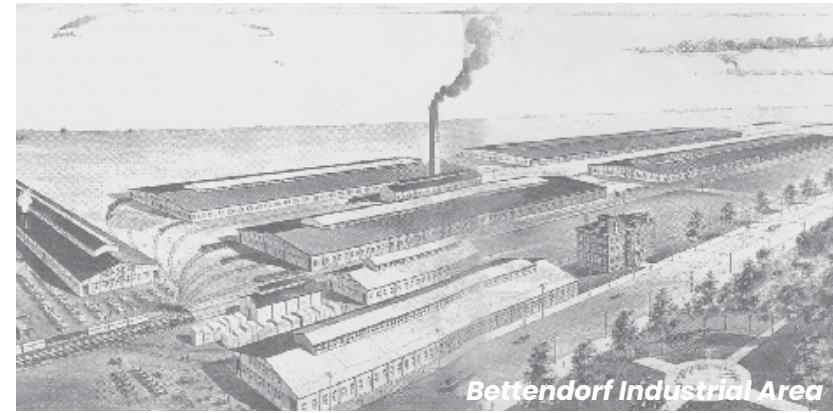
From the casino, arts and convention center, to mixed use developments, to an arts district; various consultants and administrations have offered different perspectives on what might occur in the downtown area.

Bettendorf's downtown has been key to the cities success since incorporation. This once heavy industrial corridor has been through many evolutions through the generations. The Bettendorf Downtown master plan was created in 2009 to help guide development and character of this area. Since the 2016 master plan update, the City has experienced tremendous growth and changes, which necessitated a 2023 update to the Downtown Master Plan.

This plan presents a unified vision for the downtown, riverfront and surrounding areas. It will help the City guide development, maximize investment, and create a recognizable "heart of the community".

With this plan, we attempt to answer the following question:

How do we create a "sense of place" in an ever-changing community?



Bettendorf Industrial Area



The Bridges



City Hall Plaza



OCA Pools and Spas



Isle Casino and Hotel



Ascentra Credit Union



15th Street Landing / TBK Building



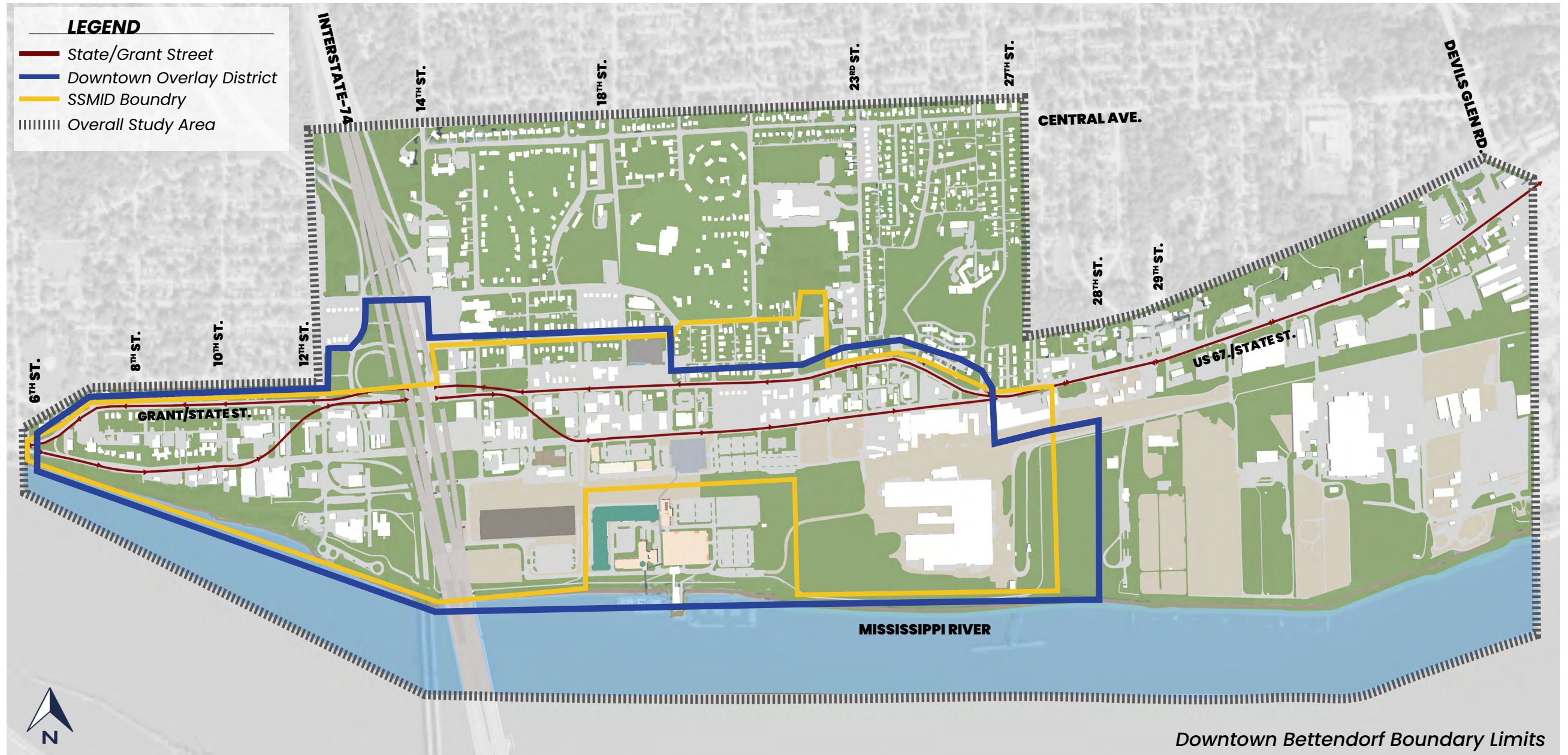
State Street Streetscape



Riverside Bar and Grill

INTRODUCTION & BACKGROUND

Area of Study



Area of Study

The study area includes the traditional downtown area east and west of I-74, the riverfront including the casino, the industrial area to the east of downtown, and the Village District to the north of downtown. This is an area that has been significantly impacted by the reconstruction of the I-74 bridge and the realignment to the surrounding road network of Grant and State Streets. These significant modifications have resulted in the demolition of several existing properties and created redevelopment opportunities around the I-74 bridge area.

The downtown area includes the confluence of important transportation routes including I-74 and US 67 along with regional trail networks such as the Mississippi River Trail (MRT) and the American Discovery Trail (ADT). This area has great opportunities to connect to the Mississippi River and host community events at inspiring places within the community.

**Bettendorf
Successes**



Bettendorf City Hall

Recent Successes of the Downtown Corridor:

- Since 2016, over \$175 million of private investments have been made in Downtown Bettendorf.
- The I-74 bridge construction realigned and improved traffic flow through the downtown corridor.
- Development and construction of the bridge required demolition of several existing buildings, which served as a catalyst for demolition and removal of numerous blighted properties and relocation of many businesses.
- A fair amount of land between the downtown and the Mississippi River is, and will continue to be, owned and operated as enterprises (i.e. casino) with future uses considered as opportunities arise.
- There have been several upgrades to the Mississippi Riverfront, functionally and aesthetically, providing more opportunities for the public to experience and connect with the river.
- Existing and proposed development patterns form districts, which are strengthened by complimentary land uses and provide recognizable characteristics.
- In 2019, the Self-Supported Municipal Improvement District (SSMID) was created. The initiative has given a voice to stakeholders with more communication and collaboration of shared goals for the downtown.



Bettendorf Riverfront

“Economic development in Downtown Bettendorf was hindered by the potential construction of the I-74 Bridge. For many years, investment in our urban core was lacking due to the uncertainty of when, where, and for how long bridge construction would take. Now that the I-74 Bridge project is complete, what once hindered economic development, is now fostering economic development. Construction is complete, roads have been realigned, and the future of Downtown Bettendorf is bright. Investment in Downtown Bettendorf is up, and our renaissance is just getting started.”

- Ryan Jantzi
Executive Director, Downtown Bettendorf
Organization

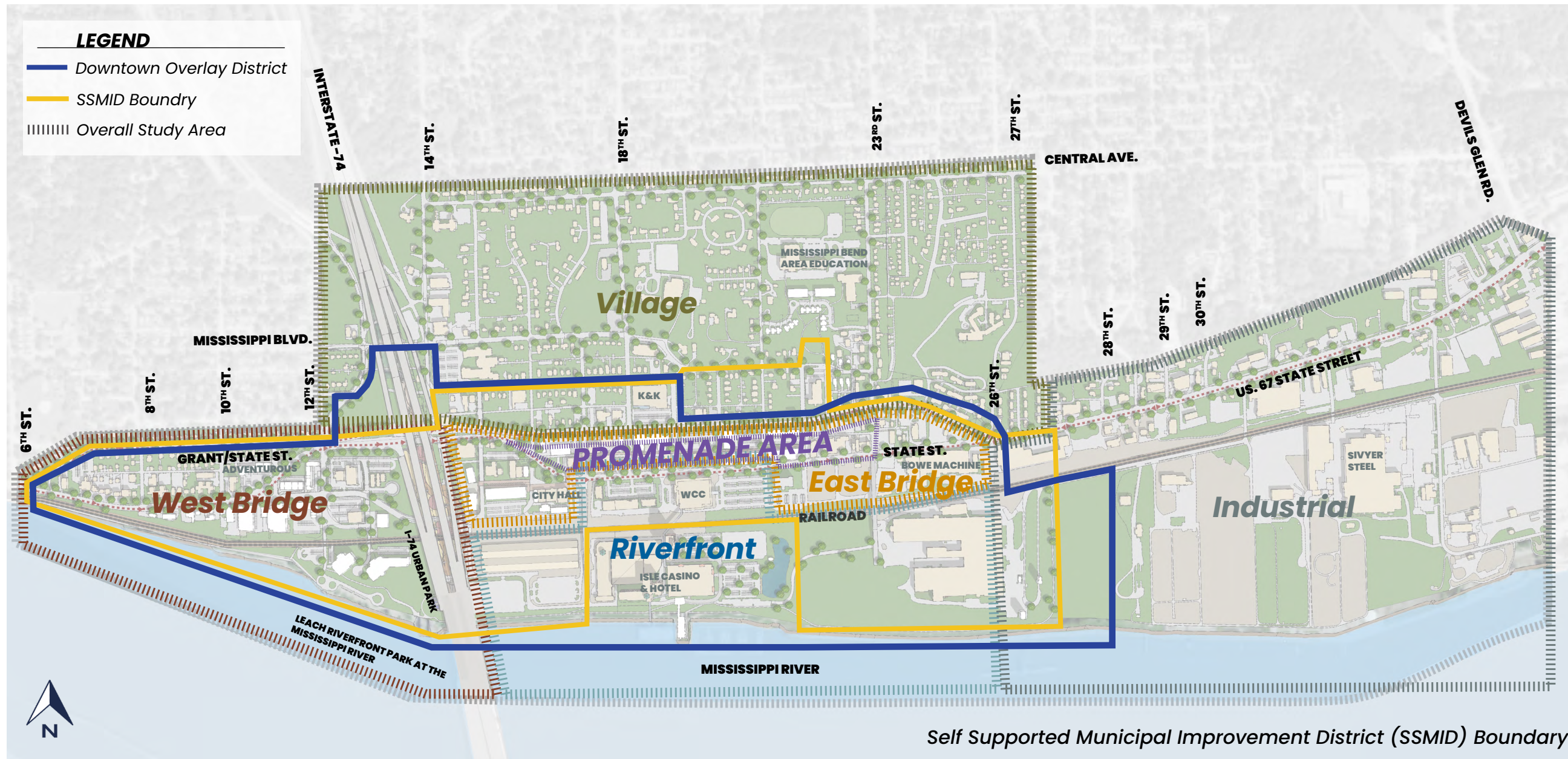


Overall Downtown Master Plan

Downtown Master Plan Intent

The plan concept for downtown Bettendorf illustrates site design concepts that are very important to fulfilling the overall vision of the district and the quality of its streets. In the core district, these critical framework principles include:

- **An increasingly walkable, pedestrian-scaled State Street with parallel Grant Street having a stronger but manageable auto orientation.** This reflects the traditional development pattern of these two streets when State served as downtown’s “main street” and Grant was the edge of the district, dividing surrounding neighborhoods from the riverfront and central district.
- **Walkable and unique district opportunities created in part by new traffic patterns generated by the I-74 bridge.** The best example of this is the remnant of State Street created by the diversion of through traffic to Grant Street as it passes under the bridge.
- **The possibility of open space and trail connectivity from the downtown core to the riverfront.** Site design and building configuration of individual blocks can either expedite or obstruct these preferred outcomes. Therefore, this section addresses site specific guidelines to encourage the realization of these patterns.



Self Supported Municipal Improvement District (SSMID)

The Downtown Bettendorf Organization was founded in the summer of 2019 to provide a unified voice for stakeholders and downtown Bettendorf business owners.

SSMID Mission Statement:

The purposes of the District should be the undertaking of actions and the design and construction of any and all improvement authorized by the Act and the performance of administration, redevelopment, and revitalization of the District as authorized by the Act, any and all of which actions and improvements are intended to benefit the property, businesses, and constituencies within the District.



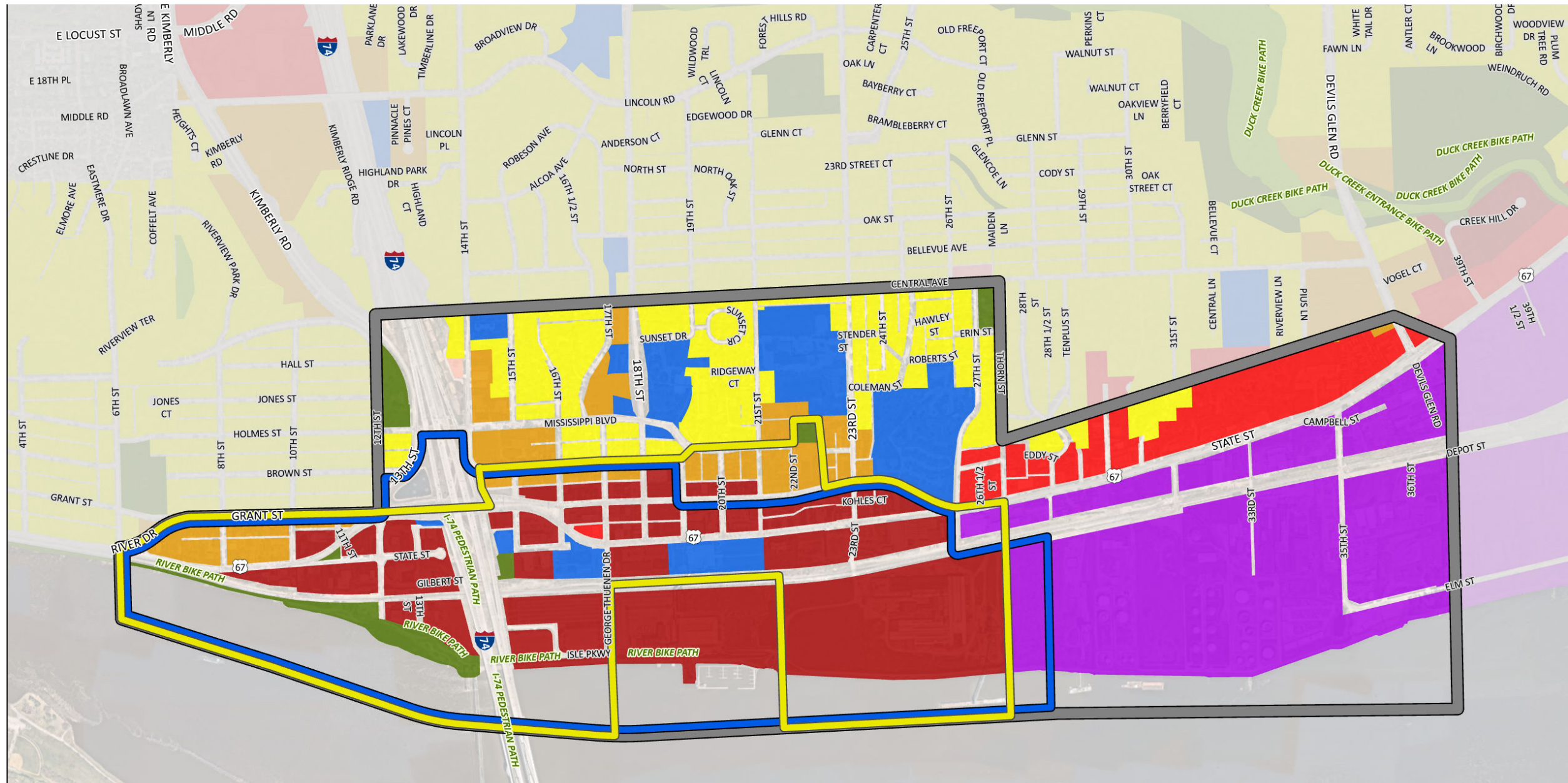
INVENTORY

"Over the past 20+ years the transformation of Bettendorf's downtown has been unbelievable. From having no defined downtown to a district that now has a vibrant working, living and entertaining environment is truly amazing. For many of us, being professionally and personally involved with this advancement has been a once in a lifetime opportunity."

-Dave Tallman,
Bettendorf Development Corporation

"Bettendorf has always been a great place to raise a family, and now it is becoming so much more. Years of planning and patience for downtown redevelopment are paying off, and will continue to in the future. I have never been more excited about the direction Bettendorf is heading."

