

Iowa's Living Roadways
Community Visioning Program

Annual Report 2006

Capturing

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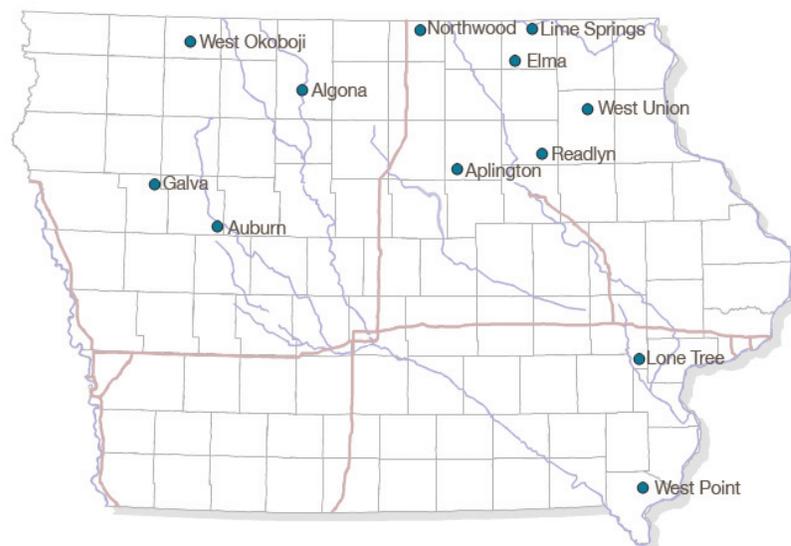
the Vision in 2006

In 2006 the Iowa's Living Roadways Program celebrates ten years of landscape enhancement in Iowa's rural communities. Twelve communities from throughout the state took part in the visioning process this year: Algona, Aplington, Auburn, Elma, Galva, Lime Springs, Lone Tree, Northwood, Readlyn, West Okoboji, West Point, and West Union.

A milestone in itself, the ten-year anniversary of the Visioning Program is also an occasion to celebrate a number of achievements:

- state, regional, and national recognition by the planning and landscape architecture professions
- release of two new publications designed to aid those interested in community betterment
- the introduction of an achievement award for participating landscape architects
- a second successful livable communities survey

This report summarizes these achievements and recognizes the people without whom this program would not be possible, including community residents, practitioners, students, and the program partners.



An Award-winning Planning Process



During the past year, the Community Visioning Program brought rural community development in Iowa to the forefront at the state, regional, and national levels by earning three professional awards for innovation in planning.

In October 2005, The Iowa Chapter of the American Planning Association recognized Community Visioning with the 2005 Outstanding Planning Award for a Project, Program, or Tool. Julia Badenhope accepted the award on behalf of the program partners during the chapter's fall conference in Des Moines October 20–21.

The following spring, the Visioning Program earned this honor at the national level from the American Planning Association and was featured in the APA awards issue of *Planning*, the APA magazine. The program was recognized at an awards luncheon on April 25, 2006, during the national conference. Accepting the award were Julia Badenhope, Iowa State University; Mark Kerper, Iowa Department of Transportation; and Shannon Ramsay, Trees Forever.



The Outstanding Planning Award for a Project, Program, or Tool is awarded to a planning tool, practice, program, project, or process that significantly advances specific elements of planning. This category emphasizes results and demonstrates how innovative and state-of-the-art planning methods and practices helped to implement a plan. The Visioning Program was selected for the award because of its focus on educating local officials, stakeholders, and residents about community design, plan development, grant writing, and fundraising—through government grants or private donations.

Finally, in May 2006, Badenhope, who is the program director, was recognized by the American Society of Landscape Architects (ASLA) at the First Annual Central States ASLA Conference. Badenhope received an honor award in the planning category, which recognizes professional activities that lead to, guide, or evaluate landscape architectural design. Recipients of this award demonstrate professional activities that promote quality planning and design that is functional and environmentally responsible, while improving public health and safety.



Opposite: Planners and professionals from throughout the country attended the APA awards luncheon (left). Representatives from the Iowa DOT, ISU, and Trees Forever accept the award (right).

Above: Local volunteers work on planting projects in Volga (top) and in Aububon County (bottom).

Top right: This fountain is one of the concepts proposed and completed in Sac City.

Bottom right: Lisbon successfully implemented a downtown streetscape project plan created during the visioning process.

New in Print

Iowa's Living Roadways Community Visioning Program Process Manual

(ISU Extension Publication PM 2029, July 2006)



The *Community Visioning Program Process Manual* is a tool developed for facilitating the visioning process, which involves guiding a committee of local residents through a series of meetings during which the committee members identify issues, investigate the physical and cultural dimensions of landscape issues, set goals for change, develop strategies to meet those goals, and create an implementation plan.

Although the manual specifically outlines the planning process used by the Community Visioning Program, the methods used may be helpful to city and county planners, local officials, design professionals, and others engaged in community development programs. The visioning process was designed with the dynamics of small-town relationships in mind.

The *Process Manual* is structured as a workbook that can assist facilitators, local officials and volunteers, and other stakeholders in small communities as they negotiate through the public participation process. Readers will learn how participatory processes work and the roles of the various players, such as facilitators, community leaders, stakeholders, and professional designers. In addition, the following tools needed to successfully conduct a planning process are included:

Meeting guidelines

outlines, sample agendas, worksheets, time lines, preparation checklists, follow-up checklists

Sample media releases

press releases that can be tailored to individual communities and meeting types

Resources

contact information for organizations and people involved in community betterment grants and activities, publications, and Web sites

Notes

space at the end of each meeting outline and at the end of the publication for users to make notes

Street Design in Community Contexts: A Literature Review

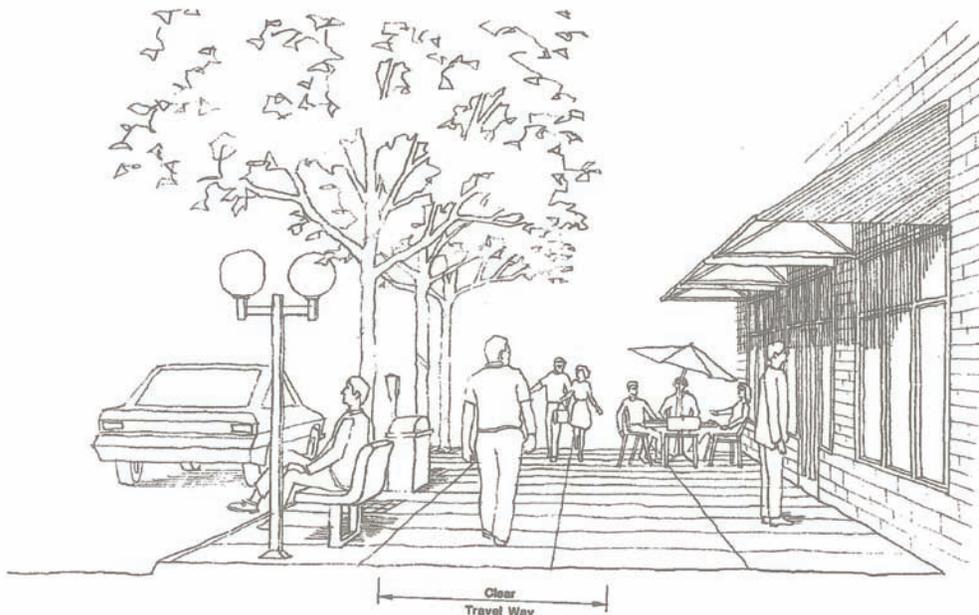
(ISU Extension Publication PM 2030, October 2006)

This literature review is the second of a series of publications created to introduce to an inclusive audience design principles for enhancing roadsides, streets, and communities. The series is targeted to designers, government staff, politicians, and the public—that is, anyone interested in community betterment through design.

Street Design in Community Contexts looks at street design from viewpoints outside the driver's seat, touching on issues such as economic development, public health and safety, transportation choices, street life and culture, and aesthetics.

The publication introduces the audience to ten of the essential written works on streets undertaken since 1960 and provides a list of Internet sites and publications.

The first publication in this series, *Roadside Design in Communities: Planting Guidelines for Community Beautification*, describes how plants can be used to improve community image and introduces readers to the issues and possibilities of planting along community roadsides. *Roadside Design in Communities* is available from ISU Extension (PM 2003, June 2005).



Craig Ritland: a Legacy of Making Places

Since 1996, the Community Visioning Program has experienced changes in scope, personnel, participants, and funding. Amid this ongoing evolution, one constant has been landscape architect Craig Ritland, who remains a steadfast program collaborator, an advocate for Iowa's small communities, and a mentor to future generations of designers.

Craig has worked in up to as many as four visioning communities a year, ranging in location from the northeast corner of the state to Central Iowa along the I-80 corridor. He also participated in a corridor enhancement pilot project along the U.S. 151 corridor from Cascade to Springville.

Ten years, 21 communities, and one corridor project later, Craig's enthusiasm for the Visioning Program has not waned, mainly due to his rural Iowa roots: "I enjoyed my childhood in small town Iowa and feel that life has a certain freedom and quality lost in the larger community that my family eventually settled in. I...feel living in rural Iowa was very enjoyable and would like to preserve that opportunity for others."

Craig established himself as a sole practitioner in 1970 in Waterloo. In 2001, registered landscape architect Mark Kuiper joined the firm as a project manager. Craig's early experience involved stream restoration in northeast Iowa and has proven quite valuable, as the emphasis on sustainable watershed management continues to increase. Other watershed management projects his firm has undertaken include watershed studies in Bettendorf and Davenport and on a large industrial site in Black Hawk County.

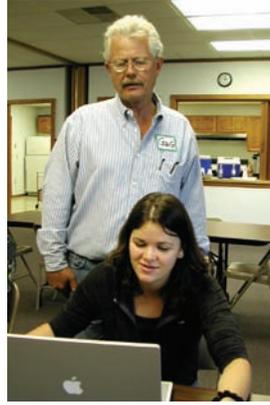


The Cedar Valley Lakes project is one of the more noteworthy accomplishments in the history of Craig's firm. This project involved protecting hundreds of acres of woodlands, wetlands, and restored prairie areas, as well as adding several hundred acres of new and existing borrow lakes connected by a 60-mile recreational trail network.

Another important project is the George Wyth State Park master plan, which Craig undertook in 1975. Since the new plan was implemented, George Wyth has become one of the most heavily used state parks in Iowa.

His firm also collaborated with the Iowa Natural Heritage Foundation on a feasibility study for the Cedar Valley Nature Trail, a 50-mile railroad right-of-way conversion that links the Waterloo and Cedar Falls metropolitan areas. This project involved working with rural residents and communities located along the right-of-way.

His concern for the natural environment stems from his personal interests, including outdoor activities such as floating rivers, fly-fishing, bird hunting,



and sketching. “Iowa has a lot in these areas but I can often be found in Montana, South Dakota, or northern Wisconsin on weekends pursuing these interests,” he said.

Rural communities and natural areas are not the only projects that Craig’s firm tackles. Currently the firm is working on a \$21-million riverfront development and an associated \$4-million exposition plaza in downtown Waterloo. Another urban project currently under way focuses on improving older, largely minority neighborhoods along Highway 63 through Waterloo. And, Craig helps Waterloo metropolitan area communities by volunteering design services that are outside their city budgets.

To honor Craig’s accomplishments, the Visioning Program is introducing an achievement award for participating landscape architects. The award will be presented each year to a landscape architect who demonstrates continued dedication to Iowa community betterment by not only working through the visioning process with communities, but by following through toward implementation.



Opposite: A signature of Craig’s work is the use of native materials such as limestone in his designs.

Top right: Fredericksburg implemented a streetscape design that Craig created in 2003.

Top middle: Craig transcribes a participant’s “story” to a map during a corridor enhancement project workshop.

Top left: Haley Adams is one of many student interns who benefited from Craig’s mentoring.

Opposite bottom left: Craig checks for mayfly eggs on plants in a stream in Bixby State Park near Edgewood.

Algona



Algona is the county seat of Kossuth County in north central Iowa. This town of 5,741 is located at the intersection of Highways 18 and 169 and borders the east fork of the Des Moines River. The Iowa Chicago and Eastern Railroad runs east-west through Algona and the Union Pacific Railroad runs north-south.

Algona is situated among a wealth of natural resources. In addition to the river, Algona is flanked by Smith Lake, Plum Creek Wildlife Area, and Hurlburt Wildlife Area to the north and Call State Park to the south. As a result, outdoor recreation is an important aspect of community life.

Historical and cultural resources also abound in Algona, such as Camp Algona Prisoner of War Museum; from 1943 to 1946, the camp housed 10,000 German prisoners. The Historical Society/ Railway Express Building and the train depot are other reminders of Algona's history. Recent additions to the community include an aquatic center, the Family YMCA, and a new welcome center.



The Algona visioning committee wished to enhance the community aesthetically as well as improve the recreational opportunities by drawing on local natural resources. The visioning design team made the following proposals to meet the community's needs:

- Intersection of Highways 18 and 169: add decorative entrance sign, a natural limestone outcropping, and native grasses and forbs; plant native and ornamental trees and shrubs to screen the parking lot.
- Phillips Street corner: relocate existing power lines underground; install new, universally accessible sidewalks; add brick pavers or colored concrete accents to the sidewalks; plant wildflower beds between the street and the sidewalk; add decorative lighting and street trees.

The Hurlburt Wildlife Area is an important natural resource both aesthetically and environmentally.

- Highway 169 south entryway: add color and reduce maintenance costs by planting native grasses and forbs in the highway right-of-way on both sides of Highway 169.
- River recreation: establish a picnic/camping area in the Hurlburt Wildlife Area along the east fork of the Des Moines River that includes a fire pit, shelter, picnic tables, and trash receptacles; install a multifunctional canoe launch north of Call State Park that serves as a canoe launch, boat ramp, and snowmobile access point.
- Trail development: establish a hard surfaced trail connecting Call State Park with the Aquatic Center and the existing sidewalk system; plant native trees, grasses, and forbs around the trail; install parking and a boat ramp/canoe launch on the east fork of the Des Moines River.



Monte Appelgate
Landscape Architect

Monte serves as a Senior Associate and Department Head of Landscape Architecture and Landscape Development for Yaggy Colby Associates in the Mason City office. He earned a Bachelor of Landscape Architecture from Iowa State University in 1989. He has more than 15 years experience providing clients throughout north Iowa with landscape architecture and land development services on a variety of projects. Monte is currently serving on the Mason City Park and Recreation Board and the Mason City Riverfront Commission. He has been an enthusiastic participant in the visioning program since 2002.



Pam Helfer
Trees Forever Field Coordinator



Ryan Chapman
Bachelor of Science in Horticulture,
University of Nebraska, Lincoln,
NE, 2004; Master of Landscape
Architecture, ISU, May 2008

Visioning Committee

- Midge Andreason
- Bob Behnkendorf
- John Bilsten
- Sara Curtis
- Kevin Jordan
- Lynn Kueck
- Vicki Mallory
- Doug Miller
- Kurt Nielsen
- Ashley Pfeffer
- Chad Schaeffer
- Jim Sloter
- Tiffany Smith
- Jim Voight
- Alyssa Walker
- Billie Wille
- Roger Wilson



Top: Call State Park is an important natural area and resource for outdoor activity.

Bottom left: Landscape architect Monte Appelgate explains the enhancements proposed for Algona to charrette participants.



Bottom right: Community members discuss the final concept plan during the public presentation.

Opposite: These images show a comparison between the existing Phillips Street corridor and the same corridor with proposed enhancements.



Algona



Aplington



Aplington is a small community of 1,056 located in Butler County on State Highway 57, seven miles north of U.S. Highway 20 and 35 miles from east of Interstate 35. “Northeast Iowa’s best-kept secret” was founded in 1858 and named for one of its founders, Zenas Aplington, who opened the first store in the community in 1856.

Aplington is located just south of Beaver Creek and has two wooded wetlands. In addition to these existing natural resources, the Aplington Elementary School has begun a prairie restoration project near the track and field to be used as an educational tool.

The Aplington visioning committee identified several priorities, such as entryway enhancements, downtown and park improvements, and trail development. In response to the committee’s goals, the design team proposed the following conceptual plans:



This historic brick building is one of few that survived a major fire on March 5, 1901.

