

# Community Visioning

Tama and Toledo are two of 10 communities selected to participate in the 2021 Iowa's Living Roadways Community Visioning Program. The Community Visioning Program integrates landscape planning and design with sustainable action to empower community leaders and volunteers in making sound, meaningful decisions about the local landscape. Throughout the process, the committee identifies and investigates the physical and cultural dimensions of landscape issues, sets goals for change, and develops implementation strategies for meeting community goals.

Successful completion of the visioning process results in a transportation enhancement plan and implementation strategies that empower communities to build meaningful townscapes, step by step, as resources become available.

## Goals for the Visioning Program include:

- Develop conceptual plan and implementation strategies with local communities;
- Enhance the natural, cultural, and visual resources of small Iowa communities; and,
- Assist local communities in using external funds as leverage for transportation corridor enhancement.

# Program Overview

Both Tama and Toledo are represented by steering committees that include residents and stakeholders who have been actively participating in a series of meetings facilitated by a field coordinator from Trees Forever. Iowa State University organizes design teams of professional landscape architect, design interns, and ISU faculty and staff. The program is sponsored by the Iowa Department of Transportation.

Throughout this process, each community participates in a planning process consisting of four phases of conceptual development.

<b>Steering Committee Workshop</b> <i>Random Residents</i>	Learn about program Get ideas and set goals Plan the process Map local geography
<b>Transportation Survey</b> <i>Random Residents</i>	Analyze transportation use patterns and priorities
<b>Bioregional Assessment</b> <i>ISU Research Team</i>	Analyze historic and current vegetation, soils, drainage patterns, etc.)
<b>Transportation Assets and Barriers Mapping</b> <i>Residents</i>	Analyze needs and use patterns through focus groups and photo elicitation with community residents
<b>Transportation Inventory</b> <i>Design Consultants Transportation Officials</i>	Document proposed changes and existing problems in transportation systems identified by transportation officials
<b>Review of Assessments</b> <i>Steering Committee</i>	Interpret and integrate assessment results
<b>Performance Objectives</b> <i>Steering Committee</i>	Define project areas
<b>Design Workshop</b> <i>Steering Committee Design Consultants Residents</i>	Produce preliminary designs
<b>Plan Review</b> <i>Steering Committee</i>	Refine project proposals
<b>Plan Presentation</b> <i>Design Consultants Steering Committee</i>	Present plan to council and broader community
<b>Implementation Planning</b> <i>Design Consultants Steering Committee</i>	Decide priorities Identify funding sources Integrate with official plans
<b>Annual Celebration</b> <i>Design Consultants Steering Committee</i>	Share design concepts Meet program sponsors Learn strategies for success

# Community Goals

The two communities have worked together closely to identify common goals and formulate ideas and solutions. Each community's steering committee also worked to identify goals and priority areas for each of their respective communities as well. The common goals identified during the visioning process include:

- Create safe pedestrian routes between the two communities.
- Implement traffic calming measures and signage for increased pedestrian and vehicular safety.
- Balance pedestrian safety and traffic calming needs with regional truck and freight routes.
- Connect existing sidewalks to provide better connections between existing amenities such as the Tama-Toledo Water Park, STC High School and Elementary School, and both Tama and Toledo's downtown areas.

Priority areas identified for improvements include:

- Trail system: connect Tama Rec Trail and Cherry Lake Trail
- Key US 63 Intersection Safety and Placemaking Improvements: High Street, 2nd Street, 17th Street (at STC High School), Harding, and State
- Placemaking Improvements: Oak Park, Downtown Tama, Downtown Toledo

# Capturing the Vision

- |                                     |                                |
|-------------------------------------|--------------------------------|
| 1. Program Overview                 | 9e. Oak Park                   |
| 6a. Transportation Inventory-Tama   | 10a. Broadway St + Lincoln Hwy |
| 6b. Transportation Inventory-Toledo | 10b. Connection Plans          |
| 7. Feedback Summary                 | 10c. 2nd St + US 63            |
| 8a. Concept Overview                | 10d. High St + US63            |
| 8b. Concept Detail                  | 10e. Downtown Toledo           |
| 8c. South Tama Rec Trail            | 11a. Plant Palette             |
| 9a. Downtown Tama                   | 11b. Wayfinding + Identity     |
| 9b. State St + US 63                | 12. Implementation Plan        |
| 9c. Harding St + US 63              |                                |
| 9d. 17th St + US 63                 |                                |



Images from the Tama-Toledo Design Day and Steering Committee Goal Setting Workshops

# Tama + Toledo Program Overview

## site design group

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Iowa State University | Trees Forever | Iowa Department of Transportation

