

IOWA'S
LIVING
ROADWAYS

2005
annual
report



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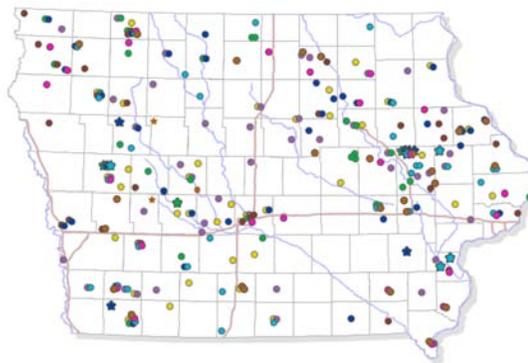
Executive Summary

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

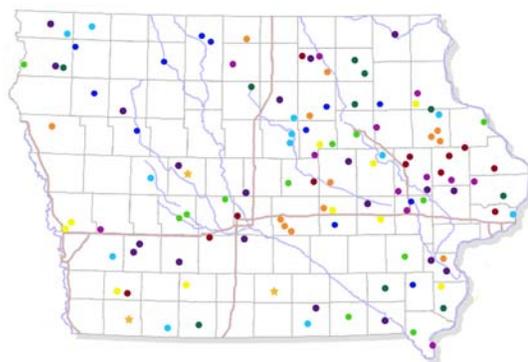
Iowa's Living Roadways consists of the Community Visioning Program and the Project Program. The Visioning Program provides planning and landscape design assistance to Iowa's small communities. The Project Program funds the planting of native grasses, wildflowers, shrubs, and trees along transportation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

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

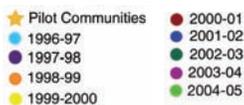
The sustainability and success of the program is evident by the actual number of communities it has touched. Since Iowa's Living Roadways was created in 1996, 113 communities have participated in the Visioning Program and 188 communities have received grants to fund 290 projects from the Project Program.



Project Program Communities



Visioning Program Communities





1



2

A Participatory

Iowa State University organizes design teams composed of professional landscape architects, student interns, and ISU faculty and staff. Each visioning community is represented by a steering committee of local residents and stakeholders who take part in a series of 10 meetings that are facilitated by field coordinators from Trees Forever.

During the meetings, the communities work through four phases of concept development:

1. Program initiation
2. Needs assessment and goal setting
3. Development of a concept plan
4. Implementation and sustained action

The community is introduced to the visioning process during program initiation. Committee members are asked to draw a “landscape memory” and to complete the statement “My community would be a better place if...” (photo 1).

During the needs assessment process, the committee gathers information about cultural and historical resources, bioregional resources, and visual quality. Each assessment is mapped on an aerial map. These individual maps are overlaid to determine relationships among the community’s resources (photos 2). Based on its discoveries, the group defines goals and a final community needs statement (photo 3).



3



4



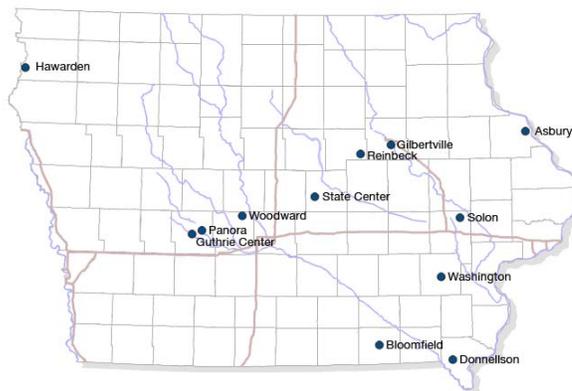
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Design Process

Following the needs assessment, the committee, with the assistance of the design team, begins developing conceptual designs. During a day-long design workshop called a “charrette,” community members have the opportunity to voice their opinions about preliminary concepts presented by the design team (photo 4). The committee organizes a community tour during which the design team is introduced to priority areas.

The design team develops a concept plan based on input from the charrette. The preliminary concept plan is presented to the steering committee and, once approved, to members of the community at large during a public meeting (photo 5).

In the final phase of the process, the community committee uses the tools provided by the design team and by Trees Forever to plan for project implementation.



2005 Visioning Communities

Asbury



Asbury is a bedroom community of almost 3,000 residents located next to the city of Dubuque. The main thoroughfare through town is Asbury Road, which connects to State Highway 32 (NW Arterial). Incorporated in 1933, Asbury grew slowly, and in 1947 the Dubuque Telegraph Herald christened it the “Tiniest Town in the State.”

As it continues to grow, Asbury is committed to adding green space, which is demonstrated by several parks and open spaces. The community is also interested in developing a trail system throughout the town that connects to the green spaces as well as other significant parts of the community.

In addition to its own natural resources, Asbury residents can enjoy Iowa’s landscape along the Iowa Great River Road scenic byway (Highway 52) or the Iowa Heritage Trail, a 25-mile trail from Dubuque to Dyersville (3 miles west of Asbury).



The wetland in Althaus Park is an important natural resource both aesthetically and environmentally.

Asbury is unique in that unlike other small towns, it has no defined main street. The Asbury visioning committee decided that Asbury Road should be improved to create a sense of community and a typical main street and to improve safety for both pedestrian and vehicular traffic. The visioning design team addressed these and other goals of the committee with a concept plan that includes the following:

- Node treatments: create periodically spaced nodes along Asbury Road; apply elements reflecting town’s identity, such as the new city emblem; add ornamental lighting, banners, plantings, and seating; the nodes also serve as trailhead crossings.
- Entrance signs: create prominent east and west entryways to the community; create a linear, elongated sign of either limestone or colored concrete letters spelling out “Asbury”; plant vegetative screening behind the sign; add large flagpoles for interest.

- Asbury Road safety improvements: create a safer pedestrian-oriented crossing by incorporating an at-grade road treatment such as a traffic island or a grade-separated pedestrian crossing; add a curbed median with vegetation to allow pedestrians to cross one lane of traffic at a time; plant rows of ornamental shrubs and perennials to add color.
- Maple Hills Park: better identify park entrance by constructing a parking lot, planting ornamental shrubs and flowers; and convert mown turf to prairie grasses.
- Althaus Park: convert the gravel bike path to a paved surface; remove cattail overpopulation and adjust the outlet structure to maintain 3-4 feet of water year-round to prevent excessive growth of cattails; plant a border of native species around the wetland's edge and low-growing natives in the wooded areas; add benches, a gazebo near the existing butterfly garden, and information plaques.

In addition to these concepts, the design team outlined typical pond naturalization strategies that the community can use to increase the water quality and habitat capabilities of its streams and ponds and to prevent runoff and trail erosion.



Loren Hoffman
Landscape Architect

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



Patty Petersen
Trees Forever Field Coordinator



Brandon Coffman
Bachelor of Landscape Architecture/
Environmental Studies, ISU May
2007

Visioning Committee

Kenneth Resch, chair

Jim Adams

Robert Blok

Beth Bonz

Sara Burke

Katherine Carothers

Steve Driscoll

Roger Glasgow

Larry Nagle

Mike Noel

Katie Patterson

Dwaine Prine

Pat Ready

Matt Riesberg

Doug and Sandy
Sander

Carl Sanman

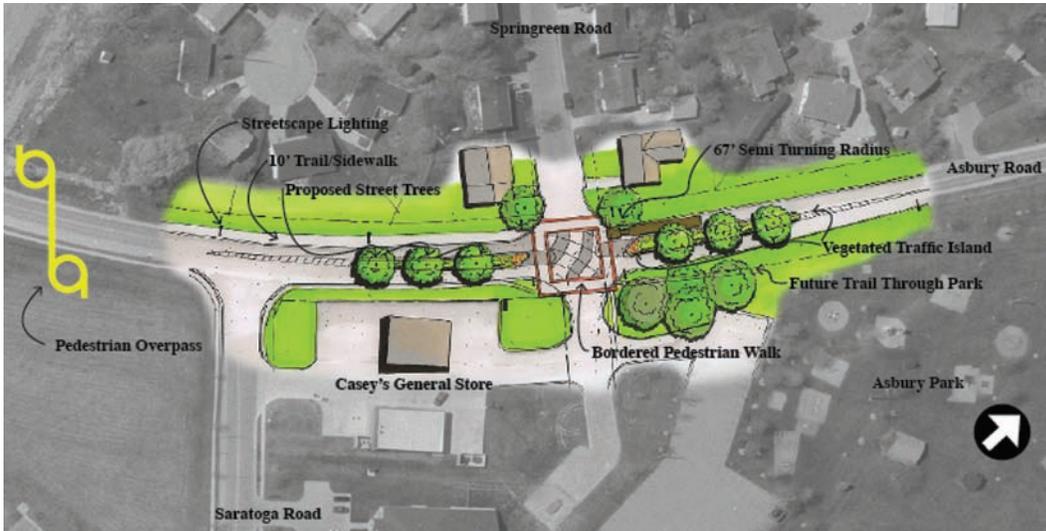
John Schmitt

Paul Thomsen

Doug Wagner

Justin Weiland





Opposite top left: Members of the Asbury Oxus Grotto organization circa 1950.

