

Melrose Avenue East End

The “downtown” for University Heights is located along the east end of Melrose Avenue next to the eastern corporate limits. This area is next to Kinnick Stadium and the University of Iowa Hospitals, and as such, serves as a primary and very visible gateway into the community. The existing roadway section in this area consists of two travel lanes, one turning lane, and on-street parallel parking on the north side of the street in front of the downtown buildings, which consist of a restaurant, dentist office, and the city hall and police station.

The enhancements proposed for this area are shown on this board and include eliminating the on-street parking, narrowing the two driving lanes from 12 feet wide to 11 feet wide and shifting the centerline to allow for the addition of two bike lanes. The narrowing of the two travel lanes will aid in traffic calming and increase the safety of the cyclists.

The creation of a community gateway is also proposed; however, due to the small amount of space available and constraints, the gateway concept for the east end needs to be different from the community gateway proposed for the west end of Melrose Avenue. The goal of the east entryway treatment is to make it effective for the space available while still being complementary to and unified with the west community entryway.

The first element is the entryway signage. The smaller style of the proposed entryway signage is utilized and needs to be located outside the horizontal clearance space for the sidewalk as well as outside the sight distance triangle for the parking lot driveway egress.

The design team felt that the small entrance sign alone did not have enough impact, so they integrated a horizontal feature. This horizontal feature consists of a decorative pavement band that runs from the north edge of the sidewalk on the north side of the roadway through

the roadway, bike lanes and to the south edge of the sidewalk on the south side of the road; in the center of the two northern vehicular lanes a large circle with “UH” is inlaid. The community logo can also replace the “UH.” This combination pavement inlay, coupled with the entryway signage, will serve as a physical threshold and provide a visual cue to visitors that they have entered University Heights.

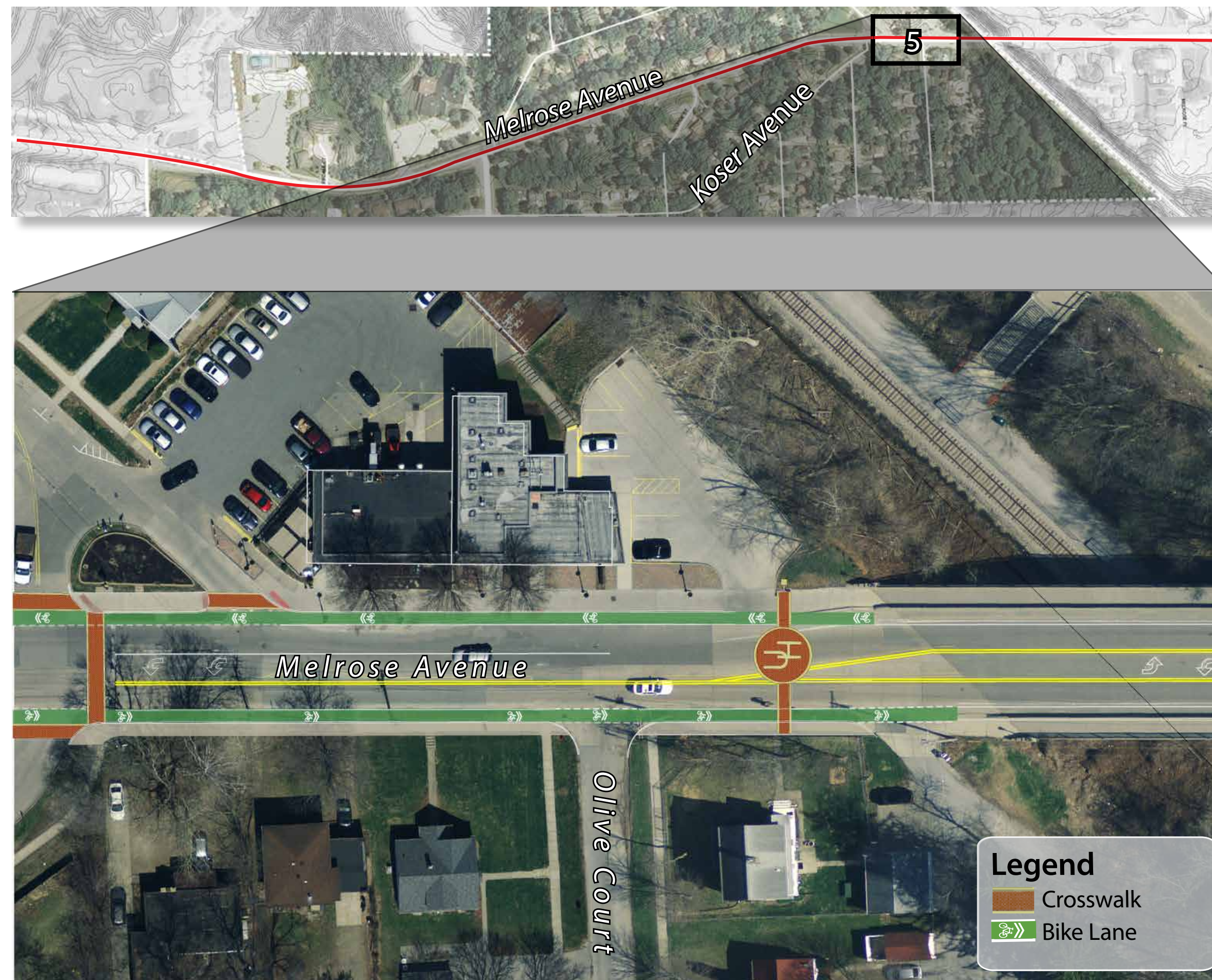
Following is a summary of some of the major enhancements for this area as well as the entire Melrose Avenue Corridor within University of Heights:

