

# IOWA'S LIVING ROADWAYS

## Community Visioning Program Annual Report 2007



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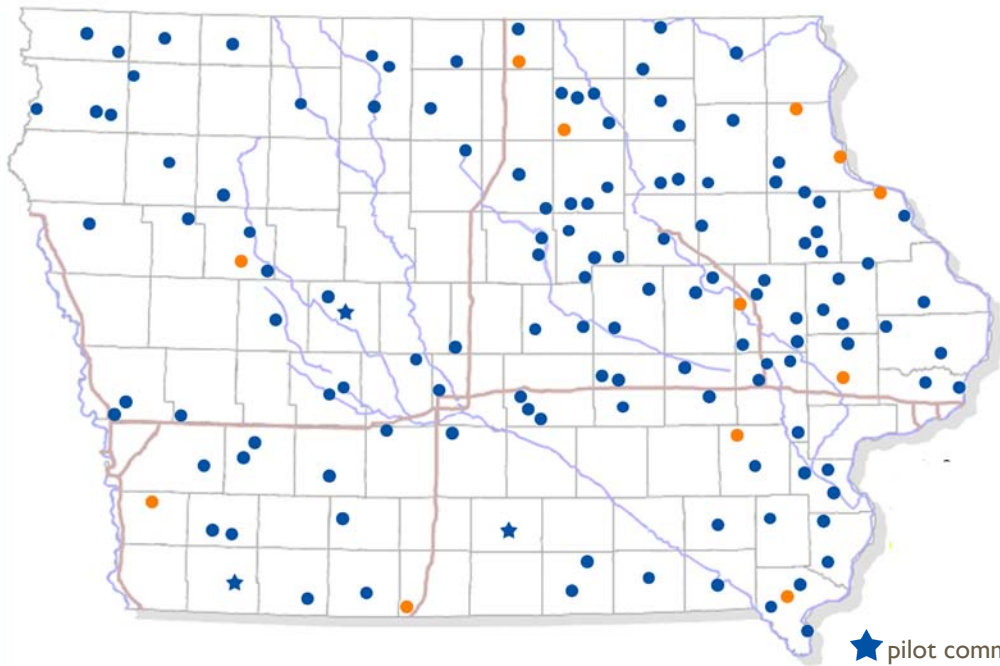
# Executive Summary

The Iowa's Living Roadways Program was born of an effort to provide design services to rural Iowa communities. The program is a collaboration involving the Iowa Department of Transportation (Iowa DOT), the Living Roadway Trust Fund (LRTF), Iowa State University, and Trees Forever.

Iowa's Living Roadways consists of the Community Visioning Program and the Projects Program. The Community Visioning Program provides planning and landscape design assistance to Iowa's small communities. The Projects Program funds the planting of native grasses, wildflowers, shrubs and trees along transportation corridors.

Both Visioning and Project Programs provide assistance to Iowa communities with populations of fewer than 10,000 because these smaller communities often lack the resources and expertise needed to design and implement landscape enhancements.

The sustainability and success of the program is evident by the number of actual communities it had touched. Since Iowa's Living Roadways was created in 1996, 137 communities have participated in the Visioning Program and 211 communities have received grants from the Projects Program.



*Visioning Program Communities, 1996–2007*

- ★ pilot communities
- 1996–2006 communities
- 2007 communities

# Making an Impact

Since the program began in 1996, 137 small communities in Iowa have participated in the Community Visioning Program. Throughout the life of Community Visioning, program partners have used a number of techniques to measure success, including follow-up interviews, field review, survey research and case study research. The most recent assessments conducted by Iowa State University measure the impact of the program in terms of project implementation, social capital and economic influence.

The findings of these assessments are summarized in two reports published by ISU: *Community Visioning 2007 Program Impact Assessment: a focus on project implementation* and *Community Visioning Program Assessment: a focus on social capital, economic influence, and projects completed*. Highlights from these two studies are presented here.

## Project Implementation

A concrete measure of the success of the Community Visioning Program is project implementation by participating communities after completing the process. In 2006, Visioning Program staff at ISU documented the project implementation rate in 46 communities that had completed the visioning process.

A total of 371 transportation enhancement projects were proposed in the 46 communities sampled. Of all sampled communities, 94 percent completed at least one transportation enhancement project, with only one community that completed no projects. Several communities completed all projects proposed.

Figure 1 summarizes the total number and type of projects proposed, completed and partially completed. Figure 2 shows the percentages by type and projects completed.

Figure 1. Projects proposed, partially completed, and completed (n=371)

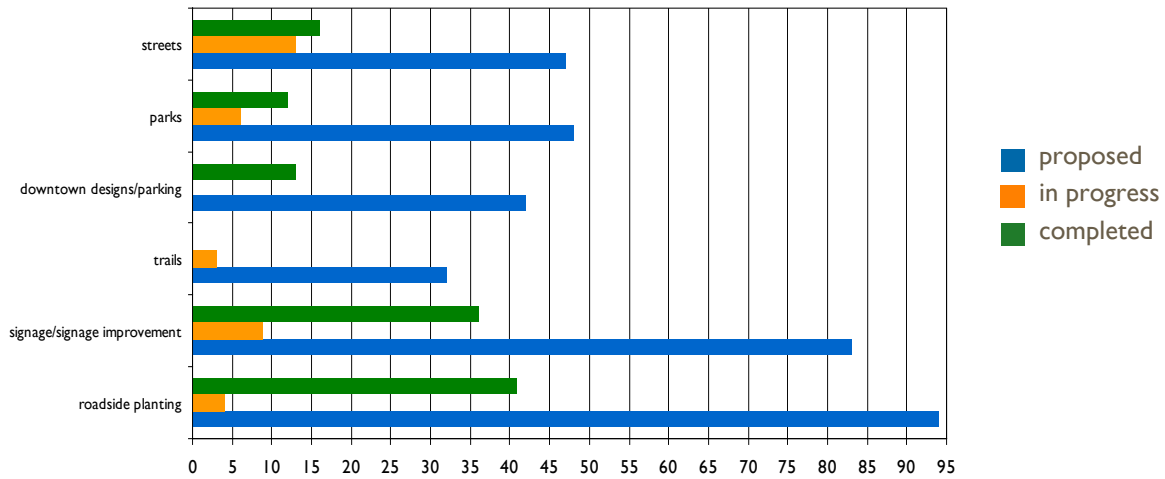
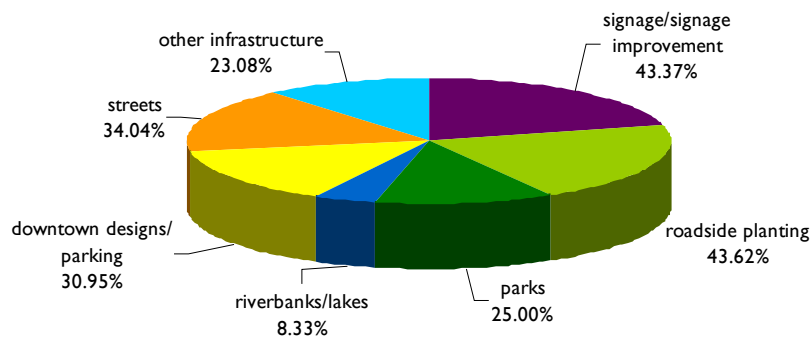


Figure 2. Projects that were completed by type (n=122)



Most of the projects completed were roadside plantings (43.62 percent) and signage or signage improvements (43.37 percent). These findings reflect the concerns that many communities express in their applications to the program about creating a favorable impression of the community through the entry experience on visitors and business clients who have economic ties to the community.

Other popular projects for implementation include enhancements to streets (34.04 percent), downtown areas (30.95 percent), parks (25 percent) and other infrastructure improvements such as storm water drainage, welcome centers and historic areas (23.08 percent).

Some communities made improvements to riverbanks and lakes (8.33 percent). These types of projects include riverfront enhancements such as planting, seating and lighting, as well as restoration and cleanup.



Palbe Park



**Opposite top:** An empty lot in downtown Titonka has been converted to this pocket park as part of the visioning implementation process.

**Top right:** Residents in Wapello pose proudly around the newly unveiled south entrance sign at a ceremony held during Chief Wapello Days.

**Opposite bottom:** This fountain is part of an entryway enhancement project completed in Sac City.

**Bottom right:** The aesthetic appeal of downtown Colesburg improved significantly with the completion of the gazebo park.

**Top left:** The tree planting along U.S. Highway 71 in Arnolds Park is an example of a typical roadside planting project.

**Bottom left:** This entrance sign along the U.S. Highway 151 corridor incorporates native limestone with an image of a cascading river.

## Social Capital and Economic Influence

In addition to documenting the physical evidence of project implementation, researchers at the ISU Institute for Design Research and Outreach have explored less tangible effects of the transportation planning process, including client satisfaction, social capital and economic influence. Interviews of past participants in the Visioning Program were conducted to learn what actions have been taken in the communities since completing the visioning process. The interviews also revealed how individual participants perceive the effect of the program on economic activity in the community and whether or not participants personally benefited from the experience. Information was collected by interviewing steering committee members from communities that participated in the Visioning Program in 1998–99, 1999–2000 and 2000–01.

Interviewers were able to make contact with at least one steering committee member from 27 of the 35 communities selected for the study. A total of 77 respondents were successfully contacted.

## Effects on the Community

Completion of visioning projects was not perceived to increase intercommunity relations (external linkages with other communities) or improve the economic conditions in the communities. However, respondents indicated that visioning projects increased the internal and other external linkages with those directly involved in the projects.

Interview participants also said that good working relationships were developed and are maintained with different groups involved in the project, such as other steering committee members, ISU, Trees Forever, ISU Extension, professional landscape architects and funding agencies.



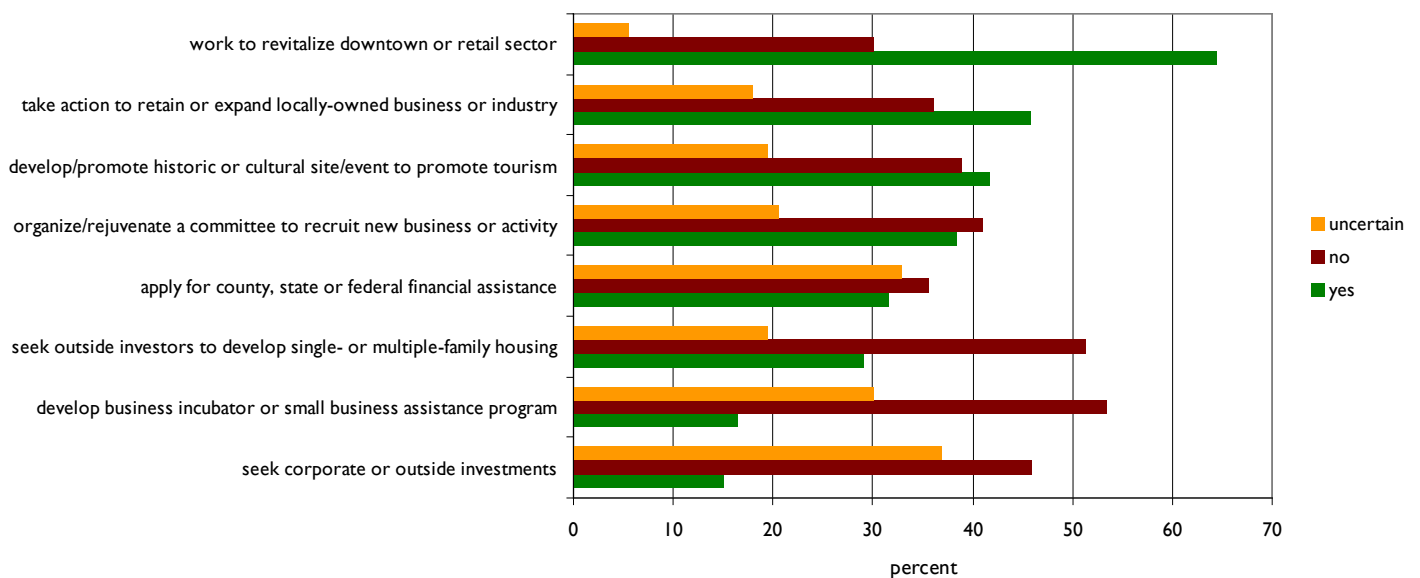
*Residents of the community of Gray in Audubon County take part in a countywide effort to plant native vegetation along the U.S. Highway 71 corridor.*



One of the expected indirect effects of any development such as landscape improvement is an improved city economy. Interviewers read a list of actions to promote economic activity to the respondents and asked them whether individuals or groups in the community have completed any of those activities since the completion of the visioning projects. Nearly one-third of respondents could not remember any economic development action that resulted from completing a project.

According to respondents, the downtown or retail sector experienced the most economic development resulting from the Visioning Program (64.38 percent), followed by retention of locally-owned business or industry (45.83 percent) and preservation of historic and cultural sites or events to promote tourism (41.67 percent).

Figure 3. Economic development strategies pursued since completion of visioning



## Effects on Committee Members

Interviewers read statements to respondents of the possible impact that visioning projects could have on respondents themselves as committee members. The interviewees were asked whether they agreed or disagreed with each statement, using a scale of 1 to 5 (1=strongly disagree to 5=strongly agree). The statements are grouped in three categories: capacity (orange), education

(green) and social cohesion (blue). The interview participants indicated that membership on the visioning steering committee was beneficial in many ways, such as increasing their awareness of needs and opportunities, teaching them communication and relationship skills, and teaching them how to set goals for their communities. (See table I.)

Table I. Program impact on steering committee members

		Participation as a steering committee member in the visioning process was beneficial to me by providing me with the opportunity to:	Average response			
Capacity		Learn how to set goals for my community	3.93			
		Learn the importance of facilitation	3.93			
		Learn how to coordinate with different agencies	3.71			
		Increase my leadership skills	3.29			
		Enhance my grant writing abilities	2.39			
Education		Increase my awareness of the needs of and the opportunities to better my community	4.40			
		Learn about and participated in a needs assessment (landscape inventory and analysis)	4.01			
		Learn more about the local ecology	3.90			
		Identify funding opportunities available	3.56			
		Learn the charrette process	3.39			
Social cohesion		Develop and maintain relationships with other committee members	4.21			
		Make new friends	3.60			
<b>Scale</b>						
		1	2	3	4	5
		strongly disagree				strongly agree

## Summary

Communities are building transportation enhancement projects. More communities are implementing their first transportation enhancement project that was initially thought. Ninety-four percent of participating communities complete transportation enhancement projects.

Although interview participants did not perceive that visioning projects affected actions to promote economic development, nearly all of the completed visioning project improve the physical aesthetics in the participating communities. In addition, the higher the perception of the improved physical appearance of the city as a result of the visioning program, the higher the perceived impact on the respondent as a member of the steering committee.

Ongoing evaluation of the program is required to ensure continued success of the Visioning Program and determine what types of changes could be made to enhance the experience for participating communities.

The Visioning Program continues to evolve to meet the changing needs of Iowa's small communities. Since 2005, the program has addressed the issue of walkability with the Designing Livable Communities survey. Starting in 2008, communities that participated in the Visioning Program more than four years ago may apply to repeat the program through a process called "Renewing Community Vision."

Both programs will continue to facilitate linkages between field staff and technical experts of the public and private sectors with local community leadership and motivated volunteers, creating a more sustainable transportation system for Iowa's rural communities.



*A committee member explains a community map to residents at the charrette in Belmond.*



*Community volunteers in Cherokee work on a planting project.*

# Al Bohling: a Career of Service to Community

The Community Visioning Program has been fortunate to have the expertise of a diverse group of designers from throughout Iowa. However, one characteristic that many landscape architects who participate in the Visioning Program share is a strong sense of service to both their communities and the natural environment.

Landscape architect Al Bohling is no exception to this trend. Al has participated in Community Visioning since the program began in 1996 and has worked in 19 communities up and down the “East Coast” of Iowa from Montrose to Guttenberg and throughout Eastern Iowa.

Al became involved in the Visioning Program at the request of Program Director Julia Badenhope. “The idea of educating small communities about the design process for public improvements and benefits was very appealing to me,” he said.



Al is the Community Development team leader at Shive-Hattery, Inc., in Cedar Rapids, a leading regional architectural and engineering firm. Throughout his career, he has worked in positions that have been intense with design and construction projects that have made a significant impact on the built environment. “I hope that an understanding and respect for all things shows through in my work and that I have been able to pass that respect along to others,” he said.

An active member in his community, Al has been a member of the Louisa County Conservation Board which he chaired three times. During his tenure on the board, the LCCB acquired Chinkapin Bluffs, which overlook the confluence of the Iowa and Cedar Rivers.

For 12 years (1993–2005) Al was the Iowa commissioner of the Mississippi River Parkway Commission. He led the effort in Iowa to have the Great River Road designated as a National Scenic Byway. Since the designation was awarded 2000, significant projects have been funded along this scenic byway.

In 1995, Al and a small group of environmental enthusiasts established the Tri-Rivers Conservation Foundation. Al was president of the foundation for 10 years, during which the foundation provided funds to numerous environmental education programs.

At the regional level, Al is working with several states on the Transportation Committee to establish a political framework for strengthening the emphasis on “Context-Sensitive Design” at the state Departments of Transportation.

In addition to his service in an “official” capacity, Al has volunteered his time and talent in many ways. He designed and raised funds for an All Veterans Memorial at the intersection of U.S. Highways 61 and 92. He has also volunteered



planning and design efforts and led a cleanup day of a 95-acre outdoor environmental education center. Al has been a guest lecturer at the University of Iowa and a participant in Columbus Junction Community High School Career Day.

He has also participated in the Cedar Rapids Renaissance Group Physical Development Committee and the City of Cedar Rapids Downtown Design Review Committee.

Both his professional and personal efforts reflect a love for the environment that he has had since childhood. "As a youngster traipsing the bluffs and floodplain along the Mississippi River in southeastern Iowa, I was always aware and enlightened by the sights and smells. Through the seasons, I hunted and fished, collecting mushrooms, nuts, berries and occasionally an animal, fish or a waterfowl or two. I was often alone, so there was much time for in-depth investigation and study."

