



Program Overview

The city of Massena is one of 10 communities selected to participate in the 2017 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:

- Program initiation
- Needs assessment and goal setting
- Development of a concept plan
- Implementation and sustained action

Each visioning community is represented by a steering committee of 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 teams of professional landscape architects, design interns, and ISU faculty and staff. The program is sponsored by the Iowa Department of Transportation.



Capturing the Massena 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
- Transportation Assets and Barriers Assessment
- Transportation Behavior and Needs Assessment
- Transportation Inventory and Analysis
- Concept Overview
- Main Street Improvements
- City Park Improvements
- Trails & Signage
- Stormwater Management Practices

Community Goals

The Massena visioning committee identified several goals and priority areas during the visioning process, which are included below:

- Main Street Improvements
- Heritage Park Improvements
- City Park
- Trails & Signage
- City Stormwater Management Initiatives

Massena Community Overview

Design Team

LA: Jen Cross, PLA, ASLA
Intern: Nate Byro

Iowa State University | Trees Forever | Iowa Department of Transportation

