



Representatives from the steering committee and design team kick off the Visioning process at a November 2019 training session

## Community Visioning

Mount Pleasant is one of 10 communities selected to participate in the 2020 Iowa's Living Roadways Community Visioning Program. The program, which selects communities through a competitive application process, provides professional planning and design assistance along transportation corridors to small Iowa communities (populations of fewer than 10,000).

Goals for the Visioning Program include:

- Developing a conceptual plan and implementation strategies with local communities
- Enhancing the natural, cultural, and visual resources of communities
- Assisting local communities in using external funds as leverage for transportation corridor enhancement

## Program Overview

Each visioning community works through a planning process consisting of four phases of concept development:

1. Program initiation
2. Needs assessment and goal setting
3. Development of a concept plan
4. Implementation and sustained action

Mount Pleasant is represented by a steering committee of residents and stakeholders who take part in a series of meetings that are facilitated by a field coordinator from Trees Forever. Iowa State University organizes design teams of professional landscape architects, design interns, and ISU faculty and staff. The program is sponsored by the Iowa Department of Transportation.



While most meetings were conducted virtually this summer, the design charrette, preliminary review, and final presentation were held in-person



Mid-June, signs were posted at each potential project site explaining preliminary concepts and requesting feedback via an online survey

## Community Goals

The Mount Pleasant visioning committee identified several community goals during the visioning process:

- Create safe pedestrian routes into downtown, particularly from the north and from Saunders Park
- Enhance the trail system with amenities
- Improve way-finding and community identity/branding
- Carry aesthetics from east side of town through to west side
- Increase canopy cover and plantings, especially along highway corridors

Priority areas were then designated for improvement:

- Gateways - Highway 34 Business, North Broadway, Washington and Jackson, Washington and Grand
- Corridors - central downtown to campus, Union Block alley, and sidewalks along Jefferson/Broadway and Main
- Trail system - Saunders Park and Prairie View Park

## Capturing the Vision

Based on the needs and desires of residents, as well as a detailed inventory of community resources, the design team developed a conceptual transportation enhancement plan. This plan, in addition to inventory information, is illustrated in the following set of presentation boards. These boards include the following:

1. Program Overview
2. Bioregional Assessment (a-g)
3. High School Transportation Survey and Focus Groups (a-d)
4. Transportation Behavior and Needs Survey (a-f)
5. Transportation Inventory
6. Program Objectives Survey
7. Concept Overview
8. Identity + Signage
9. Downtown to Campus (a, b)
10. Highway 34 Business (a, b)
11. Washington and Grand
12. North Broadway
13. Trail System (a-c)
14. West Downtown Gateway



Both hand and digital drawings were employed during the design process to meet the goals and priorities outlined by the steering committee

# Mount Pleasant Program Overview

### Genus Landscape Architects

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Iowa State University | Trees Forever | Iowa Department of Transportation

