



+ LIKES

"I like access to Fairfield and beyond."
"Easy access to city."

Easy Access

"I like seeing the farms and plantings."
"It seems to have an 'old-town' feel to it, somewhat nostalgic."

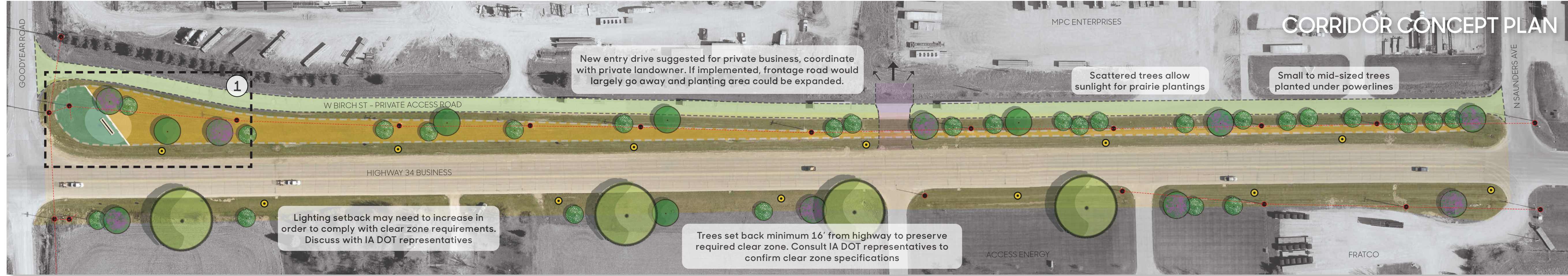
Rural

"The way Fratco and Access Energy look."
"The Access Energy building and The Press Box look great here."
"Means I am close to being home."

Welcoming

"Looks clean with grass mowed."
"The openness, no cluttered signage."

Clean



Legend

- Buffalo grass / blue grama mix
- Shortgrass prairie mix
- Small ornamental tree
- Mid-size ornamental tree
- Mid-size overstory tree
- Large overstory tree
- Decorative lighting, roadway-scale, roughly 175' on center
- Existing utility pole/light
- Existing power line
- Potential greenway - coordinate with private landowner

- DISLIKES

Not Attractive

"It's a maze of electric/telephone poles and wires."
"Bit of an eyesore."
"The area is very industrial looking and not appealing to pedestrian traffic."

Bare/Boring

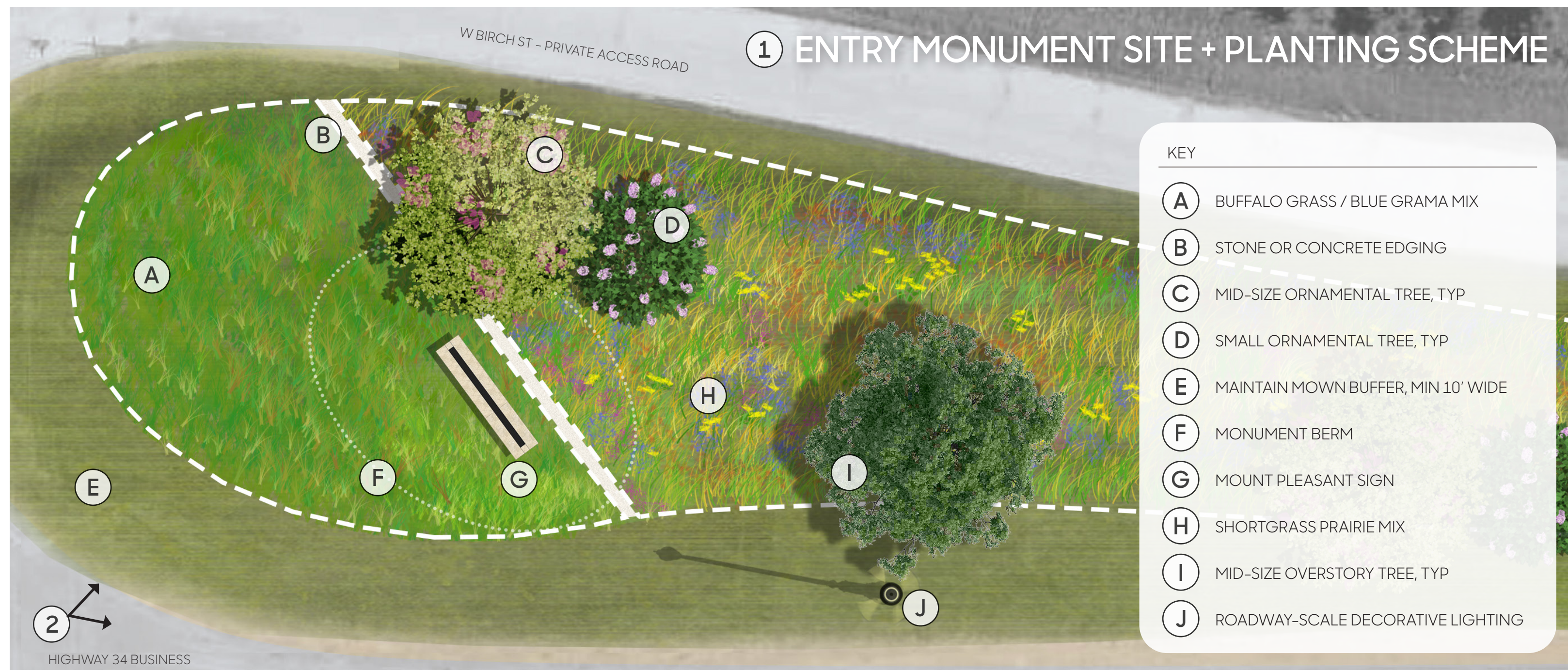
"Pretty drab."
"Plain old Iowa."
"Nothing stands out. No hint as to what Mt. Pleasant has going for it."