-Jim Tansey
Chair Bettendorf Development Corporation



LEGEND

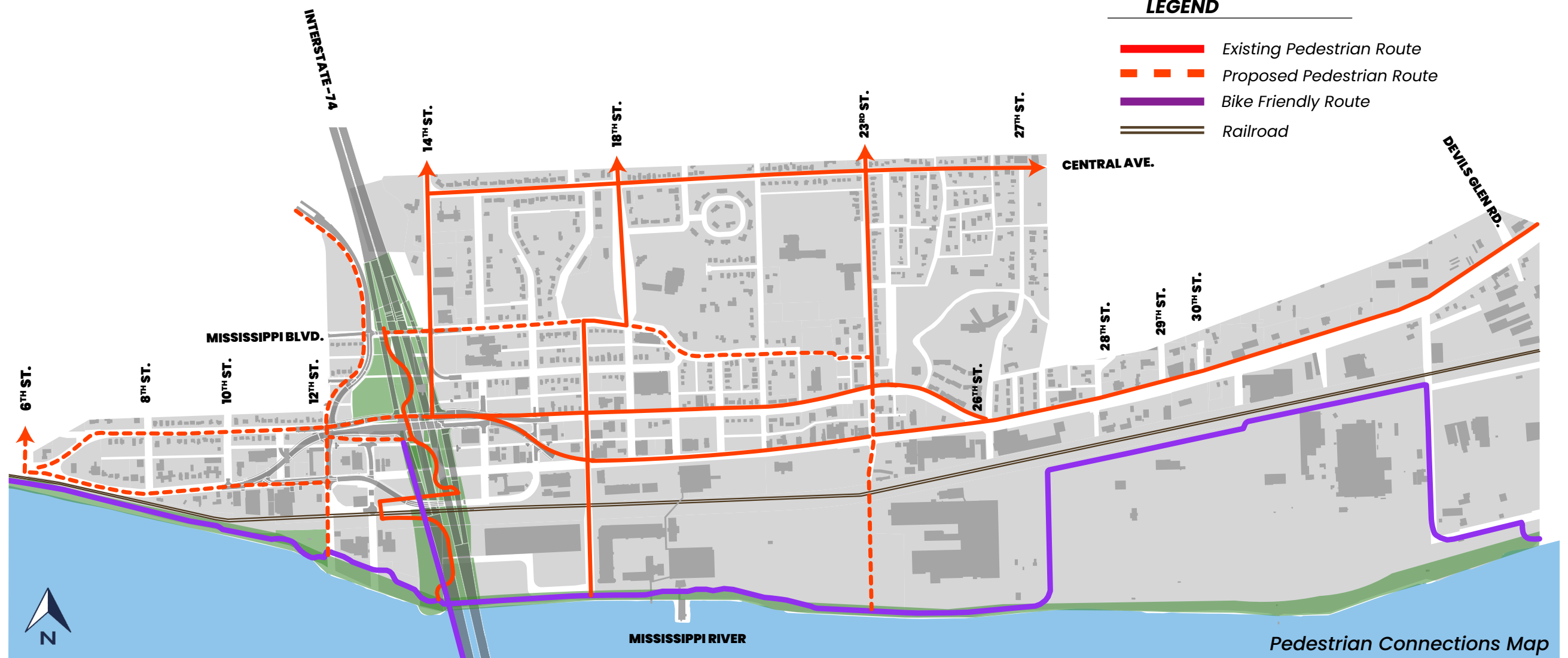
- Public/Semi-Public
- Parks and Open Space
- Neighborhood Light
- Mixed Transitional
- Urban Activity
- Community Commercial
- Industrial
- SSMID Area
- Downtown Overlay District
- Downtown Master Plan Study Area



Comprehensive Plan

Bettendorf's future land use plan is a tool for the City to guide development opportunities and provide a mixed amount of housing, commercial, industrial, and public spaces that provide economic stability and an attractive community. The map shows opportunities for redevelopment to build the City in a desirable direction by defining a concentration of commercial properties, density levels, transportation systems, and the integration of green space into the fabric of the community as it changes over time.

This Downtown Future Land Use Map is adopted as part of the Comprehensive Plan for Bettendorf as updated here, which states "Land use regulations recognize that people live cooperatively and have certain responsibilities to coordinate and harmonize the uses of private property. The comprehensive plan provides a legal basis for these regulations."



American Discovery Trail and Mississippi River Trail



Pedestrian Friendly Community

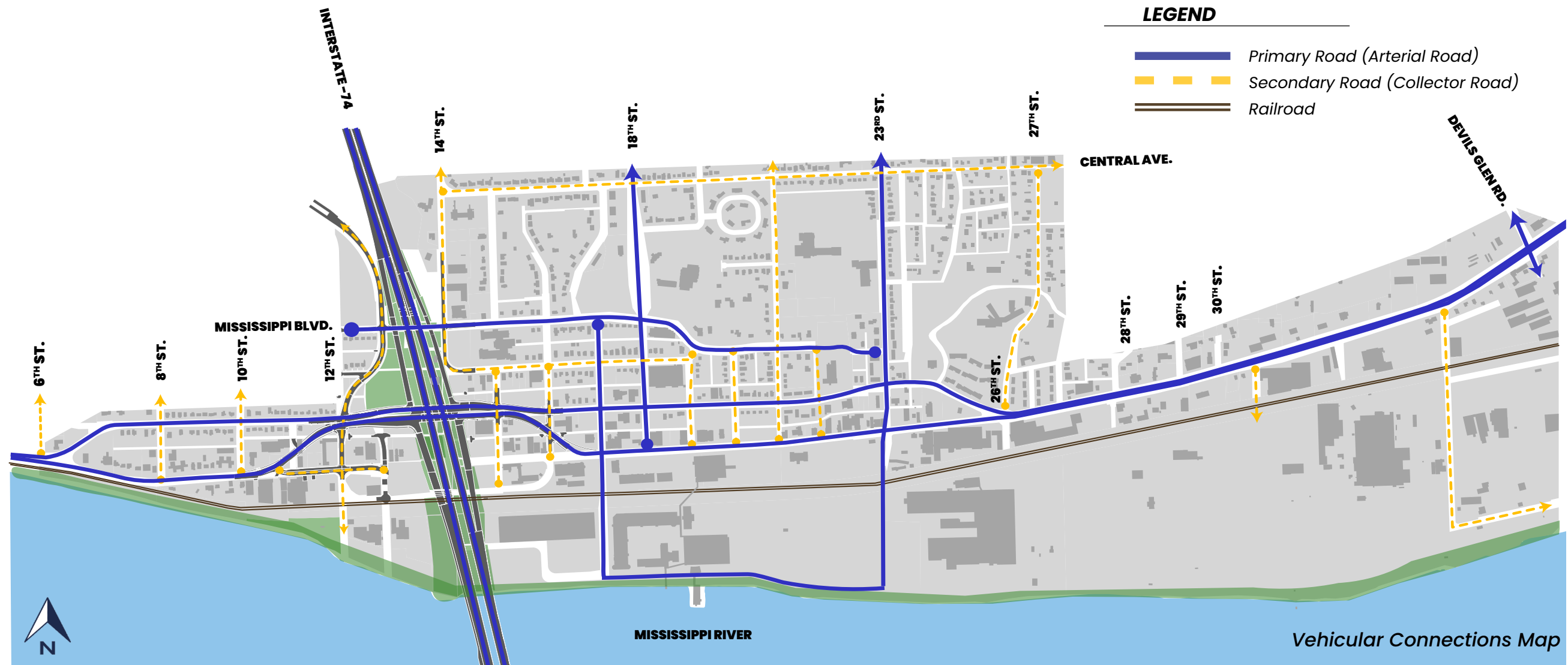
Bettendorf has recognized the importance of providing a walkable community that encourages pedestrian movement and activity, and is critical to redevelopment success. Accommodations for pedestrian connectivity include sidewalks, trail systems, and complete streets that are all interconnected. This network of pedestrian access will support a higher level of activity and add vibrance to the overall downtown district. East/west sidewalks which serve as a pedestrian promenade are planned between State and Grant streets running from 16th Street to 23rd Street, making distinct connections to the I-74 Urban Park, the Mississippi River Trail (MRT), and the community with improved streetscapes that will enhance the pedestrian experience with calm, pedestrian friendly complete streets.

The I-74 Urban Park construction will provide a new north/south green space connecting the MRT to Mississippi Blvd.

The Urban Park will connect the overall downtown district to east/west corridors. Within the East Bridge District, 17th Street currently has a railroad overpass. Another one is planned for 23rd Street to provide more opportunity for connection between the riverfront and popular downtown destinations including the future pedestrian promenade.

The MRT runs north/south across the U.S. along the Mississippi River and is part of the American Discovery Trail (ADT) that connects east/west across the country, as illustrated in the map to the left.

The city worked collaboratively with the the Iowa Department of Transportation, (DOT), Quad Cities Chamber, Visit Quad Cities, and the Downtown Bettendorf Organization (DBO) to create a walkable community. In April 2023, the city was awarded the Healthy Hometown Award.



Major Traffic Corridor

Heavily traveled roads within the downtown have been identified to direct public investment in streetscaping, ornamental lighting, signage, and paving enhancements to support the development of an inviting downtown. These roads include State and Grant Streets, the I-74 interchange, and development efforts on the railroad overpass at 23rd Street, which will provide additional connections to the riverfront. The I-74 corridor will continue to bring many visitors to the community, and will include features at the State and Grant Street interchanges that will give a warm welcome to downtown Bettendorf. The realignment of State and Grant Streets will create redevelopment opportunities to be explored in more detail within the East Bridge and West Bridge Districts. Public transit should also be considered as an important piece of the vehicular network.

Working with local transit companies to accommodate a sufficient number of bus stops and their locations will be important as redevelopment plans are submitted to the City. Street calming techniques, such as bump outs and landscaping, have been included under the Streetscape Guidelines of this plan document to guide future street and sidewalk reconstruction.

Railroad Quiet Zones

The addition of railroad quiet zones will be introduced into the downtown area and will impact both vehicular and pedestrian connectivity.



**I-74 Corridor
& Open Space**

I-74 Urban Park and Riverfront

Inclusion of open space into the fabric of a community is key to creating attractive destinations that people desire to experience and enjoy. Successful redevelopment projects show a range of benefits of planning for open space including economic, health, and environmental vitality. Within the City of Bettendorf, expansion of open space efforts have been prioritized along the Mississippi Riverfront and I-74 corridor.

The City of Bettendorf and Iowa Department of Transportation have made an intentional investment to enhance the environment under and around the new I-74 corridor to enhance the downtown surroundings and provide pedestrian friendly amenities within an open space. The major transportation project has created prime opportunities for redevelopment which has and continues to spur ongoing transformation of the downtown.

In the planning process, stakeholders of the I-74 project extensively considered pedestrian movement and worked to identify several opportunities to promote a walkable downtown. A major goal of the project was to connect pedestrians and bicyclists from the I-74 corridor trail to the Mississippi River Trail and downtown Bettendorf. New sidewalks were constructed along US 67 and Mississippi Blvd. that now connect the West Bridge and the East Bridge Districts.

This unique area that typically is left over space now functions to capture and treat stormwater runoff before reaching the Mississippi River. Pollutants from the I-74 bridge and surrounding surface runoff is being directed to bio cells containing deep rooted ornamental plants and modified soil systems that work together to purify the water. Decorative rock patterns weave around the pedestrian trail that are permeable surfaces to assist in water infiltration while meeting DOT maintenance requirements.

These amenities work together to create a more resilient solution and welcoming entrance to the community. Lighting, landscaping, and signage elements have also been incorporated to strengthen wayfinding and build a consistent and unique identity for the community of Bettendorf.



I-74 Urban Park



I-74 Bridge Pedestrian Path



I-74 Urban Park



I-74 Urban Park

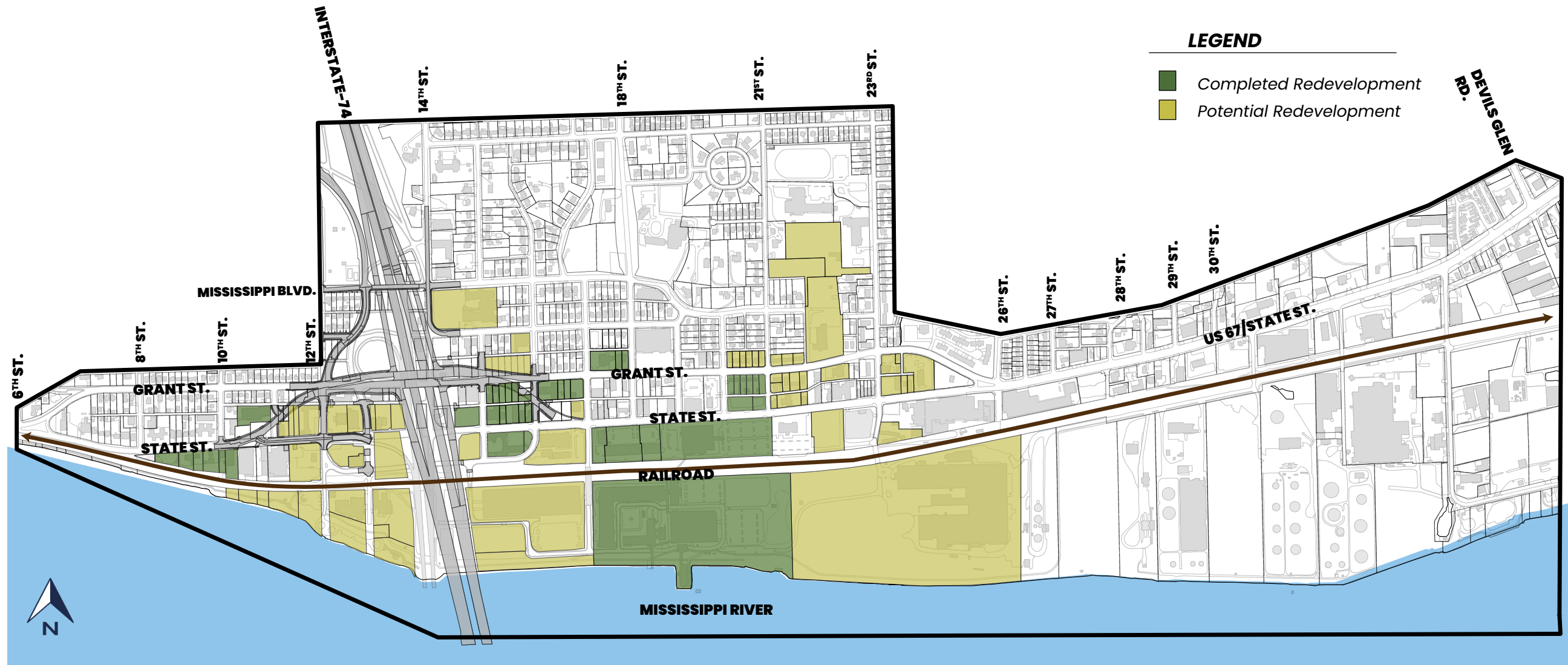


I-74 Urban Park



I-74 Bridge Construction

Redevelopment Site Opportunities



Potential Redevelopment

This plan illustrates potential opportunities for redevelopment within the downtown area. These properties were identified by reviewing a combination of factors including age, condition, appropriateness of current land use, and potential “highest and best use”.

It is important to note that inclusion of any given property shown does not dictate that it will be redeveloped either now or in the foreseeable future. This graphic merely illustrates properties with a higher potential for redevelopment based on the factors above.

The decision to redevelop a property is ultimately driven by the property owner and their response to market factors. Properties that are identified as redevelopment potential are noted as such because there are current plans or projects underway that will affect those properties.

This is true of several parcels around the Interstate-74 bridge reconstruction area.

***The potential redevelopment sites shown are as of 2023; this is not considered to be an all inclusive list or map.**

***The Industrial District redevelopment potential is exhibited as opportunities arise on a case by case scenario.**



"My childhood address was 1211 – 17th Street. I grew up there, and it was home until I went to college in the mid-90's. I remember saving up my money as a kid, and buying my first baseball bat at K&K Hardware. I remember when Sports Fans Pizza opened its doors, and I remember when they expanded to the second half of their building. I remember my dad going to work every day at J.I. Case. Downtown Bettendorf is part of who I am. And I could not be more proud of the evolution that is taking place! Today, I love Adventurous Brewing; I love to still shop at K&K Hardware; I think it is awesome to see what TBK Bank and Ascentra Credit Union have done down here; and the new Riverside Grill is such an awesome spot! The list goes on and on, and it just keeps getting better! Thank you to everyone who is investing in "my backyard". You all make me so proud and grateful to be a kid from Downtown Bettendorf!"

*- Jeff Reiter
Assistant City Administrator*



DOWNTOWN MASTER PLAN CONCEPT & DISTRICTS

COMMUNITY VISION AND KEY GOALS

DISTRICTS

WEST BRIDGE DISTRICT

EAST BRIDGE DISTRICT

RIVERFRONT ENTERTAINMENT DISTRICT

INDUSTRIAL DISTRICT

VILLAGE DISTRICT



State Street, US 67



State Street Streetscape

Desired Character

In keeping with the vision developed by the master plan committee and following input from current City leaders, the design team sees the strongest approach for downtown Bettendorf is to create well-defined spaces within the greater corridor and introduce into each area a sense of identity and character.

These images illustrate some of the "character" desired and currently exhibited in downtown Bettendorf.



Jetty Park



Jetty Park



Jetty Park



State/Grant Street Parade



Waterfront Convention Center (WCC)



15th Street Landing

Key Goals of the Downtown Master Plan

Create and maintain Downtown as the focal point of the City:

- Provide opportunities for strategic infill and redevelopment that strengthen the overall character of the downtown.
- Encourage a variety of uses, events, and activities that add vibrancy.
- Maximize the economic impact of downtown in terms of both commerce and taxable valuation.
- Preserve and enhance desired existing uses.
- Promote locally appropriate design that reinforces the historic character of the community.
- Take advantage of the planned I-74 Urban Park as an important open space, event space, and community connector.

