



Intersection of Highway 210 and Highway 17



High Trestle Trail crossing at Highway 17



Signage along the High Trestle Trail



View of existing pocket park downtown

## Program Overview

The city of Madrid is one of 10 communities selected to participate in the 2020 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 (populations of fewer than 10,000).

Goals for the Visioning Program include:

- Developing a conceptual plan and implementation strategies with local communities
- Enhancing the natural, cultural and visual resources of communities
- Assisting 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

Each visioning community is represented by a steering committee of local residents and stakeholders who take part in a series of meetings that are facilitated by field coordinators from Trees Forever. Iowa State University organizes design interns, and ISU faculty and staff. The program is sponsored by the Iowa Department of Transportation.

Because of COVID-19, much of this year's engagement with the visioning committee and the public has taken place virtually and through carefully planned socially-distanced events. Kiosks were placed in Madrid for the community to review designs and feedback was received through online surveys.

## Community Goals

The Madrid visioning committee identified several goals and priority areas during the visioning process, which include:

- Highway 17 Improvements
- Trail Improvements
- Downtown Beautification
- Way-finding

## Capturing the Madrid Vision

Based on the needs and desires of the residents, as well as a detailed inventory of community resources, the design team developed a conceptual transportation enhancement plan. This plan, as well as the inventory information, is illustrated in the following set of presentation boards:

- Program Overview
- Local Geography
- Bioregional Assessment
- High School Transportation Survey and Focus Groups
- Transportation Behavior and Needs Assessment
- Transportation Inventory and Analysis
- Concept Overview
- Downtown
- High Trestle Trail
- Highway 17 Intersection
- Highway 210
- School Crossing
- Signage and Way-finding



Touring Madrid with the steering committee



Virtual design workshop setup

# Madrid Program Overview

## RDG Planning & Design

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