



# Focus Areas

- 1. Highway 34 Business - West Entry Corridor Improvements**  
**What changes?** Add roadside plantings  
**Where?** Highway 34 Business, western city limits (Goodyear Rd) east to Marion St  
**Why?** The west side of town serves as a primary point of entry but currently lacks community character that has been cultivated on the east side of town
- 2. North Broadway - Corridor Improvements**  
**What changes?** Add roadside plantings  
**Where?** North Broadway, northern city limits through Winfield Ave intersection  
**Why?** North Broadway serves as an entry point into town yet the corridor currently has a strong industrial character
- 3. Downtown / Iowa Wesleyan - Pedestrian Connections**  
**What changes?** An alley is transformed into a pedestrian route, linking downtown with the Iowa Wesleyan campus. Jefferson St and Main St sidewalks potentially improved  
**Where?** Jefferson St / Main St pedestrian infrastructure and the alley running north-south between the two, from Central Park to the railroad tracks  
**Why?** Would establish a safe pedestrian corridor into and out of downtown Mt. Pleasant, improve the connection between the university and town, and potentially bring more foot traffic to downtown businesses. Improve downtown art and event programming
- 4. Washington & Grand - Gateway Enhancements**  
**What changes?** Wayfinding, sense of arrival, & roadside aesthetics improve  
**Where?** Landscape area surrounding intersection  
**Why?** This intersection is heavily utilized by commuters and visitors, yet lacks signage and community character
- 5. Trail System - Lighting & Restrooms**  
**What changes?** Add amenities along trails, with a focus on lighting and restrooms  
**Where?** To be determined - requires further study  
**Why?** Residents identified lighting and restrooms as top priorities for walking and biking route enhancement during community-wide survey and focus groups
- 6. Washington Street - West Downtown Improvements**  
**What changes?** Washington St roadside is enhanced - plantings, branding/identity, signage, etc.  
**Where?** Along Washington St, Van Buren St to Jackson St  
**Why?** To create a sense of arrival as vehicles and pedestrians enter downtown from the west

# Mount Pleasant Potential Projects

## Genus Landscape Architects

LA: Dylan Jones, PLA, ASLA  
 Intern: Carissa Shoemaker

Iowa State University | Trees Forever | Iowa Department of Transportation

