

Program Overview

The city of West Branch is one of 10 communities selected to participate in the 2022 Iowa's Living Roadways Community Visioning Program. The program, which selects communities through a competitive application process, provides professional planning and design assistance along transportation corridors to small Iowa communities (populations of fewer than 10,000).

Visioning Program Goals:

- Development of a conceptual plan and implementation strategies with local communities
- Enhancement of the bioregional, cultural, and visual resources of communities
- Assisting local communities in using external funds as leverage for transportation corridor enhancement

Each visioning community works through a planning process consisting of four phases of concept development:

1. Program initiation
2. Needs assessment and goal setting
3. Development of a concept plan
4. Implementation and sustained action

Each visioning community is represented by a steering committee of local residents and stakeholders who take part in a series of meetings that are facilitated by field coordinators from Trees Forever. Iowa State University organizes design teams composed of professional landscape architects, student interns, and ISU faculty and staff. The program is sponsored by the Iowa Department of Transportation.

Community Goals

The West Branch visioning committee identified a number of goals and priority areas during the visioning process. These goals and priorities are reflective of what the community members expressed during their participation in the Transportation Assets and Barriers workshop (see boards 3a-3c). In summary, the primary goals include:

- Improving connectivity and accessibility via trails and sidewalks
- Enhancing the downtown streetscape aesthetics, accessibility, and circulation
- Providing more recreational opportunities

The West Branch Vision

Based on needs and desires of the local residents, as well as a detailed inventory of community resources, the design team developed a conceptual transportation enhancement, which is illustrated in the following set of presentation boards:

1. Program Overview
2. Bioregional Assessment
3. Transportation Assets and Barriers
4. Transportation Behaviors and Needs
5. Transportation inventory & Analysis
6. Programming Objectives
7. Concept Overview
8. Community Connectivity
- 9a. Downtown Streetscape
- 9b. Accessibility and Safety
10. Heritage Square
11. Downtown Truck Route



West Branch steering committee members reviewed previously gathered data and listed the common themes, goals, and the associated project areas.



Steering committee members voted on the priority project areas on which they wanted the design team to focus its efforts.



Residents reviewed the priority project areas during the public design workshop held in August 2022.



A community member shared her thoughts and ideas on possible enhancements for one of the priority areas during the public design workshop.



Input was encouraged and received from all ages at the design workshop.



Residents discussed their visions with one of the design team members during the design workshop.

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Iowa State University | Trees Forever | Iowa Department of Transportation

