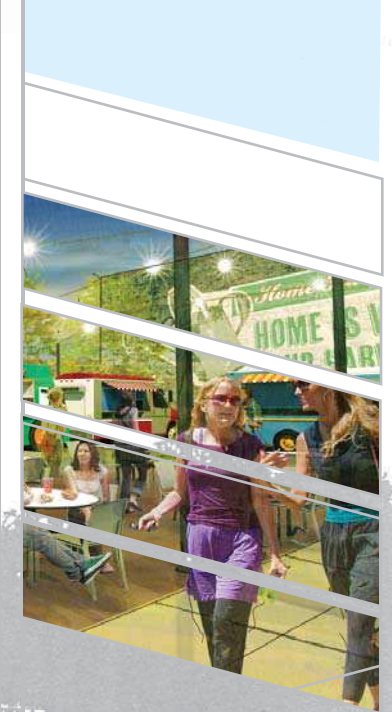
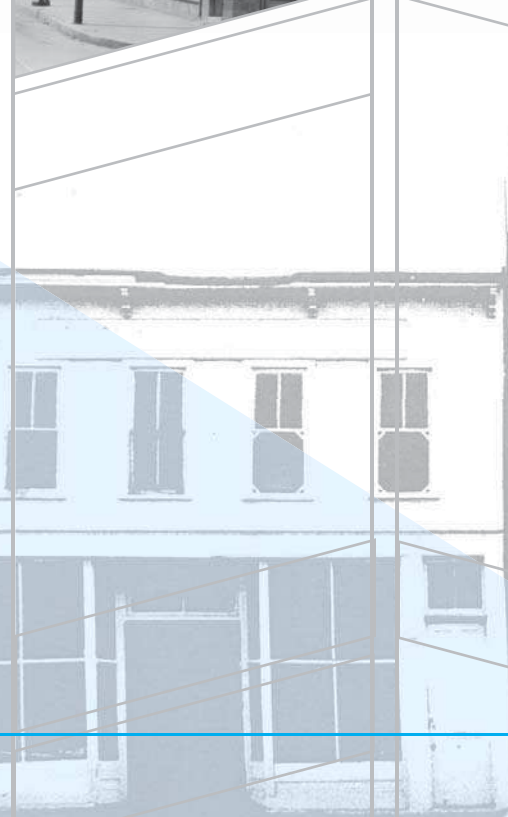
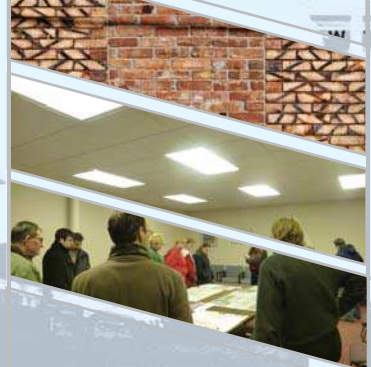


West Seventh Street Corridor Plan

SIOUX CITY, IOWA

June 2014



ACKNOWLEDGMENTS

PREPARED FOR:
The City of Sioux City



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TABLE OF CONTENTS

Overview	4
History	6
Design Principles and Working Goals	8
Process.....	10
Overall Streetscape Plan.....	12
West 7 th Typical Cross Section	14
West 7 th Streetscape Design Concepts	16
Streetscape Amenities.....	32
Green Infrastructure	36
Landscape Plantings	38
Story In Art.....	40
Facade Rehabilitation Concepts.....	44
Bridge Enhancements	48
Future Event Spaces	50
Cost Opinion	55



Existing Fencing



Existing Barbed Wire Fencing



Deteriorating Sidewalks



Ponding Water Along West 7th Street

Since its original platting in the 1860's, West 7th Street has been a primary entry into downtown Sioux City. Over its long history, West 7th Street has been the home to retail, manufacturing, foundries, and has been known as an “auto row” and immigrant-friendly area with a history of restaurants, shops, and service establishments owned and operated by minorities. The mix of businesses found today along West 7th Street is reflective of this broad diversity and lends itself to a mix of uses along the Corridor.

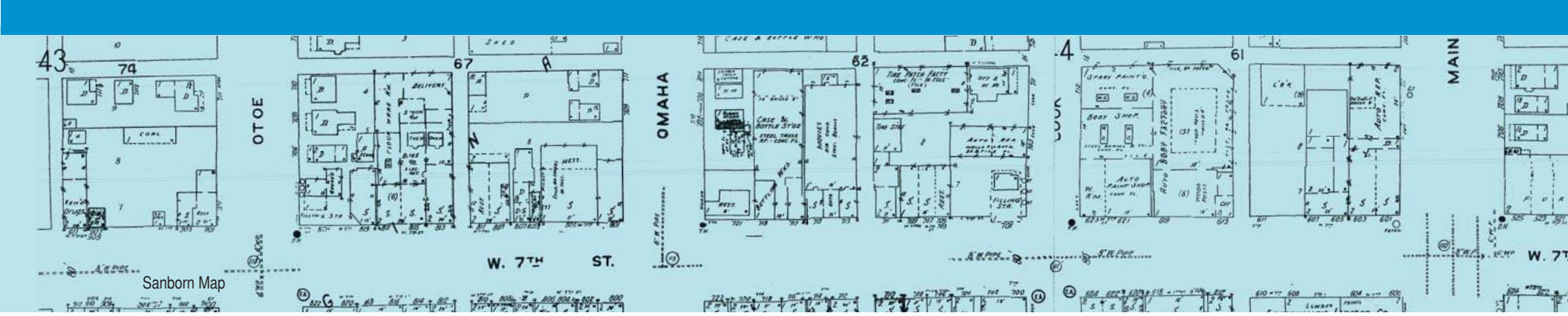
Due to aging infrastructure and existing potential for improvement, the City of Sioux City is investing in the West 7th Street Corridor. The City has begun this investment with

the recently completed Wesley Parkway reconstruction, an ambitious building façade program for businesses along West 7th Street, and the commitment to reconstruct a major stretch of the West 7th Street Corridor and the underlying 100+ year old utilities.

This master plan is intended to provide guidance for the design of a new West 7th Street Corridor that stretches from Wesley Parkway to Hamilton Boulevard. The plan was crafted through a robust public process, including both an advisory group and stakeholder group.



Existing West 7th Street looking towards the Bluff Street intersection



West 7th Street during the 1908 Perry Creek Flood



West 7th Street in the 1940's



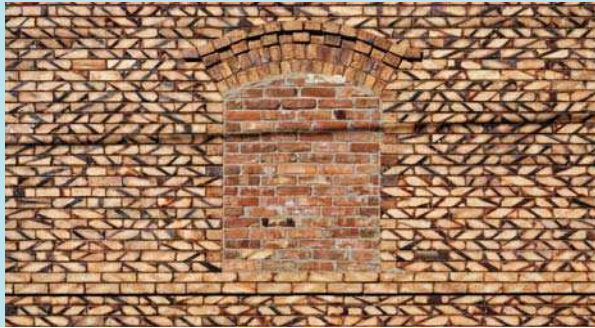
West 7th Street was platted in the 1860's and became the manufacturing center for early Sioux City, which transitioned in the 1920's into an "auto row." As an immigrant-friendly area, West 7th Street has a long history of restaurants, shops, and service establishments owned and operated by minorities.



West 7th Street building facades (1908)



West 7th Street building facade and advertising painted on brick walls



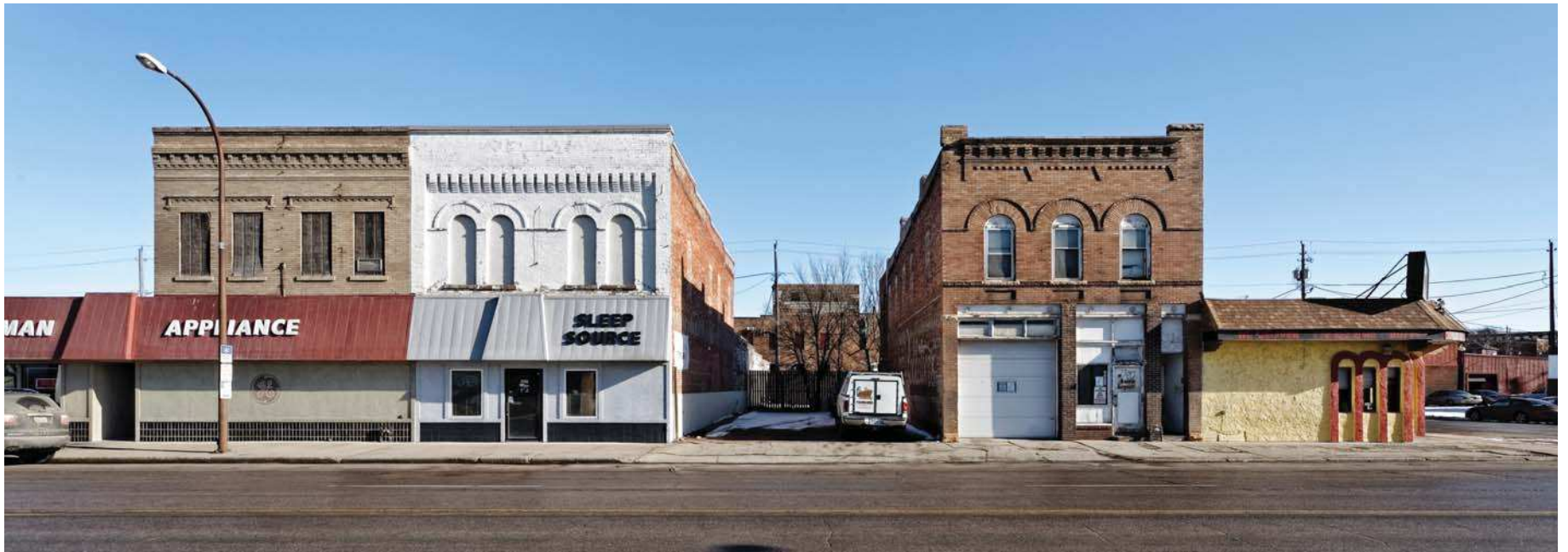
Tiger brick formerly manufactured in Sioux City



Brick Crenellations



Painted Advertisements



Existing Building Facades and Architectural Character

DESIGN PRINCIPLES AND WORKING GOALS

The West 7th Street Corridor Plan addresses the following goals in the design; the pedestrian environment must be improved, the streetscape must express an evocative and relevant narrative, there must be adequate transportation and parking, businesses will be accommodated during the duration of construction, and the design will improve and strengthen the architecture within the Corridor.

In order to create a pedestrian friendly environment, the traffic lanes will be reduced from four to three, allowing for wider sidewalks and lane widths that meet today's design standards. The streetscape will include green spaces and gathering areas throughout the Corridor.

The design will tell the story of West 7th Street's unique history. By referencing existing site materials and incorporating unique artwork at the entries to the Corridor and along the street, the area will have an unique identity within Sioux City.

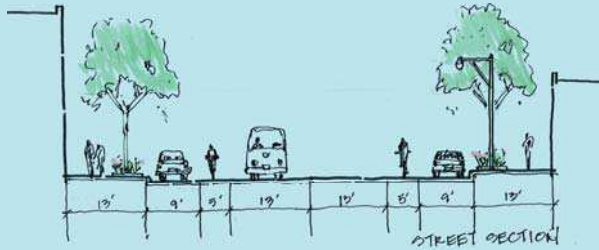
The redesigned streets will include convenient areas for parking, allow needed access for loading and unloading,

and accommodate all forms of transportation.

