



# PETERSON VISIONING

Starting in the early spring, Peterson has been working with Iowa's Living Roadways Community Visioning Program. "The Community Visioning Program provides small Iowa communities with the planning and design resources needed to make meaningful transportation improvements to the local landscape".

Through public input sessions, design charrettes and regular meetings with the steering committee, a variety of concerns, goals and were identified related to Peterson's transportation planning. Iowa State University Community Design Lab (CDL) was selected as the landscape architects for the project, to provide strategies and a vision to meet these goals and concerns. The following boards represent the culmination of the public input events and the direction of the steering committee. We welcome your feedback on the proposed items.

Peterson, IA

"The Scenic Nest of Iowa's Northwest"



## COMMUNITY GOALS

### Increase accessibility and safety

- universal access points on Main Street
- develop a vision for improving safe crossings at locations of concern
- improved sidewalk condition and greater coverage
- more lighting throughout town

### Establish a trail network

- relate to character of Glacial Trail Scenic Byway
- promote community, history, and the surrounding landscape
- connect community amenities

### Strengthen community identity

- introduce new street signs
- promote community amenities and history
- build on theme of community slogan and connect with scenic byway identity
- develop vision for Main Street bank lot and adjacent open lots



**Peterson**  
Overview

SPRING 2017 3a

**What Factors Affect Transportation in Peterson?**  
Transportation is integral to small-town life and a vibrant economy. In the context of the Community Visioning Program, we recognize walking, biking, and driving as quintessential modes of travel to various destinations important to residents and visitors. Access to these destinations is crucial for many everyday activities—getting to work and school, participating in community events, and providing for basic needs such as food, health care, and healthy activity. In this participatory assessment, we want to find out which factors and conditions affect transportation use in Peterson, where these factors and conditions are most prevalent, and how they influence route and transportation choices locally. Because residents have the best knowledge of how Peterson's transportation system works, we use focused, small-group conversations, mapping, and photos of the best and worst places taken by residents to understand local transportation.

**Different Users - Different Needs**  
To capture insights about transportation from a variety of perspectives, we invited Peterson residents with different transportation needs to participate in focus groups. A total of 49 residents attended Peterson's workshop. Participants were separated into five user groups and the Peterson steering committee.

- Actives (12 participants):** This user group represents those in the community who engage in outdoor recreation, including cycling, walking, running, swimming, skiing, etc. The availability of multiple venues for outdoor recreation matters to this group.
- Mobility Impaired (3 participants):** This user group is directly affected by accessibility barriers such as high curbing and uneven sidewalks that make it difficult to use mobility-aiding equipment effectively. Handicapped parking, curb ramps, and smooth surfaces are critical transportation features.
- Older Adults (4 participants):** Accessibility—both in terms of physical access and proximity—is a major concern for this user group. Because some people in this user group do not or are unable to drive, having goods and services within walking distance is important.
- Youth (15 participants):** This group uses primarily non-motorized modes of transportation, so pedestrian- and bike-friendly streets and sidewalks are important. These users value the ability to get to destinations on foot or via bicycle and having goods and services within walking distance.
- Parents (8 participants):** Safety of their children is a primary concern of this user group. Access to safe and easy routes to school activities is another significant factor to this group. Parents of young children desire smooth, wide surfaces for strollers.
- Steering Committee (7 participants):** The common denominator for this user group is that their observations are influenced by special knowledge of the transportation system acquired during the Community Visioning assessment process. As a result, this group is more representative of decision makers.

**Transportation Assets and Barriers**  
Julia Badenhop, Sandra Oberbroeckling, Harvany Gomez- Concepcion  
Carol Joella Ustina, Ngoc Ho  
Iowa State University | Trees Forever | Iowa Department of Transportation



## VISIONING PROCESS

