

IOWA'S
LIVING
ROADWAYS

Community Visioning Program

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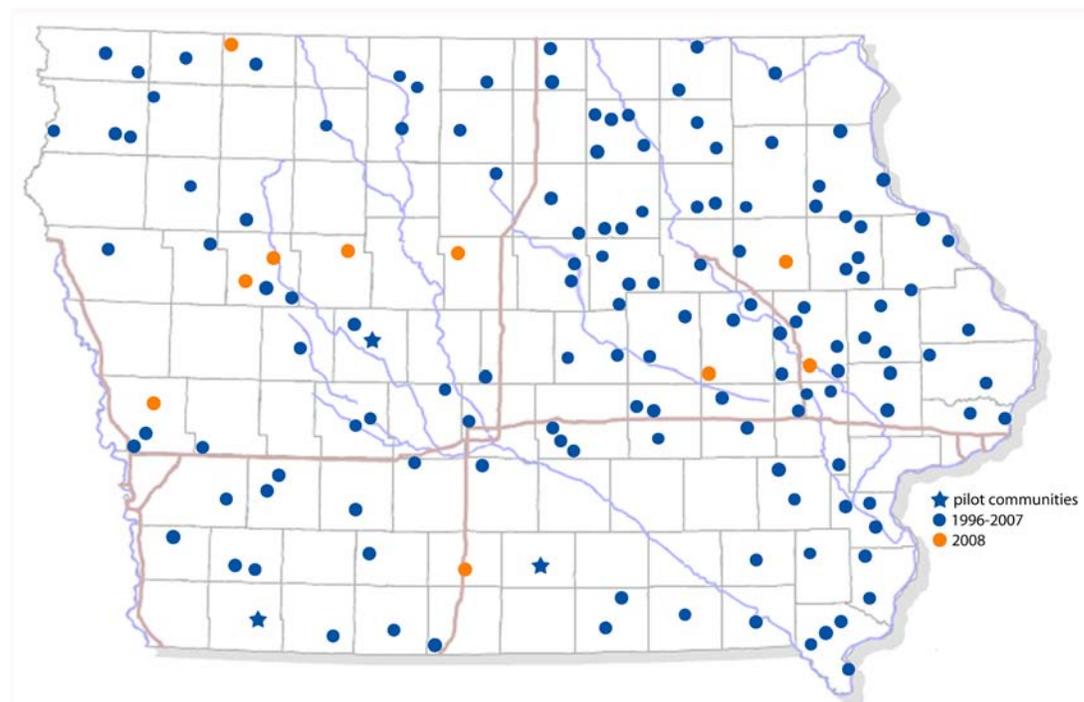
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The Iowa's Living Roadways Program was borne of an effort to provide design services to rural Iowa communities. The program is a collaboration involving the Iowa Department of Transportation (Iowa DOT), the Living Roadway Trust Fund (LRTF), Iowa State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

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

Both 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 number of actual communities it had touched. Since Iowa's Living Roadways was created in 1996, 149 communities have participated in the Visioning Program and 216 communities have received grants from the Projects Program.



Visioning Program Communities, 1996–2008

Building Community Visions,

One of the goals of the Community Visioning Program is to facilitate working relationships between client communities and landscape architects and to teach communities the importance of professional assistance with landscape planning. Few practitioners have met this challenge more effectively than landscape architect Meg Flenker.

Meg became involved with Community Visioning in 1997, shortly after establishing her own firm, Flenker Land Architecture Consultants, just south of the Quad Cities. Since then she has participated in the program every year and worked with 19 communities, several of which called on her to help them implement their landscape projects and realize their dreams.

Meg continues to participate in the Visioning Program because of “the positive impact that this program has of improving the quality of life for rural Iowa communities and getting community members actively involved and educated on the benefits of professional planning.”

“I also enjoy working with the people—whether they are the community members, the student interns, the Trees Forever staff, the ISU Extension staff, or the Iowa DOT—everyone has one goal in mind, and that is to create better Iowa communities,” she said.

Perhaps the most critical time in Community Visioning is after the process is completed and the communities are ready to implement their visions. Communities that have an understanding of what a landscape architect does and of the importance of detailed project plans—that is, communities that work with Meg Flenker—are more likely to succeed at project implementation.



Top: Meg helps student interns during the design charrette in Lone Tree (2006).



Bottom: Visioning committee members in Springville listen as Meg explains proposed designs during the charrette (2004).

Opposite left: In summer 2006, Parkersburg undertook construction of the downtown streetscape plan.

Opposite right: The Depot Park plan in Parkersburg that Meg designed has also been implemented.

Fulfilling Community Dreams

Visioning communities not only benefit from Meg's expertise in landscape architecture, but also from her knowledge of soil erosion and storm water issues. In addition to being a registered landscape architect, Meg is a Certified Professional in Erosion and Sediment Control (CPESC) and the first and only Certified Professional in Storm Water Quality (CPSWQ) in the state of Iowa.

Evidence of her success in guiding communities to successful implementation can be found in the many communities with which she has been involved in working on the implementation and/or further development of concepts that were addressed during their participation in the Community Visioning Program. Some of the communities that she has worked with after they have completed the visioning process include:

- Bloomfield, Iowa: Meg prepared a Streetscape master plan for a nine-block area downtown. The elements of the streetscape plan

address design, circulation, paving, streetscape furniture and amenities, landscape plantings, lighting, public art, signage, building preservation and maintenance.

- Washington, Iowa: Meg developed the city logo and worked with an advisory board on developing concepts for improvements to the existing bandstand. The concepts explored preservation, enhancement and new bandstand concepts.
- Parkersburg, Iowa: Meg created a streetscape master plan for downtown, as well as a master plan and design guidelines for the Highway 21 corridor. Other projects included the design plans for their community entryway and for a new park, Parkersburg Discovery Park.
- Middletown, Iowa: Meg prepared the concept plans and associated cost estimate for the development of a two-block park in the center of town.



WASHINGTON BANDSTAND IMPROVEMENT PROJECT

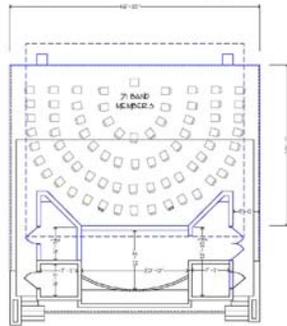
Washington, Iowa



Proposed View of Bandstand



Proposed View of Front



FLOOR PLAN

FLENKER LAND ARCHITECTURE CONSULTANTS, LLC & BRACKEN-HAYES-SAMBLE SWANSON ARCHITECTS, LLP
Long Grove, Iowa Mt. Pleasant, Iowa



Proposed View of Back

Meg developed the plans shown here for the renovation of the Washington bandstand.

- Long Grove, Iowa: Meg finalized the design plan for a community recreational trail that was originally proposed during the visioning process.

Meg stumbled upon the landscape architecture profession by chance, when she took a career placement interest test in college. "I am still amazed today how lucky I was to find this profession—it is something that I truly love and doesn't seem like work. How lucky can that be!" she said.

"Landscape architecture allows me to be outdoors while still having an office job; it allows me to be creative while still solving problems and creating solutions; it allows me to work with people yet be technical; it allows me to improve the quality of life for people, while still being a land steward," she explained. "It

allows me to have a lot of variety in my job, and always provides me with new challenges to maintain my interest."

The path that Meg's career as a landscape architect was shaped by her background and experiences growing up on a farm, which she believes nurtured her interest in environmental stewardship. Her life experience "also fostered the core values which guide me, my career and my decisions to this day: hard work, honesty, common sense, ethics, perseverance and the desire to continually learn and improve," she said.

Working with visioning communities is only a small part of Meg's practice in Iowa. The majority of her work throughout Iowa is with other public and private entities. Examples of this aspect of her business include:

REPLICATED INDIAN
ARROWHEAD -
INCLUDING CHIP MARKS

NOTE:
THIS ENTRANCE SIGN IS "3-D"

BOULDER -
CREAL OR
REPLICATED

WAPELLO



Top: Meg designed entrance signage for Wapello, which participated in visioning in 1998.

Middle: This photo shows the completed south entry sign in Wapello.

Bottom: In summer 2006, Wapello unveiled its newly completed entry signs in a ceremony during Chief Wapello Days.



five elementary schools and the junior high school, as well as the complete renovation and expansion of the High School campus parking lots and pedestrian walkways to improve drainage, circulation and aesthetics.

Another aspect of Meg's practice involves wetlands. For more than 19 years, she has been conducting wetland delineations, designing wetland mitigation sites, preparing alternative analysis for projects impacting regulated wetlands, conducting wetland mitigation monitoring, and assisting clients with the permitting process. This work takes her throughout Iowa and Illinois, with sites ranging in size from 0.01 acre to more than 500 acres.

Meg has been selected for the Community Visioning Program achievement award in recognition of her versatility in the areas of landscape architecture and environmental issues, as well as her dedication to improving Iowa's communities through her participation in the Community Visioning Program.

- The Des Moines County, Iowa Recreational Trail, a 15-mile county trail connecting the Port of Burlington to Big Hollow County Park;
- The North Scott Community School District Sports Complex, which includes a collegiate sized soccer field, 12 tennis courts, and lighting, parking, storm detention and other site improvements; and
- North Scott Community School District Campus improvements, including the renovation of the parking lots and playgrounds at all

Belle Plaine is located 35 miles west of Cedar Rapids and five miles south of Highway 30. The town's name is said to mean "belle of the plain" or "beautiful plains," which was used to describe the landscape of the original settlers. The Union Pacific Railroad was established around the time of settlement and still runs through Belle Plaine today. A recognized historic Lincoln Highway route and a scenic byway are two other significant features of the transportation corridors in Belle Plaine. And, one of two bird sanctuaries in the state is located along the scenic byway.

The Ioway Trail, which is a proposed regional trail, will be implemented in the Iowa River Corridor two miles south of Belle Plaine, offering an excellent opportunity for Belle Plaine to shift its resource focus and to gain connectivity with outlying communities.

The Belle Plaine area is home to five artesian well sites. Jumbo Well gained national recognition when it erupted in 1886, flooding 80 businesses. It took 14 months to harness the waters from the

eruption. The Jumbo Well is celebrated at the annual Jumbo Well Days in September.

The Belle Plaine visioning committee has a strong passion for preserving its town's history and moving it forward. The committee's involvement in the community is quite impressive and evident in the park system, as well as downtown amenities. The committee used the visioning process to build on these ideas, and the design team developed the following proposals:

- Educational and interpretive prairie center: emphasize Belle Plaine's identity as beautiful plains, while offering an opportunity to educate the public about the Iowa River Corridor and the DNR-owned wetland in town.
- Entryway signage: create an identity for Belle Plaine and using uniform materials and concepts in community signage; add signs at the outskirts of the community by U.S. Highway 30.

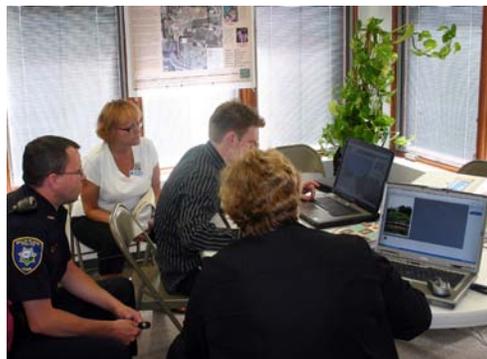


- Architectural Park: strengthen the west entryway and utilize the large open space to create an identity for Belle Plaine; use native plantings in dynamic forms, as well as plantings that emphasize the community's modern perceptions.
- Henry B. Tippie corridor: direct views and strengthen corridor by adding consistent signage, logos and lights, along with the incorporation of a trail system; add enhancements to nodes along the corridor such as George Preston's historic gas station.
- Franklin Park: relocate the entry and parking; remove the fence around the playground and replace it with plant material to create a more welcoming atmosphere for children and their families.
- Box Park: design a wet planting in the swale within the park and construct a bridge or add permeable paving in the flooded path.



Mark Pingnot
Field Coordinator

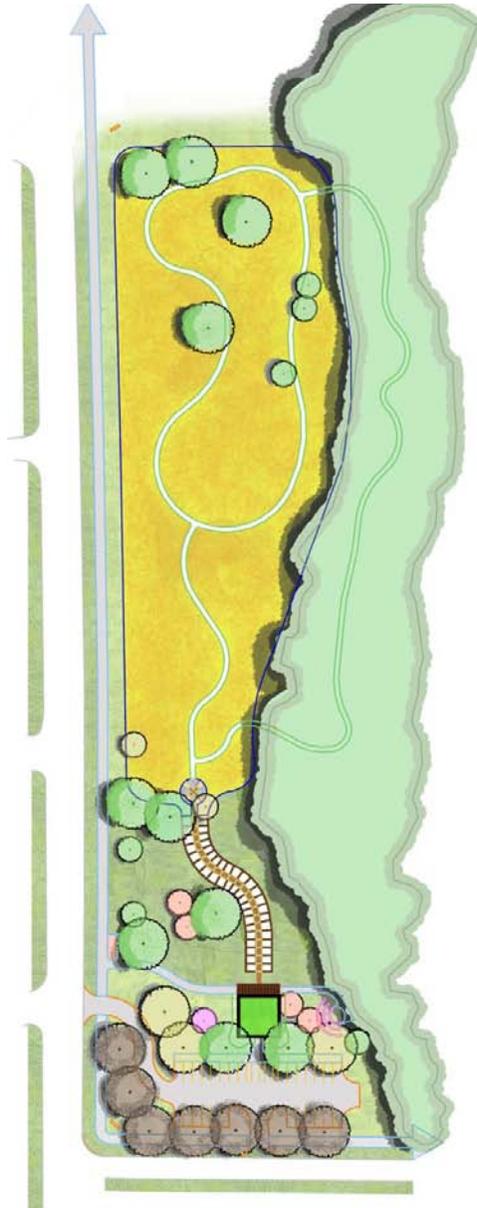
Vicki Schwab, chair	Joel Formanek
Brandi Beck	Chuck Gordon
Jodi Bermel	Dean Johnson
Kim Blink	Marvin Kucera
Dan & Jo Blanchard	Nate Moore
Tony Brecht	Wayne Parizek
Dorrie Brenecke	Lon Weber
Bill Daily	Judy Schlesselman
Jim Daily	Gene Severson
Jon Dayton	Bob Ulch
Don Drahos	Jodi Weber
Scott Frank	Dick Wells



Belle Plaine

Right: This enhanced image of the west entry on Highway 21 includes deciduous trees, native plantings and new entrance signage designed to reflect the community's heritage.

Below: This plan view shows the conceptual site plan for the proposed Beautiful Plaines Park.





Meg Flenker
Landscape Architect

Meg is the principal of Flenker Land Architecture Consultants, LLC and has more than 19 years of professional experience in landscape architecture, land planning, environmental and engineer consulting, and grant writing. She is a registered landscape architect in Iowa and Illinois, as well as a Certified Professional in Erosion and Sediment Control (CPESC) and a Certified Professional in Storm Water Quality (CPSWQ).

Meg established her practice in 1997. That same year, she began participating in the Visioning Program and has continued to do so each year 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.



Martyn Albert
Student Intern

Martyn is a 24-year-old who grew up in Davenport, IA. He currently has an A.S. degree in Liberal Arts and is a fourth-year landscape architecture student at ISU with a secondary major in environmental studies. He is known mostly in the soccer community as a player and coach. He is an avid outdoorsman, as is evidenced by most of his hobbies, such as hunting, fishing, sketching, disc-golfing, golfing and traveling. His goal is to use his training to make the world a better place. His love of helping people and enjoyment of the outdoors has led him to landscape architecture.

Martyn believes that public involvement is the key to a successful community. He loves to talk and get to know people and apply his knowledge in any way possible. He is most excited to be involved in a great program that allows him to help people and to contribute his education back to Iowa. He hopes to gain professional experience and experience in working on a team.



Opposite middle: *The existing Henry B. Tippie corridor is devoid of character and aesthetics. The enhanced image of Henry B. Tippie includes a recreation trail, period street lighting and street trees.*

Left: *This illustration shows a proposed enhanced entryway to the play area in Franklin Park.*

The city of Ely is just minutes south of Cedar Rapids, located in Linn County in eastern Iowa. County Road W6E connects Ely with Cedar Rapids to the north and Iowa City to the south. Established in June 1872, Ely was named after Dr. John F. Ely, who chose the Cedar Rapids area to begin his medical career. Dr. Ely was also the treasurer for the Burlington, Cedar Rapids and Northern Railroad Company, which was established in Ely shortly after the town was platted. Since its founding, the town has grown immensely and continues this expansion today.

The community has worked to improve numerous areas throughout the city, such as adding another city park, designing a new downtown streetscape, and connecting the Hoover Trail System to existing trails to the north and south. Ely is the northern gateway to Lake MacBride State Park, which is used widely by recreationists of all types, making recreational amenities and connections key aspects of the community's identity.

Ely applied for visioning to make plans for major changes to traffic patterns in and around the town, further the

implementation of the well-known Hoover Trail System, and revitalize the historic town. The visioning process resulted in the following proposals:

- Historic downtown district: develop entrances to the district that create distinct boundaries; incorporate a parallel parking scheme; add amenities such as benches, signage and lighting; widen sidewalks and install corner bump-outs; use accent paving to incorporate crosswalks, street patterns and additional nodes; add ornamental street trees and flower planters.
- Hoover Trail system: extend the trail from where it currently ends at the north of town to the substation south of town; incorporate information signage along the trail; create an interior loop for the trail that encompasses most of Ely; provide seating nodes along the trail; incorporate a trailhead near City Hall.