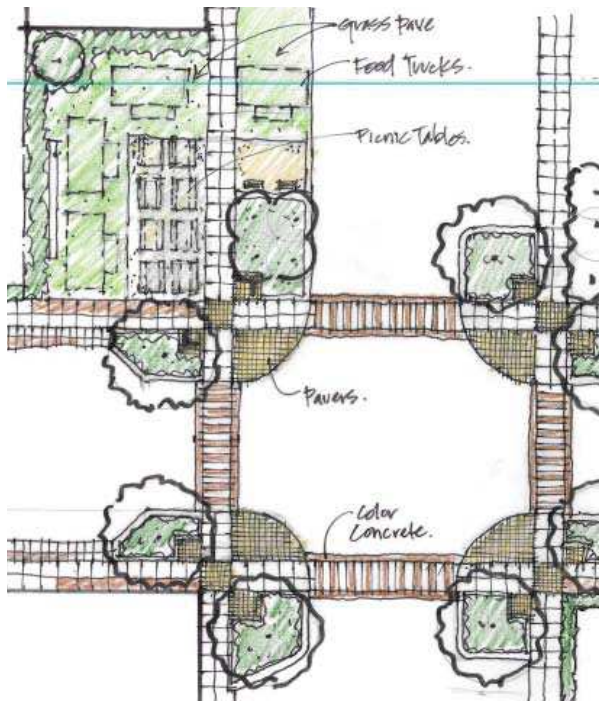
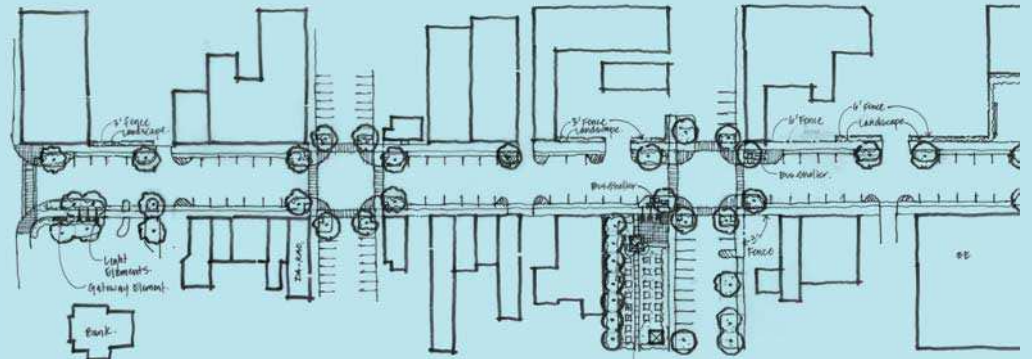
During construction, it is essential to minimize disruption to businesses operating on West 7th Street. To do this, the design will employ good phasing strategies and ensure that the proceedings are communicated well and often with businesses.

The efforts in improving the West 7th Street Corridor will ensure the longevity of the streetscape. The elements used will be durable and low maintenance. The planting selections will be realistic, healthy species that are environmentally suitable and durable in the urban environment. A set of directions or policies will be established for how the streetscape elements should be maintained.

Working with the existing facades, the architecture will reinforce the building edge through vacant lots, strengthen the building stock along the Corridor, and creatively screen industrial businesses.



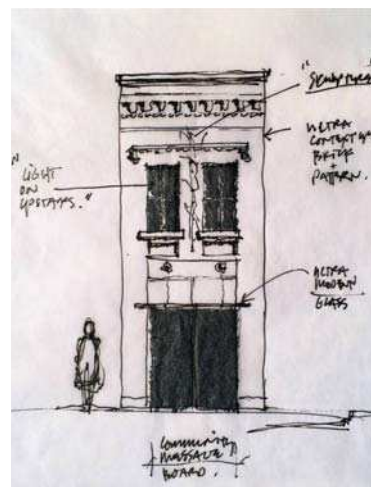
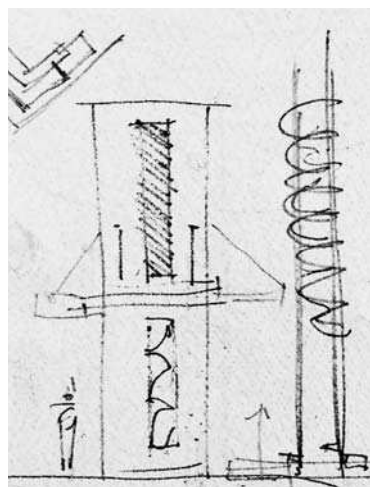
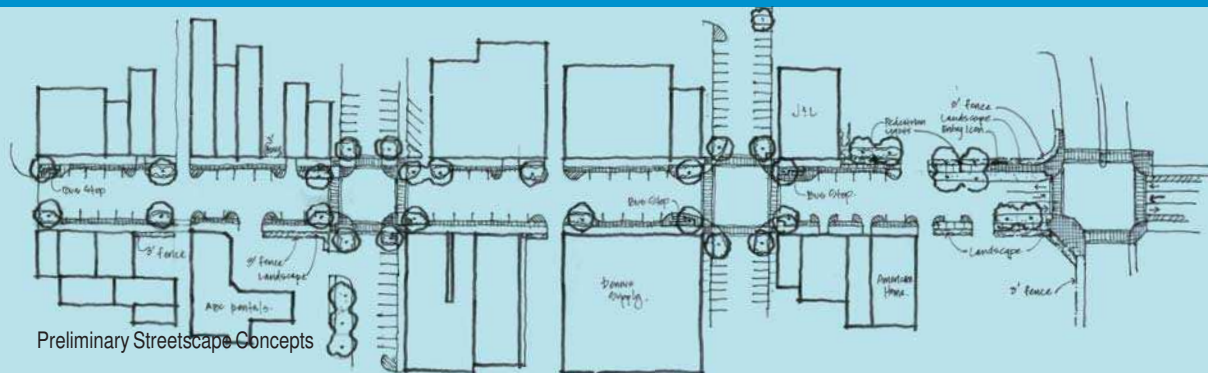
This preliminary street section was explored, but due to public comment, bike lanes were removed. In the new street configuration, bike lanes could be added if need arises in the future.



Concept Sketch for Festival Space



Concept Sketch looking east from West 7th and Omaha Street intersection



Concept Sketch - Exploration

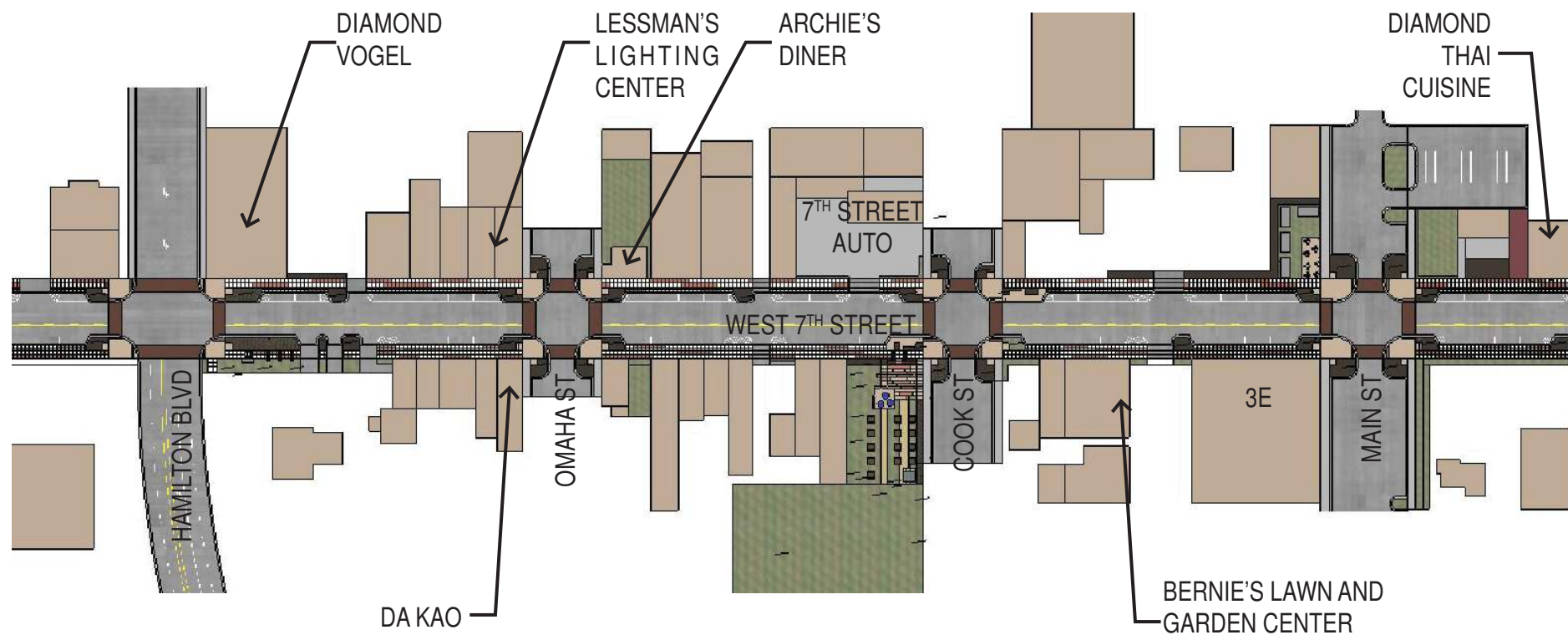
Concept Sketch - Gateway Element



Meetings with business owners and the advisory committee

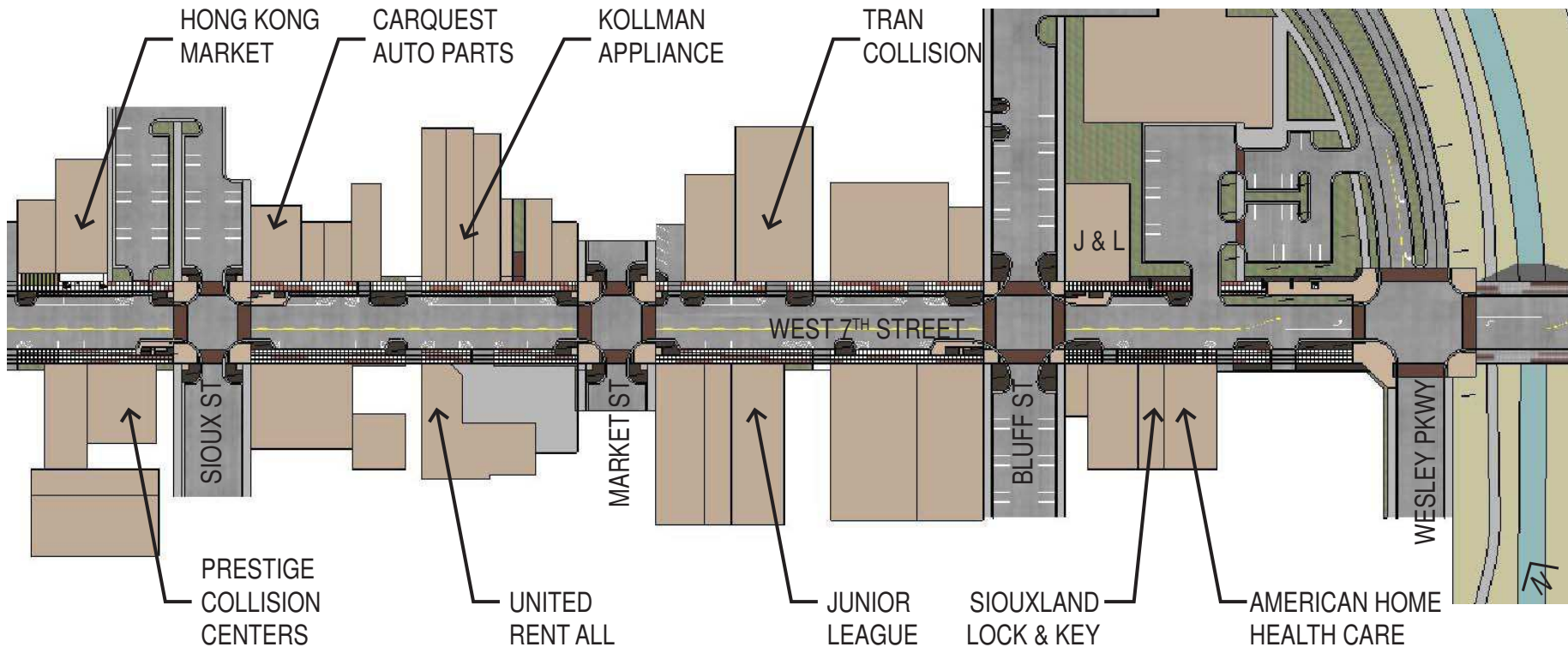
The City and design team conducted a robust public participation process. Meetings included a kickoff meeting with stakeholders and business owners along West 7th Street, door to door visits with business owners, a Visual Listening meeting, a three-day design charrette,


and a public presentation of the proposed design concept for West 7th Street. At the visual listening meeting, streetscape and urban design images were shown to the group. The group was given cards to gauge the likability of the image to determine if elements from the image should be included in the West 7th Street project.



WEST 7TH STREET CORRIDOR STREETScape PLAN

The long history and wide mix of business over time has resulted in a vibrant and eclectic character to this street. The plan and design draws upon this randomness in its patterns and unifies the Corridor with a common design language. Colorful, durable, and contemporary materials are repeated down the street, creating a unified Corridor that respects its history and encourages reinvestment.