Opposite bottom right: Committee members look through photos taken as part of the visual quality assessment.

Opposite top right: This drawing depicts a typical node treatment proposed for Asbury Road.

Top: The proposed plan Asbury Road will improve safety as well as aesthetics.

Opposite bottom left: The design team assists committee members in identifying important transportation routes.

Bottom: Visioning committee members map the results of their inventory assessments.

Bloomfield



Bloomfield is the county seat of Davis County in southeast Iowa. U.S. Highway 63 and State Highway 2 intersect on the southeast side of town. The Woodlands Scenic Byway follows Highway 63 into town and exits on County Road J-40 to the east. The town is flanked by two large recreation areas, McGowan Recreational area to the east and Fisher Lake to the west.

Bloomfield has a rich heritage that is made evident by the many historic homes and buildings in town, including the ornate, French Renaissance courthouse, which, along with the town square, is listed on the National Register of Historic Places.



This image edit shows how the selection of proper lighting styles and standards can alter the nighttime ambiance of an area.

The priorities identified by the Bloomfield visioning committee are the downtown streetscape, the fairgrounds corridor, entryway corridors, façade treatments, pedestrian circulation, and way-finding. The visioning design team transformed these priorities into the following design concepts:

- Pedestrian circulation: to connect major community and public destinations, create a pedestrian trail system that includes both urban and rural trails; the urban trail would consist of sidewalks that are of sufficient width and in good repair; the rural trail would take the form of a bike path, shared roadway, or a separate bike lane on a roadway.
- South entryways corridor: add tree plantings and a tiered planter wall at the intersection of Highway 2 and U.S. 63; continue the existing sidewalk from the downtown area, create pedestrian crossing over Highway 2; and add decorative lighting.
- North entryway corridor: install new entrance sign that is the standard signage common to communities in the Historic Hills Common Gateway Signage Project; add decorative streetlights in banners that mimic elements used elsewhere in the community.

- Jefferson Street corridor: create a strong visual and physical link between the Davis County fairground and the downtown business district by adding sidewalks and decorative lighting with banners; draw attention to the fairground sign by adding a brick planter, large flags, and backdrop of trees.
- Highway 63 corridor: screen parking lots, standard the height of business signage, integrate site amenities, bury the utilities, add way-finding signage, repaint pavement markings, and improve the sidewalks.
- Downtown streetscape: integrate the gazebo in the town square with its surroundings through façade improvements, landscaping, and walkways; install sidewalks with decorative accents; add amenities such as benches, trash receptacles, and planters; add decorative lighting and enhance signage; improve safety by adding designated crosswalks and employing sight clearance controls.



Meg Flenker
Landscape Architect

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



Roger Hunt
Trees Forever Field Coordinator



Haley Adams
Bachelor of Landscape Architecture,
ISU, May 2006



Heidi Von Arb
Bachelor of Landscape Architecture,
ISU, May 2006

Visioning Committee

- Doug Dixon, chair
- Chris Ball
- Ashley Joe Brown
- Judy Combs
- Kay Davis
- Larry Dixon
- Sheila Early
- Rich Fetcho
- Kriston Johnson
- Jerry Kincart
- Rick Krenz
- Phil Norton
- Eric Prevo
- David Rasmussen
- Theresa Stoker
- Stephen Tews



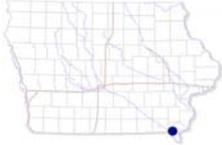


Top left: Existing view of a typical downtown street crossing.

Above: View of a typical downtown street crossing with typical downtown street crossing enhancements.

Bottom left: Bloomfield committee members map their inventory assessment on aerial maps.

Donnellson



Donnellson is located in Lee County a few miles from the Iowa-Missouri border. Until a bypass was built in 2004, Highway 218 (The Avenue of the Saints) passed north-south through town and was Main Street. Highway 2, which was part of Historic Mormon Trail and is part of the Woodlands Scenic Byway, passes east-west through the southern part of Donnellson.

Donnellson was founded in 1881 when the Burlington and Southwestern Railroad was built. Although the railroad no longer travels through town, the depot and rail bed remain. The depot was converted into a community room and museum and part of the rail bed was converted to a bike trail.

The Donnellson visioning committee identified four priorities during the visioning process: the Main Street corridor, the town entrances, a trail system, and the intersection of Highway 2 and Main Street. Based on these concerns, the design team developed the following design proposals:

- Town entrances: install prominent entrance signage at the north and south entrances from Highway 218/29 and add entrance signs that incorporate similar materials and design at the south, west, and north sides of town.
- Highway 2: create an identity along the corridor with plantings and period lighting with decorative banners; improve safety at the intersection of Highway 2 and Main Street with colored brick or pavement crosswalks; replace some of the paving at the intersection low-growing, colorful vegetation.
- Main Street enhancements: create a pedestrian scale and improve safety with benches, light poles with banners, plantings, designated crosswalks and widened sidewalks; create shade and structure on the east side of the street by adding brick planters, bollards, and trees; and add a small clock tower plaza with benches and plantings in front of the parking lot.
- Library corridor: draw attention to the library entrance by adding colorful plantings consistent with those on Main Street and a bronze sculpture of children reading; add a bike rack to encourage multiple modes of transportation; and create a tree-lined pedestrian walkway with lighted bollards from the library to City Hall.
- Depot Park enhancements: install a sign with a railroad theme that identifies the park and is clearly visible to Main Street travelers; move the existing Mennonite sign to a new site with a small paved plaza and a bench; make the depot structure more visible by thinning tree branches and relocating the traffic sign that obstructs the view; line the southern edge of the park with plantings; paint the shelter and add play equipment.
- Fire Department Memorial Park: two diagonal sidewalks leading to a bronze statue of a boy firefighter; position the sidewalk and brick panels in the shape of a ladder and engraved with the names of firefighters serving more than 25 years; plant a border of perennial plantings along the sidewalk.

- Lee County Fairground improvements: place identifying signs at the northwest and southeast entrances; replace existing plantings around Art Hall with a low line of shrubs and hanging flower baskets at each corner to emphasize the octagonal shape; add white fencing along Main Street and move the announcement sign.
- Westview Park entrance & community trail system: install a sign identifying Westview Park; create a four-mile trail system around the town perimeter that connects major areas in town.



