



Existing Plan View of Downtown Area with Heritage Square



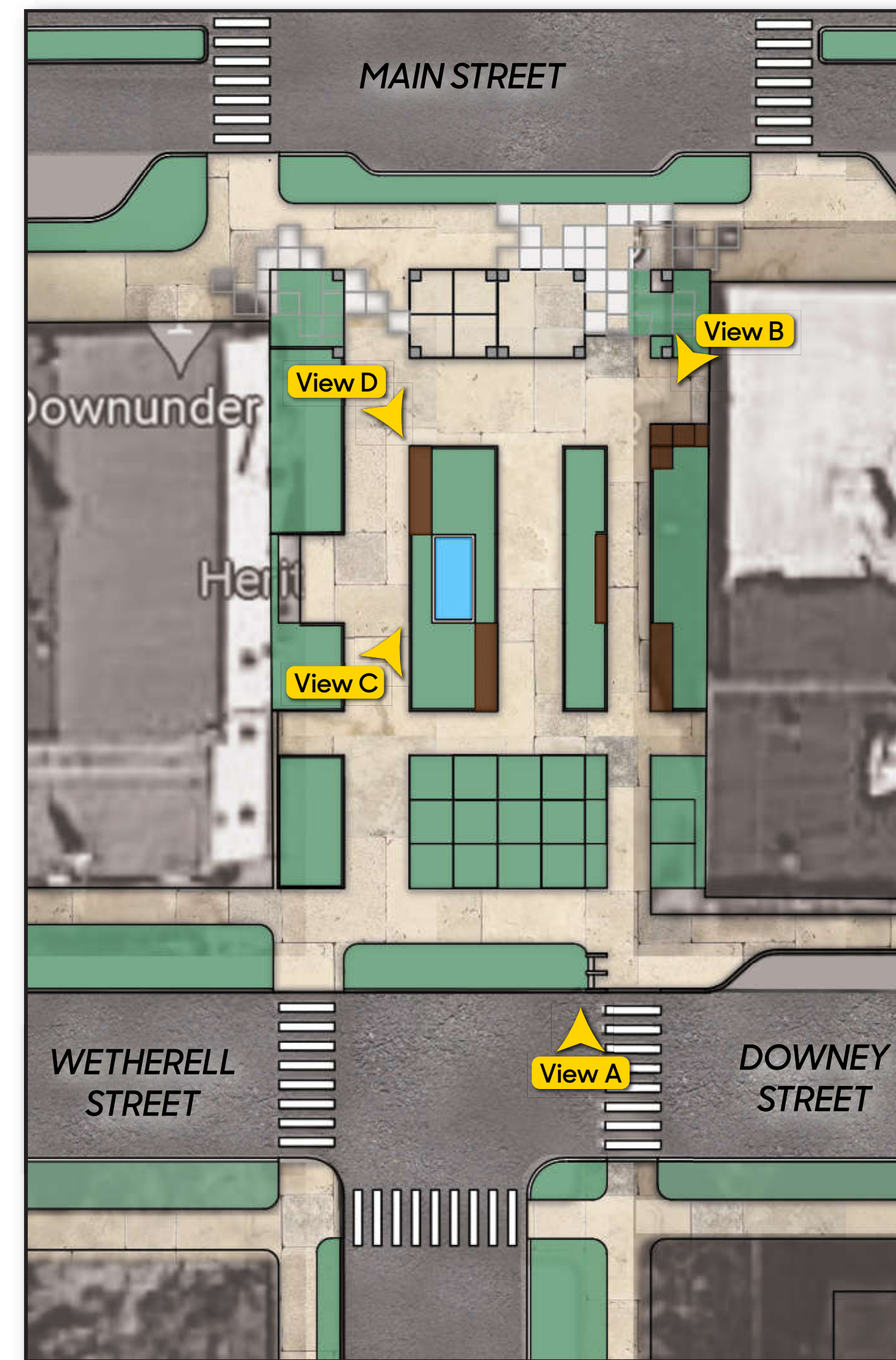
View A: Existing Heritage Square looking north from Wetherell St./Downey St.