Al has been selected for the Community Visioning Program achievement award for landscape architects in recognition of his continued dedication to enhancing Iowa communities through the visioning process, as well as his public service and his contributions to the profession of landscape architecture.

*Opposite: Streetscape enhancement with trees and shrubs is just one of the projects implemented in Charles City.*

*Top left: Al created this streetscape design for Lisbon in 1998.*

*Top right: Olin's younger community members make suggestions to Al during that community's charrette meeting (2004).*

*Bottom right: Al discusses his ideas for Lisbon during a visioning committee meeting (1998).*



# Balltown



Balltown is a tiny Northeast Iowa town a few miles northwest of Dubuque along County Road C9Y, which is designated as part of the Great River Road, the Mississippi River Trail (a National Bike Route) and a Scenic Byway. This community of 73 residents is situated on a bluff with a simply breathtaking view of the Mississippi River Valley. Founded in 1840 by the Ball family, this popular tourist destination is home to the historic Breitbach's Country Dining, the oldest continuously operating bar/restaurant in Iowa, open since 1852.

Despite its small population, Balltown attracts increasingly greater numbers of tourists from all over the world each year. From the recently built scenic overlook, one can view the river bluffs in Wisconsin and beyond. This view has been a favorite of landscape painters and photographers for many years. A large painting of this Mississippi River Valley scene was done on the wall of the tavern in 1934.

The last phase of a newly regraded and cemented portion of County Road C9Y was completed in 2006, offering an ideal opportunity for roadside enhancements. The community of Balltown applied to the visioning program for guidance in improving community entryways and in better accommodating its many visitors. Based on input from the Balltown visioning committee, the visioning design team proposed the following projects:

- New welcome signage: replace existing entrance signs with signs that are a composite of native materials and cultural heritage of the Great River Road; plant hard maples as a backdrop to enhance the fall color spectacle.
- County overlook enhancements: add seating areas with benches made from limestone boulders; add interest to the ground plane by planting undulating levels of contrasting grasses beginning with mowed turf, a transition band of existing grass mowed



*The scenic overlook in Balltown attracts thousands of visitors each year, making this tiny town a major tourist attraction.*

infrequently and higher and ending with native prairie plantings farther down the slope to the fence line.

- City overlook enhancements: plant wildflowers in the space between the retaining walls and fence line below the overlook (this project has already been started by residents and the County Conservation Board); add interpretive panels without obstructing the views.
- Trail development: improve safety for tourists and residents by adding a paved and marked shoulder to Horseshoe Road to serve as pedestrians and cyclists; install an off-road trail along Balltown Road.
- Sand filter treatment sites: revegetate these sites to eliminate weeds and enhance their settings with short grass prairie plantings and scattered native oak trees.



Mark Pingnot  
Trees Forever Field Coordinator



Arpita Ray  
Bachelor of Architecture, Birka Institute of Technology, India, 2005; Master of Community and Regional Planning, ISU, 2008



Craig D. Ritland  
Landscape Architect

Craig earned his degree from Iowa State University in 1965 and set up his practice in 1970 in Waterloo. He is best known for his accomplishments in natural resource and cultural preservation of public lands. In 2002 Craig was named a Fellow by the American Society of Landscape Architects. His projects include the restoration of coldwater streams, the Cedar Valley Nature Trail, a master plan for George Wyth State Park, and the Northern Iowa River Corridor Study. Craig has participated in the Visioning Program every year since 1996 and his background and skill in relating to the rural public and native Iowa Landscapes is a tremendous benefit to the program.



Mark Kuiper  
Landscape Architect & Civil Engineer

Mark earned degrees in civil engineering (BSCE '95) and landscape architecture (BLA '96, MLA '97) from Iowa State. This multidisciplinary background gives him the ability to incorporate the technical aspects of engineering (construction methods, soils, hydrology, water quality and structures) with the design aspects of landscape architecture (sustainability, land-use analysis, planting design, irrigation design and site planning). After working on several award-winning projects and obtaining his professional license with Jeffrey L. Bruce & Company in Kansas City, Mark joined Craig Ritland Landscape Architects in 2001. Mark has been involved in a wide variety of landscape developments including transportation improvements, educational facilities, corporate and industrial campuses and athletic facilities.

## Visioning Committee

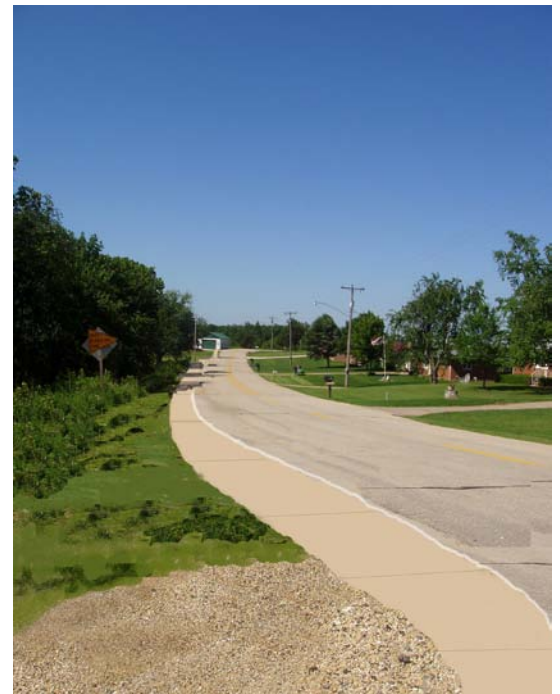
- Mike Breitbach
- Sue Brom
- Dennis Hoppenworth
- Susan Hoppenworth
- Loras Mauer
- Carlyle Olson
- Bev Rettenmeier
- Ron Schmitt
- Shelli Schmitt
- Herb Sigwarth
- Cletus Steger
- Mary Beth Theis



**Above:** The proposed entrance signage for Balltown incorporates the Great River Road logo along with native limestone, while hard maple trees provide color.

**Top right:** The existing Horseshoe Road lacks space for pedestrians or cyclists.

**Bottom right:** This enhanced image shows a paved and marked shoulder along Horseshoe Road, creating a safer environment for pedestrians.





**Right:** Limestone is an abundant resource in northeast Iowa and is incorporated throughout the proposed concept plan for Balltown.



**Bottom:** This drawing shows a master plan for Balltown that addresses the scenic overlook, community entryways, and pedestrian issues.



**Balltown**

# Franklin



Franklin is located in the southeast corner of Iowa, approximately 10 miles from the Mississippi River. The vast history of the area is carved into the walls of the 22 limestone homes that dot the community. Because of the close range to a quarry, many of the homes, businesses, and sidewalks were made of limestone and historically, the community was known as the “City of Stones.” However, only a few feet of the original sidewalk are still visible and many of the homes are no longer standing.

The city council and community residents made a number of improvements to Franklin prior to applying for community visioning. In the city park, a complete playground, benches, and a gazebo have been added. Residents have also planted perennial flowers and bushes, as well as several trees.

The Franklin visioning committee applied for assistance in uncovering and landscaping the historic limestone sidewalks, improving drainage in the park, and screening unsightly views. Based on the goals identified by the visioning committee, the design team made the following recommendations:

- Entryways: make existing entrance signs more prominent by adding a raised stone planter with low perennial flowers and a backdrop of native shade trees; plant swaths of short and tall native wildflowers along both sides of the roadway with shrub masses and trees as backdrops.
- Franklin Park: create a “front door” to the park with two enhanced corner nodes, each with a small paved plaza connected to crosswalks on Broadway Street; connect the two plazas with a curved walkway and install an X-shaped path through the park; plant a rain garden along Broadway Street to improve drainage.
- City Hall/historic school: add a small interpretive garden space and kiosk that provides general information about the trail route and Franklin’s historic buildings; add site furnishings such as benches; create a defined parking area.



*The Winery and Stagecoach House is one of 22 historic limestone buildings in Franklin.*

- Streetscape/historic trail: create a 1.4-mile walking trail that loops around Franklin and features the 22 historic limestone buildings still standing; add crosswalks at the corner of Franklin park; place interpretive signage at each historic building as well as other key locations in the community.

In addition to these proposed projects, the visioning design team provided a palette of landscape structures and plant materials reflecting what early settlers would have used; these ideas could be incorporated by homeowners in Franklin to contribute to the community's overall character.



Al Bohling  
Landscape Architect

Al earned a BLA from ISU in 1967 and an MLA there in 1969. He is the Community Development Team Leader for Shive-Hattery in Cedar Rapids. Al has been a member of the Iowa Board of Landscape Architectural Examiners, a writer of the national Landscape Architectural Registration Exam (LARE), and a member of the Task Analysis Subject Matter Experts Committee for the Council of Landscape Architectural Registration Board. He has served on the Louisa County Conservation Board and is co-founder and president of the Tri-Rivers Conservation foundation. Al and his staff have participated in vision every year since 1996.

## Visioning Committee

- Tom Buckley
- Cassie Downing
- Belinda Holland
- Mike Jarvis
- Yvonne Knapp
- Tami Nichols
- Dolores Olson
- Mike Salata
- Stan Thomas
- Karen Wear



Patty Petersen  
Trees Forever Field Coordinator



Ted Doshier  
Bachelor of Landscape Architecture, ISU, 2009

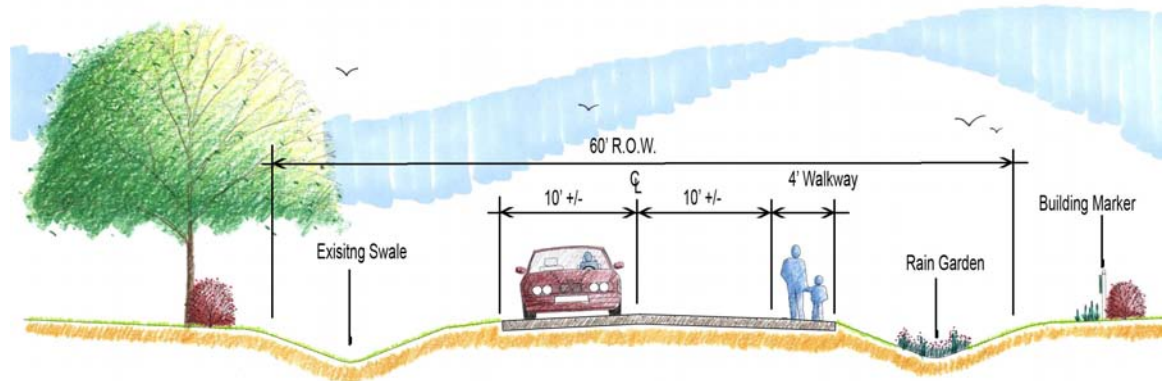


Wei Feng  
Bachelor of Urban Planning, Nanjing University, P.R. China, 2003; Master of Community and Regional Planning, ISU, 2008



Kevin Froelich  
Landscape Architect

Kevin earned his BLA from the University of Wisconsin – Madison in 1975 and began working professionally with Shive-Hattery in 1976 as an Iowa- and Illinois-registered landscape architect and American Planning Association Member. He has a broad background in planning, urban design, and landscape architecture for a variety of sites, all incorporating the design requirements of updated ADA guidelines. Kevin has managed and/or designed many planning and implementation projects in public and private sectors in the Midwest, including site analyses, sustainability and conceptual studies, creative graphics communications and landscape plant consultations.



**Top:** This enhanced photo shows a trail terminal incorporated on the city hall grounds.

**Middle:** This section depicts a widened and improved trail section and roadway.

**Bottom:** The design team presents preliminary concept ideas during the charrette.





**Top:** The existing northeast corner of Franklin Park is not pedestrian friendly.

**Middle:** This enhanced image of the northeast corner of the park incorporates sidewalk, curb ramps, street trees and plantings.

**Bottom:** The proposed rehabilitation of culverts proposed here includes a rain garden to improve water quality and a “no mow” lawn on the side slopes.



# Guttenberg



Guttenberg is located in Clayton County along the Mississippi River and is home to Lock and Dam No. 10. The Great River Road (U.S. Highway 52) runs through town and serves as the primary entry corridor. Guttenberg was first settled by French explorers in 1673. German immigration began in 1845 and by 1851, the year Guttenberg incorporated, the town was nearly all German. The city takes its name from Johannes Gutenberg, the inventor of movable type. A replica of a Bible he printed is on display at the public library.

Guttenberg's past is preserved today in the many limestone buildings built by German immigrants in the mid to late 1800s. Other points of interest include the Lockmaster's House Museum, the Great River Road Interpretive Center, Big Springs Nature Area and the U.S. Fish and Wildlife Bottomland Forest Interpretive Trail.

The community of Guttenberg has made great strides in economic development, historic preservation, and tourism. Recent projects include the development of a full service marina and new entrance signage along U.S. 52.

Guttenberg applied to the visioning program for assistance in entryway design and beautification, protection and enhancement of natural areas,

and development of a unified trail system. Way-finding to Mississippi Riverfront from Highway 52 is also an important issue in the community. Based on the goals identified by the visioning committee, the design team made the following recommendations:

- Gateway entries: enhance existing entrance signage on the U.S. Highway 52 corridor with landscaping that includes short and tall native wildflowers and native trees such as quaking aspen, eastern redbud, sugar maple, or white oak.
- Way-finding at key intersections: enhance the intersections of three streets with U.S. Highway 52—Koemer, Hayden and Schiller Streets; remove outdated or broken signage and clear overgrowth and other clutter; plant street trees along the west right-of-way to create a connection between the three intersections; plant lower and smaller plants along the east right-of-way; repair and/or replace sidewalks; add crosswalks at intersections.
- Trail loop: build on the existing Mississippi River Trail by creating a trail that follows the river and loops up and around along the crest of the bluff; include amenities such



*The walkway in Ingleside Park offers a place for pedestrians to walk as well as a scenic view of Lock and Dam No. 10.*

as information kiosks, seating, and trash receptacles; incorporate trail markers that are tied to the identity of the community.

- Historic District and riverfront: widen existing sidewalks with a band of brick paving and incorporate cross bands to give scale and perspective to the walk or replace existing sidewalk with red concrete squares; install period lighting; identify the historic district with signage.
- Marina enhancements: install lighted welcome signage at the marina; landscape the entry to the marina with seasonal plantings; install a kinetic sculpture; add a sidewalk to the east side of River Park Drive to connect the marina to downtown businesses.



Al Bohling  
Landscape Architect

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## Visioning Committee

- Sheryl Bahls
- Tim Engelhart
- Dolores Fishback
- Joyce Kopecky
- M.J. Smith
- Jan Solomon
- Jim Solomon
- Docker Staebler
- Dorothy Tangeman
- Julie Zittergruen



Roger Hunt  
Trees Forever Field Coordinator



Ted Doshier  
Bachelor of Landscape Architecture, ISU, 2009

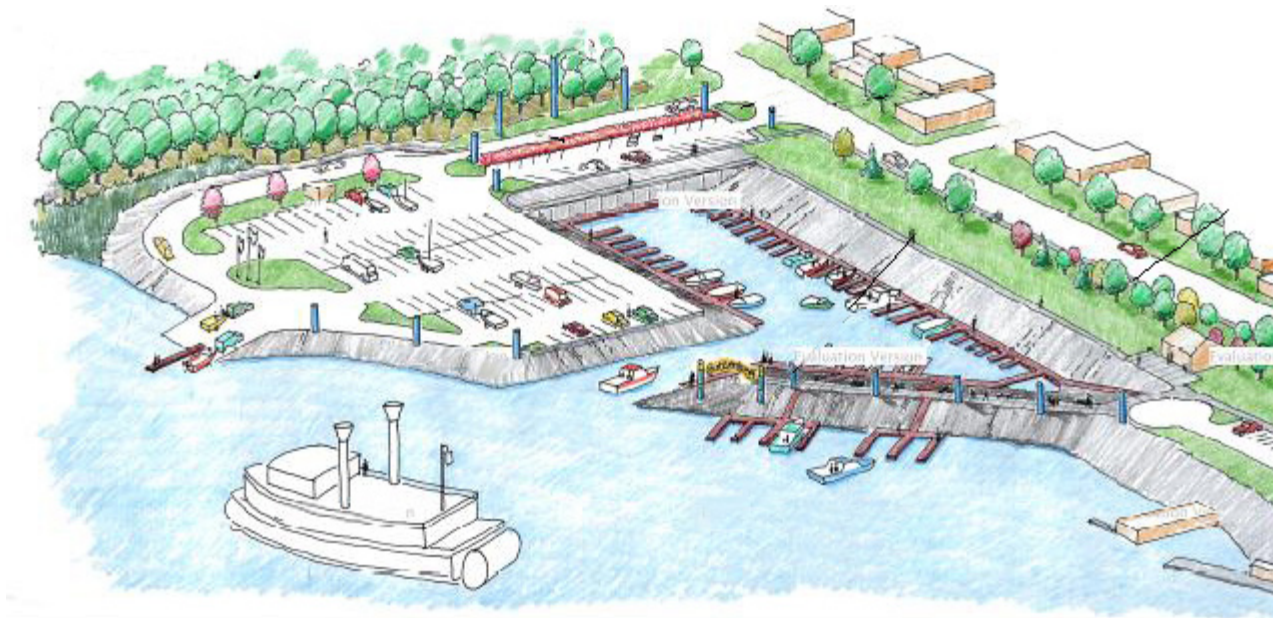


Wei Feng  
Bachelor of Urban Planning, Nanjing University, P.R. China, 2003; Master of Community and Regional Planning, ISU, 2008



Kevin Froelich  
Landscape Architect

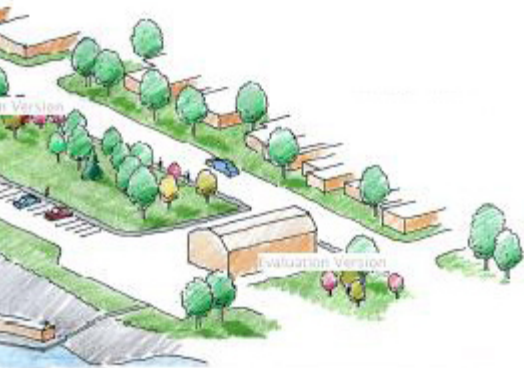
Kevin earned his BLA from the University of Wisconsin – Madison in 1975 and began working professionally with Shive-Hattery in 1976 as an Iowa- and Illinois-registered landscape architect and American Planning Association Member. He has a broad background in planning, urban design, and landscape architecture for a variety of sites, all incorporating the design requirements of updated ADA guidelines. Kevin has managed and/or designed many planning and implementation projects in public and private sectors in the Midwest, including site analyses, sustainability and conceptual studies, creative graphics communications and landscape plant consultations.