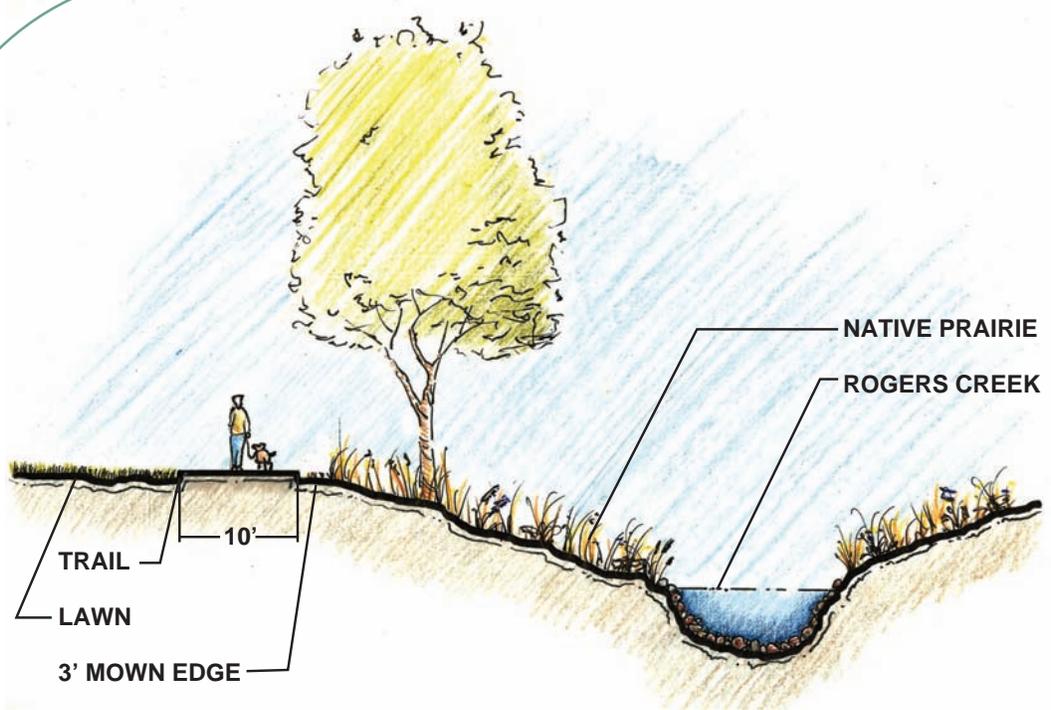
- Community welcome signage: develop signs that incorporate the same materials used elsewhere in the community to create a distinct identity; extend the location of such signage due to foreseen enlargement of the community.
- Rogers Creek corridor: use the space located behind the current City Hall to provide a gathering space for community members; create a trailhead for the Hoover Trail system, which would also serve as a performance structure, public restrooms and gathering space; create additional parking for the trailhead and City Hall.
- State Street corridor: create three lanes of traffic where there are currently two, having the middle lane serve as a turning lane; add curb and gutter treatment to this streetscape; plant additional trees and other vegetation to help in screening undesirable views and make this corridor more noticeable.



Roger Hunt
Field Coordinator

- | | |
|-------------------------|--------------------------|
| Tim Grimm, chair | Dave Rasmussen |
| Aaron Anderson | Keith Schulte |
| Gail Coleson | Deanna Stallman |
| Jim Doyle | Dale Stanek |
| Cheri Franke | Thomas Tjelmeland |
| Clary Illian | Bob Ballantyne |
| Eldy Miller | Suresh Ganu |
| Don Musil | Bill Grove |
| Dean Nezerka | |





Top: This drawing shows a section view of Rogers Creek with a trail added, along with native vegetation to prevent erosion.



Middle left: This photo shows an existing downtown intersection with the grain elevator in the background.

Middle right: The grain elevator is screened by a seating node that includes trees, period lighting, plantings and a wall element.



Bottom left: This monument sign is one of two options created by the design team to capture Ely's identity.



Loren Hoffman
Landscape Architect

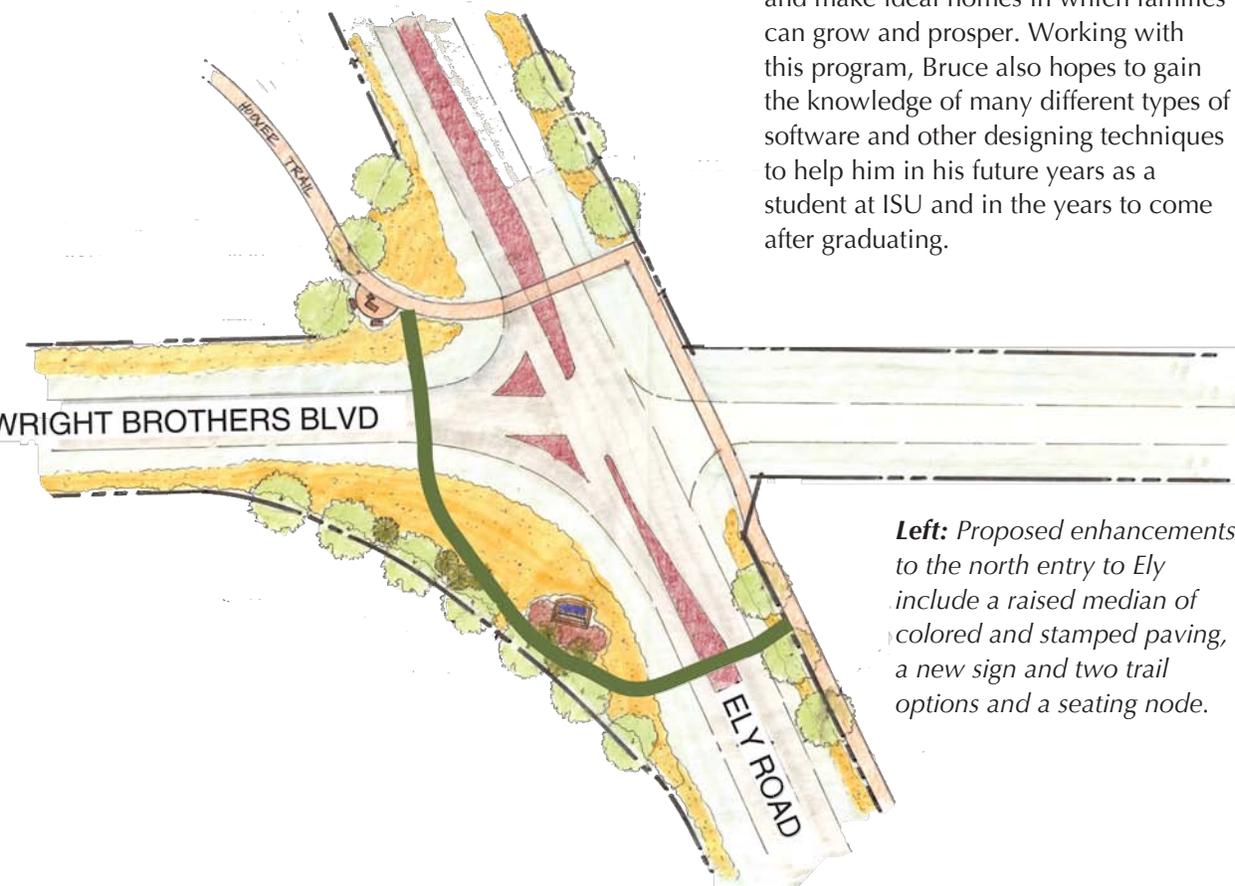
Loren is proud to have worked with the Visioning Program since 2001. He has worked with several Iowa communities since then developing the elements of their vision. Loren graduated from Iowa State University with a Bachelor of Landscape Architecture in 1996. Loren is the principal landscape architect at Hoffman Design Consultants in Cedar Rapids. He has a variety of project experience including park and trails design, campus master planning, streetscape design, and irrigation design as well as institutional and municipal site planning and design.



Bruce Niedermyer
Student Intern

Bruce has just completed his sophomore year in landscape architecture at ISU. He graduated in 2006 from Logan-Magnolia High School in western Iowa and began college with the goal of a degree in architecture. With the help of his peers and influential professors and the recognition of his love for the outdoors, he quickly realized that landscape architecture is his real passion in life.

Community Visioning is a great fit for Bruce, since he grew up on a small-town farm. He has the ability to relate to the values and beliefs of a small community and feels that his interactions with the community will help him to learn a great deal as well as give him the opportunity to teach the community a few things. He believes that programs like this will help Iowa's small towns continue to thrive and make ideal homes in which families can grow and prosper. Working with this program, Bruce also hopes to gain the knowledge of many different types of software and other designing techniques to help him in his future years as a student at ISU and in the years to come after graduating.



Left: Proposed enhancements to the north entry to Ely include a raised median of colored and stamped paving, a new sign and two trail options and a seating node.

Grand Junction

Grand Junction is a small town of 964 residents, located on U.S. Highway 30 in eastern Greene County in central Iowa. The town has been defined by the predominant modes of transportation of different historical eras. The name “Grand Junction” comes from its location at the intersection of the Chicago-Northwestern and St. Louis-Minneapolis Railroads. This junction was a major thoroughfare for passengers and cargo; Grand Junction was even known as “The Chicago of the Midwest.” As rail travel waned, the community was fortunate, as the Lincoln Highway passed through downtown. Prosperity continued until the 1960s when the Highway 30 bypass was built. Since then the town has declined—few businesses remain and many homes have fallen into disrepair, but the community has a strong sense of pride and a desire to improve.

The town is characterized by a heavy tree canopy, a wide Main Street through downtown and frequent train traffic. Several opportunities are available for local service organizations to help perk

up this small community: vacant lots in downtown, a new interpretive site at the east entrance and several historic structures.

Grand Junction hopes the Visioning Program will be the impetus for making the community a little brighter, a little prouder and a little more welcoming. The following proposals take into account the town’s needs and vision for the future:

- New downtown park: convert vacant lots to city park; install sound wall to deflect noise from passing trains, plant allee of catalpa—a historically significant species; include open shelter and shade trees; connect across Main Street with a mid-block crossing to a specimen tree park and future community center.
- Downtown corridor: replace unneeded parking with bump-outs and planting beds; plant street trees and perennials to mask dilapidated buildings and offer privacy for



residents; extend sidewalks in the form of boardwalk nodes to create a more pleasant walking experience.

- Star Motel Museum: clean up old gas station and roadside motel with new stucco, paint, windows and doors; add perennial plantings around motel sign; install window displays.
- Highway 30: plant native grasses and forbs to enhance the main entry.
- Entry Sign: install a new railroad-themed entry sign in a new location— the intersection of U.S. Highway 30 and State Highway 144.
- High school: address water pooling problems around the high school and softball field with rain gardens.
- Walking trail: outline a route that ties key areas of the community; identify distances and times along the route for recreational walkers.



Mark Pingnot
Field Coordinator

Jan Scharingson, chair

Fran Teagarden

Sharon Comer

Brock Lyons

Craig Hertel

Vernon Fritz

Sue Kellog

Shirley Rundle

Jon Hueser

Jenon Cody

Barb Walker



Grand Junction



Top right: Although a popular destination, a trail system into and through Lion's Park does not exist.

Middle right: Based on community input, the design team proposed a recreation trail with amenities in the park.



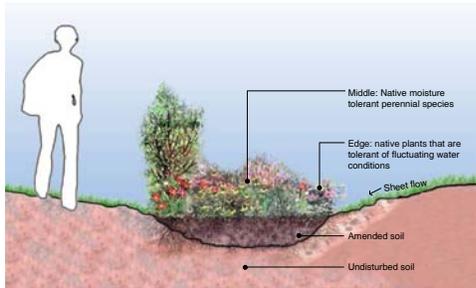
Below: This section view of Main Street illustrates the widths of sidewalks, planted areas, parking and driving lanes.





Laura Peters
Landscape Architect

Laura earned her Bachelor of Landscape Architecture from ISU in 1998 and has been in professional practice in the Des Moines area since that time. As a registered landscape architect with *gēnus [landscape architects]*, Laura has a broad range of professional experience, including comprehensive parks and trails planning, campus planning and small scale garden and site design. Her goal with each project is to connect people to their environment, involving them in a public participation process for the most meaningful outcomes. Actively involved in her own community, Laura is a recent graduate of the Greater Des Moines Leadership Institute. She also serves on the Merle Hay Neighborhood Planning Committee and as Awards Committee chair to the Iowa Chapter ASLA.



Erin Carpenter
Student Intern

Erin grew up on her family's farm near Aledo, IL. Spending her early years traipsing around nearby creeks, pastures and timber she was instilled with a love for nature. Thinking she wanted a career working with plants, she enrolled in the landscape architecture program at ISU. There, she learned that most of the land in the Midwest is heavily altered. Initially shocked that her childhood play areas were a product of industry, she resolved to be involved in conservation education. She graduated from ISU in May 2008 with a Bachelor of Landscape Architecture with a secondary major in Environmental Studies; she plans to pursue a career in environmental advocacy.

Erin participated in the Visioning Program in 2006 with the community of Northwood, IA. She remains impressed with the focus of the program on community participation and empowering people in making decisions. Because of her rural roots, she relates to small towns with economic and aesthetic problems; the opportunity to help is very rewarding. She could not pass up the opportunity to lend her expertise to such a unique program again before she embarked on a career.

Top: Rain gardens, shallow depressions designed to collect and infiltrate water, could be installed throughout Grand Junction in wet areas.

Left: This enhanced photo shows how building improvements and plantings could enhance the Star Motel and Gas Station, which are located along a highly visible gateway to the community.

Harlan

Harlan is located 11 miles north of Interstate 80 at the intersection of U.S. Highway 59 and State Highway 44, a scenic byway. Harlan, which is the county seat for Shelby County, was named after James Harlan, a United States Senator from 1855–1865 and 1867–1873.

Harlan was originally located along the lowlands of the Nishnabotna River; however, the soil and wet conditions became problematic for builders. Twenty years after it was founded, Harlan became an incorporated town replatted on much higher ground west of the Nishnabotna River.

In addition to the river, Harlan is in close proximity to a number of natural areas, including the Prairie Rose State Park to the southeast and Dinesen Prairie to the northeast.

Taking pride in their community's many cultural and historical assets,

citizens of Harlan value the historic downtown buildings and streetscape. The community hosts a variety of activities and events such as the April Shop Hop, July Crazy Days, August Jammin' on the Square, Tiny Lund Classic Car Show and the October Harvest Fest.

The Harlan steering committee chose three different areas for improvement around the community, including entryway monuments, way-finding signage and downtown streetscape improvements. The committee also expressed concerns regarding safety along the highway corridors that run through town.

- Highway 59 entrance corridor: widen the highway and install a traffic-calming median with low prairie plants and short decorative pillars; install street lighting with directional signage within the median; plant ornamental trees along the corridor.



- Entrance monuments: install two new entrance monuments, on the north and south sides of town along Highway 59; incorporate aesthetic landscaping elements such as native grasses and deciduous and coniferous trees at the monument locations.
- Downtown streetscape improvements: create additional downtown parking by changing the two-lane, one-way street to one lane and adding 45-degree parking stalls as opposed to parallel parking stalls; add corner bump-outs and brick crosswalks at each intersection; add distinctive signage that reflects the identify of the historic downtown.
- Way-finding signage: install way-finding signage at intersections of Highway 59 and Cyclone Avenue and Highway 59 and Chatburn Avenue; add way-finding signage to the historic downtown area as well.

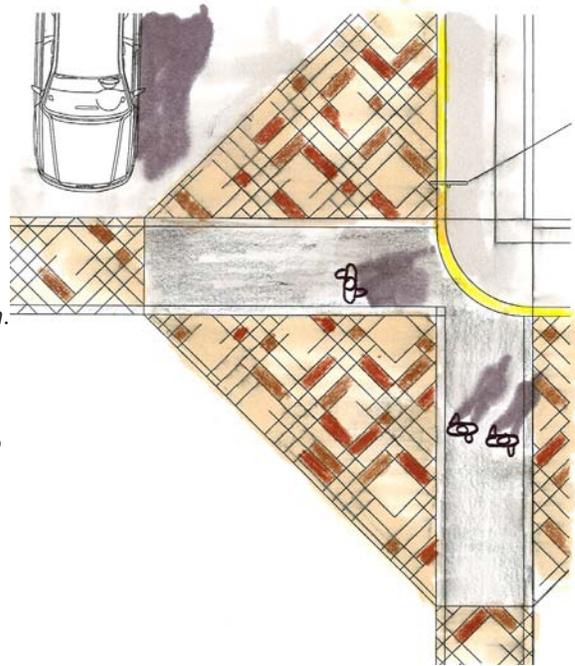


Barb Grabner-Kerns
Field Coordinator

- | | |
|----------------------------|------------------------|
| Dawn Cundiff, chair | Dave Pedersen |
| Clark Ahrenholtz | Pat Pedersen |
| Phyllis Allen | Vaughn Perry |
| Marty Burchette | Rand Petersen |
| Kent Ganzer | Ron Randall |
| Jerry Hensheid | Verla Randall |
| Keith Kaufman | Orv Roecker |
| Mike Kolbe | Judy Schroeder |
| Merle Lawyer | Keith Schroeder |
| Shannon Lowe | Diane Stewart |
| Laura Arkfeld-Mohr | David Yamada |
| Rebecca Morenz | |



Top right: This drawing shows an aerial view of colored concrete crosswalks proposed for each downtown intersection.



Middle left: Although the intersection of U.S. Highway 59 and Cyclone Avenue is a major entrance to Harlan, there is no welcome signage.

Middle right: This enhanced photo of the U.S. Highway 59 and Cyclone Avenue intersection shows proposed entry signage, along with tree plantings and native vegetation.