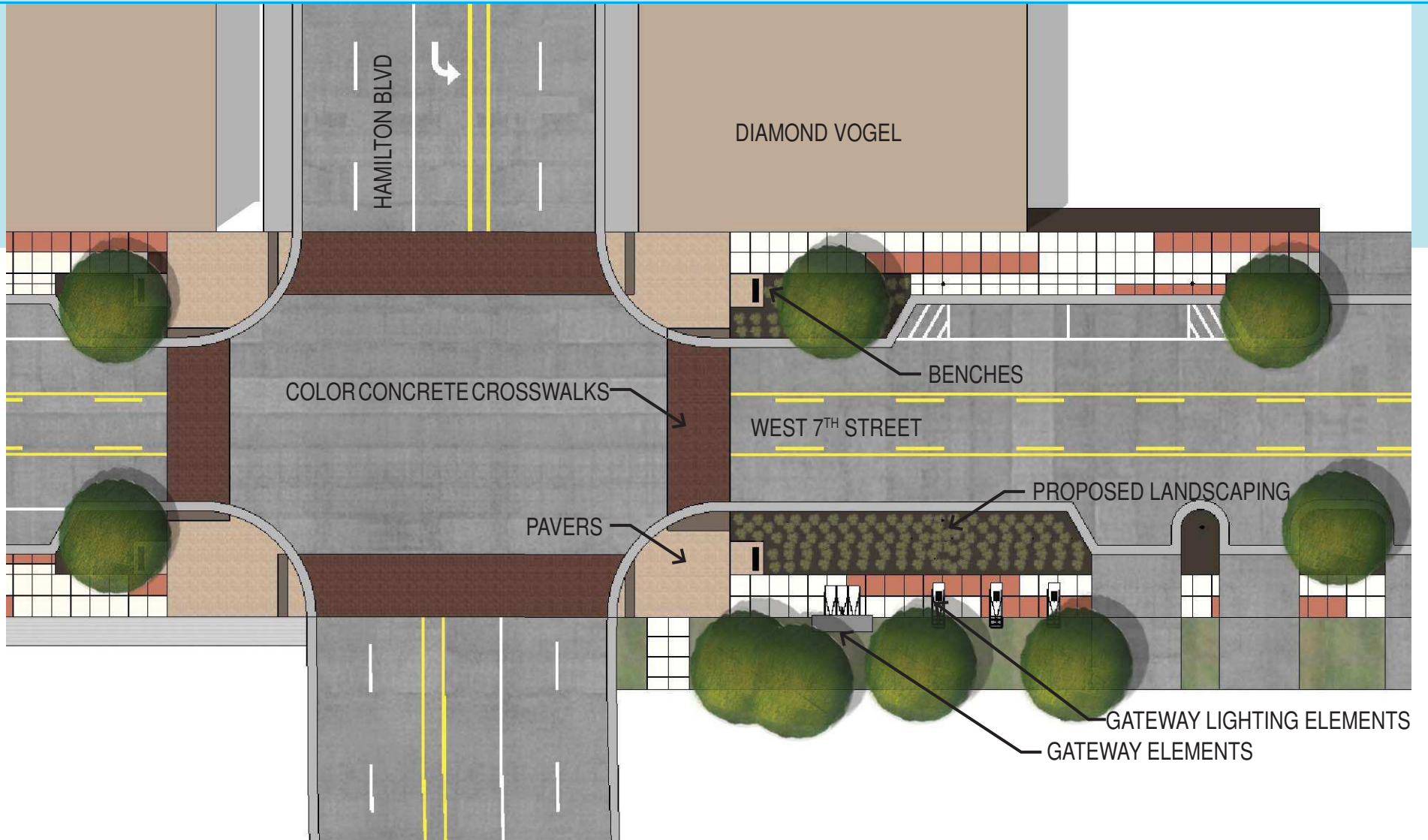




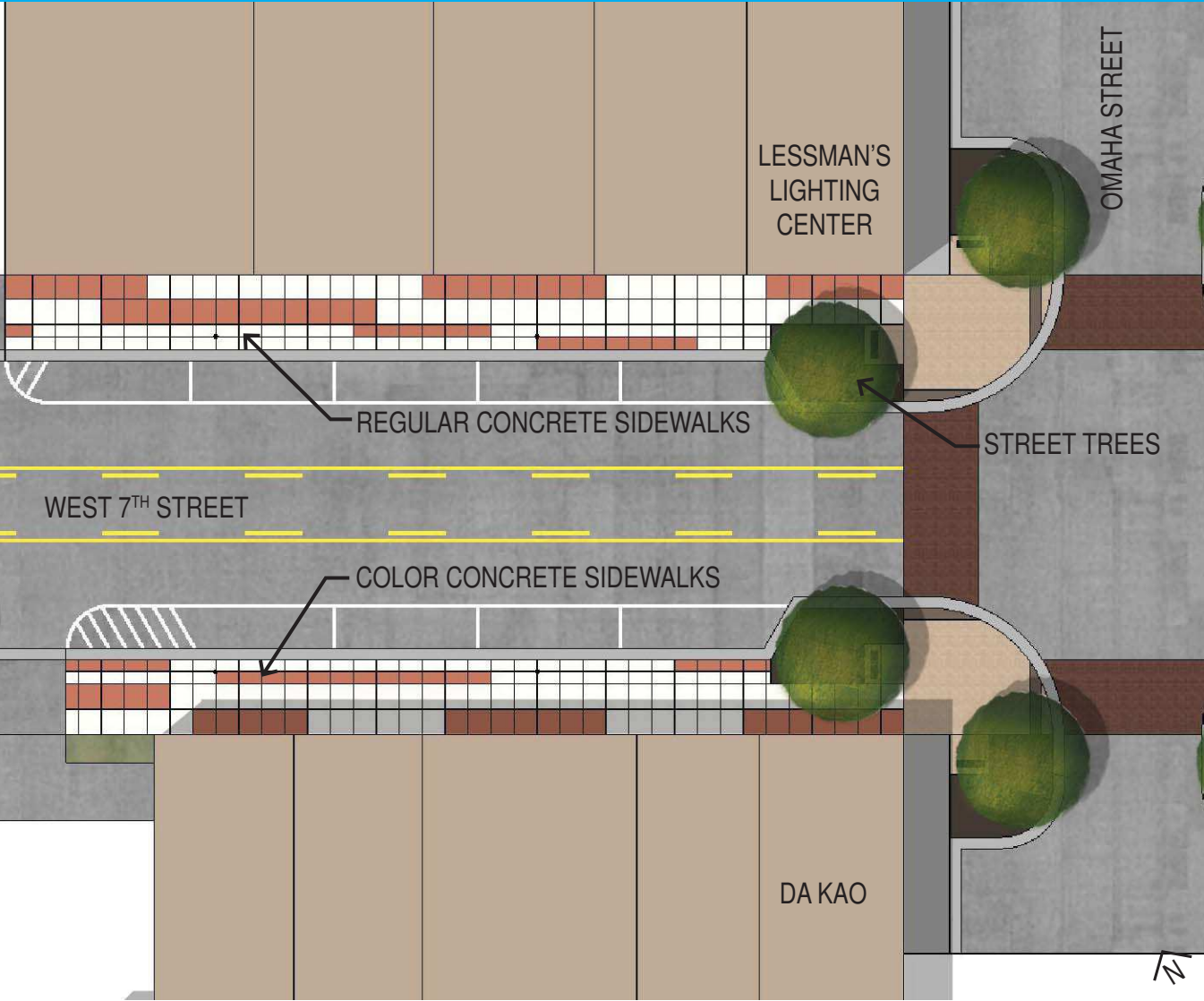
This reconstruction project will replace the pavements, utilities, and pedestrian infrastructure in the existing right of way along West 7th Street. In order to meet current design standards, the street has been reduced to a three lane section. On street parallel parking is maintained and protected with pedestrian nodes. The pedestrian zone is modestly widened, and the entire corridor is improved with lighting, art, public gathering spaces, site furniture, and plantings.