- Trails master plan: convert the existing four-lane highway west of town to a three-lane segment with a middle turn lane and a bike lane on either side; widen the rural highway east of town to accommodate a six-foot-wide shoulder/bike trail to Parkersburg; create a trail loop around the community that is not adjacent to the roadway and that connects important community sites such as parks; at community entrances develop trailheads with amenities such as bike racks, seating, and information kiosks.
- West entrance: frame the existing sign with a backdrop of evergreens, ornamental trees, and native grasses to screen industrial facilities and to attract the attention of passing motorists; frame the base of the sign with native grasses and forbs to reduce maintenance.
- North entrance: install a sign similar to the existing west entrance sign but modify the base to incorporate natural boulders, creating a link to Beaver Creek; frame the sign with a backdrop of evergreens, ornamental trees, and native grasses similar to other entrances.
- East entrance: plant native wildflowers adjacent to the highway to reduce maintenance and to promote education about native vegetation; line the trail on the north side with a colonnade of understory trees; clear unkempt vegetation and plant a mix of oak, maple, hackberry, and ornamental understory trees along the trail on the south side.

- Parriott Park: install a gazebo as a gathering space and area for special events, with open area on the northern edge for lawn seating; plant a row of juniper hedge and creeping vines to soften the wall of the grocery store that faces the park; screen the south side of the park with a juniper hedge, an ornamental plant bed, and a six-foot-tall fence; install four lighted bollards to illuminate the park along the sidewalk and the dining patio; build a vestibule that connects the existing diner with the park and patio; install a fountain to provide recreation for children and to minimize traffic noise.
- Downtown streetscape: define crosswalks using brick pavers and add bump-outs at each corner to improve pedestrian safety; add seating, vegetation, trash receptacles, and other amenities in the additional space created by the bump-outs.



Loren Hoffman
Landscape Architect

Loren has been involved with the Visioning Program since 2002. He earned a Bachelor of Landscape Architecture from Iowa State University in 1996 and is a registered landscape architect in Iowa and Illinois. In 2004, Loren and his wife Jennifer formed Hoffman Design Consultants, a consulting firm that blends civil engineering and landscape architecture to provide solutions for a variety of projects. His previous experience is with Shive-Hattery in Cedar Rapids and a consulting firm near Tampa, Florida. Loren's experience includes commercial, municipal, and residential land development projects.



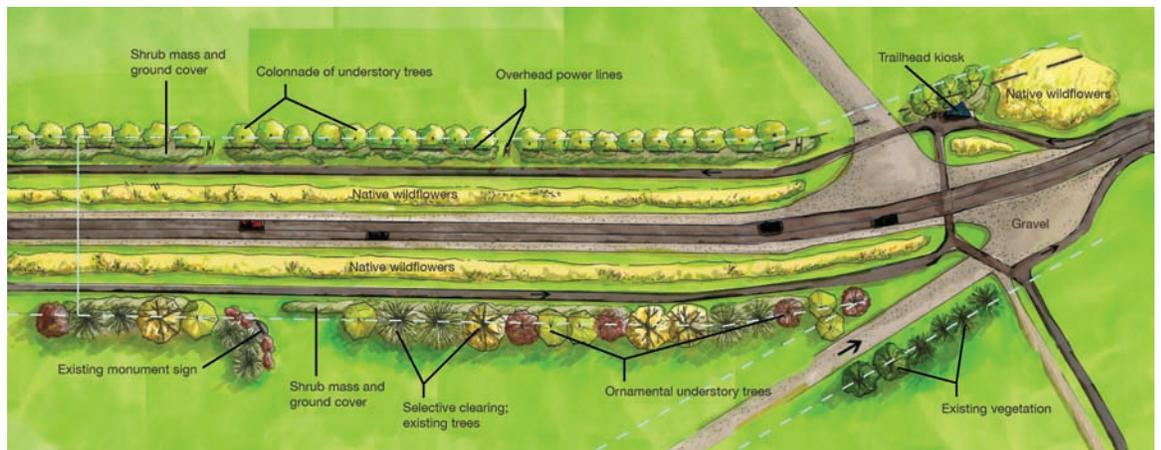
Karen Brook
Trees Forever Field Coordinator



Mary Bumgardner
Bachelor of Landscape Architecture,
ISU, 2009



Patty Petersen
Trees Forever Field Coordinator



Top: The old city hall building has been recently restored.

Bottom: This drawing is a plan view illustrating the proposed enhancements to the east entrance.



***Above:** These photos show the existing north entrance to Aplington compared to the same entrance with new signage in place.*

***Top right:** Landscape architect Loren Hoffman demonstrates to charrette participants how areas in Aplington may be improved.*

Aplington



Auburn



Auburn is a small community of 296 residents located in the southeast corner of Sac County at the intersection of U.S. Highway 71 and State Highway 175. Residents take pride in their community, which is known as “a great place to live,” so much so, that the community has an ongoing “yard of the month” contest.

Auburn applied to the Visioning Program for assistance in creating aesthetically appealing entryways, improving the downtown streetscape, and developing a trail system. Based on these goals, the Auburn visioning committee and the design team proposed the following community improvements:

- Main Street enhancement - downtown: narrow the Main Street corridor visually by repeating a series of plantings, lighting, and stone in existing parking areas along the corridor; install corner and mid-block bump-outs to reduce the distance required for pedestrians to cross the street and to define the area between the street and the sidewalk.
- Main Street enhancements – T-intersection: install a sign that identifies the downtown area framed with native grasses and forbs and a backdrop of ornamental trees; enlarge the corner landscape area by reducing the driveway opening widths.
- Main Street enhancements – city hall: create a seating area and landscape beds in front of the building that include native stone boulder walls, stamped concrete, and benches; plant ornamental trees, shrubs, and perennial plants.
- Park corridor: create a connection between downtown and the community’s parks by enhancing the park corridor with ornamental trees, shrubs, and perennials, raised boulder wall planters, column features that repeat along the streetscape, stamped and colored inserts in the sidewalk, and native grasses and forbs.
- Recreation trails: establish a trail throughout the community that connects key sites and extends north toward Grant Park; plant ornamental trees, shrubs, and perennials along the trail,



Grant Park is located just northwest of Auburn and is considered an important natural resource to residents.

as well as native grasses and forbs; provide informational and directional signage at various points along the route.

- Gazebo Park: screen the visual distractions from the street with a buffer of ornamental trees, shrubs, and perennials; minimize street noise with a fountain feature in the park plaza; replace existing sidewalk; add amenities such as benches and lighting; identify the park with a sign and a name that has significance to the community.
- Bus Stop Park: provide play equipment, bike racks, paved parking, and seating; plant ornamental trees, shrubs, and perennials; replace existing sidewalk, curb, and gutter.
- Children's Park: screen the east and west sides of the park with a buffer of ornamental trees, shrubs, and perennials; install landscaped berms, stone columns, and ornamental fencing along the east side to help prevent children from running into the street; add modular block seating, trees, and landscaping along the west side.



Curt Engelhardt
Landscape Architect

Curt received his BLA from Iowa State University in 1992 and began his professional career in Naperville, IL, with Hitchcock Design Group. After a few years there, he moved back to Ames and native Iowa while working at RDG Crose-Gardner-Shukert in the Des Moines area before embarking on his current position with Snyder and Associates in 2000. Curt is a project manager and leads several projects throughout the Midwest region. In the past, Curt has served for the Iowa Concrete Products Awards Jury and the Minnesota ASLA Jury. He has recently served the Iowa Chapter Spring Conference Committee and currently holds the Iowa Chapter ASLA position of Member at Large.



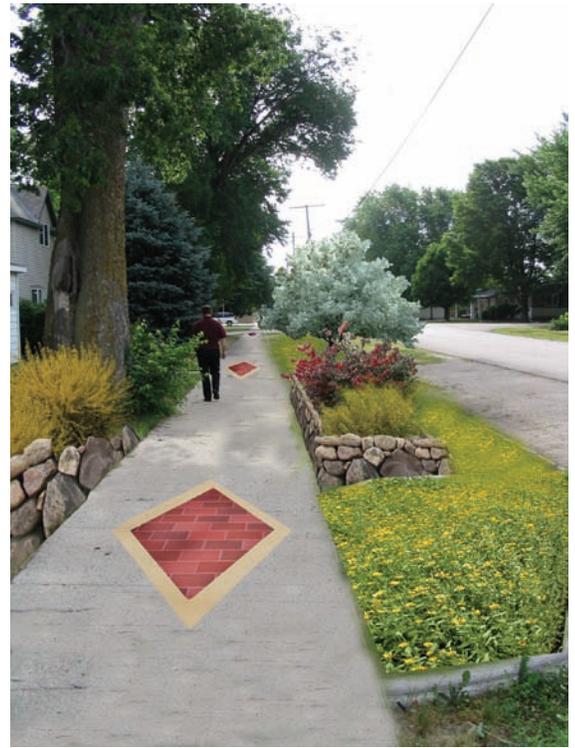
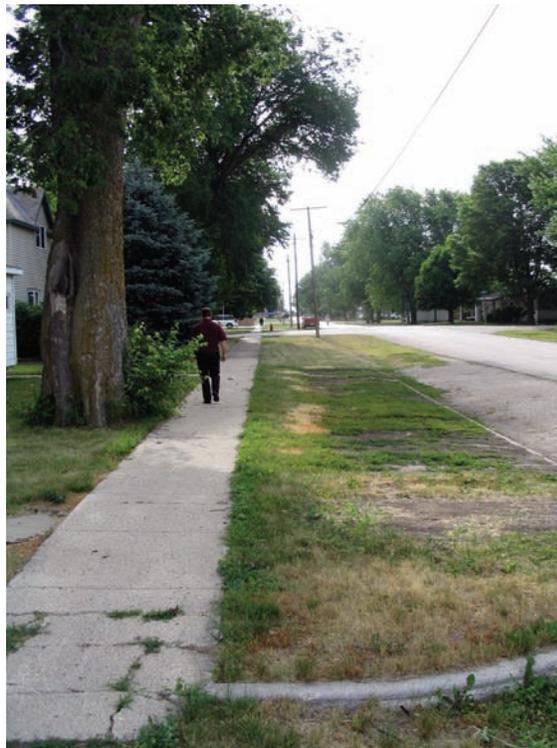
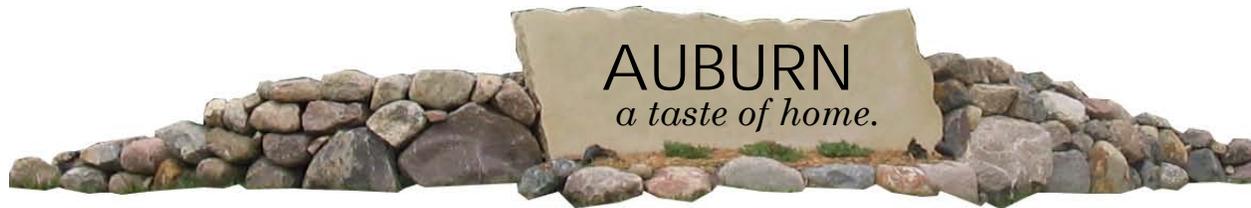
Brad Riphagen
Trees Forever Field Coordinator



Chris Gallant
Bachelor of Landscape Architecture,
ISU, 2009

Visioning Committee

- Tom Duncan
Nancy Janssen
Michael McCarty
Dustin Mead
David Potthoff
Reg Pudenz
Cheryl Schoneboom
Larry Stewart
Jim and Annette Vanderheeden
Don Wiederholt



Top: The design team proposed entrance signage made from stone native to the area.

Above: These images compare the existing park corridor in Auburn with the same corridor with decorative pavement, plantings, and landscaping.

Opposite: The existing bus stop park (top) could be enhanced with new pavement, landscaping, bike racks, and other amenities (bottom).



Auburn



Elma



The community of Elma is located in Howard County in Northeast Iowa, seven miles west of Highway 63. Originally called Busti, this town of 598 people moved in 1886 to accommodate the expansion of the Minnesota and Northwestern Railroad and was renamed Elma, after the daughter of Lemuel Potter, who owned part of the land on which the town was platted.

Despite its small size, Elma has made significant strides to improve. Recently the town created the Elma Area Community Foundation, an affiliate of the Community Foundation of Waterloo/Cedar Falls and Northeast Iowa and in two years the fund has grown to \$141,000. In addition, four Eagle Scout projects have been completed: Depot Museum renovations, Depot Museum landscaping, the Old Roundhouse Trail, and an outdoor classroom at the elementary school.

The Elma visioning committee decided to build on the community’s successes and pursue additional community enhancement projects. The committee and the design team decided on the following proposals for Elma:

- Signage and entryways: install new entrance signs on the Highway 63 entry corridor, the Highway 9 corridor, and at the trail entrance; construct the signs using rock stacking, a technique practiced by Elma native Steve Zobeck, with the community name engraved in the stone.
- Busti Avenue streetscape: narrow the width of the street; incorporate street trees, period lighting, and lawn areas; widen the sidewalks on the west side of the street.



The graffiti wall on the old DX gas station building is an important piece of Elma’s political and cultural history.

- Trail enhancements: screen the Howard County Equity storage yard with eastern red cedar trees; clean up the trail by mowing and applying Roundup.
- Trailhead development: restore the existing depot to create a visitors center and restroom; install parking and sidewalks; add trail signage; and plant trees.
- Gas station façade: restore the bicentennial banner and political messages on the building façade to commemorate the community's colorful past.

In addition to these concepts, the Elma visioning committee is interested in consolidating the various vendors at the popular Elma market to create a year-round market. The committee is considering the old creamery building; however, this project would require an in-depth study of renovations and conversions required.



Craig D. Ritland
Landscape Architect

Craig earned his degree from Iowa State University in 1965 and set up his practice in 1970 in Waterloo. He is best known for his accomplishments in natural resource and cultural preservation of public lands. In 2002 Craig was named a Fellow by the American Society of Landscape Architects. His projects include the restoration of coldwater streams, the Cedar Valley Nature Trail, a master plan for George Wyth State Park, and the Northern Iowa River Corridor Study. Craig has participated in the Visioning Program every year since 1996 and his background and skill in relating to the rural public and native Iowa landscapes is a tremendous benefit to the program.



Mark Pingenot
Trees Forever Field Coordinator



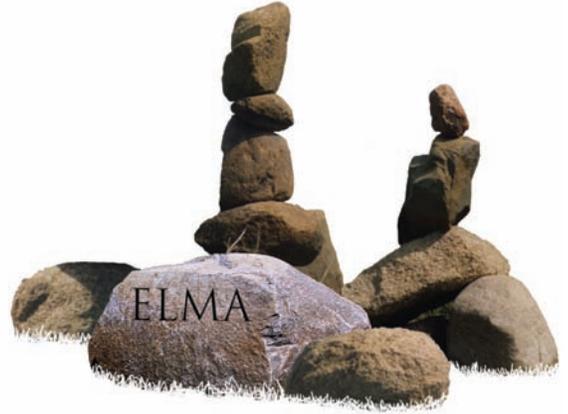
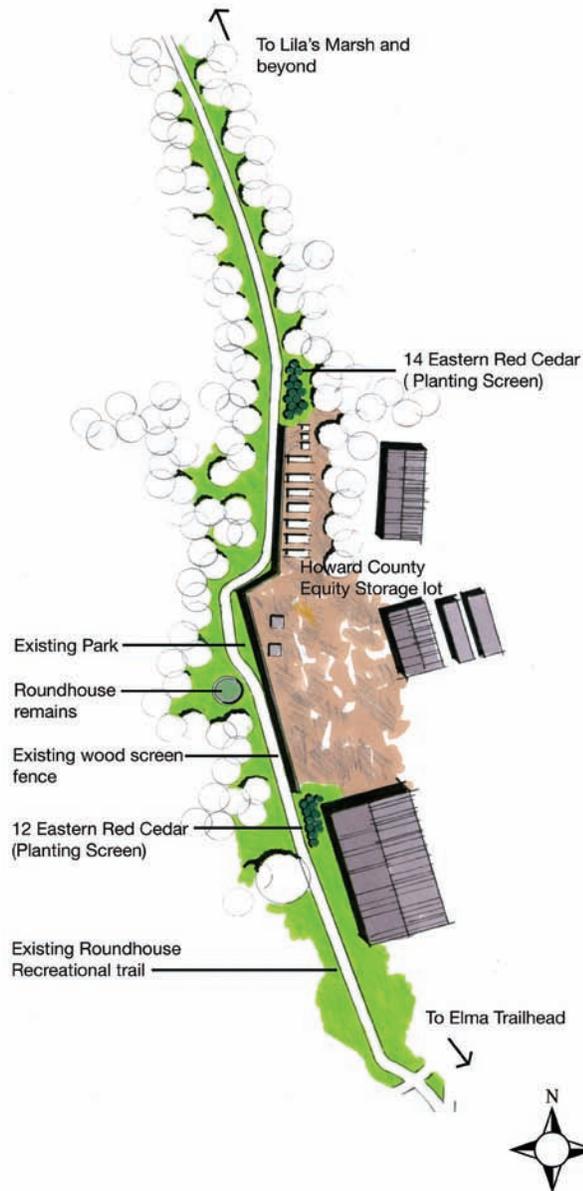
Aakriti Chaudhari
Bachelor of Physical Planning,
School of Planning and Architecture,
New Delhi, India, 2005; Master of
Community and Regional Planning,
ISU, 2007



Michael van Jaarsveld
Bachelor of Landscape Architecture,
ISU, 2009

Visioning Committee

Lois Burke
Ken Gansen
Larry McGee
Marian McGee
Joan Meirick
Dennis O'Brien
David Payne
Sheila Wemark
Joe Whiting

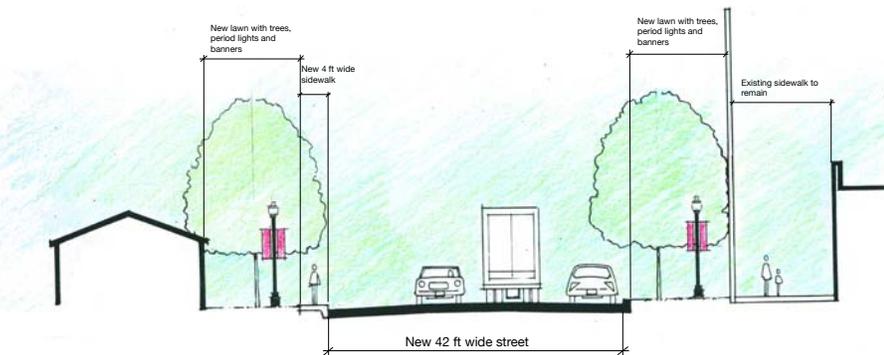


Above: The proposed signage for Elma is based on rock stacking, a rare art form used by one-time resident and landscape artist Steve Zobeck.