Right: This drawing presents a three-dimensional perspective of downtown enhancements, including bump-outs, crosswalks, and curb ramps.





John Micka
Landscape Architect

John is a 1992 graduate of ISU with a Bachelor of Landscape Architecture and is licensed in the State of Iowa. Working as a landscape architect intern in Oregon in the early and mid 90s, John gained valuable experience in the areas of environmental design and commercial/residential development. In 2000 he returned to Iowa and worked for a Des Moines firm while holding a temporary teaching position at ISU. John is currently employed by Veenstra and Kimm, Inc., which he joined in 2002. John is project manager and landscape architect on municipal projects throughout Iowa and adjoining states. Current area of expertise includes streetscape/urban design and park and recreation development.

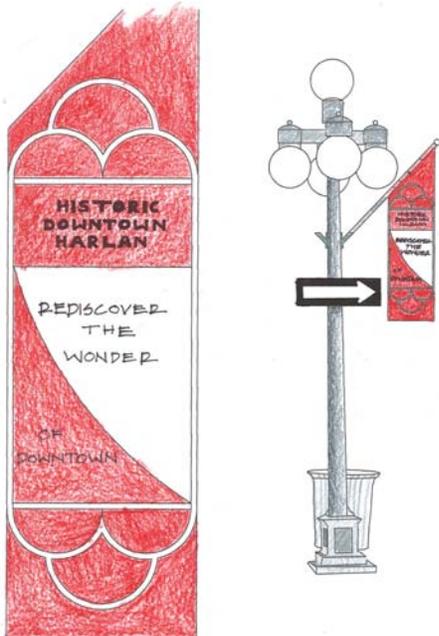


John Kavanaugh II
Student Intern

John graduated from ISU with a Bachelor of Landscape Architecture in May 2008. His professional interests include downtown streetscape renovations, campus planning, park design, rain water harvesting techniques and hand-rendered architectural illustrations.

John was born and raised in Lohrville, IA, a town of 400–450 residents. His interest in landscape architecture was peaked when he operated a lawn mowing business in Lohrville. John studied the profession more in depth as he interviewed architects and landscape architects for a high school assignment on research about different careers.

John is excited to work with Harlan residents through the design process and empowering them to voice their ideas for the community. John enjoys teaching and being taught, which makes the Visioning Program a great fit for him. He hopes to gain valuable knowledge from the lead landscape architect, the Trees Forever field coordinator and the citizens of Harlan during his internship experience.



Left: Part of the downtown enhancement plan includes creating a community identity with banners, such as the example pictured.

Lake Park

Lake Park is a town of just over 1,000 residents located in northwest Iowa, three miles south of Minnesota and 70 miles east of South Dakota. The community is situated around the eastern and southern banks of Silver Lake, which is part of the greater Iowa Great Lakes system. The town was given the name “Lake Park” by the railroad in 1882, replacing the original name of Austin.

Lake Park is home to many natural assets that have contributed to a moderate tourism industry in the town. The main attractions include Trappers Bay State Park, Silver Lake, Silver Lake Fens and three campsites throughout the town. Lake Park is also rich with cultural history. Featured in its heritage square are early structures from the town’s development, such as the original train depot, a prairie home, the first home built in the town and the original Lake Park jail. Other visible historical structures are the original grain elevators and the Arco dehydrating plant (still operating). The Market Street business does not feature

a deep history on its façade, as it was destroyed by a fire in 1906.

Lake Park applied for visioning to generate ideas of how to improve the town’s overall image, create a better living environment for its residents and to strengthen the town’s economy. From the information gathered from the visioning committee and community residents, the design team has developed the following proposals:

- Signage: redesign the main entrance sign at the intersection of Highway 9 and County Road M27 along with north welcome sign; install way-finding signage that advertises the town’s assets and directs truck traffic to the industrial park.
- Railroad corridor: redesign the former railroad corridor to incorporate the future bike trail and the historical buildings, to beautify the town, and to create a link between the school/residential/recreation area south of the corridor to the business



district north of the corridor; create a trailhead featuring informative maps and interpretive prairie walks; relocate the historic buildings that had been moved to the town square to a more appropriate site.

- Market Street: create a mural on the large exposed southern side of the Great Lakes Countertops building; plant street trees and other vegetation at target areas in the greater downtown area; add street furniture; remodel building façades.
- High school and Silver Lake City Park: enhance Boyer Bridge by removing unwanted vegetation, repainting the structure and landscaping the site; add sidewalks, planters and circular patterns of pavers at the intersection between the high school and the park to improve pedestrian safety.



Meredith Borchardt
Field Coordinator

- | | |
|-----------------------------|--------------------------|
| Carol Johnson, chair | Brent Jacobsen |
| Todd Doeden | Vivian LaLone |
| Lori Eggers | Chad Niemier |
| John Engel | Darolyn Packebush |
| Betty Goodell | Dick Packebush |
| Duane Guadian | Linda Treharne |
| Jane Heikens | Tom Underwood |



Lake Park

Top right: The trailhead proposed for the railroad corridor would include an informational map of trails and interpretive prairie walks.



Middle right and below: One of the entry signage options the visioning committee is considering is a curved, modular block façade with metal lettering that is backlit a night.



Bottom: This enhanced, bird's-eye view of the railroad corridor shows the proposed redesign of the area, including a recreation trail, a trailhead, historic buildings and landscaping.





Seana Godbold
Landscape Architect

Seana earned a Bachelor of Landscape Architecture from ISU in 2001. She is a registered landscape architect and is currently employed by Iowa Lakes Community College as coordinator and instructor of the Computer-aided Design and Drafting (CADD) program. Her experience consists primarily of project design and technical production for site plans, streetscape projects, entryway signage, residential developments and municipal park improvements. Seana first became involved in the Visioning Program in 2001, working for Engineering Plus, Inc. in Ames. In 2003 she joined Snyder and Associates, Inc. in Ankeny. In 2004, Seana served as the Iowa ASLA associate member-at-large and has since been actively involved in political endeavors of the National and State Chapters of ASLA. Since joining Beck Engineering, Seana has put her experience to use through providing architectural graphics, visioning and site design.



Jared Gebauer
Student Intern

Jared has just completed his second year in ISU's landscape architecture program. He is focusing on urban design and ecological restoration. Jared wants to do low impact urban designs that network with local habitats to create a sustainable design that can be used and enjoyed by people. Jared's hometown is Dubuque, IA. He realized how fortunate he was to have rolling hills and a forest as his playground when he was a child. This realization was coupled with the fact that many people are deprived of this experience, especially in urban environments. Wanting to create this opportunity for other people and seeing the need for cities to be redesigned in more environmental ways has led to Jared's current career path.

Jared is interested in the Community Visioning Program to gain experience with working with a community on the whole, to listen to them and come up with a solution to their problems. He hopes to gain experience with how to create a process that empowers community members.



Top left: *The existing Silver Lake City Park intersection, which is heavily traveled by vehicles and pedestrians, is nondescript at best.*

Bottom left: *This enhanced photo of the Silver Lake City Park intersection includes the addition of sidewalks to facilitate pedestrian access, as well as circular patterns with pavers acting as a tactile safety feature to slow vehicular traffic and soften the visual impact.*

Manson is located in Calhoun County in north central Iowa, in the Mississippi River Watershed. The pioneer settlers found a wilderness of tall prairie grass dotted with ponds and sloughs, later known as the prairie pothole region. Manson is a bedroom community 16 miles west of Fort Dodge. It was founded in 1870 when the Illinois Central built its Fort Dodge to Storm Lake Railroad Line.

Manson lies near the epicenter of the Manson Impact Structure, one of the largest known meteor craters in the continental United States. More than 74 million years old, the crater measures 24 miles in diameter and was discovered in 1912, when town well water was drilled. The crater appears at bedrock surface but has no visible evidence because it is buried beneath a hundred feet of glacial till.

On June 28, 1979, Manson was destroyed by a tornado. This natural disaster cut a three-block path through the town from the northwest to the

southeast. The storm destroyed 110 homes and three churches, and caused second floor damage to most of the Main Street businesses, leaving mostly a one-story business district that has lost its historic character.

The Manson visioning committee identified a number of goals and priority areas during the visioning process.

- Entry corridors: create visually aesthetic and welcoming corridors that include monument signage, landscaping and lighting that are unified; establish a way-finding signage system that would direct visitors to significant areas of interest in the community.
- Gateway enhancements: install an entry monument that incorporates the community logo, "Creating an Impact," at the intersection of County Road N65 and Highway 7, which will be the gateway to the community when the new Highway 20 Interchange is completed.



- Main Street and downtown: improve the ambiance and aesthetics of downtown Manson through a comprehensive streetscape design that includes tree plantings, street lighting, curb bump-outs and crosswalks; remodel the building canopy over downtown businesses and add colored awnings.
- County fairgrounds: develop a master plan for the old county fairgrounds that includes a community center that replaces the old fair barn; additional parking and a pool pick-up and drop-off point.
- Recreation trail: develop a recreational trail system that connects public interest areas in the community; enhance drainage ditch areas by regrading and adding landscape plantings.



Patty Petersen
Field Coordinator

- | | |
|----------------------------|---------------------------|
| Joyce Hammen, chair | Marilyn Mueller |
| Randy Besch | Jan Nelson |
| Elaine Bleam | Deb Wilson Nerness |
| Jerry Chizek | Marv Poppen |
| Bruce Collman | Marian Renken |
| Audrey Derr | Mel Renken |
| Mark Egli | Sandy Rodenberg |
| Scott Estergaard | Ann Schlapkohl |
| Kathy Ford | Jim Schlapkohl |
| Bridget Godwin | Pam Scott |
| LuAnn Johnson | Josh Sturgis |
| Colleen Kaiser | Deb Swanson |
| Randy Kaiser | Karen Wallace |
| Theresa Knonles | Viola Wilson |
| George Lawman | Bernadine Zehr |
| Bob Moser | |





Top: This photo shows the existing Manson welcome sign.

Above: To illustrate the new community slogan, "Creating an Impact," the design team created a sign that represents the meteorite that hit the ground in the area.

Right: Enhancements to the Highway 7 entry corridor include prairie plantings and a tree mass on the right to direct the view to Manson.



Craig Ritland
Landscape Architect

Craig earned his degree in Landscape Architecture from Iowa State University in 1965 and established Craig Ritland Landscape Architects 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 cold-water streams, the Cedar Valley Lakes and Nature Trail projects, a master plan for George Wyth State Park and downtown Waterloo River Loop projects. 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.





Lisa Jarnell
Student Intern

Lisa graduated in the spring 2008 from ISU with a Bachelor of Landscape Architecture. She wants to be involved in public practice in landscape architecture. Her interests within the profession include streetscape design, campus design and ecological art. Lisa grew up in Sioux City, IA. Her hobbies include being outside enjoying the weather, volleyball, swimming, dancing, fishing, swinging and of course, landscape architecture.

This is Lisa's second consecutive year working with the Community Visioning Program. Empowering and working with the members of the different communities is her favorite part of this internship. It is an educational experience for both the communities and the designers.



John Simmons
Student Intern

John is a student in landscape architecture at ISU. He will be entering his third year in the LA program and is getting a minor in business. John grew up on a farm outside the small town of New London in Southeast Iowa. He graduated in 2005 from New London High School. The love for outdoor activities such as boating, fishing, sand volleyball and tennis has led him to this career choice. John also discovered a love for plants at an early age from his father.

John believes that community visioning is a great way of mixing his love for the outdoors with his professional development and sharing that with the clients with whom he will be working. He is hoping to help clients understand the beauty and variety that outdoor spaces can bring to their community. He hopes to gain a better understanding of community design and the process that makes it successful.



Above left: The way-finding signage, which also incorporates the town slogan, would be placed along major roadways.

Left: This enhanced panorama of downtown Manson shows how street trees, plantings and new awnings could make the area more inviting.

Odebolt

The city of Odebolt, population 1,153, is located in western Sac County at the intersection of State Highways 175 and 39, just north of U.S. Highway 30. Odebolt is named after Odebolt Creek, which runs through the center of town. This creek is a historical resource for the community and is celebrated by the trail that runs beside it.

There are a number of features that highlight the unique quality of Odebolt, such as: Memorial Walk Park, a trail through town along Odebolt Creek; the historic popcorn cribs on Highway 39, once used by the Cracker Jack Company; a boulevard in town, the only one in Sac County; and the historic Odebolt State Bank, built by the Adams family in the early 1900s.

Odebolt has completed many projects including Memorial Walk Park, new structures downtown, a restored Pepsi Cola® mural and veterans memorials. The Odebolt visioning committee used the visioning process to build on these ideas, and the design team developed the following proposals:

- Signage: add directional signage that reflects the materiality of local structures at key intersections into town; add plant material to existing entry signs.
- Trail System: expand the existing trail; add plantings along trail and creek walk; update existing bridges and structures along trail.
- Downtown: create a series of green spaces downtown; add lighting, benches, planters, trash receptacles and curb extensions.
- Pocket Parks: utilize green spaces downtown to create parks that build on the character of downtown; incorporate elements of entertainment such as a stage, limestone seating walls, eating plazas and statues built from local materials.
- Monument Circle Park: create more green space at the intersection of 1st and 2nd Streets by decreasing the road width and expanding the existing Monument Circle; create



a plaza in front of the Community Center; add directional signage and make Monument Circle a trailhead.

- Entry Corridor: add plantings of native grass/forbs and trees to add visual interest and screening; add landscaping around existing entry signs; implement downtown directional signage and added landscaping.
- Cracker Jack Cribs: a multifaceted proposal that includes the restoration of one or more buildings; using the sides of the structures to advertise community pride and the cultural history of the area; the creation of berms and rain gardens in order to control storm water runoff from the highways and to provide visual screening for the structures; use lumber from dismantled cribs for other projects in the community; potential for new office/retail architecture.



Patty Petersen
Field Coordinator

Joan Godbersen, chair **Roxie Meier**

Joel F. Ahart **Deb Miller**

Pam Ahart **Merle Miller**

Carol Auen **Shirley Phillips**

Renae Babcock **Audrey Poppen**

Larry Beckman **Don Poppen**

Norm Behrens **Deb Reinhart**

Daryl Cleveland **Kerry Reinhart**

Tom Duncan **Elaine Rex**

Phyllis Franken **Ronald Rex**

Linda Godbersen **Jim Scott**

Dale Gronemeyer **Freida Stehr**

Jim Gustafson **Denny Sykes**

Jack Hogue **Mary Jeanne Thompson**

Howard Hustedt **Bill Tysor**

Kathy Larson **Curt Wareham**

Janet Leonard **Vonnie Wareham**

Vance Lundell **Dave Wilken**

Madeline Meyer **Gary Wulf**





Josh Shields
Landscape Architect

Josh first became involved with Community Visioning in 1999 when he was an intern for three communities. He continued to be involved with visioning until his graduation from Iowa State University with a Bachelor of Landscape Architecture in 2002. After graduation, Josh moved to Philadelphia to pursue an internship with the Cultural Landscapes Program of the National Park Service. He returned to Iowa in November 2003 to work for Howard R. Green Company, where he has continued to be involved with visioning. He continues to have interest in graphic identity, sharing of local histories and creating innovative, sustainable and smart design solutions for communities.



Heidi von Arb-Clingan
Landscape Architect

Heidi earned a Bachelor of Landscape Architecture from Iowa State University in 2006 and has been with Howard R. Green Company ever since. Her first experience with Community Visioning was in 2005 as a student intern working with two communities. Heidi's interests in graphic representation, streetscape design, and master planning complement the Visioning Program well. Heidi has worked on projects throughout the Midwest and looks for opportunities to pursue responsible and innovative solutions for clients.

Right: This illustration shows the incorporation of a rain garden and landscaping along Odebolt Creek.

Opposite right: The design team created a family of signage for Odebolt fashioned after structure and materials of the Cracker Jack cribs.

Right: The existing Monument Circle Park area is a barren expanse of concrete.

Opposite right: Proposed enhancements to Monument Circle Park include adding parking for the community center, converting 2nd Street to one-way and creating more pedestrian areas.





Emily Brodersen
Student Intern

Emily will graduate in 2010 with a master's degree in landscape architecture from ISU. In 2005, she received a Bachelor of Science degree in biology from the University of Nebraska in her hometown of Lincoln. She spent a lot of time on trails and bike paths growing up and she believes that it is important for people of all ages to have access to quality places to play outside.

Emily became involved with the Visioning Program to learn more about how public participation can be incorporated into the design of public spaces. She hopes to empower communities to create environments that encourage their residents to live healthy and active lifestyles.



Dylan Jones
Student Intern

Dylan is a fourth-year landscape architecture student at ISU with an interest in urban and community design. He plans to graduate spring 2010 with a Bachelor of Landscape Architecture. He grew up on an acreage near Clarence, a small town in eastern Iowa. Growing up he learned to appreciate the outdoors while tromping through his grandparents' woods and fishing the local rivers. Dylan had a strong interest in math, science and art courses in K-12 school and continues to develop these interests at ISU. All of these factors led to his decision to pursue a career in landscape architecture.

Dylan chose to participate in the Visioning Program to improve his communication and community design skills by working with small Iowa communities. He is interested in improving and preserving Iowa's small towns, especially since he grew up in one. Dylan wants to see these communities flourish economically, demographically and culturally. He feels that the Visioning Program goes to great lengths to accomplish these goals and preserve Iowa's rural heritage.



Osceola is the county seat of Clarke County in south central Iowa. This town of nearly 7,000 is located at the convergence of three major Iowa highways, Interstate 35, U.S. Highway 34 and U.S. Highway 69. Osceola has a rich cultural background. The city is named after the Seminole warrior, Osceola “Spirit of War,” who was wrongfully persecuted for leading the Seminole nation in defense of its land.