Al Bohling
Landscape Architect

Al earned a BLA from ISU in 1967 and an MLA there in 1969. He is the Community

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

Visioning Committee

- Jane Anderson, chair
- Mary Adkens
- Gayle Austin
- Todd Babcock
- Tom Buckley
- Tim Budnik
- Bill Dahms
- Paula DeRosear
- Nancy Ellingboe
- Kathy Frueh
- Jill Hohl
- Jeff Jones
- Steve Jones
- Yvonne Knapp
- Brenda Knox
- Pam Kramer
- Alvin Krebill
- Lori Welch
- Bill Young



Roger Hunt
Trees Forever Field Coordinator



Susan DeBlieck
Bachelor of Community and Regional Planning, ISU, May 2007



Angela Young
Bachelor of Landscape Architecture, ISU, May 2007



Kevin Froelich
Landscape Architect

Kevin earned his BLA from the University of Wisconsin - Madison in 1975 and began working

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



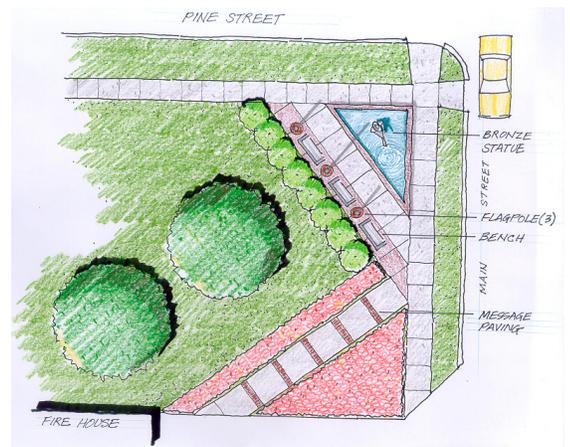
Above: Existing view of the Donnellson Public Library.

Right: This rendering shows an aerial view of the proposed plan for the Fire Department Memorial Plaza.

Top right: Donnellson Public Library after proposed enhancements.

Bottom right: Proposed fairground entrance signage.

Bottom far right: Lee County Fair midway.





Gilbertville



Established in 1854 as Frenchtown, the community of Gilbertville is located on a bluff overlooking the Cedar River south of Waterloo, at the intersection of County Roads V-49 and D-38. The town has been home to a number of different businesses, including a brewery, a tannery, and two distilleries. In 1875 the community had three saloons, a post office, a blacksmith shop, and a population of 98 people. Since then the population has grown to almost 750 residents, mostly elderly and smaller children.

Gilbertville is a bedroom and agricultural community that has seen a decline in the businesses and until recently little residential growth. However, a three-phase residential housing development at the north edge of the city limits is currently under way. Every year the town hosts the “Gilbertville Days” celebration and the July 4 fireworks are known as the best in the Cedar Valley area.



The primary goals of the Gilbertville visioning committee focused on creating a more welcoming atmosphere in the town, specifically the downtown area and the community entrances. Downtown is an important social gathering place where Gilbertville Days and other community events take place. The committee is also interested in developing a trail or walkway along First Street, which borders the Cedar River.

The visioning design team developed several projects that addressed the committee’s goals:

- Downtown improvements: install bump-outs with brick pavers at intersections and a decorative asphalt medallion and crosswalks; add low planter pots with annuals; add amenities such as a drinking fountain, decorative period lights, and benches.

Proposed improvements to Indian Creek include cleaning trash and litter from the stream, clearing small trees and brush from the east bank, and establishing a lawn to the edge of the stream.

- Cemetery Road: enhance the existing entrance sign at the north end with a new backdrop, screen plantings, and foreground plantings; place banner features at each end of the bridge to welcome visitors from the Cedar Valley Nature Trail; widen the shoulder trail marked for pedestrians and cyclists and connected to the bridge trail; and create a series of scenic overlooks along the Cedar River, with one major overlook feature with parking.
- Public Square Park: add a loop trail with lighting, signage, and stairs along the park's perimeter to improve pedestrian access; clean up Indian Creek and clear the brush along the creek banks.
- Entrance signage: at the north entrance, plant a backdrop of evergreen trees and add perennial plantings; at the west entrance, install welcome flags along the bridge and obtain a Cedar River sign from the Iowa DOT; obtain a Cedar River sign from the Iowa DOT for the east entrance as well.



Craig D. Ritland
Landscape Architect

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



Meredith Borchardt
Trees Forever Field Coordinator



Max Claassen
Bachelor of Landscape Architecture,
ISU, May 2007

Visioning Committee

Barb Doubek, chair
Linda Freet
Maxine Gleason
Dick Gleason
Mary McGee
Shane Schellhorn
Louis Schmitz
Jeanne Weber
Renee Weber





Above: Committee members work in small groups to map cultural and historical resources, natural resources, and visual quality.



Right: A rendering of an aerial view of Cemetery Road with landscape enhancements.

Top left and middle: These images show the difference between the existing intersection of 14th Avenue and 5th Street and the same intersection with the proposed enhancements in place.

Bottom left: These images depict the existing view of Cedar Creek and the same view with proposed enhancements in place.

Guthrie Center



Guthrie Center, the county seat of Guthrie County, is located at the intersection of Highways 25 and 44, among rolling hills of agricultural land. The county and the town are named for Edwin Guthrie, captain of the only company from Iowa to serve in the Mexican War.

Although the population of Guthrie Center is only 1,668, a great deal of traffic passes through town. On average, 5,200 vehicles travel on Highway 44 and 3,200 vehicles travel on Highway 25 each day. The community is concerned about improving safety on the roads, particularly for pedestrians.

In addition to safety issues, the Guthrie Center visioning committee identified a number of aesthetic improvements to focus on. The visioning design team addressed created the following design proposals to address the community's needs:

- Proposed trail system: create trails that bend, curve, and follow natural elements in parks and open spaces while linking important area elements such as Springbrook Park, the Raccoon River Valley Trail, the county fairgrounds, and the schools; the trail should pass through canopy cover and open spaces, as well as through native vegetation; provide opportunities for education about natural resources.
- Community gateway entrances: create "official" north, south, east, and west community entrances; install community signs framed with a planting area; incorporate way-finding signage; consider creating boulevards to further define the entrance.
- Community signage improvements: create an identity for Guthrie Center that can be incorporated in signage throughout the community, including entrance signs, way-finding signs, and banners.
- Downtown enhancements: create a pocket park in the empty lot downtown; update building façades; add amenities such as decorative pavement, street trees, planting areas, decorative light fixtures, benches, and trash receptacles.
- Major intersection improvements: make improvements to the intersections of 1st and State Streets, Highways 44 and 25, and Noah Road and Highway 44; add curb bump-outs at intersections to provide a shorter crossing distance for pedestrians; add defined crosswalks; add street furniture, plantings, and decorative pavement provide visual cues; incorporate trees and landscaping to calm traffic; consider creating roundabouts or boulevards.

- Fairground improvements: improve connections to the fairground by creating pathways that connect major areas; replace existing entrance signage with more prominent signage framed by plant material; create a river walk along the South Raccoon River between the fairground and City Park.
- The design team also recommended that the community develop a master plan for the county fairgrounds. The plan proposed would address expansion of the campground areas, the relocation of the main building toward to the west city entrance, construction of a new grand stand, and circulation into and through the fairgrounds and camping area, as well as adjacent uses. Input from community members and key stakeholders should be taken into consideration when formulating a master plan.



Nicki Jensen
Landscape Architect

Nicki's first experience with visioning was in 1998 with the community of Forest City. Since then, Nicki has been the visioning landscape architect for several communities, including Red Oak, Grinnell, and Shelby. Nicki earned a Bachelor of Landscape Architecture from Iowa State University in 1994. Originally from Des Moines, she has worked in the metro area at several local consulting firms since graduating. She is currently employed as a project landscape architect by Howard R. Green Company. Nicki earned her Iowa Landscape Architecture Registration in 2000. Her interest and talent lie in public facilitation, graphic representation, and creative problem solving.



Brad Riphagen
Trees Forever Field Coordinator



Jennifer Cross
Bachelor of Landscape Architecture,
ISU, May 2006

Visioning Committee

- Dennis Flanery, chair
- Donna Benton
- Becky Carico
- John Cramer
- Rachel Cramer
- Angie Duncan
- Erin Flanery
- Laura Imerman
- Regina Lloyd
- Dale Menning
- Tricia Rutledge
- Barb Schramm
- Ralph Schramm
- Pat Sliester
- Nancy Van Meter
- Bill Wagner





Above: The Guthrie Center parade route is considered an important cultural resource in the community.



Top left: Community members listen to the design team presentation at the charrette at the Guthrie County Extension Office.

Bottom left: Committee members review significant areas on an aerial map of the community to begin formulating a community concept plan.

