

Program Overview

The city of Corning is one of 10 communities selected to participate in the 2018 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 corning steering committee identified a number of goals and priority areas during the visioning process: circulation and sidewalk improvements, establishment of a trail system, safe pedestrian crossings, traffic calming, and improved way-finding and signage with a unified community identity.

Capturing the Corning 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
- 2. Bioregional Assessments
- 3. Transportation Assets and Barriers
- 4. Transportation Inventory and Analysis
- 5. Goal Setting
- 6. Concept Overview
- 7a. Lake Trails
- 7b. Community Trails
- 8a. Spring Lake Park
- 8b. River’s Landing Park
- 9. Sidewalk Safety
- 10. Way-finding Signage
- 11a. Main Street Improvements
- 11b. Main Street Diagnostics



Jeffrey L. Bruce & Company landscape architect Thomas Buller receives feedback on his design from Corning steering committee members during the design charrette.



The design team interacted with many community members during the design charrette held during Corning’s First Friday’s Lunch.



The design team worked in Corning’s Central Park, soliciting suggestions and concerns for Corning’s future development projects.



Iowa State University landscape architecture intern Jeremy Johnson discusses possible trail routes with Corning residents.