Osceola’s culture is deeply rooted and influenced by transportation networks. The first settlers of the area were those traveling the Mormon Trail en route from Nauvoo, IL, to Salt Lake City, UT. The Burlington Missouri Railroad through Osceola was completed soon after the Mormons settled there, and Osceola centered itself around the railroad. It was named the county seat soon after in the 1850s.

The community has been ambitious and aggressive in its attempts to make improvements in recent years. With help

from Terrible’s Casino, the community has funded projects such as a family aquatic center, new ball diamonds and a “Paint the Town Red Program.” The railroad still plays an important role in transportation and is host to the largest Amtrak stop in Iowa.

Osceola applied for visioning to enhance all major transportation corridors, including highways and railroads that visitors to the community will encounter while passing through the town. The visioning process resulted in the following proposals to enhance Osceola:

- Four Corners intersection of U.S. Highways 69 and 34: plant vegetation at the northeast, northwest and southeast corners of the intersection to soften its image and provide interest; install way-finding signage directing visitors to community assets; install crosswalks and textured, colored pavement to slow traffic and improve pedestrian safety.



- Downtown Streetscape/Town Square: identify designated crossing areas with paving enhancements; install walks, period lighting, street trees and planting beds throughout and around the square; develop a more formal planting scheme in the square to identify spaces; add landscaped medians to streets around the square to calm traffic and create a more pedestrian friendly environment.
- Transportation corridors: replace oversized or dead trees with spruce trees, street trees and shrubs along the railroad corridor; plant native vegetation along the railroad corridor that runs parallel to U.S. Highway 34; add large spruce trees and crab apple trees to frame the exiting entrance sign on U.S. 34.
- North corridor on U.S. Highway 69: clean up and add signage to identify the entrance to the Athletic Complex; remove the building adjacent to the south side of the entryway to make room for proper entrance and exit drives and beautification with native plantings.



Roger Hunt
Field Coordinator

Elizabeth Simpson, chair

Jack Cooley

Anita Foland

Ann Diehl

J.B. Hamilton

Fred Diehl

Jim Kimball

Glenn Easter

Mary Ellen Kimball

Rick Eddy

Ryan Lundquist

Kristy Erwin

Bill Trickey

Michele Evink

Sue Wilder

Nancy Friday

Mark Williams

Noel Friday





Top: This photo shows the existing Filmore Street railroad underpass.

Above: Proposed enhancements pictured here include clearing the overgrowth and replacing it with spruce trees, street trees and shrubs.

Below: These photos compare the existing Osceola Athletic Complex entrance with an enhanced entrance with signage, plantings and permeable pavement.



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 cofounder and president of the Tri-Rivers Conservation Foundation. Al and his staff have participated in vision every year since 1996.



Rachel Remetch
Student Intern

Rachel has just completed her second year of the five-year landscape architecture program at ISU. Before attending ISU she graduated from Hawkeye Community College with an Associate Degree in Business Management in May 2006. Her hometown is Cedar Falls, IA. She has always had an interest in the outdoors so the idea of designing spaces for people to use outside is appealing to her.

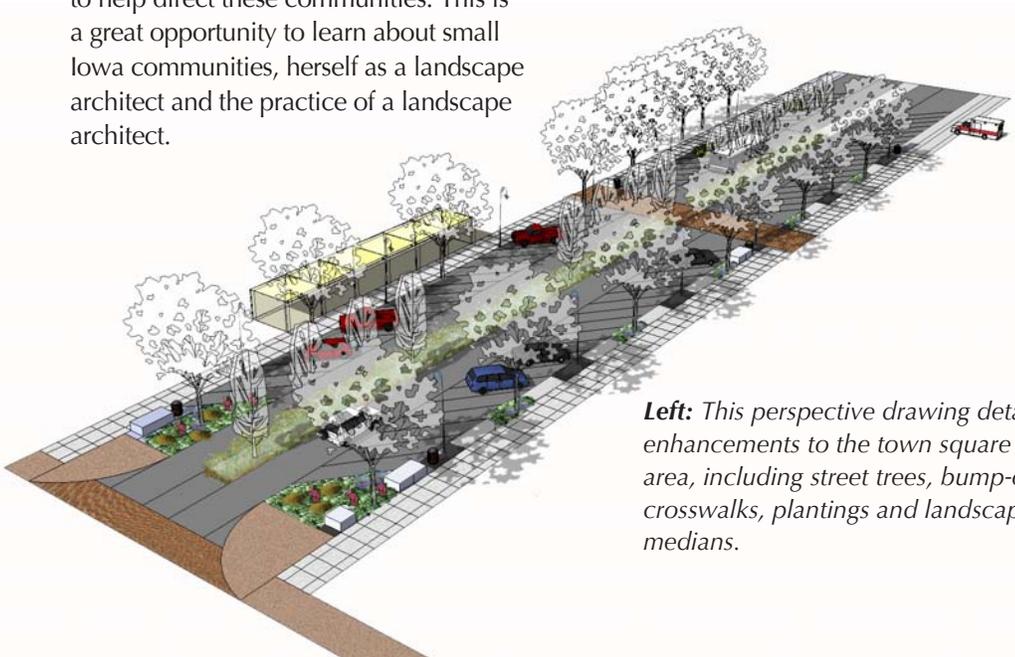
The prospect of working with a community was really interesting to Rachel because she enjoys working with large groups. Helping these small communities enhance their landscapes is of great interest to her and may help her to decide her future in landscape architecture. She is excited to gain experience with Adobe software, GIS and other software programs used in the Visioning Program. She is also excited to work in a design firm with a landscape architect teaching her the skills needed to help direct these communities. This is a great opportunity to learn about small Iowa communities, herself as a landscape architect and the practice of a landscape architect.



Justin Robertshaw
Student Intern

Justin is a recent graduate of ISU with a Bachelor of Landscape Architecture (2008). His interests are in the field of golf course architecture as it applies to landscape architecture. Justin is an avid outdoorsman, loves most all sports and is very competitive in nature.

Justin chose Community Visioning because of his desire to give rural Iowa residents the opportunities to enhance the places they live and show to a larger audience what a great place Iowa is to live. Justin is interested in the collaborative process required to envision a community's future. He is also excited to give the community a physical product that is compilation of their ideas and the design process. He hopes to gain the necessary skills from community design that will allow him to incorporate community stakeholders into every project at some level no matter what the size.



Left: This perspective drawing details the enhancements to the town square parking area, including street trees, bump-outs, crosswalks, plantings and landscaped medians.

As the seat of Sac County with U.S. Highway 20 passing through downtown, Sac City has enjoyed a vibrant economy for the last hundred years. A population of 2,300, well-preserved historical buildings, abundant natural resources, attractive amenities and vibrant cultural activities depict an ideal small-town image. But, the community fears losing that vitality when the new four-lane U.S. 20 is expanded west from Fort Dodge and bypasses the town.

In the center of the city attractive downtown buildings are bordered by a string of landmarks—the century old Chautauqua Building in the city park next to the Raccoon River, the county courthouse and several stately mansions. In particular, the Raccoon River corridor has much untapped potential. A second area for major improvements is the downtown; once highway traffic ceases, renovations will address safety and walkability issues.

Sac City is unique among the 2008 visioning communities because it is the first to participate in “Renewing Community Vision,” a follow-up program

to Community Visioning available to towns that have gone through the Visioning Program more than four years ago.

After the community participated in Visioning in 2000–2001, Sac completed multiple projects, including enhancements to the fountain at the entrance to the park pictured below. The community decided to reapply for visioning to expand upon those successful projects and to update others. The process resulted in the following proposals:

- Downtown: reduce existing four-lane street (currently U.S. 20) to two lanes with either a landscaped median in the center or extended curbs at intersections to allow for street trees and pedestrian amenities flowers, decorative lighting, benches and public art.
- Recreation trails: establish a loop to provide access in the Raccoon River riparian corridor; take advantage of extensive city property, an abandoned railroad bed and



cooperative private landowners to expand the trail system throughout the community.

- Chautauqua Park and signage: make aesthetic improvements to the park entrance; extend the walking path; highlight new canoe access point and address seasonal flooding; continue the identity created in existing community signage to the park sign and a way-finding system.
- Museum: attract attention to the museum with bright and colorful native plantings; install a crushed limestone or paved path; add a gazebo in the center of the site.
- North 5th Street entrance: create planting areas at the corner of each block by removing parking spaces; plant short shrubs and perennials to add color and taller trees to screen unsightly views; instal pedestrian-scale lighting.
- Entryways: soften commercial businesses with native grasses and forbs, as well as flowering trees to screen undesirable views.



Pamela Helfer
Field Coordinator

Steve Spotts, chair

Bill Brenny

Lynda Cavangh

Peggy Dettman

Tom Duncan

Wilma Fort

Roger Jensen

Michael Ketcham

Tom Lake

Adam Ledford,

Mitch McKeever

Shirley Phillips

May Wassom

Dale Wegner

Laura Zimmerman





Top: The section plan shows the downtown streetscape designed as a boulevard with tree and flower plantings, decorative lighting and pedestrian amenities.

Middle right: This enhanced photo shows how trailheads could be designed and identified.



Below: These panoramas compare the existing museum complex to an enhanced complex with prairie plantings, a gazebo, walks and trees.





Laura Peters
Landscape Architect

Laura earned her Bachelor of Landscape Architecture from ISU in 1998 and has been in professional practice in the Des Moines area since that time. As a registered landscape architect with *gēnus [landscape architects]*, Laura has a broad range of professional experience, including comprehensive parks and trails planning, campus planning and small scale garden and site design. Her goal with each project is to connect people to their environment, involving them in a public participation process for the most meaningful outcomes. Actively involved in her own community, Laura is a recent graduate of the Greater Des Moines Leadership Institute. She also serves on the Merle Hay Neighborhood Planning Committee and as Awards Committee chair to the Iowa Chapter ASLA.



Erin Carpenter
Student Intern

Erin grew up on her family's farm near Aledo, IL. Spending her early years traipsing around nearby creeks, pastures and timber she was instilled with a love for nature. Thinking she wanted a career working with plants, she enrolled in the landscape architecture program at ISU. There, she learned that most of the land in the Midwest is heavily altered. Initially shocked that her childhood play areas were a product of industry, she resolved to be involved in conservation education. She graduated from ISU in May 2008 with a Bachelor of Landscape Architecture with a secondary major in Environmental Studies; she plans to pursue a career in environmental advocacy.

Erin participated in the Visioning Program in 2006 with the community of Northwood, IA. She remains impressed with the focus of the program on community participation and empowering people in making decisions. Because of her rural roots, she relates to small towns with economic and aesthetic problems; the opportunity to help is very rewarding. She could not pass up the opportunity to lend her expertise to such a unique program again before she embarked on a career.



Left: The design of proposed way-finding, park and trail signage is based on existing entrance signage resulting from the 2001 visioning process.

Webster City is the county seat of Hamilton County in central Iowa. This town of more than 8,000 residents is located just off US Highway 20 and in close proximity to Interstate 35. Webster City has a rich historical and natural resource in the Boone River. In 2007, Webster City was named Iowa River Town of the Year for its work with the Protected Water Areas program.

The community has been in the process of making improvements during the past several years, with one of the major projects being a new downtown streetscape. There are also proposed plans for new entryway signage and an improved Boulevard of Valor, a tribute to war veterans.

The Boone River Trail has been a popular recreation system enjoyed by Webster City residents and visitors alike. The trail connects with Briggs Woods State Park four miles south of the city. Two events

that draw people to Webster City are the weekly farmers market and annual Raspberry Festival.

Webster City applied for visioning to help it capitalize on the potential of its most valuable resource, the Boone River, along with other viable needs. The visioning process resulted in the following proposals:

- The Boone River waterfront: extend Riverside Park south and relocate existing camp sites to create one premium waterfront park; make Nokomis Park the new campground with provisions for overflow parking during athletic events; create a canoe portage at the Boone River Park dam; convert unused public riverfront property to native prairie; create an overlook from Park Street.
- Gateway enhancements: replace the existing entrance signs at the east and



west entrances along old Highway 20; add a backdrop of trees behind the signs where necessary; landscape the sign area with large simple plantings of limited varieties.

- Way-finding signage: establish a signage system throughout the community that directs visitors to significant public buildings, parks, canoe access points and trails.
- Wilson Brewer Park: create a master plan for overall park improvements including a new sidewalk system that connects historic buildings, trailhead parking, monument signage and new plaza area.
- Boulevard of Valor: improve the street's surface and drainage to make it more easily accessible and safe for vehicles, bicyclists and pedestrians.



Karen Brook
Field Coordinator

Janet Adams, chair

Susan Buser

Carrie Fitzgerald

Kay Harfst

Kent Harfst

Verie Hollingshead

Jean McMurray

Yvonne Nilles

Pat Powers

Ed Sadler





Craig Ritland
Landscape Architect

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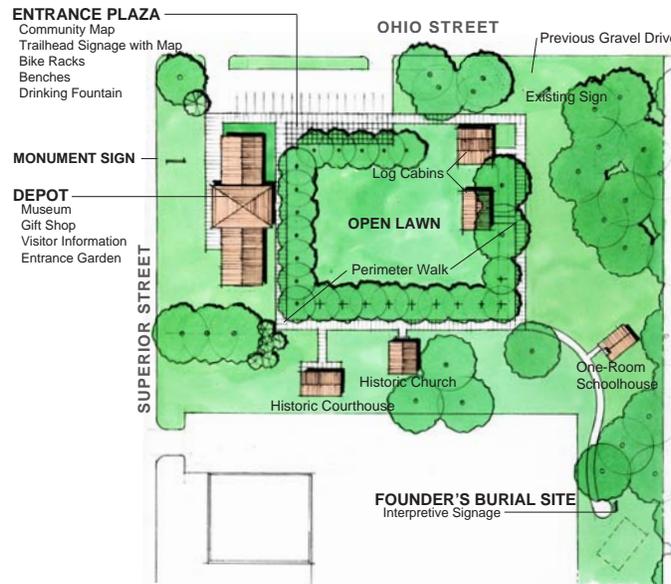


Top left: These two photos compare the existing entrance sign along Superior Street to the sign and landscaping proposed by the design team.

Middle left: The way-finding signage incorporates the new Webster City logo.

Bottom left: This plan view shows the proposed master plan for Wilson Brewer Park, an under-utilized resource in Webster City identified by the visioning committee as a top priority.

Opposite: The design team proposed the developments show here to maintain the character of the Boone River, a priority in Webster City.





John Simmons
Student Intern

John Simmons is a student in landscape architecture at ISU. He will be entering his third year in the LA program and is getting a minor in business. John grew up on a farm outside the small town of New London in Southeast Iowa. He graduated in 2005 from New London High School. The love for outdoor activities such as boating, fishing, sand volleyball and tennis has led him to this career choice. John also discovered a love for plants at an early age from his father.

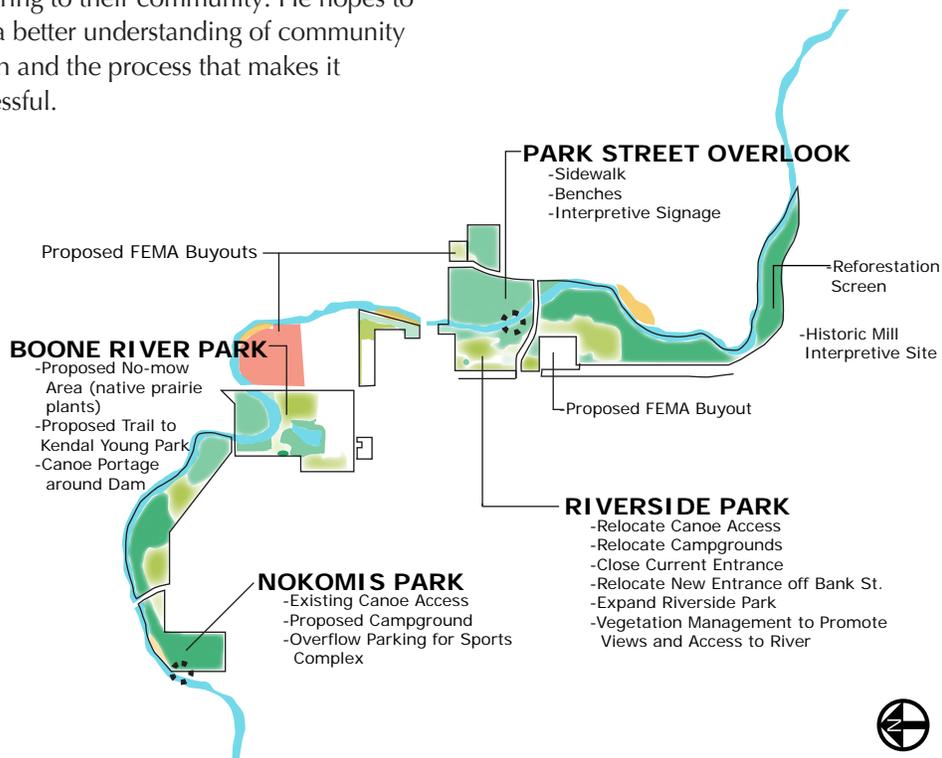
John believes that community visioning is a great way of mixing his love for the outdoors with his professional development and sharing that with the clients with whom he will be working. He is hoping to help clients understand the beauty and variety that outdoor spaces can bring to their community. He hopes to gain a better understanding of community design and the process that makes it successful.