Left: Improvements to the Roundhouse Recreational Trail along the Howard County Equity storage lot are shown in this plan view.

Opposite top and middle: These images show the past (1950s), present, and possible future of Busti Avenue.

Opposite bottom: This rendering shows a section view of the proposed Busti Avenue improvements.



Elma



Galva



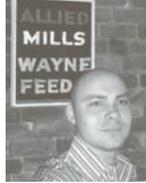
Galva is a community of 368 residents located two miles north of U.S. Highway 20 at the intersection of County Roads D15 and M25. The town was founded in 1882 and has its roots in the railroad and agriculture. However, “The Friendly Town” is making a transition to new industry—the Quad County Corn Processors Ethanol Plant has been operating just beyond city limits since 2002 and Mid American Energy wind turbines operate in view of town.

Galva is home to the Galva Holstein Middle School, to which a new addition was recently built, as well as a public library, a bank, a restaurant, and a city park. The town added a new subdivision with funds from an Iowa Department of Economic Development housing grant that targets low- to moderate-income families.

The community wants to attract more new families to the community and applied to the Visioning Program to further enhance the community and to address safety issues. The following concepts resulted from the visioning process in Galva:

- Entryways and signage: modify existing signs to incorporate plaques listing local organizations; adjust the font size and style to improve visibility; plant a backdrop of large native trees along the corridor and a foreground of native grasses and forbs.
- Trail system: improve existing sidewalks with ramps and crosswalks; create a trail connection to Holstein along County Road D15; establish a recreation trail along the Maple River and its tributaries (contingent on agreements with property owners); establish safe routes to school; and create a trail system that connects the ethanol plant and the wind turbines.
- Main Street improvements: create gateways to the downtown district using decorative pillars and welcome gardens; install bump-outs or curb extensions, and provide parking and space for pedestrians; install specialized paving at crossings and sidewalk inlays depicting a Galva time line; add amenities such as street trees, benches, bike racks, planters, and new street lighting with banners and hanging planters; incorporate public art developed by local residents downtown as well as throughout the community.
- Liberty Garden: create a gateway into Galva with flags and a garden space flanking the corner; make pedestrian connections among the areas of the park that become a loop path within the garden; add benches, bike racks, and other amenities similar to those downtown; provide a shelter or gazebo for community gatherings; add two parking spaces; use new trees and shrubs to create a buffer between the park and residential property.

- City Park: add new play equipment and greater accessibility; improve the lighting at the restroom and the shelter; add a volleyball area in the open lawn space; over time, plant new trees and remove dying trees; create off-street parking on 4th Street.
- Middle School: resurface tennis courts and convert one court for another activity (e.g., basketball); add new trees; create an outdoor classroom.



Brett Douglas
Landscape Architect

Brett Douglas is a founding partner and principal of *gēnus [landscape architects]*. An Iowa native with nearly ten years of experience, he has directed projects for various clients, including Drake University, Cornell College, Marshalltown Community College, and the City of Des Moines. As a project manager for renowned design firms in Boston and Des Moines, he has established a reputation for excellent design and project management skills. Brett earned his BLA from Iowa State University, with a minor in horticulture. He is a visiting design critic and lecturer at Iowa State and a board member for the Heritage Carousel in Union Park.

Visioning Committee

- Doug Andresen
- Jacey Andresen
- Larry and Rita Frahm
- Dana Hustedt
- Karla Hustedt
- Phyllis Hustedt
- Stan Nading
- Bud Peterson
- LaVaughn Peterson
- Kathy Schmidt



Brad Riphagen
Trees Forever Field Coordinator



Mike Callahan
Bachelor of Landscape Architecture, University of Georgia, Athens, GA, 1999; Master of Landscape Architecture, December 2006



Christine Sawyer
Bachelor of Art, University of Iowa, 1999; Bachelor/Master of Landscape Architecture, ISU, May 2006



Jennifer Richmond
Landscape Architect

After earning a BLA from Iowa State University and completing an internship in Des Moines, Jennifer practiced with the award-winning landscape architecture firm of Murase Associates in Portland, Oregon. In 2005 she returned to the Midwest to become a founding partner and principal of *gēnus*. Jennifer is highly experienced in heading planning and design efforts for public and private projects of varying scales and budgets. Enabling the boundaries of landscape architecture, ecology, and art to merge is fundamental to Jennifer's design methodology. She consistently pursues client satisfaction, design excellence, and responsible, innovative solutions to produce meaningful built landscapes.





Above: This view of Main Street and Second Street facing north shows street trees, decorative lighting with banners and planters, and curb extensions with planters.



Opposite left: Landscape architect Jennifer Richmond explains a proposed entrance sign design during the public meeting.

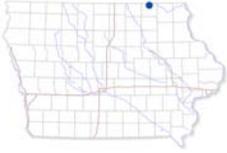
Opposite right: Steering committee members review the concept plans and make final changes before the public meeting.

Left: During the charrette, Galva residents provide feedback about proposed concepts to the design team.

Galva



Lime Springs



Lime Springs is located in Howard County in Northeast Iowa, just east of Highway 63 and approximately five miles south of the Minnesota border. This town of nearly 500 people was founded in support of a flour mill on the Upper Iowa River but moved south a short distance to meet construction of the railroad. The railroad is gone but the Lidtke Mill remains and is an important historical site in the area.

Lime Springs is home to a wealth of historic and natural resources. In addition to the mill, Brown's Park and the original homestead of William Carlos Brown, senior vice-president of the New York Central Railroad, are located in Lime Springs. The town is close to Hayden Prairie, a significant natural resource to which the community would like to attract visitors.



The Lime Springs visioning committee is interested in creating a community identity that draws on the community's unique resources. The visioning design team developed several proposals based on the committee's goals:

- Main Street streetscape: to complement existing enhancements, add new brick sidewalks, street trees, and a millstone medallion at the five-corner intersection; create a mural with a storefront theme and a canopy to replace the gap from a building removal on the south side of the street; and use the existing sign standard on the corner for way-finding signage.
- Highway 63: in the short term, repaint the existing entry sign at the corner of Highway 63 and County Road V21; in the long term, replace the sign with one that features a cutout metal image of the Lidtke Mill atop a limestone column; add prairie plantings in the right-of-way and entrance into town to create a connection to the Hayden Prairie.

The Lidtke Mill is an important cultural and historical resource to the community of Lime Springs.

- County Roads A23 and V36: replace the existing entrance signage with signs similar to that proposed for Highway 63—a limestone base with a metal cutout of the Lidtke Mill and the letters spelling Lime Springs; use prairie plantings to create a natural setting for the signs.
- Way-finding: concentrate way-finding signage at Brown Park, Gates Corner, the intersection of County Road V21 and Center Street, and at the five-corner intersection; include directional instructions to important destinations (both public and private).

In addition to these concepts, the Lime Springs visioning committee is interested in establishing a small interpretive site for both Hayden Prairie and Lidtke Mill along Highway 63. The available site is unattractive and cluttered with existing signage and buildings. The design team suggested negotiating space with the existing convenience store along Highway 63 or establishing sites at the mill and the prairie.



Aakriti Chaudhari
Bachelor of Physical Planning,
School of Planning and Architecture,
New Delhi, India, 2005; Master of
Community and Regional Planning,
ISU, 2007



Craig D. Ritland
Landscape Architect

Craig earned his degree from Iowa State University in 1965 and set up his practice in 1970 in Waterloo. He is best known for his accomplishments in natural resource and cultural preservation of public lands. In 2002 Craig was named a Fellow by the American Society of Landscape Architects. His projects include the restoration of coldwater streams, the Cedar Valley Nature Trail, a master plan for George Wyth State Park, and the Northern Iowa River Corridor Study. Craig has participated in the Visioning Program every year since 1996 and his background and skill in relating to the rural public and native Iowa landscapes is a tremendous benefit to the program.



Karen Brook
Trees Forever Field Coordinator



Michael van Jaarsveld
Bachelor of Landscape Architecture,
ISU, 2009

Visioning Committee

Charlie Baier
Duane Copeman
Betty DeRuiiter
Charlene Gates
Robert Hughes
Duane Johnson
Marcie and Gary Klomp
Marian Peter
Ericka Rice
Lauren Smith
Curt Tienter
Al Vaalemoen
Justin Vaalemoen

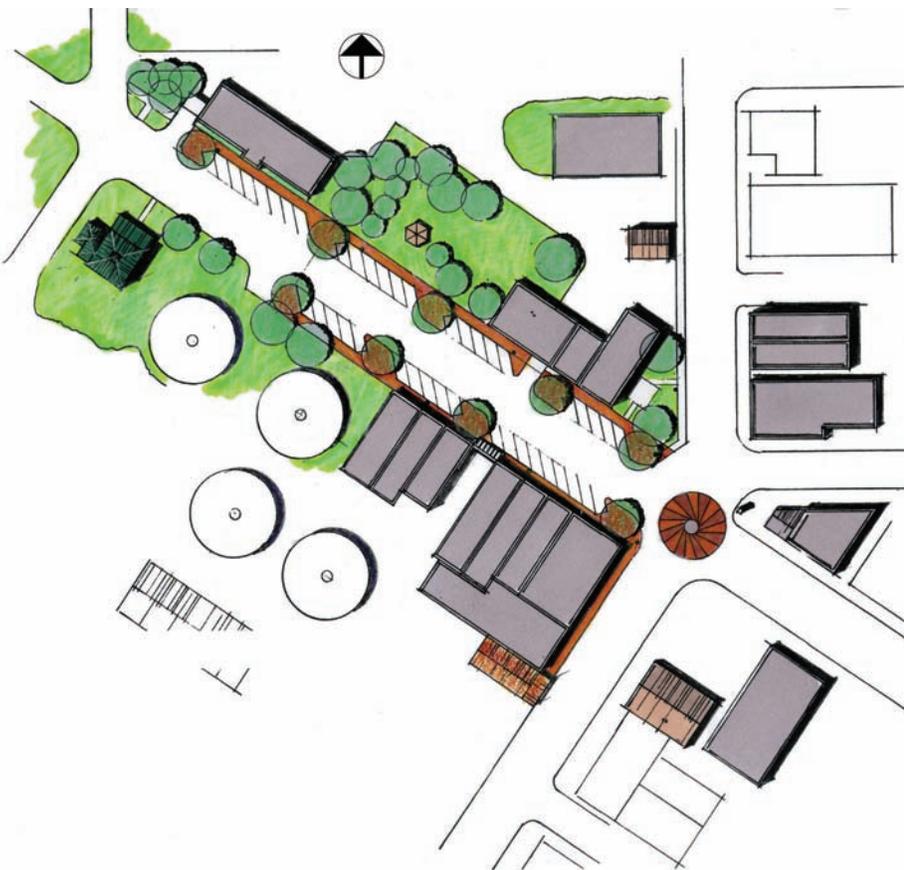




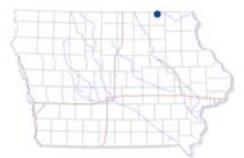
Opposite top: The panorama shows the existing south side of Main Street.

Opposite bottom: This section of the south side of Main Street shows proposed façade renovations, brick paving and curb extensions, amenities, and a store front mural in place of the empty lot.

Bottom: The rendering below shows a plan view of this section of Main Street.



Lime Springs



Lone Tree



Lone Tree is located 15 miles southeast of Iowa City on County Road X14, just south of State Highway 22. The community is named for a lone elm tree that stood in a vast prairie landscape at the time of settlement. Like many rural Iowa communities, Lone Tree has a railroad history—the site of the railroad depot is now a historic park and the depot has been converted into a community center.

The Lone Tree visioning committee identified several goals for the community, including improvements to community entrances, downtown, and public spaces such as parks. The committee also expressed a desire to establish a recreational trail system. The design team developed a series of concepts that address the community goals:

- Way-finding/city logo: create new logo—a lone elm tree amidst the prairie with buffalo; develop a way-finding signage system that incorporates the city logo and consists of banners and the following types of signs: interpretive, landmark, identification, directional, and trail marker.
- Entryway corridors: install a new, larger north entrance sign and move the existing sign to one of the secondary community entrances; frame the sign with grasses, perennials, evergreens, and a deciduous tree; landscape entry corridors with street trees, landscape plantings, decorative lighting; and way-finding signs; move utility lines underground where possible.
- Cemetery frontage: replace existing cemetery sign with a new sign that conforms to the way-finding signage, while retaining the original brick base; soften the sign with landscaping; install an overhead metal sign set on brick posts at the entrance to the cemetery and plant evergreen trees along the drive.
- North Park: construct a flagstone walkway through the Youth Garden; maintain and add supplemental plantings to the Youth Garden; incorporate way-finding and interpretive signage throughout the park; establish a native prairie/butterfly garden; upgrade existing playground equipment and remove the skateboard park; remove posts and tree stumps; add coordinated site amenities such as benches, trash receptacles, bike racks, and so on; create a parking lot along West Bennet St.
- Railroad Park and community center: improve safety by adding paved pedestrian walkways and paved vehicular areas with traffic control pavement markings and signage; add decorative pavement at crosswalks; decorative lighting, and coordinated site amenities; remodel and regrade the existing shelter; add a tiered water fountain and a perennial flower garden; remove playground equipment and relocate the artillery gun to the American Legion; use landscaping to screen, define edges, accent areas, and improve overall aesthetics.

- Downtown: install decorative lighting; add traffic control pavement markings and signage; install new vehicular and pedestrian pavement where needed; upgrade utilities and move electricity lines underground; improve aesthetics with landscaping and murals painted on walls adjacent to empty lots; complete sidewalk segments, and add decorative pavement at crossings; add way-finding signage, site amenities (downtown), and street trees; restore buildings in the downtown area.
- Recreational trail: create a trail that connects public use areas in the community, provides a variety of landscape views, and ties into the regional trail system; provide access from all parts of the community; incorporate signage that conforms to the way-finding system.
- Tourist attractions: convert the existing co-op grain elevator into an interpretive or welcome center with an observation tower; identify the original Lone Tree site with a sculpture or statue that replicates the elm tree and buffalo set in a prairie planting.



Meg Flenker
Landscape Architect

Meg is the principal and owner of Flenker Land Architecture Consultants (established in 1997) and has more than 15 years of professional experience in landscape architecture, land planning, and environmental and engineer consulting. She is a registered landscape architect in Iowa and Illinois. Meg established her practice in 1997. That same year, she began participating in the Visioning program and has done so ever since, working in as many as three communities at a time. She earned a Bachelor of Landscape Architecture from Iowa State University in 1989 and a Masters in Business Administration from the University of Iowa in 2003.