**Top:** This rendering shows how the marina could look with proposed enhancements that include architectural columns, a landscaped entry, gateway signage and an extended walkway.

**Bottom:** The existing south entrance sign could be enhanced with roadside plantings such as those shown in this enhanced photo.





**Top right:** The sign pictured here is proposed for the Guttenberg historic district and incorporates part of an 1869 map of the community.

**Bottom right:** This sign showing eagles in flight above lush plantings could be used to define special areas in town such as Triangle Park or the River Front.



Guttenberg

# Lake View



Lake View is a community of 1,317 located in Sac County in West Central Iowa. The town is situated along Black Hawk Lake and has been a destination for vacationers and tourists since 1890. More than 300,000 annual visitors enjoy swimming, boating, fishing, camping and picnicking.

Lake View is home to a historic statue of Chief Black Hawk, which was placed at its current location to overlook Black Hawk Lake. In addition to the statue, two historic stone piers remain along the shore of the lake. Lake View is also the north terminus of the Sauk Rail Trail, a 33-mile, multipurpose trail between Swan Lake in Carroll and Black Hawk Lake. However, the trail does not proceed around Black Hawk Lake.

The Lake View visioning committee identified a number of issues to address during the visioning process: beautifying the Highway 71/175 corridor, renovating downtown business district, constructing of multipurpose trail around Lake Black Hawk and improving the existing trailhead and creating a Chief Black Hawk plaza. Since 2005, a citizen committee has been pursuing the

construction of the trail loop around the lake and some funding has been obtained to start the first phase of the project. Based on the goals identified by the Lake View visioning committee, the design team proposed the following projects:

- Entry signs and County Road M54: add an entrance sign at the east entry and replace the sign at the west entry; landscape the sign sites and add foundation plantings at the bases; plant an allee of trees and native plantings along the County Road M54 corridor leading into town.
- Highway 71/175 enhancements: install decorative lighting in a style based on the historic stone piers; add banners shaped like sails to create a connection with the lake; inlay stamped and colored concrete across major intersections; plant street trees and roadside vegetation.
- Main Street streetscape and open space: create a more intimate scale for pedestrians by installing decorative lighting, bump-outs at intersections, decorative paving and plantings; convert the empty lot into a

*This enhanced image of the Sauk Rail Trailhead incorporates elements that reflect the community's connection to the lake.*



gathering/park space by adding pedestrian amenities including a stage, seating area, sail shade structures, plantings and decorative pavement; screen industrial structures behind the open space with lighted stone piers and opaque wooden fence.

- High Street and Vine Street: screen the service sides of Main Street businesses with decorative fencing, plants, and painting, while keeping service entrances functional.
- City Hall enhancements and Sauk Rail Trailhead: repair front steps on the city hall building and install a ramp to make the building universally accessible; add additional plantings in the front area of the building; add decorative paving and plantings to beautify the trailhead; install lighted bollards and rearrange existing signage.
- Chief Black Hawk Plaza: lower the grade around the statue to expose the base and install an information plaque; add a plaza and seat wall around the Chief Black Hawk statue; add colorful plantings to soften the area.



Seana Godbold  
Landscape Architect

Seana earned her degree from ISU in 2001 and she is a registered landscape architect for Beck Engineering, Inc., in Spirit Lake. Her experience consists primarily of project design and technical production for site plans, streetscape projects, entryway signage, residential developments and municipal park improvements. Seana first became involved in the Visioning Program in 2001, working for Engineering Plus, Inc., in Ames. In 2003 she joined Snyder & Associates, Inc., in Ankeny. In 2004, Seana served as the Iowa ASLA Associate Member-at-Large and has since been actively involved in political endeavors of the National & State Chapters of ASLA. Since joining Beck Engineering, Inc., Seana has put her experience to use through providing architectural graphics, visioning, and site design.



Barb Grabner-Kerns  
Trees Forever Field Coordinator



Kelsey Allen  
Bachelor of Landscape Architecture, ISU, 2009

## Visioning Committee

Dick Croll  
Jane Croll  
Sara Duncan  
Tom Duncan  
Charles Ferguson  
Barb Glau  
Eric Haakensen  
Marcia Haakensen  
Jane Huegerich  
Matt Huegerich  
Steve Hummel  
Peggy Liataud  
Erin McCullough  
Betty Messenbrink  
Kay Montano  
Mary Ann Monvoc  
Toni Foval-North  
Diana Nutt  
Darlene Onstot  
Herb Onstot  
Scott Peterson  
Shirley Phillips  
Robert C. Schmidt  
Gwen Swanson  
Jan Vallier  
Gary Wicker  
Chris Woerdenhoff



**Top right:** The monument to Chief Black Hawk has never been moved from its original spot, where it was placed to overlook Black Hawk Lake.

**Top far right:** The existing statue is located quite a distance from the shoreline because of dredging done to the lake in the 1930s.

**Middle:** This enhanced image shows the proposed Chief Black Hawk Plaza, which features a seating wall, colorful plantings, and a bronze plaque at the base of the statue.

**Bottom right:** This drawing shows a plan view of the Main Street open space.

**Bottom far right:** The Memorial Walkway and North Stone Pier provided much of the design inspiration for the proposed enhancements to Lake View.





Lake View

# Lamoni



Lamoni is located in southern Decatur County on the Iowa-Missouri border. This community of 2,444 residents was founded in 1879 with roots in the Reorganized Latter Day Saints Church. The town takes pride in its history and honors Joseph Smith III, one of the town founders, through the preservation of Liberty Hall. This landmark is located on County Road J55, which becomes U.S. Highway 69, eventually connecting to Interstate 35.

Residents show an eagerness to improve their town by actively participating in community projects. One such project that resulted from community efforts is a six-mile pedestrian/bike trail that connects the welcome center with Liberty Hall. There is interest in completing the loop through proposed trail connections.

Lamoni is unique in that it is quite diverse for a town of its size. It is home to Graceland University and contains a sizeable Amish community. Because of its wide diversity, it is hard to pin an identity on Lamoni. The visioning committee wants to draw in more visitors, mainly those that travel Interstate 35, so they focused on signage and entryway design. They wanted a sign that would speak to its diversity and represent Lamoni in a cohesive way. The committee is also interested in improving the welcome center and downtown streetscape. The visioning design team responded with a concept plan that includes the following:

- Entry signage: implement a large entry sign off Interstate 35 and smaller ones at the welcome center and south town entrances; use similar plantings at each, which would include prairie grasses/forbs and redbuds.



*This enhanced image shows how downtown Lamoni would look with proposed enhancements, including street trees, curb bump-outs, and decorative lighting.*

- Welcome Center: bring the head of the multi-use trail to the community center; remove existing farm equipment that is displayed on the north side of the building; update the building façade with a painted mural; plant prairie grasses/forbs along north and east sides of the building; create a picnic park on the east side of the building.
- Entry corridor: create visual interest through the planting of native grasses/forbs with monoculture swaths of prairie flowers; plant trees at select points along the corridor that would connect with those planted downtown.
- Downtown: add street trees, curb extensions, seating, pedestrian scale lighting, potted plants, and trash receptacles; create a pocket park for art displays.



Laura Peters  
Landscape Architect

Laura received her Bachelor of Landscape Architecture from Iowa State University in 1998 and has been in professional practice in the Des Moines area since that time. Prior to joining genus [landscape architects], Laura practiced with a local architecture firm, which fostered her interest in the relationship between building and landscape. Laura also has a strong interest in how cultural, sociological, and historic influences shape our environment. Laura is a recent graduate of the Greater Des Moines Leadership Institute and serves on the Merle Hay Neighborhood Planning Committee. Laura has also served as Vice President and Awards Committee Chair to the Iowa Chapter ASLA.



Brad Riphagen  
Trees Forever Field Coordinator



Dylan Jones  
Bachelor of Landscape Architecture, ISU, 2010

## Visioning Committee

- Bryan Anders
- Janelle Anders
- Doyle Baughman
- Marcy Biesemeyer
- Bonita Booth
- Marjie Foster
- Tom Freeman
- Sandy Gibson
- James Hammer
- Beth Higdon
- Davis Lawrence
- Clint Martin
- Tom Morain
- Mary Lou Piepergerdes
- Clarence Snethen
- Greg Sutherland
- Lora Toinchera
- Jack Von Laar
- Nancy Wallace



**Top:** This plan view shows downtown Lamoni with street trees, curb bump-outs, crosswalks, lighting and other amenities.



**Bottom left:** This photo shows the existing Linden Street sidewalk.

**Bottom right:** Proposed sidewalk enhancements include decorative lighting with banners, street trees, decorative pavement and seating.





**Top:** A mural on the side of the building is one of the enhancements proposed for the Welcome Center.

**Middle left:** An Amish buggy parked at the gas station illustrates Lamoni's diverse character.

**Middle right:** The visioning committee maps Lamoni's resources on an aerial photo.

**Bottom left:** The sign design proposed for the I-35 corridor incorporates Lamoni's diverse elements.



Lamoni

# Manly



Manly is located in Worth County at the crossroads of Highways 9 and 65 approximately ten miles north of Mason City. In 1877 the Burlington, Cedar Rapids and Northern Railroad (BCR&N) joined the Central of Iowa track. The site was named Manly Junction after Central of Iowa's freight agent, J.C. Manly. On Oct. 18, 1898, Manly Junction was incorporated as the Town of Manly.

Manly is a small friendly community with a rich history in transportation. In addition to the city's foundation in the railroad industry Manly also harbors a stretch of the original alignment of the historic Jefferson Highway. In its prime this highway stretched continuously from Manitoba, Canada, to New Orleans, Louisiana.

Today Manly is a welcoming community concerned with preserving its historical past but also equally intent on looking forward in new growth and development. Manly is visibly growing with the addition of a new housing subdivision, the Macer-Dunn Sports Complex and the groundbreaking of the Manly Family Aquatic Center.

Community members are excited about its growth but have expressed concern about improving the visual aesthetic of the main entrances to the city. They believe the current conditions of the highly traveled Highways 9 and 65 do not support the inviting character of Manly. The visioning design team and committee decided to address projects that would support the community's interests in future growth as well as honoring its historical roots. The final design concept plans includes the following:

- Entry/welcome signage: create a new design for a welcome sign that supports the character and identity of the community. The prime location for the desired sign is at the northeast corner of Highways 9 and 65, where the vast majority of incoming traffic would be exposed to the new sign.
- Highway 65 and Bosworth Park corridor improvements: plant native trees to accentuate the east side of the Highway 65 corridor; plant native wildflowers in the right-of-way of the east side of the highway. The existing Bosworth Park along the



*This enhanced image shows how downtown Lamoni would look with proposed enhancements, including street trees, curb bump-outs, and decorative lighting.*

east side of Highway 65 is the future site of the Manly Family Aquatic Center. The community desired to enhance this area with colorful vegetation.

- Historic Jefferson Highway Corridor: reveal the road's history by adding a historic marker in Central Park, period lighting with Jefferson Highway banners and corner flower plantings in the highway's color scheme of blue and white.
- Railroad Park: Railroad Park is at the southwest corner of Highway 9 and Broadway Street. The focal points of the park are a Rock Island caboose and Iowa Northern railroad engine both donated to the city. The proposed enhancements include a plaza space with a depot style shelter, park lighting, signage, interpretive panels, and native tree, grass, and wildflower plantings.



Monte Appelgate  
Landscape Architect

Monte serves as a Senior Associate and Department Head of Landscape Architecture and Landscape Development for Yaggy Colby Associates in the Mason City office. He earned a Bachelor of Landscape Architecture from Iowa State University in 1989. He has more than 16 years experience providing clients throughout north Iowa with landscape architecture and land development services on a variety of projects. Monte is currently serving on the Mason City Park and Recreation Board and the Mason City Riverfront Commission. He has been and enthusiastic participant in the visioning program since 2002.

## Visioning Committee

Marlene Brown

Mary Goeken

Adam Hines

Tim Miller

Ron Post

Amy Yezak



Barb Grabner-Kerns  
Trees Forever Field Coordinator



Angela Roberson  
Bachelor of Landscape Architecture, ISU, 2009



**Above:** This enhanced photo of Railroad Park shows the addition of a shelter, lighting, vegetation and interpretive display signage.

**Middle:** Although it is part of the historic Jefferson Highway, the existing Broadway Street corridor is not identified as such.

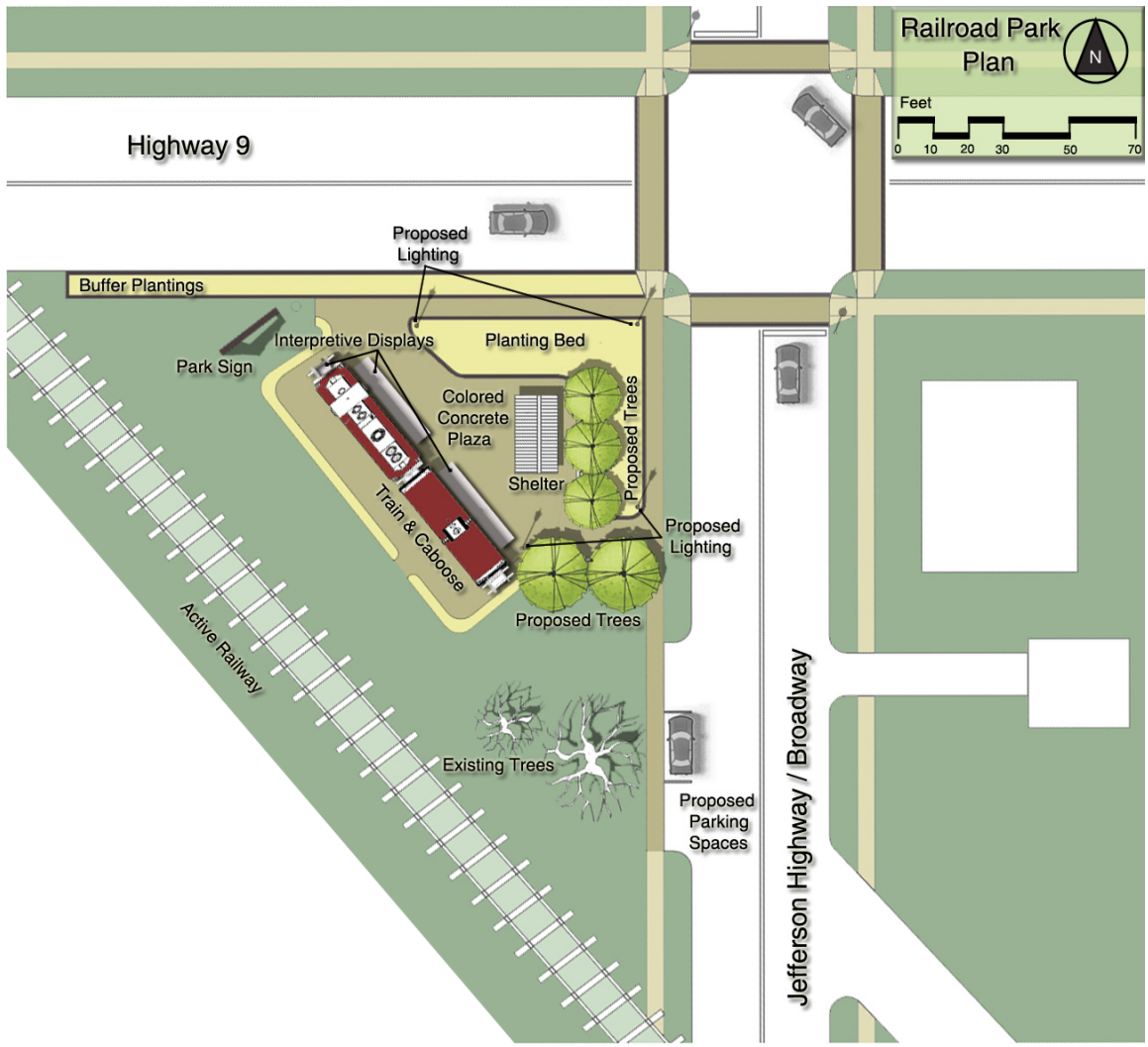
**Bottom:** Proposed enhancements to Broadway Street include a historic marker and decorative lighting with banners that identify the corridor as part of the Jefferson Highway.



**Opposite top:** This plan view of the intersection of Highway 9 and Broadway shows the proposed enhancements to Railroad Park as well as crosswalks at the intersection, buffer planting along the Highway 9 corridor and parking along Broadway.

**Opposite bottom:** The historical marker proposed for the Broadway corridor sits on a stone base framed by ornamental perennials.





Manly

# Marble Rock

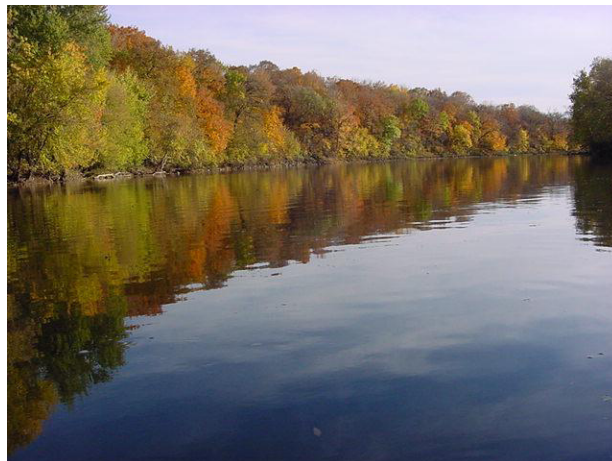


Marble Rock is a community of 322 residents located at the intersection of County Roads B60 and T26 in Floyd County. The town was originally settled along the west side of the Shell Rock River as Aureola in 1853. However, it was renamed Marble Rock in 1881 when the town relocated to the east side of the river to accommodate the development of the railroad transporting goods and services from place to place.