Opposite: These images compare the existing intersection of Highways 25 and 44 to the same intersection with proposed enhancements in place.

Hawarden



Hawarden is located at the intersection of State Highways 10 and 12 in the northwest corner of Iowa, right next to the state border with South Dakota. This community of 2,478 people was established in 1887 and named for the town of Hawarden in Flint County, Wales. The D & I Railroad runs north-south to the west of town and the Chicago and Northwestern Railroad, which used to run east-west through town, terminates at a roundabout in the town.

Hawarden is home to many natural resources. Its location along the Big Sioux River provides wildlife habitat, as well as wooded areas for recreational trails and recreational opportunities along the river. Roadside ditches and the Dry Creek levee provide opportunities for native prairie restoration, which has been initiated just east of town by Northwestern College.



This drawing depicts the driver's view of Hawarden's new entrance signage with proposed landscape treatments.

The community of Hawarden applied to the Visioning Program to continue ongoing efforts on community entryways and a trail system, to boost fund-raising efforts, and to capitalize on the excitement created by projects such as the community center.

During the visioning process, the Hawarden visioning committee identified several priority areas, including entryway corridors, Carr's Landing, City Park, downtown, and a trail system. To address these priorities, the visioning design team proposed the following enhancements:

- Entrances and signage: plant native vegetation and a tree-lined canopy along the Highway 10 and 12 entry corridors; plant native grasses and forbs around quartzite entrance signs.
- Downtown improvements: reintroduce a central planting bed with trees to provide shade and create a pedestrian scaled environment; create a set of architectural standards that include a limited color palette and material specifications for exterior façades; incorporate brick walks at intersections and narrow the streets to calm traffic; add site amenities such as benches, trash receptacles, lighting, and landscaping treatments; and add a roundabout at the old depot on Central Avenue.

- Carr’s Landing: use plantings to screen the adjacent residential development; add RV and tent campsites and cabins; and add comfort stations, informational trail signage, and parking.
- City Park: update plantings along Central Avenue to reduce maintenance and add impact; organize and renovate play equipment; and add a trail the winds through the park and connects important features.
- Trail system: create a trail system that loops past the high school, near the downtown business district, and to the Big Sioux River; accommodate pedestrians, bicycles, and in some areas equestrian activities.



Tom Neppi
Landscape Architect

Tom is a landscape architect and the owner of Harrison/Neppi/Davis, inc., in Ames, a firm that serves primarily nonprofit and religiously-affiliated clients who have camping, conferencing, and retreating interests. He has more than 18 years experience in landscape architecture; land use planning; program, site, and facility planning; site analysis; and feasibility studies. Tom earned a B.S. in agriculture in 1993, an MLA in 1996, and a Master of Community and Regional Planning in 1997, all from Kansas State University.

Visioning Committee

- Chris Myres, chair
 Barb Besch
 Craig Coffey
 Jamie Dekkers
 Todd Ericson
 Willie Garrett
 Elaine Kane
 Tom Kane
 Tony Lauters
 Dr. Rob Lubkeman
 Wendy Lubkeman



Steve Estlund
Trees Forever Field Coordinator

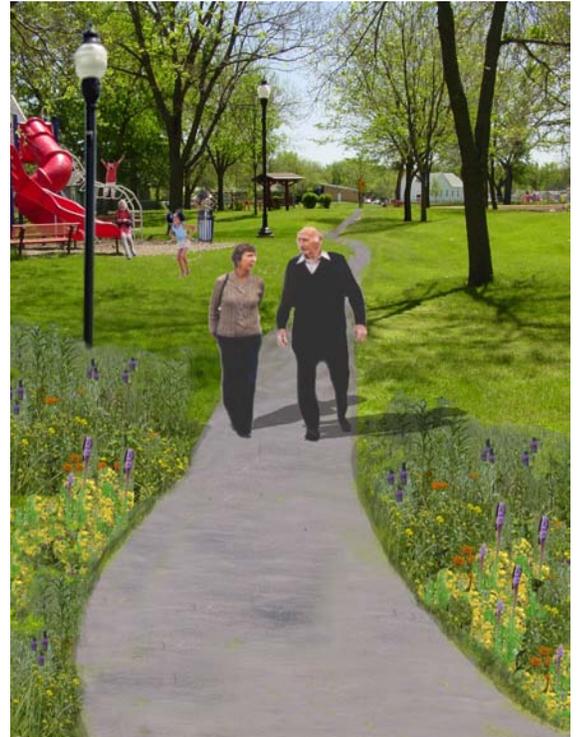


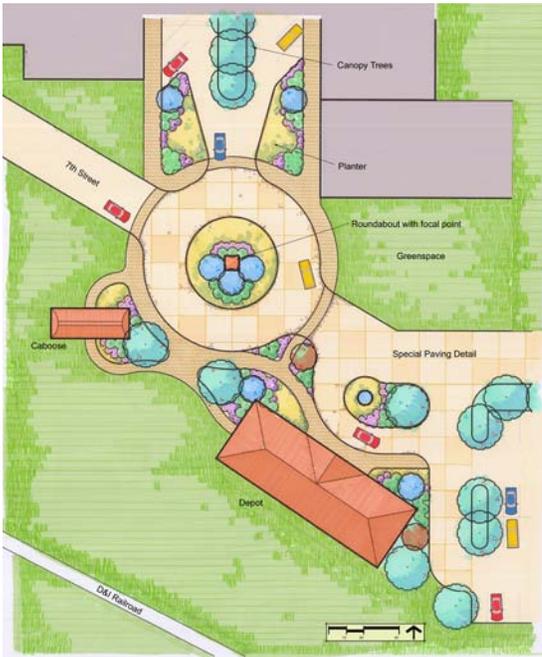
Christine Sawyer
Bachelor of Art, University of Iowa, 1999; Bachelor/Master of Landscape Architecture, ISU, May 2006



Weston Wunder
Landscape Architect

Weston is a landscape designer with professional experience and training landscape architecture and site construction. He earned an associate degree in biotechnology from Ellsworth Community College, as well as a Bachelor of Landscape Architecture from ISU in 2001. Weston is the owner of Landscapes By Design, Inc., a design/build company in Ames that specializes in creative, functional, and low maintenance landscape designs utilizing native plant materials. Weston first became involved with the Visioning Program in 2000, when he worked as a student intern in the community of Red Oak, and has been eager to participate in the program in the role of landscape architect.





Top: The elevation depicts a typical vegetation treatment along Central Avenue, the main business district.

Bottom left: The proposed plan for the depot complex includes a roundabout and landscaping to create a more pedestrian friendly environment.

Opposite bottom: The existing conditions at City Park are compared to the same park with proposed trail and planting improvements.

Panora



Panora is located in eastern Guthrie County along Highway 44, which is part of the Western Skies Scenic Byway, and the old Milwaukee Railway, which is now the Raccoon River Valley Recreational Trail. Established in 1851, Panora is the oldest community in Guthrie County and was the county seat until 1876.

The unusual naming of Panora was adopted when the town was platted and is a contraction of the word “panorama.” Surrounded by the natural beauty of the Raccoon River Valley, rolling hills, and impressive woodland areas, Panora is well-suited to the origins of its name. These natural resources provide opportunities for a variety of recreational activities, including camping, fishing, boating, swimming, and hiking.

The primary transportation issues in Panora involve Highway 44 and the Raccoon River Valley Trail. In 2006, Highway 44 (i.e., Panora’s Main Street) will be completely torn out and replaced. The widening of the road will require the removal of existing trees, plants, and landscaping. This project creates a unique opportunity for Panora to redesign its downtown streetscape. The Panora visioning committee is also interested in attracting more visitors from the Raccoon River Valley Trail. The trail lacks signage identifying the many natural and historical sites in the area.