Roger Hunt
Trees Forever Field Coordinator



Jason Grimm
Bachelor of Landscape Architecture,
ISU, 2009



Lan Wei
Bachelor of Science in Automatic Control, Beijing Institute of Technology, Beijing, China, 2003; Master of Community and Regional Planning and Landscape Architecture, ISU, 2007

Visioning Committee

Kent Andersen
 Chuck Belgarde
 Barb Brown
 Kice Brown
 Julie Buline
 Laura Cobb
 Kris Gilham
 Paul Hain
 Reid Hockenson
 Greg Jansen
 Shirley King
 Terry Kruse
 Helen and Phil Lemley
 Jeff Lihs
 Julia Lihs
 Bob Lindley
 Rachel McKinney
 Keith and Velma Mills
 Joshua Oster
 Julie Poeleter
 Ron Rife
 Kurt Schnoebelen
 Mariel Slutts
 Jacqueline Smetk
 Mitchell Swinton
 Teresa Thope
 Bob and Judy Viner
 Randy Yakish

Right: Proposed enhancements to Devoe Street include decorative lighting, street trees, steps with hand rails, and designated parking areas.

Below: This drawing illustrates a typical trail section for a trail that is separate from the roadway.

Opposite top: The original “Lone Tree” was located on the southeast side of town (left). The existing site consists of a memorial sign and plantings.

Opposite bottom: This enhanced photo shows the proposed concept plan for the Lone Tree historical site.





Lone Tree

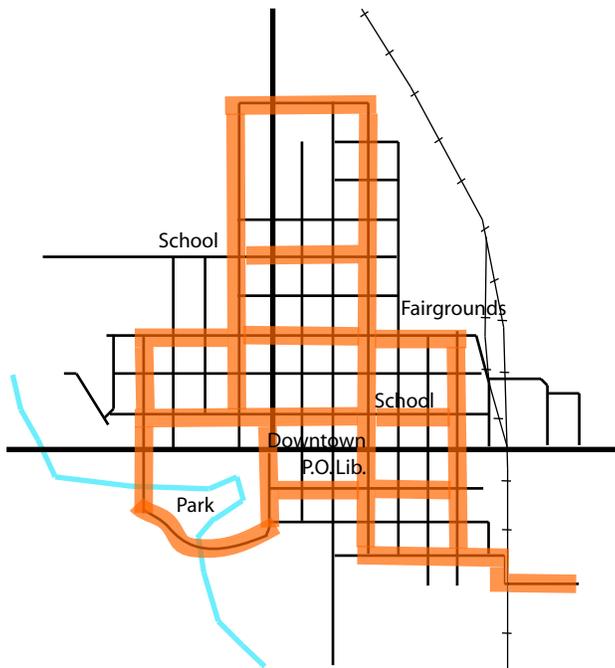


Northwood



Northwood, the Worth County Seat, is located four miles from the Iowa-Minnesota border along County Road 105. The Top of Iowa Welcome Center and the new Diamond Joe Casino are seven miles to the west, at the Interstate 35 interchange.

This community is continually striving to improve the quality of life for its residents. Totally United Northwood Effort (TUNE), a community organization devoted to improving Northwood aesthetically and economically, has undertaken a number of improvement projects, including streetscape enhancements and historic preservation in the downtown area. In addition, the Northwood Historic Preservation Commission has nominated a six-block area in downtown for placement on the National Register of Historic Places.



The Northwood visioning committee developed a list of proposals that build upon the community's past successes and that include the following:

- Entry corridors: install new entrance signage framed with evergreen trees at the four community entrances; plant colorful trees along the entry corridors into the community; use street trees to screen unsightly views along the entrance corridors, such as the airport property and industrial areas.
- Central Avenue area: improve the downtown aesthetic with street trees, refurbished or new planters, benches, trash receptacles, and landscape plantings; improve pedestrian safety by installing curb bump-outs and painted or colored pavement crosswalks at intersections.
- Main Street Historical District: develop design guidelines for the historical district; place funds in the City budget for building façade and signage improvements.

This drawing shows a plan view of the suggested recreational trail through the community.

- 4-H Park: create a mural of the 4-H emblem on the wall adjacent to the park with a porthole-style window in the center; install a new drinking fountain similar to the historic fountain by City Hall.
- Storm water mitigation: pave areas where water collects with “grass-crete” porous blocks that allow water to penetrate and be absorbed in the ground; work with property owners adjacent to the problem areas to plant rain gardens.
- Trail system: create a trail system that connects public use areas in the community and that offers loops of various lengths, allowing users to choose the distance and time spent on the trail; incorporate rest stops with amenities such as drinking fountains and exercise stations.
- Shell Rock River area: repair existing pedestrian and vehicular bridges; restore or replace the gazebo and other park equipment; enhance the appearance of the area west of City Hall on Central Avenue along the river by thinning and shaping the trees and vegetation—future possible enhancements to this area are a private office building or a public building with outdoor terraces and other amenities.



Jack E. Leaman
Landscape Architect

Jack has been a professional landscape architect for more than 50 years. Jack earned a Bachelor of Science in Landscape Architecture in 1954 from Iowa State University. He returned to Iowa State and earned a Master in Community and Regional Planning in 1982. During his lengthy career, Jack has worked in both the public and private sectors in a number of states, including Iowa, Minnesota, California, Colorado, and New Mexico. He has taught at Iowa State, the University of New Mexico, and the University of Colorado in Colorado Springs. In 1999, he started his own consulting office in Mason City.



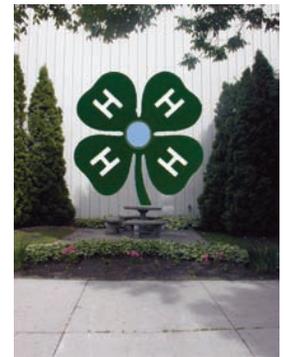
Barb Grabner-Kerns
Trees Forever Field Coordinator

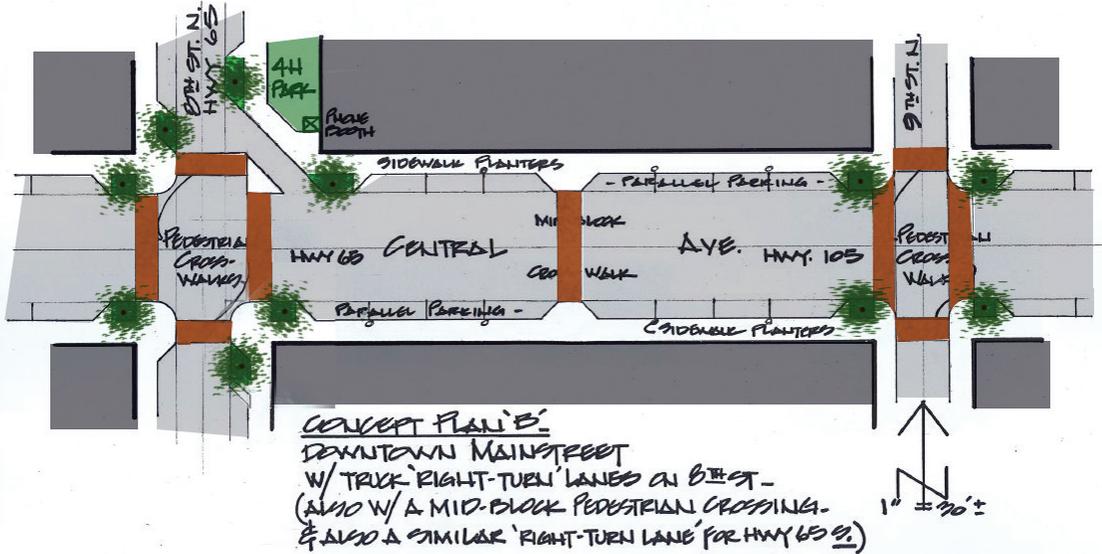


Erin Conway
Bachelor of Landscape Architecture,
ISU, 2008

Visioning Committee

- Peter Ausenhas
- Margaret Bishop
- Dan Black
- LeRoy Bruns
- Susan Bruns
- Eileen Dahlby
- Esther Gaarder
- Alison Gores
- Rich Gores
- Linda Griffith
- Connie Hickle
- Dennis Johnson
- Brian Kenison
- Kris Kenison
- Delores Knudson
- Carol Kragenbrink
- Tom Nugent
- Bob Perry
- Jim Price
- Marcia Price
- Carolyn Reeder
- Jule Hagen Robb
- Dottie Stock
- Ken Tenold
- Daniel Tucker





Opposite top left: This enhanced photo shows downtown with street trees, planters, awnings, and other amenities.

Opposite bottom left: The visioning committee noted the Civic Center with the horse fountain in front as an important visual resource.



Opposite right: The existing 4-H Park is compared to the park with two proposed mural designs.

Top: This plan view shows the proposed downtown streetscape plan.

Bottom: Steering committee members map Northwood's resources during the inventory and analysis process.

Northwood



Readlyn



Readlyn is located in Bremer County along County Road V49 just south of Highway 3. The town was founded in 1904 when the Townside Company established a station for the Chicago Great Western railway line; the line was called Read's Line, after the Townside representative who purchased the land. Citizens living in the vicinity of Read's Line decided on Readlyn as the name of their town.

The town slogan is "Home of 857 Friendly People and One Old Grump." Grump Days are held each summer and a new "grump" is chosen annually. The Readlyn Community Club sponsors this and other events that bring residents together in the spirit of community.

Currently Readlyn is working to connect a community trail system with the Rolling Prairie Bike Trail. The trail would connect significant public spaces in town and provide recreational opportunities for residents of all ages. Based on the Readlyn visioning committee's goals and building on existing amenities, the design team proposed the following conceptual plans:

- Southeast entrance: replace the existing entrance sign with a larger, updated version of the popular "Grump" sign that reads

"Welcome to Readlyn" on the front and trailhead signage on the back; screen the large grain bins in the background with a backdrop of trees.

- Walking trail: construct a walking trail on the east side of Lobeck Avenue that runs north to St. Matthew's Lutheran Church; plant large canopy trees, ornamental trees, shrubs and native grasses and forbs along the trail.
- Main Street streetscape: add a curbed island with landscaping and lighting with a mid-block crosswalk; construct curb bump-outs at intersections and use colored and textured pavement to denote pedestrian crossing areas; treat existing sidewalks with colored and textured bands of pavement; install pedestrian-scale lighting with flower baskets and add flower baskets to existing street lights.
- Main Street buildings: establish a color palette for downtown to create a unified appearance; add bike racks, benches, and window planters in front of the buildings; enhance the building wall at the corner of Main Street with a mural, plantings, or a trellis, or some combination of these elements.

- Ball Park: install a new parking lot that will accommodate four to five campers; enhance the existing shelters by painting and adding flower baskets; connect the west bike trail to the east side of the trail with a walking path that runs along the south edge of the park.
- City Park: develop a master plan that organizes existing play equipment and plans for a new pavilion on the Main Street axis, as well as open spaces and additional benches; add plantings or a trellis to the existing brick buildings.



Al Bohling
Landscape Architect

Al earned a BLA from ISU in 1967 and an MLA there in 1969. He is the Community Development Team Leader for Shive-Hattery in Cedar Rapids. Al has been a member of the Iowa Board of Landscape Architectural Examiners, a writer of the national Landscape Architectural Registration Exam (LARE), and a member of the Task Analysis Subject Matter Experts Committee for the Council of Landscape Architectural Registration Board. He has served on the Louisa County Conservation Board and is co-founder and president of the Tri-Rivers Conservation Foundation. Al and his staff have participated in visioning every year since 1996.

Visioning Committee

Don Billhorn
James Bisbee
Lois Buhr
Herb Clemen
Jackie Clemen
Bev Collins
Jim Collins
Marlys Deterding
Roger Deterding
Barry Fotsch
Kendra Gilson
Louie Hartman
Verla Jurgensen
David Kirchoff
Darren O'Donnell
Lauri Phelan
Doug Sheppard
Burton Thies
Steve Wehr
Barney Wiersma
Gina Wiersma



Patty Petersen
Trees Forever Field Coordinator



Tara Henson
Bachelor of Landscape Architecture,
ISU, May 2006



Sarah Huth
Bachelor of Landscape Architecture,
ISU, May 2006



Kevin Froelich
Landscape Architect

Kevin earned his BLA from the University of Wisconsin - Madison in 1975 and began working professionally with Shive-Hattery in 1976 as an Iowa- and Illinois-registered landscape architect and American Planning Association member. He has a broad background in planning, urban design, and landscape architecture for a variety of sites, all incorporating the design requirements of updated ADA guidelines. Kevin has managed and/or designed many planning and implementation projects in public and private sectors in the Midwest, including site analyses, sustainability and conceptual studies, creative graphics communications and landscape plant consultations.

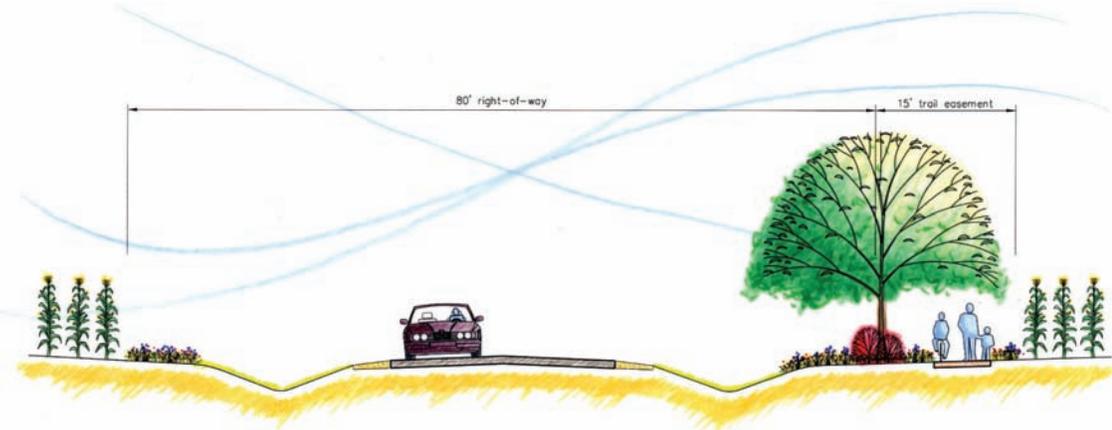


Top: The above photo shows the southeast entrance with a new entrance sign, trees, and trailhead parking.

Left: This illustration is a plan view of the southeast entrance with proposed enhancements pictured above.

Opposite top: This section view shows the proposed walking trail for the east side of Lobeck Avenue.

Opposite left: The existing Main Street (top) is compared to the same area with building façade improvements, pedestrian amenities, a median with decorative lighting and landscaping, and crosswalks.



Readlyn



West Okoboji

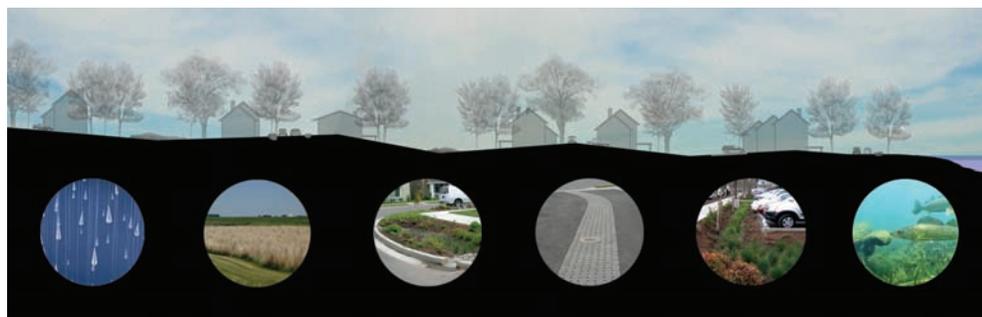


West Okoboji is a primarily residential community of 432 located on the south shore of West Lake Okoboji, one of Iowa’s Great Lakes. Because of the many attractions in the area, the population doubles during the summer months, making West Okoboji a unique community with unique opportunities.

Unlike most communities, West Okoboji does not have a “main street” per se; small businesses are located along the U.S. Highway 71 corridor. Tourism and recreation are the primary forces driving the economy; therefore, access to safe walking and biking routes are important to the community, as well as a welcoming environment.

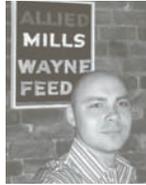
The community of West Okoboji identified several issues to address, including protecting natural resources, improving community aesthetics, addressing safety issues, partnering with developers, and welcoming visitors. Based on these issues, the visioning design team proposed the following projects:

- Signage and entryways: install entryway signage that captures the identity of West Okoboji by incorporating native stone and the city’s shoreline into the sign design; add points of interest signage throughout the town using the same local material.
- Trail system: create a system of trails and walks that include interpretive signage with information about the natural environment and cultural history in the area; establish trailheads at the intersection of the Iowa Great Lakes Trail, Terrace Park Beach, and the Garlock Slough turnoff.
- Terrace Park Beach: replace the existing chain-link fence with black metal ornamental fencing with stone pillars; create a new entry that widens and leads to an overlook point with a seat wall, signage, a bike rack, and a bench; realign the fence with existing private fencing to create space; separate pedestrians and vehicular traffic by adding a boardwalk; and establish a vegetated swale between the fence and the boardwalk to mitigate beach erosion and improve water quality.
- Terrace Park: reconfigure parking to alleviate congestion and improve safety; create a gateway to the public beach area by planting a welcome garden at the corner of Okoboji Boulevard and McGrath Street; create a path linking the beach entry with the park; add new picnic tables and benches.