Encourage pedestrian-oriented mixed use development:

- Encourage a mix of uses supporting the "live, work, play" concept including housing, office, retail, and civic infill.
- Appropriate scale and character.
- Provide a variety of housing types and relate to a range of lifestyles, economic conditions, and changing preferences, that are adaptable over time including "aging in place", young professionals and work from home.
- Promote orientation of development to the street, and enhance the public realm through streetscaping and public spaces.
- Identify a development partner for mixed-use development site relative to the Community Center.
- Establish promenade walkway

Support the creation of a multi-modal transportation network:

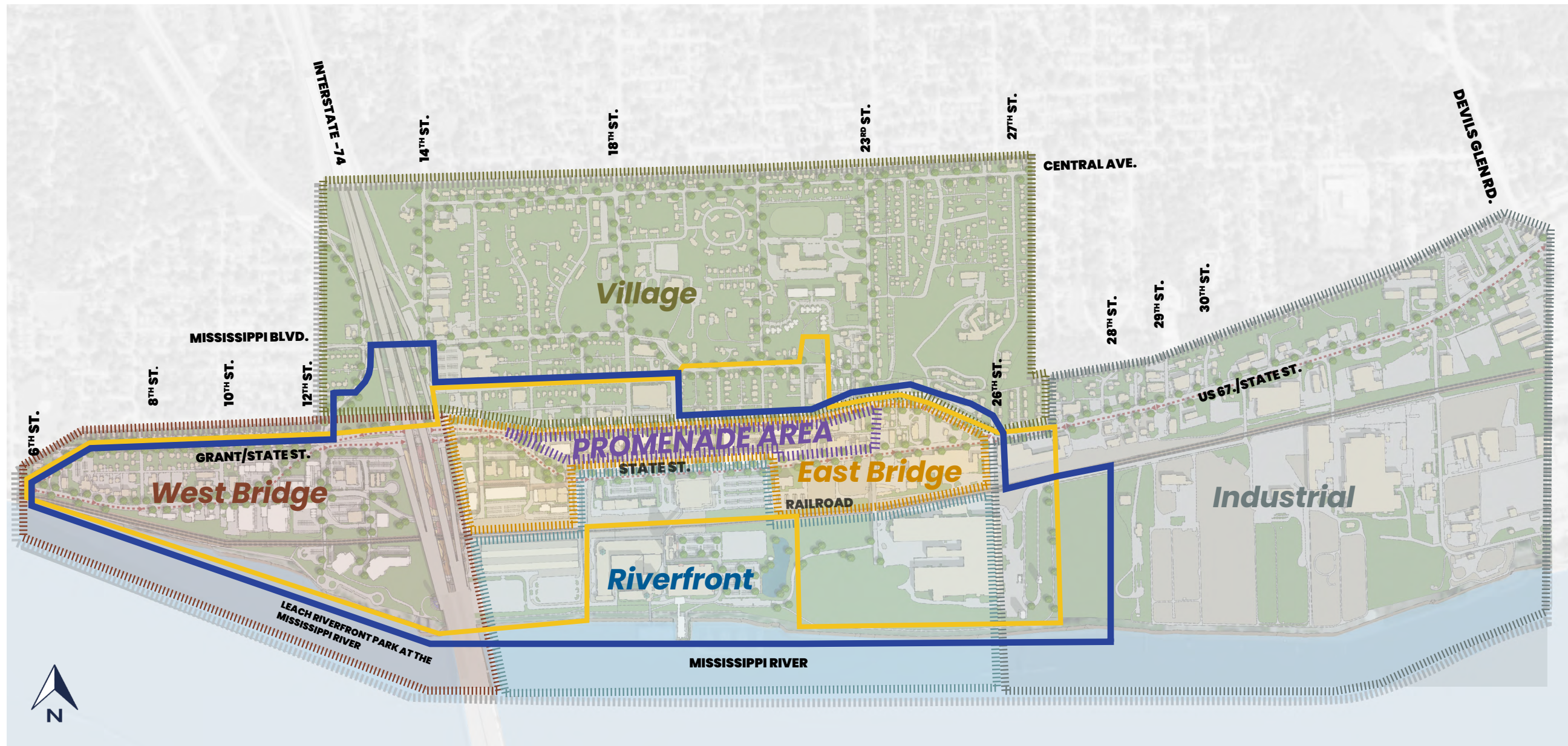
- Create a "complete streets" framework that supports pedestrians, bicycles, and transit in addition to vehicles.
- Implement streetscape and traffic calming measures.
- Create connections to the regional trails network.

Maximize connection to the river:

- Promote pedestrian and vehicular connectivity to the riverfront.
- Maximize development potential of sites in proximity to the river.
- Utilize the I-74 Urban Park as a major corridor connecting the downtown and the community to the riverfront.

Maximize pedestrian connections:

- Railroad Quiet Zones.
- ADA walkable community with the Healthy Hometown Initiative (HHI).
- Enhance lighting throughout downtown corridors.



DOWNTOWN DISTRICT BOUNDARY MAP

LEGEND

District	Other
West Bridge	Overall Study Area
East Bridge	Promenade East Bridge
Riverfront	SSMID
Industrial	Downtown Overlay District
Village	

The Districts

The Bettendorf Downtown Master Plan Study Area includes a variety of neighborhood uses and characteristics, each with their own identity. Therefore, breaking the area into five(5) sub-districts, each with their own uses, scales, and characteristics that make up the overall Downtown Master Plan. These boundary lines are intended to be transitional boundary lines, allowing each district to blend into one another, which allow soft transitions between each district throughout the downtown.

The five districts are identified as follows:

- **West Bridge District:**
6th Street to the I-74 Urban Park
- **East Bridge District:**
I-74 Urban Park to 26th Street
- **Riverfront Entertainment District:**
State Street to the Mississippi River
- **Industrial District:**
26th Street to Devils Glen Road
- **Village District:**
Grant Street to Central Avenue



WEST BRIDGE DISTRICT

"A key component for my business growth has been easy access from all directions, interstate, bridge, and Great River Rd. Business and residential growth in downtown, support the many small and locally owned businesses presently rooted, to offer a diverse and interesting destination along the Mississippi River."

-Leann Themias
Owner Tango Salon

West Bridge District:

District Summary

The West Bridge District is bounded approximately by 6th Street on the west, the Mississippi River on the south, the I-74 corridor on the east, and Grant Street on the north. The West Bridge District is a mix of commercial and residential uses. Much of the eastern part of this district has been heavily impacted by the new I-74 bridge: The realignment of State Street and Grant Street have been completed, as well as all other local streets within the corridor. State Street exhibits a definite small business/higher-density residential flavor, as evidenced by apartment buildings, warehouses, parking lots, and retail buildings. Along Grant Street, the character is mainly residential with mature trees lining the corridor with space available for on-street parking.

Master Plan Objectives

- Street connectivity to riverfront sites.
- Business area with parking and trail links in area between the bridge and 12th Street.
- Slower business street character on State and Gilbert Streets.
- Land swaps and land aquirement to enable landscaped edges of quasi-industrial uses and storage yards.
- Small-scale redevelopment projects on sites north of State Street.
- Path and street connectivity to neighborhoods and riverfront.
- Permaneant location for SSO Operations during flood events.

Development Character

- Provide a mix of residential, office, and retail uses through thoughtful land redevelopment. Protect historic character of the neighborhood and key buildings.
- Look for opportunities to create green spaces and focal points.
- Create high quality, contextually appropriate architecture, streets, and public spaces.
- Convenience/retail developments limited to key corners.
- Areas south of State Street offer opportunities for larger scale development with orientation and views of the Mississippi River.
- Site development should incorporate plazas, trails, and outdoor use areas that connect to the Mississippi River and the Mississippi River Trail (MRT).



OVERALL MASTER PLAN CONCEPT & DISTRICTS

West Bridge

East Bridge

Riverfront

Industrial

Village

**OVERALL
MASTER PLAN
CONCEPT
& DISTRICTS**

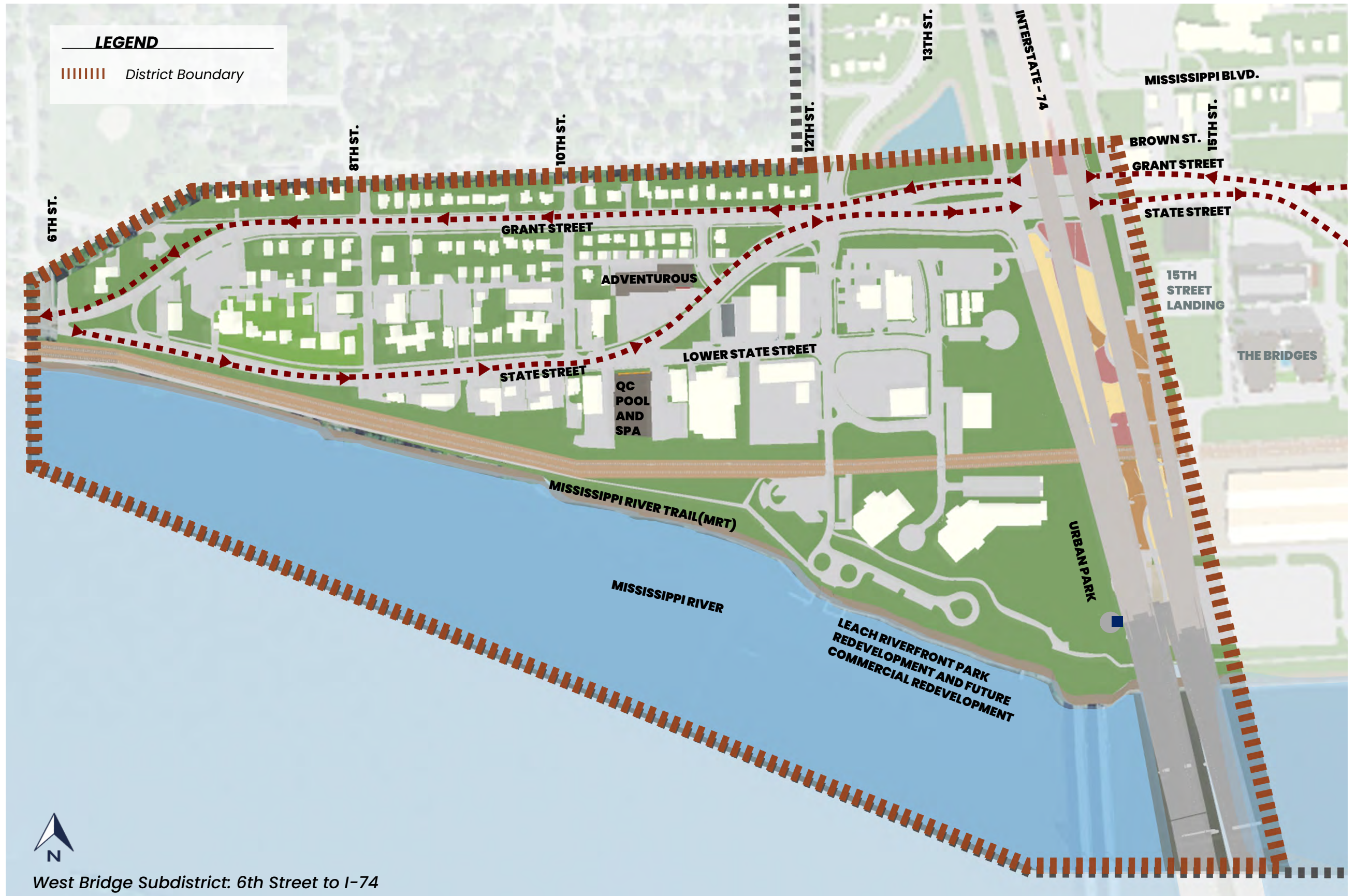
West Bridge

East Bridge

Riverfront

Industrial

Village



West Bridge Subdistrict: 6th Street to I-74

West Bridge

East Bridge

Riverfront

Industrial

Village



Site Accomplishments:

- Construction of I-74 bridge and identity elements

Site Recommendations:

- Urban Park and Trail with connections to surrounding community, State and Grant Streets, MRT, and ADT.
- Pedestrian at-grade railroad crossing.
- 12th Street greenway and path to the riverfront and major public riverside green spaces.
- Development of retail building along State Street frontage.
- Redevelopment of City Center Motel.
- New retail on surplus site west of City Center Motel.
- Reconfiguration of "Lower State Street" as two-way, two-lane section with diagonal parking from 11th Street to the I-74 bridge.
- Redevelopment of older shopping center with multi-family or retail building.
- Leach River Front Park upgrade and redevelopment update
- Focus on river front amenities and intentional strategy for high density housing.



EAST BRIDGE DISTRICT

The opening our new Home Office has allowed us to serve our members and community in ways beyond what we imagined. Our neighbors and local stakeholders share in our excitement as we have helped transform downtown Bettendorf.

-Linda Andry,
President and CEO for Ascentra Credit Union

East Bridge District:

District Summary

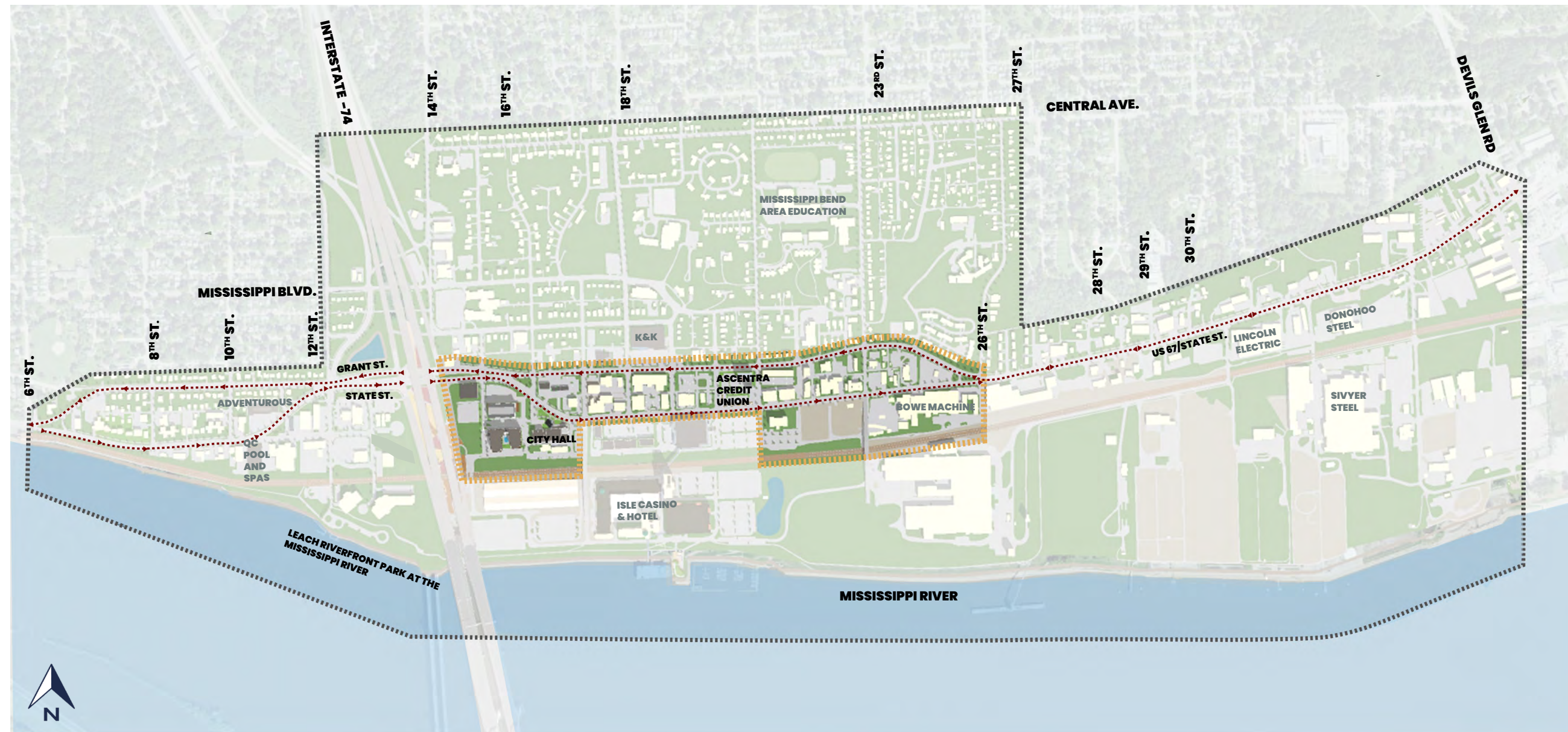
The East Bridge District is bounded approximately by the I-74 corridor on the west, the railroad on the south, 26th Street on the east, and Grant Street on the north. The East Bridge District is the historical and functional heart of the community. It is the traditional "central business district" and home to important civic uses such as City Hall and municipal stations. It is vital to maintain and build on the historic fabric of the District, with improvements to existing properties and mixed use infill development. Opportunities abound for increasing the number of people living in the downtown area which will add activity and vibrancy to support shops, offices, and restaurants and increase a pedestrian friendly downtown.

Master Plan Objectives

- "Lower State Street" urban district between 16th Street and the bridge.
- Sequence of public squares and paths connecting core to the Urban Park and the riverfront.
- Street connectivity to riverfront sites.
- Pedestrian promenade to connect important destinations.

Development Character

- Most intense urban district that could be a destination for arts, culture, and entertainment.
- Provide a mix of residential, office, retail, entertainment, and civic uses through thoughtful infill and redevelopment. Protect historic character and key buildings. Maintain moderate scale and height of new developments.
- Opportunities to create new civic spaces with unique focal points.
- Create high quality, contextually appropriate architecture, streets, and public spaces.
- Convenience retail limited to key corners.



