





What, Where, & Why?

The Performance Objectives (goal setting) meeting is a critical component in the development of a successful project. Setting and prioritizing goals allows us to focus our efforts and resources more effectively to help the community develop a vision for Vinton. The design team met with Vinton’s visioning committee to discuss its goals. The steering committee members presented to the design team their interpretations of the data presented in the transportation assets and barriers board, and bioregional information.

The nominal group technique process was used for this meeting. Through this method, the committee identified goals and values based on information from the assessments. Each committee member also included reasoning for improvements around town and highlighted specific needs for areas of improvement. These objectives and desired improvements were recorded during an open discussion, followed by a vote to prioritize the major themes presented during the meeting.

The landscape architecture design team organized the themes for the city of Vinton using the goals and desired improvements identified by the steering committee during the discussion, giving greater weight to those goals receiving more votes and common ideas presented multiple times. The chart on this board reflects a representation of the outcomes of the goal-setting process – the what, where, and why.

Community Values / Themes Based on Assessments	Broad-Based Outcomes and Goals	WHAT Exactly and WHERE?	WHY Change Anything?
 <p>Connectivity & Accessibility</p>	<ul style="list-style-type: none"> Achieve ADA standards of accessibility Improve walk-ability Provide safe and accessible routes to community destinations, businesses and public buildings 	<ul style="list-style-type: none"> Make all sidewalks are ADA compliant, well drained, the appropriate width for use and location, level, complete, and in good repair Construct a sidewalk connection between Celebration Park and the downtown on the west side of Hwy. 150 Prioritize ADA compliance and 6-foot width (5-foot minimum) of sidewalks along the following streets and corridors: 3rd St., 4th St., W. 5th St., 13th St., E. 21st St./2nd Ave., Hwy. 218, C Ave, 8th Ave., and 9th Ave. (E. 3rd St. to hospital) 	<ul style="list-style-type: none"> Link destinations in town that are not connected to safe pedestrian routes ADA-compliant sidewalks would provide the opportunity for all user groups to travel safely throughout Vinton Encourage more physical activity Supportive infrastructure would eliminate the need for people to walk in the street
 <p>Community Identity</p>	<ul style="list-style-type: none"> Guide visitors to key places Clearly and uniformly identify community destinations Direct passersby and help them navigate to points of interest throughout the city Enhance user comfort Reduce "cluttered" signage Reinforce city branding efforts 	<ul style="list-style-type: none"> Incorporate community caps that reinforce identity (branding) of Vinton into way-finding signage Reduce the signage along Hwy. 218 and throughout town by consolidating messages onto one sign and establishing at appropriate locations Way-finding signage with placement focused along primary and secondary corridors: 3rd St., 4th St., 13th St., E. 21st St./2nd Ave., Hwy. 218, C Ave, 8th Ave., and 9th Ave. (E. 3rd St. to hospital) 	<ul style="list-style-type: none"> Get visitors to where you want them more efficiently Allow people to quickly identify public places Destination signage exposes visitors to places they might otherwise miss, thus encouraging extended stays Well maintained signs, transportation corridors, and infrastructure, reassure visitors that they are safe and on the right path Consolidate messages onto fewer signs and improve the visual environment Consistent graphics in way-finding signage create a unified and organized look Brand-supportive way-finding celebrates the community's unique character and creates a unified, memorable experience for visitors When branding is supported throughout the community, residents feel a stronger sense of place and take pride in knowing they are part of a unique community
 <p>Trail Extension + Enhancements</p>	<ul style="list-style-type: none"> Expand trail system network for greater local and regional connectivity Enhance existing features Improve connectivity within town 	<ul style="list-style-type: none"> Construct a recreational trail that loops around the city, links to the Old Creamery Trail and the Glow Trail, and extends beyond the city limits to connect to the Cedar Valley Nature Trail system Enhance user safety and comfort by adding site amenities such as trees, benches, and lighting 	<ul style="list-style-type: none"> Encourage physical activity Enhance recreational opportunities Improve the user's experience and comfort Connect all existing trails to create a larger unified trail network
 <p>Safety & Traffic-Calming/Control</p>	<ul style="list-style-type: none"> Enhance street intersections Improve traffic control Slow vehicular traffic Provide safe pedestrian road crossings Create safe routes to school Repair deteriorated roadways 	<ul style="list-style-type: none"> Provide safe pedestrian street crossings with ADA compliant ramps on all streets prioritizing the following corridors: Hwy. 218, C Ave., 2nd Ave., 8th Ave., 9th Ave., 3rd St., 4th St., 9th St. (AmeriCorp to Hwy. 218), and 13th St. Install high visibility crossings at the following intersections: Hwy. 218 & 3rd St., 4th St., 9th St., and 13th St.; 2nd Ave. & 13th St.; C Ave. & 3rd St., 4th St., 13th St., and W. 21st St.; 9th Ave. & 3rd St.; Hwy. 150 & 1st Ave. and 2nd St.; and 8th Ave. & 3rd St. and 13th St. Implement traffic control measures at uncontrolled intersections, including intersections in "Old Vinton", along most north-south streets (including C Ave. & 8th Ave.) and on 6th St. and 13th Sts. Utilize traffic calming methods to reduce the speed of vehicles along C Ave., 1st Ave., 2nd Ave., 8th Ave., Hwy. 218, 3rd St., 8th St. and 9th St. Sidewalk Program: Update the sidewalk standards, effectively promote the city's city's reimbursement program, and enforce the sidewalk ordinance 	<ul style="list-style-type: none"> Improve safety for pedestrians, cyclists, and motorists Improve vehicular and pedestrian circulation Enhance the aesthetics of the community Keep roadways, sidewalks, and trails in good repair