The design team proposed several storm water and water quality mitigation strategies as part of the West Okoboji concept plan.

In addition to these concepts, the design team proposed methods to improve water quality and thus preserve West Okoboji's most important asset—the lake. The design team proposed introducing native plantings in swales, rain gardens, and detention basins to mitigate erosion and runoff. Water quality can also be improved by reducing impervious surfaces such as mown lawns and paved areas. Finally, more diverse flora and fauna in both land and water habitats can be improved by providing necessary resources in native plantings and by reducing pollutants and higher water temperatures in water reaching the lake.



Brett Douglas
Landscape Architect

Brett Douglas is a founding partner and principal of gēnus [landscape architects]. An Iowa native with nearly ten years of experience, he has directed projects for various clients, including Drake University, Cornell College, Marshalltown Community College, and the City of Des Moines. As a project manager for renowned design firms in Boston and Des Moines, he has established a reputation for excellent design and project management skills. Brett earned his BLA from Iowa State University, with a minor in horticulture. He is a visiting design critic and lecturer at Iowa State and a board member for the Heritage Carousel in Union Park.

Visioning Committee

- Bill Carmichael
- Dave Convy
- Jan Convy
- Suzie Danbom
- Blanche Goergen
- Jim Goergen
- Shirley Hamann
- Wally Hamann
- Paul Haywood
- Ken Kuchel
- Aubrey LaFoy
- Linda McQueen
- Mary Ann Montgomery
- Donna Mulenburg
- Glen Petersen
- Marcia Petersen
- Ed Rice
- Galen Rozeboom
- Dan Shinkle
- Howard Titterington
- Betty Traugher
- Larry Traugher
- Linda Weir



Barb Grabner-Kerns
Trees Forever Field Coordinator



Mike Callahan
Bachelor of Landscape Architecture, University of Georgia, Athens, GA, 1999; Master of Landscape Architecture, December 2006



Christine Sawyer
Bachelor of Art, University of Iowa, 1999; Bachelor/Master of Landscape Architecture, ISU, May 2006



Jennifer Richmond
Landscape Architect

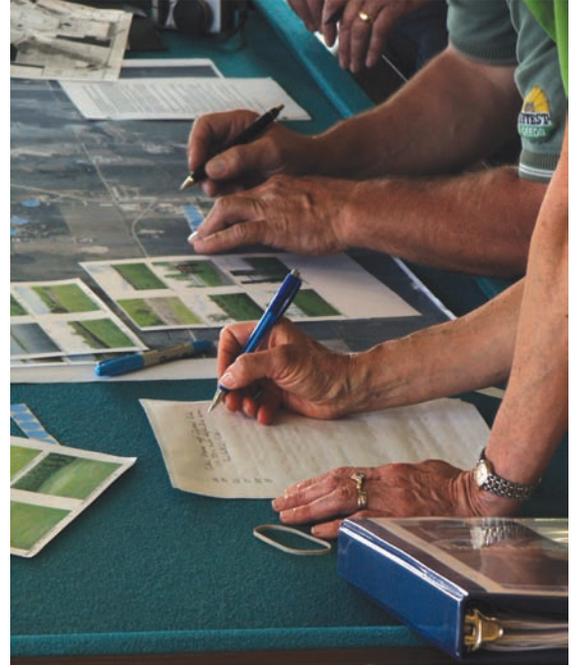
After earning a BLA from Iowa State University and completing an internship in Des Moines, Jennifer practiced with the award-winning landscape architecture firm of Murase Associates in Portland, Oregon. In 2005 she returned to the Midwest to become a founding partner and principal of gēnus. Jennifer is highly experienced in heading planning and design efforts for public and private projects of varying scales and budgets. Enabling the boundaries of landscape architecture, ecology, and art to merge is fundamental to Jennifer's design methodology. She consistently pursues client satisfaction, design excellence, and responsible, innovative solutions to produce meaningful built landscapes.

Right: Visioning committee members map cultural and historical resources during the community inventory and analysis.

Below: The proposed entrance sign for West Okoboji incorporates the shoreline in the design, as well as a base constructed with beach stones.

Opposite top: This plan view shows the Terrace Park improvements, including designated parking areas, additional trees, a corner garden with a park sign, seating, a stone overlook, and a detention basin.

Opposite middle and bottom: The existing Terrace Park is compared to Terrace Park with the proposed improvements in place.





West Okoboji



West Point



West Point is a community of 980 residents located in Lee County along Highway 103/County Road J40, just east of Highway 218. Founded in 1834, the town is named for West Point Military Academy, at the request of officers from the garrison at Fort Des Moines who agreed to purchase several lots in the community.

The West Point visioning committee identified several goals for improving the community, from improving safety for pedestrians to beautifying the streetscapes to restoring historical sites. The design team proposed the following projects in response to these goals:

- Way-finding/city logo: create a system of way-finding signage that incorporates the city logo and consists of banners and the following types of signs: interpretive, landmark, identification, directional, and trail marker.
- Entryway corridors: use landscaping and decorative fencing to screen and direct views; add banners and signage for way-finding; install sidewalks and maintain pavement markings to improve safety and aesthetics; install decorative lighting to improve safety and link primary corridors with the community.
- City cemetery: create a pedestrian entrance plaza on the west side of the cemetery and move the existing sign and gates from the south side to the west side; install interpretive signage that describes historic significance of the cemetery and its signage and headstones; convert the existing drainage ditch to a bio-swale to improve water quality, wildlife habitat, and aesthetics; span the bio-swale with a pedestrian bridge to connect the to parts of the cemetery and improve accessibility.
- Town Square – business district: create a sense of place by incorporating the following elements into the downtown streetscape: landscaping, street trees, pedestrian-scale lighting, site amenities, way-finding signage and decorative pavement; improve safety by repaving the streets and sidewalks, including crosswalks, street markings, and universally accessible curb ramps.
- Town Square Park: create entryways into the park using decorative pavement crosswalks from the adjacent downtown area; improve pedestrian circulation in and around the park by installing a lighted, perimeter sidewalk; widen walkways leading into the park and frame them with brick columns and wrought iron fencing; add site amenities that match those in the downtown area and enhance existing shelter; use new pavement, statues, and landscaping to improve aesthetics.
- Highway 103/J40 corridor: install decorative vehicular and pedestrian lighting; maintain pavement markings, complete sidewalk segments, and add decorative pavement at crossings; add way-finding signage, site amenities (downtown), and street trees; restore buildings in the downtown area.

- South Park: enhance the existing trailhead by installing a trailhead sign that replicates the park entrance sign and distinguishing the trail entry from the parking lot with curbing, pavement, and landscape and by installing collapsible barriers to prevent unauthorized vehicular use of the trail; pave, widen, and mark the entrance drive; install ADA compliant sidewalks; replace the existing park sign with a sign from the way-finding system, and use landscaping to highlight the sign and screen and direct views.
- Recreational trail: create a trail system that connects public use areas in the community, provides a variety of landscape views, and ties into the regional trail system; provide access from all parts of the community; incorporate signage that conforms to the way-finding system.



Meg Flenker
Landscape Architect

Meg is the principal and owner of Flenker Land Architecture Consultants (established in 1997) and has more than 15 years of professional experience in landscape architecture, land planning, and environmental and engineer consulting. She is a registered landscape architect in Iowa and Illinois. Meg established her practice in 1997. That same year, she began participating in the Visioning program and has done so ever since, working in as many as three communities at a time. She earned a Bachelor of Landscape Architecture from Iowa State University in 1989 and a Masters in Business Administration from the University of Iowa in 2003.



Roger Hunt
Trees Forever Field Coordinator



Jason Grimm
Bachelor of Landscape Architecture,
ISU, 2009



Lan Wei
Bachelor of Science in Automatic Control, Beijing Institute of Technology, Beijing, China, 2003; Master of Community and Regional Planning and Landscape Architecture, ISU, 2007

Visioning Committee

- Mike and Sue Anderson
- Loretta E. Blind
- Larry Bucholz
- Tom Buckley
- Linda Charron
- Georgia Clemens
- Del and Barb Moeller
- Bob Dodds
- Yvonne Knapp
- Vern Meierotto
- Denny Osapovitch
- Christa Perkins
- Debbie Quigley
- Melanie Schierbrock
- Mary Beth Walker
- Paul Walker
- Art White
- Mary Kathryn Winnike
- Kurt Winnike
- Mike Winnike
- Sue Winnike



Top: The photos above compare the existing South Park trailhead to the South Park trailhead with proposed enhancements.

Above: The West Point logo depicts the importance of agriculture, sweet corn, churches, and the river.

Left: The West Point visioning committee ranks proposed projects during the goal setting meeting.

Opposite top: This photo shows the West Point Public Library as it currently appears.

Opposite bottom: The West Point Public Library proposed improvements include decorative crosswalks and sidewalks, period lighting, street trees, and pedestrian amenities such as trash receptacles and benches.



West Point



West Union

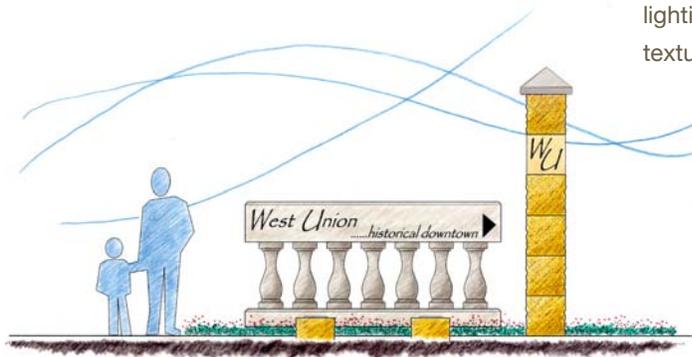


West Union is the county seat of Fayette County in northeast Iowa and serves as a gateway to the Mississippi. The area is rich in natural resources, including five trout streams, limestone bluffs, and Echo Valley State Park. West Union, originally named Knob Prairie, was founded in 1837 by William Wells.

The community has completed a number of improvement projects, including a public library, a new aquatic center, and an outdoor recreation center. In 2006 construction of a performing fine arts center began. West Union was recently accepted into the Main Street revitalization program.

The West Union visioning committee decided to focus on areas outside downtown and on projects that would complement existing improvements. Based on the priorities identified by the committee during the inventory and goal setting processes, the design team made the following proposals:

- Highways 150 and 18 intersection: draw more attention to the Veterans Memorial by planting a tree ring and bands of red, white, and blue flowers that extend from the memorial to the edges of the corner; continue the tree ring on the remaining three corners with canopy trees set in native prairie grasses with a mowed edge on the roadside; add a wood chip path on the northeast corner and blue fescue grass to represent a river on the north- and southeast corners.
- Highway 18 and Vine Street intersection: improve pedestrian safety by installing textured crosswalks to alert drivers; plant an elliptical bed of flowers extending from each corner of the intersection with limestone columns at each corner; add a monument sign directing visitors to historic downtown West Union.
- Highway 150 and Elm Street intersection: replace existing business district directional sign with a sign similar to the monument sign at Highway 18 and Vine Street; frame the sign with ornamental trees and shrubs; plant additional street trees; add pedestrian-scale lighting with hanging flower baskets and textured crosswalks.



The proposed way-finding sign incorporates limestone native to the area and a balustrade motif from the bridge.

- South entrance: replace existing entrance sign with a 10- to 15-foot, limestone monument sign; plant a tree canopy along the corridor, along with short prairie grasses and wildflowers and shrub masses.
- Sunset Park: create a floral arboretum that consists of a butterfly garden, an assorted theme garden (e.g., herb/aroma, shade perennials, etc.), a daylily garden, and a planting of crab apple trees at the north end; add a stone water feature; create a rain garden and bio-retention area on the west side of the park; add a pergola with a continuous bench that faces west framed by an assorted xeriscape and ornamental grass garden.



Al Bohling
Landscape Architect

Al earned a BLA from ISU in 1967 and an MLA there in 1969. He is the Community Development Team Leader for Shive-Hattery in Cedar Rapids. Al has been a member of the Iowa Board of Landscape Architectural Examiners, a writer of the national Landscape Architectural Registration Exam (LARE), and a member of the Task Analysis Subject Matter Experts Committee for the Council of Landscape Architectural Registration Board. He has served on the Louisa County Conservation Board and is co-founder and president of the Tri-Rivers Conservation Foundation. Al and his staff have participated in visioning every year since 1996.

Visioning Committee

Ken Balk
Cathy Bemiss
Robin Bostrom
Tobin Britt
Connie Buresh
Dan Burkhardt
Deb Chensvold
Merlin Dunt
Jenni Ellsbernd
Rich Holm
Brodie Keure
Karla Organist
Deb Rovang
Ron Saboe
Cindy Schmitz
Connie Smith
Mark Smith
Rory Starks
Tyler Starks
Vicki Starks
Lois Unberdhl
Dick Woodard
George Woodard
Iris Woodard



Patty Petersen
Trees Forever Field Coordinator



Tara Henson
Bachelor of Landscape Architecture,
ISU, May 2006



Sarah Huth
Bachelor of Landscape Architecture,
ISU, May 2006



Kevin Froelich
Landscape Architect

Kevin earned his BLA from the University of Wisconsin - Madison in 1975 and began working professionally with Shive-Hattery in 1976 as an Iowa- and Illinois-registered landscape architect and American Planning Association member. He has a broad background in planning, urban design, and landscape architecture for a variety of sites, all incorporating the design requirements of updated ADA guidelines. Kevin has managed and/or designed many planning and implementation projects in public and private sectors in the Midwest, including site analyses, sustainability and conceptual studies, creative graphics communications and landscape plant consultations.





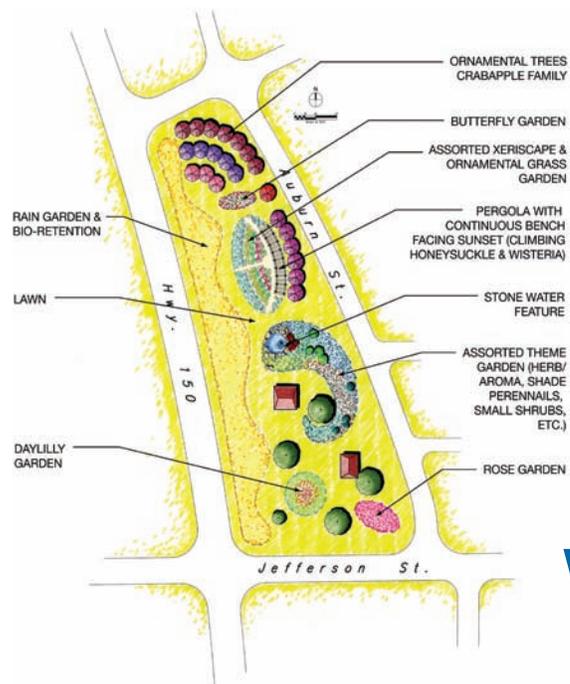
Opposite top: This image shows the intersection of Hwy 150 and Elm Street with proposed signage, trees, landscaping, and crosswalks.

Opposite bottom left: Intern Mary Bumgardner makes changes suggested by community members during the charrette.

Opposite bottom right: Interns Sarah Huth and Tara Henson help a committee member with the mapping exercise.

Top: These photos show the existing south entrance compared to the same entrance enhanced with landscaping and trees.

Right: This rendering is a plan view of Sunset Park with proposed improvements.



West Union



Designing Liveable Communities

One of the primary objectives of the Visioning Program is to assist participants in the process of building liveable communities—that is, creating an environment that not only meets residents' basic needs but is aesthetically appealing. To determine how well the program addresses the needs and desires of the residents of participating communities, Iowa State University program staff and researchers from the Institute of Design Research and Outreach conducted surveys of the 2006 visioning communities while the visioning process was taking place.

The population of Iowa is aging, particularly in its smaller communities, which redefines for many Iowans the definition of “livable community.” This change in demographics, along with recent research showing the rise of obesity in the United States, increases the importance of accessible routes for non-motorized transportation. Therefore, the questionnaire developed for this study specifically addresses physical activity and accessibility issues.

Methodology

A written questionnaire consisting of nine questions was used as the survey instrument. Questions 1 and 2 focus on physical activity, questions 3 and 4 address commuting habits, questions 5 through 7 ask respondents to rate the importance of community enhancements and their willingness to participate. Questions 8 and 9 ask respondents if they would like to receive the results of the study and request demographic information such as age, gender, and marital status.