WEST 7TH STREET TYPICAL CROSS-SECTION

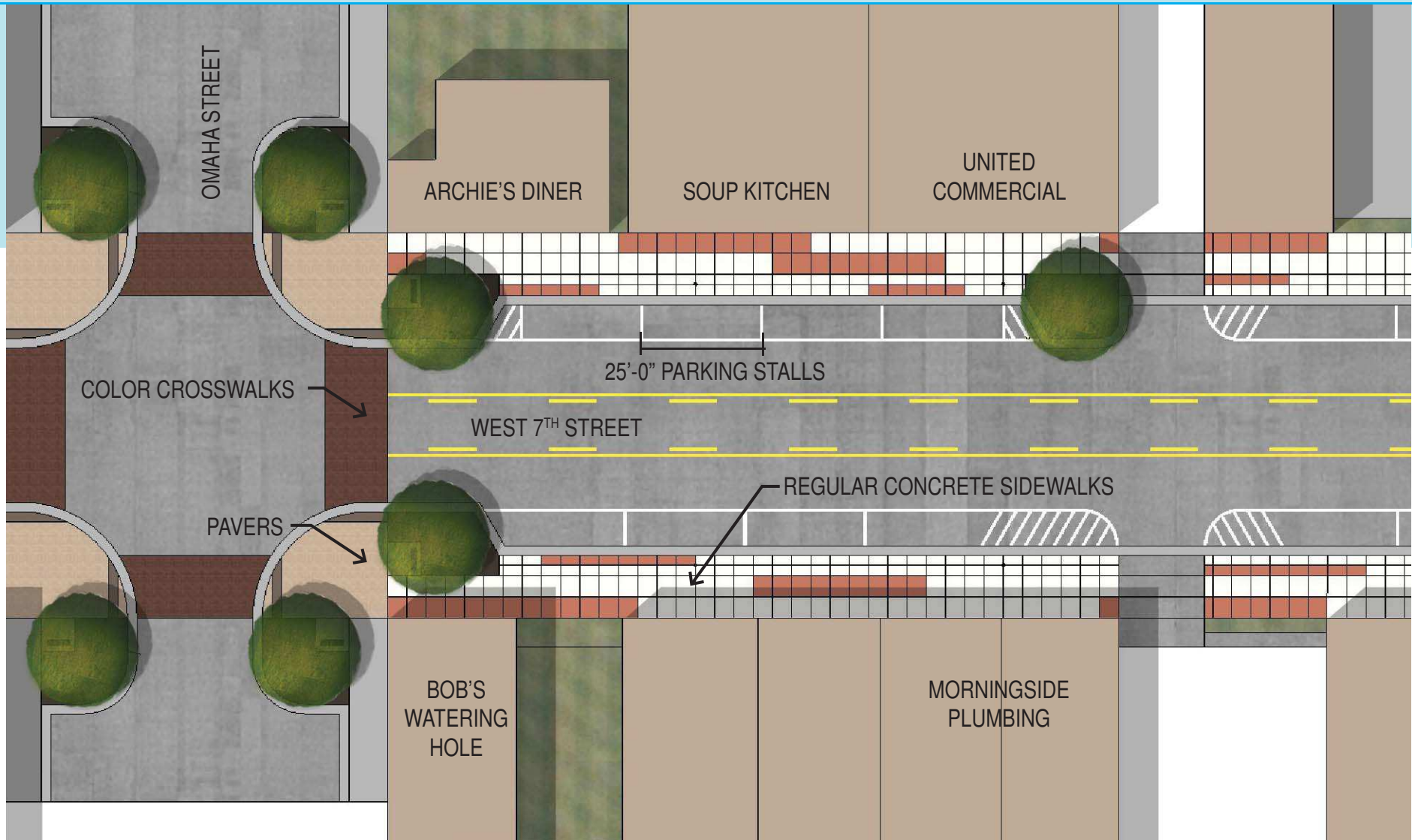




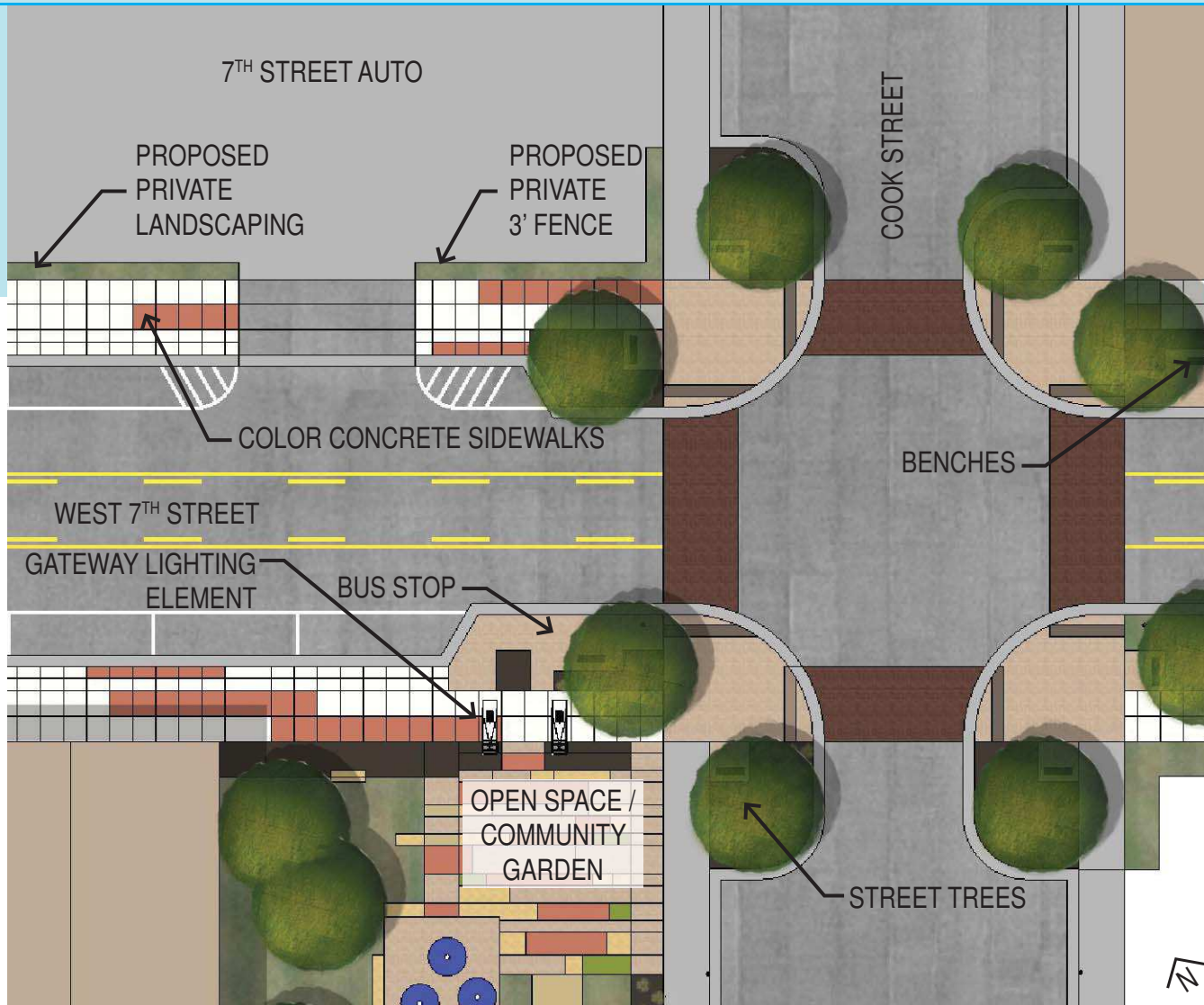
HAMILTON BOULEVARD TO OMAHA STREET - DESIGN CONCEPTS



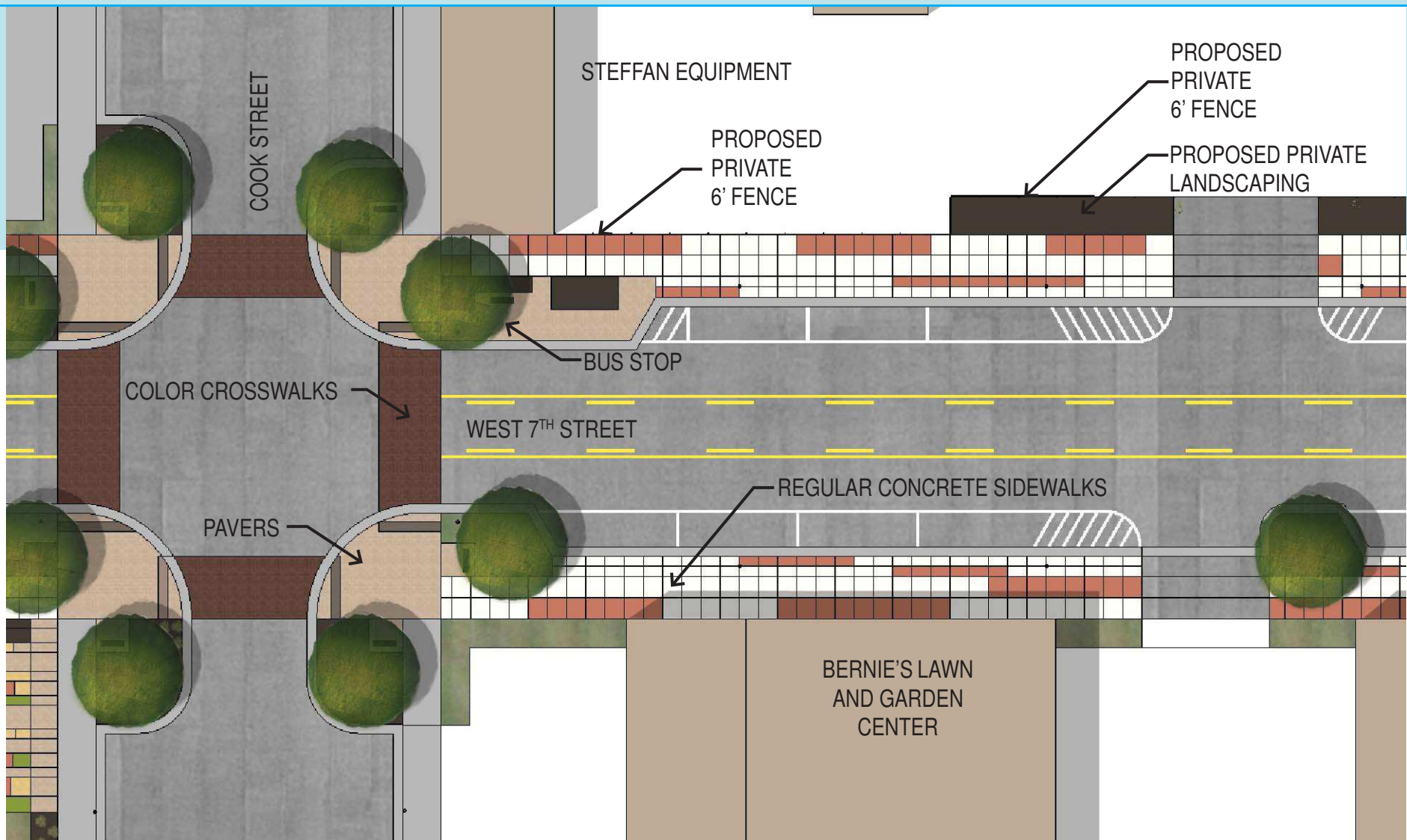
The overall design of the West 7th Street Corridor follows the working goals established by the advisory group and business/property owners. Starting with Hamilton Boulevard to Bluff Street, the design establishes a gateway at the intersection of Hamilton Boulevard and West 7th Street through the addition of gateway elements and the narrowing of the street to create landscape areas that reinforce the sense of arrival into the Corridor. The gateway elements help to create an identity for the area and tell the story of West 7th Street. The narrowed street allows for shorter distances for users to cross, thus creating a safer pedestrian environment. New concrete and color concrete sidewalks create a wider pedestrian space. The random color concrete pattern reflects the ever-changing street environment along West 7th Street. Mid block planters serve to calm traffic and act as areas for green infrastructure, as well as provide important root space for necessary tree growth.



OMAHA STREET TO COOK STREET



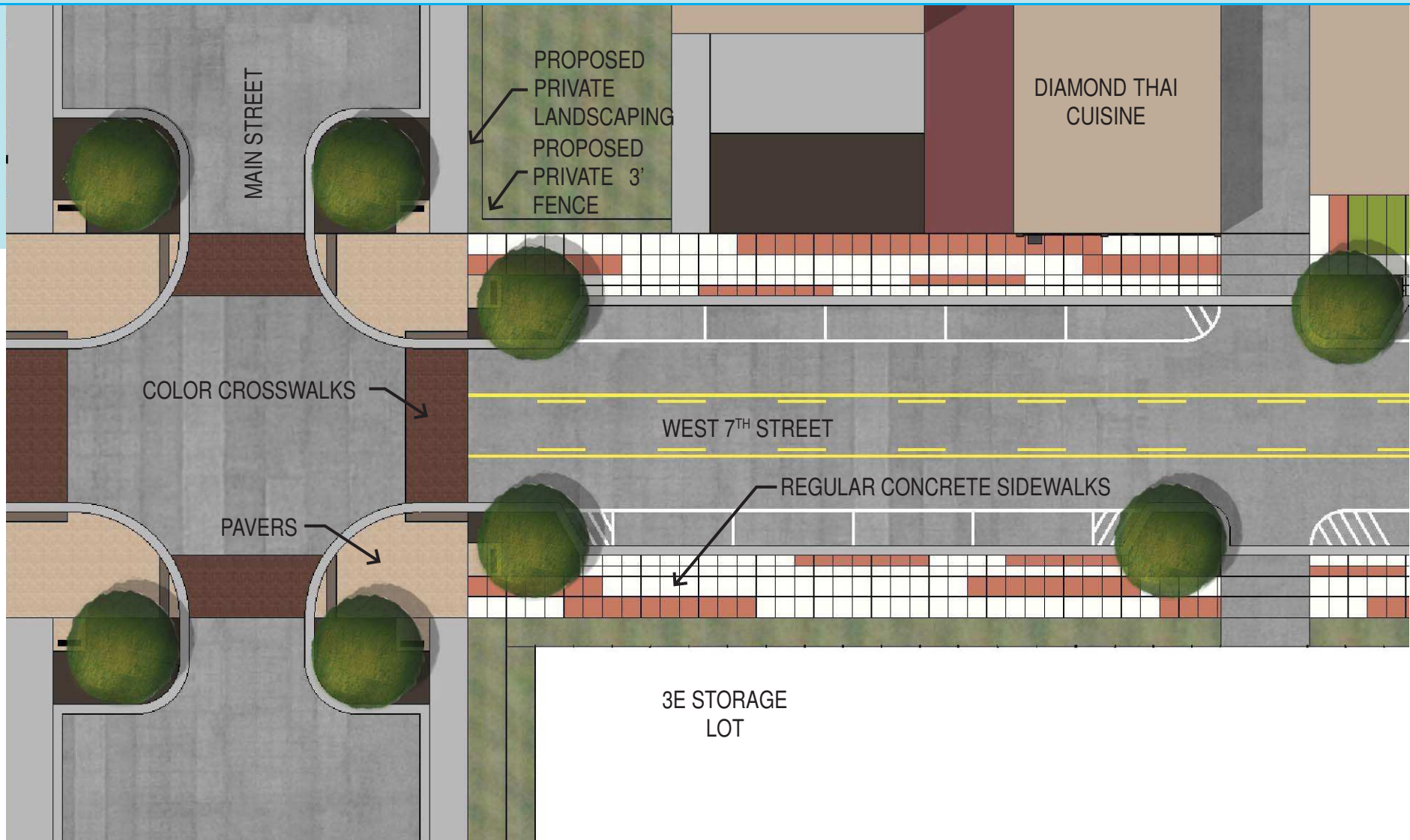
West 7th Street, from Omaha to Cook Street, includes many of the same elements as the previous block: new concrete sidewalks, planting areas, street trees, screening of parking areas, new lighting, benches, trash receptacles, and color concrete crosswalks. This block also includes a space for a proposed community garden. The garden would take over the now vacant lot at the southwest corner of Cook Street and West 7th Street. The garden could be used by the nearby church, soup kitchen, restaurants, and neighborhood residents; serving as a gathering space for community events.



