

## Goal Setting Process

The Scranton steering committee presented what they learned from the TAB assessment, survey and bio-regional information to the landscape architects. The committee then completed a worksheet (combined results to the right) identifying goals and values. The goals are based off of the information from the assessments. Each committee member also included reasoning for improvements and highlighted specific programming needs for areas of concern to them.



Open discussion and documentation of the goal setting worksheet.



Steering committee provides design team with feedback.


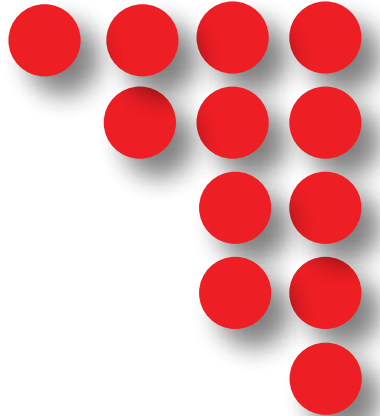

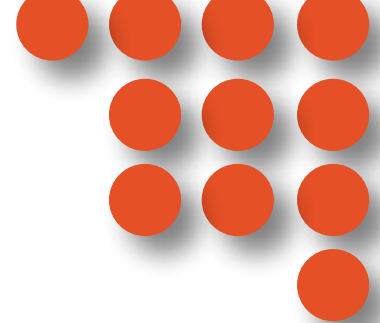

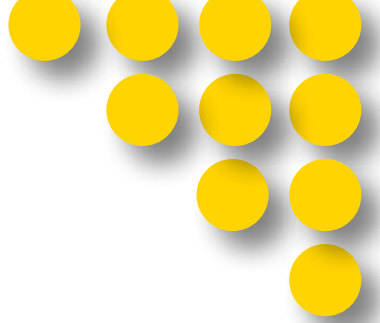

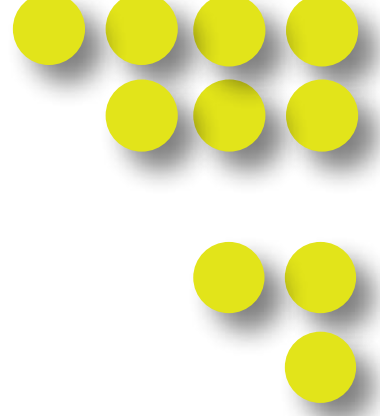

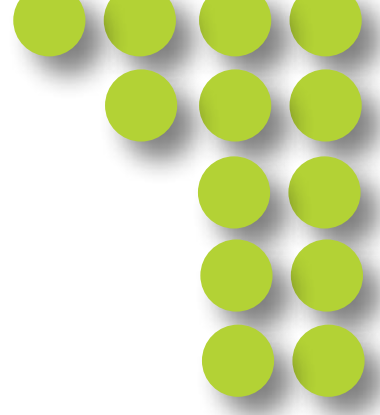

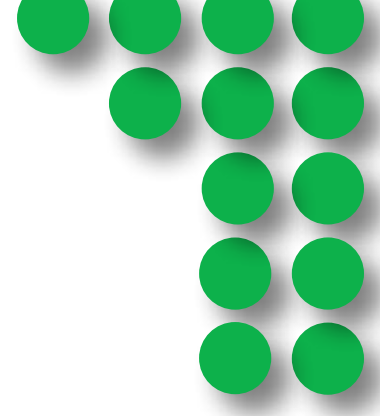

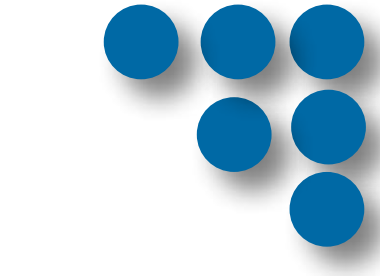
Programming themes were created for the City of Scranton using the goals identified by the steering committee. Greater importance was given to goals that were highlighted in discussions and/ or repeated by individuals on the worksheet.

# Scranton Goal Setting

## Combined Results from the Goal Setting and Programming Worksheets

 Represents individuals who voiced the same goal.

