





























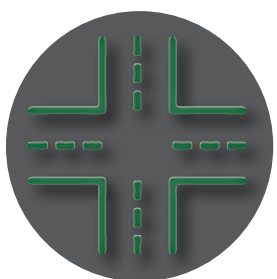




Goal Setting Process

The Corning steering committee presented what they learned from the TAB assessment and bioregional information to the landscape architects. The committee identified goals and values. The goals are based on the information from the assessments. Each committee member also included reasoning for improvements around town and highlighted specific programming needs for areas of concern to them.



The landscape architects organized programming themes for the city of Corning using the goals identified by the steering committee. Greater importance was given to goals that were highlighted in discussions and/or repeated by individuals during the goal setting meeting.

Community Values/Themes Based on Assessments	Broad-Based Outcomes & Goals	Why Change Anything?	What Exactly and Where?
Trails and Recreation 	 Increased connectivity to community assets  Draw people into Corning  Make Corning a destination  Multi-model access paved trails (8' minimum)  Safety	<ul style="list-style-type: none">• Create more options to travel in Corning• Bring people into Corning• Share nature• Recreation opportunity• Make it easier to travel all of Corning	<ul style="list-style-type: none">• Prescott to Lake Binder• Lake Binder to Lake Icaria• Lake Icaria to Davis St.• To Spring Lake Park• To the aquatic center
Natural Resources 	 Provide in-town recreation  Attract young families to Corning  Provide more opportunities for local youth  More diverse recreational options  Water access and storage	<ul style="list-style-type: none">• Supplement the needs of local youth• Locals won't need to travel to recreate• See an increase in tourism and population• Utilize the beautiful natural assets	<ul style="list-style-type: none">• Spring Lake Park• Lakes Icaria & Binder• Regional draws to Davis• Casey's & 6th• Fitness center
Sidewalk Safety 	 More sidewalk connections  Lighting in all sidewalk areas at a pedestrian scale  Painted crossings  ADA compliances  More prominent pedestrian right-of-way	<ul style="list-style-type: none">• Attract more people to Corning for a longer period of time• Eliminate the need of a car to utilize community assets• Enhance the use of facilities	<ul style="list-style-type: none">• Paved ADA-compliant walks• Football field to elementary• 14th and Davis• Casey's intersection• Wide enough walks for bikes
Way-finding 	 Color-coded signing to clarify districts (historic)  Distances to attractions  Protected directory  Introducing perpendicular signing along Davis St.  Clearly and uniformly labeling community assets	<ul style="list-style-type: none">• Define city identity• Increase accessibility to areas of interest for tourists and those unfamiliar with the area• Increase revenue for local businesses	<ul style="list-style-type: none">• Uniformity and distinct hierarchy throughout the city• Memorial Rock• Davis St. businesses• Pool and fitness center• Along Hwy 148
Main Street Landscape 	 More lighting  Bump-outs to slow runoff and make room for trees  Don't disrupt parking  Address the urban heat effect  Additional planters/vegetation	<ul style="list-style-type: none">• Increase safety• Improve street aesthetic• Reduce heat-island effect• Manage stormwater• Draw in visitors	<ul style="list-style-type: none">• Beautifying opera house intersection• Keep historic look and positives of Corning's Main-street• Crossings based on traffic
Infrastructure 	 Create an overall infrastructure plan for Corning  Survey existing utilities	<ul style="list-style-type: none">• To create a database for all branches of Corning leadership to refer to for future developments• More efficient planning	<ul style="list-style-type: none">• Community-wide• Focusing on areas with planned improvements

 Represents individuals who voiced the same goal.

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Interns: Rosie Manzo and Jeremy Johnson

Iowa State University | Trees Forever | Iowa Department of Transportation