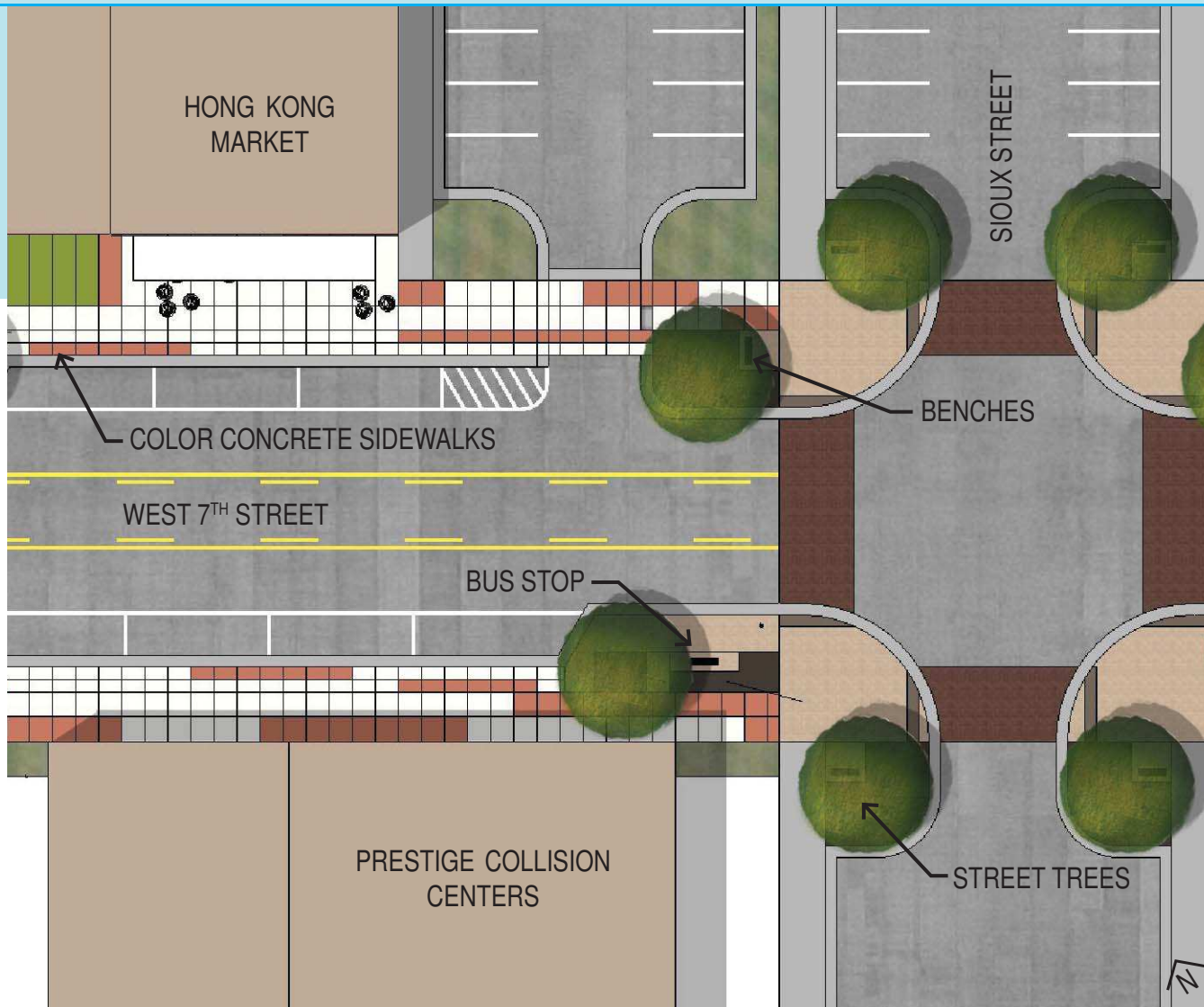
COOK STREET TO MAIN STREET



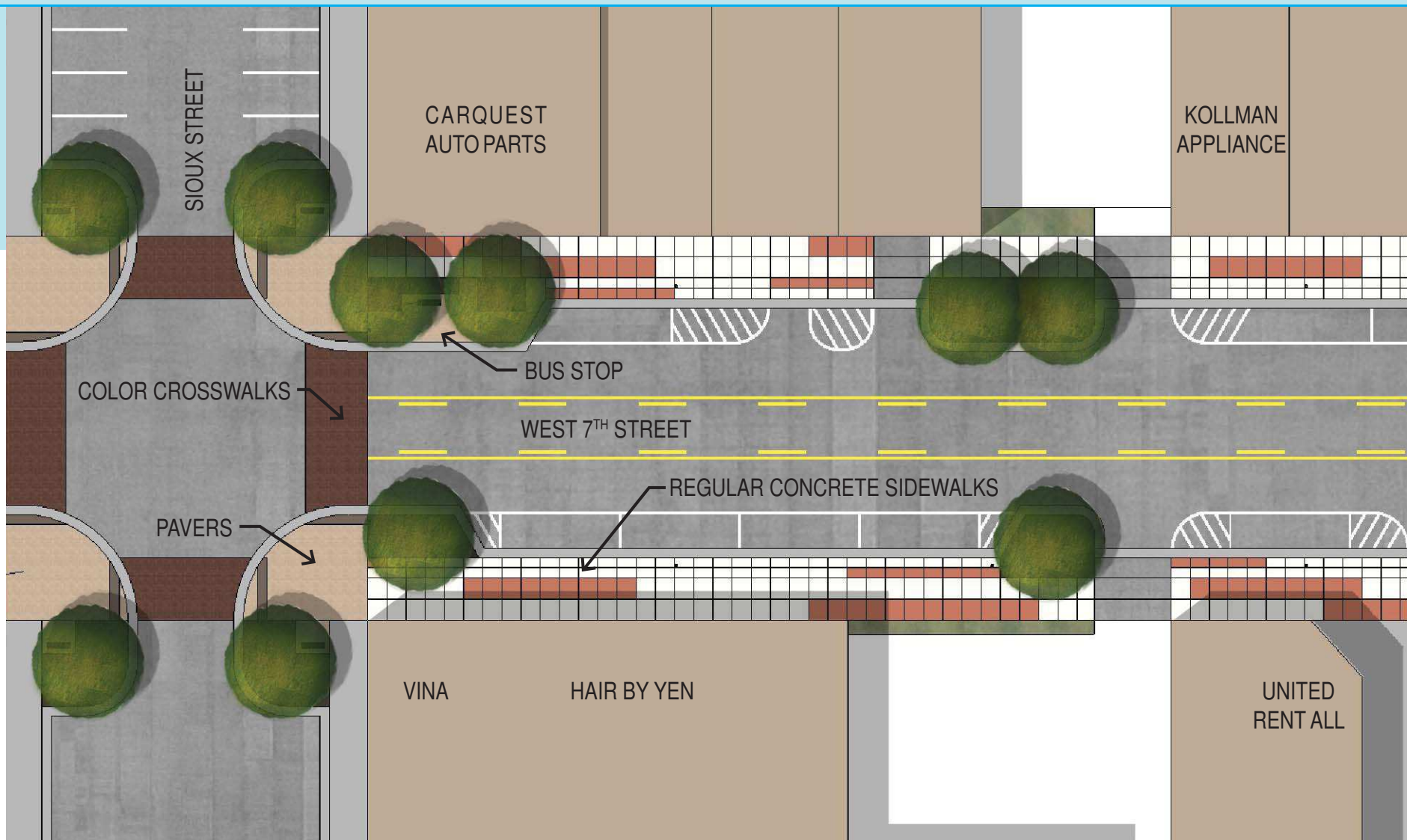
West 7th Street, from Cook to Main Street, also includes similar elements as the previous blocks. As a private project, new fencing would replace the barbed wire chain link fencing along the Steffen Equipment property. Landscape elements would also be used for screening in this area. A new festival space is proposed in the vacant lot located at the northwest corner of West 7th and Main Street. The space is designed to be a flexible space that could be used for various events. Grass pave would be used in the space to allow for food truck vendor parking. When not used by food trucks, the area would be green space.