OVERALL MASTER PLAN CONCEPT & DISTRICTS

West Bridge

East Bridge

Riverfront

Industrial

Village

**OVERALL
MASTER PLAN
CONCEPT
& DISTRICTS**

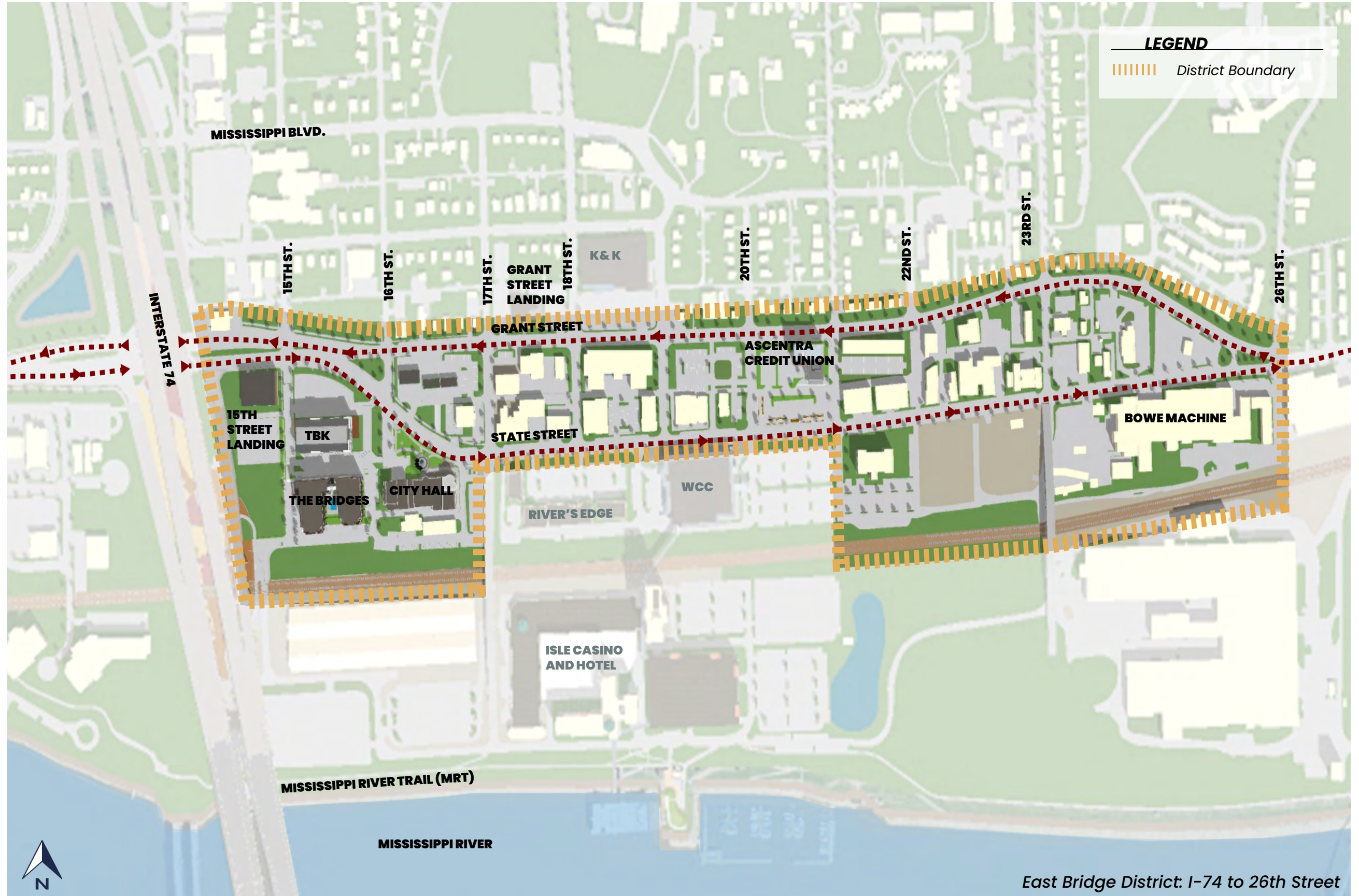
West Bridge

East Bridge

Riverfront

Industrial

Village



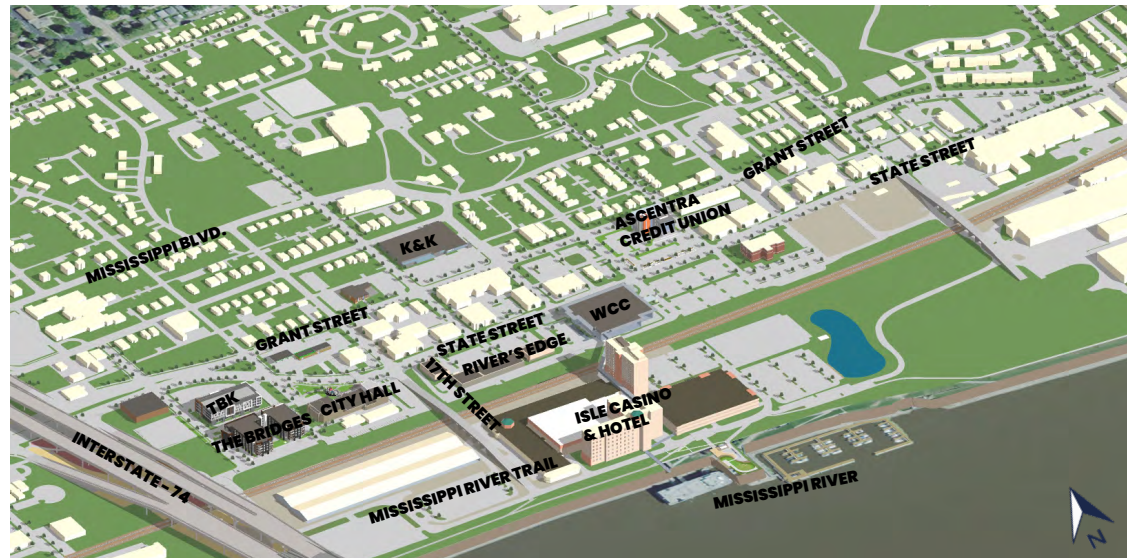
West Bridge

East Bridge

Riverfront

Industrial

Village



Site Accomplishment:

- New building developments throughout the State /Grant Street Corridor
- Addition of City Hall Plaza, a new public space at the diagonal transition of US 67 from the Grant to State Streets alignment.
- Addition of public spaces; Grant Street Landing and 15th Street Landing.
- Mixed use redevelopment of Twin Bridges site.
- Wayfinding Signage

Site Recommendations:

- Continue with Redevelopment of site between 15th Street and I-74 to complete the "Lower State Street" development. Parallel parking on the north side with diagonal parking on the south side from the bridge to 16th Street.
- Public art throughout the district.
- Widen sidewalk on south side of State Street between 16th and 15th Streets to connect the Promenade to the Urban Park, MRT, and the ADT. Streetscape and thematic lighting enhancements to both sides of State Street and to 15th Street between Grant and Gilbert Streets.
- Rehabilitation/reuse of buildings on north side of State Street between 15th and 16th Streets.
- Site assembly between US 67 eastbound lanes and Grant Street between 16th and 17th Streets with conveyance of surplus land and vacation of the alley, subject to compliance with design recommendations.
- Proposed convenience store and retail outlets.
- Improvement of pedestrian crossings and landing at 17th and State Streets to continue Promenade system to City Hall Plaza and Urban Park, MRT, and ADT.
- Connections of Promenade system to Urban Park, MRT, and ADT.
- Entrance features, ID elements, and Bettendorf entry feature.
- Municipal Facility expansion.

West Bridge

East Bridge

Riverfront

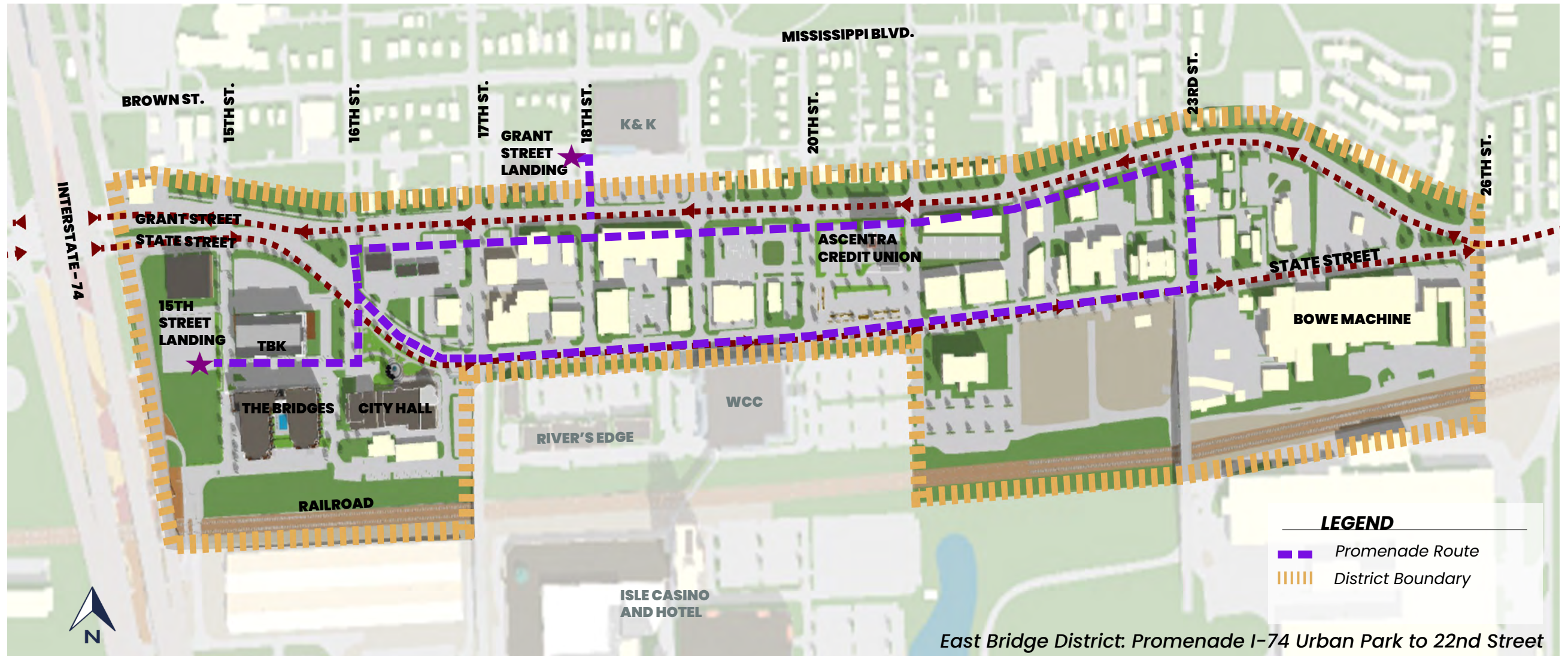
Industrial

Village

East Bridge District

Pedestrian Promenade Summary

- The Promenade provides an opportunity to utilize sidewalks and to become a vibrant pedestrian-friendly corridor running between 15th and 23rd Streets. The Promenade provides a pedestrian-friendly corridor through the downtown area, building upon and enhancing the traditional character, building frontages, and streetscape along State and Grant Streets. This is an opportunity for businesses to create more intimate spaces like outdoor dining areas, retail areas, and patios. If enough of these uses are developed the downtown can become a destination for dining, entertainment, shopping, and hospitality.
- Nicely detailed but durable hardscape that looks and functions like a pedestrian environment the majority of the time. The design elements should relate to the streetscape.
- Private outdoor areas next to the promenade can be developed into vibrant people spaces such as patios, outdoor dining, and courtyards.
- Primary entrances of buildings should always face State and Grant Streets to allow the promenade to engage businesses with pedestrians.
- Consider bump outs, signage, speed tables or specialty paving, and pedestrian actuated signals along the promenade for safe pedestrian crossings.
- 10' sidewalks where possible with 6' sidewalks as the minimum standard.



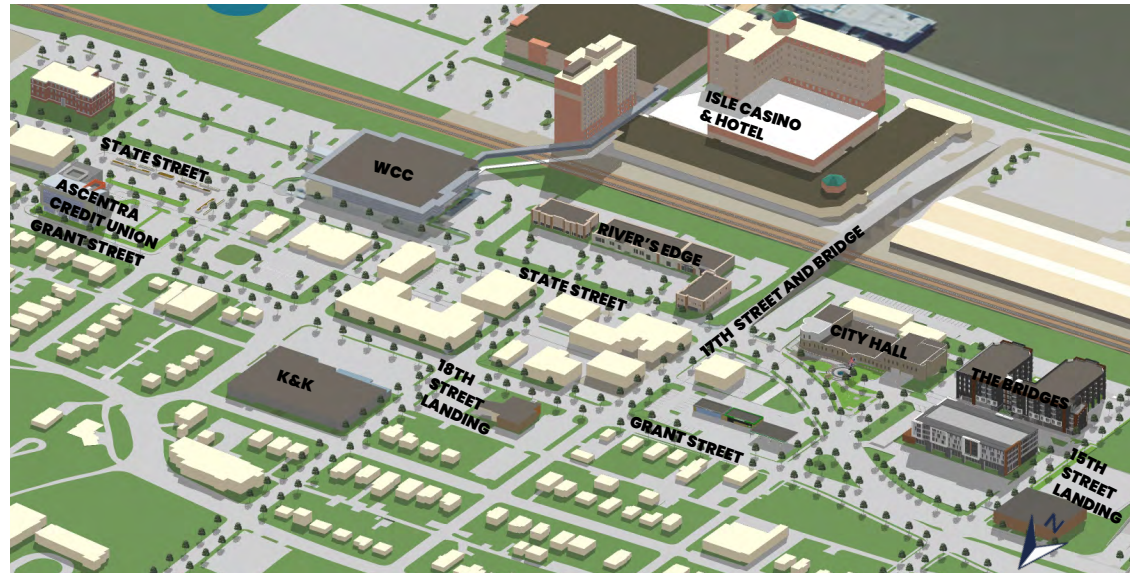
West Bridge

East Bridge

Riverfront

Industrial

Village



15th Street to 23rd Street Pedestrian Route, "Promenade"

- A pedestrian friendly route situated along State and Grant Streets and I-74 and Leach Park between 15th and 23rd Streets, it's features include special paving, street furniture, plantings, specialty lighting, public art, graphics, and pedestrian priority crossings at intervening streets. Businesses may have outdoor dining and retail areas. Minor redesign of some parking facilities and site plan modifications may be necessary to provide continuity along the way.
- Multi-purpose open spaces, performance pavilion or other public use and/or cafe, or other active retail by reusing or replacing existing building.
- Residential redevelopment with some Promenade frontage. Proposed configuration includes a green space fronting the Promenade.
- Enhanced State Street sidewalk and streetscape between 15th Street Landing and 23rd Street, following plan standards.
- Proposed 23rd Street bridge crossing over the railroad tracks.
- Municipal facility expansion.

Site Accomplishment:

- 15th Street Landing: Enhancement of the State Street parking lot as a parking "court" that can be used for sales, exhibits, and other events at specific times.

"Having been a downtown Bettendorf business for 80+ years, I like seeing the downtown becoming vibrant again giving our loyal customers more shopping and dining opportunities."

-Don Keller
Owner K&K Hardware



RIVERFRONT ENTERTAINMENT DISTRICT

"The vibrancy and activation of downtown Bettendorf and its future direction is vitally important for how visitors and Quad Citizens emotionally connect to our community. The opportunity to reinvigorate downtown Bettendorf integrating with the I-74 Bridge redevelopment is a chance to position downtown for the future and create increased value for our regional destination. The Quad Cities destination vision, strategy, and Tourism Master Plan reinforces the need for strong, compelling, inclusive, and vibrant downtowns that drive economic development, tourism, and quality of place. Coupled with leveraging our world-renowned Mississippi River and its riverfront, downtown Bettendorf is uniquely poised to do something meaningful that will have a legacy."

- Dave Herrell
President & CEO, Visit Quad Cities

Riverfront Entertainment District

District Summary

The Riverfront Entertainment District is bounded approximately by the I-74 corridor on the west, the river on the south, 26rd Street on the east, and portions of State Street and the railroad on the north. The Riverfront Entertainment District is anchored by the Isle Casino and Hotel. It is also home to the Waterfront Convention Center. This district contains the largest potential redevelopment sites in the downtown area. Careful consideration and coordination is vital to insure that those opportunities are maximized.

Master Plan Objectives

- Major riverfront residential, combining multi-story buildings with townhouses.
- Improved street alignment to create redevelopment sites.
- Major open spaces, including a large event green space.
- Reuse or redevelopment of site for mixed uses.
- Connections of MRT to downtown and Promenade.

Development Character

- Large scale redevelopment with orientation and views of the river.
- Given the separation from the traditional downtown core, design could be more modern reflecting other high rise development along the river. Townhomes could be transitional, bridging from modern towers to traditional downtown forms and materials.
- Site development should incorporate plazas, trails, and outdoor areas that connect to the river, the MRT, and the ADT.



OVERALL MASTER PLAN CONCEPT & DISTRICTS

West Bridge

East Bridge

Riverfront

Industrial

Village

**OVERALL
MASTER PLAN
CONCEPT
& DISTRICTS**

West Bridge

East Bridge

Riverfront

Industrial

Village





Site Accomplishments:

- Isle of Casino and Hotel renovations and redevelopment to land based facility.
- Updated light bollards along Mississippi Riverfront and Jetty Park.
- Jetty Park redevelopment; Removal of Casino sky structure, and design of a new riverfront park.

Site Recommendations:

- Connections to surrounding amenities including the Urban Park and Plaza, MRT, and ADT.
- Vehicle and pedestrian connections across 17th Street bridge and the proposed 23rd Street bridge.
- Potential mixed use redevelopment sites.



**OVERALL
MASTER PLAN
CONCEPT
& DISTRICTS**

West Bridge

East Bridge

Riverfront

Industrial

Village



INDUSTRIAL DISTRICT

"Downtowns are a reflection of the community's identity, pride, and prosperity. Investing in their growth and development is not just an investment in physical infrastructure, but also in the soul of the community. It's truly inspiring to see the progress that has already been made, and it's exciting to see what the future holds. We commend the City for their efforts and fully support their vision of creating a beautiful and thriving downtown community."

- Erica Schroeder-Cerda
Board Chair – Bettendorf Business Network

Industrial District

District Summary

The Industrial District is bounded approximately by 26th Street on the west, the Mississippi River on the south, Devils Glen Road on the east, and State Street/US 67 on the north. The Industrial District is the prominent home to many industrial facilities in the Bettendorf area including: Lincoln Electric, Bowe Machine, Sherwin Williams Paints, and many other local businesses. While this is an industrial zone, it also serves as the eastern gateway to the downtown. Efforts should be made to upgrade the appearance to provide an inviting entrance to the downtown districts.

Master Plan Objectives

- Promote appropriate industrial infill and redevelopment projects. Focus on redevelopment of sites with light industrial and commercial uses that can positively impact the corridor.
- Extend key streetscape elements through the district to “announce” the downtown area and unify the entrance experience.
- Work with industrial sites to manage negative visual, noise, odor, or vibration impacts.
- Connect pedestrians to the MRT trail system to access downtown and riverfront.

Development Character

- Properties should present an upgraded “front door” to State Street and other public streets. Implement design standards for highly visible properties and redevelopment properties.
- Utilize appropriate screening and buffers where possible.