Lisa Jarnell
Student Intern

Lisa graduated in the spring 2008 from ISU with a Bachelor of Landscape Architecture. She wants to be involved in public practice in landscape architecture. Her interests within the profession include streetscape design, campus design and ecological art. Lisa grew up in Sioux City, IA. Her hobbies include being outside enjoying the weather, volleyball, swimming, dancing, fishing, swinging and of course, landscape architecture.

This is Lisa's second consecutive year working with the Community Visioning Program. Empowering and working with the members of the different communities is her favorite part of this internship. It is an educational experience for both the communities and the designers.



Winthrop

The town of Winthrop is located just north of U.S. Highway 20, seven miles east of Independence in Buchanan County. Winthrop developed around the rail line that ran through the community. In the past there was a depot stop but it has since been removed. Although it is a smaller community, Winthrop has a thriving business district that employs many residents in the town.

With a population of 772, Winthrop is a small community known as “The friendliest town for miles around,” with a small-town atmosphere, friendly residents, and a safe, clean environment. It is home to East Buchanan High School where members of Winthrop, Aurora, and Quasqueton communities attend school.

The community has made recent improvements to its city park and pool area to enhance the recreational opportunities. Winthrop is also home to Buffalo Creek Golf Course, where residence can enjoy a nine-hole course and country club. The Winthrop visioning committee has expressed interest in the following enhancements for the design team to focus on:

- Madison Street Corridor: introduce decorative lighting with banners; install bump-outs at major intersections; add crosswalks with accent paving; add ornamental native plantings; use pavement markings to clearly identify parking areas, bicycle routes and traffic lanes.



- Trail System: develop a trail system throughout the community to provide residents recreational opportunities and a safe route to school for children; add a walking path through the park.
- City Park master plan: relocate and install new playground equipment; introduce a recreation trail that connects to the communitywide trail system; resize the outfield at the baseball diamond; screen views into the parking lot with multiple planting beds of native grasses and a variety of native trees and shrubs; remove one access drive from 1st Street to improve vehicular circulation and pedestrian safety.



Patty Petersen
Field Coordinator

- | | |
|--------------------------|--------------------------|
| Deb Donlea, chair | Amy Reck |
| Dorothy Bantz | Latha Reiling |
| Gerald Dennie | Mary Ryan |
| Anna Mae Dolan | Tari Roberston |
| Dan Fox | Rodney Schabacker |
| Sherlyn Hazen | Michelle Schmitt |
| Kevin Hesner | Terry Thiessen |
| Brian Keierleber | Matthew Walthart |
| Deanna McElroy | Lisa Wipperling |
| Gary McElroy | |





Top: The intersection of 1st Street and County Road D22 lacks crosswalks and signage.

Above: The proposed enhancements for this intersection include brick crosswalks, pedestrian scale lighting and way-finding signs.



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 cofounder and president of the Tri-Rivers Conservation Foundation. Al and his staff have participated in vision every year since 1996.





Rachel Remetch
Student Intern

Rachel has just completed her second year of the five-year landscape architecture program at ISU. Before attending ISU she graduated from Hawkeye Community College with an Associate Degree in Business Management in May 2006. Her hometown is Cedar Falls, IA. She has always had an interest in the outdoors so the idea of designing spaces for people to use outside is appealing to her.

The prospect of working with a community was really interesting to Rachel because she enjoys working with large groups. Helping these small communities enhance their landscapes is of great interest to her and may help her to decide her future in landscape architecture. She is excited to gain experience with Adobe software, GIS and other software programs used in the Visioning Program. She is also excited to work in a design firm with a landscape architect teaching her the skills needed to help direct these communities. This is a great opportunity to learn about small Iowa communities, herself as a landscape architect and the practice of a landscape architect.



Justin Robertshaw
Student Intern

Justin is a recent graduate of ISU with a Bachelor of Landscape Architecture (2008). His interests are in the field of golf course architecture as it applies to landscape architecture. Justin is an avid outdoorsman, loves most all sports and is very competitive in nature.

Justin chose Community Visioning because of his desire to give rural Iowa residents the opportunities to enhance the places they live and show to a larger audience what a great place Iowa is to live. Justin is interested in the collaborative process required to envision a community's future. He is also excited to give the community a physical product that is compilation of their ideas and the design process. He hopes to gain the necessary skills from community design that will allow him to incorporate community stakeholders into every project at some level no matter what the size.



Opposite: The city park master plan includes a new playground, trail system and walking loop, organized parking and native grasses.

Left: This section drawing shows a typical, 10-foot-wide trail through open space corridors.

Woodbine

Woodbine is located in western Iowa, on the west side of the Boyer River and north of U.S. Highway 30. This community of 1,529 residents was founded in the 1860s around a saw mill and the railroad. The historic Lincoln Highway, a major thoroughfare through Woodbine, is the largest remnant of the original transcontinental U.S. Highway 30 in Iowa. The street was bricked in the summer of 1921 and is in the process of being renovated.

The community shows an eagerness to improve the town by actively participating in community projects. In addition to the Lincoln Highway project, Woodbine has recently renovated its school building, updated its main street, and installed new playground equipment in City Park. The community has also made efforts to preserve many architectural artifacts of its history through the maintenance of downtown buildings such as the Carnegie Library, the old depot, Merry Brook School and several canopy gas stations. The Woodbine visioning committee used the

visioning process to build on these ideas, and the design team responded with the following concepts:

- Community signage: design a family of signs made from masonry and concrete columns to reflect the brick paving of the Lincoln Highway; incorporate the Lincoln Highway emblem on some of the signage and arrows and labels to direct visitors to local amenities on way-finding signage.
- Entry Corridor: establish a family of signage that incorporates the theme of the historic Lincoln Highway and entices passersby on Highway 30 to turn into town; enhance the bridge and railroad crossing near the main entrance to Woodbine with signage, lighting and paving patterns to increase safety and establish an identity that is consistent with the aesthetic established in the downtown area.
- Lincoln Highway corridor: highlight the existence of the historic road



by incorporating brick or colored concrete paving bands across the north and south ends of the corridor; install historical markers that mirror the community signage design; add amenities such as plantings and period lighting.

- Trails: develop a trail system including both widened sidewalks and on-street bike lanes; develop safe routes to school for local students; link amenities such as the school, downtown, City Park and the library; develop regional trail connections.
- Historic Structures: create trailheads and parks at key historic sites such as Merry Brook School; utilize prominent structures such as the old grain elevator to advertise community pride.
- Parks and playgrounds: redesign the old gravel pits outside of town as a community park featuring fishing docks, a swimming beach, and trails; enhance the paved school play yard with green space and vegetation.



Brad Riphagen
Field Coordinator

- | | |
|----------------------------|----------------------------|
| Deb Sprecker, chair | Patty Reisz |
| Maureen Allen | Marshall Scichilone |
| Paul Fouts | Dottie Seymour |
| William Hutcheson | Noel Sherer |
| Brandon Johnsen | Robert Stephany |
| Roger Kenkel | Bob Sullivan |
| Zell Millard | Jackie Thomsen |
| Hattie Moores | |





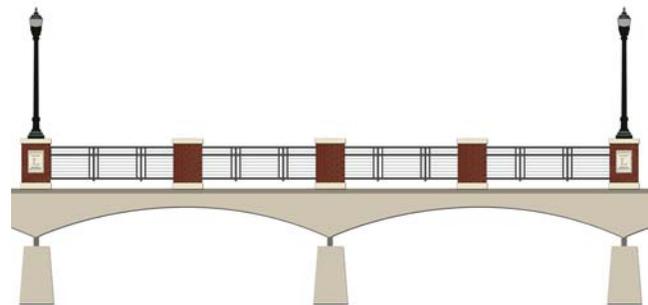
Josh Shields
Landscape Architect

Josh first became involved with Community Visioning in 1999 when he was an intern for three communities. He continued to be involved with visioning until his graduation from Iowa State University with a Bachelor of Landscape Architecture in 2002. After graduation, Josh moved to Philadelphia to pursue an internship with the Cultural Landscapes Program of the National Park Service. He returned to Iowa in November 2003 to work for Howard R. Green Company, where he has continued to be involved with visioning. He continues to have interest in graphic identity, sharing of local histories and creating innovative, sustainable and smart design solutions for communities.



Heidi von Arb-Clingan
Landscape Architect

Heidi earned a Bachelor of Landscape Architecture from Iowa State University in 2006 and has been with Howard R. Green Company ever since. Her first experience with Community Visioning was in 2005 as a student intern working with two communities. Heidi's interests in graphic representation, streetscape design, and master planning complement the Visioning Program well. Heidi has worked on projects throughout the Midwest and looks for opportunities to pursue responsible and innovative solutions for clients.



Top right: Enhancements to the Boyer Street Bridge illustrated here include decorative columns, lighting and railings.

Bottom right: The existing sidewalk system in Woodbine is somewhat in disrepair and lacks aesthetic appeal.

Bottom far right: To create more inviting pedestrian walkways, the design team proposed decorative columns, new or repaired sidewalks and additional street trees.





Emily Brodersen
Student Intern

Emily will graduate in 2010 with a master's degree in landscape architecture from ISU. In 2005, she received a Bachelor of Science degree in biology from the University of Nebraska in her hometown of Lincoln. She spent a lot of time on trails and bike paths growing up and she believes that it is important for people of all ages to have access to quality places to play outside.

Emily became involved with the Visioning Program to learn more about how public participation can be incorporated into the design of public spaces. She hopes to empower communities to create environments that encourage their residents to live healthy and active lifestyles.



Top: The proposed community signage would be backlit for nighttime visibility.

Bottom: Enhancements to the intersection of Lincoln Highway with U.S. 30 include signage, decorative columns and paving bands.



Dylan Jones
Student Intern

Dylan is a fourth-year landscape architecture student at ISU with an interest in urban and community design. He plans to graduate spring 2010 with a Bachelor of Landscape Architecture. He grew up on an acreage near Clarence, a small town in eastern Iowa. Growing up he learned to appreciate the outdoors while tromping through his grandparents' woods and fishing the local rivers. Dylan had a strong interest in math, science and art courses in K-12 school and continues to develop these interests at ISU. All of these factors led to his decision to pursue a career in landscape architecture.

Dylan chose to participate in the Visioning Program to improve his communication and community design skills by working with small Iowa communities. He is interested in improving and preserving Iowa's small towns, especially since he grew up in one. Dylan wants to see these communities flourish economically, demographically and culturally. He feels that the Visioning Program goes to great lengths to accomplish these goals and preserve Iowa's rural heritage.

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, in 2005 Iowa State University program staff and researchers from the Institute of Design Research and Outreach (IDRO) developed a survey that addresses issues related to transportation enhancements. Random samples of residents in visioning communities are surveyed in conjunction with the visioning process and data collected during the survey are used by visioning committees during the decision-making process.

The population of Iowa is aging, particularly in its smaller communities, which redefines for many Iowans the definition of “liveable 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.



This page: Community residents take the online survey with assistance from student interns during the workshop.

Opposite page: Survey participants used the computer mouse to draw routes on the online maps, such as the route shown here on a digital map of Woodbine.

Residents were invited to participate in the survey through a media campaign that included postcards, fliers and press releases. In late April and early May 2008, postcards announcing the survey were mailed to randomly selected respondents from the telephone directories of each community. The postcards instructed respondents how to complete the online survey and invited them to attend a workshop in the community during which preliminary results were presented.

To increase the amount of data collected, the survey and workshop were also announced to the general public through media releases and fliers posted in the community. Each preselected respondent was assigned a randomly selected, six-digit code to enter while completing the online survey. The purpose of the code was to allow the researchers to distinguish the preselected respondents' data from self-selected respondents' data.

In the time between the postcard mailing and the workshop, student interns conducted follow-up calls to remind respondents about the survey and workshop or to assist them in completing the survey by telephone. Paper surveys were also available to enable those without Internet access to complete the survey.

The survey process in each community culminated in a workshop that took place in conjunction with the visioning committee's inventory and analysis meeting. Committee members and other residents were invited to take the survey and to see a presentation of the preliminary results using "live" data—that is, the system updated the results automatically as respondents completed the survey.

The survey and the workshops were publicized with fliers and press releases distributed to local media outlets.

Visioning Committee seeking Local Input
 Several residents of Odell have been taking us to depth look at various aspects of Odell that may affect landscape enhancement planning as part of the 2008 Community Visioning Program. The goal of the program is to develop a landscape plan that illustrates the values, identity and vision of Odell. An important part of this process is gathering input from community residents.

To better understand the Odell's needs, representatives from Visioning Program will be having a survey workshop on Thursday, May 15, from 4:30 to 7:30 p.m. at the Community Center. Residents are invited to take an online survey and express their views regarding community transportation enhancements. Following the workshop, members of the Odell visioning committee will meet at 7pm to compile the results of community inventories recently taken as part of the visioning process. The workshop and meeting are open to the public and refreshments will be provided.

Participants will discuss discussion they made about Odell and what opportunities and constraints exist in terms of landscape change. The results of the visual quality, natural resources, and cultural and historical events or places will be mapped on a large aerial map of Odell so that the committee can identify relationships among Odell's features. All residents are encouraged to attend the meeting to take part in the mapping exercise and the discussion.

The Visioning Program is a transportation enhancement planning program that assists members of Iowa communities in creating mobile enhancement plans. The program gives residents a chance to participate directly in the design process and encourage public involvement.

Residents who want more information or who are interested in participating in the visioning process should contact Anna Crawford, local committee contact at 712-468-2223 or Patty Petersen, Team Forever Field Coordinator 319-936-2160.

The Iowa's Living Roadways Community Visioning Program is sponsored by the Iowa Department of Transportation in partnership with Iowa State University Extension Landscape Architecture and Team Forever.



Iowa's Living Roadways Community Visioning 2008
 The second meeting of Iowa's Living Roadways' Community Visioning 2008 was held on May 15 at the Odell Community Center with 31 attendees. Pictured is Patty Petersen, Team Forever Field Coordinator, as she leads the group in a continuing discussion of the project.

—D. Cleveland

AN INVITATION TO PARTICIPATE ...
 ... In Designing Your Community

Belle Plaine is participating in the 2008 Community Visioning Program. Iowa State University is gathering information from community members to learn your opinions on how to improve the community's landscape through transportation enhancements.

The goal of this project is to develop a landscape plan that will graphically illustrate the vision of Belle Plaine. Your input is an important part of this process and your ideas about community design and enhancement are valuable to the Belle Plaine visioning committee.

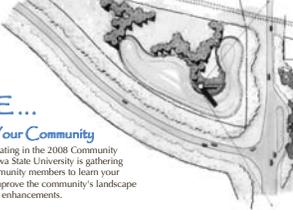
Come to Share Your Ideas...
 Representatives from ISU will be hosting a survey workshop.

...When? Tuesday, May 20

...What time? 3:30 to 6:30 p.m.

...Where? Community Center

Snacks and refreshments will be provided and at the end of the workshop preliminary results will be presented. All are welcome!




Iowa Department of Transportation | IOWA STATE UNIVERSITY
 Visioning Extension

IOWA'S LIVING ROADWAYS

The workshops were held at public locations in the communities. Computers with Internet capability were available to those wishing to complete the online survey and student interns and ISU staff provided assistance as needed. Paper surveys were also distributed at the workshop. The presentation of the results prompted steering committee members to invite more residents to complete the survey either online or on paper. The surveys remained open in each community until the visioning committee held its goal setting meeting, which in most communities took place in June 2008.

The initial sample size was determined based on population data from the 2000 Census, which was entered into a statistical analysis formula. To ensure an acceptable response rate, the statistically generated sample size was increased by 40 percent.

A total of 4,988 postcards were mailed to residents. With adjustments for incorrect addresses, phone numbers and deceased persons, the adjusted sample is 3,563. A total of 1,577 surveys were completed for a 44.99 percent response rate. The data collection and analyses for all the visioning communities were completed over a period of three months.

The results of the responses to the questionnaire are summarized in the order that they appear in the questionnaire. The percentage reported for each response to a question represents the number of study participants who chose that answer from the total number of participants who answered the question. Note that 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.

Table 1. Sample sizes and response rates

Community	Surveys mailed	Disqualified*	Adjusted Sample	Completed	Response rate (%)
Belle Plaine	456	130	326	152	46.75
Ely	396	113	283	102	36.52
Grand Junction	333	95	238	130	56.04
Harlan	496	142	354	127	35.87
Lake Park	363	103	260	83	32.46
Manson	418	120	298	159	53.88
Odebolt	363	104	259	138	54.42
Osceola	485	138	347	179	51.68
Sac City	442	126	316	114	36.23
Webster City	506	145	361	165	45.70
Winthrop	322	92	230	110	49.24
Woodbine	409	117	292	118	41.02
Total	4,988	1,425	3,563	1,577	44.99

*Incorrect address, disconnected or incorrect phone, deceased.

The results of this study will be published in the form of an overall assessment of all 12 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. How do you travel to work?

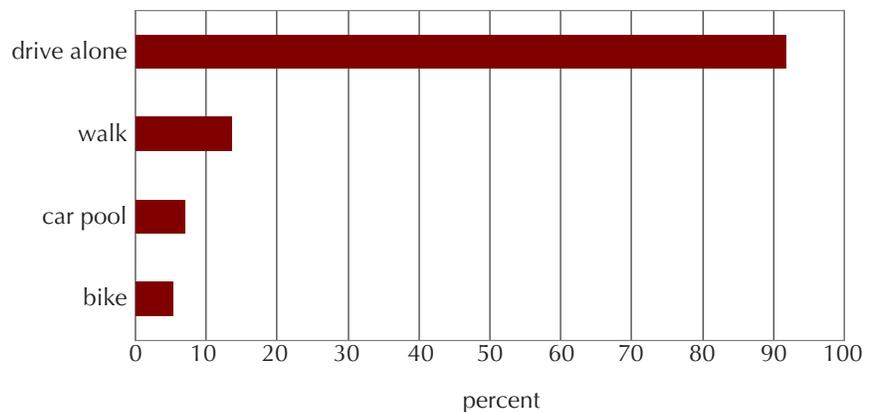
Almost 70 percent of study participants in the 12 visioning communities indicated that they are gainfully employed outside the home. The vast majority of these respondents drive to work alone (91.71 percent), while only 7.07 percent car pool. Nearly 14 percent of respondents walk to work and 5.37 percent bike.