Marble Rock is home to a historic powerhouse and dam that brought electric power to the town in 1912, which the community has converted into a park. In addition, The Marble Rock Historic Society has restored several buildings and has recently acquired the former City Hall building, creating a historic village featuring various aspects of Marble Rock's past.

Marble Rock applied to the Visioning Program for assistance in creating aesthetically appealing entryways, improving the downtown streetscape, the historic village and the park system. The Marble Rock visioning committee and the design team proposed the following community improvements:

- Entrance signs: add entrance signage at the west, north and south entrances to the community. One of the sign design alternatives includes a watermark of Powerhouse Park, with a stone base and native plantings surrounding the sign.
- Powerhouse Park: plant native flowers and grasses; construct an improved boat ramp area for public use; put down rip rap along the shoreline with a river walk, additional shade tree plantings, and improve the powerhouse building to make it more usable for group activities.
- Downtown/Main Street area: make improvements to building façades; replace existing sidewalks and remove overhead wiring; install new street lights and plantings in expanded curb bump-outs to increase the aesthetic qualities of downtown.
- Downtown/Bradford Street area: restore building façades, new street lights, trees, shrubs and groundcover plantings. Continuing efforts in this area could lead to a desirable historic tourism destination in downtown Marble Rock.



*The Shell Rock River is a valuable natural resource as well as an important aspect of identity in Marble Rock.*

In addition to these proposals, the design team included options for other areas of interest that represent several ideas discussed by the visioning committee for community improvement as time and funds permit. These potential projects are scattered throughout the community and include:

- Suggestions for the existing City Park sign
- A potential portage trail on the west side of the Shell Rock River
- Screen plantings at the east and west community entrances
- A community trail system for walkers, bikers and runners



Pamela Helfer  
Trees Forever Field Coordinator



Jack E. Leaman  
Landscape Architect

Jack has been a professional landscape architect for more than 50 years. Jack earned a Bachelor of Science in Landscape Architecture in 1954 from Iowa State University. He returned to Iowa State University and earned a Master in Community and Regional Planning in 1982. During his lengthy career, Jack has worked in both the public and private sectors in a number of states, including Iowa, Minnesota, California, Colorado, and New Mexico. He has taught at Iowa State, the University of New Mexico, and the University of Colorado in Colorado Springs. In 1999, he started his own consulting office in Mason City.



Patty Petersen  
Trees Forever Field Coordinator



Jennifer DeWall  
Bachelor of Landscape Architecture, ISU, 2009

## Visioning Committee

J.R. Ackley  
Lois Adams  
Steve Bodensteiner  
Arlene Carney  
Marcia Carroll  
Brian Chambers  
Lorri Chambers  
Denny Dingell  
Arlin Enabnit  
Leona Enabnit  
Ross Enabnit  
Jerry Engelhardt  
Bev Fisher  
Beverly Handley  
Max Handley  
Carma Hillman  
Jerry Hubbard  
Earl Kiefer  
Steve Koenigsfeld  
Kris Kuykendall  
Susan Nelson  
Darla Parker  
Greg Reese  
Bonnie Schriever  
Florence Shook  
Margaret Tegtmeier  
Cortney Webber  
Steve Wells  
Carol Wright



**Top:** This aerial view shows Powerhouse Park in its entirety.

**Bottom:** The same view has been enhanced to show the addition of trees, a river walk, parking, a boat ramp and other amenities.





**Top:** Improvements to the downtown streetscape include street trees, curb bump-outs with bollards, brick crosswalks and decorative lighting.



**Middle:** This enhanced photo of the west entrance to Marble Rock illustrates one signage option that features an image of the powerhouse etched in the background and a single stone pillar.

**Bottom:** This plan view of Marble Rock highlights areas that the visioning concept plan addresses.



Marble Rock

# Monona



Monona is a community of approximately 1,500 residents located in Northeast Iowa roughly 10 miles west of the Mississippi River, along U.S. Highway 18/52. Monona, which was founded in 1856, derives its name from the Algonquian word for a mythological figure. Today Monona is known as “The Garden City of Iowa,” having established Memorial Garden, Garden View Garden, and Butterfly Garden during the past decade.

In addition to creating three gardens, Monona has made the following improvements: construction of a community center, City Hall, a fire station, Family Aquatic Center, and a 34-unit senior citizen living center; rehabilitation of more than 40 homes; and the development of a trail.

Monona applied to the Visioning Program primarily for assistance in enhancing the downtown area, as well as improving the city parks. The visioning design team proposed the following projects:

- Gateway Park: plant a living snow fence to replace traditional snow fences put up each winter; create a screen of the commercial building just north of the park with evergreen trees; plant flowering street trees along the east side of the park; enhance the existing community entrance sign by adding the petunias, the city’s official flower.
- Main Street: create a “gateway corridor” to the downtown area by installing gateway columns that incorporate elements of the entrance sign—limestone and petunias; continue the theme along Main Street with decorative lighting with baskets of petunias to direct visitors to downtown.
- City Park: replace the existing park sign with a limestone sign; remove the horse shoe pit; replace outdated playground equipment and install the new equipment in a central location in the park.



*A living snow fence along U.S. Highway 18 at Gateway Park, such as that shown above, would improve aesthetics as well as safety.*

- Downtown: construct bump-outs at the downtown intersections and plant street trees; repave the intersection with a decorative brick medallion framed by brick crosswalks; convert the existing vacant lot to an events plaza with paving, lighting and plantings that mirror other elements in the concept plan.
- City Hall parking lot: replace existing message sign with a limestone monument sign; replace existing entrance plaza with brick pavers in the same pattern used elsewhere downtown; relocate the flag pole to the City Hall entrance plaza and repair existing brick planters in that plaza; repave the parking lot and include tie-down rings to accommodate use of a large tent during events; plant street trees and low shrubs along the street side of the lot.



Patty Petersen  
Trees Forever Field Coordinator



Arpita Ray  
Bachelor of Architecture, Birka Institute of Technology, India, 2005; Master of Community and Regional Planning, ISU, 2008



Craig D. Ritland  
Landscape Architect

Craig earned his degree from Iowa State University in 1965 and set up his practice in 1970 in Waterloo. He is best known for his accomplishments in natural resource and cultural preservation of public lands. In 2002 Craig was named a Fellow by the American Society of Landscape Architects. His projects include the restoration of coldwater streams, the Cedar Valley Nature Trail, a master plan for George Wyth State Park, and the Northern Iowa River Corridor Study. Craig has participated in the Visioning Program every year since 1996 and his background and skill in relating to the rural public and native Iowa Landscapes is a tremendous benefit to the program.



Mark Kuiper  
Landscape Architect & Civil Engineer

Mark earned degrees in civil engineering (BSCE '95) and landscape architecture (BLA '96, MLA '97) from Iowa State. This multidisciplinary background gives him the ability to incorporate the technical aspects of engineering (construction methods, soils, hydrology, water quality and structures) with the design aspects of landscape architecture (sustainability, land-use analysis, planting design, irrigation design and site planning). After working on several award-winning projects and obtaining his professional license with Jeffrey L. Bruce & Company in Kansas City, Mark joined Craig Ritland Landscape Architects in 2001. Mark has been involved in a wide variety of landscape developments including transportation improvements, educational facilities, corporate and industrial campuses and athletic facilities.

## Visioning Committee

Mindy Buchheit  
Darci Colsch  
Beth Diers  
Steve Diers  
Loyce Dumke  
Joshua Grau  
Melissa Haberichter  
Gene Nevermann  
Fran Passmore  
Beth Petsche  
Marjorie Schrader  
Kristie Torkelson  
Ashley Troester  
Gordon Tustin



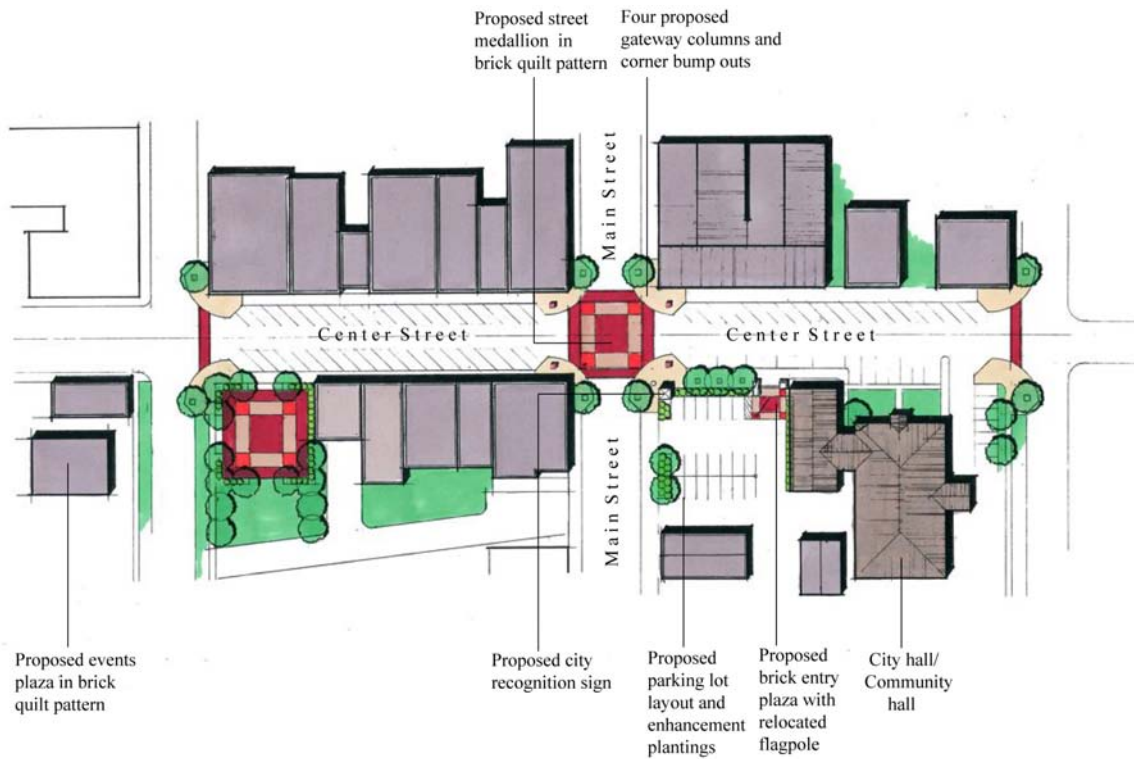
**Above:** The design palette for Monona includes limestone for signage and petunias, the official city flower.

**Left:** The top photo shows the existing downtown Monona. The bottom photo illustrates how downtown Monona could look with proposed enhancements, including street trees, crosswalks, curb bump-outs, and signage.

**Opposite top:** The butterfly trail and memorial garden are important assets to the community.

**Opposite top right:** Monona visioning committee members take inventory of the community's resources during the visioning process.

**Opposite bottom:** This plan view shows the proposed improvements to downtown Monona.



Monona

# Palo



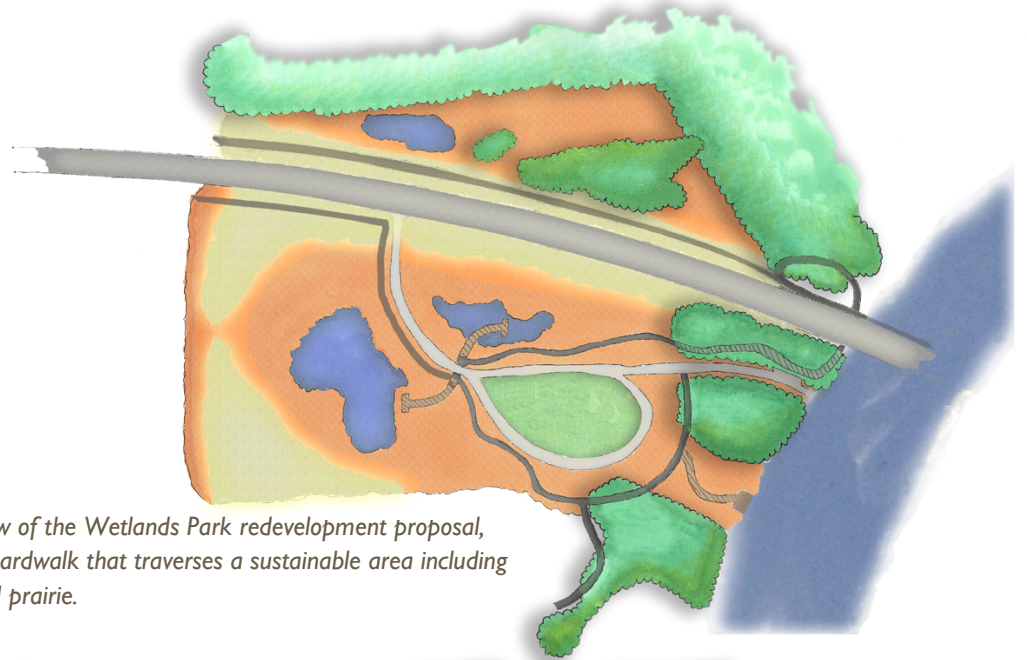
Palo is a rapidly-growing community seven miles northwest of Cedar Rapids in Linn County. The town was established in 1850 and is named for the Battle of Palo Alto fought in the Mexican-American War. Since Joseph Strawn first settled in the area in 1835, the town has continued to grow steadily. Just north of Palo is the Duane Arnold Nuclear Power Plant, Iowa's only nuclear facility.

Palo has an abundance of parks and areas for recreational use including the following: Pleasant Creek State Park, Chain O' Lakes Natural Area, Palo Marsh Natural Area, Zeller Memorial Park, Palo City Park, and the baseball diamond.

A number of enhancement issues were identified in Palo, including safety at railroad crossings, restoration of Zeller Memorial Park, creation of a fitness/walking trail in Zeller Memorial Park, economic development, and creation of a community identity.

The visioning design team proposed the following projects:

- Community welcome signage: place a stone monument sign at the east entrance (Blairs Ferry Road) and smaller signs at the north and west entrances; plant trees to serve as a backdrop and to screen undesirable views; add prairie plantings at the base of the signs.
- Wetlands Park redevelopment: convert the existing wastewater treatment site to a park and education area; construct a public facility near the Cedar River that includes a community building, observation tower, education center, and storage area with lockers and restrooms; construct a boardwalk throughout the wetlands with several interpretive kiosks; link the boardwalk to the local trail system.
- City Park: replace the existing park sign with a limestone sign; remove the horse shoe



*This plan view of the Wetlands Park redevelopment proposal, includes a boardwalk that traverses a sustainable area including wetlands and prairie.*

pit; replace outdated playground equipment and install the new equipment in a central location in the park.

- Blairs Ferry Road and First Street intersection: reduce intersection approach speed; replace concrete medians with vegetation to create an “entrance” and to cue drivers to slow down and add medians to the north and south legs of the intersection; install crosswalks to increase pedestrian safety; install plant beds and street trees along both sides of the corridor; add pavement patterns in the center of the intersection that reflect the community’s identity.
- Zeller Memorial Park: gazebo, fenced-in dog park, pave existing gravel trails, establish prairie areas to increase diversity and reduce maintenance needs; identity signage
- Trail master plan: replace existing message sign with a limestone monument sign; replace existing entrance plaza with brick pavers in the same pattern used elsewhere downtown; relocate the flag pole to the City Hall entrance plaza and repair existing



Loren Hoffman  
Landscape Architect

Loren has been involved with the Visioning Program since 2002. He earned a Bachelor of Landscape Architecture from Iowa State University in 1996 and is a registered landscape architect in Iowa and Illinois. In 2004, Loren and his wife Jennifer formed Hoffman Design Consultants, a consulting firm that blends civil engineering and landscape architecture to provide solutions for a variety of projects. His previous experience is the Shive-Hattery in Cedar Rapids and a consulting firm near Tampa, Florida. Loren’s experience includes commercial, municipal, and residential land development projects.



Mark Pingenot  
Trees Forever Field Coordinator



Andrew Kraemer  
Bachelor of Landscape Architecture, ISU, 2010

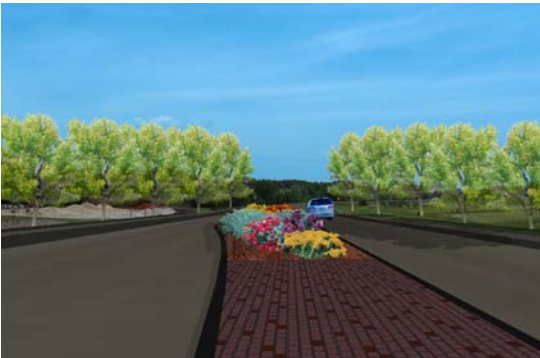
## Visioning Committee

- Dave Bickal
- Marilyn Bickal
- Cindy Bogner
- Darren Bogner
- Jeanie Bloomberg
- Dan Diehm
- Megan Diehm
- Rick Hansen
- Joy Hansen
- Arletta Henry
- Julie Ludovissy
- Bill Zeller

**Top right:** The intersection of Blairs Ferry Road and First Street is not identified by any visual cues for drivers to slow down.



**Middle right:** The proposed enhancements to this intersection include traffic calming elements such as street trees and low plantings in the median.



**Middle left:** The Palo logo incorporates its natural resources, specifically the wetlands.







**Top left:** The Chain O' Lakes Bridge is an important historical resource as well as a destination for bikers and walkers.