OVERALL MASTER PLAN CONCEPT & DISTRICTS

West Bridge

East Bridge

Riverfront

Industrial

Village

**OVERALL
MASTER PLAN
CONCEPT
& DISTRICTS**

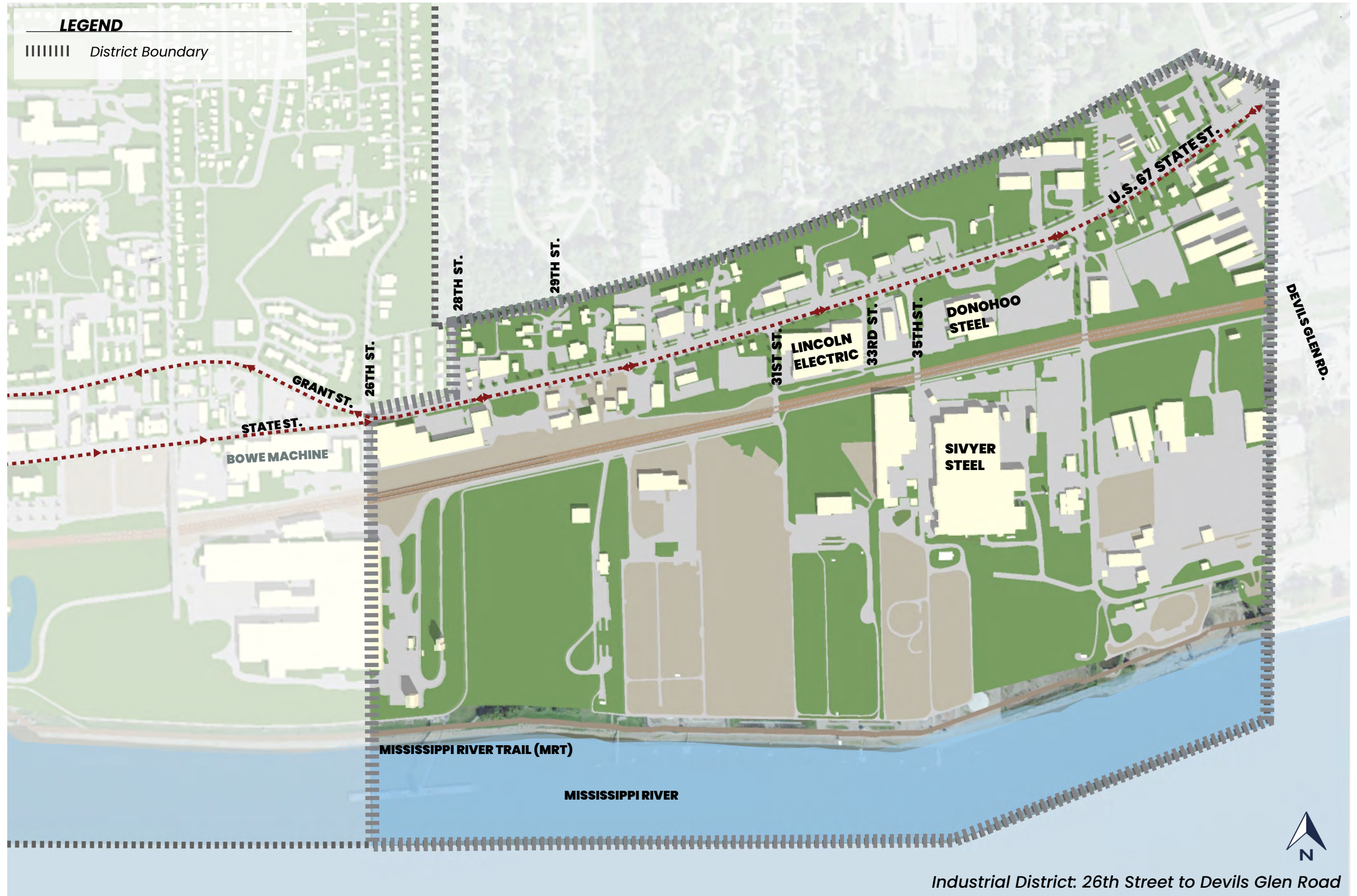
West Bridge

East Bridge

Riverfront

Industrial

Village



Industrial District: 26th Street to Devils Glen Road

West Bridge

East Bridge

Riverfront

Industrial

Village



Site Accomplishments:

- Maintain high quality businesses along US 67.
- 33rd Street storm sewer reconstruction to support flood mitigation and stormwater runoff.

Recommendations:

- Extend streetscape along State Street/US 67.
- Extend trail system along the north side of State Street/US 67.
- Allow new industrial infill to develop in keeping with the existing character of the area, similar to the look of the building below.



*Precedent Image
Existing Manufacturing Company in the Industrial District*



VILLAGE DISTRICT

"So much work has been done in Downtown, and in my career as City Administrator, I have seen many tremendous accomplishments; none greater than the completion of the new I-74 Bridge. This bridge has opened so many doors for Bettendorf, and it is going to continue for years to come. I am excited to see the next chapter of Downtown Bettendorf be written. We have so much to look forward to!"

*- Decker Ploehn
City Administrator*

Village District

District Summary

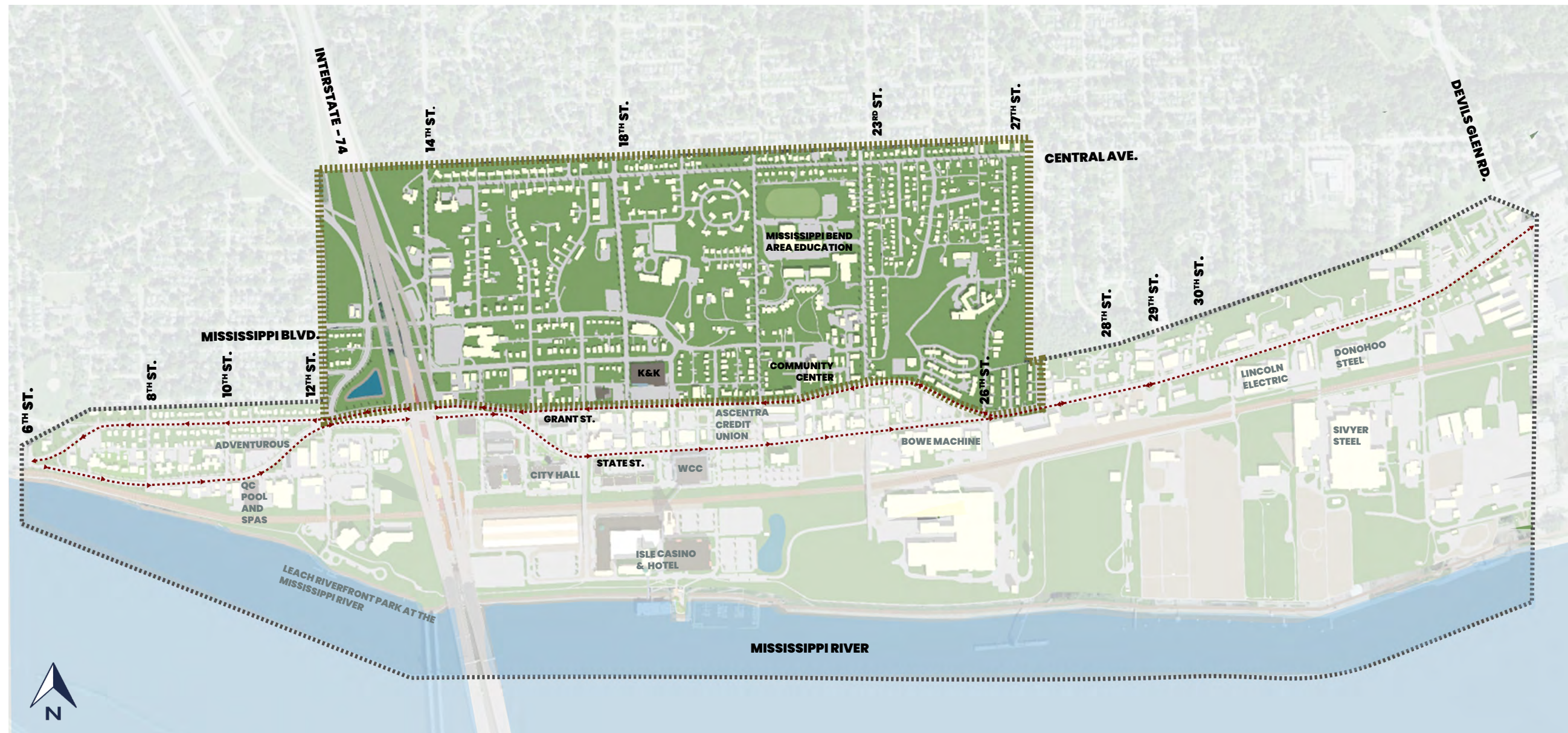
The downtown Village District is bounded approximately by the I-74 corridor on the west, Grant Street on the south, 27th Street on the east, and Central Avenue on the north. The district is a mix of established single-family and multi-family residences along with some institutional uses. This is a well-established neighborhood with limited but important potential for redevelopment that can work with the downtown redevelopment initiatives. Downtown retail, office, restaurants, and services support urban living within the residential zone, more housing will, in turn, support the downtown economy.

Master Plan Objectives

- Promote appropriate mixed-use developments.
- Promote appropriate multi-family residential infill projects.
- Maintain a strong neighborhood by promoting reinvestment in existing single family homes, multi-family units, and businesses.

Development Character

- Scale, massing, and design of infill projects should respect the character of the existing neighborhood.
- Maintain neighborhood oriented green space.
- Provide pedestrian connectivity to the community trail system and major destinations.



OVERALL MASTER PLAN CONCEPT & DISTRICTS

West Bridge

East Bridge

Riverfront

Industrial

Village

**OVERALL
MASTER PLAN
CONCEPT
& DISTRICTS**

West Bridge

East Bridge

Riverfront

Industrial

Village



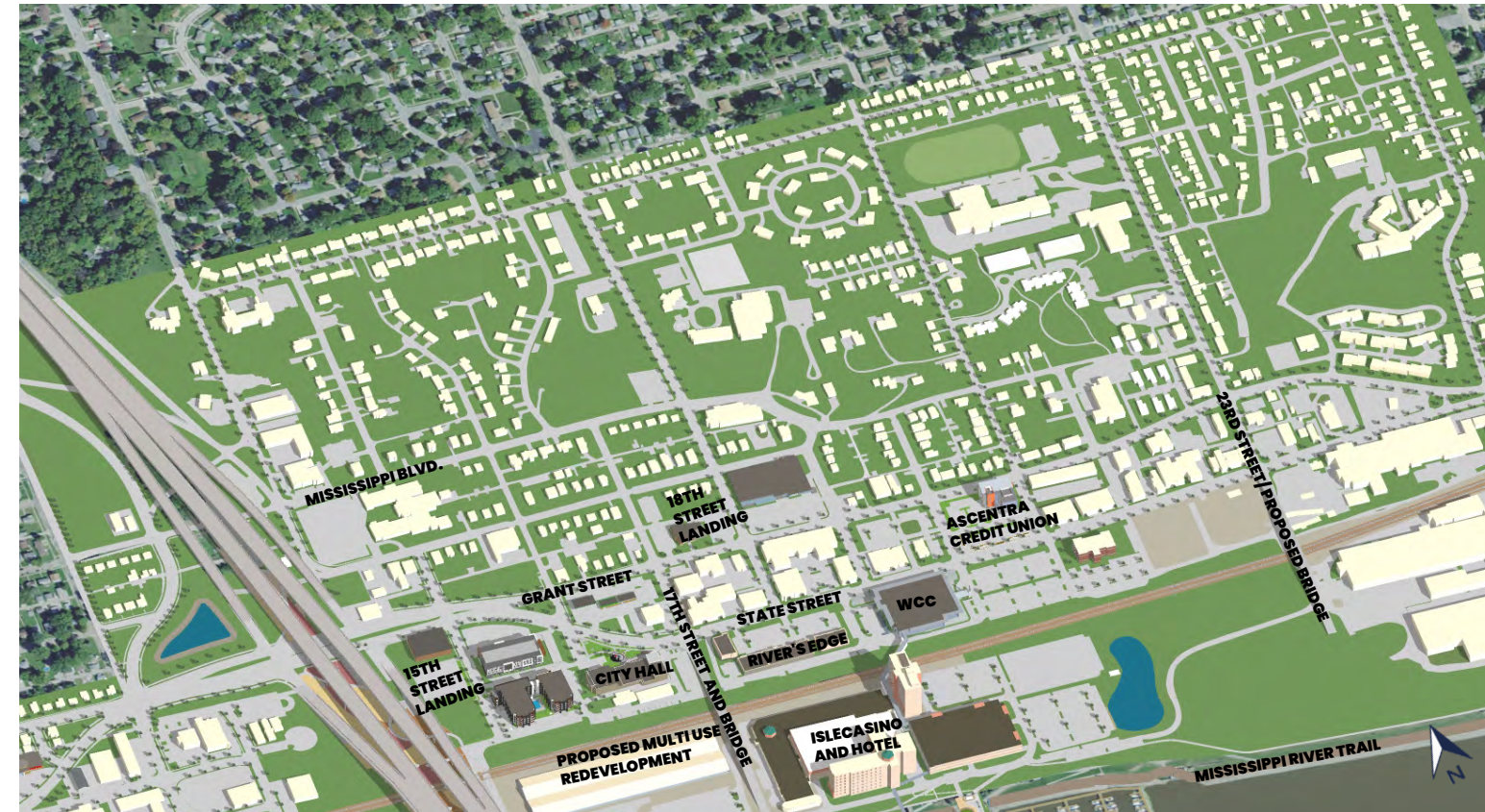
West Bridge

East Bridge

Riverfront

Industrial

Village



Site Accomplishments:

- Expansion of Rivermont Collegiant.
- 18th Street Landing.
- Repurpose buildings including the former Ascentra Credit Union to Riverside Grill.
- Continued infill development and re-use of properties as new community and retail spaces.

Site Recommendations:

- Manage infill with appropriate residential, mixed-use infill that blends with the current character of the Village District.
- Redevelopment of Bettendorf Community Center.
- Maintain existing character of historic structures.
- Maintain small pockets of commercial uses and residential spaces that assist in the downtown components.





"The Bowe family has been a part of downtown Bettendorf for several decades. We have ridden the ups and downs of many economic tides, plant closures, business departures, etc. We are proud to align our vision with the DBO to support local officials to re-make downtown Bettendorf into a thriving hub once again. It is our hope that through cooperation with the DBO we bring in new and exciting businesses following the I-74 bridge replacement. We see the DBO being pivotal in springboarding the vision of the current property and business owners through collaboration and planning. I am very excited to see what the next decade and beyond has in store for us, and I am personally very proud to be a part of the genesis of the DBO. It has been an honor to serve the Bettendorf community."

-Simon Bowe
Bowe Machine

"The increased investment in downtown Bettendorf has been so encouraging to watch. The space is being transformed and activated to become more vibrant, lively and more beautiful than ever before. The transformation is a testament to the power of public and private partnerships that will drive the growth of our community."

- LaDrina Wilson
CEO – Quad Cities Chamber



DESIGN STANDARDS AND GUIDELINES

PARKING AND TRAFFIC CALMING

LANDSCAPE GUIDELINES

ARCHITECTURAL CHARACTER AND MATERIALS

EXISTING BUILDING GUIDELINES

INTRODUCTION USING THESE GUIDELINES

NOTE: These Design Guidelines do not apply to single-family dwellings and accessory structures. The guidelines are only intended to have limited applicability to those high profile portions of industrial uses that front directly on State Street/ US 67.

These design guidelines are intended for use by City staff, existing property owners, future property owners, and consultants to guide decisions on the future of Downtown Bettendorf. The guidelines contains the following sections:

Parking

- Guidelines for parking access, location, construction, and parking lot stormwater strategies.

Landscape

- Guidelines for the style and placement of landscape plantings.

Architectural Character & Materials

- Guidelines for architectural materials and forms to achieve a distinct architectural style.

Site Specific Principles

- Guidelines for the development of specific sites as anticipated by the Downtown concept.

Design Review Committee

In order to achieve the goals set forth in the Downtown Master Plan and these Design Guidelines, it is recommended that prior to the issuance of a building permit for the construction of a building, structure, or sign for any property within the Downtown Master Plan overlay district, the plans should be reviewed and approved by a Design Review Committee whose membership should consist of the City Planning and Zoning Commission.

GOALS

The overall goals of the guidelines are to:

1. Enhance the public experience.

An important focus of the Downtown Bettendorf Master Plan is the improvement of the district's physical character and community life through an interaction of public spaces, private investment, and circulation. The new I-74 bridge opens substantial development opportunities both by its iconic physical character and the redevelopment opportunities created by acquisition and new street patterns.

2. Create a cohesive architectural character.

Another important focus of the downtown is the area's architectural character. These guidelines recommend a menu of architectural elements and materials that encourage renovation of existing structures, in some cases applying more contemporary urban materials. For new development, the guidelines emphasize bringing structures toward the street, locating parking to the rear of properties, and providing easily identifiable entries, greater transparency into ground floor spaces, and human scale.

All buildings in a downtown area can contribute to the overall style if designed in ways that reinforce desirable patterns. These guidelines are also intended to drive developments and redevelopments of different building types, scales, and uses as a part of an active and distinctive downtown.

3. Redevelop sustainably.

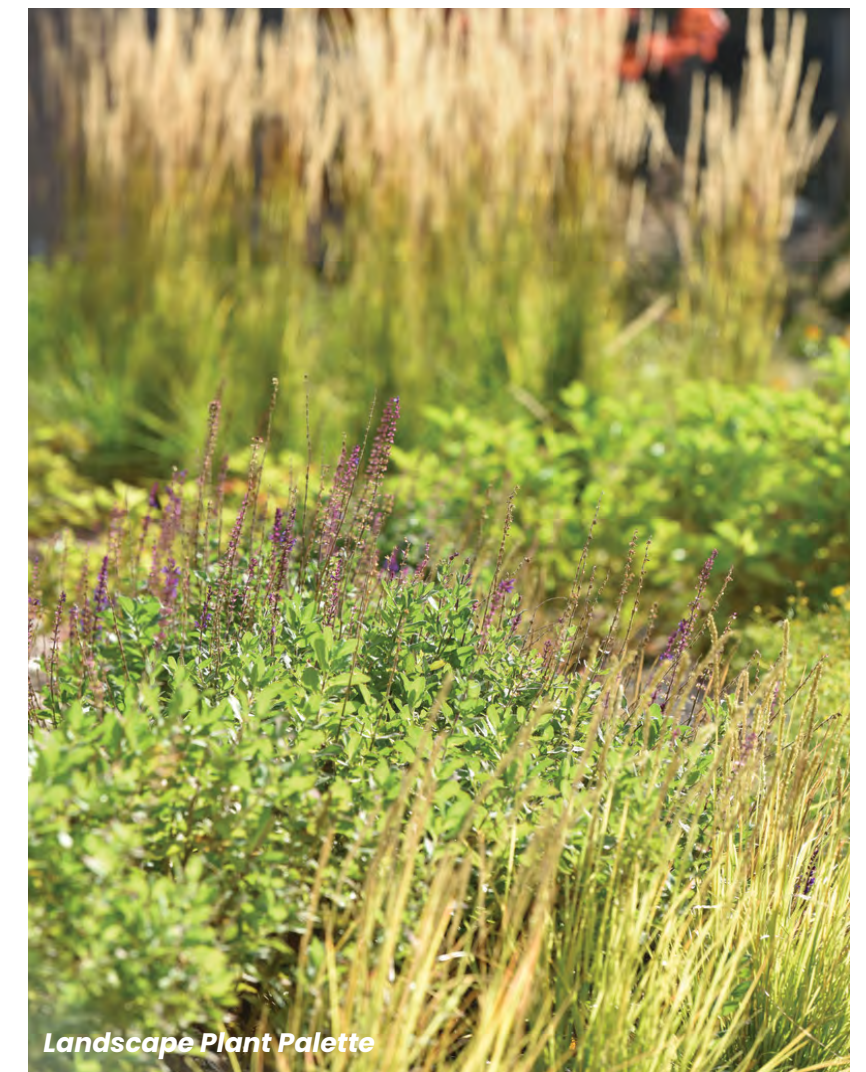
It is a goal of this plan to encourage a sustainable development in Downtown Bettendorf. Durable building materials, regionally appropriate landscape materials, and green infrastructure are all methods that apply to achieving this goal.