Note: Some study participants indicated that they use more than one mode of transportation to travel to work, such as driving alone and walking or walking and biking. These responses are included in each relevant category. For example, a respondent who sometimes drives alone and sometimes walks to work is counted in the driving category *and* the walking category. As a result, the sum of the percentages shown will exceed 100.

Table 2. Commuting methods (n=1,061)

	Number	Percent
Drive	973	91.71
Walk	144	13.57
Car pool	75	7.07
Bike	57	5.37

Figure 1. How do you travel to work? (n=1,061)

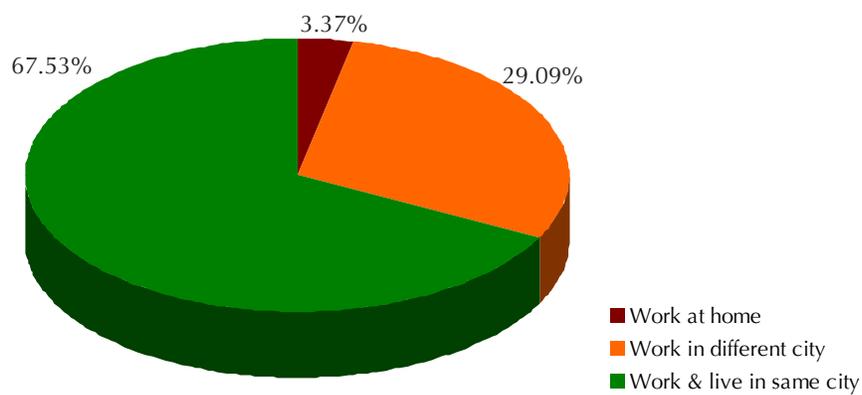


Of study participants who indicated where they work, 67.53 percent work and live in the same city and 29.09 percent commute to a different city. Just over 3 percent of these respondents work at home.

Table 3. Places of residence and work (n=1,038)

	Number	Percent
Work & live in same city	701	67.53
Work in a different city	302	29.09
Work at home	35	3.37
Total:	1,038	100.00

Figure 2. Places of residence and work (n=1,038)



Q2. What route do you travel when commuting to and from work?

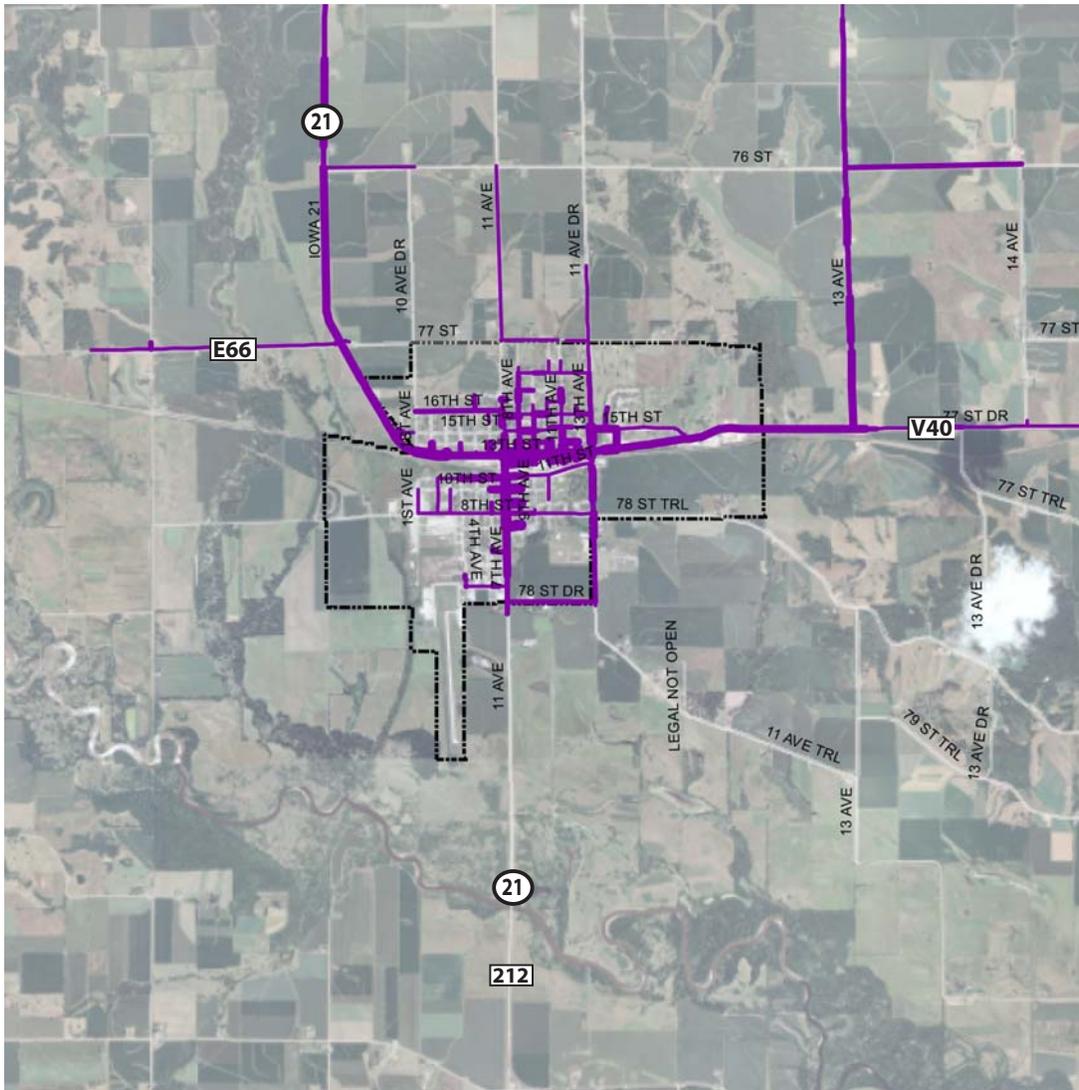
Respondents were also asked to identify the routes that they take to and from work, either by drawing the route on an online map of their community with a mouse or by typing the route in a text box, specifying street and place names. ISU staff and students drew the typed routes on the maps and edited all the maps. Using ArcGIS software, all of the commuting maps for each community were combined to determine the frequency of each route segment.

The number of users for the various routes are indicated on the map by gradations in line thickness. The least frequently used routes are depicted by thin lines. The route depictions become thicker as the number of users increases.

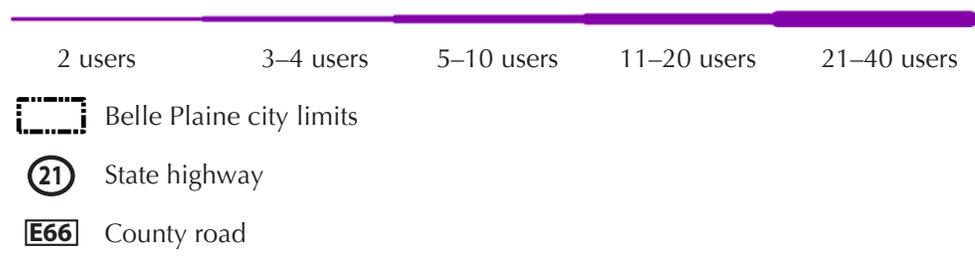
Figure 3 is an example of the mapping method used for all the visioning communities, showing the commuting routes and frequency of use for the community of Belle Plaine in Benton County.

The survey results indicate that the majority of Belle Plaine commuters use Henry B. Tippie Boulevard traveling east-west and Highway 21 traveling north-south. These major arteries lead to U.S. Highway 30 to the north and Interstate 80 to the south.

Figure 3. Belle Plaine commuting routes and frequency of use



Commuting routes (# of respondents=78)



Q3. What do you do for exercise?

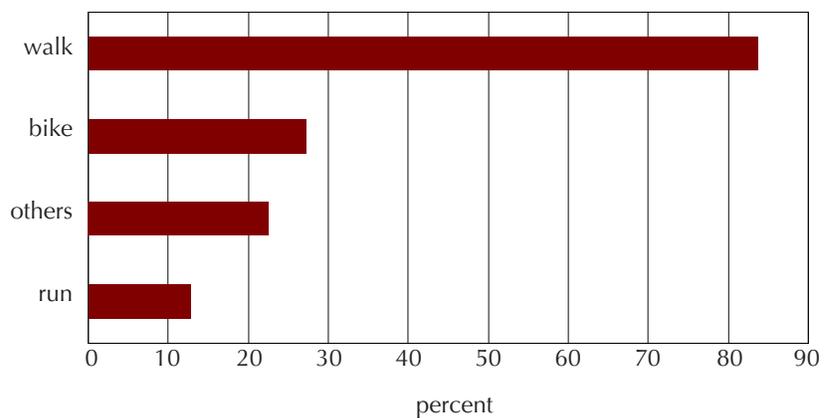
Respondents were given five options from which to choose to answer this question: run, walk, bike, do not exercise and other. The majority of respondents indicated that they engage in some kind of exercise (80.28 percent). Of those who exercise, more than 80 percent walk. Significantly fewer respondents engage in the other types of activities: 27.17 percent bike, 12.80 percent run and 22.51 percent engage in other activities.

Note: Some study participants indicated that they do a combination of activities, such as running and biking or walking and another activity. These respondents 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 exceeds 100.

Table 4. Respondents' exercise activities (n=1,266)

	Number	Percent
Walk	1,059	83.65
Bike	344	27.17
Other activities	285	22.51
Run	162	12.80

Figure 4. What do you do for exercise? (n=1,266)

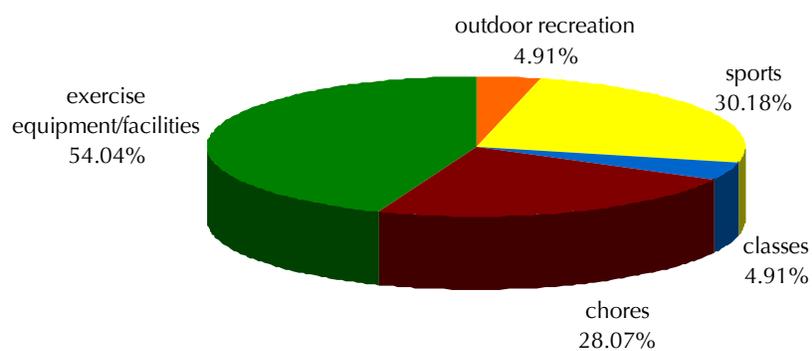


Of those who engaged in activities other than walking, running and biking, more than half engaged in physical activity using exercise equipment or using an exercise facility (gym, swimming pool) or by taking a class (aerobics, yoga). More than 30 percent engaged in sports, including basketball, baseball, softball, volleyball, bowling, tennis and golf. Some respondents perceived household chores, farming and other work as exercise (28.07 percent). A small percentage of respondents consider outdoor recreation such as canoeing, hunting, fishing and horseback riding as exercise (4.91 percent).

Table 5. Other exercise activities (n=285)

	Number	Percent
Exercise equipment/facilities	154	54.04
Sports	86	30.18
Chores	80	28.07
Outdoor recreation	14	4.91
Classes (yoga, aerobics)	14	4.91

Figure 5. Other exercise activities (n=285)



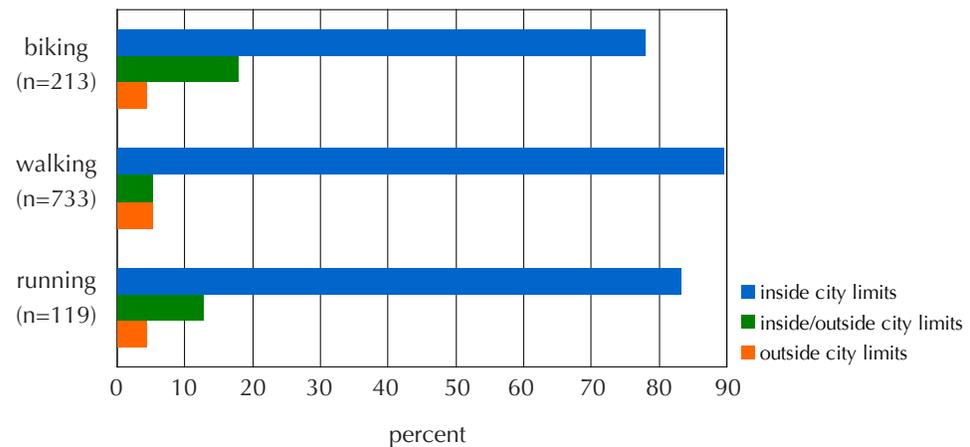
Q4. What are your favorite routes for the following activities?

As with commuting routes, respondents were also asked to identify the routes that they use when biking, walking and running for exercise. Again, those who engage in any of these activities had the option of either by drawing the route on an online map of their community with a mouse or by typing the route in a text box, specifying street and place names. ISU staff and students drew the typed routes on the maps and edited all the maps. Using ArcGIS software, all of the commuting maps for each community were combined to determine the frequency of each route segment.

Table 6. Distribution of activity routes by location

	Biking		Walking		Running	
	Number	Percent	Number	Percent	Number	Percent
Inside city limits	166	77.93	657	89.63	99	83.19
Inside/outside city limits	38	17.84	38	5.18	15	12.61
outside city limits	9	4.23	38	5.18	5	4.20
Total:	213	100.00	733	100.00	119	100.00

Figure 6. Distribution of biking, walking and running routes by location (inside and/or outside city limits)



As with the commuting routes, the number of users for the various recreational routes are indicated on the map by gradations in line thickness. The least frequently used routes are depicted by thin lines. The route depictions become thicker as the number of users increases.

Figures 7 and 8 are examples of the mapping method used for all the visioning communities, showing the walking and biking routes and frequency of use for the community of Belle Plaine in Benton County. The following paragraphs describe the walking and biking patterns depicted on the map.

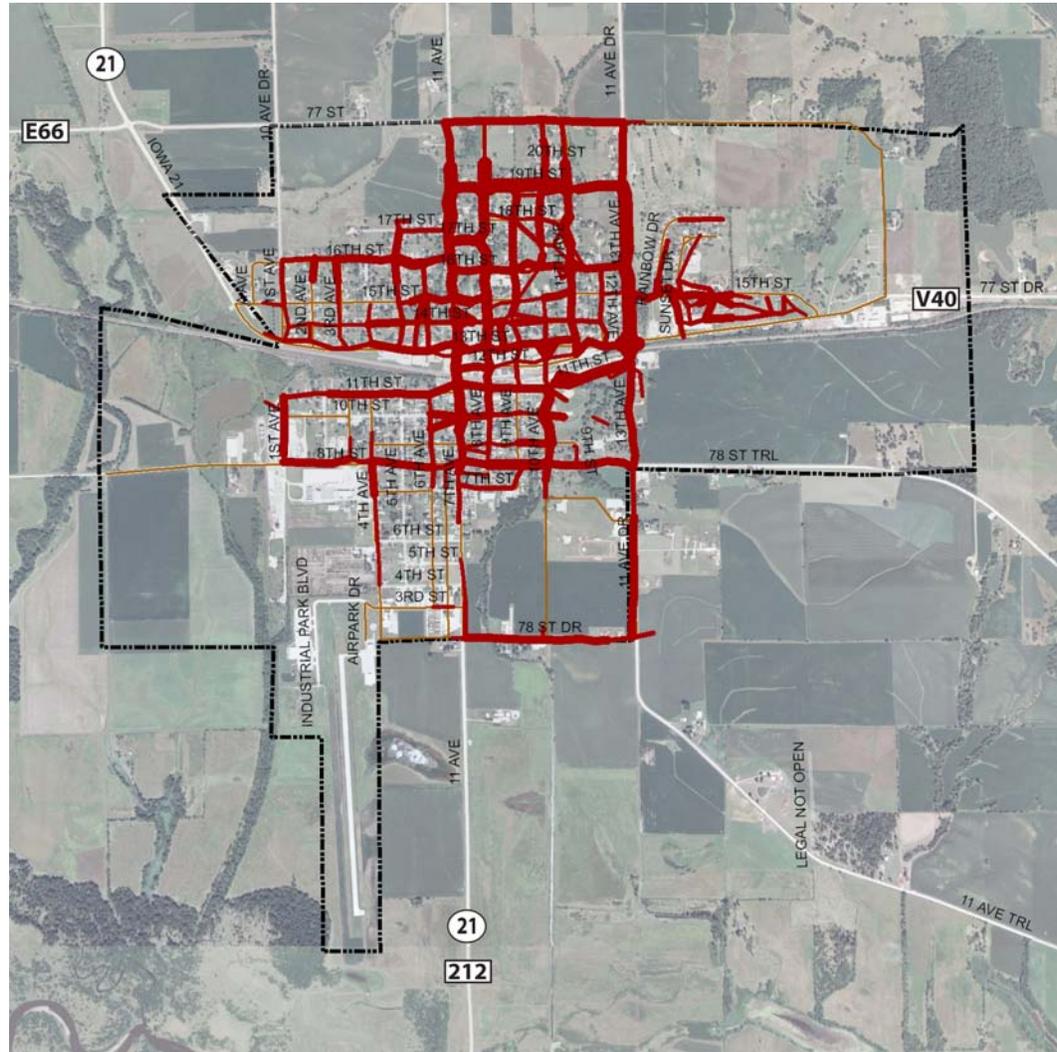
Walking patterns in Belle Plaine

Walking routes in Belle Plaine appear to be concentrated in the northern half of the community on longer sections of road where users can view the countryside. Thirteenth Avenue, 16th Street and 7th Avenue are among the most frequently walked routes according to the survey data.