**Top right:** This photo shows the existing Blairs Ferry Road corridor into Palo.

**Middle right:** The proposed enhancements to the Blairs Ferry Road corridor include a larger entrance sign, prairie plantings and additional trees, as well as a recreation trail.



Palo

# Silver City



Silver City is a community of approximately 260 people nestled in the Loess Hills, just 30 minutes from the Omaha-Council Bluffs Metro area. The town's origins are rooted in the Mormon migration and stagecoach and rail lines. Both the Loess Hills Scenic Byway and the Wabash Trace Nature Trail pass through Silver City, creating ample opportunity for visitors to find their way into the community.

Despite its diminutive size, Silver City is able to maintain a public library, volunteer fire and emergency departments, a restored 1911 jail and two city parks. The town also hosts the Silver Creek Farmers' Market every Saturday during the summer months.

The Silver City visioning committee identified a number of goals during the visioning process, including increasing pedestrian and cyclist safety, enhancing the downtown area and stimulating growth in the community by promoting its amenities and actively seeking enhancement funding. Based on the needs expressed by the committee, the visioning design team made the following recommendations:

- Recreational enhancements: restore and widen existing sidewalks and create a sidewalk network throughout the community; convert half of the old school site to a park with a ball field, park shelter and plaza, as well as a native prairie demonstration area; use the other half of the school site for town home development.
- Main Street: install curb bump-outs and crosswalks, widen the sidewalk and install plantings to create a safer and more pleasant environment for pedestrians; plant rain gardens in the bump-outs to decrease runoff and increase infiltration rates; convert the existing street parking to back-in angled parking; connect the historic district with Centennial Park and the Wabash Trace Nature Trail.
- Centennial Park: redesign the park by creating transportation routes in a radial pattern; retain existing gazebo, time capsule and bridge; create a terraced amphitheater that reflects the terracing of the surrounding country and install a linear rain garden as a



*The historic bank building holds a commanding presence on Main Street.*

back drop to the amphitheater stage; plant eastern redbud and sycamore trees; install a new park sign that reflects the new design of the area.

- Wabash Trace enhancements: widen and pave the trail with porous asphalt through Silver City and continue to Mineola; plant burr oaks along the trail inside city limits; replace the trees and shrubs from the trail at the Dobney Street intersection with native grasses and wildflowers to improve visibility at the crossing.
- Welcome points: place large sculptural features at entrance points that make a statement about the community—a stagecoach wheel, a train wheel and a bicycle wheel; frame the sculptures with quaking aspen trees.



Douglas S. Adamson  
Landscape Architect

Doug earned a Bachelor of Landscape Architecture from Iowa State University in 1982. He has been practicing for 23 years, 14 of which he served a principal of four landscape architecture firms—Adamson Clark Landscape Architecture, Adamson + Associates, Dunbar/Jones PLC and SITE+. Doug also served as an adjunct professor of landscape architecture at ISU from 1990 to 2000. As a landscape architect, Doug has a broad base of experience in sustainable, natural resource-based landscape architecture, watershed planning and urban design. He focuses on concepts of sustainability and ecological regeneration using an approach that fuses sensitive site design with the values of sustainable and regenerative landscape.



Brad Riphagen  
Trees Forever Field Coordinator



Troy Gillespie  
Bachelor of Science in Biology,  
University of South Dakota,  
2000; BLA/MLA, ISU, 2009

## Visioning Committee

Carolyn Blasingame

Wanda Clarke

James Goos

Deanna Gorman

Shawna Gorman

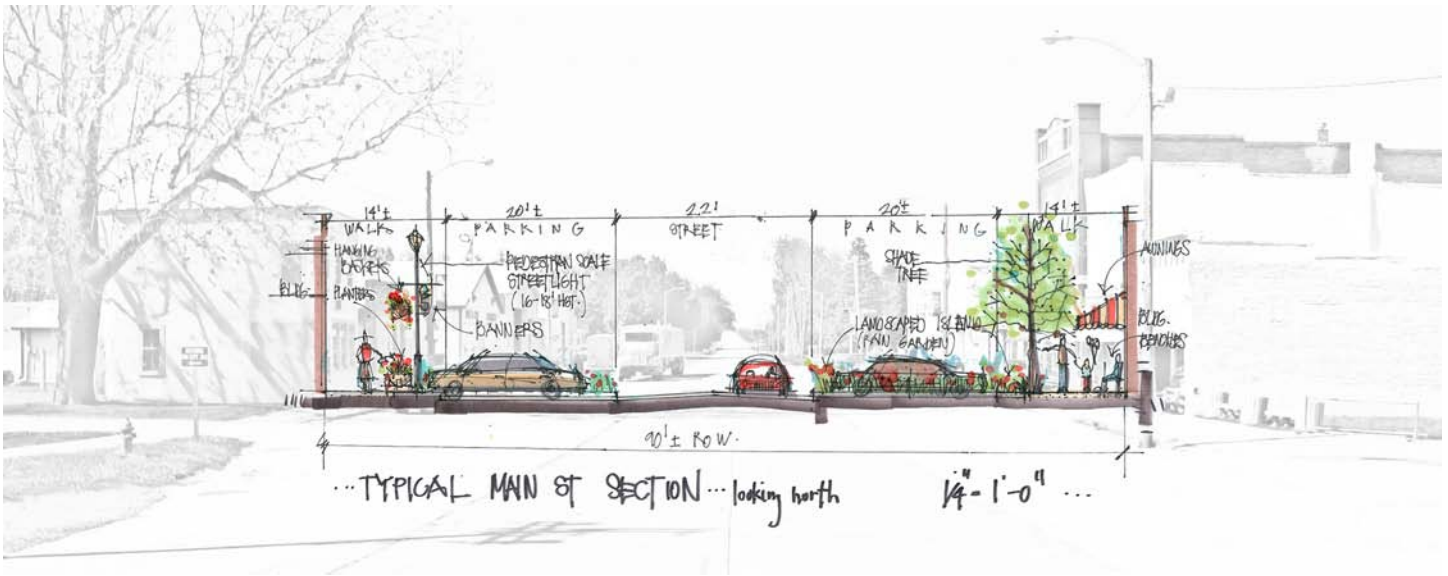
Hobbie Pieken

Mary Jo Pieken

Sally Vitamvas

Gail Weinbrandt

Paul Wood



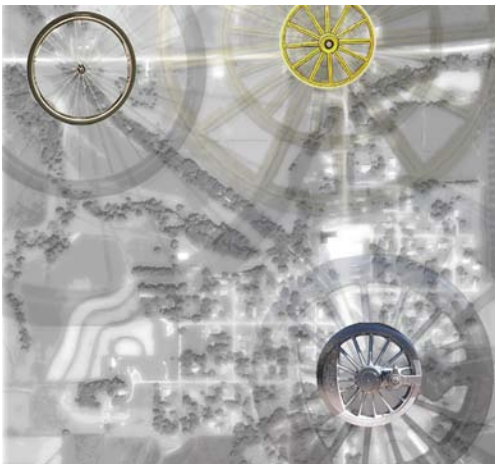
**Top:** Proposed enhancements shown in this rendering are back-in parking, street trees, expanded sidewalks and rain garden bump-outs.

**Middle left:** The Silver City visioning committee goes through the goal-setting process.



**Middle right:** The site of the old school has a great deal of potential for developing a recreational area.

**Bottom:** The Wabash Trace Nature Trail is a recreational opportunity as well as a tourism asset.



**Top:** The dense vegetation at the trail crossing at Dobney Avenue blocks the view for motorists and trail users, creating a safety hazard.

**Middle:** The proposed enhancements to the trail crossing improve safety by removing the tall vegetation and beautify the area with ground cover.

**Bottom left:** The design team proposed three welcome points to Silver City that represent the wheels that have defined the community—stagecoach, train, and bicycle.

**Bottom right:** This enhanced image depicts the welcome point represented by a stagecoach wheel.



# Tipton



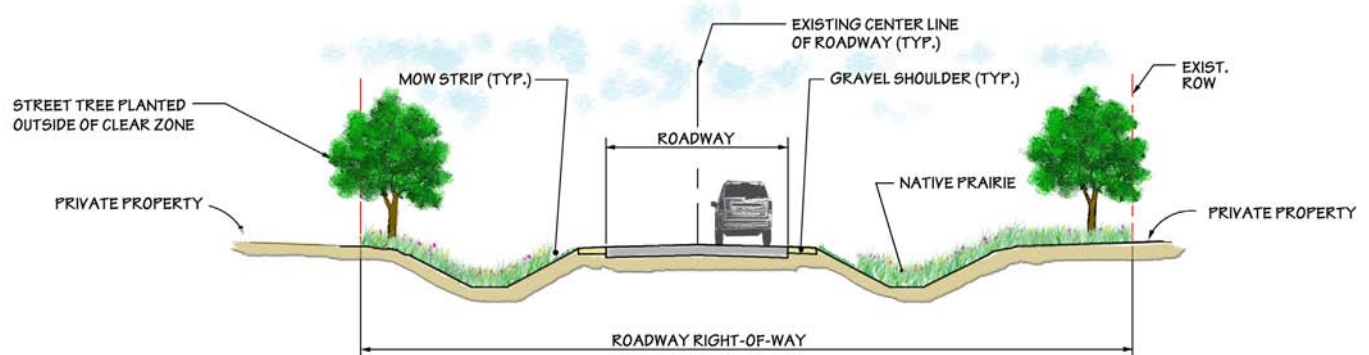
Tipton, the county seat of Cedar County, is a town of roughly 3,200 residents located at the crossroads of State Highways 130 and 38. Tipton was founded in 1840 and the progressiveness of the community dates back to its beginnings when it was part of the Underground Railroad system.

Tipton is home to many historic and turn-of-the-century Victorian homes; the Chamber of Commerce has printed a driving tour guide to nearly thirty of these homes, making them an accessible attraction to visitors and residents. In addition, several historic buildings are public facilities, such as the public library, a 1903 Carnegie building, and the sheriff's house and jail, which serve as a local law enforcement museum.

Tipton's historical downtown business district is very active and most days there is a steady stream of foot traffic patronizing the local businesses. There are a number of downtown buildings that have been faithfully restored and visually stand out.

Tipton applied to the Visioning Program to obtain assistance in developing a comprehensive streetscape plan for the community and making the town more "user friendly" with way-finding signage and increased safety. Based on the goals set by the Tipton visioning committee, the design team made the following proposals:

- City logo and way-finding signage: identify a distinct city logo and incorporate it in elements throughout the community; place color-coded way-finding signage that bears the city logo to direct visitors to significant locations in the community such as the historic district, the business district and the county fairground.
- Community entryways: install entryway signs at the four primary community entrances; construct each sign to combine a planter and wall with columns using brick with limestone coping and freestanding metal lettering; landscape each sign site with ornamental grasses, evergreen and deciduous trees and shrubs; install backlighting for nighttime visibility.



*This illustration shows a typical rural corridor section that includes prairie planting in the right-of-way and trees.*

- Entryway corridors: along rural corridors plant native prairie grasses and forbs within the right-of-way and trees along the right-of-way line; along urban corridors install continuous, accessible sidewalks, as well as decorative lighting with banners on both sides of the roadway.
- Recreational trail system and park entryway: create a trail loop that links the primary public interest points, such as the city park, the library, schools, the downtown district and the historic district; use both shared roadway segments and separate segments; add a city park sign with decorative lighting and prairie plantings.
- Downtown: restore and maintain building façades in the downtown district; plant street trees and install decorative period lighting; enhance downtown alleyways with plantings, decorative fencing and murals to screen unsightly views; install kiosks that reflect the community's identity and provide way-finding information.



Lisa Jarnell  
Bachelor of Landscape  
Architecture and Design Studies,  
ISU, 2008



Meg Flenker  
Landscape Architect

Meg is the principal and owner  
of Flenker Land Architecture  
Consultants (established in 1997)

and has more than 16 years of professional experience in landscape architecture, land planning, and environmental and engineer consulting. She is a registered landscape architect in Iowa and Illinois. Meg established her practice in 1997. That same year, she began participating in the Visioning program and has done so ever since, working in as many as three communities at a time. She earned a Bachelor of Landscape Architecture from Iowa State University in 1989 and a Masters in Business Administration from the University of Iowa in 2003.



Karen Brook  
Trees Forever Field Coordinator



Jason Perrault  
Bachelor of Landscape  
Architecture, ISU, 2008

## Visioning Committee

- Travis Alden
- Mary Barnum
- Kristy Black
- Doug Boldt
- Mike Boyle
- Abby Clark
- Kris Clark
- Betty Lett
- Sandy Mente
- Steve Nash
- Bob Owen
- Teresa Reed
- Adam Spangler
- Melinda Stonebreaker
- Diana Waltz
- Jessica Weaver
- Keith Whitlatch
- Daisy Wingert



**Top:** Proposed improvements to downtown Tipton, shown here, include historic preservation of building façades, the addition of awnings, street trees and decorative lighting.

**Bottom:** The way-finding signage proposed for Tipton incorporates the city logo to create a unified system and is color coded for easier recognition.

**Middle far right:** This enhanced image shows new signage for the public library that is designed in the style of the way-finding signage as well as the downtown buildings.

**Middle right:** The existing downtown alley is devoid of character and aesthetics.

**Bottom right:** The proposed improvements to the alley create a more pedestrian friendly environment that screens unattractive features of the alley and adds color and interest.







Tipton

# Wellman



The community of Wellman is located in the northwest corner of Washington County, at the intersection of State Highway 22 and County Road W38. Wellman was founded in 1879 on industrial and business advantages and the community has grown out of years of cooperative efforts of its residents to become a thriving community of about 1,400 people.

Wellman has a large park on the north side of town with numerous amenities including a band shell, a mix of playground equipment, open picnic pavilions, and a “glassphalt” trail completed a few years ago with a REAP grant. In 2005 an early childcare center was built. A \$5 million recreation center is planned to be attached to this childcare center and the fund-raising is just starting for that project.

Despite its many accomplishments, the community of Wellman decided that additional assistance would be needed to revitalize the downtown area, address some safety issues and create a trail system. Based on the goals set by the Wellman visioning committee, the design team made the following proposals:

- Entryways and corridors: enhance existing limestone entrance signs with elliptical plant beds with concrete edging; plant evergreen and deciduous shrubs behind the each sign and create a backdrop using a line of deciduous trees; install back lighting for

nighttime visibility; along rural corridors plant native prairie within the right-of-way and trees along the right-of-way line; along urban corridors install decorative lighting with banners and a system of way-finding signage; strengthen the visual link between Hwy 22 and the downtown district by installing decorative lighting with hanging plant baskets and banners along both sides of the Hwy 22 corridor.

- Downtown: restore and maintain building façades in the downtown district; incorporate street trees and benches in one of two ways: 1) periodically replace parking stalls with planting islands to accommodate street trees or 2) narrow the roadway and widen the sidewalk area in order to incorporate amenities and include bump-outs at the ends of one-way segments.
- City tunnel and pocket park: enhance the city tunnel by painting a mural on the walls, eliminating the carpet flooring and installing lighting; convert downtown vacant lot into a pocket park that includes columnar trees for shade, seating, a fountain and decorative pedestrian lighting.
- South Park and soccer fields: add a bermed mixed deciduous and evergreen border to screen the industrial area, replace existing playground equipment, add a sidewalk



*The pocket park and mural create an aesthetic entrance to downtown Wellman.*

around the perimeter and through the middle of the park; add a paved drive and parking area, shelters; at the soccer field, construct a paved parking area with a black coated chain-link fence around the perimeter and some trees for shade and screening.

- Wellman Community Park (North Park): convert southwest corner of park into a parking area and install stadium-style seating or terracing in front of the bandstand; install a new sign at the north entrance to the park.
- Miller Memorial Park: remove chain-link fence and replace on the east side only with a wood privacy fence or black coated chain-link fence; enhance existing pond to eliminate stagnate water; add a savanna type native prairie, a mowed pathway with seating and other amenities and interpretive signage.
- Recreation trail: create a trail loop that connects the primary public interest points, such as schools, the downtown district and the historic district; and Wellman Community Park and South Park; use both shared roadway segments and separate segments; add a city park sign with decorative lighting and prairie plantings.



**Lisa Jarnell**  
Bachelor of Landscape Architecture and Design Studies, ISU, 2008



**Meg Flenker**  
Landscape Architect

Meg is the principal and owner of Flenker Land Architecture Consultants (established in 1997) and has more than 16 years of professional experience in landscape architecture, land planning, and environmental and engineer consulting. She is a registered landscape architect in Iowa and Illinois. Meg established her practice in 1997. That same year, she began participating in the Visioning program and has done so ever since, working in as many as three communities at a time. She earned a Bachelor of Landscape Architecture from Iowa State University in 1989 and a Masters in Business Administration from the University of Iowa in 2003.



