



+ LIKES

**Sense of Arrival**

"Obvious that you're coming into a little town here."  
 "You know you're close to the square and the hospital."  
 "When I see it, it means I'm almost home."

**Well Maintained**

"Most properties - business and residential - look reasonable."  
 "Businesses are nicely represented."  
 "It's clean and welcoming."

**Community Character**

"I like the black streetlights and the new pavement..."  
 "Generally looks busy and active."  
 "An active commercial area."



- KEY
- (A) "HISTORIC DOWNTOWN" SIGN BLADE
  - (B) NATIVE PLANTINGS, TYP
  - (C) GATEWAY/WAY-FINDING MONUMENT
  - (D) MID-SIZE ORNAMENTAL, TYP
  - (E) TERRACED PLANTER
  - (F) SCULPTURE PEDESTAL
  - (G) BRICK WALL, SEATING
  - (H) COLORED CONCRETE PLAZA
  - (I) MURAL, CITY PRIDE/HISTORY
  - (J) ABOVE-GRADE PLANTER, TYP

- DISLIKES

**Not Inviting**

"There is no marking or welcome sign to the downtown area..."  
 "Lacks curb appeal and signs."  
 "It's all concrete and it feels forgotten."

**Difficult to Navigate**

"Street signs are hard to see and locate."  
 "Needs signage for points of interest..."  
 "Lack of walkability and high traffic areas hard to cross for pedestrians."

**Lacks Character**

"Nothing unique to Mount Pleasant, until you arrive at the SW corner of the square."  
 "It looks like the arrival to 99% of Iowa towns."  
 "Plain looking and fairly sterile."

# Online Survey Results

West Downtown Gateway was ranked the lowest priority site for improvements, #6 of six potential projects. Survey respondents listed perceived positives and negatives of the site (right), and suggested the following:

- Flowers - e.g., hanging baskets, planters, plant beds
- Outdoor seating area, benches; similar space/aesthetic to east gateway
- New signage ("historic downtown" and way-finding) and higher visibility for signs
- Lighting, including water tower
- Walkability improvements (wider sidewalks, safer crosswalks, art)

# Gateway Improvements

This project can perhaps be positioned later in the phasing plan, given its low prioritization in the most recent survey and limited ties to the initial Community Visioning survey feedback. It should still be pursued however, as it would be instrumental in bolstering the Mount Pleasant brand. The west downtown gateway would echo the existing east downtown gateway (bookending the historic downtown district), provide an additional site for art and expression, and add yet another link to the town pedestrian network.

Primary goals of gateway improvements include:

- Define the downtown district with gateway/way-finding monumentation, direct pedestrian and vehicular traffic to key destinations
- Green the streetscape with above-grade planters, improve walkability
- Strengthen the Mount Pleasant brand by tying together materials and planting palettes
- Display town history/culture through sculpture and a prominent mural



1 WEST DOWNTOWN PLAZA, LOOKING NORTH

Although different from the east downtown plaza in layout and programming, stylistic elements - brick walls, colored concrete - carry through



2 WEST DOWNTOWN GATEWAY, LOOKING EAST

A metal sign blade and way-finding monument define the edge of downtown, while an art plaza, mural, and plantings enliven the space

# Mount Pleasant

# West Downtown Gateway

**Genus Landscape Architects**

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

Iowa State University | Trees Forever | Iowa Department of Transportation