View A: Proposed Heritage Square



Enlarged Plan A - Existing Plan of Heritage Square



Proposed Plan of Heritage Square closes the vehicular traffic lane expanding usable space for additional plaza amenities, activities, and landscaping.



Proposed View B



Proposed View C



Proposed View D

Heritage Square

Heritage Square holds a lot of meaning for West Branch residents. It connects the Great Hoover Park to downtown West Branch. Historically, Heritage Square was home to the town well, and a small shelter now marks the location. A one-way street currently passes through one side of the park. Closing this segment of the street will eliminate vehicular traffic from the square, enhancing the safety and comfort of pedestrians. In addition, more space will be captured for additional plaza amenities, activities, and landscaping. A variety of strategies are shown in the proposed concept for seating, active play, passive recreation, socialization, and enjoyment of the downtown area.

REDESIGN HERITAGE SQUARE!?!

What would you like to do in Heritage Square Park? PLACE A CHECK MARK OR ADD AN ACTIVITY!!!

- | | |
|---|--|
| <input checked="" type="checkbox"/> SIT | <input type="checkbox"/> <i>Parade market Friday evenings</i> |
| <input checked="" type="checkbox"/> ICE SKATE | <input type="checkbox"/> <i>Decorate on each wall with seasonal art, trees, pumpkins</i> |
| <input checked="" type="checkbox"/> EAT | <input type="checkbox"/> <i>Connection to Hoover Park with a walkway</i> |
| <input type="checkbox"/> YARD GAMES | <input type="checkbox"/> <i>Small shade trees</i> |
| <input type="checkbox"/> SHOP | <input type="checkbox"/> <i>Small shade trees</i> |
| <input checked="" type="checkbox"/> LISTEN TO MUSIC | <input type="checkbox"/> <i>Small shade trees</i> |
| <input type="checkbox"/> SKATE BOARD | <input type="checkbox"/> <i>Small shade trees</i> |
| <input checked="" type="checkbox"/> PLAY WITH DOGS | <input type="checkbox"/> <i>Small shade trees</i> |
| <input type="checkbox"/> CHILDREN'S PLAYGROUND | <input type="checkbox"/> <i>Small shade trees</i> |
| <input type="checkbox"/> SPORTS | <input type="checkbox"/> <i>Small shade trees</i> |

Public Input Examples (above and below)

REDESIGN HERITAGE SQUARE!?!

What would you like to do in Heritage Square Park? PLACE A CHECK MARK OR ADD AN ACTIVITY!!!

- | | |
|---|---|
| <input checked="" type="checkbox"/> SIT | <input checked="" type="checkbox"/> <i>Expansive pool</i> |
| <input type="checkbox"/> ICE SKATE | <input checked="" type="checkbox"/> <i>Shade trees</i> |
| <input checked="" type="checkbox"/> EAT | <input type="checkbox"/> <i>Fountain to attract Park Visitors</i> |
| <input type="checkbox"/> YARD GAMES | <input checked="" type="checkbox"/> <i>Statue of Hoover Standing with his hand on heart</i> |
| <input checked="" type="checkbox"/> SHOP | <input type="checkbox"/> <i>Small shade trees</i> |
| <input type="checkbox"/> LISTEN TO MUSIC | <input type="checkbox"/> <i>Small shade trees</i> |
| <input type="checkbox"/> SKATE BOARD | <input type="checkbox"/> <i>Small shade trees</i> |
| <input type="checkbox"/> PLAY WITH DOGS | <input type="checkbox"/> <i>Small shade trees</i> |
| <input checked="" type="checkbox"/> CHILDREN'S PLAYGROUND | <input type="checkbox"/> <i>Small shade trees</i> |
| <input type="checkbox"/> SPORTS | <input type="checkbox"/> <i>Small shade trees</i> |

West Branch Heritage Square

Martin Gardner Architecture

Designer: Kyle Martin, Landscape Architect: Meg Flenker

Intern: Zahra Salahshoor

Iowa State University | Trees Forever | Iowa Department of Transportation