To address the needs of the community, the visioning design team made the following proposals:

- Main Street/Highway 44: calm traffic by adding curb bump-outs, on-street parking, trees, and building façades closer to the road; create a more comfortable scale for pedestrians by adding trees, lights, signs, clearly marked crosswalks, and building façade treatments.
- Winter Park: create a winter activity park in Michael Mills Memorial Park by adapting the large hill into a sledding hill with a tow rope, temporarily enclosing the existing shelter and adding a fireplace, and creating skating rinks for both sports and leisure skaters.
- Panora trail system: create a trail route from the Raccoon River Valley Trail that follows a center loop around Main Street with a trailhead to link users to the Main Street business district; add connections that lead to other interesting sites such as Leon Mills Park and Lake Panorama; use local side streets to keep activity off major streets and install way-finding signage with a unique graphic identity.

- Main Street storefronts: enhance the quality of the downtown district by updating building façades and signage; add smaller business signs that hang perpendicular to the buildings to allow for easier recognition; add street amenities such as pedestrian lighting, benches, and awnings.
- Main Street Park: create a more pedestrian-friendly environment by adding a seating plaza at the front of the park; adjust the park sidewalks to frame useful spaces and add clearly marked crosswalks with curb bump-outs; emphasize the park entrances with tree plantings and install pedestrian lighting.



Michael P. Lanning
Landscape Architect

Michael became involved with the Community Visioning Program as a landscape architecture student at ISU and was one of the first student interns. The graphic identity of the program is the result of his work on developing publications and promotional materials for community participation in visioning. Michael earned a Bachelor of Landscape Architecture from Iowa State University in 1997, but continues to be involved in the Visioning Program in a different role, as a professional landscape architect. He also assists with intern training in digital image manipulation and editing.

Visioning Committee

- Sue Cosner
- Dave Beidelman
- Jake Calmer
- Joyce Calmer
- Cheryl Castile
- Beverly Craft
- June Engle
- Randy Holl
- Charity McCauley
- LeRoy Oxley
- Jay Pattee
- Gib Phillips
- Joan Phillips
- Kyla Reynolds
- Frank Teale
- Orville Terry
- Sharon Terry
- Kim Vogel



Brad Riphagen
Trees Forever Field Coordinator

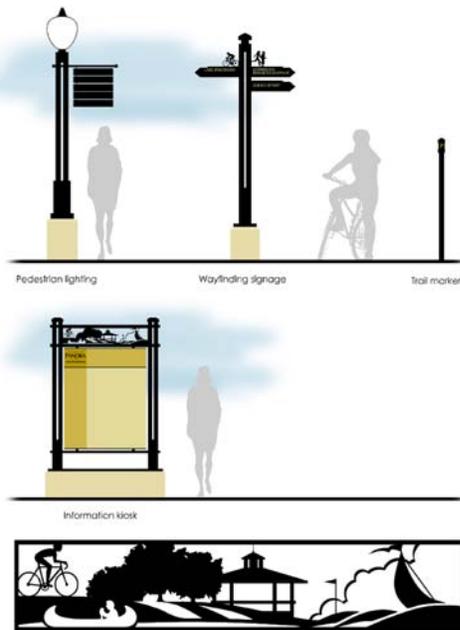


David L. Dahlquist

David has more than 30 years of experience in project management for master planning, park and recreation design, urban development, transportation enhancements, tourism development and conservation issues. His project involvement ranges from community recreation and park plans to statewide tourism and scenic byway studies. He is a member of the American Society of Landscape Architects, the American Planning Association, the National Association of Recreation Resource Planners, and the National Association for Interpretation.



Marcy Lloyd, Bachelor of Fine Arts, ISU, 1995; Master of Architecture, ISU, December 2005



Above left: The Bathtub Race is just one of the entertaining events at Panora Days.

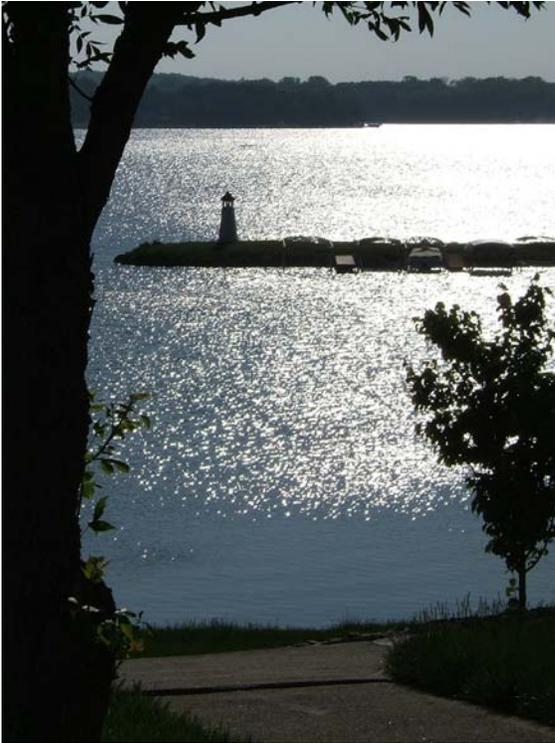
Above: The popular Bee Hive restaurant is an example of restoration and community pride at its best.

Left: Proposed lighting and signage examples for the community.

Opposite top left: View of Lake Panorama at dusk.

Opposite top right: Existing conditions along main street Panora.

Opposite below: A three-dimensional sketch of the proposed Main Street Park enhancements.



Reinbeck



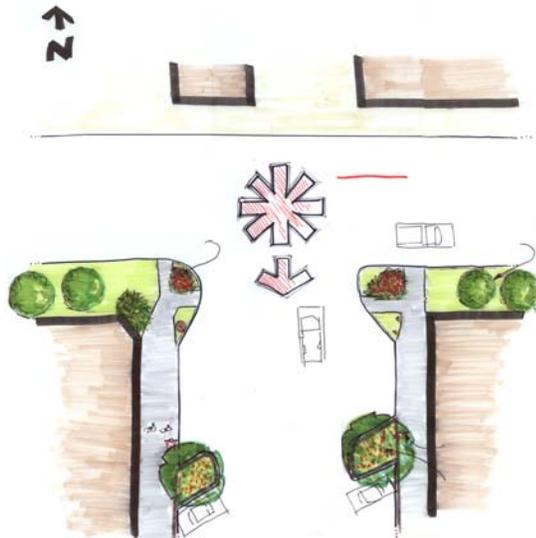
Reinbeck is located in Grundy County along Highway 175. This community of 1,751 people was established and developed along two historic rail lines - the Rock Island Railroad and the Great Western Railroad. These abandoned railroad beds, along with the two creeks in the area - Mosquito Creek and Black Hawk Creek - provide habitat for a number of natural resources, including prairie remnants.

A trailhead of the Pioneer Trail is located in the Grundy County Greenbelt just north of Highway 175. This 12-mile trail is part of the 6,300-mile American Discovery Trail that spans the United States from coast to coast.

Reinbeck applied to the Visioning Program primarily to obtain assistance in enhancing the Highway 175 corridor. The goals of the visioning committee included increased beautification and safety along the corridor, as well as the development of a trail system that takes advantage of the many natural resources and existing trail systems (Grundy County Greenbelt and Pioneer) in the area.

The community concept plan that resulted from the visioning process addresses these goals, along with other enhancements throughout the community:

- Highway 175: make visual enhancements, landscape, improve the area around the city/ school sign, and direct people to Strobehn Park, the Izaak Walton League, and the Black Hawk greenbelt.
- Elmwood Park: finalize and implement the concept plan, create connections with the care center, explore possible remedies for the drainage problem along Highway 175.



The proposed plan at the intersection of Blackhawk Street and Highway 175 includes colorful plantings at intersections, new lighting, and banners that highlight the entrance into downtown.

- Park trail system: create trail systems with linkages in Strobehn Park, the Izaak Walton League, and the Black Hawk greenbelt.
- Downtown enhancements: change the lighting, potentially bury the utilities, add pedestrian amenities, draw people in from Highway 175.
- Town trail system: create a trail system and linkages throughout town to include a south loop, Pioneer Road, the cemetery, and Elmwood Park.
- Planting: replace planting at the cemetery to provide protection from wind and to provide shade.

The Reinbeck visioning committee clearly identified the Highway 175 corridor as its top priority and plans to work with landowners, the City, and the Iowa DOT to finalize and implement planting projects. The committee will also work with the Reinbeck Park Board on major park improvements and the Grundy County Conservation Board on trail related improvements.