Respondents were selected randomly from telephone directories for each community, with initial sample sizes of at least 20 percent of the communities' populations. To improve response rates, follow-up calls were made and some questionnaires were completed in telephone interviews during March. The study was publicized in the local media outlets for each community throughout the process. Preliminary study results were released to the visioning committees and to the public in late April to provide a framework within which community enhancement goals could be set.

In some cases, the demographic information requested is incorporated into the analysis and compared with similar data compiled for the entire community populations. The source for community data is the Web site of the Office of Social and Economic Trend Analysis (SETA), which is located at Iowa State University.

The percentages reported for each response to a question represent the number of study participants who chose that answer from the total number of participants who answered the question. In some cases respondents did not answer all of the questions; these non-respondents are not included in the calculation of percentages for those questions.

A total of 2,650 surveys were distributed. With adjustments for incorrect addresses, phone numbers, and deceased persons, the adjusted sample is 1,973. A total of 841 questionnaires were completed, for an overall response rate of 42.63 percent. Table 1 shows a breakdown of the sample and response rate by community. The data collection and data entry processes were completed over a period of approximately 12 weeks.

Table 1. Sample sizes and response rates

Community	Surveys mailed	Disqualified*	Adjusted sample	Completed	Response rate (%)
Algona	560	86	414	144	34.78
Aplington	252	50	202	74	36.63
Auburn	110	34	76	39	51.32
Elma	143	37	106	49	46.23
Galva	142	23	119	59	49.58
Lime Springs	145	39	106	46	43.40
Lone Tree	252	67	185	94	50.81
Northwood	252	93	159	71	44.65
Readlyn	145	39	106	48	45.28
West Okoboji	145	39	106	51	48.11
West Point	252	46	206	83	40.29
West Union	252	64	188	83	44.15
Total	2,650	677	1,973	841	42.63

*Incorrect address, disconnected or incorrect phone, deceased.

Results

The results of this study will be published in the form of an overall assessment of all 12 visioning communities, as well as individual reports for each community. The information presented here highlights the results of the overall assessment and makes comparisons between individual communities.

Q1. What do you do for exercise? (n=841)

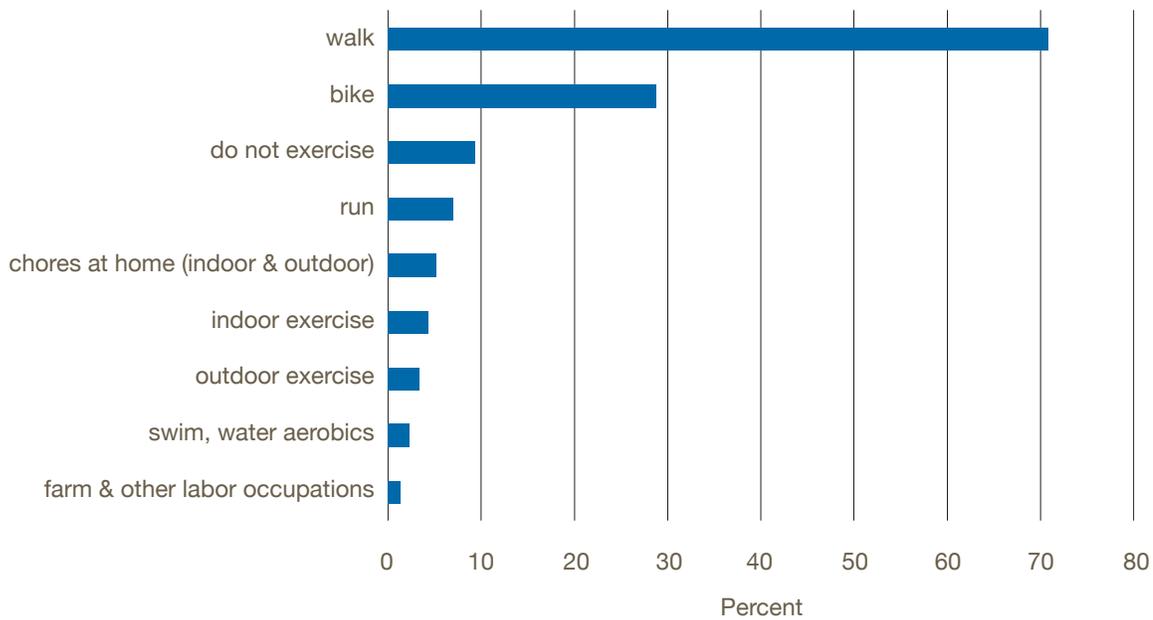
Respondents were given five options from which to choose to answer this question: run, walk, bike, nothing, and other. Walking is the most common form of exercise, followed by biking and running. Nearly 10 percent of respondents do not exercise. Others perceive household chores (i.e., mowing, cleaning house, etc.) as forms of exercise. All forms of exercise named by respondents are summarized in the table 2 and figure 1 in order from highest to lowest percentages of responses.

Note: Some study participants indicated that they do a combination of activities, such as running and biking or walking and running. These responses are included in each relevant category. For example, someone who runs and walks is counted in the running category *and* the walking category. As a result, the sum of the percentages shown will exceed 100.

Table 2. Respondents' exercise activities (n=841)

	Number	Percent
Walk	596	70.90
Bike	242	28.80
Do not exercise	78	9.30
Run	59	7.00
Chores at home (indoor & outdoor)	44	5.20
Indoor exercise (aerobics, weight training, Curves, etc.)	36	4.30
Outdoor exercise (hunting, games, golf, etc.)	29	3.40
Swim, water aerobics	19	2.30
Farming & other labor occupations	11	1.30

Figure 1. What do you do for exercise?



Q2. What are your favorite routes for the following activities?

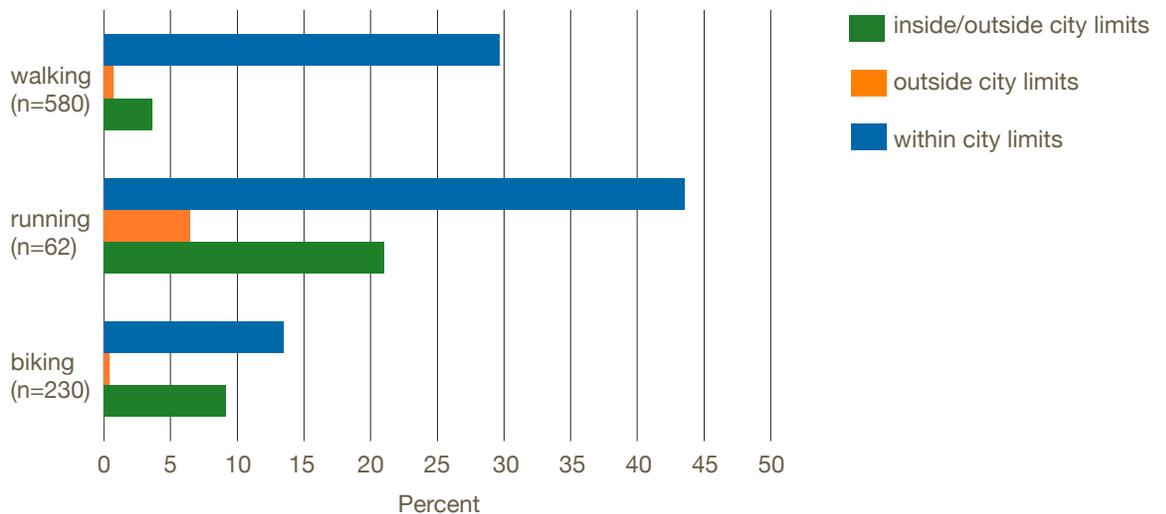
Respondents were asked to specifically describe the routes that they use when running, walking, or biking for exercise, using street and place names.

Of the respondents who answered this question, more use the facilities within the city limits (29.66 percent of walkers, 43.55 percent of runners, and 13.48 percent of bikers). Figure 2 and table 3 show the overall distribution of routes. Many respondents who identified their preferred forms of exercise did not provide route information. Therefore, the percentages in each category do not equal 100 percent.

Table 3. Distribution of biking, walking, and running routes by location

	Percent		
	walking	running	biking
inside/outside city	3.62	20.97	9.13
outside city limits	.69	6.45	.43
within city limits	29.66	43.55	13.48

Figure 2. Distribution of biking, running and walking routes by location (within and/or outside city limits)



The running, biking, and walking routes were mapped using ArcGIS software on aerial maps of each community. These maps show the city limits, indicating the extent to which residents use facilities within and/or outside city limits.

The numbers of users for the various routes are indicated on the maps by gradations in both color and thickness of the lines. The least frequently used routes are depicted by thin, lightly colored lines. The route depictions become darker and thicker as the number of users increases.

Routes for each activity were mapped inside and outside city limits.

Examples of biking and walking maps from Algona are included here to illustrate this method of mapping, along with narrative descriptions of the routes.

Biking Patterns

Few established biking trails or accessible areas currently exist within Algona city limits. The majority of biking activity occurs on the eastern end of town along Finn Drive, which offers a smooth, wide street, sidewalks, adequate lighting, and high visual quality. This area is near residential development and is in close proximity to the YMCA. Biking also takes place in the western end of town along Hall and McGregor Streets. Popularity of this area can be attributed to high aesthetics including Call State Park and historic housing.

Walking Patterns

A high volume of walking is done around and throughout the downtown area, which provides abundant opportunities to conveniently walk to eating and shopping venues. Some walking also takes place on the east side of town along Nebraska Street, as well as to the southwest in the Call State Park area.

Figure 3. Algona biking routes and frequency of use inside and outside city limits



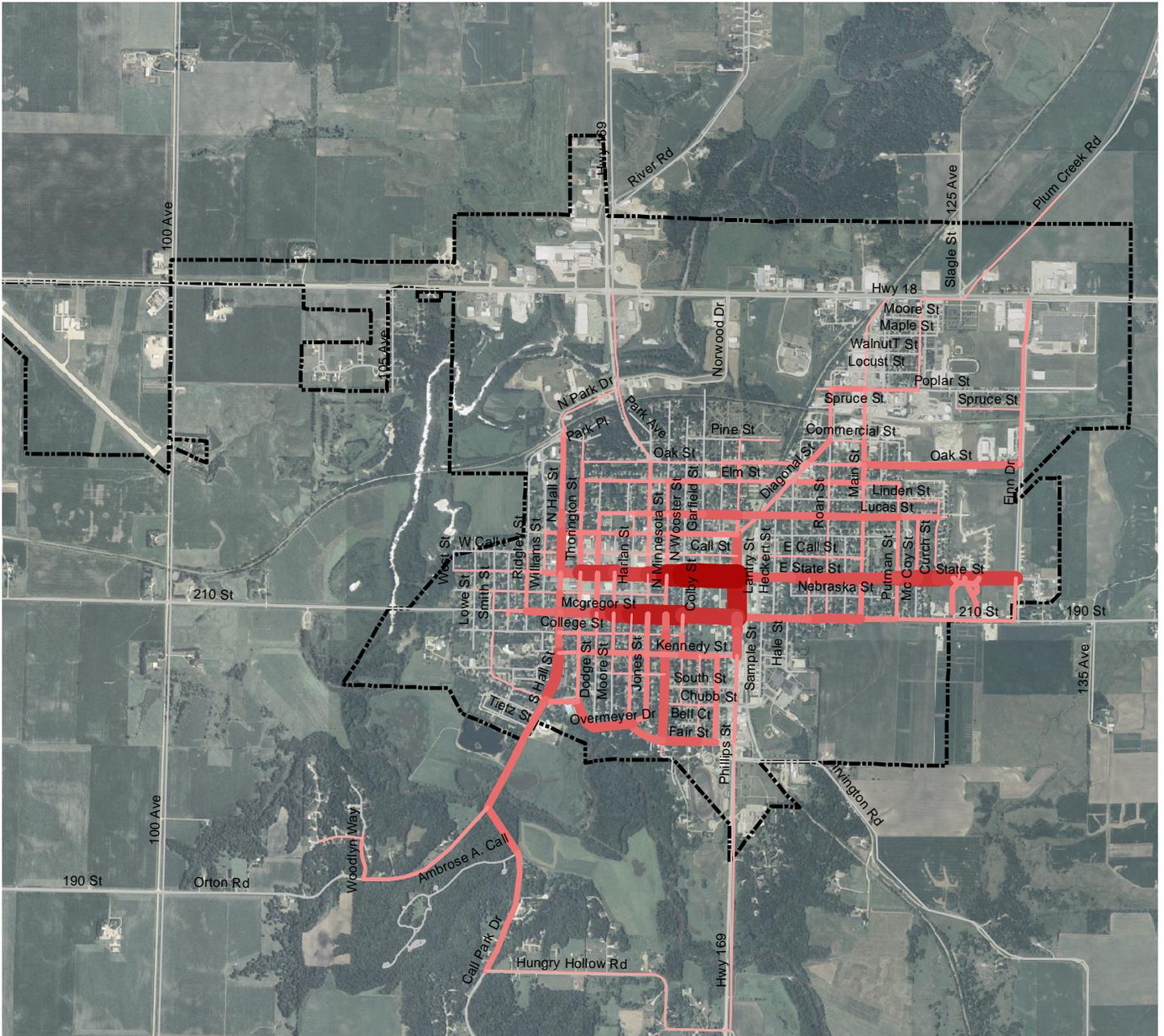
Biking routes (# of respondents = 19)



 Algona city limits

 U.S. highway

Figure 4. Algona walking routes and frequency of use inside city limits



Walking routes (# of respondents = 62)



 Algona city limits

 U.S. highway

Q3. How do you travel to work?

More than 75 percent of respondents drive to work alone. Only 7.49 percent drive with someone else, 7.84 percent walk, and 4.18 percent bike to work. Thirty respondents, or 5.23 percent, indicated that they work at home.

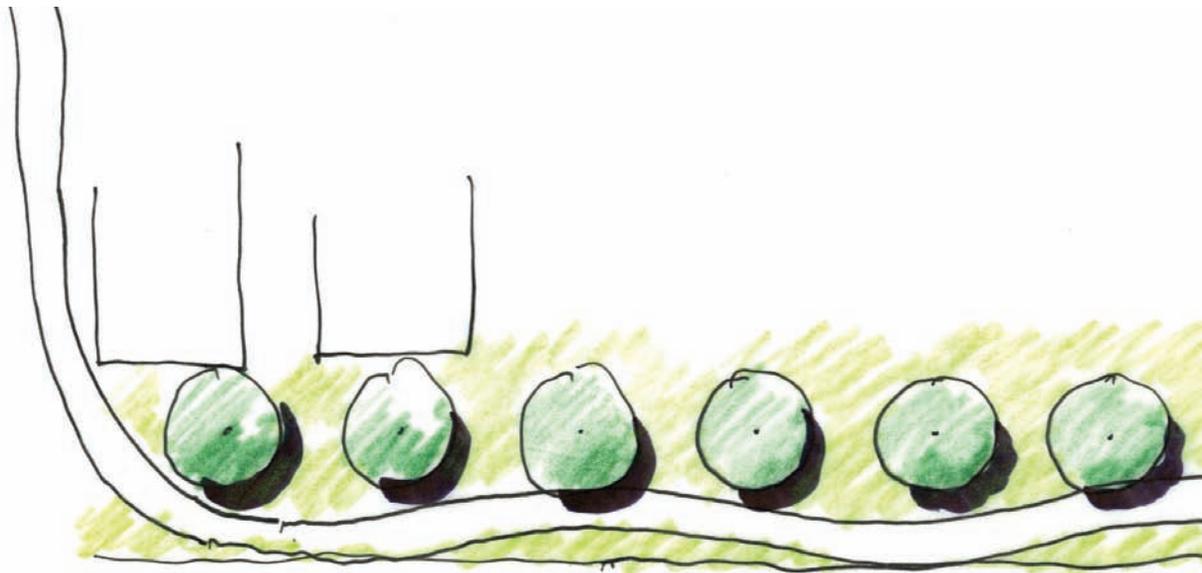
More than half of participants who indicated where they work live and work in the same city, while less than 40 percent work out of town. A small percentage of employed respondents work in more than one location (1,75 percent).

