


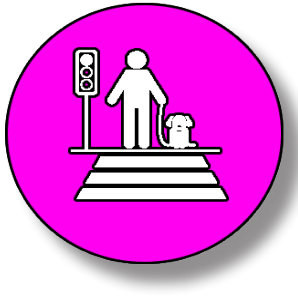


## What, Where, & Why?

The What, Where, & Why (goal setting) meeting is 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 West Burlington. The design team met with West Burlington'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, random-sample survey 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 West Burlington 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><b>Connectivity &amp; Accessibility</b></p>	<ul style="list-style-type: none"> <li>Achieve ADA standards of accessibility</li> <li>Improve walkability</li> <li>Provide safe and accessible routes to community destinations and businesses, including the college and hospital</li> </ul>	<ul style="list-style-type: none"> <li>Make sidewalks ADA compliant, well drained, the appropriate width for use and location, level, complete, and in good repair</li> <li>Construct wide, ADA-compliant sidewalks along primary corridors and major collector streets: Gear Ave., Broadway St., W. Burlington Ave., Mt. Pleasant St., Huston St., Van Weiss Blvd., and Agency St.</li> <li>Prioritize ADA compliance and 6-foot width (5-foot minimum) of sidewalks on the Safe Routes To School route</li> </ul>	<ul style="list-style-type: none"> <li>ADA-compliant sidewalks would provide the opportunity for all user groups to travel safely throughout West Burlington</li> <li>Encourage more physical activity</li> <li>Supportive infrastructure would eliminate the need for people to walk in the streets and in the grass along roadways</li> </ul>
 <p><b>Community Identity + Entryways</b></p>	<ul style="list-style-type: none"> <li>Guide visitors to key places</li> <li>Clearly and uniformly identify community destinations</li> <li>Direct passersby and help them navigate to points of interest throughout the city</li> <li>Enhance user comfort</li> <li>Reduce "cluttered" signage</li> <li>Reinforce city branding efforts</li> </ul>	<ul style="list-style-type: none"> <li>Incorporate community caps that reinforce identity (branding) of West Burlington into way-finding signage</li> <li>Way-finding signage with placement focused along primary and secondary corridors: Gear Ave., Ramsey St., Broadway St., W. Burlington Ave., Mt. Pleasant St., Huston St., Van Weiss Blvd., and Agency St.</li> <li>Create community gateways with new entryway signage at north and south entryways on Gear Ave. and W. Burlington Ave., and east and west entryways on Mt. Pleasant St. and Agency St.</li> </ul>	<ul style="list-style-type: none"> <li>Direct visitors to where you want them more efficiently</li> <li>Way-finding signage exposes visitors to places they might otherwise miss, thus encouraging extended stays</li> <li>Well maintained signs, transportation corridors, and infrastructure reassure visitors that they are safe and on the right path</li> <li>Consolidate messages onto fewer signs and improve the visual environment</li> <li>Consistent graphics in way-finding signage create a unified and organized look</li> <li>Brand-supportive way-finding celebrates the community's unique character and creates a unified, memorable experience for visitors</li> <li>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</li> </ul>
 <p><b>Trail Extension + Enhancements</b></p>	<ul style="list-style-type: none"> <li>Expand trail system network for greater local and regional connectivity</li> <li>Enhance existing trails with site amenities such as benches and shade trees</li> <li>Improve connectivity within town, including along main corridors</li> <li>Create a trailhead</li> </ul>	<ul style="list-style-type: none"> <li>Create a recreational trail that loops in and around the city linking public parks, the schools and college, and hospital and commercial districts, and extends beyond the city limits to connect to the Flint River Trail system</li> <li>Enhance user safety and comfort by adding site amenities such as shade trees, benches, and lighting</li> <li>Construct a trailhead that provides a welcoming environment, is park-like, and provides ample parking for visitors</li> </ul>	<ul style="list-style-type: none"> <li>Encourage physical activity</li> <li>Enhance recreational opportunities</li> <li>Improve the user's experience and comfort</li> <li>Create a destination that is functional, aesthetic, and draws visitors</li> </ul>
 <p><b>Safety</b></p>	<ul style="list-style-type: none"> <li>Provide safe pedestrian road crossings</li> <li>Ensure sidewalks meet ADA accessibility standards</li> <li>Add lighting to main pedestrian routes</li> <li>Maintain roadways and sidewalks</li> </ul>	<ul style="list-style-type: none"> <li>Provide safe pedestrian street crossings with ADA-compliant ramps on all streets, prioritizing the following corridors: Gear Ave., Ramsey St., Broadway St., W. Burlington Ave., Mt. Pleasant St., Huston St., Van Weiss Blvd., and Agency St., and also the streets that are part of the Safe Routes To School route</li> <li>Install high-visibility crossings at intersections</li> <li>Correct drainage issues that impact the safety, health, and welfare of residents, especially on streets, sidewalks, and trails</li> <li>Repair streets and sidewalks that are in disrepair</li> <li>Ensure existing sidewalks and future sidewalks meet ADA-accessibility standards</li> </ul>	<ul style="list-style-type: none"> <li>Improve safety for pedestrians, cyclists, and motorists</li> <li>Improve vehicular and pedestrian circulation</li> <li>Enhance the aesthetics of the community</li> <li>Keep roadways, sidewalks, and trails in good repair</li> </ul>