Map 6: "Main Street" Character Areas, Proposed Angle Parking, and Proposed Pedestrian Crossings
• **Overstory trees on the north side and ground planting beds on the south side.** This concept responds to existing patterns created by power distribution lines. Landscape enhancements could eventually connect the green spaces at Meredith's campus at the east end of the Ingersoll corridor to Waterbury Garden at the west end. Map 7 illustrates areas along the north side of Ingersoll Avenue that would benefit from an enhanced tree canopy and sets priorities based on need.

• **Upgraded lighting.** Because the corridor’s architecture is eclectic and spans a wide time period, period lighting is not appropriate. Rather, contemporary sharp cut-off fixtures on the north side of the street would be a suitable replacement for the existing cobra-head fixtures on wooden poles. New fixtures should include an additional contemporary pedestrian-scale light, moderated for brightness and designed to direct light to the sidewalk.

• **Consolidated utility poles.** The implementation of a streetscape plan, including replacement of existing street lights on the north side of the street, provides the opportunity to work with utility companies to consolidate locations and remove extraneous poles.

### STRATEGIC, WELL-LOCATED PARKING FACILITIES

While most portions of the Ingersoll Avenue corridor have more parking than the City of Des Moines’ zoning ordinance requires, some of its lots are inconvenient and inefficient. Providing better on- and off-street parking facilities in strategic locations and redesigning several existing parking lots will improve Ingersoll Avenue's business environment. Recommendations include:

• Improving collaboration among property owners on joint-use of parking facilities and accesses. Specific focuses include businesses on the north side of Ingersoll in the 2800 block, the south side of Ingersoll in the 3100 block, and the area surrounding Bruegger's Bakery and Bauder's Pharmacy on the south side of Ingersoll near 38th Street. The Concept Plan proposes improved parking lot layouts.

• Adding on-street angle parking at key need locations. Angle parking can alter the street's traffic flow should be limited to areas where a specific need exists. This includes certain areas of Ingersoll near 28th and 29th Streets and near Crescent Drive. These areas, indicated on Map 6 correspond to the “Main Street” character areas identified in earlier in this chapter.

### AN OUTDOOR GALLERY

Ingersoll Avenue is eclectic mix of land uses and architectural styles and is not unified by a common theme. Diversity is very much a part of the corridor’s character, but an overall unified theme can distinguish the street. A major area of distinction along Ingersoll has been the clustering of art galleries and related retail stores. This suggests capitalizing on this unique aspect, making the street itself an outdoor gallery. The outdoor gallery concept identifies key locations for sculptures that