



Concept Overview

Based on the outcomes of the What, Where, & Why meeting with the steering committee, the design team proposed several concepts for McGregor, outlined below and corresponding to the map.



Gathering Space

McGregor's Main Street is a designated cultural and entertainment district according to the Iowa Economic Forum. Although the town has under 800 people, thousands of visitors pass through each year, which merits the steering committee's interest in opening up space for people to gather. Triangle Park was deemed a point of interest for implementing the expansion of green space. Amenities desired here include better lighting, more seating, and a multifunctional performance and art installation space. An expanded waterfront is also desired so people can take part in recreation along the river.



Walkability & Connectivity

Secondary streets throughout McGregor are lined with disheveled, broken, and steep paths, which limit the range of movement for pedestrian and bicycling traffic. Addressing these discrepancies and adding new trails will better link portions of the town so that movement across it is more synchronized and flows better. Using the existing drainage channels as reinvisioned pedestrian walkways helps to connect Peace Park to the downtown.



Public Art & Beautification

McGregor is located between Pikes Peak and Effigy Mounds and along the Mississippi River and the Great River Road National Scenic Byway. The town has great views, ecological significance, and interesting historical context, which merits the steering committee's desire to merge these themes into interactive art installations. Additionally, repairing the brick streets and sidewalks and opening up views to the water will help polish the community's identity as a river town destination.



Safety & Accessibility

To assist visitors and residents in moving through town and along the river, accessible routes for all ages, abilities, and stages of life need to be implemented. Increased parking along Main and 1st Streets allows vehicular traffic to stop and explore the community. Improving brick streets and broken sidewalks will increase access through town.

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