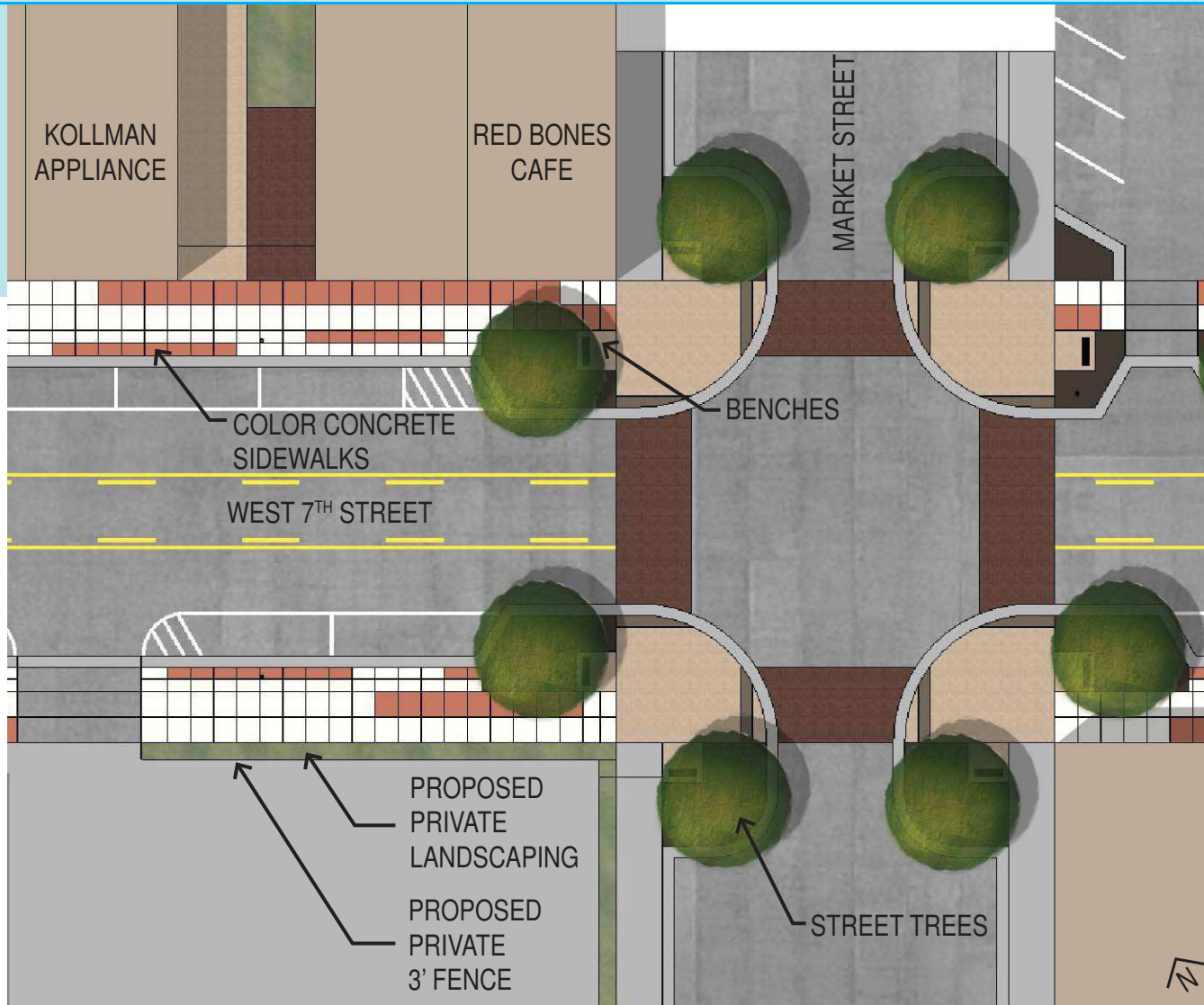
MAIN STREET TO SIOUX STREET



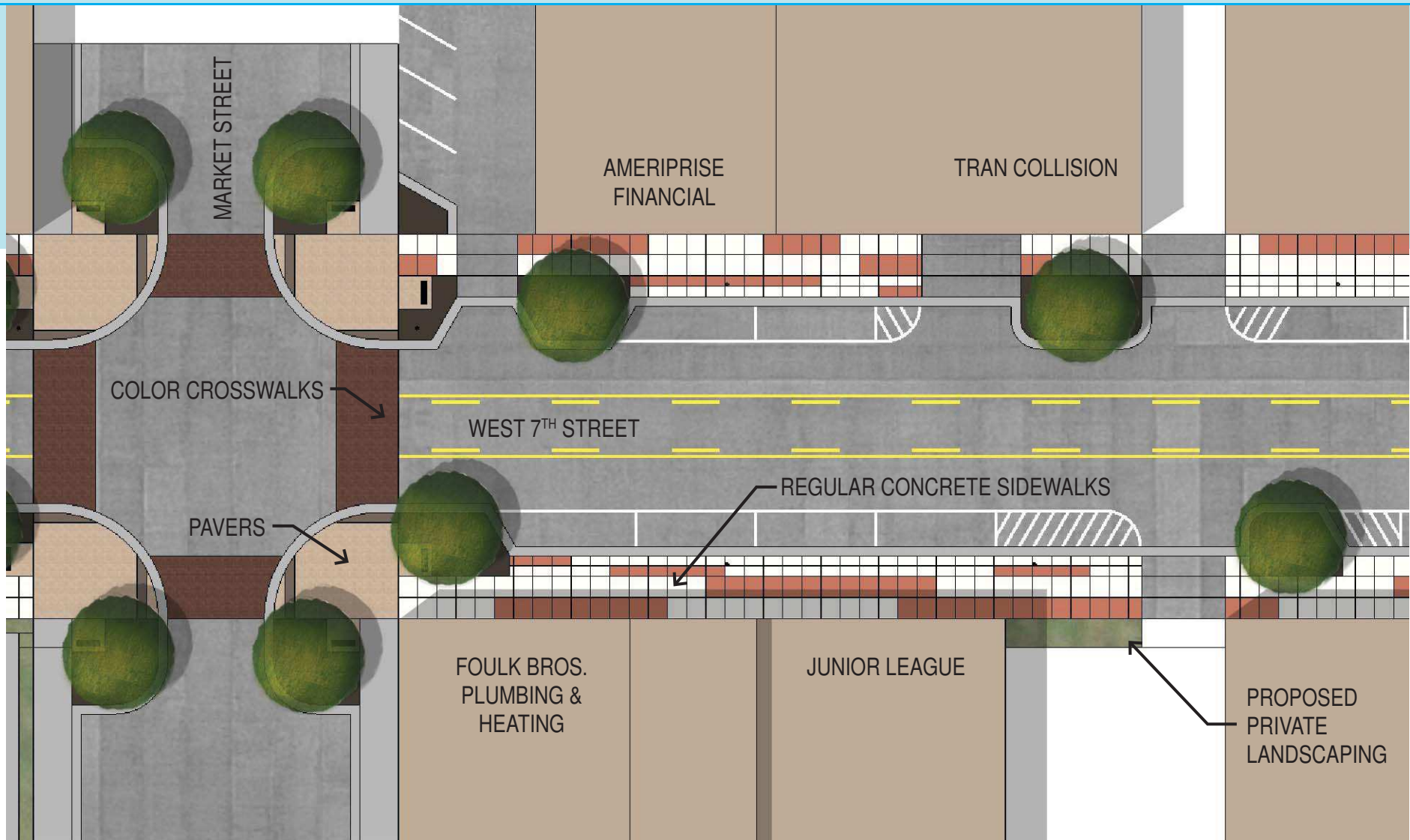
As in previous blocks, West 7th Street, from Main to Sioux Street, includes new concrete sidewalks, planting areas, street trees, screening of parking areas, new lighting, benches, trash receptacles, and color concrete crosswalks. Planters and outdoor seating could be placed in the sidewalk area next to Hong Kong Market as another way to activate and beautify the street.



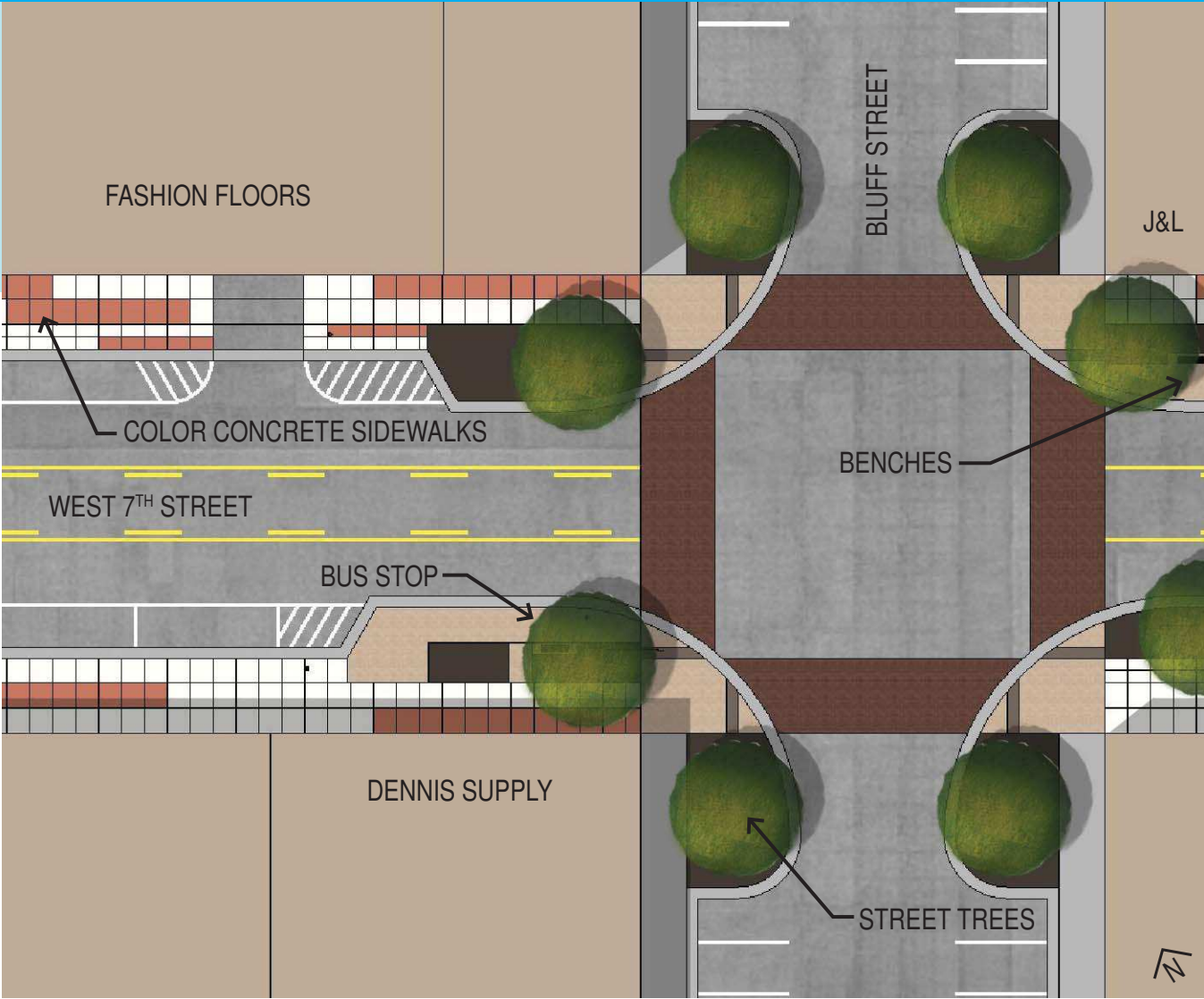
SIoux STREET TO MARKET STREET



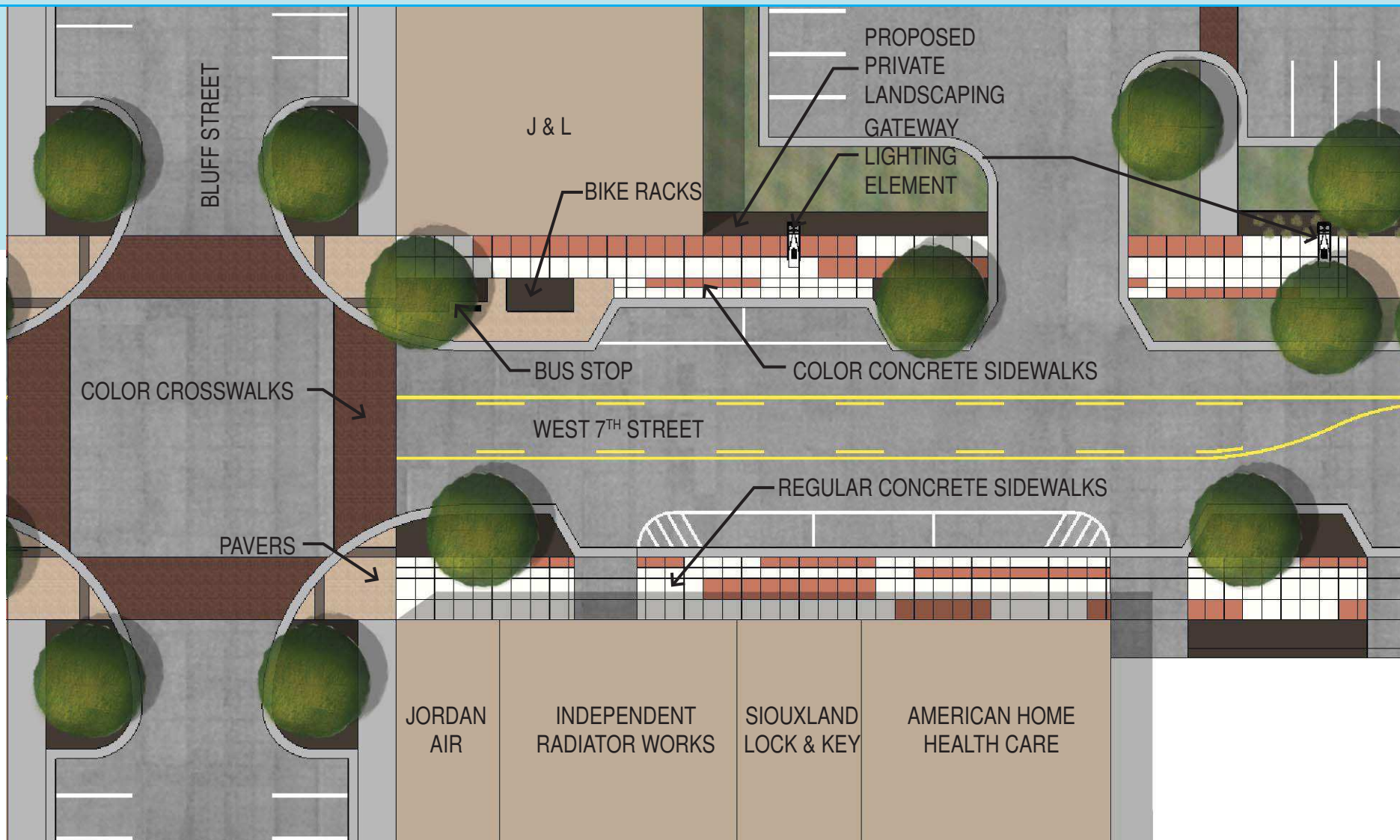
As in previous blocks, West 7th Street, from Sioux to Market Street, includes new concrete sidewalks, planting areas, street trees, screening of parking areas, new lighting, benches, trash receptacles, and color concrete crosswalks. Planters and outdoor seating could be placed in the sidewalk area next to Red Bones Cafe or any other new restaurants that choose to locate along West 7th Street.



MARKET STREET TO BLUFF STREET



As in previous blocks, West 7th Street, from Market to Bluff Street, includes new concrete sidewalks, planting areas, street trees, screening of parking areas, new lighting, benches, trash receptacles, and color concrete crosswalks. Perpendicular parking along Bluff Street will be implemented, and should need arise, there is a possibility for implementation of perpendicular parking that would coincide with future public improvement projects.



BLUFF STREET TO WESLEY PARKWAY



The intersection of Wesley Parkway and West 7th Street serves as the primary gateway when traveling from downtown to the Corridor. Gateway elements will welcome patrons into the West 7th Street Corridor. New landscaping will also enhance the entry into the Corridor.

VIEW LOOKIGN WEST OF WEST 7TH STREET AT HONG KONG MARKET



Plantings, protected parking, and sidewalk amenities will create a stronger business environment.

WEST 7TH STREET & WESLEY PARKWAY GATEWAY



A strong gateway to the Corridor will project an improved image for the street as it invites people to use these businesses.

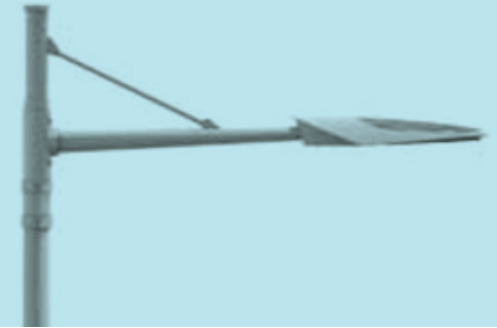
STREETSCAPE AMENITIES - SIGNAGE AND LIGHTING



Street Signs and Wayfinding



West 7th Street Historic Lighting (c. 1960-1979)



Preliminary Proposed Street Lighting - LED



Gateway Element Lighting Features at Hamilton Blvd. and Wesley Pkwy.

STREETScape AMENITIES - SITE FURNISHINGS



Bench



Bench

Site furnishings selected for the project reflect the “working man’s” street and modern aesthetic that was promoted by the advisory committee during the design process. Benches should be selected to deter people from sleeping on them. New lighting along the street will be LED lighting and also reflects the past and the future of the street.



Trash Receptacle



Cable Bike Rack



Wrap Planters

New bus shelters are proposed at yet to be determined existing bus stops along West 7th Street. The bus shelters should reflect the proposed aesthetic, be well lit and be designed to deter overnight use. Existing fencing should be replaced with new fencing that also reflects the proposed aesthetic. The design team incorporated elements from

the tiger brick pattern found in existing buildings along the street into a traditional fence assembly such as omega fence. The fencing will serve as a functional barrier as well as a visual cue of the existing building fabric along the street.