4. Encourage public/private partnerships.

Revitalization of Downtown Bettendorf will require an effort on the part of private property owners in partnership with the City. Quality public infrastructure along with development guidelines that encourage appropriate architectural elements will create an atmosphere that produces positive results.



City Hall Plaza



Landscape Plant Palette

PARKING GUIDELINES

INTENT

- To provide safe and convenient pedestrian access to facilities served by the parking areas.
- To maximize available parking within existing facilities through efficient use of parking stalls.
- To provide on-street parking (both angled or parallel) where possible.
- To manage the visual impact of parking and ensure that parking lot design provides a comfortable pedestrian connection between public sidewalks and business entrances.
- To promote development density and a compact, walkable urban core through comprehensive parking strategies including parking sharing and off-peak parking.

PARKING DESIGN GUIDELINES

- Share parking areas between businesses near one another where possible. Shared parking minimizes impervious surface coverage, reduces storm water runoff, and manages access to provide both good functionality and reduce friction with adjacent arterial streets, primarily State and Grant Streets.
- Unless otherwise prohibited by the Ordinance, municipal parking lots, such as City Hall, and the Community Center shall function as public parking lots for pedestrians and consumers who patronize Downtown businesses and amenities. Parking at public facilities is encouraged to support the Healthy Hometown Initiative.
- Parking requirements in the Bettendorf Zoning Ordinance, provide flexibility for the downtown, where parking demands for various uses are generated at different times.
- Portland Cement Concrete (PCC) paving, asphalt paving, unit pavers, or pervious unit pavers are acceptable materials for parking lots.
- Parking lots should provide interior and perimeter landscape and are encouraged to use techniques such as pervious pavers, bioretention areas, and rain gardens to provide natural management of stormwater. When used, pervious paving should be installed in the parking stall area rather than drive aisles. The heavier use of drive aisles can compact the porous subgrade and reduce the effectiveness of the material. Crowning a concrete drive aisle to drain to the pervious paving parking stall achieves the stormwater management objectives at a lower cost than installing the pervious pavers throughout.

- Parking lots in the downtown core area with over 20 stalls should provide interior landscaping equal to at least 5% of their surface area. Along perimeter streets and highways, parking frontages should provide landscaping equivalent to the area of one standard parking stall for each ten stalls along that frontage. To illustrate, a lot may have up to ten continuous stalls along the street, broken by dedicating an intervening stall to landscaping. Alternatively, the requirement may be met by a combination of a landscaped setback and an adjacent landscaped island.
- For new development in the East Bridge district, parking should be located at the rear of the buildings or in the interior of blocks. Additionally, public parking should be located along the Promenade to encourage pedestrian traffic to destinations that reside along the Promenade. In general, State Street should have more of a pedestrian scale. Grant Street will provide a higher degree of vehicular access and visibility. Exposure of parking along State Street should generally be limited to 25% of the linear frontage of each block. On blocks where more than 75% of the Grant Street frontage is devoted to parking, 100% of the State Street frontage should have continuous building faces or planned public space.
- Consolidate access to private parking lots to improve both vehicular and pedestrian safety as well as increase the potential for on-street parking. Managed access typically allows more real estate to be used for actual vehicle parking and less area for circulation.
- Parking lots that are two or more bays in width are encouraged to provide a safe and protected pedestrian path from a public sidewalk or public walkway. This access may be incorporated into the landscaping plan for the parking lot.
- The existing parking buffer plantings between the sidewalk and the parking lots should be maintained where they exist and improved to meet City buffer and screening standards as properties are improved or redeveloped.
- Whenever possible separate loading/delivery areas should be constructed to avoid blocking vehicular and pedestrian traffic.
- Consolidate access to private parking lots to improve vehicular and pedestrian safety as well as increase the potential for on-street parking. Managed access typically allows more real estate to be used for actual vehicle parking and less area for circulation.

TRAFFIC CALMING GUIDELINES

INTENT

- To slow vehicles and create a pedestrian friendly downtown.

TRAFFIC CALMING GUIDELINES:

- Planted bump outs and streetscape amenities should be utilized along the downtown streets and at on-street parking locations as depicted in the streetscape typologies.
- Intersections should have designated crosswalks and provide adequate crossing time of signals for pedestrian crossings.
- Lower speed limits on State and Grant Streets should be considered.



Parking Island Character



State Street US 67 Intersection

LANDSCAPE GUIDELINES

INTENT

- To create a cohesive neighborhood aesthetic for the Downtown District, including landscaping for the Industrial District.
- To establish baseline recommendations for the design of the landscape and open spaces.
- To provide cohesive landscaping along streets and pedestrian connections.

OPEN SPACE AND REQUIRED LANDSCAPING

Open space for natural landscape and landscape beautification should be provided in accordance with the specific requirements of the underlying zoning.

In key gateway locations throughout the downtown study area, there are critical needs for enhanced open space areas to be used for community entrance features and landscaping. These locations are illustrated in the individual District plans presented in the previous section. Property owners in those locations may be asked by the city to participate by providing easements for the development of such features. In consideration for such participation, other site development requirements may be relaxed or altered.

Minimum site landscaping requirements should be as required in the City's Zoning Ordinance.

INTERIOR STREETS

Landscape along interior streets should be evaluated on a case by case basis.

Minimum site landscaping requirements should be as required in the City's Zoning Ordinance.

ARTERIAL STREETS

Landscaping along State and Grant Streets should generally comply with the following guidelines:

- Existing understory street trees should be maintained and pruned to improve sight triangles at street intersections.
- Tree plantings and landscape beds should provide proper irrigation and adequate surrounding permeable area for viability in an urban setting. Materials should comply with the City's list of approved landscape materials.
- The existing parking buffer plantings between the sidewalk and the parking lots should be maintained where they exist, and should be improved to meet City buffer and screening standards as properties are improved or redeveloped. New parking lots should comply with guidelines for parking lot landscaping.

NATIVE AND ADAPTED PLANTINGS IN FORMALIZED LANDSCAPES

Landscape development should use native and adapted plant materials. The desired outcome is to create an appealing environment at streets, open spaces, building entries, and landscape buffers through the use of native regional and adapted perennials and overstory and understory trees. There are wide varieties of color and form to be found in the multitude of native and adaptive species.

FENCING

Fences, where necessary, should be constructed of durable, high quality materials to compliment the adjacent building(s). Masonry, stone, wrought iron, or cast aluminum and architectural metal are acceptable materials. Architecturally detailed, painted wooden fences may be allowed at the discretion of the Design Review Committee. Treated wood fences, wire fences, and chain link fences are not allowed.

In the Industrial District, architectural metal fences are required along public frontages. Chain link fencing is permissible along the sides and rear.

All fences should be approved by city officials and require a building permit.

STORMWATER MANAGEMENT

Development in downtown Bettendorf should use "Best Management Practices" (BMP) for stormwater management. BMP is a blanket term used to describe a management practice or technique that has been deemed to be effective and practical in mitigating stormwater run-off from a developed site.

A combination of stormwater BMP can be used to filter and infiltrate run-off before being discharged into the City storm sewer system or directly into the Mississippi River.

These guidelines do not detail a specific systems approach, but individual solutions should increase run-off retention time on site, infiltrate water into the ground and plant roots, filter pollutants, and maintain or reduce the overall run-off volume leaving the site.

Methods to accomplish these outcomes include:

- Reduced street/drive widths and paved areas to minimize impervious cover and stormwater run-off rate and volume.
- Green roofs on built structures to absorb and transpire rain water back to the atmosphere and reduce the heat island effect of built surfaces.
- Infiltration planting beds and rain gardens around buildings and structures to filter and infiltrate roof and pavement run-off and provide landscaped property amenities.
- Cisterns for rain water collection and reuse for landscape irrigation.
- Permeable paving in parking and loading areas to absorb and retain rainwater.
- Bioretention cells and swales within and around paved areas to filter and infiltrate rain water run-off.



Stormwater Planter Example

© RDG Planning & Design

ON-STREET STORMWATER PLANTER DIAGRAM

The above diagram illustrates the aesthetic and function of an On-Street Stormwater Planter. Stormwater planters enhance the quality of stormwater that leaves the street. Salt-tolerant plant material and inclusion of engineered soils are critical to the long term functionality and aesthetic quality of these streetscape elements. It is desired by municipalities that these planters be underdrained with an outlet to local storm sewer. During times of heavy rainfall the underdrain ensures that water will be able to exit the planter below grade without overflowing onto the street.

ARCHITECTURAL CHARACTER & MATERIALS

INTENT

- To establish an engaging and cohesive architectural character for the Downtown Bettendorf core that is distinctive to the urban design quality of this district.
- To achieve this character through gradual redevelopment of existing structures, retrofits, and upgrades of existing buildings and new construction.
- To identify appropriate architectural forms and elements, durable construction materials, and a consistent palette of colors.

These design guidelines do not cover all potential design configurations, but are intended to express predictable and flexible guidelines. If a design is presented that does not meet the specific recommendations but meets the general intent of the guidelines, design approval may still be granted at the discretion of the Design Review Committee.

STANDARDS

- The private frontage area between the public sidewalk and the building façade should be designed for pedestrian-oriented uses, such as plaza space, outdoor patio space for restaurant and café seating, landscaping, public art, or recessed entryways.
- A minimum of 50% of the total area of the ground floor façade should consist of storefront windows and doors. Glazing should be clear and highly transparent. Reflective (mirrored) or colored glass is not permitted. Such windows should allow views into the interior space. The bottom of storefront windows should be no more than 3' above the level of the adjacent exterior grade.
- Building entries should be recessed a minimum of 18" and sheltered by awnings or canopies that project a minimum of 6' from the building façade. Entries should also be distinguished by façade design, materials, articulation, or other architectural details to the entrance.
- Awnings and canopies designed to provide weather protection along frontages are encouraged and may project 8' maximum from the front façade, and should be located 8' minimum above the adjacent sidewalk.



TBK Bank Building

CHARACTER IMAGE

Mixed-use building combines residential scale, commercial street level use, and an effective landscaped setback.



TBK Bank Building

CHARACTER IMAGE

The above image shows the combination of brick with other modern materials that create a contemporary take on a traditional building.



Riverside Grill Building Redevelopment

CHARACTER IMAGE

The above image is an example of a live-work loft using corrugated metal and cement board with vibrant earth tone colors.

FORM AND SCALE

Consistent use of architectural forms and spatial scale in the Downtown core will help create a distinct sense of place and a unified approach to redevelopment. However, the district includes a variety of building types and uses, from small automotive shops to traditional two-story brick commercial buildings. Regarding smaller low density support buildings, we need not assume the same overall form or scale of larger high-density residential or large scale commercial structures. However, structures of different purpose or scale should relate to each other by using similar geometries, materials, and color values at an appropriate building scale. Buildings should maintain a human scale along all elevations that can be viewed from public rights-of-way. This is to be achieved with any one or a combination of the following:

- Varying roof heights and shapes.
- Varying parapet heights and shapes.
- Use of multiple wall materials, textures, and colors to create a horizontal aesthetic.
- Use of projecting building elements such as overhangs and shading devices (elements should project a minimum of four feet).
- Separate building elements such as free-standing screen walls.
- Buildings should use functionally-designed and energy-responsible elements such as overhangs, sunscreens/awnings, and other shading devices (which may include perforated metal panels or fabric structures); clerestory glazing or roof monitors (energy efficient alternative to standard skylights) to accommodate an interior day-lighting strategy; and light colored (heat reflecting) membrane roofs and green(vegetative) roofs.

FÀCADE COMPOSITION

- Building façades should be designed with a base, middle, and top. The top of buildings should be delineated with some form of cornice expression, either with trim material, brackets and panels, eave details, or accentuated masonry. The base of a building should be distinguished from the middle through the use of string courses, cornice expression, or installation of awnings or canopies. Where the exterior wall material changes along the vertical plane of the building, the materials should be separated by a horizontal band, such as a belt course, soldier course, band board, or other trim appropriate to the building materials being used.
- Break up building façades along street frontages is desired.

- Facades should be divided vertically into bays. Facade bays should be 20' minimum in height and 35' maximum in width and establish a rhythm of vertical modules unified by a complementary rhythm of architectural elements such as pilasters or window bays. Where the exterior wall material changes along the horizontal plane of a building, the change should occur on an inside corner of the building wall. To avoid flat, continuous, and overly long upper floor facades, the maximum length of an upper floor facade should be 100'. Articulation between continuous upper floor facade sections should be accomplished by recessing the facade 2' minimum for a distance of at least 10'. If an upper story facade is recessed more than 5', said distance should be increased to at least 20'. To create a seamless transition between the facades of a building at a street corner, both street-facing facades should be designed with equal architectural quality and detail. Buildings should reinforce street corners by repeating facade elements such as signs, awnings and window and wall treatments on both sides of the building facing the corner. Additional corner emphasis with chamfered or rounded facades, corner entries accentuated through changes in design treatments, materials, canopy projections, roof or parapet forms, or through another architectural method is encouraged on street corners.

BUILDING ENTRIES

- Primary entries to ground floor building space and to common lobbies accessing upper floor building space should be accessed through an entry located along street-facing facades, with preference given to entries along facades facing primary streets. Building entries along rear and side facades or from parking areas may not serve as principal building entries.
- For buildings that contain residential dwelling units, there should be at least one main entrance on the street-facing facade that provides pedestrian access to dwelling units within the building. Access to dwelling units should not be solely through a parking area or from a rear entrance.
- Entries on street facing facade should be sheltered by an awning, canopy, a recessed doorway, portico, and/or a porch as appropriate to the architectural character, and should be distinguished by facade recesses or variations in facade design.
- Primary residential entries should be demarcated pediments with a transom and sidelight windows, pilasters and pediment, door surround and raised cornice, or a combination of these treatments.
- Unenclosed or partially-enclosed exterior stairways to upper floor building space are not permitted. Unenclosed, exterior corridors on upper floors are not permitted.

- Along street frontages, sliding doors are prohibited as building entries. Sliding doors may not be used as a primary means of entrance to any residential building or residential unit.

STORY HEIGHTS

- For all mixed-use and non-residential buildings, the minimum ground floor, floor-to-structural-ceiling height is 14'. For live-work townhouses, apartment buildings, and multi-dwelling buildings, the minimum ground floor floor-to-structural-ceiling height is 11'.

AWNINGS & CANOPIES

- Awnings and canopies may project over the public sidewalk with a minimum 8' clearance above the sidewalk, but should not project in a manner that will interfere with utilities, street trees, or other important right-of-way features.
- Awnings should be constructed of a durable material, such as canvas or metal, that will not fade or tear easily. Plasticized, rigid, or curved awnings or mansard-style canopies are prohibited. On storefront frontages, awnings should be open-ended to allow views along the frontage.
- Awnings should not be internally illuminated, and any signs should be illuminated by fixtures located above the awning and directed downward.

MECHANICAL EQUIPMENT

- Outdoor mechanical, electrical, and communication equipment including heating, air conditioning, and ventilation equipment; venting and vent terminations for commercial hoods; electric meters; electrical and communications equipment and panels; and similar features should be placed on the roof or at the rear of buildings. Such equipment should not be placed in private frontage areas. Except for venting and vent terminations for commercial hoods. Said equipment may be located along the non-street side of buildings if it can be demonstrated to the satisfaction of the Design Review Committee that it is impractical to locate such equipment on the roof or to the rear of the building. Venting for commercial hoods should be internal to the building, and terminations should be located on the roof or may terminate through an exterior wall that abuts an alley right-of-way. If there is practical difficulty locating horizontal vent terminations for kitchen fans, bathroom fans, and gas fireplaces for individual residential dwelling units on the roof or to the rear or side facades, they may be allowed on front facades as long as they are designed to blend with the exterior building facade as approved by the Design Review Committee.

- All such equipment should be screened from public view by architectural finished screen walls and enclosures consistent and complementary to the exterior facade of the building.
- If within public view, rooftop mechanical penthouses should be designed to complement the design of street-facing building facades and be clad on all sides in the same materials as used on street-facing facades.
- Packaged terminal air conditioner (PTAC) units and other similar mechanical units that are integrated into and behind the wall plane of a building and covered and screened from view with a decorative guard that is integrated into the design of the building wall are allowed on any side of a building.
- Dumpsters and recycling bins should be located in areas that are not visible from public streets and may not be located in a right-of-way. Units should be screened on three sides by walls or fencing.

BUILDING SIGNS GUIDELINES

- Signs should be integrated into the architectural design of the building and not dominate the facade or interfere with adjacent buildings. For buildings with multiple storefronts, a sign plan is required at the time of the development that ensures the signage allowances are fairly apportioned according to the relative width of the individual storefronts and that the signage type and designs are consistent and complementary along the building frontage.
- On storefront and mixed use frontages, storefront level signs should be primarily oriented to pedestrians and scaled appropriately. Window signs and temporary signs in windows should not block views into the interior and should not cover more than 25% of the storefront window area.

FREE STANDING SIGNS

All signage should comply with City's the Zoning Code.

- Free standing signs should be monument style. Signs should be constructed of durable, high-quality materials to coordinate the design of principal structures and should positively add to the overall character of the Downtown Area. Monument signs should have a maximum height of 20'.

GENERAL GUIDELINES: MIXED-USE & RESIDENTIAL

The Design Guidelines identify the use of the following materials and colors:

PRIMARY MATERIALS	
Limestone*	White, light buff and coarse yellow.
Brick*	Red and dark earth tones preferred.
Glass*	Highly reflective, 'mirror-like' glass treatments will not be acceptable. Clear glass is preferred for windows on street-facing facades and required for storefront windows on new buildings.
ACCENT MATERIALS	
Cement Board	Smooth panel preferred with the smooth side of the panel exposed (rather than the faux wood grain side). Maximum panel size of 4' x 4' square or 2' x 8' rectangular. "H" channel or sealant seaming preferred over surface batten seaming.
Wood*	Stained or painted wood and cementitious wood siding is acceptable.
Metals*	Pre-finished architectural panels and/or weathering steel is acceptable.
EIFS	Synthetic stucco should not be used as a primary material but may be an acceptable exterior secondary finish material or accent material. It should not be placed less than eight feet (8') above finished grade on any building elevation (due to vulnerability of damage).
ROOFING MATERIALS	
Architectural Shingles	Earth tones / neutral colors preferred.
Standing Seam Metal	Earth tones / neutral colors preferred.
Membrane roofs	Heat reflective, light colored acceptable in conjunction with parapet.
Vegetated Roofs	"Green" roofs are those building roofs which are designed to accommodate vegetation as a means of mitigating stormwater run-off, improving building thermal insulation, and creating aesthetic interest.
Materials noted with an "*" are intended as the base palette of materials that are encouraged for consideration on all buildings to create a cohesive architectural district.	
Materials such as vinyl siding are not encouraged due to environmental considerations, durability concerns and incompatibility with Downtown Bettendorf's urban context.	