Table 4. Commuting methods (n=574)

	Number	Percent
drive alone	432	75.26
walk	45	7.84
car pool	43	7.49
work at home	30	5.23
bike	24	4.18
Total:	574	100.00

Table 5. Places of residence & work (n=572)

	Number	Percent
work & live in the same city	314	54.90
work in a different city	218	38.11
work at home	30	5.24
work in multiple locations	10	1.75
Total:	572	100.00



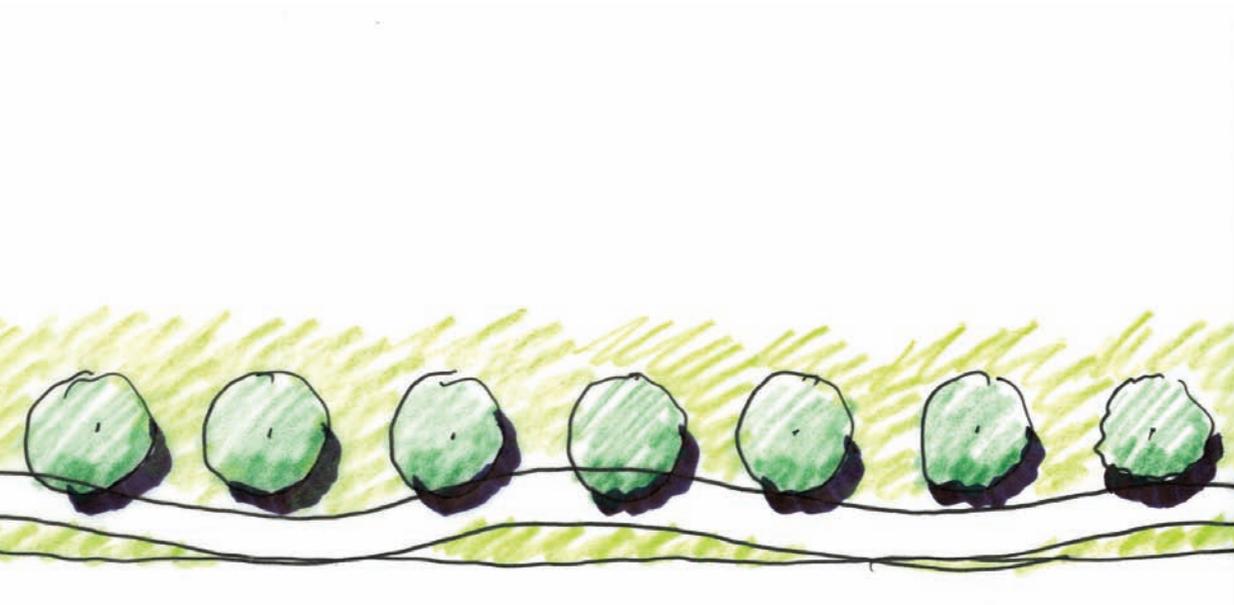
Q4. What route do you travel when commuting to and from work?

Respondents were also asked to specifically describe the routes that they take to and from work, again, specifying street and place names. These routes were also mapped using ArcGIS software.

As with the physical activity maps in question 2, the numbers of users for the various routes are indicated on the map by gradations in both color and thickness of the lines. The least frequently used routes are depicted by thin, lightly colored lines. The route depictions become darker and thicker as the number of users increases.

Commuting routes for Algona are shown in Figure 7 as an example of the mapping method used for all the visioning communities.

Participant responses indicate that a majority of Algona residents primarily use the Highway 169 and 18 corridors when commuting to work. To a lesser extent, major collection streets on the northeast side of town, including Diagonal Street, Johnson Street, and East State Street, and on the southwest side of town including McGregor Street and Hall Street, are utilized.



Q5. Please indicate the importance to you of the following enhancements to your community.

Respondents were asked to rate the importance of different community enhancements, using a scale from 1 to 5, with 5 as the most important and 1 as the least important. Three (3) is considered neutral or undecided. The responses have been grouped into three categories: pedestrian mobility and health, environmental factors, and aesthetic factors.

The aggregate data show that respondents consider enhancements that “accommodate mobility needs of seniors” as the most important (mean value of 3.78), followed by enhancements to aesthetics that “screen unsightly views” (3.76), “enhance the downtown streetscape” (3.70), and “make entryways visually appealing” (3.70). The least important types enhancements to respondents overall are those that affect the environment.

A number of statistical analyses of the data were performed to determine whether or not respondents’ perceptions of the importance of the enhancements listed in question 5 were affected by age, gender, marital status, and number of children.

Negative correlations exist between respondent age and increasing opportunities for physical activity and reducing the negative impact of new road construction. That is, increasing opportunities for physical activity and reducing the negative impact of construction decrease in importance as respondent age increases.

A negative correlation also exists between the number of children and increasing opportunities for physical activity; the more children a respondent has, the less important this transportation enhancement issue becomes.

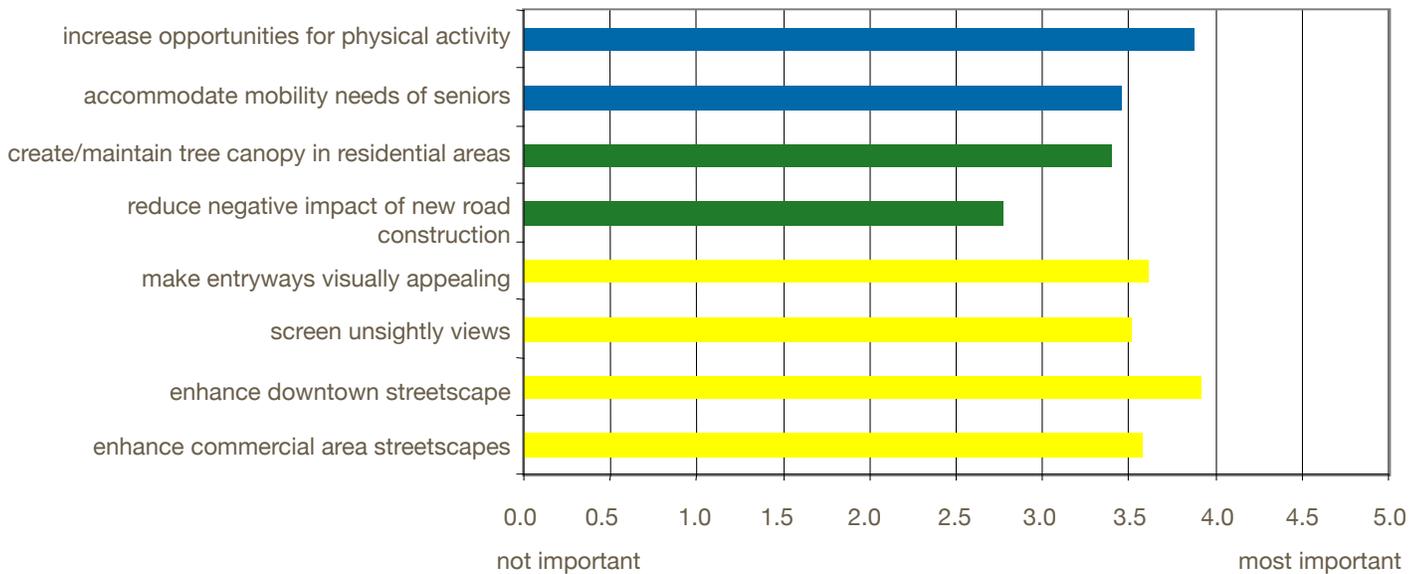
Relationships exist between respondent gender and three types of transportation enhancements: those that accommodate mobility needs of seniors, those that reduce negative impact of construction, and those that enhance the downtown streetscape. These types of enhancements are more important to female than to male respondents.

Marital status correlates with two types of enhancements—those that increase mobility of seniors and those that reduce negative impact of new road construction. Single respondents assign a much higher level of importance to increasing mobility needs of seniors than married respondents. Married respondents see reducing the negative impact of new road construction as more important than singles do, and singles see this factor as more important than widowed respondents.

The communities of Readlyn in Bremer County and West Okoboji in Dickenson County illustrate the differences in the responses regarding the importance of transportation enhancements among the individual communities. Figures 6 and 7 show how residents of Readlyn and West Okoboji respectively, rated the importance of different types of community enhancements.

Respondents in both communities perceive transportation enhancements that affect pedestrian mobility and health as important, and the level importance assigned to accommodating the mobility needs of seniors by each community is similar. However, for Readlyn, increasing opportunities for physical activity is ranked significantly higher than for West Okoboji. Enhancements that affect the environment are perceived as significantly more important to respondents in West Okoboji than those in Readlyn, particularly enhancements that reduce the negative impact of new road construction.

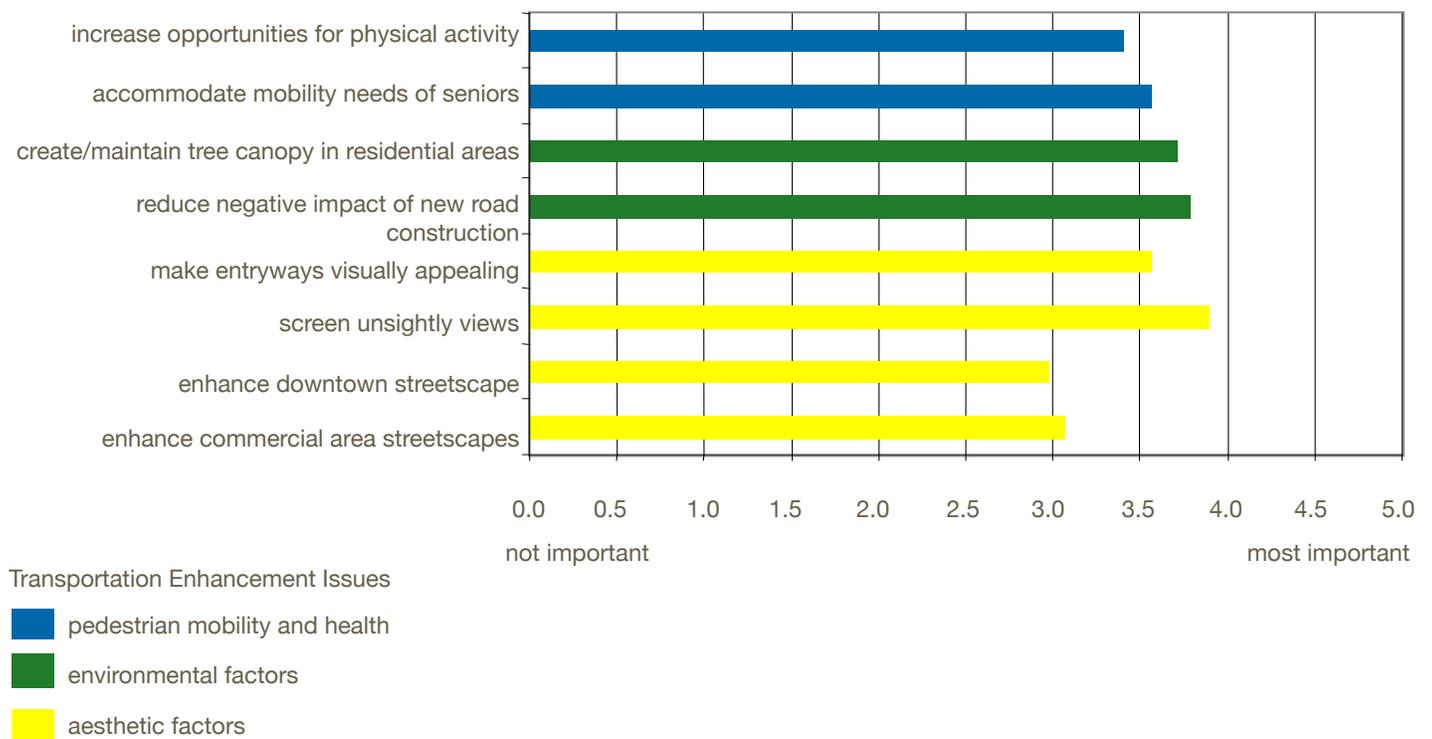
Figure 6. Readlyn data



These differences may be attributed to the communities' infrastructures, as well as population makeup. West Okoboji is unique in that its economy is driven primarily by tourism. This fact and its location at the Iowa Great Lakes indicate that ample opportunities for physical activity already exist. Because natural resources are an important asset in West Okoboji, residents place a high value on the environment. The businesses in the community are geared toward serving visitors and traditional downtown businesses and services are nonexistent and unnecessary, considering West Okoboji's proximity to Milford, Arnolds Park, and Okoboji. As a result, downtown and commercial streetscape enhancements are less important to residents of West Okoboji

Readlyn, on the other hand, is a more traditional rural community with infrastructure services such as a post office. Residents in Readlyn place a high value on community cohesiveness and the economy relies on attracting more permanent residents by providing high-quality services and promoting livability. Enhancing downtown and commercial streetscapes and increasing mobility and opportunities for activity are more important for realizing these goals.

Figure 7. West Okoboji data



Q6. What other places in your community should be improved?

This question was phrased to illicit open-ended responses and provided respondents with the opportunity to suggest additional areas that need improvement. The responses were sorted into types of improvements, from which the following 12 categories were defined.

- Streets and roadsides. This category includes improvements such as widening streets, adding/improving sidewalks and bike lanes, improving entryway corridors, etc.
- Pedestrian access, including trails. Walking is a very popular activity. This category reveals how the pedestrians/cyclists needs are met. Passive recreation assumes a “natural” setting, amenity value of nature; connections between recreation areas, provision of natural areas and restrooms, etc.
- Recreation and open space. This category refers to enhancements of open space and green space (parks, playing fields, swimming pools, and so on).
- Economic/community development. This category includes community and economic growth and core services to support local residents, excluding transportation.
- Cooperation and planning. These are comments regarding local decision making and cooperation in delivery of services, suggestion for implementation, comments/suggestions to support identified user groups such as families, teens, children, and wheelchair-bound.
- Downtown improvements. This category refers to comments regarding beautification, renovation, improved access, and other issues in the downtown area.
- Edge/growth area improvements. Areas such as new housing developments, commercial area developments, and growing residential areas are considered growth/edge areas.
- Automobile/pedestrian access, commuting, and safety issues. These types of enhancements improve driving expertise, automobile access, vehicular and pedestrian safety issues, and universal accessibility
- Aesthetic improvements. These include planting, maintenance, clean up, screening, sound, dust, and other issues relating to aesthetic delight. Aesthetic includes visual, aural, smell, experiences of users in cars, on foot, and on bikes.
- Physical improvements. These solve problems of access, functionality, whereas aesthetic improvements create an enjoyable experience that enhances functional aspects of the built environment. Maintain, repair, enhance, improve, etc.
- Others. These include suggestions that do not easily fit into the above categories, such as improving the taste of the water.

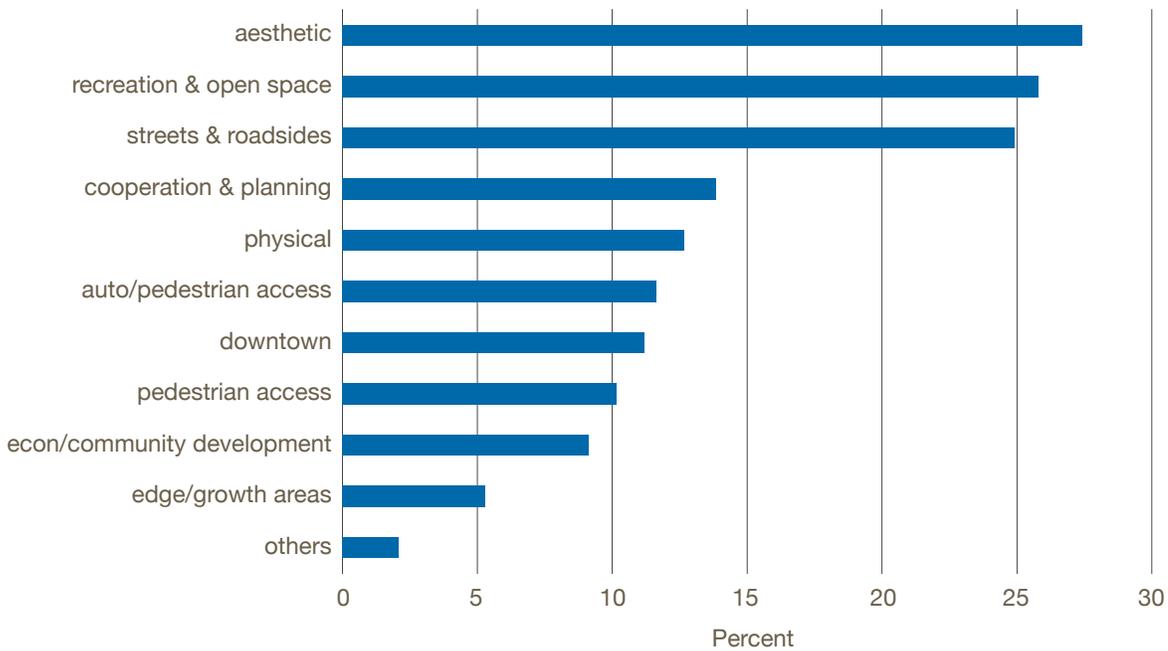
Improvements to aesthetics, recreation and open space, and streets and roadsides were suggested most often by survey participants and significantly more often than other types of improvements. The response rates for each category are shown in table 6 and figure 8 shown on the next page.