Bus Shelter with Swings



Bus Shelter Inspiration

STREETSCAPE AMENITIES - FENCING AND BUS SHELTER



A custom band will be installed along the upper portion of a common fence to reinforce the patterns



Tiger Brick Inspiration



Fencing alongside Gateway Element

STREETSCAPE AMENITIES - PAVERS AND COLOR CONCRETE



Color Concrete Sidewalks



Paving Patterns within pedestrian way



Color Concrete Crosswalks

Pavements used in the sidewalk and crosswalk areas will consist of a variety of regular concrete, color concrete and pavers to help provide a sense of scale for the pedestrian using the street. Colors for the various pavements will reflect the hues of the existing building facades and street.

Opportunities for green infrastructure will happen in conjunction with traditional street drainage design to mitigate areas of ponding that occur along the street. Stormwater planters help to clean pollutants from the street before entering the groundwater and reduces the quantity of stormwater entering the drainage system.



Intersection Edge Pavement Pattern



Rainwater planters similar to these would clean storm water before it is released into nearby Perry Creek.



Bald Cypress



Honeylocust



Kentucky Coffee Tree

LANDSCAPE PLANTINGS

Trees, shrubs, and perennials are selected for their size and shape, as well as their ability to thrive in a tough urban environment. Native plants are preferred, since they have genetically evolved to survive in this part of Iowa. These plants are just a sampling of those that will be used in the streetscape final design.



Daylilies



Catmint



Dwarf Fountain Grass



Gro Lo Sumac

PLANT LIST

OVERSTORY TREES

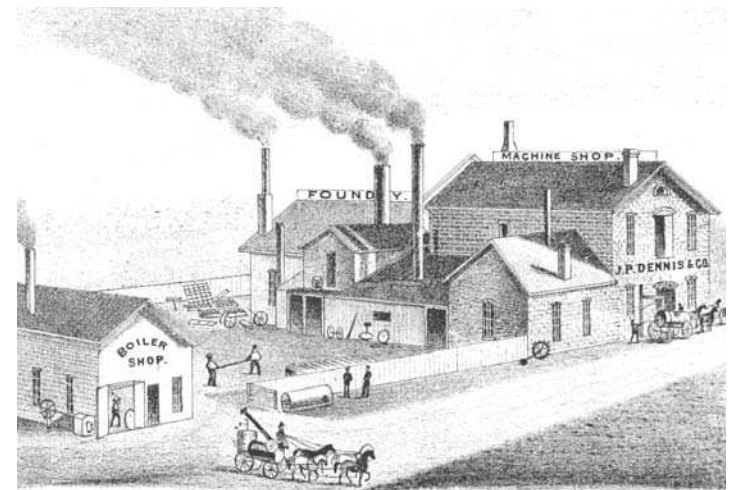
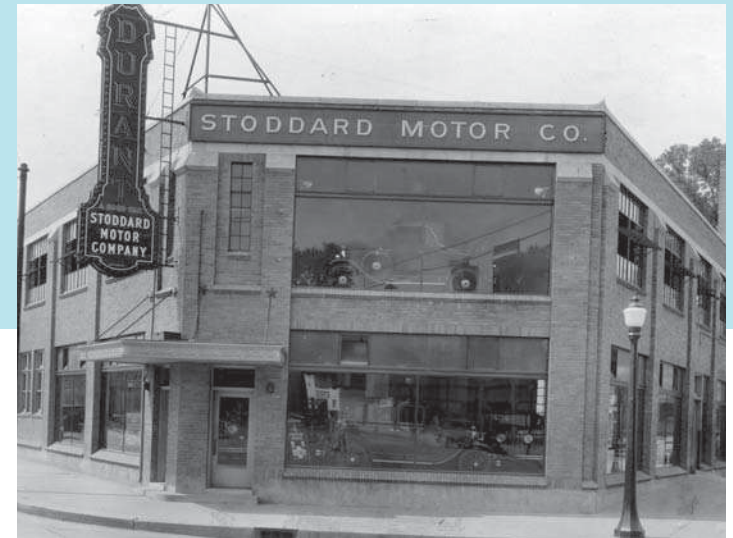
- Bald Cypress
- Honeylocust
- Kentucky Coffeetree

SHRUBS AND PERENNIALS

- Gro Low Sumac
- Dwarf Fountaingrass
- Daylily
- Catmint
- Blue Salvia
- Paprika Yarrow



Blue Salvia, Yarrow

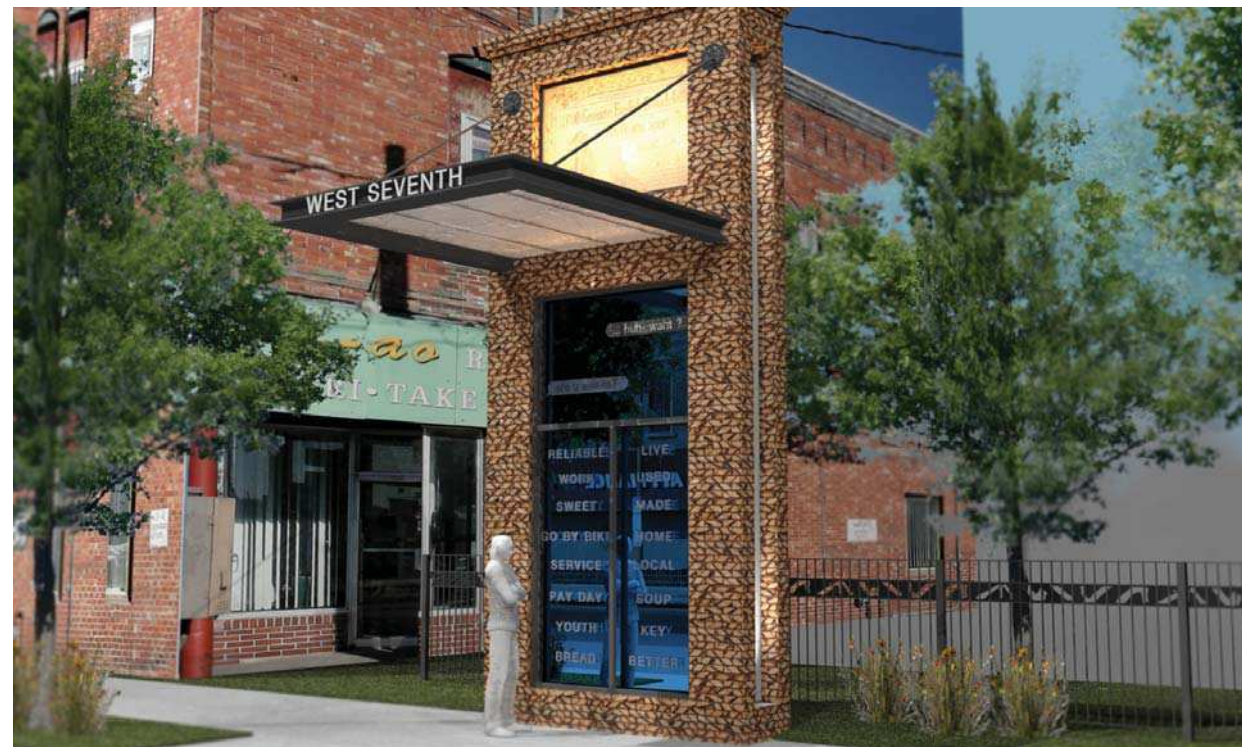


SIoux CITY FOUNDRY & MACHINE WORKS,
J.P. DENNIS & CO., SIoux CITY, IOWA.



West 7th Street has a rich history of different cultures, businesses, and architecture. In order to tell the story of West 7th Street in art, the history of the street was used as inspiration. The gateway elements that occur at Hamilton Boulevard and Wesley Parkway reflect the strong architectural fabric that once occurred along West 7th Street. The stories heard about illegal card games and the nightlife that happened 'upstairs' during one era of West 7th Street is reflected in the lighted upper story windows. The

windows also reflect the store shop windows that occurred along the Corridor when it was known as 'auto row.' Words and decorative motifs reflect the various cultures and businesses that have inhabited the area. Brick is used to express the unique pattern that once was fabricated in Sioux City and can be seen presently along West 7th Street. Custom pedestrian lighting continue the elements found in the gateway features and carry this theme down West 7th Street.







Several historic building advertisements exist along West 7th Street. These 'ghosts' provided the inspiration to suggest that this idea be renewed within the Corridor. These new building advertisements with their vibrant color and business relevance will add unique character to the area.



Existing building facade



Kollman Appliance and Sleep Source facade rehabilitation rendering

FACADE REHABILITATION CONCEPTS



Dennis Supply Building - Existing Facade



Historic Photo of the Dennis Supply Building



Proposed Dennis Supply Building facade rehabilitation rendering with murals

The City of Sioux City has started a facade improvement program in concurrence with the West 7th Street reconstruction project. Renderings were prepared by the project team to spur ideas of what existing facades along West 7th Street could look like. The renderings are based on historical photos of the buildings.

Important components include the restoration of windows along the street, the replacement of windows in the second story openings, modified awnings that are historically sensitive, and signage improvements all in a pattern that is consistent with the historical buildings.



Proposed Fashion Floors facade rehabilitation rendering

FACADE REHABILITATION CONCEPTS



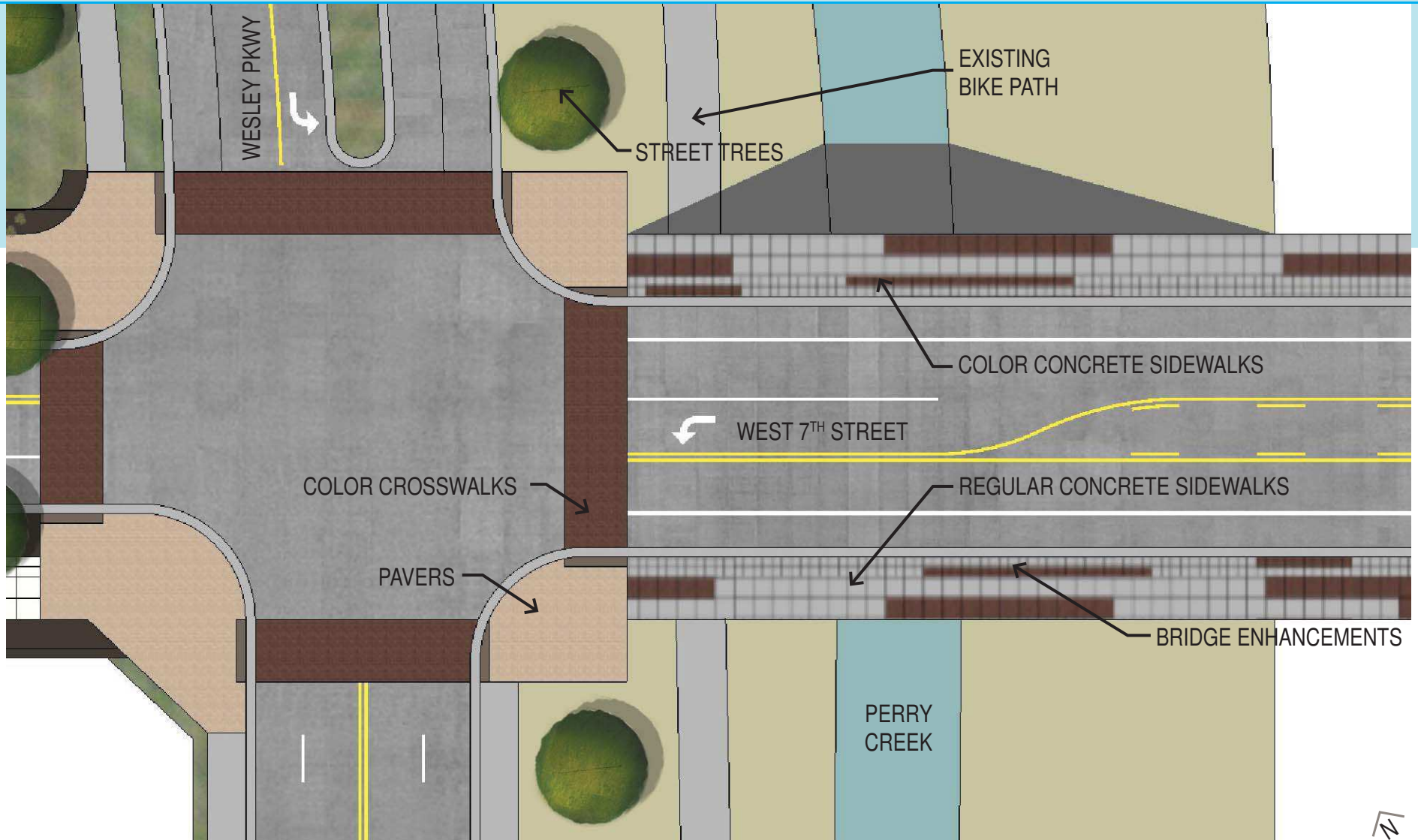
Saigon Video and Hair by Yen - Existing facade