MATERIALS

The consistent use of exterior materials will help create a sense of unity, cohesion, and place. On the other hand, downtown Bettendorf is an eclectic place with a variety of structures and forms that make it somewhat different from a "traditional" main street district. Structures that are redeveloped should respect existing architecture that contribute positively to district character, but should also reflect the future of an area that is likely to evolve.

This section includes a building materials list to guide facade design of new projects or substantial building redevelopment or restoration. Materials for downtown Bettendorf should draw from precedents in the city and the rest of the Quad Cities area, and may include such masonry materials as brick and limestone along with more contemporary building materials such as galvanized metal and concrete panels. These materials should be expressed in the exterior character of each new structure. The exterior finish materials of limestone, brick, metal, wood, and glass should constitute the base palette of materials for all buildings. These materials are intended to be used on all building elevations, including those primarily viewed only from within a property and/or from an adjacent property, as well as those visible from the public right-of-way. Buildings in the downtown area should utilize 360 degree design. Thus, all facades visible from public rights-of-way should be treated as public elevations.

For the purposes of these Design Guidelines, a primary material is that which comprises the majority of a building elevation. An accent material or color is that which comprises a smaller part of a single building elevation. Multiple accent materials and colors can be used as long as the total area of all accent materials and colors comprise less than 50% of a single building elevation.

Allowable colors for any acceptable material include earth tones, neutrals, and primary colors at the discretion of the Design Review Committee. Vibrant primary colors could be allowed to accent architecturally significant building detail, but should contribute to the building's overall attractiveness and design. Brick and stone should be colored only by means of pigment impregnation throughout the entire material except the exterior surface.

Accessory structures, such as trash enclosures and mechanical equipment screens, should be made from durable, low maintenance, impact resistant materials (i.e. masonry or concrete). Gates should be made of an approved form of architectural metal on a metal frame.

Colors for these structures should match the surrounding architecture, and should not draw attention through the use of accent materials or colors and/or detract from the area aesthetics.

SPECIFIC GUIDELINES: COMMERCIAL ARCHITECTURE

Building materials should be of consistent color, tone, and quality. Noticeable variations in color, pattern, and texture resulting from casting, manufacturing, fabrication, etc. of exterior building materials should not be allowed. We recommend that pre-cast building materials be colored only by means of pigment impregnated throughout the entire material.

Additional materials and colors that are considered key to a commercial tenant's identity may be used, provided that they conform to the recommended accents and are utilized in such a manner consistent with the intention of these guidelines. Buildings should be oriented so that the front elevation (elevation with the building's main entry) faces the road/street serving the building. Main entrances to each building should be a significant architectural feature of the design and be easily identified as such from the roadway that serves the building.

RIVERFRONT DISTRICT

Most buildings in Bettendorf's downtown core and adjacent areas do not exceed two to three stories. Development along the riverfront is different in scale, both from an opportunity and precedent point of view.

This plan suggests taller structures designed to provide a relatively graceful profile and good views in all directions. These buildings, with larger bases and a tower footprint in the vicinity of 10,000 square feet, have a much smaller impact on the riverfront skyline than those slabs that face the river with a massive continuous facade.

While riverfront buildings are likely to be much larger in scale than other downtown development, they should still maintain a resemblance in terms of character and materials to other downtown buildings. In addition, architecture may reflect some of the character of engineering modernism expressed by the new I-74 bridge.



CHARACTER IMAGE

The Alter Building along State Street/US 67 sets example to the desired character along the Mississippi Riverfront of Downtown Bettendorf.

EXISTING BUILDING GUIDELINES

INTENT

Existing building retrofits should comply with the aforementioned guidelines for materials, form, scale, colors, human scale features, etc. as feasible.

STOREFRONTS – THE BASICS

Recommended:

Traditional storefronts use as much glass as possible, making the interior of the business transparent and goods visible to the pedestrian. Work on a storefront will identify, retain, preserve, or restore features such as:

- Doors, especially entrance locations.
- Transom windows size and location.
- Bulkhead or base panel style and material
- Corner posts style and material.
- Window system size, configuration, and material.
- Sign locations.

WINDOWS

Recommended:

- The type, shape, number of panes, and decorative features including the lintel, sill, and fenestration are important defining characteristics of a traditional building.
- Re-establish windows that have been covered by paneling or boards.
- Preserve glass, sash, hardware, and window surrounds.
- When second story is not in use, curtains or blinds should be used instead of enclosing windows.
- When possible, replacement windows should match the original window in size, style, material, dimension, sight line and number of panes and should fill the historic opening.
- Previously altered windows should be restored to their original size, material, and design.

ENTRIES

The entrance is an important point of welcome and the transition point between the public realm of the street and the more private realm of the building.

Recommended:

- Maintain original entrance locations with access to sidewalks.
- Maintain or restore the original openings.
- Identify, preserve, and retain entrance features including doors and sidelights.

AWNINGS

Awnings shelter customers from the sun and rain, and merchandise from the deteriorating effects of the sun. Retractable cloth awnings also provide climate control for the business owner.

Over the years, many downtown business owners have added metal and wood canopies. These are not compatible with the original design of the buildings, but may have gained significance in their own right. New installations, such as backlit awnings or awnings attempting to simulate mansards or other roof forms, should be avoided in building retrofits.

Recommended:

- Cloth awnings that match the shape and size of the window.
- Retractable awnings for storefronts.
- Style, color, and height similar to other appropriate awnings in the district.
- Use to conceal inappropriate alterations to a storefront.
- Mounted to the building.

LIGHTING

Recommended:

- Detailing and materials compatible with character and style of the building.
- Efficient lighting, like LEDs, that can still maintain building character.
- Concealed light fixtures or fixtures appropriate to the building's period.
- Light fixture hardware anchored to mortar, not masonry.
- Lighting directed away from upper-story uses and sky.
- Concealed wiring and power lines.
- Flood lighting of building façades, when practical.

SIGN GUIDELINES

Signage should complement and not compete with the character of the building and the downtown in general. Signage should be evaluated based on design, location, type, material, lighting, and size.

Recommended Location:

- Storefront lintel or transom area.
- If lintel is not applicable then signage should be on a flat unadorned part of the façades.
- Painted directly on the glass of the storefront provided the sign does not occupy more than 25% of the glass area.
- Signs on awnings are permitted.
- Signage should be in scale with the building, proportioned to a building's horizontal and vertical elements. Projecting signs should meet the height and projection regulations of the Bettendorf Zoning ordinance.
- New murals and other artwork of a noncommercial nature should be complimentary to the districts character.



CHARACTER IMAGE
Patio Screening example



DOWNTOWN STREETScape GUIDELINES

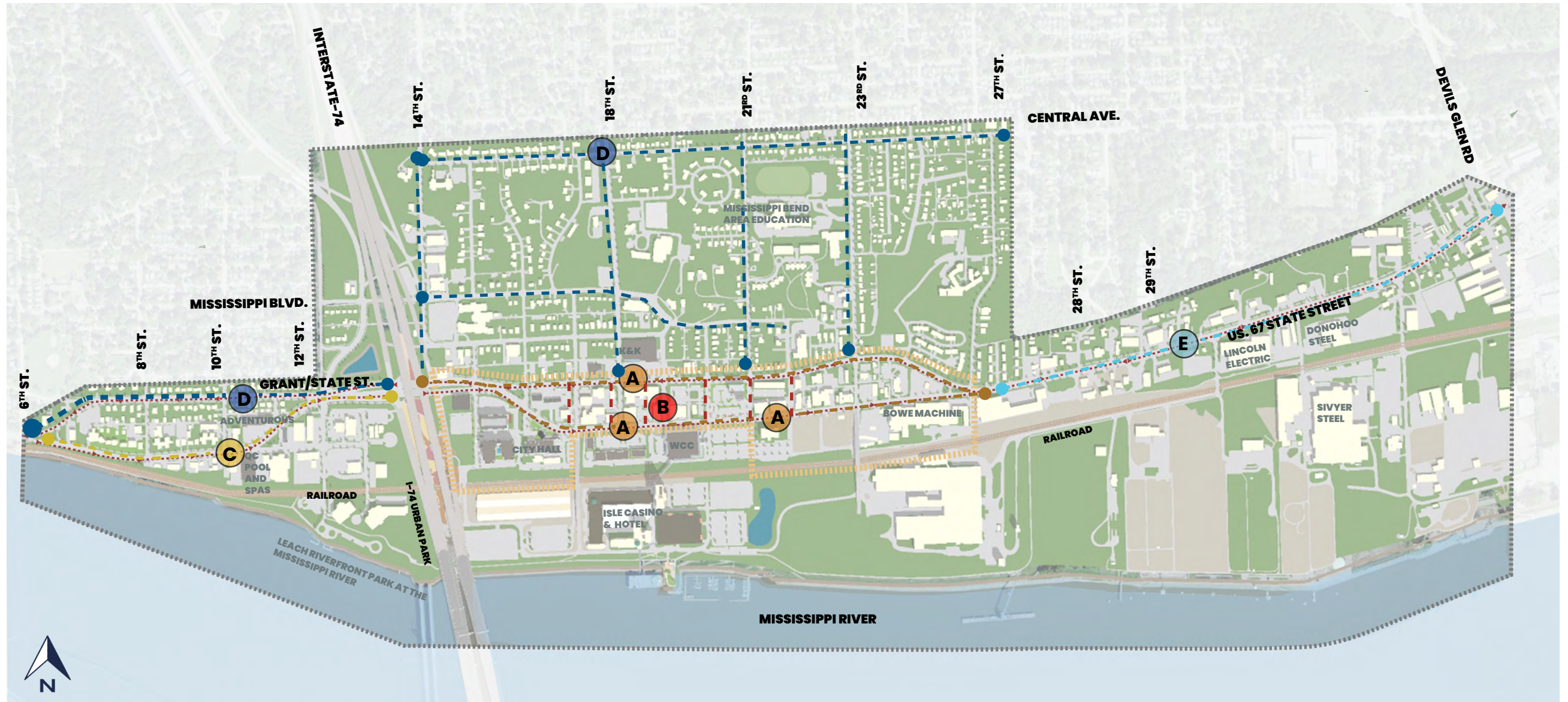
STREETScape TYPOLOGIES

STREETScape AMENITIES

WAYFINGING

SITE FURNISHINGS AND ART

ARCHITECTURAL FACADE AND MATERIALS



Typology Legend

- A** Downtown Grant & State Streets
- B** Downtown Cross Streets
- C** Mixed Use
- D** Residential Transition to Commercial
- E** Industrial

Streetscape Typologies

As redevelopment occurs, guidelines should be in place to shape a consistent style of streetscaping that promotes a walkable community and attractive places people want to enjoy. Different intensities of streetscape treatments have been identified, with a prescription of amenities for each typology. The City will work with property owners to plan redevelopment projects based on these guidelines to achieve a coherent character within each district.

Typology A

Typology B

Typology C

Typology D

Typology E

Typology A
East Bridge District State and Grant Streets

This is the most intensive type of streetscape designation that works to compliment what the City began in 2009 between 18th Street and 21st Street. These are the two most prominent streets in the downtown district and most traveled by visitors to businesses, the casino and convention center. Streetscape features are represented in the graphic perspective and include the following:

- Scored colored concrete pedestrian crosswalks and intersections.
- Scored colored concrete center at popular downtown intersections similar to the 18th Street and State Street intersection.
- Planted bumpouts with parking lanes on both sides of the street to create traffic calming amenities and maximize on street parking opportunities.
- 16' width of streetscape amenities from back of curb to private property line.
 - A 2' wide scored colored concrete relief space at back of curb to allow for light poles, street signs, car doors opening, a walkable space at planters and ties together the 2009 streetscape character. This 2' strip could have a tighter score joint than the adjacent concrete sidewalk to distinguish this space.
 - A 6' to 8' width by 20' long planters surrounded by a planter curb that has periodic curb cuts to allow stormwater infiltration. The planters would have breaks to allow for 8' wide minimum pedestrian walks from on street parking to businesses. An approximate 12' width is shown in illustrations. Planters could be planted with masses of colorful annuals and perennials that stay consistent within the district.
 - A 6' wide minimum concrete sidewalk.
- Street trees planted in large planters (2 trees per planter where possible) to promote healthy and long lived trees that have adequate surface area for moisture retention and air porosity.
- Street lighting consistent with the Lumec Capella fixture with recommended spacing between 150'-200' or as directed by an electrical engineer.
- Pedestrian lighting consistent with the Lumec Capella fixture at every street light fixture.
- Banners on every street light fixture within the downtown core (15th Street to 23rd Street).



STREETSCAPE GUIDELINES

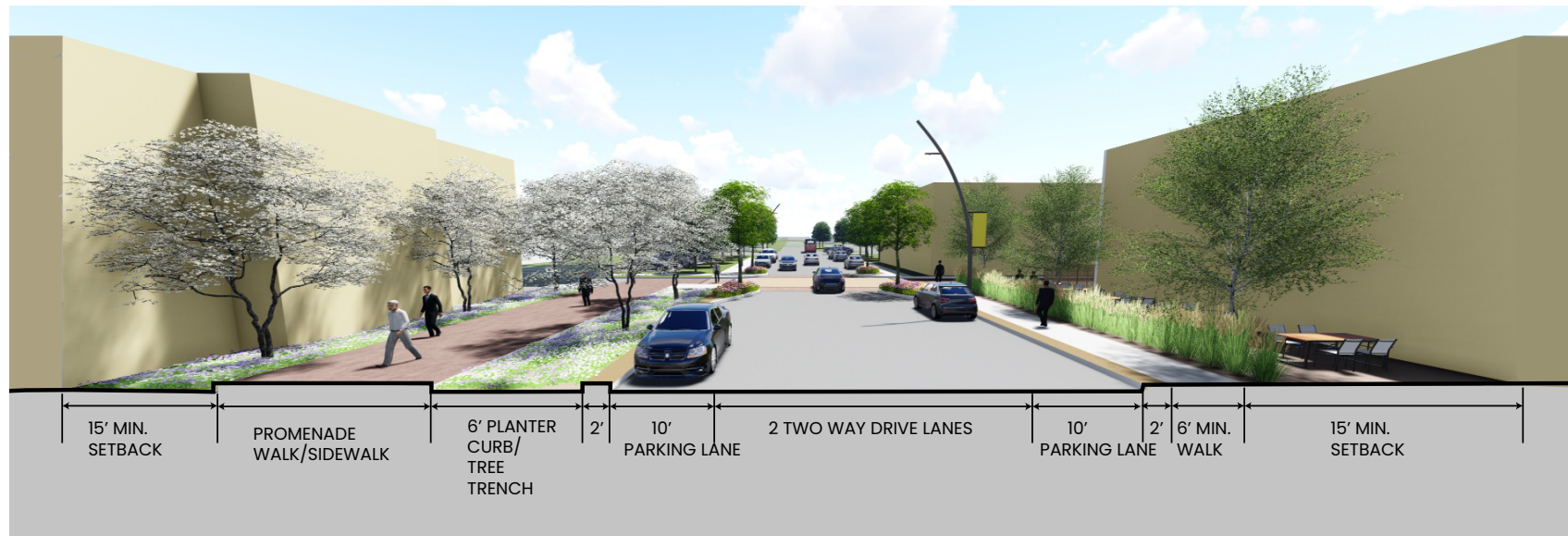
Typology A

Typology B

Typology C

Typology D

Typology E



Typology B

East Bridge District Cross Street

The streetscape treatment of this district is a reduced level of the Type A streetscape model. Intensity is less but the importance of tying certain elements together helps strengthen the consistency and character of the downtown. Streetscape features are represented in the graphic perspective and include the following:

- Scored Colored Concrete mid-block pedestrian crosswalk at Promenade only; to be combined with other traffic safety measures such as signage and signals as deemed appropriate.
- Planted bumpouts with parking lanes on both sides of the street to create traffic calming amenities and maximize on street parking opportunities. Planted bumpouts should occur at the midblock crossings to draw attention to the pedestrian movement and enhance the Promenade corridor. Bumpouts to be filled with colorful annuals and perennials. Trees may be considered for integration if sight clearance requirements can be achieved.
- 8' width of streetscape amenities from back of curb to side yards or building fronts.
 - A 2' wide concrete relief space at back of curb to allow for light poles, street signs, car doors opening and a walkable space. This 2' strip could have a tighter score joint than the adjacent concrete sidewalk to distinguish this space.
 - A 6' wide minimum concrete sidewalk.
- Street trees planted in green space adjacent to cross streets to promote healthy and long lived trees that have adequate surface area for moisture retention and air porosity. The City should work with property owners to plant street trees along the cross streets to enhance the cross streets.
- Street lighting consistent with the Lumec Capella fixture with recommended spacing between 150'-200', or as directed by an electrical engineer.
- Pedestrian lighting consistent with the Lumec Capella fixture at every street light fixture.
- Banners on every other street light fixture within the downtown core (15th Street to 23rd Street).

