## **Concept Overview**

After meetings with the steering committee and other members of the community, the design team has proposed several concepts for Moville based on the goals identified. Below is an outline of the proposed concepts, which correspond to the map:

### **Trails and Recreation**

The design proposals calls for an expansion of the existing community trail in order to connect city parks and recreation areas, both within and outside city limits. The addition of a trail network will also address residents' desire to live in a walkable and bike-friendly Moville.

### Accessibility and Safety

There are many discontinuous sidewalks throughout the city. Moville wants to prioritize a sidewalk system with ADA accessibility, visible crossings, and sufficient lighting to provide equitable access to Moville's amenities.

### Way-finding and Signage

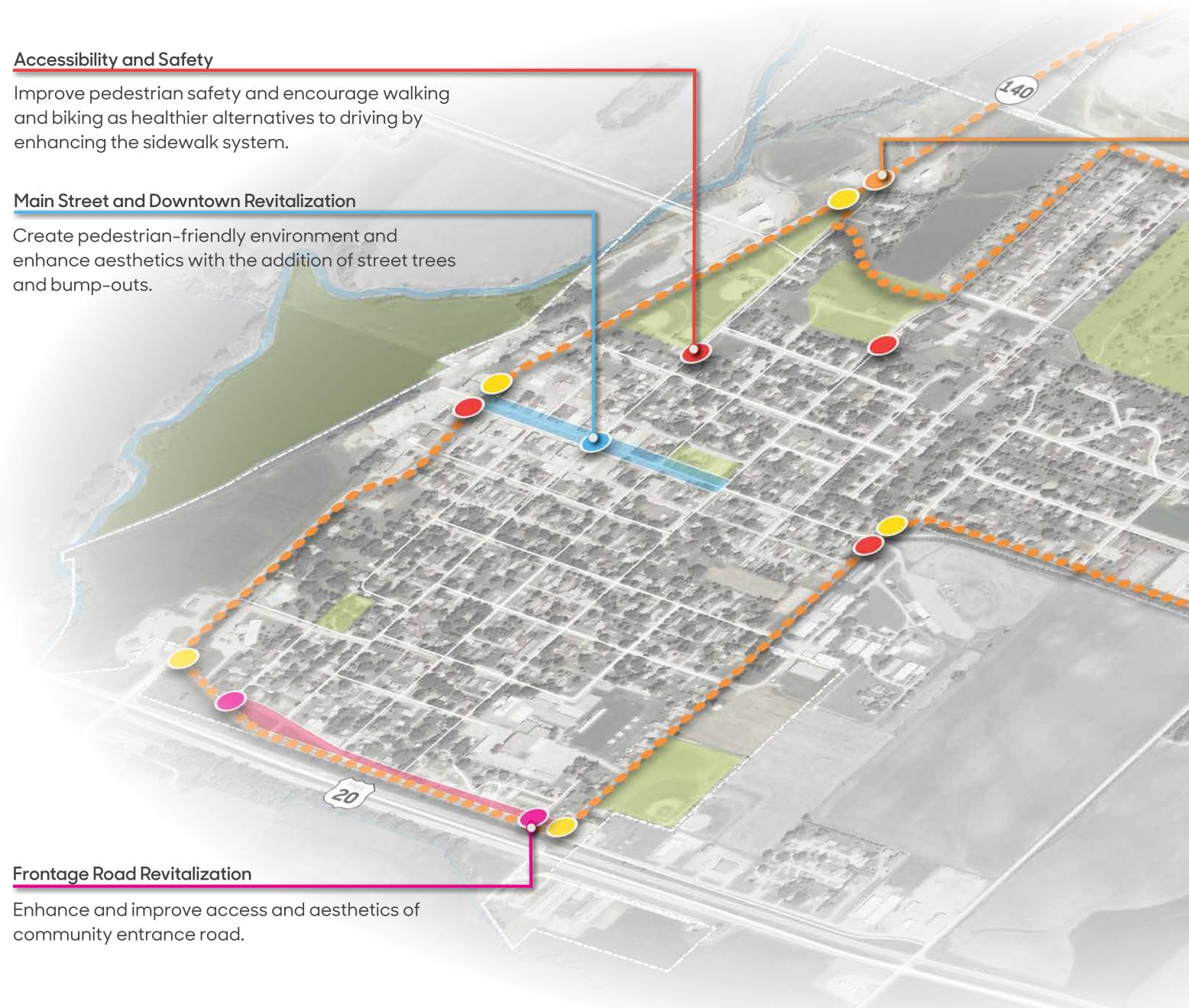
An attractive and cohesive signage scheme incorporates elements of existing community signage and enhancing Moville's visual appearance and legibility.

## Main Street and Downtown Revitalization

Improving both the accessibility and aesthetic of downtown Moville will gain attention of Moville residents and visitors. Way-finding signage will also help to direct visitors to downtown.

### Frontage Road Renovation 5.

Frontage Road welcomes residents and visitors into the community. By beautifying this stretch of road with the addition of a bike trail and roadside plantings, Moville can signal to those passing by what the city has to offer.





Board 7a



Concept Overview



Board 7b





Board 8

2



Board 9

Board 7c

# Jeffrey L. Bruce and Company LLC

Landscape Architect: Eric Doll, PLA, ASLA Interns: Jeremy Johnson and Rosie Manzo

Iowa State University | Trees Forever | Iowa Department of Transportation

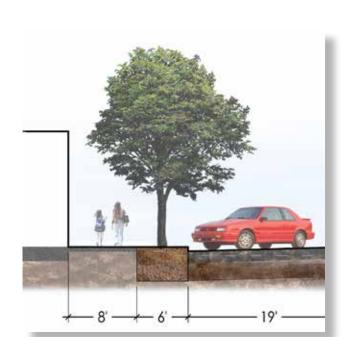


### **Trails and Recreation**

Increase connectivity between community assets by enhancing the trail system.

### Way-finding and Signage

Improve navigation and create a more cohesive community identity.



Board 10



Board 11