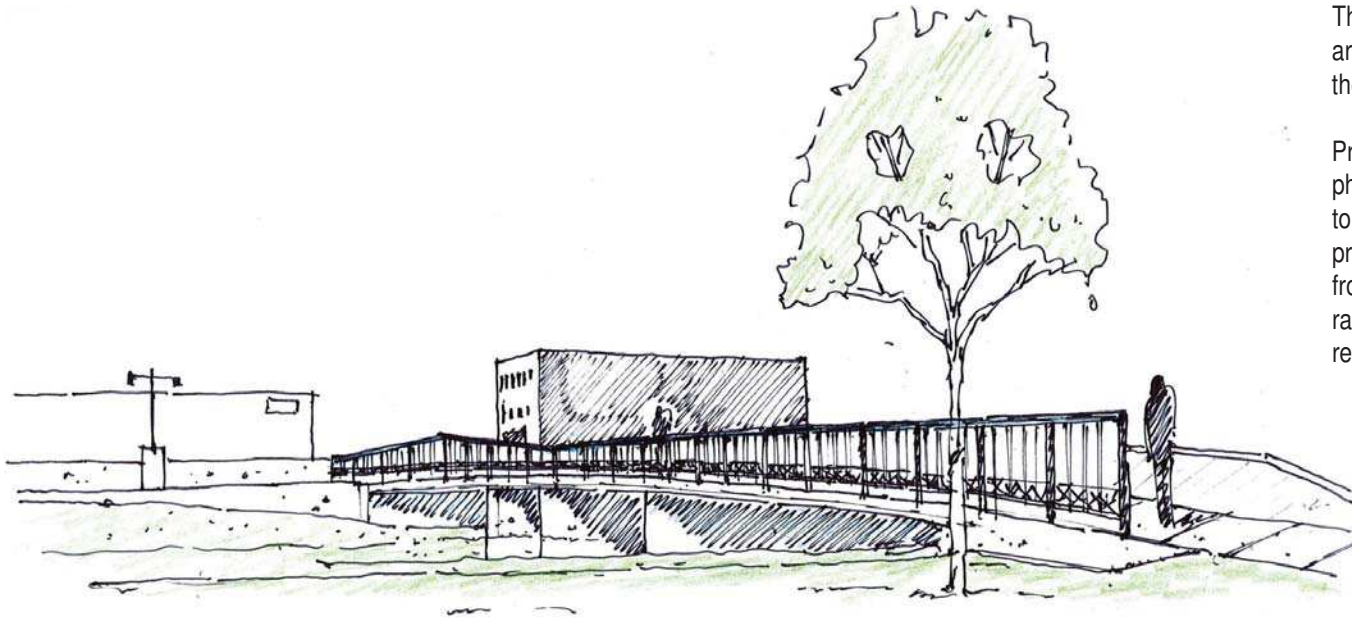
Proposed Saigon Video and Hair by Yen facade rehabilitation rendering

The removal of artificial facades, the restoration of store fronts, and brick repair are important tools to improving the buildings along the street.

FUTURE ENHANCEMENTS WEST OF WESLEY PARKWAY AND WEST 7TH STREET



FUTURE BRIDGE ENHANCEMENTS

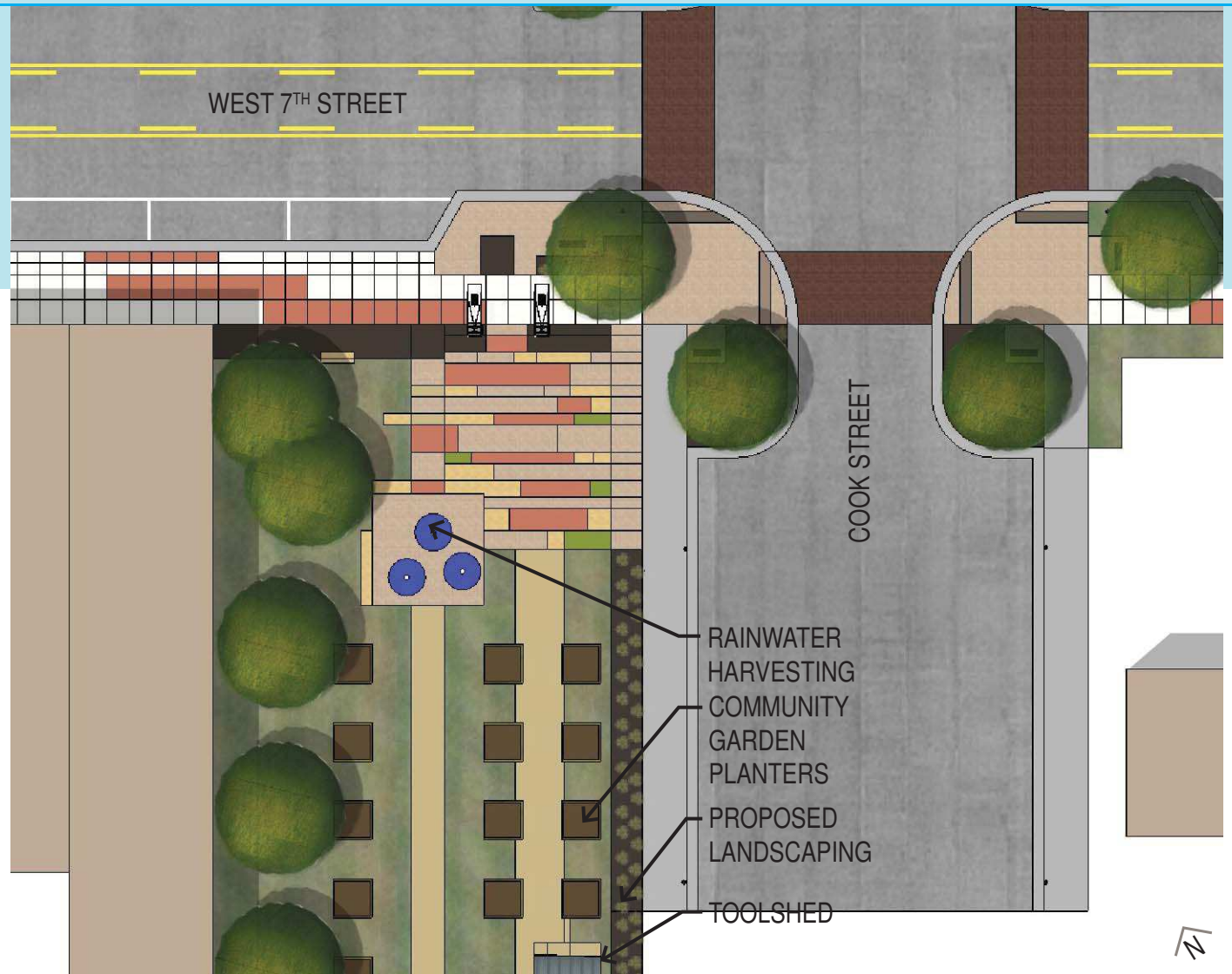


This plan recommends that the 7th Street improvements are continued across Wesley Parkway and through the Perry Creek bridge as a future project.

Prior to the Perry Creek project, West 7th Street was physically connected by buildings and sidewalks to the downtown area. The bridge enhancements proposed help to create the connection once again from downtown to the West 7th Street Corridor. New railings and lighting along the bridge will be used to reinforce this connection and draw users into the area.

The southwest corner of Cook Street and West 7th Street is proposed to be redeveloped as a community garden in the future.

In addition to providing an important source of food for the adjacent neighborhood, this garden will provide a place for strong social and community relationships to develop and thrive.

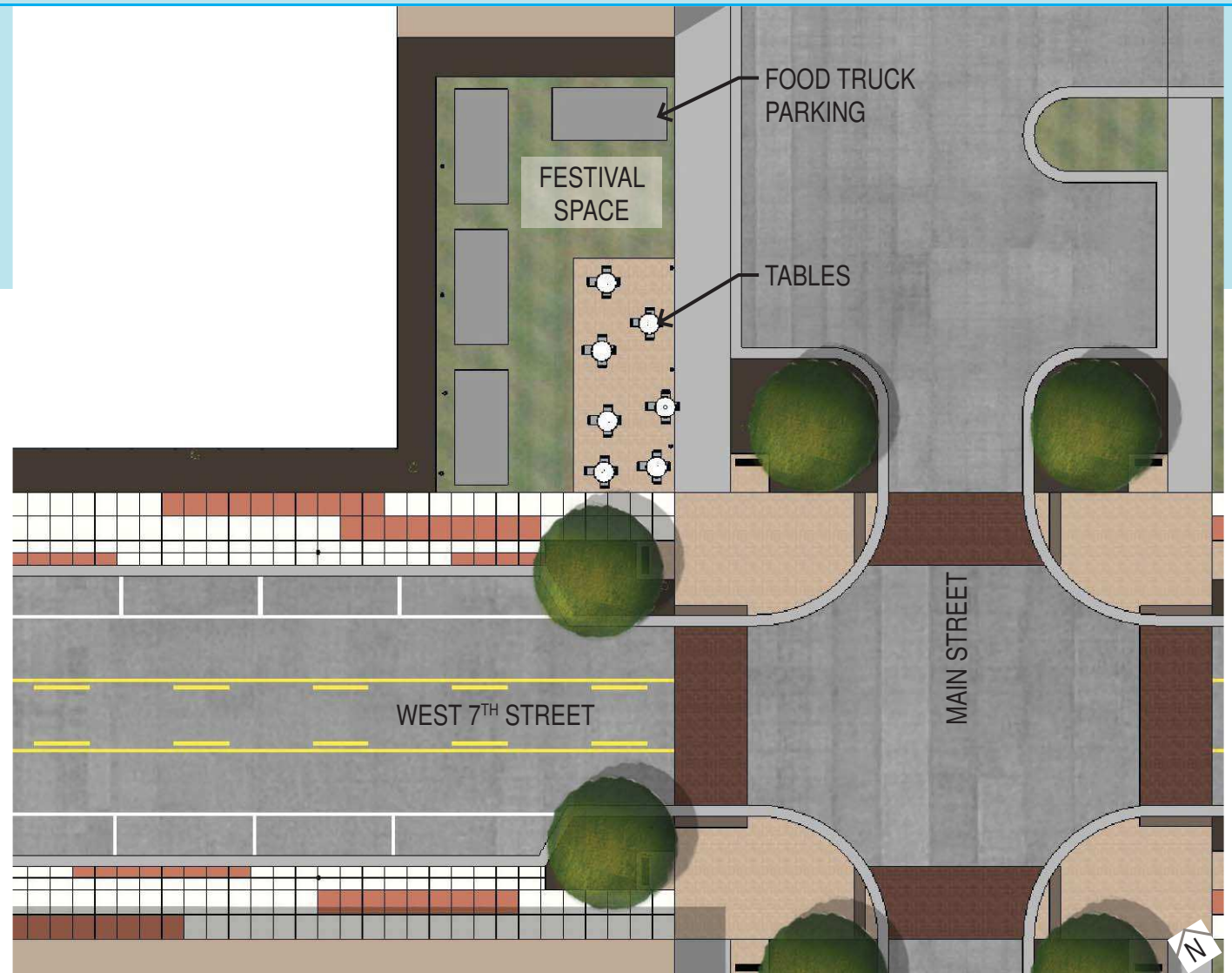


FUTURE COMMUNITY GARDEN SPACE AT COOK AND WEST 7TH STREETS



The small vacant lot at the northwest corner of Main Street and West 7th Street is envisioned as a public festival space as a future project.

This relatively inexpensive urban plaza will offer a destination within the Corridor. This plaza can be used for small performances and entertainment, food truck parking, and as a headquarters for area events. As a day to day use, tables and informal seating is suggested.



FUTURE FESTIVAL SPACE AT MAIN AND WEST 7TH STREETS



PHASE ONE : \$7,783,000

Phase one includes the following:

- New utilities including storm sewer, sanitary sewers, water lines and lighting.
- Total street reconstruction
- New sidewalks - concrete, color concrete and pavers
- Landscaping
- Site furnishings

WEST 7TH STREET - COST OPINION

PHASE TWO: \$873,000

Phase two includes the following:

- Art components

PHASE THREE: \$408,000

Phase three includes the following:

- Fencing and landscaping outside the R.O.W

FUTURE PHASES:

Future phases include the following:

- Bridge Enhancements
- Community Garden
- Festival Space