Typology A

Typology B

Typology C

Typology D

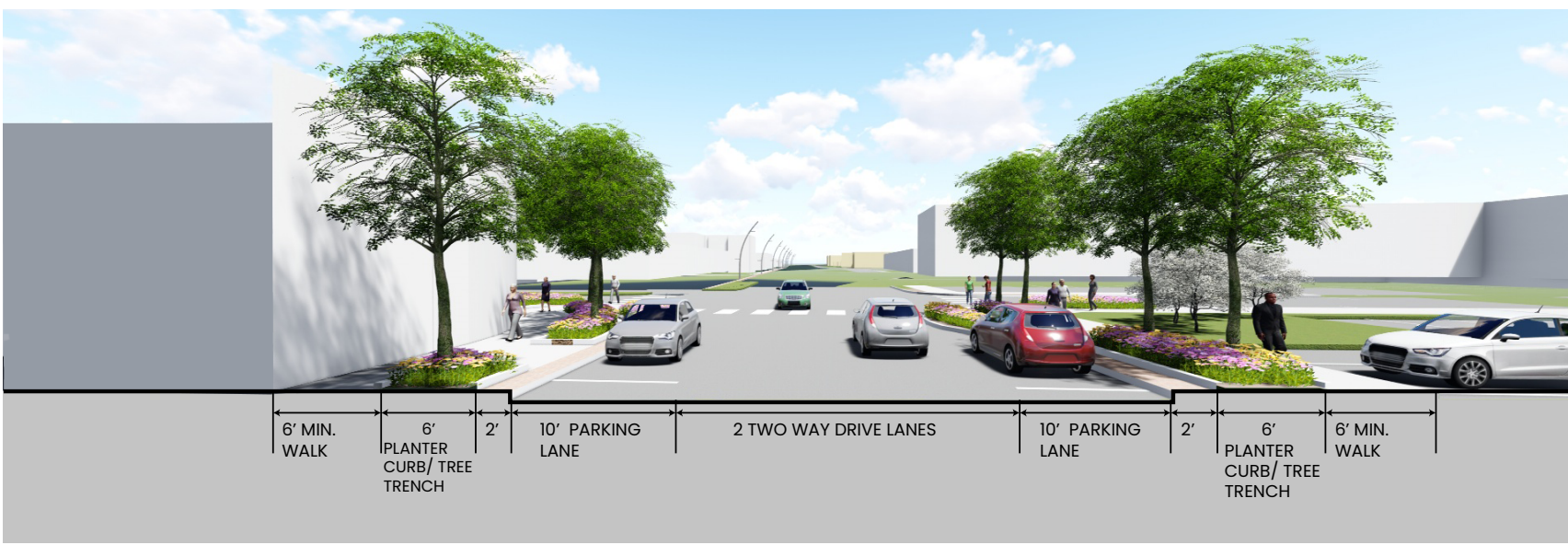
Typology E

Typology C

Mixed Use

This streetscape character is a blend of the downtown district treatment and residential treatment. Surrounding areas are characterized by residential and commercial uses. Streetscape features are represented in the graphic perspective and include the following:

- Painted lines at pedestrian crosswalks and intersections.
- Planted bumpouts with parking lanes on both sides of the street where possible to create traffic calming amenities and maximize on street parking opportunities.
- 14' width of streetscape amenities from back of curb to building fronts/rights-of-way.
 - A 2' wide scored colored concrete relief space at back of curb to allow for light poles, street signs, car doors opening, and a walkable space at planters; ties together the 2009 streetscape character. This 2' strip could have a tighter score joint than the adjacent concrete sidewalk to distinguish this space.
 - A 6' wide by 20' long large planters surrounded by a planter curb that has periodic curb cuts to allow stormwater infiltration. The planters would have breaks to allow for 8' wide minimum pedestrian walks from on street parking to businesses. Planters could be planted with masses of colorful annuals and perennials that stay consistent within the district.
 - A 6' wide minimum concrete sidewalk.
- Street trees planted in large planters (2 trees per planter where possible) to promote healthy and long lived trees that have adequate surface area for moisture retention and air porosity.
- Street lighting consistent with the Lumec Capella fixture with maximum spacing of 250', or as directed by an electrical engineer.
- Pedestrian lighting consistent with the Lumec Capella fixture. Pedestrian lighting would be placed in pedestrian generating environments that have multiple uses such as residential/café or restaurant/shopping.
- Banners on every other street light fixture.



STREETSCAPE GUIDELINES

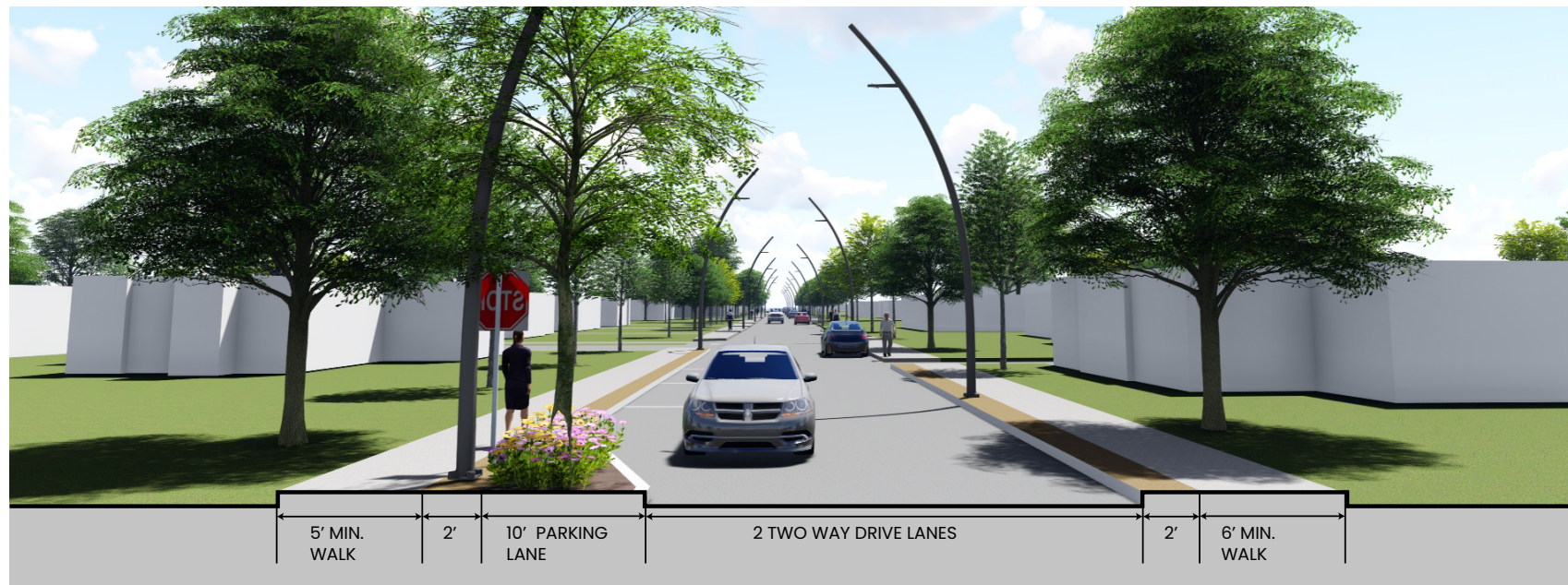
Typology A

Typology B

Typology C

Typology D

Typology E



Typology D Residential

This streetscape treatment is mainly concentrated in areas transitioning from commercial to residential that have an existing 3' strip of grass and 4' wide sidewalks. This minimal area of grass is difficult to establish given the harsh environment and should be removed when street or sidewalk reconstruction occurs. Streetscape features are represented in the graphic perspective and include the following:

- Painted lines at pedestrian crosswalks and intersections.
- Planted bumpouts with parking lanes on both sides of the street where possible to create traffic calming amenities and maximize on street parking opportunities.
- 7' minimum width of streetscape amenities from back of curb to side yards or building fronts.
 - A 2' wide concrete relief space at back of curb to allow for light poles, street signs, car doors opening and a walkable space. This 2' strip could have a tighter score joint than the adjacent concrete sidewalk to distinguish this space.
 - A 5' minimum wide concrete sidewalk.

Typology A

Typology B

Typology C

Typology D

Typology E



Typology E
Industrial

Achieving a consistent streetscape character is crucial in this district where the goal is to focus on the street and not the surroundings of industry and unsightly lots. This is accomplished by having the following streetscape amenities and is represented in the graphic perspective:

- Painted lines at pedestrian crosswalks and intersections.
- Street lighting consistent with the Lumec Capella fixture with maximum spacing of 250', or as directed by an electrical engineer.
- Banners on every other street light fixture.
- Street trees planted at every 60' o.c.
- 6' wide minimum concrete sidewalk on at least one side of the street.
- 15' typical boulevard space between the back of curb and sidewalk to accommodate street trees.

Amenities

Streetscape Amenities

Streetscape amenities are listed below and can be used as a collection to achieve different streetscape typologies. Site furnishings such as benches, trash receptacles, and bike racks have been selected by the City of Bettendorf and are included in these guidelines. These would be planned and located based on need and use of redevelopment projects, and should be considered as part of the streetscape fabric. Cutouts in planters along the sidewalks or pedestrian connections from on street parking to businesses would be possible locations for the site furnishings mentioned above.

Public art should be planned and located appropriately as redevelopment projects occur and are planned. Implementation of a network of public art and sculptures can create an attractive amenity to the downtown and make a positive statement about Bettendorf and its overall character. A signage system should be created to begin locating wayfinding signs and kiosks that will point visitors to popular downtown destinations.



Hanging Banner



Flower Baskets

Standard Roadway Light with Banner

Lighting

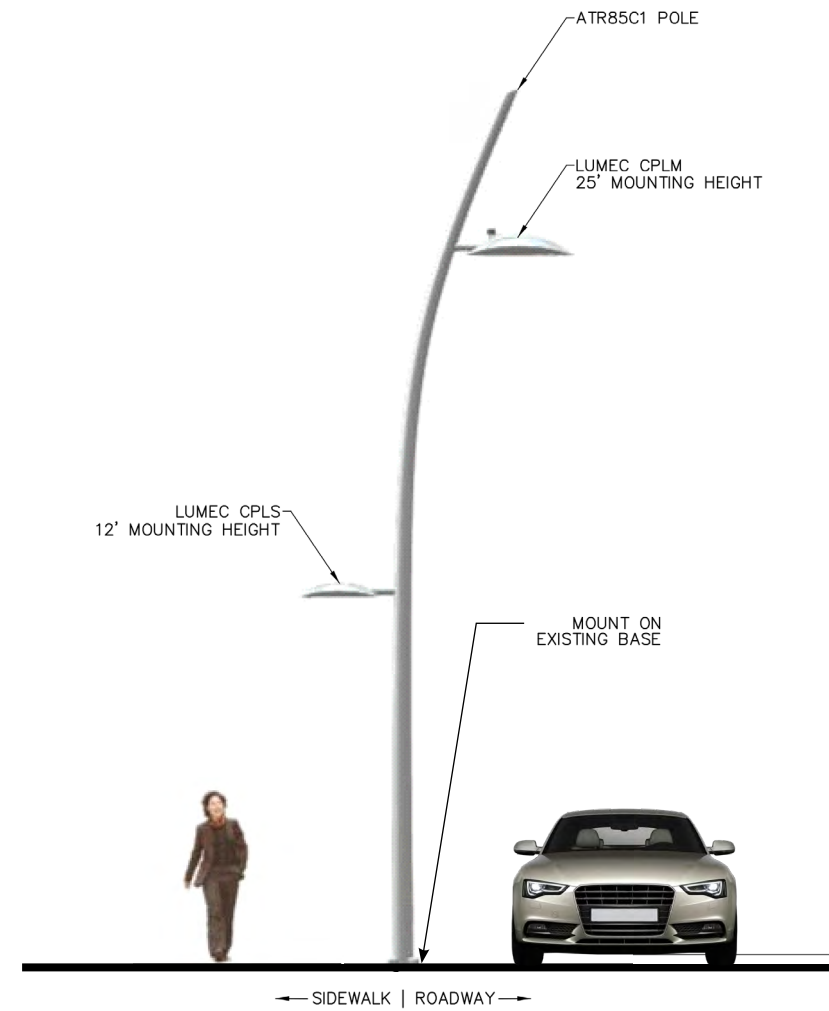
Pedestrian Fixture and Streetlight: Mounted or meant to light sidewalks.

Bollard Fixture:

Architectural: Ground or building mounted fixtures intended to showcase buildings or other decorative elements (art, trees, etc.).

Streetlight: Decorative overhead roadway light, standard throughout the corridor.

Canvas Banner/Environmental Graphics: Colored and logoed, mounted to streetlight.



Standard Roadway Light Pole

Sidewalks

- **Concrete:** Standard gray or white, 5' to 6' wide for pedestrian movement, minimum.
- **Colored Concrete:** Colored concrete colors below.
- **Colored Concrete with Paver Accent:** Sidewalk edged by course(s) of brick/concrete pavers.
- **Pavers:** Sidewalk composed of brick /concrete pavers laid in a standard pattern.

Intersections

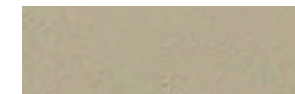
- **Concrete:** Concrete intersection within asphalt roadway.
- **Colored Concrete / Paver Field:** Colored and textured intersection within asphalt roadway.
- **Decorative Paver Field:** Intersection incorporates colored concrete or decorative pavers.

Crosswalks

- **Striped:** Painted standard color across asphalt roadway at predetermined locations.
- **Scored Colored Concrete:** Tinted walks across asphalt roadway at predetermined locations.
- **Colored Concrete with Paver Bands:** Crosswalk "stripe" composed of brick/concrete pavers.

Stamped and Colored Concrete Colors :

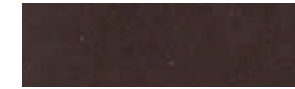
Sun Buff 1090



Pecos Sand 1055



Walnut 810



Bark 385

Substitute Similar Color

Antique Gold 757

Substitute Similar Color

Color Stamp Concrete Style:



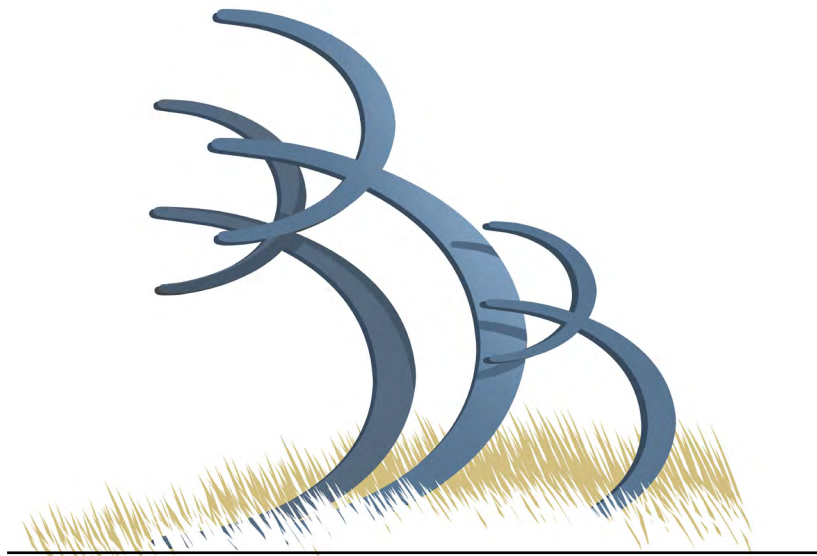
Amenities

Wayfinding Signage

- **Directional:** Mainly to assist vehicular traffic in locating destinations.
- **Wayfinding:** Vehicular scale, decorative, used to communicate information about destinations.
- **Kiosks:** Pedestrian-scale, used mainly for wayfinding and communicating current events.
- **Gateway:** Decorative entrance sign with stone and landscaping to announce and welcome visitors to the City of Bettendorf.



Wayfinding Signage Type 1



Sculptural Signage



Identity Element



Downtown Gateway Signage

Wayfinding Signage Type 1 at Night



Wayfinding Signage Type 2



Wayfinding Signage Type 2 at Night

Landscape

- Gateway: Landscape elements appropriate to gateway to create a sense of arrival.
- Freestanding Planters: Aboveground planter pots used for seasonal plants.
- In-ground Planters: In-ground planting areas developed at roadway intersections and along streetscape to support healthy trees and colorful perennials and annuals.
- Public Greenspace/Boulevards: Landscaped areas include central commons, pocket parks, boulevards, etc.

Site Furnishings & Art

Public Art

- Gateway: Larger in scale, to be appreciated by vehicular traffic.
- Large Focal Element: Sited along vehicular or pedestrian thoroughfares, usually at intersections, or central hubs.
- Small Pedestrian-Scale: Sited along pedestrian thoroughfares, scaled for up-close inspection, reading of informative signage, etc.
- Landmark: Sited at corridor's main destination (central commons) and intended as a signature element (i.e. carillon, clock tower, notable sculpture, grand fountain, etc.).

Site Furnishings

- Gateway: Incorporate spectrum of furnishings as appropriate.
- Waste Receptacles: At intersections or along sidewalks, wherever pedestrians may be.
- Bike Racks: Located where bike traffic is likely to stop, (i.e. within shopping areas, at civic center, central commons, parks, etc.).
- Water Fountains: Sporadically located along pedestrian thoroughfares.
- Benches: Strategically located along pedestrian thoroughfares, major destinations, greenways, and public green spaces.



Art Sculpture



Bicycle Rack

© Landscape Forms



Trash Receptacle

© Landscape Forms



Art Sculpture



Art Sculpture



Bench

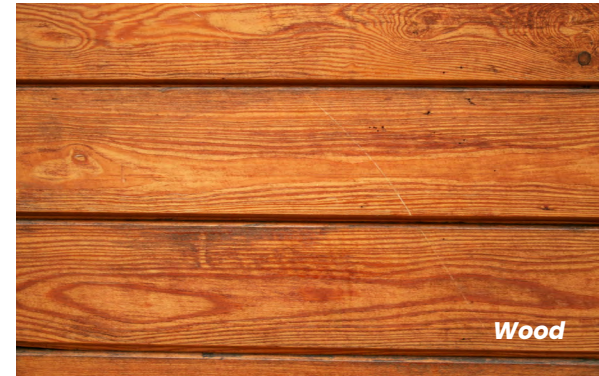
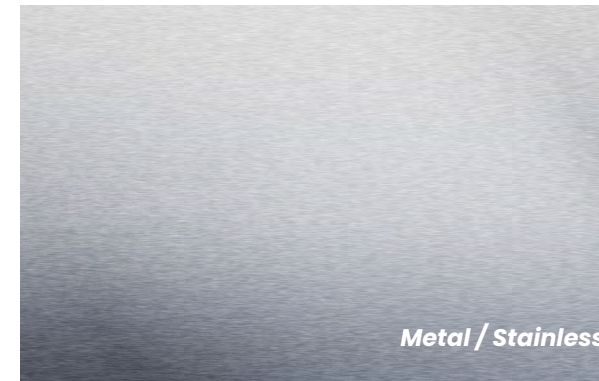
Custom Design

Material Selection and Colors

The design of a pleasant streetscape environment involves creating a palette of colors and materials that are consistently drawn upon. These colors and materials can be seen in architectural elements, street paving, sidewalks, public art, and signage.

For downtown Bettendorf, the design team advocates a mix of colors and materials that complements the new Waterfront Convention Center. To the right is a color/materials swatch.

Proportionally, the design team envisions the primary color and material used throughout the corridor as "limestone;" the secondary color/material as "metal;" and the tertiary colors/materials as "wood" and "glass." Consistent and regular use of these materials will present a sense of place, consistent character, and identity in the downtown corridor.



Amenities



**DOWNTOWN MASTER PLAN UPDATE
& STREETScape PLAN**