Biking patterns in Belle Plaine

The majority of biking activity occurs within city limits near downtown, Belle Plaine High School and the various parks. It seems that some respondents use the outermost roads of Belle Plaine, such as County Road E66, to bike longer distances as well.

Figure 7. Belle Plaine walking routes and frequency of use inside city limits



Walking routes (# of respondents=74)

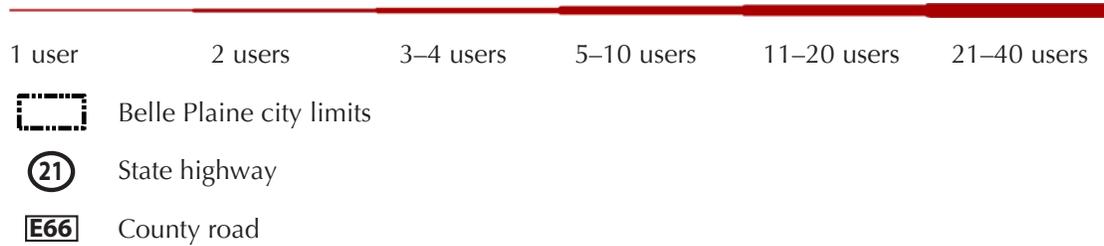
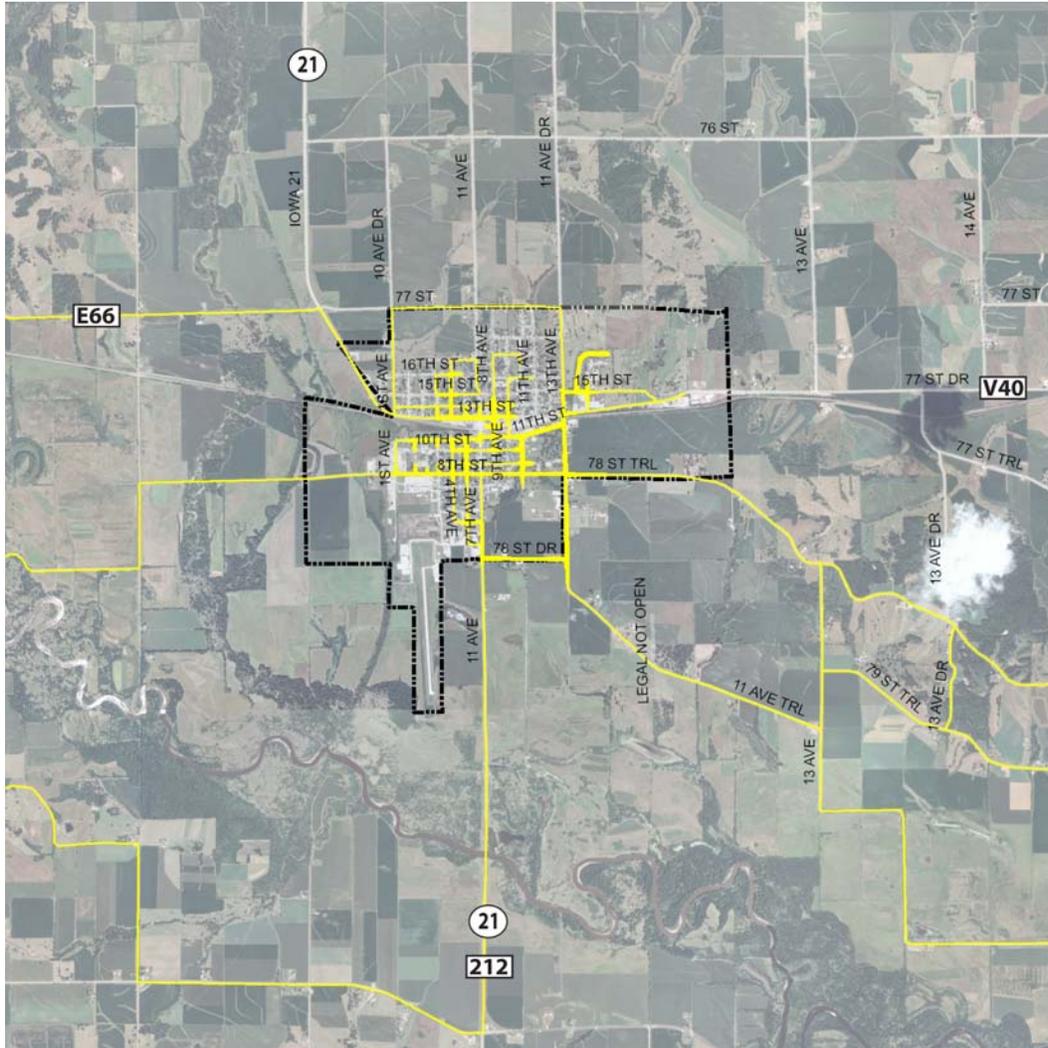
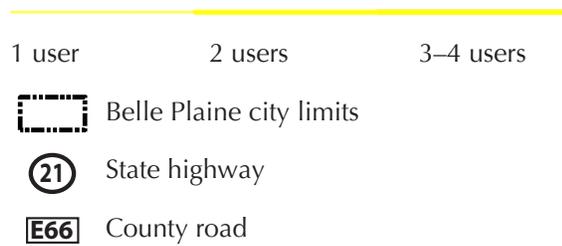


Figure 8. Belle Plaine running routes and frequency of use inside and outside city limits



Commuting routes (# of respondents=13)



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 (blue bars), environmental factors (green bars) and aesthetic factors (yellow bars).

The aggregate data show that in general, respondents consider transportation enhancements that address aesthetic issues as more important than those that address pedestrian and environmental issues. Transportation enhancements that improve community entryways are viewed as most important (mean value of 4.17), followed by those that improve the downtown streetscape (4.14) and those that screen unsightly views (4.09). Only enhancing the streetscape in commercial areas has a mean value lower than 4.0 (3.97).

Pedestrian mobility and health issues are also considered important to survey participants, with mean values of higher than 4.0. Enhancements that would increase opportunities for physical activity have a mean score of 4.09 and enhancements to accommodate the mobility needs of seniors have a score of 4.01.

In terms of enhancements that affect environmental factors, respondents perceive creating and maintaining tree canopies in residential areas as significant (3.86). However, participants are more ambivalent regarding efforts to reduce the negative impact of new road construction (3.31).

Table 7. Importance of transportation enhancement issues by type

Type	N	Mean value
Increase physical activity opportunities	1,367	4.04
Accommodate mobility needs of seniors	1,370	4.01
Create/maintain tree canopy in residential areas	1,363	3.86
Reduce negative impact of new road construction	1,354	3.31
Make entryways visually appealing	1,378	4.17
Screen unsightly views	1,367	4.09
Enhance streetscape in downtown area	1,366	4.14
Enhance streetscape in commercial areas	1,364	3.97

Transportation enhancement issues

- pedestrian mobility and health
- environmental factors
- aesthetic factors

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 are affected by age, gender, marital status and number of children.

Three of the eight transportation enhancement issues do not have statistically significant relationships with any of the respondents' demographic characteristics: making entryways visually appealing, creating and maintaining tree canopies in residential areas, and enhancing streetscapes in commercial areas. That is, the analyses show that these issues are perceived similarly by respondents regardless of age, gender, marital status and number of children.

Respondent age has a negative correlation with transportation enhancements that increase opportunities for physical activity and those that reduce the negative impact of new road construction. These two types of enhancements are more important to younger respondents than to older ones. On the other hand, accommodating the mobility needs of seniors is more important to older respondents.

Female survey participants perceive accommodating the mobility needs of seniors and enhancing the streetscape in commercial areas as more important than do male participants (mean value of 4.10 and 4.03 versus 3.79 and 3.88, respectively).

A negative correlation emerged from the data analyses between the number of respondents' children and two transportation enhancements—those that increase opportunities for physical activity and those that reduce the negative impact of new road construction. The importance of these issues decreases as the number of respondents' children increases. However, a positive relationship exists between number of children and enhancements that accommodate the mobility needs of seniors. The more children respondents have, the more important they perceive this issue.

In terms of marital status, widowed persons place less importance on increasing opportunities for physical activity than single persons (mean values of 3.66 and 3.96, respectively). Likewise, screening unsightly views is seen to be less important by widowed persons (average of 3.87) compared to single (3.91) and married respondents (4.15). However, widowed persons assign a higher level of importance to accommodating the mobility needs of seniors (mean value of 4.36) than do married and single respondents (3.98 and 3.94, respectively). Enhancements to the downtown area are considered as highly important regardless of marital status, with married respondents rating it the highest (4.18), followed by widowed and single respondents (4.08 and 4.02, respectively).

The communities of Odebolt in Sac County and Osceola in Clarke County illustrate the variation in the responses regarding the importance of transportation enhancements among individual communities. Figures 9 and 10 show how survey respondents in Odebolt and Osceola, respectively, rated the importance of different types of community enhancements.

Overall, the mean values for each type of enhancement are higher for Osceola than for Odebolt. However, survey participants in both communities perceived transportation enhancements that affect aesthetics as very important, particularly those that enhance the downtown area and screen unsightly views. In fact, the top four types of enhancements according to importance in Odebolt are enhancements affecting the four aesthetic factors.

Respondents in Osceola assigned a higher level of importance to enhancements that affect pedestrian mobility and health. Increasing opportunities for physical activity is equally important as enhancing the downtown streetscapes to participants from Osceola (mean value of 4.32), while in Odebolt, respondents ranked this pedestrian mobility and health issue as second to last in importance (mean value of 3.62). Transportation enhancements that accommodate the mobility needs of seniors have the fourth highest mean value in Osceola and fifth highest in Odebolt. Respondents from both communities consider enhancements that reduce the impact of new road construction as least important.

The differences in perception by survey participants may be attributed to the communities' locations and infrastructures, as well as population make up. Osceola is located in south central Iowa and has a population of 4,700. It is an important transportation hub in Iowa, with U.S. Highways 69 and 34 intersecting in the community, Interstate 35 just west of the community and an Amtrak station along the Burlington Northern rail lines. Osceola is also home to Terrible's Lakeside Casino. As a result, the community hosts many short-term visitors. Odebolt, on the other hand, is significantly smaller than Osceola with a population of 1,153, and is located in northwest Iowa at the intersection of State Highways 39 and 175.

According to the survey data, significantly more people in Odebolt are retired than in Osceola (24.3 percent of respondents in Odebolt compared to only 5.6 percent in Osceola). Furthermore, the average age in Osceola is much lower than in Odebolt (44.98 years old compared to 57.17 years old). A younger population may account for the high mean value of enhancements that increase opportunities for physical activity. The many people who pass through Osceola may be the reason that accommodating mobility needs of seniors is more important to respondents in that community than in Odebolt, which has an older population. There is also a significant Hispanic population in Osceola that could have an impact on community values and perceptions.

Figure 9. Odebolt data

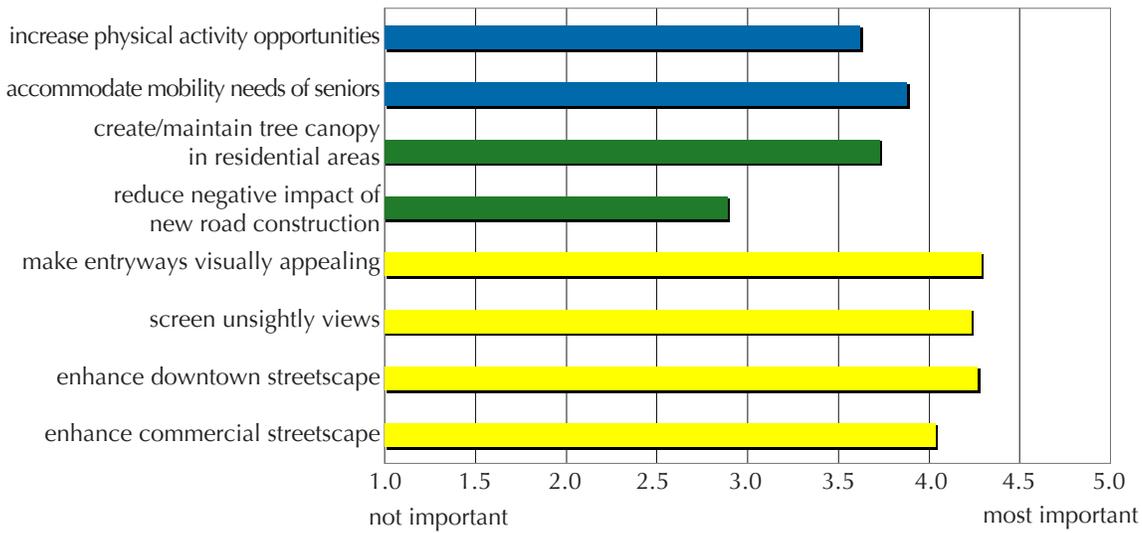
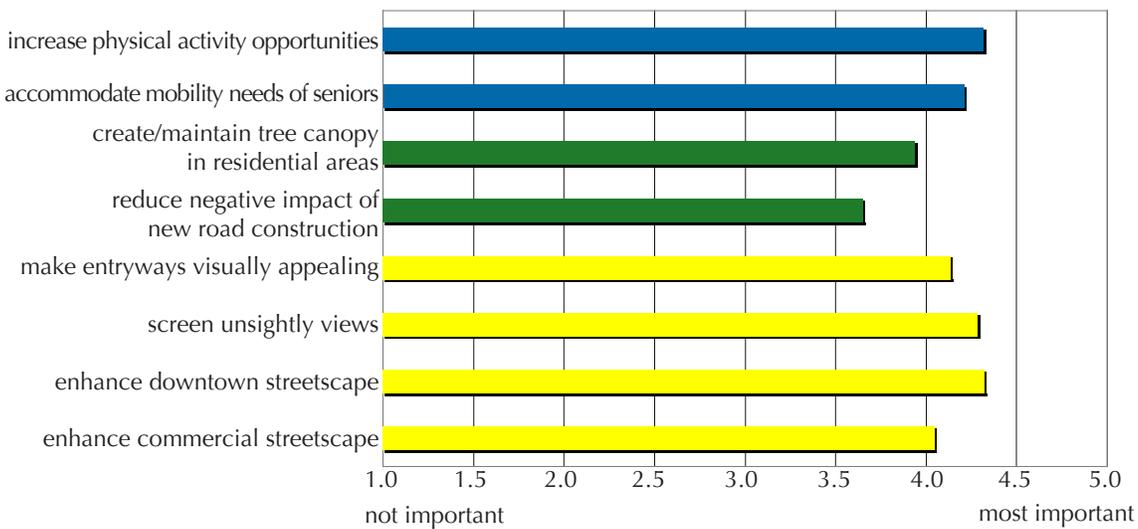


Figure 10. Osceola data



Transportation enhancement issues

- pedestrian mobility and health
- environmental factors
- aesthetic factors

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

This question was phrased to elicit 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 pedestrians' and 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 the 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, suggestions for implementation, comments/suggestions to support identified user groups such as families, teens, children and the 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 edge/growth 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 and functionality, whereas aesthetic improvements create an enjoyable experience that enhances functional aspects of the built environment. Maintain, repair, enhance, improve, etc.

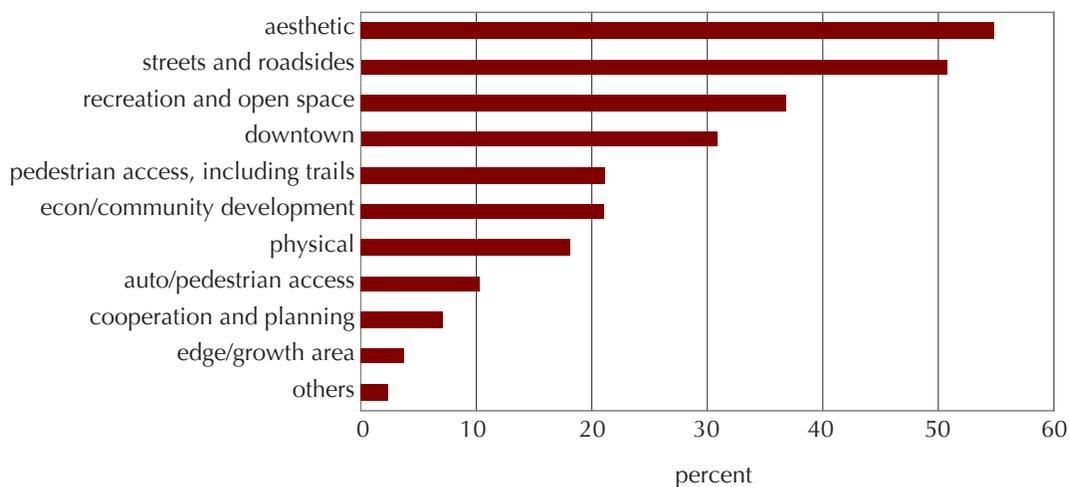
- *Others.* These include suggestions that do not easily fit into the above categories, such as runoff.

Improvements to aesthetics were suggested most often by survey participants (54.83 percent), followed closely by streets and roadsides (50.70 percent). Recreation and open space and downtown improvements were also frequently suggested (36.82 and 30.89 percent, respectively). The response rates for each category are shown in table 8 and figure 11.