Michael P. Stineman
Landscape Architect

Michael earned a Bachelor of Landscape Architecture from Iowa State University in 1977 and has participated in the Visioning Program from 1997 through 2000. He is one of two landscape architects at Shoemaker and Haaland Professional Engineers in Coralville. Michael's areas of expertise are park and recreation planning, trail and greenway design, and site development and planting design. Because of his desire to improve the quality of life in rural communities, Michael became involved with the Visioning Program again in 2005.



Mark Pingenot
Trees Forever Field Coordinator



Katherine Lough
Bachelor of Landscape Architecture,
ISU, May 2006

Visioning Committee

Quentin Mayberry,
chair

Dani Crozier

Dave Ehler

Gale Folkerts

Marlice and Gary
Karkosh

Dorothy Keith

Vern Paustian

Mike Rickert

Dave and Vicki
Roberts

Greg Schnieder

Margaret Storjohann

Pat and Donna
Watson



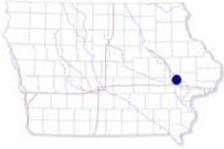


Top: Workers for the R.I. Motorcar pose for a snapshot.

Bottom: The existing path through Elmwood Park is compared to the same path with the addition of pavement, amenities, and plantings.

Opposite: The existing industrial area along Highway 175 is compared to the same area after plantings have been added to screen it.

Solon



Solon is located along Highway 1 just east of Lake MacBride, close to both Iowa City and Cedar Rapids. The town was founded in part by Solon Langworthy in 1840 and grown to a population of 1,177.

Solon is home to the Solon Prairie and the Solon Recreation Center, which, along with the town's proximity to Lake MacBride, make the town rich in natural resources. Lake MacBride is connected to Solon by a multi-use trail, which Solon residents would like to build upon to create more recreation opportunities.

The Solon visioning committee identified five areas on which to focus its efforts: pedestrian safety, civic pride, local tourism, recreational trails, and community identity. The visioning design team incorporated the committee's goals into the following design concepts:



Proposed entrance signage and plantings for Solon.

- Town entrance enhancements: for the north and south entrances on Highway 1 and the west entrance on Highway 382, create entrance signs that replicate the monument sign in the city park; use a limestone base that reflects the stone barn in Solon, accented with plantings; at the north entrance include trees on the east side and wildflowers bordering both sides of the road.
- Intersection design and directional signs: at the intersection of Main Street and Highway 1, add lights, banners, plantings, and pavement patterns that coordinate with those on Main Street to draw attention to downtown; shorten the crossing length of the street by adding curb extensions and add colored and textured crosswalks to increase pedestrian safety; and place directional signage at two-block intervals along the highway corridor from 5th to Main Street.
- Main Street enhancements: increase pedestrian safety and comfort by adding curb extensions 12-foot-wide sidewalks, sidewalk plantings, and street furniture such as benches, light poles, planters, and trash receptacles; increase parking by converting to angled parking.
- Bandstand and City Park, Version A: create a plaza to draw people to the park from Main Street; remove yew trees, shrubs bordering Highway 1, and the playground; install an interactive water feature in the center of the plaza with benches and umbrella tables facing it; renovate the bandstand by adding a large

staircase and a ramp that connect it to the plaza and by adding potted plants and light poles in front; construct a wall on the south side to improve acoustics and screen the south end; join the plaza and bandstand areas with a textured path across the parking lot.

- Bandstand and City Park, Version B: remove the parking lot and construct a new, hexagonal bandstand on the east side and a hexagonal brick plaza on the left; add the same amenities as in version A of the design - that is, plantings, light poles, seating, etc.
- Trail system enhancement:: add additional trails along the old railroad beds; provide information about the town at the Solon Recreation and Nature Center; and add bike racks to the pedestrian corridors on Main Street.



Mark Pingnot
Trees Forever Field Coordinator



Susan DeBlieck
Bachelor of Community and Regional Planning, ISU, May 2007



Angela Young
Bachelor of Landscape Architecture, ISU, May 2007



Al Bohling
Landscape Architect

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



Kevin Froelich
Landscape Architect

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

Visioning Committee

Tracey Mulchahey, chair

Jason Owen, chair

Lee Connell

Julie Divoky

Mark Divoky

Keith Duster

Marilyn Grover

Ruby Jedlicka

Larry Meyers

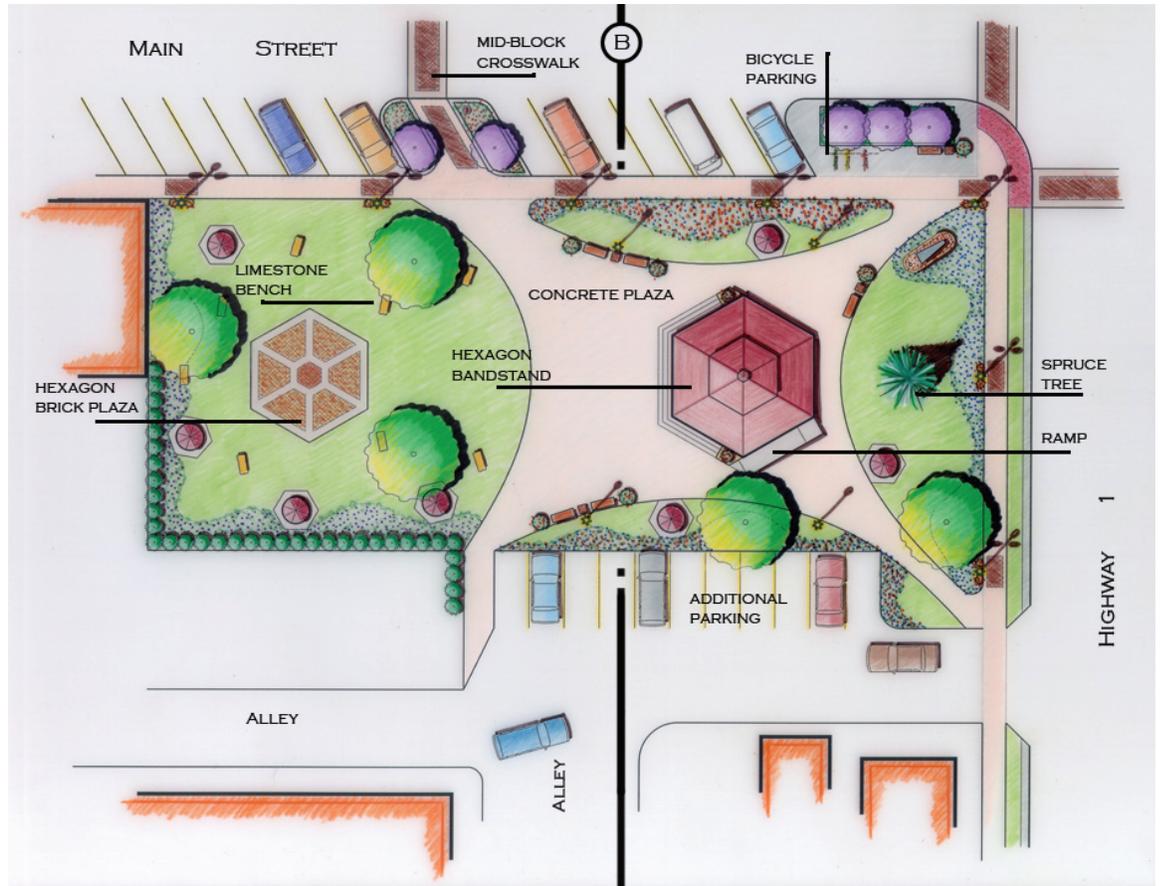
Marilyn Milder

Rhonda Miller

Jan Pettus

Jordan Pettus

Robert Schueller





Top: This illustration is a three-dimensional model of the proposed bandstand renovations.

Left: Landscape architect Al Bohling presents the concept plan during the public meeting.



Opposite top: Bandstand and City Park Version B illustrates the removal of the parking lot and construction of a new bandstand on the east side and a brick plaza on the left.