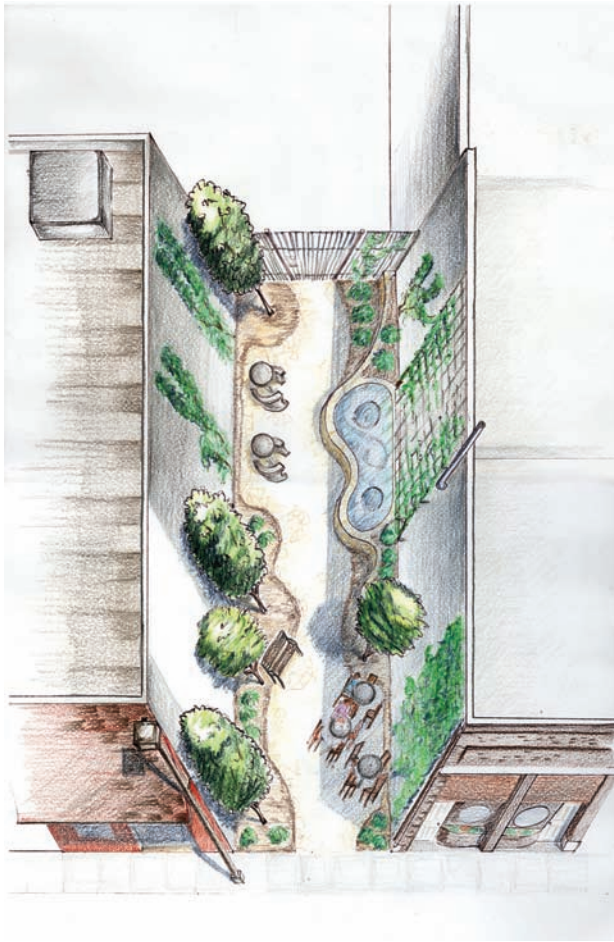
**Karen Brook**  
Trees Forever Field Coordinator



**Jason Perrault**  
Bachelor of Landscape Architecture, ISU, 2008

## Visioning Committee

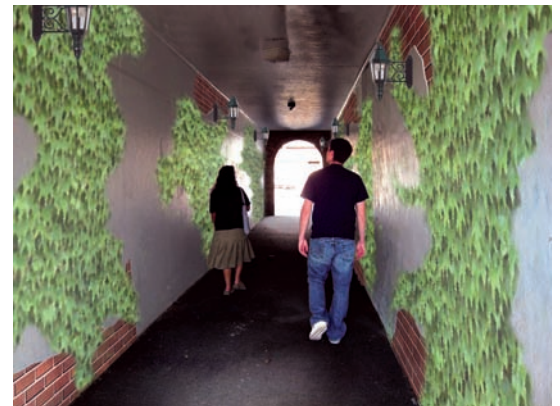
- Merle Bontrager
- Tom Buckwalter
- Mary Lee Enrenfelt
- Ranee Fladung
- Bob Freeman
- Pat Freeman
- Don Gingerich
- Teresa Lampe
- James Miller
- Marcus Miller
- Ryan Miller
- Eric Parrott
- Shawn Powell
- Ed Raber
- Mary Rump
- Donna Wade



**Above:** This rendering shows a proposed pocket park to be located in an existing vacant lot between two downtown buildings.

**Top right:** The existing tunnel from 8th Avenue to the city parking lot has much potential for enhancing the pedestrian experience.

**Middle and bottom right:** These enhanced images show two options for lighting, murals and flooring that improve the aesthetics of the tunnel.





**Top:** This enhanced image of the downtown streetscape shows widened sidewalks to accommodate decorative lighting and street trees.



**Middle:** The existing entrance to Wellman Community Park lacks identification and color.

**Bottom:** The proposed entrance for Community Park incorporates signage and plantings that add color and interest.



# Designing Liveable Communities

One of the primary objectives of the Visioning Program is to assist participants in the process of building liveable communities—that is, creating an environment that not only meets residents’ basic needs but is aesthetically appealing. To determine how well the program addresses the needs and desires of the residents of participating communities, in 2005 Iowa State University program staff and researchers from the Institute of Design Research and Outreach developed a survey that addresses issues related to transportation enhancements. Random samples of residents in visioning communities are surveyed in conjunction with the visioning process and data collected during the survey is used by visioning committees during the decision-making process.

The population of Iowa is aging, particularly in its smaller communities, which redefines for many Iowans the definition of “liveable community.” This change in demographics, along with recent research showing the rise of obesity in the United States, increases the importance of accessible routes for non-motorized transportation. Therefore, the questionnaire developed for this study specifically addresses physical activity and accessibility issues.

## Methodology

A written questionnaire consisting of nine questions was used as the survey instrument. Questions 1 and 2 address commuting habits, questions 3 and 4 focus on physical activity and questions 5 through 7 ask respondents to rate the importance of community enhancements and their willingness to participate. Questions 8 and 9 ask respondents if they would like to receive the results of the study and request demographic information such as age, gender, and marital status.

Respondents were selected randomly from telephone directories or plat maps for each community, with initial sample sizes of at least 20 percent of the communities’ populations. To improve response rates, follow-up calls were made and some questionnaires were completed in telephone interviews during February. The study was publicized using local media outlets for each community throughout the process. Preliminary study results were released to the visioning committees and to the public in May to provide a framework within which community enhancement goals could be set.

In some cases the demographic information requested is incorporated into the analysis and compared with similar data compiled for the entire community populations. The source for community data is the Web site of the Office of Social and Economic Trend Analysis (SETA), which is located at Iowa State University. The mission of SETA is to “collect, analyze, interpret and disseminate information on social, economic, and demographic trends in support of community and regional analysis with emphasis on Iowa” (<http://www.seta.iastate.edu>).

The percentages reported for each response to a question represent the number of study participants who chose that answer from the total number of participants who answered the question. In some cases respondents did not answer all of the questions; these non-respondents are not included in the calculation of percentages for those questions.

A total of 3,289 surveys were distributed. With adjustments for incorrect addresses, phone numbers and deceased persons, the adjusted sample is 2,869. A total of 864 questionnaires were completed for an overall response rate of 30.12 percent. Table I shows a breakdown of the sample and response rate by community. The data collection and data entry processes were completed over a period of approximately 10 weeks.

Table I. Sample sizes and response rates

Community	Surveys mailed	Disqualified*	Adjusted Sample	Completed	Response rate (%)
Balltown	32	4	28	20	71.43
Franklin	100	17	83	31	37.35
Guttenberg	480	54	426	102	23.94
Lake View	377	64	313	106	33.87
Lamoni	258	40	218	77	35.32
Manly	300	56	244	61	25.00
Marble Rock	165	11	154	48	31.17
Monona	350	31	319	101	31.66
Palo	200	4	196	60	30.61
Silver City	140	14	126	37	29.37
Tipton	538	55	483	137	28.36
Wellman	349	70	279	84	30.11
Total	3289	420	2869	864	30.12

\*Incorrect address, disconnected or incorrect phone, deceased.

## Results

The results of this study will be published in the form of an overall assessment of all 12 communities, as well as individual reports for each community. The information presented here highlights the results of the overall assessment and makes comparisons between individual communities.

### Q1. How do you travel to work?

More than 80 percent of study participants in the 12 visioning communities indicated that they are gainfully employed. More than half (57.60 percent) of respondents drive to work alone, while only 5.38 percent car pool. Almost 10 percent of respondents walk to work and just more than 2 percent bike.

Table 2. Commuting methods (n=632)

	Number	Percent
Drive alone	564	89.24
Walk	60	9.49
Car pool	34	5.38
Bike	14	2.22
Total:	632	100.00

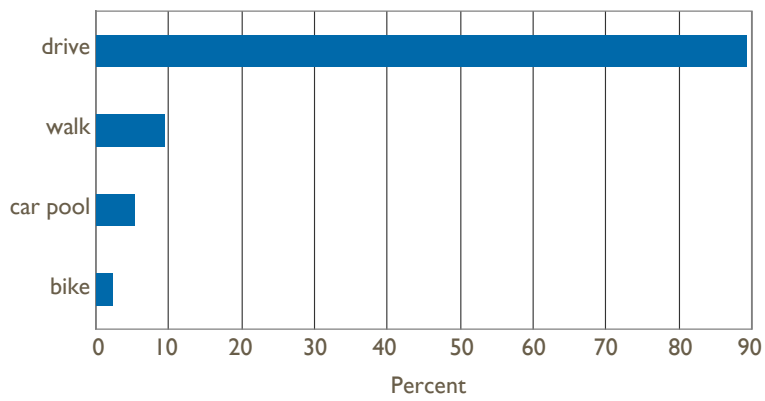
Nearly 60 percent of participants who indicated where they work live and work in the same city, while less than 40 percent work out of town. Small percentages of participants work at home or work in more than one location (1.54 and 1.37 percent, respectively).

Table 3. Places of residence and work (n=585)

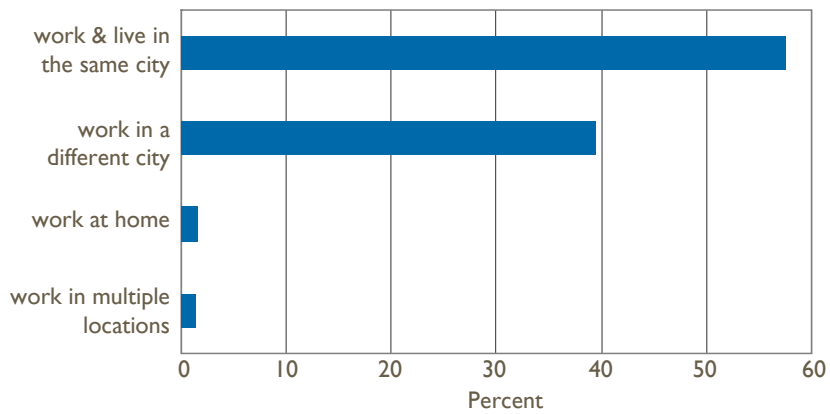
	Number	Percent
Work and live in the same city	337	57.60
Work in a different city	231	39.49
Work at home	9	1.54
Work in multiple locations	8	1.37
Total:	585	100.00



**Figure 1.** How do you travel to work?



**Figure 2.** Places of residence and work



## Q2. What route do you travel when commuting to and from work?

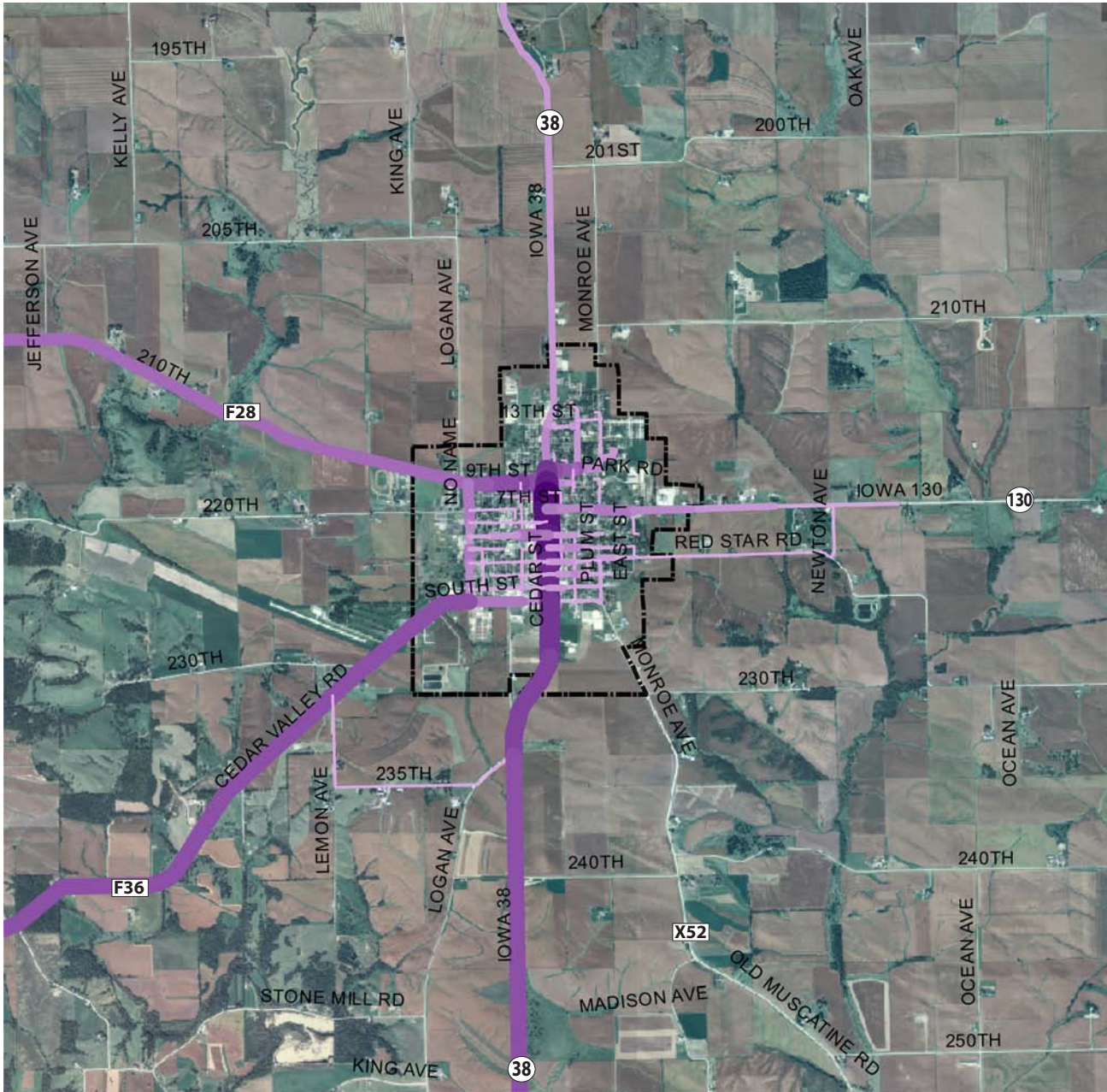
Respondents were also asked to specifically describe the routes that they take to and from work, specifying street and place names. These routes were plotted on aerial maps of each community and its immediate surroundings using ArcGIS software.

The numbers of users for the various routes are indicated on the map by gradations in both color and thickness of the lines. The least frequently used routes are depicted by thin, lightly colored lines. The route depictions become darker and thicker as the number of users increases.

Figure 3 is an example of the mapping method used for all the visioning communities, showing the commuting routes and frequency of use for Tipton.

The survey results indicate that the majority of Tipton commuters use State Highway 38, which runs north-south through town. Highway 38 acts as a major connector to U.S. Highway 30 (north of town) and Interstate 80 (south of town). Other frequently used commuting routes include 210th Street, which is a popular connector to Cedar Rapids, and County Road F36 (Cedar Valley Road), which is a popular route to Iowa City.

Figure 3. Tipton commuting routes and frequency of use



Commuting routes (# of respondents=59)



 Tipton city limits

 State highway

 County road

Q3. What do you do for exercise? (n=752)

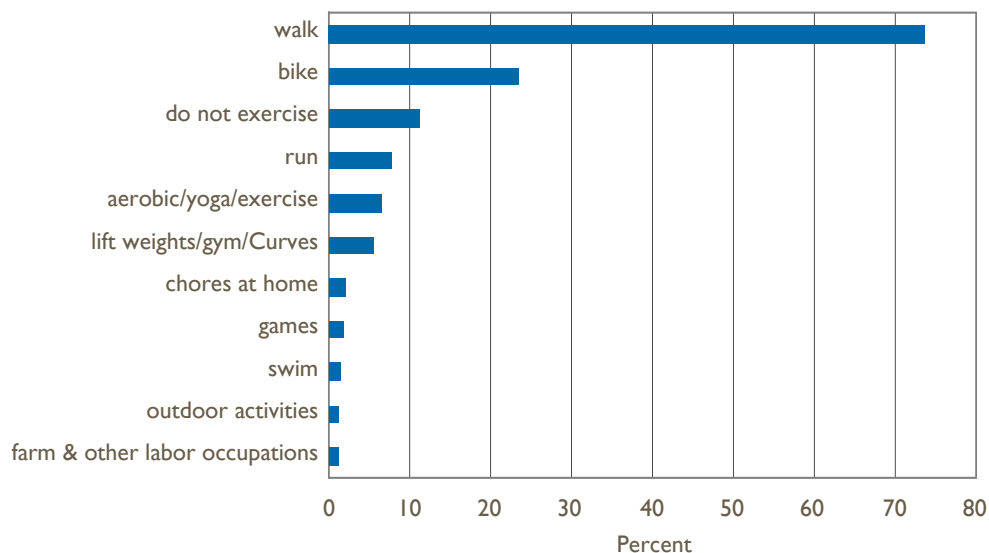
Respondents were given five options from which to choose to answer this question: run, walk, bike, do not exercise, and other. Walking is the most common form of exercise, followed by biking and running (73.67, 23.38 and 7.67 percent, respectively). More than 11 percent of respondents do not exercise. Others perceive household chores (e.g., mowing, gardening) as forms of exercise. All forms of exercise named by respondents are summarized in table 4 and figure 4 in order from highest to lowest percentages of responses.

Note: Some study participants indicated that they do a combination of activities, such as running and biking or walking and running. These responses are included in each relevant category. For example, someone who runs and walks is counted in the running category and the walking category. As a result, the sum of the percentages shown will exceed 100.

Table 4. Respondents' exercise activities

	Number	Percent
Walk	624	82.98
Bike	198	26.33
Do not exercise	95	11.22
Run	65	8.64
Aerobic/yoga/exercise	55	7.31
Lift weights/gym/Curves	46	6.12
Chores at home (indoor and outdoor)	17	2.26
Games (e.g., golf, tennis racquetball)	16	2.13
Swim	13	1.73
Outdoor activities (e.g., hike, boat, ski, hunt)	11	1.46
Farm & other labor occupations	10	1.33

Figure 4. What do you do for exercise?



Q4. What are your favorite routes for the following activities?

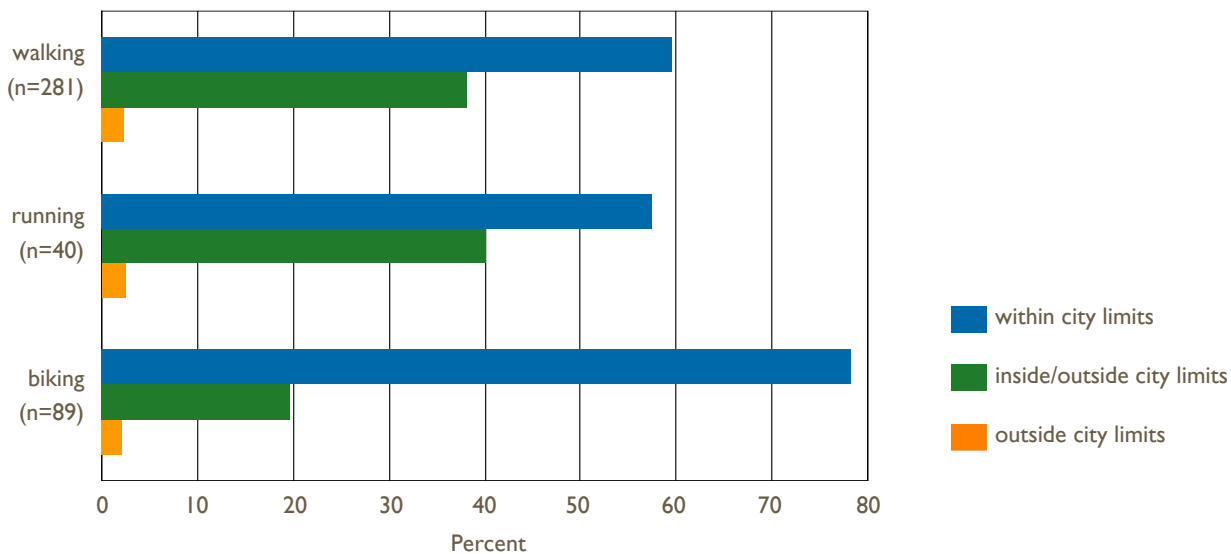
Respondents were also asked to specifically describe the routes that they use when running, walking, or biking for exercise, again using street names and places.