- **Lighting.** A common concern expressed in the focus groups was the lack of lighting along Melrose. The proposed concept for lighting along this main corridor is a combination of pedestrian and vehicular lights. The proposed pedestrian lighting for the downtown is slightly different from the rest of the corridor as it has a “glow ring” refer to board 10.

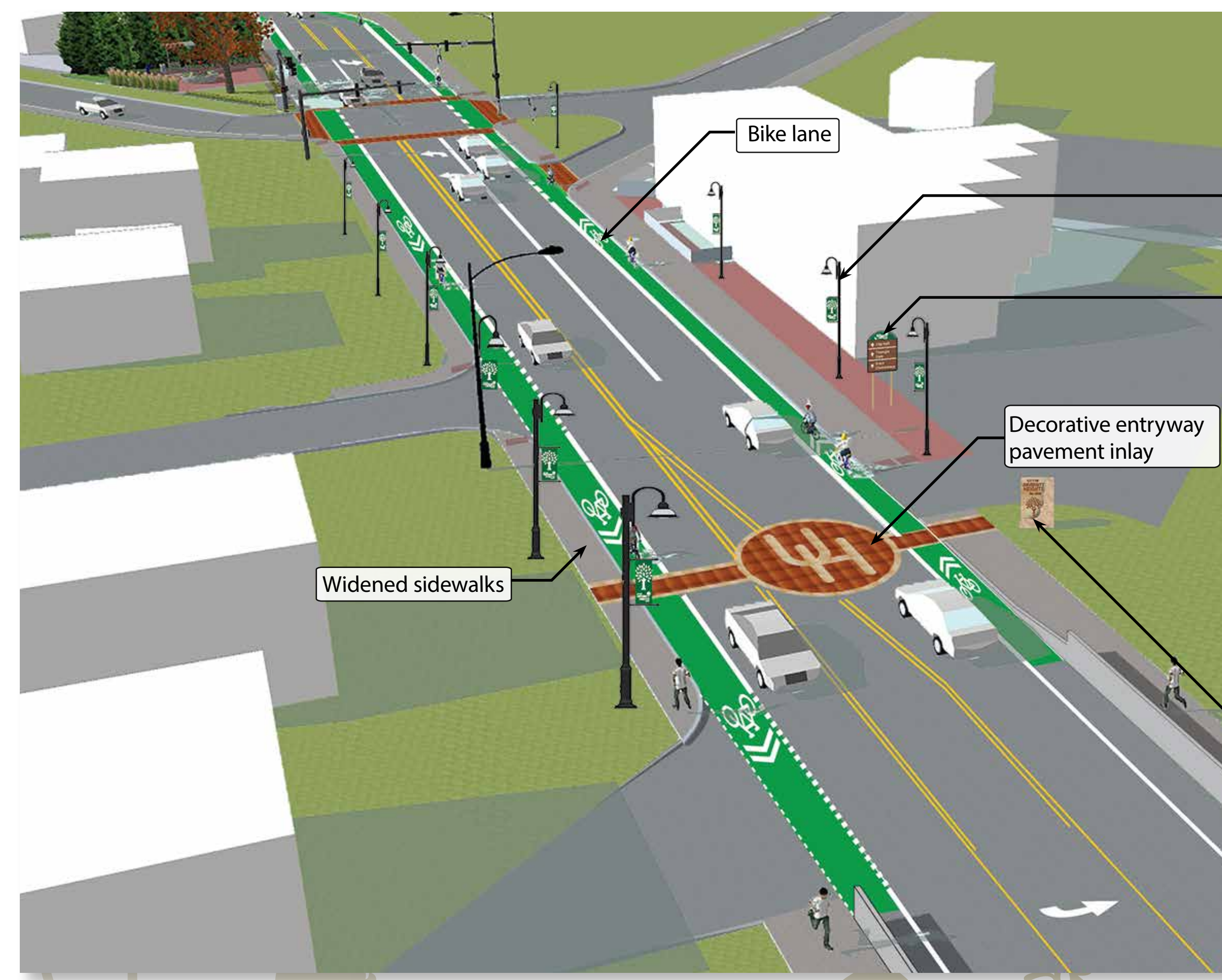
- **Decorative Pavement.** As part of creating a University Heights identity all along the corridor, an entryway on each side was designed. On the east end where space is limited a pavement design was created to establish the threshold. The same decorative pavement colors are continued throughout the corridor at crosswalks and in bench seating areas to reinforce the identity aspect and add extra delineation.