Table 8. Suggested improvements (n=994)

	Number	Percent
Aesthetic improvements	545	54.83
Streets and roadsides	504	50.70
Recreation and open space	366	36.82
Downtown improvements	307	30.89
Pedestrian access, including trails	210	21.13
Economic/community development	209	21.03
Physical improvements	180	18.11
Automobile/pedestrian access, commuting & safety issues	102	10.26
Cooperation and planning	71	7.14
Edge/growth area improvements	37	3.72
Others	23	2.31

Figure 11. Additional improvements suggested (n=994)



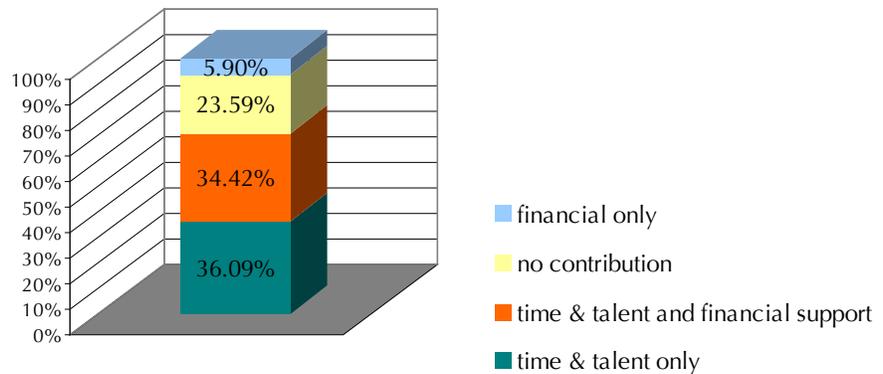
Q7. Are the enhancements mentioned above important enough to you that you would be willing to help implement change by: a) contributing financially to the project? b) volunteering your time and talent?

More than 75 percent of survey participants in the 12 visioning communities are willing to volunteer their time and talent and/or financial resources to implement community enhancements. Of those willing to contribute, 36.09 percent indicated that they could contribute only time and talent. A somewhat lower percentage of respondents (34.42 percent) are willing to contribute both their time and talent and financial resources to project implementation, and 5.90 percent are willing to contribute financially only.

Table 9. Willingness to help implement change (n=1,136)

	Number	Percent
Volunteer time and talent only	410	36.09
Both time & talent and financial	391	34.42
Will not contribute	268	23.59
Financially only	67	5.90
Total:	1,136	100.00

Figure 12. Willingness to help implement change

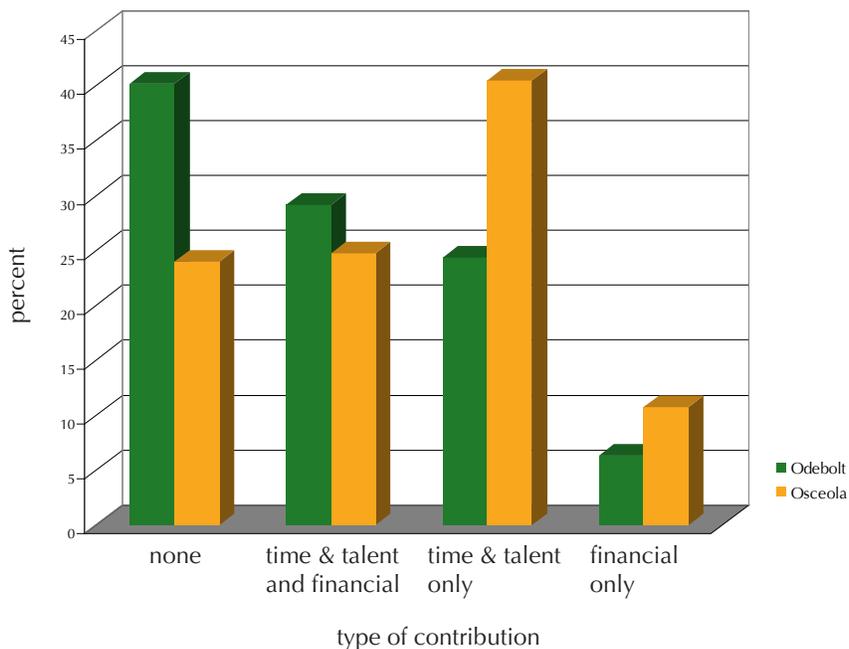


Again, the communities of Odebolt and Osceola can be used as examples that illustrate the differences among the communities' results. More than 75 percent of survey participants in Osceola are willing to contribute to project implementation in some way, while 59.84 percent of respondents in Odebolt are willing to contribute.

In terms of the type of contribution, the responses from the two communities are similar, in that the percentage of those willing to volunteer their time is higher than those willing to only contribute financially. Roughly 10 percent of Osceola respondents and 6.3 percent of Odebolt respondents are willing to contribute financially. However, more Odebolt survey participants are willing to contribute both financially and with time and talent than those who will contribute only time and talent. The reverse is true for Osceola (and most other communities).

The differences between these two communities could be attributed to a number of factors, such as population, age and average incomes of respondents.

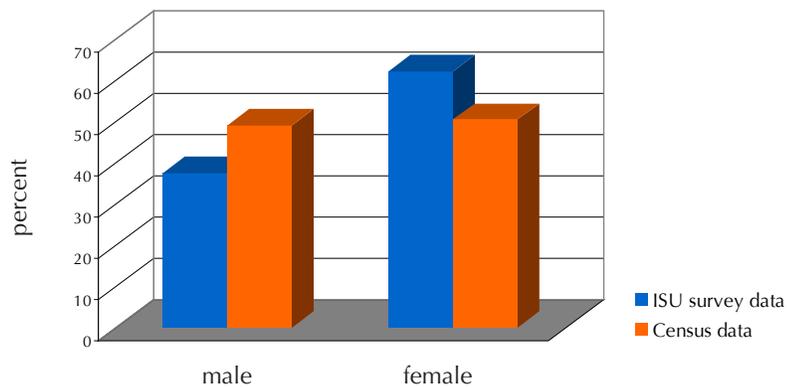
Figure 13. Comparison between Odebolt and Osceola



Respondents were asked to provide the following demographic information: gender, marital status, occupation, age and number of children. Not all respondents provided this information. These data were compared to 2007 estimated census data for the state of Iowa (Survey: 2007 American Community Survey One-Year Estimates, ACS Demographic and Housing Estimates: 2007, <http://data.iowadatecenter.org/browse/acs.html#State>).

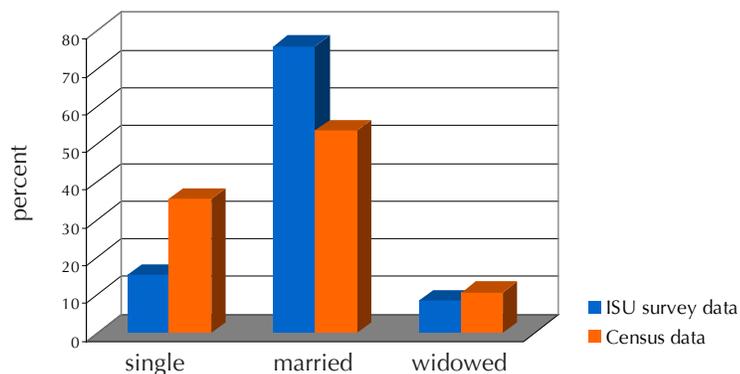
The distribution of survey respondents by gender is over-representative of female respondents compared with the census data (survey – 62.48 percent, census – 50.66 percent).

Figure 14. Gender of respondents compared to U.S. Census data



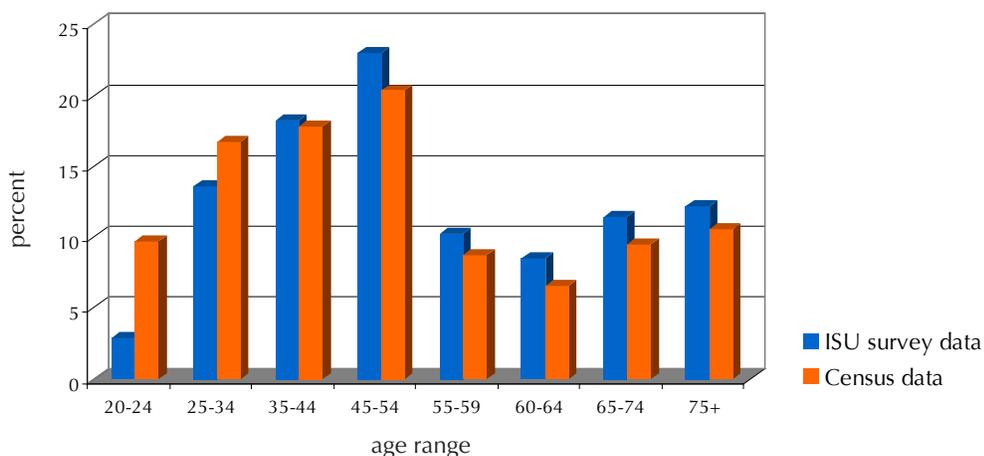
In terms of marital status, married persons are over-represented by the survey data compared to the estimated census data for the state of Iowa (survey – 76.03 percent, census – 53.71 percent). Both widowed and single persons are under-represented in the survey.

Figure 15. Marital status of respondents compared to U.S. Census data



The age ranges of survey participants are fairly accurate in comparison to the census data for Iowa, with the exception of those 20–24 years old. The estimated census data show that 9.73 percent of lowans fall into this age range. However, only 2.91 percent of survey respondents are 20–24 years old. People who are 25–34 years old are also somewhat under-represented (survey – 13.58 percent, census – 16.77 percent). The remaining age ranges are over-represented in the survey data.

Figure 16. Age ranges of respondents compared to U.S. Census data



The percentage of survey respondents who work in management, professional and related occupations is more than twice as much as the percentage for the state of Iowa according to the U.S. Census. The remaining occupation categories are under-represented in the survey, most significantly in the category of sales and office occupations (survey – 9.94 percent, census – 24.93 percent).

Table 10. Comparison of respondents' occupations to U.S. Census data

Occupation type	ISU survey	U.S. Census
Management, professional and related	69.26%	32.56%
Service	10.97%	15.75%
Sales and office	9.94%	24.93%
Farming, fishing and forestry	4.46%	1.11%
Construction, extraction, maintenance and repair	.80%	8.91%
Production, transportation, and material moving	4.57%	16.74%



Beck Engineering, Inc. provides professional design services for both the private and public sectors. By providing an array of services, the firm is able to deliver successful design, project management and construction services.

Beck Engineering was created in 2000 by President Brad M. Beck. The firm has established an exceptional reputation in the Iowa Great Lakes Region by providing civil engineering, land surveying and landscape architecture.

Beck Engineering consists of a team of civil engineers, a land surveyor, a landscape architect, a survey technician, computer-aided drawing (CAD) technicians, and an administrative assistant. The multidisciplinary firm works efficiently and effectively by collaborating on projects to develop the most innovative designs possible. Consulting services available from Beck Engineering include:

- Civil Engineering
- Land Surveying
- Landscape Architecture
- Land Planning & Site Development
- Construction Staking
- Construction Administration



Established in 1970, the office of Craig Ritland Landscape Architects (CRLA) has specialized in recreational and community projects that emphasize natural, cultural and historic references. Since developing the master

plan for George Wyth Memorial State Park in the early 1970s, this office has participated in many important public improvements that have enhanced the quantity and quality of open space in Iowa. Nationally recognized projects include the restoration of cold-water streams in northeast Iowa, the Cedar Valley Nature Trail and the Cedar Valley Lakes and Riverview Recreation Area master plans. These and other projects have benefited from CRLA's background and affection for Iowa's urban spaces as well as its rural native landscapes.

CRLA is passionate about meeting individual client needs while providing creative and cost effective solutions. The firm has often led or worked in collaboration with varied multidisciplinary teams in providing clients with the best possible service. With more than 50 years of experience in a broad range of projects, CRLA stands ready to provide a more personal level of project management than is typically experienced with larger firms.





Founded in 1997 by Meg Flenker, Flenker Land Architecture Consultants, LLC (FLAC) is a full-service professional planning and design firm located 20 minutes north of Davenport, IA, serving both public and private sector clients. FLAC is prequalified with the Iowa DOT in landscape architecture, recreational trails and wetlands. The firm's professionals and associates are registered in their respective professions and bring expertise through additional specific technical certification in environmental and sustainable practices.

FLAC's design team is trained to consider aesthetics, detail, scale, pedestrian and vehicular circulation and interaction, project context, environmental impact, user safety, functionality and how humans interact with their surroundings. FLAC is committed to creating quality projects that create value—a guiding principle that has resulted in the firm's involvement in the planning and design of various award winning projects at state and national levels. Consulting services available from FLAC include:

- Urban Planning & Design
- Site Planning and Design
- Community Planning and Design
- Environmental Planning and Design



genus

[landscape architects]

Located in the East Village of Des Moines, Iowa, gēnus specializes in delivering landscape architecture, planning, project management and visual design services to clients throughout the Midwest.

gēnus was founded with the intent of enhancing the quality of people's lives and the environment through landscape architecture. The foundation of the firm's practice lies in its pursuit of creating artful landscapes that function—places that inspire lasting memories while meeting the needs of clients and harmonizing with the larger ecological systems in which they exist.

gēnus provides consulting services in collaboration with architects, engineers, artists, public agencies, institutions, municipalities, corporations and developers. Professional services available from gēnus include basic and expanded consulting services, schematic design, design and construction document development, bidding and negotiation, construction administration, site selection, predesign and programming, public input process facilitation, design guidelines, grant writing, permitting and zoning, cost estimating, and illustrative drawings and visual simulations.





Hoffman Design Consultants (HDC) is a consulting firm headquartered in Cedar Rapids. HDC was formed in 2004 by design professionals who have worked on projects across eastern Iowa for many years. The firm's staff have a broad range of experience from large-scale multi-discipline projects to streetscape and master planning projects. As a small firm, they strive to provide professional service that is responsive and personal.

HDC's design professionals provide a wide range of services to municipal, commercial and institutional clients in eastern Iowa. These services include streetscape and site enhancements, master planning, site development and landscape design. An additional benefit of HDC's background includes success working with state and local government staff and officials including Iowa DOT, Iowa DNR, U.S. Army Corp of Engineers as well as utility companies, private citizens and organizations.



Howard R. Green Company is, at its core, an engineering and architectural firm, but we realize that alone, great design does not make projects a reality. We arm our professional staff with tools and resources to assist them through every step of the process—defining the vision, developing plans, finding funding sources, educating constituents about the benefits of a program—and providing excellent technical, engineering and construction-based services.

Our approach is to work together with our clients on every project with an eye on broader objectives. We strive to recognize issues, help identify and capitalize on opportunities, and leverage the company's technical expertise in a way that most benefits our clients. Using our knowledge and resources, we provide innovative solutions while addressing the unique challenges that are presented – never forgetting that our business is to serve our clients.

Howard R. Green Company employs approximately 250 staff members with offices located in Des Moines, Sioux City, and Cedar Rapids, Iowa; Sioux Falls, South Dakota; St. Paul, Minnesota; Moline, Illinois; and St. Louis, Missouri.





Shive-Hattery, Inc. is a leading regional architectural and engineering firm with more than 100 years of continuous operation in Iowa, providing a full range of architectural and engineering services allowing for a single source of solutions.

Shive-Hattery focuses on specific market sectors: local government, industry, health care/research, education and commercial retail. Professional services encompass all phases of architecture, including planning and design; consulting engineering services, including civil, electrical, environmental, mechanical, structural, process and transportation engineering; roof management; landscape architecture, land surveying, construction administration, observation and materials quality control.

Shive-Hattery offices are located in Cedar Rapids, Iowa City and Des Moines, Iowa; Bloomington, Moline, and Downers Grove, Illinois; Omaha, Nebraska; and Chesterfield, Missouri. The desired result of every Shive-Hattery service is client satisfaction. The process of getting there is unique to each project and each client. Providing the right team of talented specialists, identifying and managing the critical steps to success, and delivering a quality service.



Since its founding, Veenstra & Kimm, Inc. (V&K) has grown to its current staff level of approximately 100, serving well over 100 cities and counties in Iowa and surrounding states, state and federal agencies and private clients.

Successfully completed projects number in the thousands. V&K believes that its size allows it to serve clients ranging in size from the largest to smallest. The quality and reliability of V&K's work is best expressed through our clients.

V&K assists with projects from conception to final completion. Assistance includes concept development, examination of alternatives, plans for funding the project, design of facilities and construction of improvements.

It is the goal of V&K to be a full service consulting engineering and design firm and have assembled a team of highly skilled professional engineers, landscape architects, and other support staff members. Landscape architectural design specialties include: streetscape and urban design, sport complex design, parks and multi-functional trail design; residential, commercial, industrial, and municipal site design.



Many people contribute year after year to the success of the Community Visioning Program. Assistance comes from a variety of organizations, including state and federal government, education and private-sector groups. The professional landscape architecture firms, the local governments and organizations and volunteers all play a critical role in carrying out the program.

Trees Forever

Meredith Borchardt, Field Coordinator

Karen Brook, Field Coordinator

Barb Grabner-Kerns, Field Coordinator

Pam Helfer, Field Coordinator

Roger Hunt, Field Coordinator

Patty Petersen, Field Coordinator

Mark Pingenot, Field Coordinator

Shannon Ramsay, President, CEO and Founder

Brad Riphagen, Field Coordinator

Federal Highway Administration

Iowa Department of Transportation

Mark Masteller, Stuart Anderson and Steve Holland have provided valuable insight in terms of Iowa DOT resources, methods and project management. They continue to promote Iowa's Living Roadways to their colleagues within the Iowa DOT, as well as other organizations.



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