Opposite left: The empty candy store is one of the negative views identified by the steering committee during the visual quality assessment.

Opposite right: Proposed plantings and signage for Solon entryway.

State Center



State Center is located in west central Marshall County, near the geographical center of Iowa. This community of 1,349 residents was founded in 1867 and has a rich history. Downtown is a three-block historic district that is listed on the National Registry of Historic Places. State Center is home to many other historical and cultural resources, the most prominent being the Historic Lincoln Highway, routes of which run through town.

The community takes pride in its historic preservation and beautification efforts. State Center Main Street Program building façade renovations resulted in new streets, sidewalks, sewers, curbs and gutters, and streetscape with rose beds and street lights.

Known as “The Rose Capital of Iowa,” State Center has a rose garden and holds the annual Rose Festival the third week of June. The visioning committee would like to celebrate its identity as the rose capital by creating a rose theme throughout town and by rebuilding and enhancing the rose garden. The committee is also interested in entryway enhancement, community cohesion, and trails. The visioning design team responded with a concept plan that includes the following:

- Community trail: extend the trail along existing streets within the community; create a new trail connecting the Rose Garden to the west and north areas of town; create new loop trails to the cemetery and to the Lincoln Valley Golf Course; post signs marking the trail route and distances; and provide trail amenities such as water, seating, and shelter at key trailheads.
- Highway 30 entryway: plant prairie grasses and forbs along the highway right-of-way; define each corridor with rows of trees; install entry signs with backdrops of evergreen trees and plantings; and install a large water feature at 3rd Avenue that also stores storm water.
- Third Avenue Boulevard entryway: create a backdrop for the water feature and frame the new signs; add an entry archway and special paving just north of Highway 30; install a boulevard median with curb and gutter down the center of the street; identify key intersections with additional plantings; add street and directional signage and light fixtures with banners along 3rd Avenue that reflect the rose theme;
- Community entryways: enhance all entryways with native plants along the roadside, new entry signs that carry the rose theme, street trees, and directional signage for the community trail.

- Rose Garden: add an archway at the north entrance; improve access and parking; reorganize the planter layout to create four garden rooms; create a Veterans Memorial, add a stage with background screening along the south edge; add site furniture; and extend the community trail to the east edge of the garden.
- Main Street plaza: create a water wall and pool; add shade trees, seating, lighting, an observation deck for train watching, and decorative street paving; expand the sidewalk and pedestrian crossing with special paving.



Paul R. Popelka
Landscape Architect

Paul is a landscape architect and urban planner with thirty years of experience in community planning, urban design, and land development projects. He had been a partner at Engineering Plus in Ames, Iowa, and an Adjunct Professor at Iowa State University until August, when he took the position of Planner for the Town of Manara, Arizona. Paul is a graduate in landscape architecture from the University of Minnesota and earned a Master of Community and Regional Planning from ISU in 2003. He has been involved in the Community Visioning Program since its inception in 1996.



Pam Helfer
Trees Forever Field Coordinator



Denise Clark
Bachelor of Landscape Architecture,
ISU, May 2007

Visioning Committee

Donna Sampson,
chair

Jeff Barry

Carley Barry

Jill Byerly

Jim Eckhardt

Tonya Gerke

Lindsay Meier

Jeffrey Merrill

Craig Muench

Gary McManus

Catherine Noble

John Tolson

Kristy Wilkening



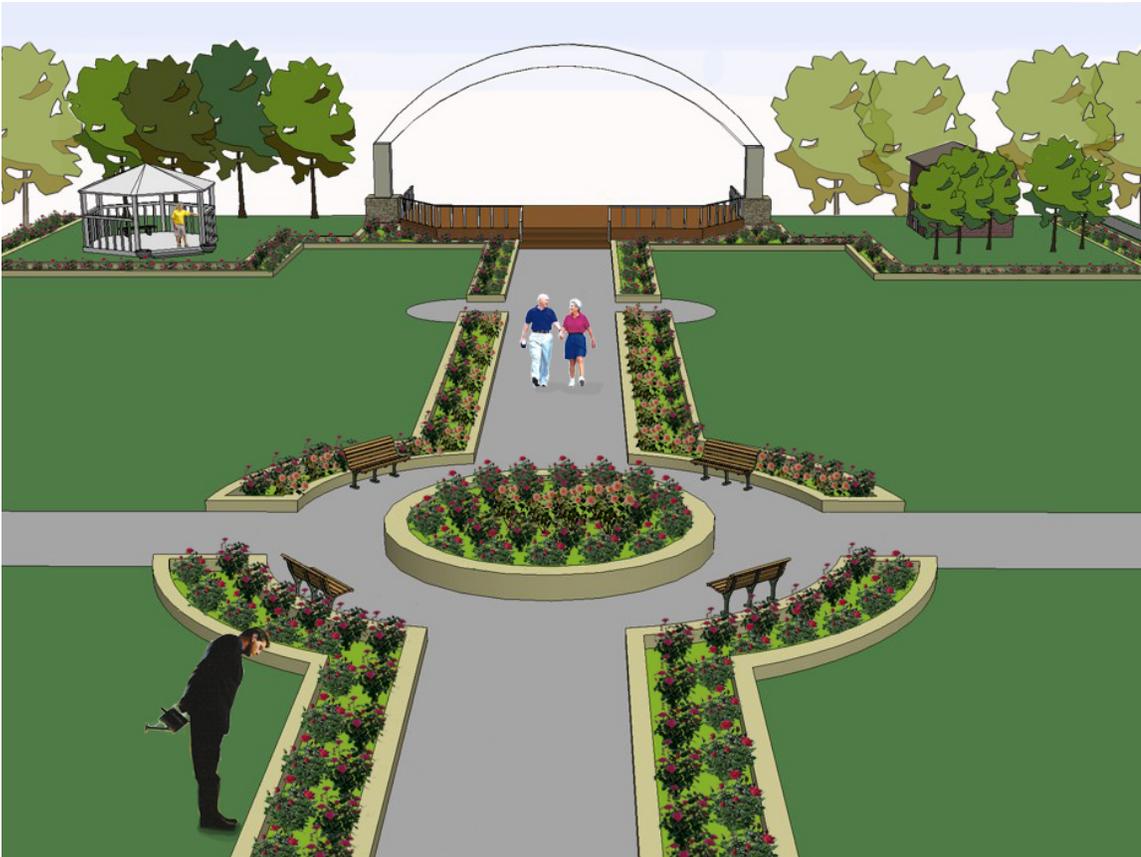
Top: The second generation of the Lincoln Highway passes through State Center's Main Street.

Above: The proposed rose tower welcome sign emphasizes State Center's identity as the Rose Capital of Iowa.

Top right: State Center's annual Rose Festival parade.

Opposite top: Proposed enhancements to the rose garden includes an arch at the entrance and new planters.

Opposite bottom: Community members identify positive and negative views on an aerial map of State Center using colored dots.



Washington



Washington a community of more than 7,000 people located in Washington County where Highways 1 and 92 intersect. The town, which was founded in 1839, has been rated as one of the best 100 small towns in America. Washington has more than 100 social and service clubs and organizations, local newspaper and radio station, and a number of activities and attractions.

Three trailheads of the Kewash Nature Trail are located in Washington, creating a unique opportunity for the town to attract visitors, as well as for residents to enjoy the many natural resources.