SUMMER 2017 

Community Values/ Themes Based on Assessments	Broad-Based Outcomes/ Goals	Why Change Anything?	What Exactly and Where?
<b>Downtown - Main Street</b> 	 <ul style="list-style-type: none"> <li>Increase visibility of Gazebo Park</li> <li>Add lighting</li> <li>Update building facades for character</li> <li>Life after business hours</li> <li>ADA accessibility</li> </ul>	<ul style="list-style-type: none"> <li>Beautification</li> <li>Visibility and viewing</li> <li>Attract people</li> <li>Attract new businesses</li> <li>Revitalization</li> </ul>	<ul style="list-style-type: none"> <li>Main Street</li> <li>Businesses/storefronts</li> <li>Plantings at water tower</li> </ul>
<b>Sidewalks - Pathways - Trails</b> 	 <ul style="list-style-type: none"> <li>Added capacity needed</li> <li>Safety</li> <li>Recreational trails</li> <li>Resident vs. town responsibility</li> </ul>	<ul style="list-style-type: none"> <li>Safety reasons</li> <li>Aesthetics</li> <li>Increased access and mobility</li> <li>To keep people from walking on streets</li> </ul>	<ul style="list-style-type: none"> <li>State Street</li> <li>Madison Street</li> <li>Highway 25 viaduct</li> <li>Bike path</li> <li>Community loop trail</li> <li>Improvements along byway</li> </ul>
<b>Signage - Wayfinding</b> 	 <ul style="list-style-type: none"> <li>Welcome visitors</li> <li>Beautify entrances into town</li> <li>Community identity</li> <li>Signs to specific destinations (parks)</li> </ul>	<ul style="list-style-type: none"> <li>Existing signs are too small</li> <li>Improve outside/visitor perception</li> <li>Gives a reason for people to stop</li> </ul>	<ul style="list-style-type: none"> <li>South entrance (near Pond Park)</li> <li>North entrance (on Highway 25)</li> <li>Lighting/highlight water tower</li> <li>North entrance (E33/Kendrick St.)</li> </ul>
<b>Safety</b> 	 <ul style="list-style-type: none"> <li>Improved sidewalks, crosswalks, and ramps</li> <li>Connectivity between community assets and features</li> <li>Increased mobility for residents</li> <li>Increased line of sight</li> </ul>	<ul style="list-style-type: none"> <li>Increased use of community parks and streets</li> </ul>	<ul style="list-style-type: none"> <li>Crossings on Highway 25</li> <li>Crosswalks</li> <li>Sidewalk improvements</li> <li>Crossing to Casey's</li> </ul>
<b>Parks System</b> 	 <ul style="list-style-type: none"> <li>Multi-use facilities</li> <li>Theming and connectivity between parks</li> <li>Attractions for outside visitors</li> <li>Financial resource</li> <li>Support for local/regional team sports</li> </ul>	<ul style="list-style-type: none"> <li>Increase usership</li> <li>Increase marketing/tourism/public relations</li> <li>Improve outside/visitor perception</li> </ul>	<ul style="list-style-type: none"> <li>Pond Park (floating dock, camping, aeration fountain)</li> <li>Frisbee (disc) golf</li> <li>West-End Park (shelter upgrades, parking, perimeter definition)</li> <li>Connectivity</li> </ul>
<b>Landscaping - Trees</b> 	 <ul style="list-style-type: none"> <li>More colorful/diverse trees</li> <li>Improved watershed function/absorption</li> <li>Beautification</li> <li>Improved use</li> <li>Creation of shade</li> </ul>	<ul style="list-style-type: none"> <li>Make beautiful places</li> <li>Improve outside/visitor perception</li> <li>Marketability</li> <li>Attract new businesses downtown</li> </ul>	<ul style="list-style-type: none"> <li>Main Street</li> <li>Community entrances</li> <li>Community parks</li> <li>Along the designated byway</li> </ul>
<b>Drainage/Rain Gardens</b> 	 <ul style="list-style-type: none"> <li>Absorption of stormwater</li> <li>Reduce impacts of flooding</li> <li>Educate residents and public</li> </ul>	<ul style="list-style-type: none"> <li>Reduces peak discharge</li> <li>Improves water quality</li> <li>Landscape amenity</li> </ul>	<ul style="list-style-type: none"> <li>Along streets prone to drainage and flooding</li> <li>Pilot project in a park</li> <li>Near entry signage</li> </ul>

### Jeffrey L. Bruce and Company LLC

Landscape Architects: Eric Doll, PLA, ASLA and David Stokes, PLA, ASLA

Interns: Riley Dunn and Carol Joella Ustine

Iowa State University | Trees Forever | Iowa Department of Transportation

