

### Goal Setting

The West Branch steering committee presented what they learned from the transportation and bioregional assessment boards and the community focus group input to the design team. They also provided additional anecdotal examples from their own experiences.

The committee then identified transportation design goals and values based on information from the assessments. Each committee member also provided reasoning for improvements around the community and highlighted specific needs for the identified areas of concern and opportunity.

The design team organized programming themes for West Branch using the goals made by the steering committee. The goals were then prioritized through a voting system and additional discussion. The results of this work are summarized in the matrix to the right.



After discussing and categorizing goals, the steering committee worked to prioritize possible projects

Community Values	Broad-based Outcomes/Goals	Why Change Anything?	What Exactly & Where?
<b>Safety</b> 	<ul style="list-style-type: none"> <li>- Make sidewalks and building approaches in the downtown more accessible to all user types</li> </ul>	<ul style="list-style-type: none"> <li>- Most storefronts do not have accessible entrances</li> <li>- Street crossings are not uniform and lack accessibility</li> </ul>	<ul style="list-style-type: none"> <li>- Raise and lower street elevations and provide accessible ramps at storefronts in downtown</li> <li>- Downey Street and Main Street</li> </ul>
<b>Streets &amp; Sidewalks</b> 	<ul style="list-style-type: none"> <li>- Downtown accessibility</li> <li>- Some areas of town need more sidewalks</li> <li>- Downtown streetscape                             <ul style="list-style-type: none"> <li>o Trees</li> <li>o Aesthetics</li> <li>o Traffic calming</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Steps exist into every storefront on Main Street and lack accessibility</li> <li>- Grade differences create uneven heights of curbs</li> <li>- Tied to safety</li> <li>- Some sidewalks are missing or broken</li> </ul>	<ul style="list-style-type: none"> <li>- Grade differences between the street and sidewalk create a large drop off at North Downey Street where it intersects Main Street</li> <li>- Foster and Thomas Streets are missing sidewalk</li> </ul>
<b>Trails</b> 	<ul style="list-style-type: none"> <li>- Improve connectivity between areas of town with multi-modal transportation</li> <li>- Provide additional recreation opportunities</li> <li>- Connect to other communities to enhance tourism</li> <li>- Increase sustainability in the community</li> </ul>	<ul style="list-style-type: none"> <li>- Trails provide safe routes connecting amenities and different areas of town</li> <li>- There is no car or pedestrian access to Cubby Park from the Prairieview Drive neighborhood</li> </ul>	<ul style="list-style-type: none"> <li>- Provide a trail extension from the dog park to downtown</li> <li>- Extend the trail to Iowa City, Solon, and West Liberty</li> <li>- Connect Hoover Trail to North Downey Street</li> <li>- Connect Cubby Park to the West neighborhoods</li> </ul>
<b>Social Health &amp; Well-being</b> 	<ul style="list-style-type: none"> <li>- Create more outdoor opportunities for socializing and gathering</li> <li>- Exercise and recreational opportunities                             <ul style="list-style-type: none"> <li>o Indoor and outdoor recreational facilities</li> <li>o Develop more partnership opportunities between the city and school</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- Heritage Square Park should serve as a gateway between the Herbert Hoover Presidential Library and downtown</li> <li>- Having recreational and exercise options in the winter are desirable</li> <li>- Recreational facilities are an attraction for new residents</li> <li>- Funding and operational resources can be shared and optimized</li> </ul>	<ul style="list-style-type: none"> <li>- Add seating, lighting and more electrical connections and other amenities at Heritage Square Park</li> <li>- An area at Cubby Park has already been designated for a future recreation center</li> <li>- Incorporate outdoor exercise equipment at Wapsi Park</li> </ul>

# West Branch Program Objectives

### Martin Gardner Architecture

Designer: Kyle Martin, Landscape Architect: Meg Flenker

Intern: Zahra Salahshoor

Iowa State University | Trees Forever | Iowa Department of Transportation