Of the respondents who answered this question, a clear majority use the facilities within the city limits (78.29 percent of walkers, 57.50 percent of runners and 59.55 percent of bikers). Figure 5 and table 5 show the distribution of responses by activity and where the activity takes place.

Table 5. Distribution of activity routes by location

	Percent		
	walk	run	bike
Within city limits	78.29	57.50	59.55
Inside/outside city limits	19.57	40.00	38.20
Outside city limits	2.14	2.50	2.25
	100.00	100.00	100.00

Figure 5. Distribution of biking, running and walking routes by location (within and/or outside city limits)



The running, biking and walking routes were mapped using ArcGIS software on aerial maps of each community. These maps show the city limits, indicating to the extent to which residents use facilities within and/or outside city limits.

As with the commuting routes, the numbers of users for the various routes are indicated on each map by gradations in both color and thickness of the lines. The least frequently used routes are depicted by thin, lightly colored lines. The route depictions become darker and thicker as the number of users increases. Routes for each activity were mapped inside and outside city limits. Examples of the biking and walking maps from Tipton are included here to illustrate this method of mapping, along with the narrative descriptions of the routes (figures 6 and 7).

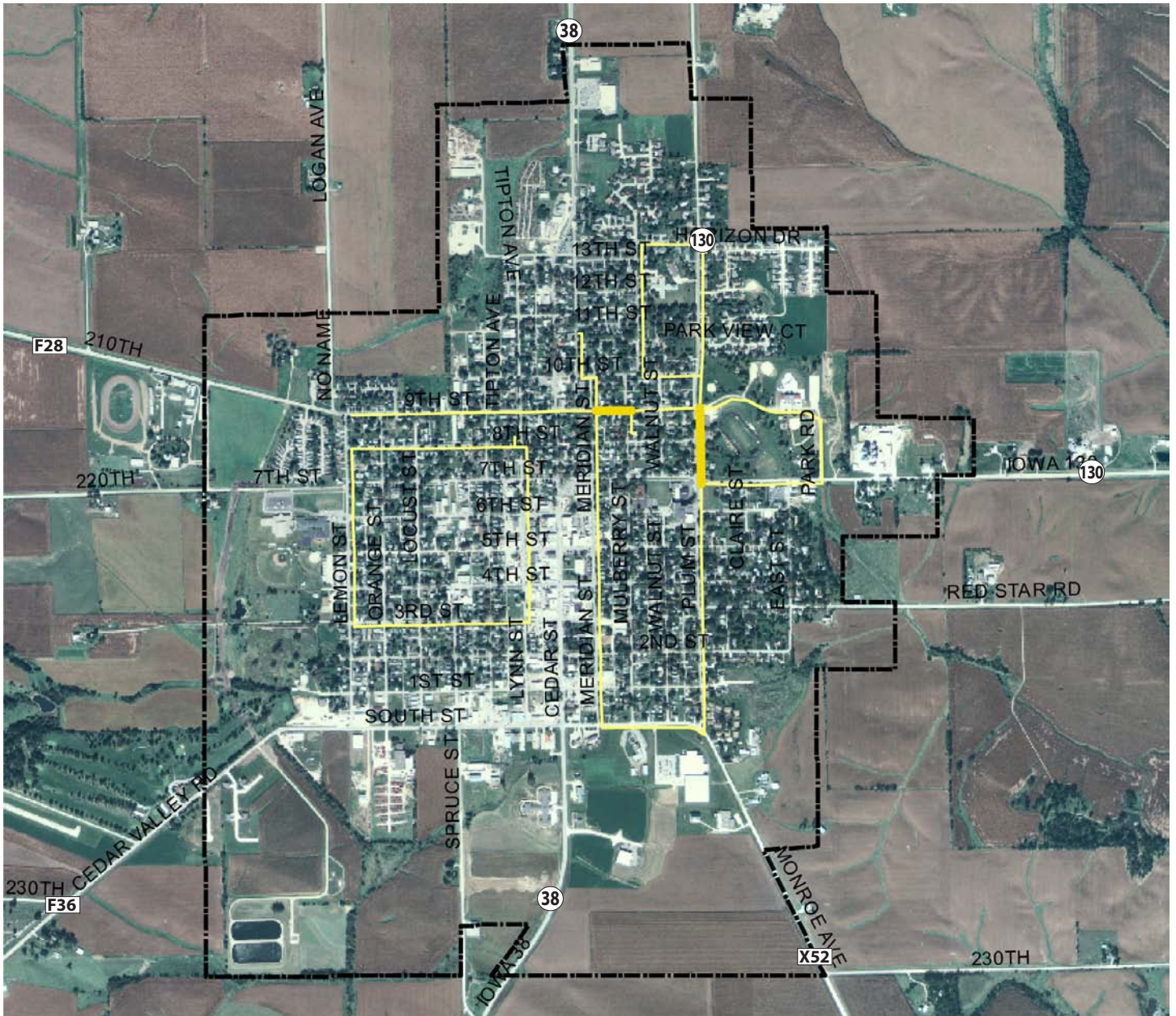
#### Biking Patterns in Tipton

There are few established biking trails or accessible routes within Tipton. The biking patterns occur on Plum Street, where the newly renovated recreation and aquatic center is located. However, there are no continuous segments of sidewalks on either side of this corridor, creating a safety hazard. The other minor routes are along Main Street coming to and from the residential areas.

#### Walking Patterns in Tipton

Throughout Tipton, walking is the most popular form of exercise even though there are no designated walking or recreational trails. The majority of the walking in Tipton occurs along Plum Street. There are several major locales along the street such as senior housing, the high school and the aquatic and recreation center. A large volume of the walking also takes place along the major arterial street (State Highway 38). This is the main street in Tipton where the majority of businesses, local shops and restaurants are located.

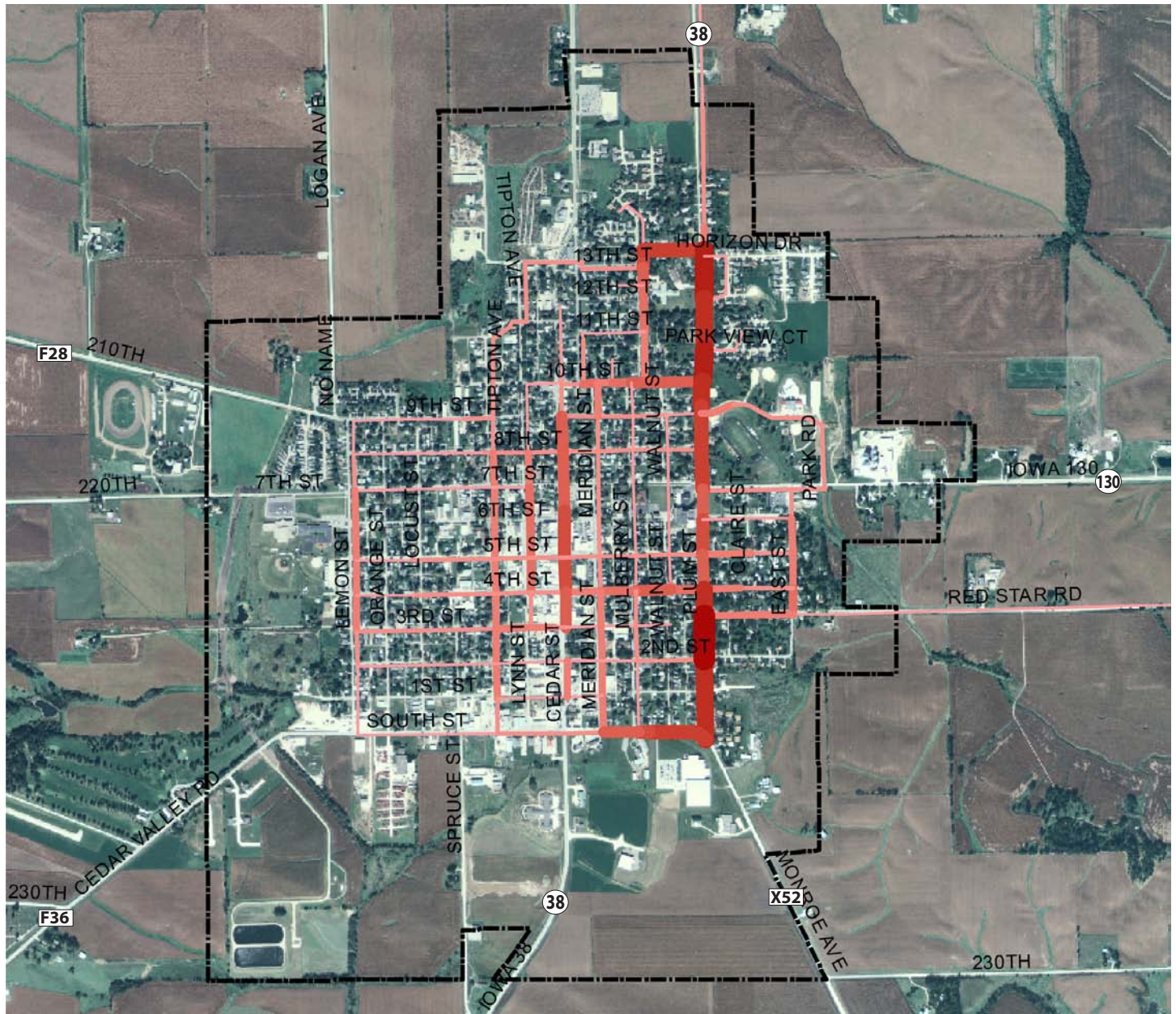
Figure 6. Tipton biking routes and frequency of use



Biking routes (# of respondents=4)

- 1 user
- 2 users
- Tipton city limits
- 38 State highway
- F36 County road

Figure 7. Tipton walking routes and frequency of use



Walking routes (# of respondents=34)



1 user 2 3 4 5 6 7 8 9 10 users

Tipton city limits

State highway

County road



Q5. Please indicate the importance to you of the following enhancements to your community.

Respondents were asked to rate the importance of different community enhancements, using a scale from 1 to 5, with 5 as the most important and 1 as the least important. Three (3) is considered neutral or undecided. The responses have been grouped into three categories: pedestrian mobility and health (blue bars), environmental factors (green bars), and aesthetic factors (yellow bars).

The aggregate data show that in general, respondents consider transportation enhancements that address aesthetic issues as more important than those that address pedestrian and environmental issues.

Transportation enhancements that “screen unsightly views” are viewed as the most important (mean value of 3.79), followed by those that “enhance the streetscape in the downtown area” (3.77).

However, pedestrian enhancements that “accommodate mobility needs of seniors” are also perceived as significant. (3.77). This perception can be attributed to the aging population in Iowa’s small communities, which in turn creates a greater need for universal accessibility.

In terms of enhancements affecting environmental factors, respondents perceive creating and maintaining tree canopies in residential areas as significant (3.59). However, participants are more ambivalent regarding efforts to reduce the negative impact of new road construction (3.03).

A number of statistical analyses of the data were performed to determine whether or not respondents’ perceptions of the importance of the enhancements listed in question 5 are affected by age, gender, marital status, and number of children.

Four significant correlations emerged between transportation enhancement issues and age. Improvements that “make entryways visually appealing,” “accommodate the mobility needs of seniors”, and “screen unsightly views” are positively correlated with age, meaning that the older the respondents, the more are important these three transportation issues are to them. On the other hand, transportation enhancements that “increase opportunities for physical activity” are negatively correlated to age. That is, physical activity is more important to younger respondents.

In terms of gender, screening unsightly views is perceived as more important to females than to males.

Accommodating the mobility needs of seniors is perceived to be significantly more important by widowed persons (average value of 4.18) than to single and married respondents (average value of 3.84 and 3.66, respectively), as would be expected.

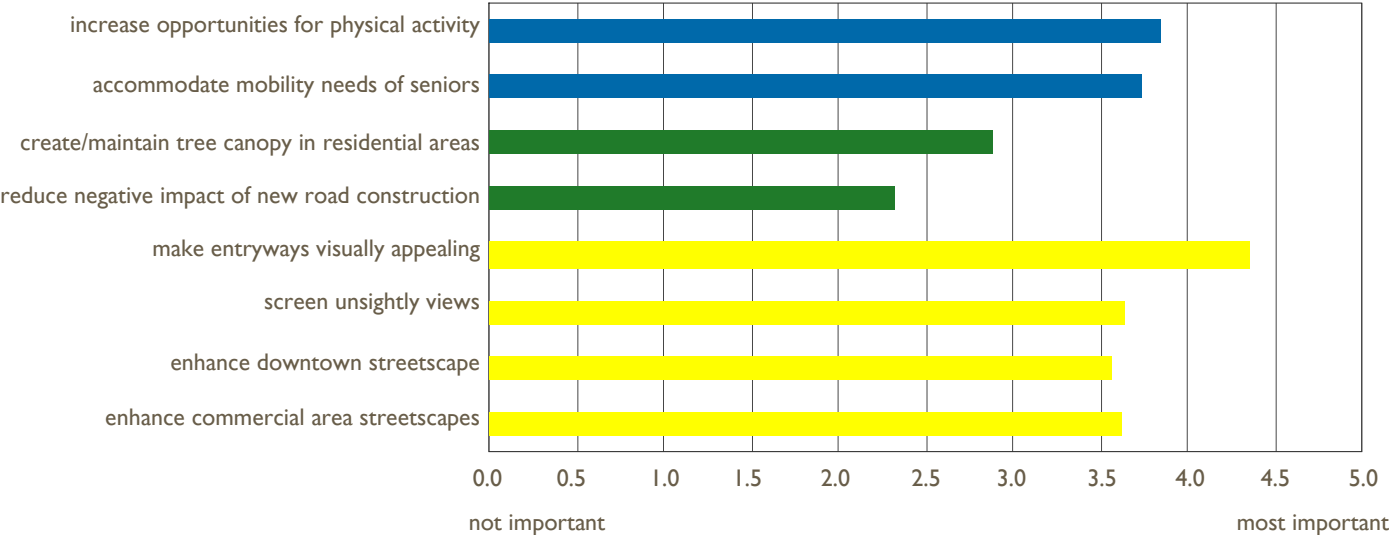
No significant relationships emerged between the importance of transportation enhancement issues and the number of respondents’ children.

The communities of Balltown in Dubuque County and Lamoni in Decatur County illustrate the differences in the responses regarding the importance of transportation enhancements among the individual communities. Figures 8 and 9 show how residents of Balltown and Lamoni, respectively, rated the importance of different types of community enhancements.

Although both communities consider transportation enhancements that improve aesthetics as important, survey participants in Balltown are by far most concerned with entryway enhancement (mean score of 4.35). The other aesthetic factors, while still considered important, rank below pedestrian mobility and health issues, both of which have mean scores of 3.74. In Lamoni, the most important type of transportation enhancement addresses pedestrian needs—Lamoni respondents perceive improvements that accommodate the mobility needs of seniors as most important, followed closely by those that enhance the downtown streetscape—an aesthetics issue (mean scores of 4.05 and 4.03, respectively). However, increasing opportunities for physical activity is less important to Lamoni respondents than to those in Balltown.

Respondents in both communities consider enhancements that reduce the negative impact of new road construction as not important (Balltown – 2.32; Lamoni – 2.77). However, creating and maintaining tree canopies in residential areas, the second environmental issue, is more important to Lamoni participants than to those in Balltown.

