



Online Survey Results

+ LIKES

Access

- "An easier way through town. Usually lighter on traffic."
- "Leads directly into town."
- "Access to downtown and campus."
- "It is easy access to 218 North."

Utility

- "Good for farm machinery."
- "Traffic is light."
- "Convenient entry."

Local Charm

- "I feel it gives the impression that you are approaching a very small, quiet farming town."
- "It feels like a 'secret' entrance to town."
- "There looks to be activity and a few lovely residences."

- DISLIKES

Run Down

- "Depression-like appearance."
- "Tired and old looking. Businesses do not have any pride in appearance..."
- "Just ick."

Disregarded

- "This area lacks sidewalks, curbs and green right-of-way spaces."
- "This is probably the least visually attractive entrance to town."
- "...this is an area that seems to have been forgotten about."

Industrial

- "Not very pretty."
- "A lot of clutter from a lot of businesses!"
- "There are junky properties that seem not to change. Junk remains."

The North Broadway corridor was ranked the #4 priority site for improvements out of six potential projects. Survey respondents listed perceived positives and negatives of the site (left), and suggested the following improvements:

- Roadside plantings - e.g., trees, flower boxes, native wildflowers - and screens in front of businesses
- Small "Welcome to Mount Pleasant" sign, possibly way-finding signage
- Clean up - make a better first impression
- Bike or pedestrian trail
- Streetlights with character
- Bury wires



1 BROADWAY AND WINFIELD, LOOKING NORTH

An entry monument and plantings define the north gateway into town and provide way-finding for trail users

Corridor Improvements

While motorists use North Broadway less than Highway 34 Business, it is still an important corridor for local traffic as well as Iowa Wesleyan University visitors. A small portion of North Broadway has been targeted for corridor improvements, consisting of ornamental plantings, way-finding signage, and a small gateway monument.

Primary goals of corridor improvements include:

- Define north edge of town with monumentation
- Facilitate motorist and pedestrian way-finding with signage
- Improve roadway aesthetics and seasonal interest with plantings
- Support and build upon revitalization efforts represented by planned Winfield and Broadway intersection improvements, potential Winfield road extension, and trail addition



2 BROADWAY CORRIDOR PLANTINGS, LOOKING SOUTH

Native flowers, ornamental trees, and limestone outcroppings line the road into Mount Pleasant, leading to a modest entry monument and trail

Mount Pleasant North Broadway

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Iowa State University | Trees Forever | Iowa Department of Transportation

