

Program Overview

The city of Decorah 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 Decorah steering committee identified a number of goals and priority areas during the visioning process, which include circulation and sidewalk improvements, trail systems enhancements and connections to downtown, safe pedestrian crossings, traffic calming, and improved way-finding and signage with a unified community identity.

Capturing the Decorah 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 Behaviors and Needs
5. Transportation Inventory
6. Goal Setting
7. Concept Overview
- 8a. Accessibility/Connectivity
- 8b. East Water Street Trail
9. Intersection Safety
10. Way-finding/Branding
11. Traffic Calming
- 12a. College Drive Improvements
- 12b. College Drive Improvements
- 13a. West Heivly Street
- 13b. East Heivly Street
14. Implementation Strategies



Jeffrey L. Bruce & Company senior landscape architect David Stokes discusses community walkability with Decorah school children and parents during the design workshop.



Jeffrey L. Bruce & Company landscape architecture intern Jeremy Johnson sketches during the design workshop.



Steering committee members highlight important areas for goal setting.



During the length of the design workshop the design team interacted with approximately 100 community members.

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Jeffrey L. Bruce and Company LLC

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Interns: Jeremy Johnson and Rosie Manzo

Iowa State University | Trees Forever | Iowa Department of Transportation