Not Welcoming

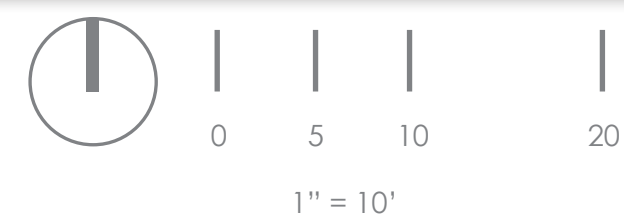
"Not attractive and no real 'entrance' to town. Really nothing exciting happening out there."
"There are no sidewalks from Goodyear Road to Marion Street."
"In desperate need of landscaping improvements."

Neglected

"It seems worn down."
"The untidiness of business along this corridor is a real distraction."
"Junky."



Plan enlargement: a mown border defines the planting perimeter; buffalo grass transitions to mixed prairie at entry sign



Online Survey Results

The Highway 34 Business corridor was ranked the #2 priority site for improvements out of six potential projects. Survey respondents listed perceived positives and negatives of the site (above), and suggested the following improvements:

- Roadside plantings - e.g., flowering, low, useful (pollinator, habitat), trees, shrubs
- "Welcome to Mount Pleasant" sign, "Home of..."; "Thank you for visiting"
- Plantings screening local industry (visually and from dust - coordinate with private landowners)
- Light poles and signage matching Grand Ave. aesthetics
- Bury wires
- Freedom rock / Veterans Memorial
- Substantial Mount Pleasant signs at each entry point to town, aesthetics consistent

Corridor Improvements

Iowa DOT traffic counts, city traffic counts, and survey results indicate that Highway 34 Business is one of the most heavily utilized corridors in Mount Pleasant, both for commuters and visitors (see board 4e). Thus, the design team proposes corridor/gateway improvements in order to make a more favorable impression on visitors and instill community pride in commuters. Proposed improvements include town entry monumentation, roadside prairie and flowering trees, and decorative lighting consistent with existing fixtures in town.

Primary goals of corridor improvements include:

- Install an entry monument to define town boundaries, welcome visitors, and enhance the Mount Pleasant brand
- Improve aesthetics through native prairie and tree plantings (screen industrial uses and utility poles, provide seasonal color, create texture and interest) while maintaining a clean, mown edge
- Manage water naturally by planting existing swales

Mount Pleasant Highway 34 Business

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Iowa State University | Trees Forever | Iowa Department of Transportation