Table 6. Suggested improvements (n=678)

	Number	Percent
Streets & roadsides	169	24.93
Pedestrian access, including trails	69	10.18
Recreation & open space	175	25.81
Economic/community development	62	9.14
Cooperation & planning	94	13.86
Downtown improvements	76	11.21
Edge/growth area improvements	36	5.31
Automobile/pedestrian access, commuting, safety issues	79	11.65
Aesthetic improvements	186	27.43
Physical improvements	86	12.68
Others	14	2.06

Note: Some respondents made multiple suggestions that are applicable to more than one of the defined categories. As a result, the sum of the percentages shown will exceed 100.

Figure 8. Additional improvements suggested (n=678)



Q7. Are the enhancements mentioned above important enough to you that you would be willing to help implement change by: a) contributing financially to the project? b) volunteering your time and talent? (n=843)

More than 60 percent of the respondents are willing to volunteer their time and talent and/or financial resources to implement community enhancements (62.16 percent). Of those willing to contribute, 29.25 percent indicated that they could contribute both financial support and time and talent. Some participants are willing to contribute their time and talent only (26.16 percent) and some wish to contribute financial support only (6.90 percent).

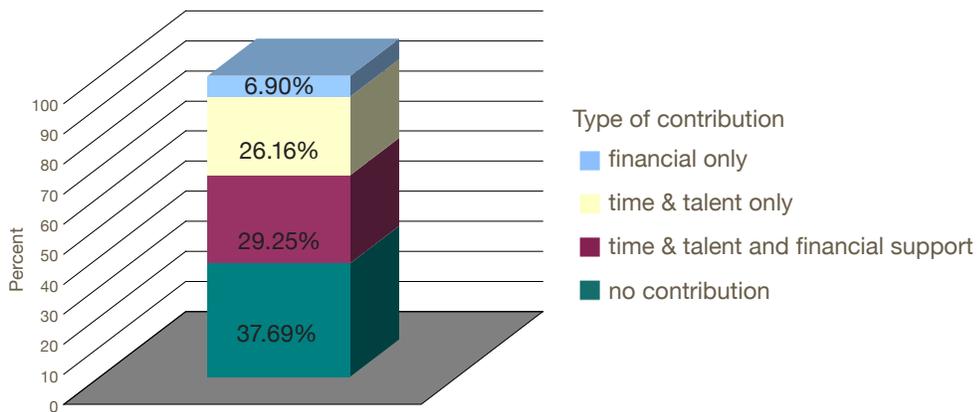
Again, the communities of West Okoboji and Readlyn can be used as examples that illustrate the differences among the communities' results. More than 80 percent of Readlyn survey participants are willing to volunteer, compared to 60.78 percent of West Okoboji respondents.

The percentages of respondents from both communities interested in volunteering their time and talent and contributing financially are nearly identical (Readlyn – 37.50 percent, West Okoboji – 37.25 percent). However, the percentages of respondents willing to contribute financially only and with time and talent only are much lower for West Okoboji.

Table 7. Type of contribution

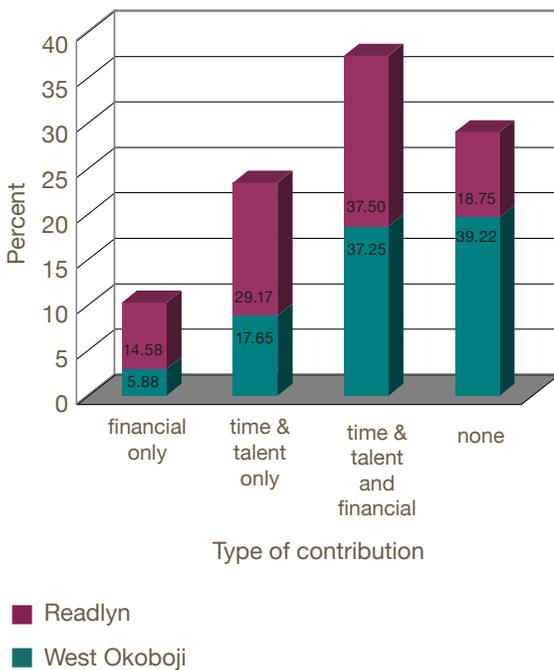
Type of contribution	Number	Percent
Financial support only	58	6.90
Time and talent only	220	26.16
Time & talent and financial support	246	29.25
No contribution	317	37.69
Total:	843	100.00

Figure 9. Willingness to help implement the change



These differences could be attributed to the nature of West Okoboji's population, some of whom are part-time residents and live there only during the summer months, Readlyn's population, on the other hand, is maintained year-round.

Figure 10. Comparison between Readlyn and West Okoboji



Respondents Demographic Characteristics

The distribution of survey respondents by gender is similar to statewide gender distribution. Nearly 57 percent of the respondents are female and 43.23 percent are male. According to the 2000 Census, 52.63 percent of Iowans are female and 47.37 percent are male. In terms of marital status, married persons are over-represented and single and widowed persons are under-represented in the study sample.

Those engaged in management, professional and related occupations are also over-represented (2002 Census data show 16 percent, the study data show 45 percent) while all other employment categories are underrepresented.

The ages of respondents range from 18 to 93. The average age of the respondents is 56.56 compared to 52.60 for the state of Iowa. The average number of children in the study is higher compared with the state of Iowa (2.71 and 2.29, respectively).

Almost half of respondents (47.20 percent) requested a copy of the study results, indicating that there is interest among community members beyond the steering committee in Visioning Program activities.

Firm Profiles

Craig Ritland, Landscape Architect, FASLA

Visioning LA: Craig Ritland

Firm Philosophy: To improve the quantity and quality of open space, to preserve natural and cultural resources, and to create quality environments.

Location: Waterloo, IA

Established: 1970

Services: Master/comprehensive planning, corridor/transportation planning, urban design and streetscapes, parks and open spaces, campus/estate planning, and residential gardens.



Craig Ritland makes notes on a USGS map during a workshop in Cascade (2001).

Snyder and Associates Engineers and Planners

Visioning LA: Curt Engelhardt

Firm Philosophy: To provide comprehensive engineering and planning services that facilitate “growth through planning” by effectively addressing a client’s long-term planning needs as well as provide day-to-day problem solving expertise.

Locations: Ankeny, Atlantic, Cedar Rapids, and Council Bluffs, IA; Maryville and St. Joseph, MO

Established: 1977

Services: Community and regional planning; construction observation; concept planning, energy facilities; GIS; graphics and multimedia design; landscape architecture; land development; municipal engineering; real estate services; subsurface utility engineering; water, storm water, and waste water systems; survey; traffic engineering; transportation planning.



Curt Engelhardt (far left) discusses the concept plan with the Woodward visioning committee (2005).

Yaggy Colby Associates

Visioning LA: Monte Appelgate

Firm Philosophy: To provide prompt, quality, personalized services to meet the facility and infrastructure needs of municipal, building and site design, transportation, and land development clients throughout the upper Midwest.

Locations: Rochester, MN; and Mason City, IA

Established: 1970

Services: engineering, architecture, surveying, planning, and landscape architecture.

Jack E. Leaman Consultant, Inc.

Visioning LA: Jack Leaman

Firm Philosophy: To work closely with people in the public and private landscapes to understand the challenges and opportunities of their environment and to enable them to find acceptable solutions to reach their goals and objectives.

Location: Mason City, IA

Established: 1999

Services: Community and regional planning; large and small scale design for urban, rural and personal spaces; landscape design and details to create special places for people to work, live and play; and to participate as a team member to work together to analyze and resolve interesting challenges and opportunities.



Monte Appelgate explains proposed concepts for Algona during that community's charrette (2006).



With help from the Tiffin visioning committee, Jack Leaman notes significant areas on a map (2004).

Hoffman Design Consultants

Visioning LA: Loren Hoffman

Firm Philosophy: To provide professional service that is responsive and personal and to yield higher quality design by offering the integration of civil engineering and landscape architecture.

Location: Cedar Rapids, IA

Established: 2004

Services: Landscape architecture, including master planning, streetscape and site enhancement, and recreational facilities; site development including conceptual planning, rezoning and site plans, and construction documents; and civil engineering, including roadways and subdivisions, utility improvements, and storm water management systems.



Fairfield residents discuss concept plans with Loren Hoffman during the public presentation (2003).

Shive-Hattery, Inc.

Visioning LAs: Al Bohling and Kevin Froelich

Firm Philosophy: To help our clients become more successful by understanding their businesses and addressing what is really important, promoting the best use of their money and other resources, and helping them avoid difficulty.

Locations: Cedar Rapids and West Des Moines, IA; Moline, IL

Established: 1896

Services: Landscape architecture, planning, and design; consulting engineering services, including civil, electrical, environmental, mechanical, structural, process and transportation engineering; roof management; and construction administration, observation, and material quality control.



Al Bohling explains drawings done during the charrette in Readlyn (2006).

gēnus [landscape architects]

Visioning LA: Jennifer Richmond

Firm Philosophy: To enhance the quality of people's lives and the condition of the environment through the discipline of landscape architecture. The foundation of our practice lies in our pursuit of creating artful landscapes that function.

Location: Des Moines, IA

Established: 2005

Services: Schematic design, design development, construction documents, bidding and negotiation, construction administration, planning, pre-design and programming, public input facilitation, design guidelines, grant writing, permitting and zoning, cost estimating, illustrative drawings and visual simulations.



Jennifer Richmond answers questions while presenting concepts to the Galva committee (2006).

Flenker Land Architecture Consultants

Visioning LA: Meg Flenker

Firm Philosophy: To improve, adapt, and create environments that enrich the quality of our lives as well as allow compatibility between human development and the environment.

Location: Just north of Davenport, IA

Established: 1997

Services: Architectural-land planning, wetland delineation, wetland mitigation design, park and recreational planning & design, grant writing, Computer-Aided Drafting (CAD), ecological planning and design.

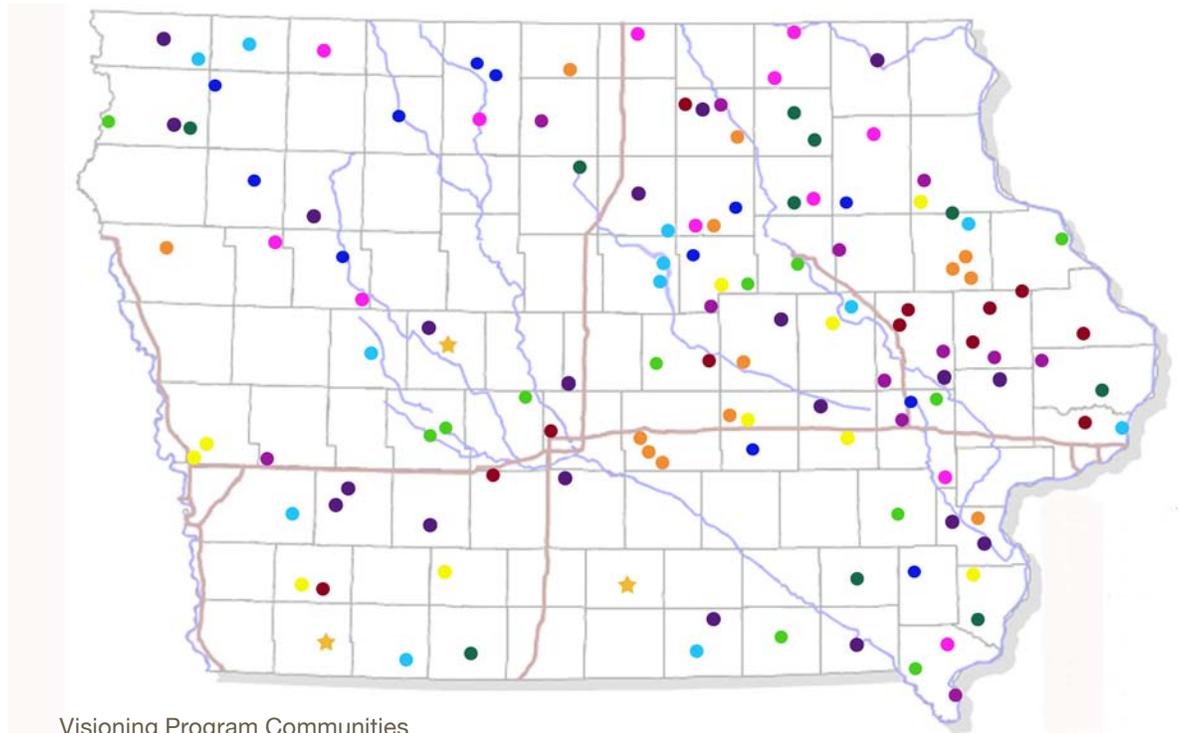


Meg Flenker asks committee members during the community tour in Lone Tree (2006).

Executive Summary

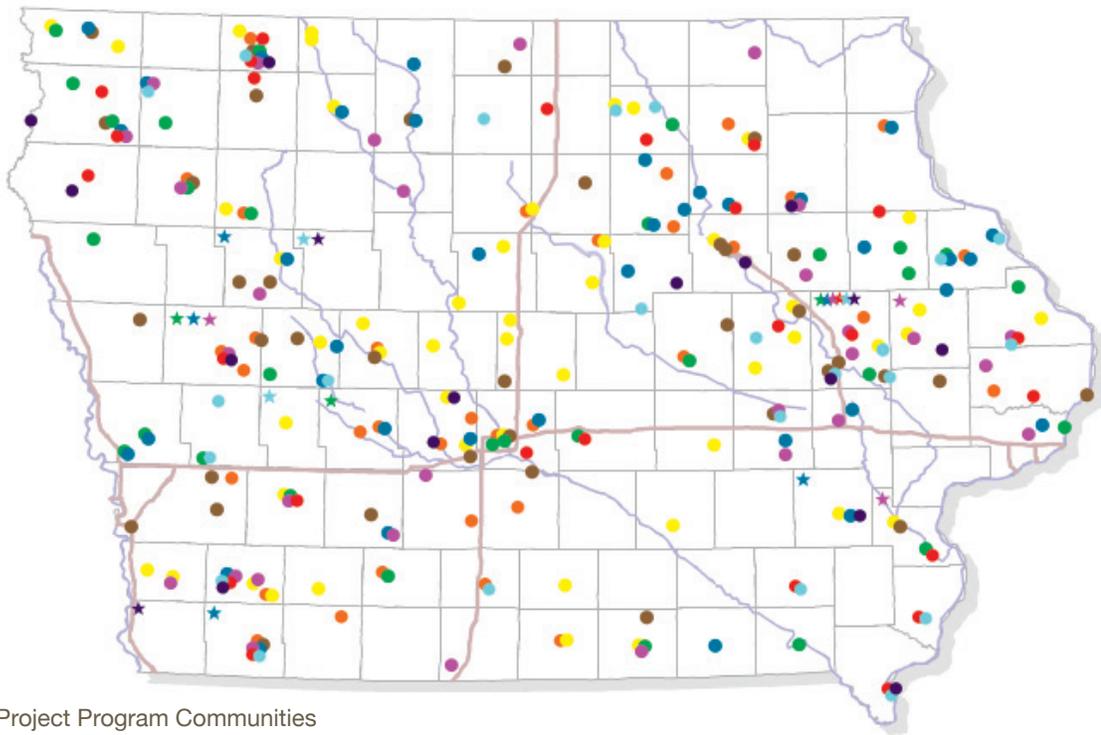
The Iowa's Living Roadways Program was born of an effort to provide design services to rural Iowa communities. The program is a collaboration involving the Iowa Department of Transportation, (Iowa DOT); the Living Roadway Trust Fund (LRTF); Iowa State University; and Trees Forever, a nonprofit environmental advocacy group.

Iowa's Living Roadways consists of the Community Visioning Program and the Project Program. The Visioning Program provides planning and landscape design assistance to Iowa's small communities. The Project Program funds the planting of native grasses, wildflowers, shrubs, and trees along transportation corridors.



Both the Visioning and Project programs provide assistance to Iowa communities with populations of fewer than 10,000 because these smaller communities often lack the resources and expertise needed to design and implement landscape enhancements.

The sustainability and success of the program is evident by the actual number of communities it has touched. Since Iowa's Living Roadways was created in 1996, 125 communities have participated in the Visioning program and 196 communities have received grants to fund 307 projects from the Project Program.



Project Program Communities

- | | |
|-------------|-------------------|
| ● 1996-97 | ● 2002-03 |
| ● 1997-98 | ● 2003-04 |
| ● 1998-99 | ● 2004-05 |
| ● 1999-2000 | ● 2005-06 |
| ● 2000-01 | ☆ County projects |

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