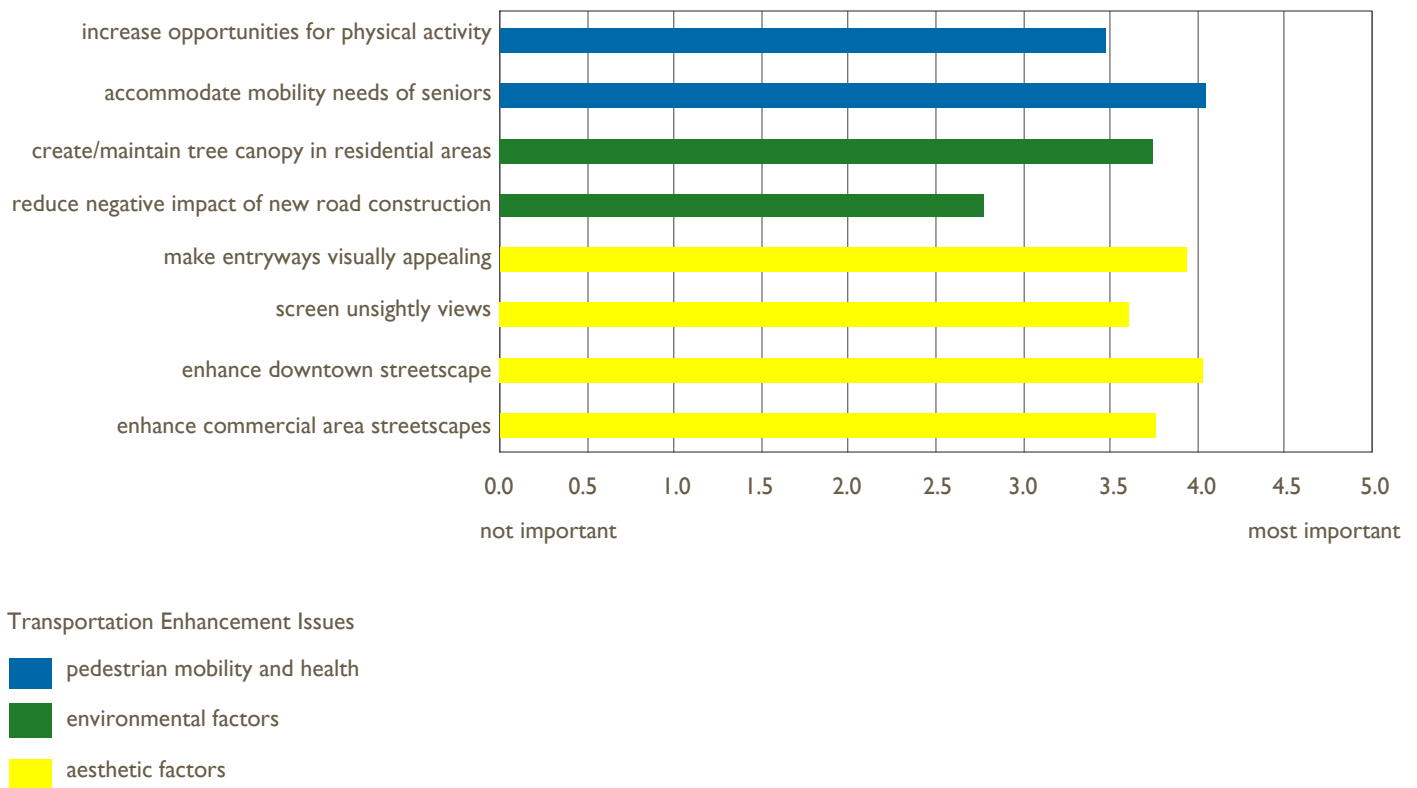
**Figure 8.** Balltown data



These differences may be attributed to the communities' infrastructures, as well as population make up. Balltown is a unique community primarily because of its small population (73 residents), but also because it is situated along the Great River Road scenic byway and is home to one of the more spectacular views of the Mississippi River valley. As a result, Balltown experiences significantly more tourism traffic than towns of comparable size. The town consists of just two major roads; there is no downtown, and commercial and residential areas are not distinctly separate. Community needs are served by the surrounding, larger communities, particularly Dubuque. Therefore, community entrances that welcome visitors to Balltown are extremely important to residents, followed by pedestrian mobility improvements to accommodate tourists' needs.

Lamoni, on the other hand, is a larger, more traditional community. The population is somewhat older than that of Balltown, and much larger (2,379 residents). Lamoni is "self-contained," in that many of the services needed by residents are located in the town itself. Lamoni is also home to Graceland University, a four-year liberal arts school which brings students to the community as well as visiting family members. Because of downtown Lamoni's important role in the community, improvements to the downtown streetscape are important to residents. With an older population, accommodating the mobility needs of senior citizens is also significant.

**Figure 9.** Lamoni data



#### Q6. What other places in your community should be improved?

This question was phrased to elicit open-ended responses and provided respondents with the opportunity to suggest additional areas that need improvement. The responses were sorted into types of improvements, from which the following 12 categories were defined.

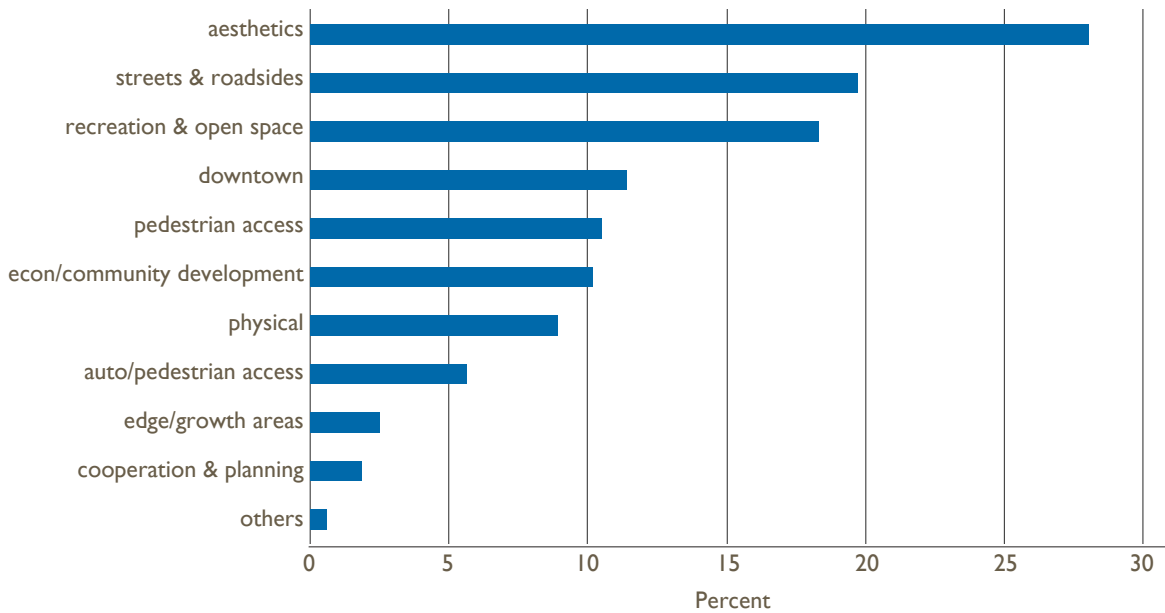
- Streets and roadsides. This category includes improvements such as widening streets, adding/improving sidewalks and bike lanes, improving entryway corridors, etc.
- Pedestrian access, including trails. Walking is a very popular activity. This category reveals how the pedestrians/cyclists needs are met. Passive recreation assumes a “natural” setting, amenity value of nature; connections between recreation areas, provision of natural areas and restrooms, etc.
- Recreation and open space. This category refers to enhancements of open space and green space (parks, playing fields, swimming pools, and so on).
- Economic/community development. This category includes community and economic growth and core services to support local residents, excluding transportation.
- Cooperation and planning. These are comments regarding local decision making and cooperation in delivery of services, suggestion for implementation, comments/suggestions to support identified user groups such as families, teens, children, and wheelchair-bound.
- Downtown improvements. This category refers to comments regarding beautification, renovation, improved access, and other issues in the downtown area.
- Edge/growth area improvements. Areas such as new housing developments, commercial area developments, and growing residential areas are considered growth/edge areas.
- Automobile/pedestrian access, commuting, and safety issues. These types of enhancements improve driving expertise, automobile access, vehicular and pedestrian safety issues, and universal accessibility
- Aesthetic improvements. These include planting, maintenance, clean up, screening, sound, dust, and other issues relating to aesthetic delight. Aesthetic includes visual, aural, smell, experiences of users in cars, on foot, and on bikes.
- Physical improvements. These solve problems of access, functionality, whereas aesthetic improvements create an enjoyable experience that enhances functional aspects of the built environment. Maintain, repair, enhance, improve, etc.
- Others. These include suggestions that do not easily fit into the above categories, such as runoff.

Improvements to aesthetics were suggested most often by survey participants and significantly more often than other types of improvements. The response rates for each category are shown in table 6 and figure 10 on the next page.

Table 6. Suggested improvements (n=639)

	Number	Percent
Streets & roadsides	126	19.72
Pedestrian access, including trails	67	10.49
Recreation & open space	117	18.31
Economic/community development	65	10.17
Cooperation & planning	12	1.88
Downtown improvements	73	11.42
Edge/growth area improvements	16	2.50
Auto/pedestrian access, commuting & safety issues	36	5.63
Aesthetic improvements	179	28.01
Physical improvements	57	8.92
Other	4	.63

Figure 10. Additional improvements suggested



Q7. Are the enhancements mentioned above important enough to you that you would be willing to help implement change by: a) contributing financially to the project? b) volunteering your time and talent?

More than half of survey participants in the 12 visioning communities are willing to volunteer their time and talent and/or financial resources to implement community enhancements. Of those willing to contribute, 28.42 percent indicated that they could contribute only time and talent. More than 20 percent are willing to contribute with both time and talent and financial support, and 5.61 percent are willing to contribute financially.

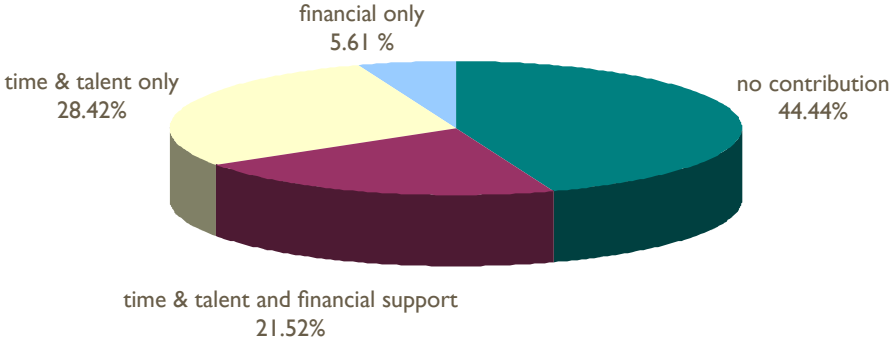
Again, the communities of Balltown and Lamoni can be used as examples that illustrate the differences among the communities' results. Ninety percent of Balltown survey participants are willing to contribute in some way to project implementation, while in Lamoni (and most other communities) the percentage is much lower, at 62.30 percent.

However, 80 percent of Balltown respondents are willing to contribute their time and talent only and the remaining 10 percent will definitely contribute time and talent and may contribute financially. In Lamoni, 27.30 percent of respondents are willing to contribute both time and talent and financial support and 7.70 percent are willing to contribute financial support only.

Table 7. Willingness to help implement change

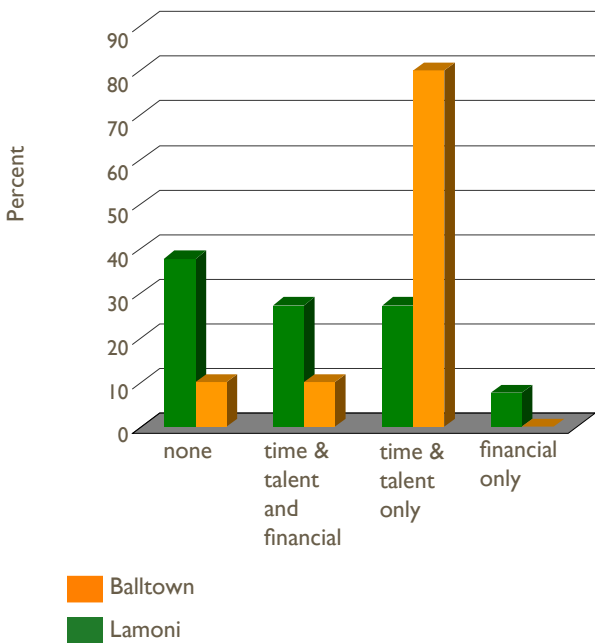
Type of contribution	Percent
Will not contribute	44.44
Both time & talent and financial	21.52
Volunteer time & talent only	28.42
Financially only	5.61

Figure 11. Willingness to help implement the change



These differences could be attributed to the different population sizes of the two communities. For example, ninety percent of Balltown's population (the percentage willing to volunteer) is about 65 people, while 60 percent of Lamoni's population is more than 1,400 people. In addition, smaller towns are sometimes more tightly knit communities compared to larger town; therefore, the incentive to volunteer may be higher in smaller communities.

**Figure 12.** Comparison between Balltown and Lamoni



### Respondents Demographic Characteristics

The distribution of survey respondents by gender is similar to statewide gender distribution. More than 50 percent of respondents are female (53.41 percent) and 46.59 percent are male. According to the 2000 Census, 52.63 percent of Iowans are female and 47.37 percent are male. In terms of marital status, married persons are over-represented and single and widowed persons are under-represented in the study sample.

Those engaged in management, professional and related occupations are also over-represented (2000 Census data show 16 percent, study data show 27.19 percent). Other employment categories are under-represented by the study sample.

The average age of respondents is 57.20 years compared to 52.60 for the state of Iowa. The average number of respondents' children is higher compared to that of the state of Iowa (2.81 and 2.29 children, respectively).

More than half of respondents (56.37 percent) requested a copy of the study results, indicating that there is interest among community members beyond the steering committees in Visioning Program activities.

# Firm Profiles

## Beck Engineering

Visioning LA: Seana Godbold

Firm Philosophy: To provide an array of services to deliver successful design, project management, and construction services. The multi-disciplinary firm works efficiently and effectively by collaborating on projects to develop the most innovative designs possible

Location: Spirit Lake, IA

Established: 2000

Services: Civil engineering, land surveying, and landscape architecture.



*Landscape architect Seana Godbold (center) explains the Lake View concept plans at the public meeting.*

## Yaggy Colby Associates

Visioning LA: Monte Appelgate

Firm Philosophy: To provide prompt, quality, personalized services to meet facility and infrastructure needs of municipal, building and site design, transportation and land development clients throughout the upper Midwest.

Locations: Rochester, MN, and Mason City, IA

Established: 1970

Services: Engineering, architecture, surveying, planning and landscape architecture.



*Landscape architect Monte Appelgate (center) discusses the concept plan for Manly with residents.*

## SITE+landscape architecture and planning

Visioning LA: Doug Adamson

Firm Philosophy: To fuse sensitive and superb site design with the values of sustainable and regenerative landscapes. To merge spirit, man, and nature with place.

Location: Des Moines, IA

Established: 2003

Services: Low impact and conservation development planning and design, sustainable site specific design, planning and redevelopment.



*Landscape architect Doug Adamson works with committee members during a charrette.*



## **gēnus [landscape architects]**

Visioning LA: Laura Peters

Firm Philosophy: To enhance the quality of people's lives and the condition of the environment through the discipline of landscape architecture. The foundation of our practice lies in our pursuit of creating artful landscapes that function.

Location: Des Moines, IA

Established: 2005

Services: Schematic design, design development, construction documents, bidding and negotiation, construction administration, planning, pre-design and programming, public input facilitation, design guidelines, grant writing, permitting and zoning, cost estimating, illustrative drawings and visual simulations.



*The Lamoni visioning committee views the final concept boards with landscape architect Laura Peters (far left).*

## **Hoffman Design Consultants**

Visioning LA: Loren Hoffman

Firm Philosophy: To provide professional service that is responsive and personal and to yield higher quality design by offering the integration of civil engineering and landscape architecture.

Location: Cedar Rapids, IA

Established: 2004

Services: Landscape architecture, including master planning, streetscape and site enhancement and recreational facilities; site development including conceptual planning, rezoning and site plans and construction documents; and civil engineering, including roadways and subdivisions, utility improvements and storm water management systems.



*The Asbury visioning committee examines aerial maps with landscape architect Loren Hoffman (center) during the inventory and analysis process.*

### Craig Ritland Landscape Architects

Visioning Las: Craig Ritland and Mark Kuiper

Firm Philosophy: To improve the quantity and quality of open space, to preserve natural and cultural resources and to create quality environments.

Location: Waterloo, IA

Established: 1970

Services: Master/comprehensive planning, corridor/transportation planning, urban design and streetscapes, parks and open spaces, campus/estate planning and residential gardens.



*Landscape architect Craig Ritland explains an intersection plan during the Monona charrette.*

### Jack E. Leaman Consultant, Inc.

Visioning LA: Jack Leaman

Firm Philosophy: To work closely with people in the public and private landscapes to understand the challenges and opportunities of their environment and to enable them to find acceptable solutions to reach their goals and objectives.

Location: Mason City, IA

Established: 1999

Services: Community and regional planning; large and small scale design for urban, rural and personal spaces; landscape design and details to create special places for people to work, live and play; participation as a team member to work together to analyze and resolve interesting challenges and opportunities.



*The Marble Rock visioning committee discusses the community's resources with landscape architect Jack Leaman (center, seated on table).*

## Flenker Land Architecture Consultants

Visioning LA: Meg Flenker

Firm Philosophy: To improve, adapt and create environments that enrich the quality of our lives as well as allow compatibility between human development and the environment.

Location: Just north of Davenport, IA

Established: 1997

Services: Architectural-land planning, wetland delineation, wetland nitration design, park and recreational planning and design, grant writing, Computer-Aided Drafting (CAD), ecological planning and design.



*A Tipton committee members points out community resources on an aerial map to landscape architect Meg Flenker (center).*

## Shive-Hattery, Inc.

Visioning Las: Al Bohling and Kevin Froelich

Firm Philosophy: To help our clients become more successful by understanding their businesses and addressing what is really important, promoting the best use of their money and other resources, and helping them to avoid difficulty.

Locations: Cedar Rapids and West Des Moines, IA; Moline, IL

Established: 1896

Services: Landscape architecture, planning and design; consulting engineering services, including civil, electrical, environmental, mechanical, structural, process and transportation engineering; roof management; and construction administration, observation and material quality control.



*During the Readlyn charrette, Al Bohling, landscape architect, presents preliminary concepts to the community.*

# Acknowledgements

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## Trees Forever

- Karen Brook, field coordinator
- Barb Grabner-Kerns, field coordinator
- Pam Helfer, field coordinator
- Roger Hunt, field coordinator
- Patty Petersen, field coordinator
- Mark Pingenot, field coordinator
- Shannon Ramsay, president, CEO and founder
- Brad Riphagen, field coordinator

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Mark Masteller, Mark Kerper and Steve Holland have provided valuable insight in terms of Iowa DOT resources, methods and project management. They continue to promote Iowa's Living Roadways to their colleagues within the Iowa DOT, as well as other organizations.



Steve Holland  
Roadside coordinator, Living Roadway Trust Fund, Iowa DOT

## Federal Highway Administration



Mark Kerper  
Assistant director, Office of Location and Environment, Iowa DOT



Mark Masteller  
Chief landscape architect, Iowa DOT

## Iowa State University



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