



Welcome to Mount Pleasant

Creating a more appealing entryway was not a high priority for visioning survey respondents. Of ten potential transportation enhancements, "More Appealing Entryways" was rated least important, scoring 3.54 out of 5. More favorable categories included Safer Routes to School, Better Night Use, and Better Pedestrian Connections, among others (see board 4c).

After speaking with city representatives and reviewing the 2017 Comprehensive Plan, it was evident that many residents' concerns will be addressed through the city's planned projects. The west side of town was underrepresented in these plans, however, as was town branding and identity, generally. The concept of Highway 34 Business corridor improvements and monumentation was proposed to begin to fill that gap. The community was again surveyed, and this time ranked the west gateway as their #2 priority project.

MID-SIZE ORNAMENTAL
(e.g., Eastern Redbud, Japanese Tree Lilac, Serviceberry, Pagoda Dogwood, Crabapple, Hawthorn)

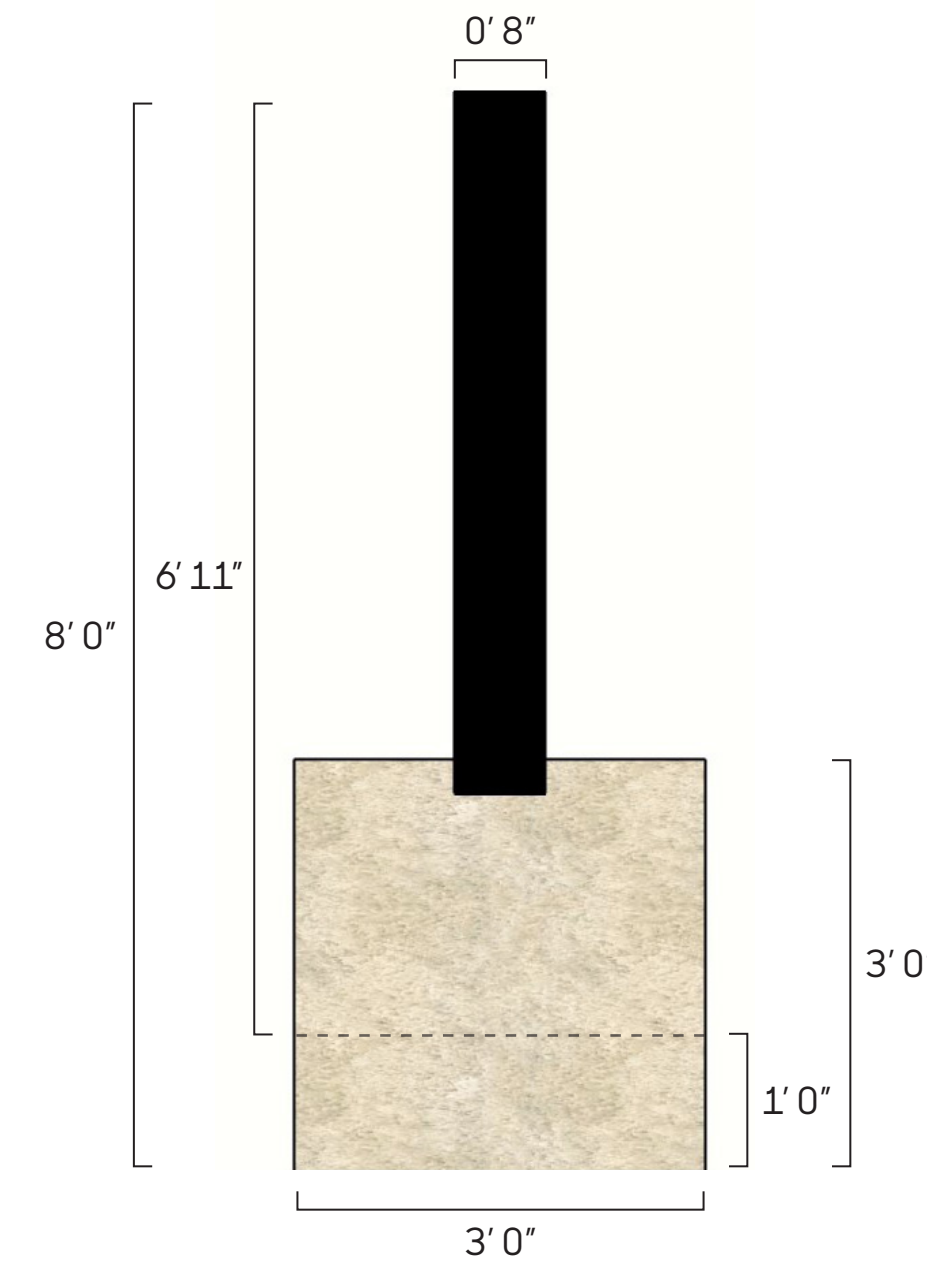
SMALL ORNAMENTAL
(e.g., Crabapple, Blackhaw Viburnum, Chokecherry)

MID-SIZE OVERSTORY
(e.g., River Birch, American Hornbeam, American Hophornbeam)



② ENTRY MONUMENT, LOOKING EAST

Native, low-maintenance grass (buffalo grass / blue grama mix) stretches uphill to an entry monument backed by prairie and trees



Monument sign blade set into base for seamless appearance from roadway



Entry monument with internally illuminated letters and landscape accent lighting

Prairie Swath – Berm and Swale

The City of Mount Pleasant is contemplating filling in existing ditches and installing curb and gutter along this stretch of Highway 34 Business. As an alternative, the existing grade could be maintained and the roadside enhanced with native plantings, offering improved stormwater management and aesthetics. This would save the community construction and maintenance expenses while intercepting and infiltrating water that would otherwise enter the storm sewer. Plant species and planting design could be tailored to the community's aesthetic preferences.

Examples of native perennials that thrive in moist to dry soils, provide habitat, and offer seasonal interest:



Little Bluestem



Prairie Dropseed



Virginia Wildrye



Foxglove Beardtongue



Rattlesnake Master



Virginia Mountain Mint



Smooth Blue Aster



Common Milkweed



Ironweed



Golden Alexander



Black-Eyed Susan

Mount Pleasant Highway 34 Business

Genus Landscape Architects

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Iowa State University | Trees Forever | Iowa Department of Transportation

