

Program Overview

The city of Conrad is one of 10 communities selected to participate in the 2021 Iowa's Living Roadways Community Visioning Program. The program, which selects communities through a competitive application process, provides professional planning and design assistance along transportation corridors to small Iowa communities (less than 10,000 residents).

Visioning Program Goals:

1. Develop a conceptual plan and implementation strategies alongside local community residents.
2. Enhance natural, cultural, and visual resources existing within communities.
3. Assist local communities in using external funds as leverage for transportation corridor enhancement.

Each visioning community works through a planning process consisting of four phases of concept development:

1. Program initiation
2. Needs assessment and goal setting
3. Development of a concept plan
4. Implementation and sustained action strategies

Each visioning community is represented by a steering committee of local residents and stakeholders who take part in a series of meetings and focus groups that are facilitated by field coordinators from Trees Forever. The Community Visioning program, as part of Iowa State University's Landscape Architecture Extension, organizes initial focus groups with design interns as well as transportation needs and behaviors surveys. The program is sponsored by the Iowa Department of Transportation.

Community Goals

The Conrad steering committee identified a number of goals and priority areas during the visioning process, which include trail improvements and connections, sidewalks and walkability, and additional recreational amenities in the cities parks.

Capturing the Conrad Vision

Based on the needs and desires of the local residents, as well as a detailed inventory of community resources, the design team developed transportation-based community improvement project concepts, which are illustrated in the following set of presentation boards:

1. Program Overview
- 2a-g. Bioregional Boards
- 3a-c. Transportation Assets and Barriers
4. Transportation Inventory and Analysis
5. Goal Setting
6. Concept Overview
7. Connectivity Assessment
8. Pedestrian Safety
- 8a. Lillian Avenue Safety
9. Active Community
10. Oakland Park Trailhead
11. Reunion Park
12. Four Seasons Park
13. Implementation Strategies



Conrad's steering committee meets with the Jeffrey L. Bruce & Company's design team to discuss and evaluate goals and values of the community.



Steering committee members provide a tour of Conrad.



Jeffrey L. Bruce and Company creating designs during the public design workshop.



Conrad's steering committee reviews preliminary boards, prior to the public's review.