



*Downtown Emmetsburg*



*Smith Community Center/Emmetsburg Public Library*



*Five Island Lake Waterfront*



*Sunflower Mural at Mural Park*

**Program Overview**

Emmetsburg has been selected as one of ten communities to participate in the 2021 Iowa’s Living Roadways Community Visioning Program. This program provides professional planning and design consideration for transportation corridors in small communities within Iowa (populations fewer than 10,000).

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

For Emmetsburg, this process was guided by a local steering committee along with other community members. Visioning committee meetings, focus groups, city surveys, transportation inventory, and goal setting were facilitated by Trees Forever and a team of professional landscape architects, design interns, and Iowa State University faculty and staff. This program is sponsored by the Iowa Department of Transportation.

**Community Goals:**

The goal setting process was informed most by the community feedback received and captured on Story Map and Survey Boards. The input helped identify the top priorities in terms of transportation enhancements, including new or improved pedestrian and bike facilities. These along with the physical regional data collected and shown on the Bioregional Boards, the Visioning process advanced from a solid framework.

The primary concerns of the community focused around community connections and specific site enhancements that would benefit both residents of and visitors to Emmetsburg. The following focus areas were identified and addressed by the design team:

**Community Connections** – At the city scale, adding dedicated pedestrian and bicycle facilities to connect a majority of Emmetsburg’s community spaces and civic building sites. This concept also considers mobility enhancements at intersections and overall pedestrian and cyclist safety throughout the city.

**Broadway Boulevard** – Transforming the three-block section of Broadway Street between Main Street and the Five Island Lake waterfront into a grand civic boulevard. The new section would include streetscape amenities, stormwater features,

and pedestrian-use areas that will invite activity along the community corridor.

**Mural Park** – Creating an iconic public pocket park in downtown Emmetsburg. The park’s design will have a focus on visual and performance art elements. The design builds upon and adds to the character of the existing murals found within the existing space.

**Harlan Park** – Reimagining the under-utilized public park with a prominent natural playscape, multi-purpose lawn space, native rain garden plantings, boardwalk, new monument signage, and a nature walk.

**Capturing the Emmetsburg Vision:**

Based on the needs of the community and the inventory of Emmetsburg’s existing resources, the design team developed the concept overview and design components illustrated on the following set of presentation boards. These boards display the final Concept Overview, Community Connections, Broadway Boulevard, Mural Park, and Harlan Park design concepts envisioned by the community and the Iowa’s Living Roadways Community Visioning team.



*Community Design Concept Review Meeting*



*Community Design Concept Review Meeting*

**Emmetsburg**  
Program Overview

**HDR**

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Iowa State University | Trees Forever | Iowa Department of Transportation

