

Visioning Process + Projects

Based on review of the bioregional assessment, feedback from survey respondents and focus group participants, and input from the Mount Pleasant Community Visioning steering committee, the design team proposed the following transportation improvement concepts:

- Create gateways into town from the north and west, as well as into the downtown district from the west
- Improve aesthetics, way-finding, and physical conditions along high-traffic vehicular and pedestrian routes
- Enhance trail system visibility, way-finding, and amenities
- Strengthen town identity and culture through public art, gateway monumentation, way-finding signage, and branding

These concepts seek to improve community identity, aesthetics, way-finding, and walkability throughout Mount Pleasant, addressing a range of community issues that were identified in the information gathering and analysis phase. These performance-based goals and objectives fall into four primary categories, as shown below. Graphic icons corresponding to each category are used to identify the goals of each proposed project throughout the Mount Pleasant Community Visioning documents.



Safety Improvements

Designated and updated pedestrian routes to and through the downtown district, heightened visibility of pedestrian infrastructure along busy roads, and way-finding for motorists and pedestrians.



Connectivity + Pedestrian Network

Sidewalk improvements along Jefferson St./Broadway St., including stamped concrete bands and lighting to continue existing streetscape theme; shared traffic alley connecting businesses and public parking; amenities along existing and planned trails.



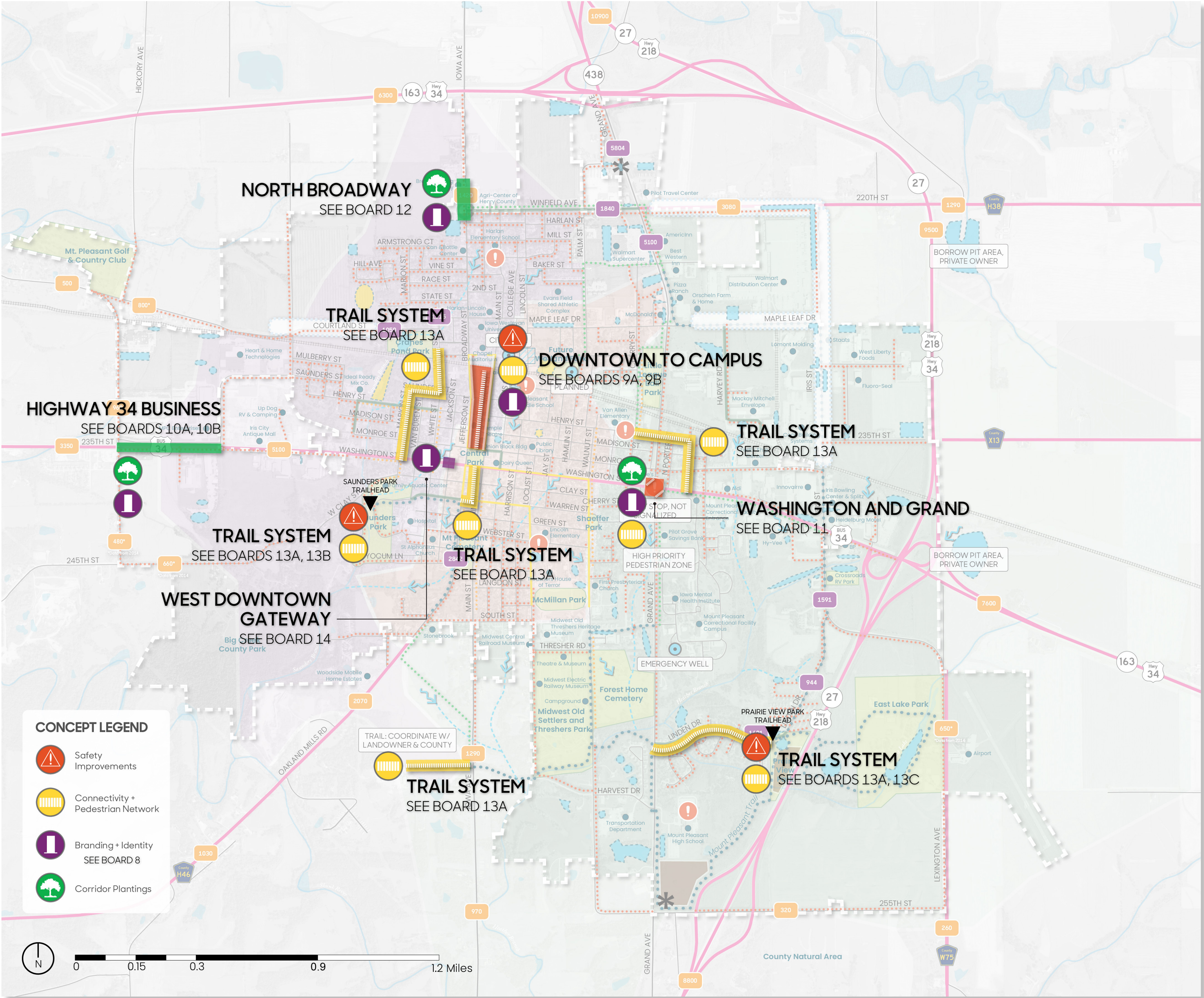
Branding + Identity

Introduction of a family of signs drawing from town materials palette, as well as right-angled trapezoid graphic motif. Expansion of plantings palette, from native prairie perennials to ornamental trees.



Corridor Plantings

Low-maintenance, attractive forbs, grasses, and trees are proposed for stormwater management, beautification, improved walkability, and branding/identity purposes.



Mount Pleasant Concept Overview

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