- **Bike Lane.** To better facilitate cyclists, bike lanes are proposed along most of Melrose Avenue. To accomplish this with minimal construction, on-street parking will be eliminated and the centerline will be shifted. The bike lanes are shown in green. There are multiple options for successfully delineating bike lanes. These options will be explored as the designs move beyond the conceptual phase.

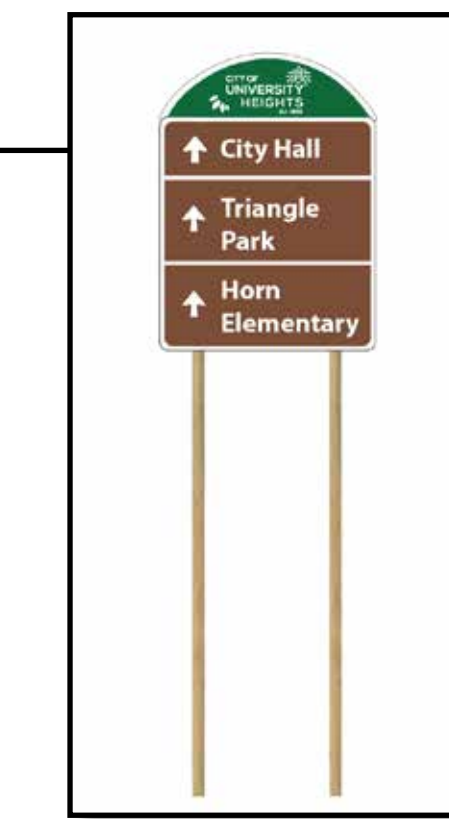
- **Way-finding Signage.** Helping visitors find community destinations is important. Way-finding signage accomplishes this goal and gives the community the opportunity to strengthen its identity with a specifically designed community cap that meets regulatory requirements. Refer to board 10.



Conceptual plan 5: east entryway.



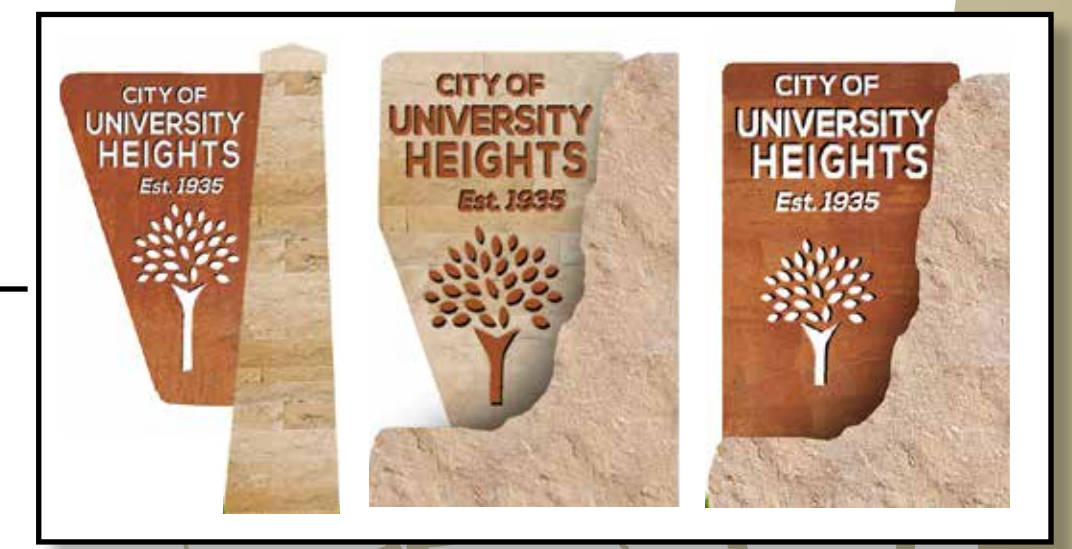
Sketch of proposed east entryway.



Way-finding signage.



Downtown lighting.



Entryway signage options.

University Heights

Melrose Avenue Streetscape Enhancements: East End

Landscape Architect: Meg Flenker, PLA, CPESC, CPSWQ Interns: Erika Birnbaum and Amanda Holtman - Flenker Land Architecture Consultants, LLC

Iowa Department of Transportation Trees Forever ISU Landscape Architecture Extension ISU Extension Community and Economic Development

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