The Washington visioning committee decided to capitalize on the opportunities provided by the trail, as well as to improve the town's entryways, recreation areas, and downtown district. The visioning design team created the following concept plan based on the goals of the community:

- Entryways: install entry signs at all entryways to town, repeating the same sign style at each location to create cohesion; incorporate a short planting wall around each sign to create a sense of height and presence; at the north gateway, plant native prairie in the ditches, replace the existing billboard with a new service sign, and plant trees with seasonal interest behind the service and school championship signs.
- Corridors: increase visual linkage along the Highway 92 corridor by implementing a way-finding signage system; adding site amenities such as decorative lighting, traffic lights, and signage; widening the walkways and adding pavement markings; standardizing business signage; and planting trees and shrubs.
- Water Tower Park: create a perimeter sidewalk system around the park that is integrated with the proposed pedestrian network; add an arboretum, walking path, water feature, green space, a riparian buffer, a pedestrian bridge, a parking lot, native prairie, seating areas, screening, and lawn areas.
- Trailhead and shared paths: place identification and way-finding signs at the three Kewash Nature Trail trailheads; add amenities such as benches, shade trees, and native grasses and forbs; add signage on West 2nd Street denoting the existence of a bike lane on the roadway.
- Downtown entry: improve the visibility of the downtown entrance by either placing an overhead sign as a gateway or a brick column sign in the middle of the street; add decorative lighting and banners with the community logo; identify pedestrian crosswalks with either painted or colored bricks..

- Downtown streetscape: enhance the downtown district by burying utilities, adding decorative pavement and coordinated site amenities; install decorative lighting, standardized business signage, and greenery; and restore and preserve building façades and develop a color scheme for buildings.
- Downtown/Central Park concept plan 1: create a perimeter walkway around the park with seating areas on the edges; add pedestrian crosswalks at the end of each block and mid-block on the four sides of the park; plant islands adjacent to crosswalks and intersections to improve visibility and shorten crossing length; construct a new band shell on the northwest corner of the park; create a play area for children on the southeast corner; and incorporate decorative pavement in the park that extends to the streetscape and the centers of intersections.
- Downtown concept plan 2: incorporate the same enhancements as concept plan 1 but exclude all mid-block crossings except the one in front of the library.



Haley Adams
Bachelor of Landscape Architecture,
ISU, May 2006



Meg Flenker
Landscape Architect

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



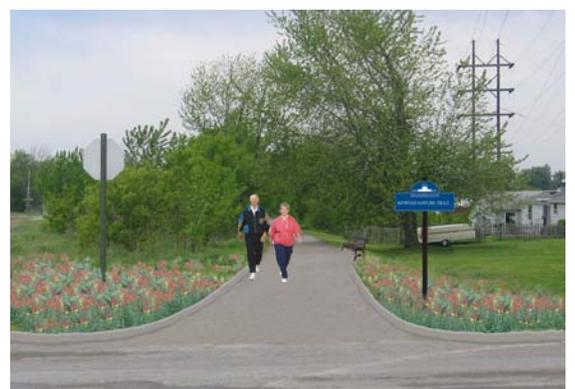
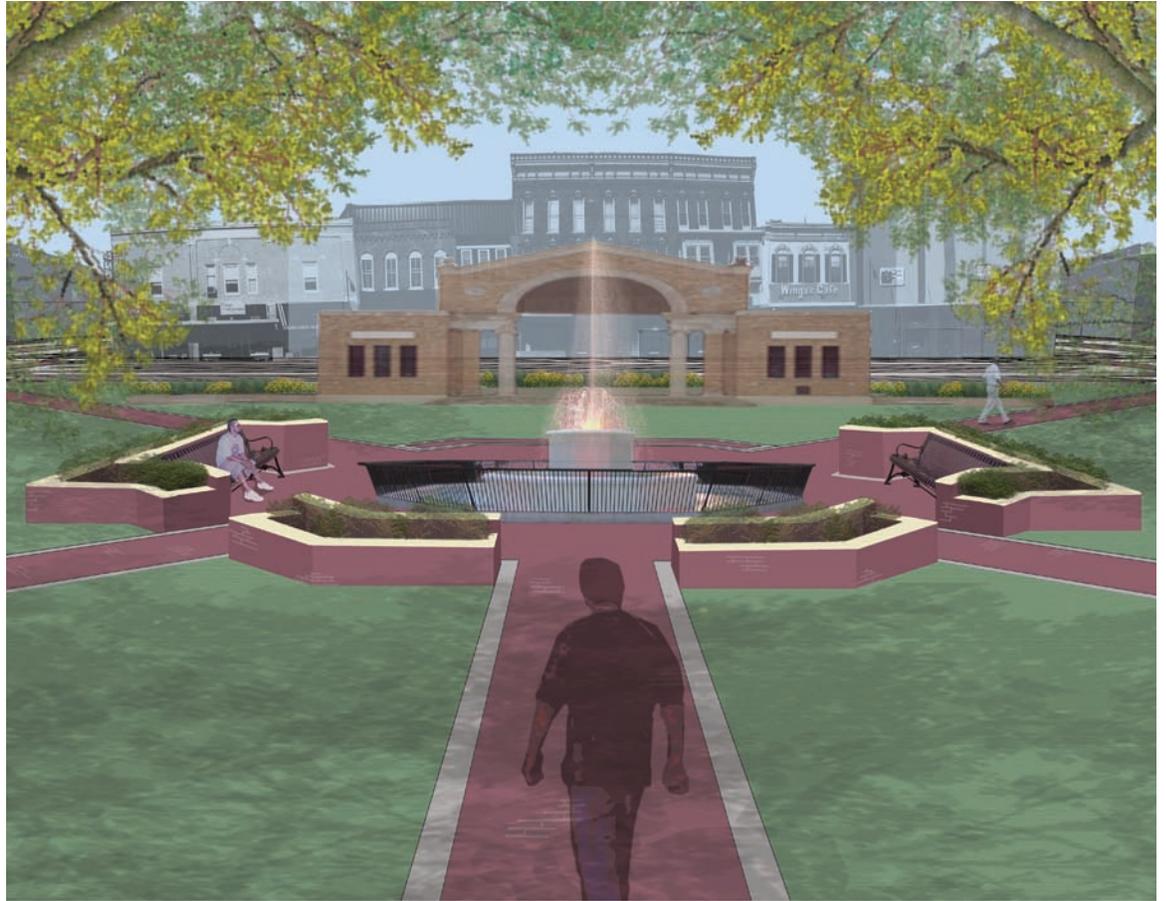
Patty Petersen
Trees Forever Field Coordinator



Heidi Von Arb
Bachelor of Landscape Architecture,
ISU, May 2006

Visioning Committee

- Marde McConnell,
chair
- Jeremy Aitken
- Mary Chmelar
- Yaro Chmelar
- Andrew Dahl
- Illa Earnest
- Liz Finarty
- Patrick Finney
- Meda Fulton
- Karen Gorham
- Peggy Helscher
- Oscar Hernandez
- Sandra Johnson
- Connie Larsen
- Katie Lujan
- Lyle Moen
- Gene Mohling
- Stacy Nielsen
- Rachael Nielsen
- Ed Raber
- Nancy Rash
- Jan Rosien
- Bob Shepherd
- Fred Stark
- Linda Sturdevant
- Tim Widmer





Above: The design team presents concepts generated at the charrette to the visioning committee and other interested community members.



Left: The three inventory teams present their findings to the rest of the committee and the design team.

Opposite top: Sketch of the proposed view to downtown through Central Park from the south.

Opposite bottom: Views of the existing Kewash trailhead and the trailhead with proposed landscaping and signage.

Woodward



Woodward is located in northeast Dallas County along Highway 210 and about a mile north of Highway 141. Originally founded in the 1880s, Woodward has grown to a population of 1,200. The Milwaukee Railroad once passed through the town, and from 1906 to 1941 an interurban rail line connected Granger and Woodward. The depots from these rail lines still stand in Woodward and are important historical landmarks.

Recent improvements to the town include repaving Highway 210 through downtown, resulting in new sidewalks, lighting, and new businesses; annexation of land south of town to bring Woodward closer to the Highway 141 exit; and a new, universally accessible recreation trail was started that will eventually connect to trails leading through town and to Madrid, Slater, Ankeny, and the Des Moines Riverfront.

Woodward is a bedroom community to the Des Moines metro area and the community wants to maintain and enhance its small town feel. The visioning committee decided to adopt a village theme town, develop more trails, and work on overall beautification. Based on these goals, the design team developed the following design proposals:

- Entryways: incorporate a bike path and trail in the southeast wetlands area off Highway 141; install a new entrance sign made of metal and supported by a flagstone retaining wall; create a backdrop around the sign with small trees, shrubs, evergreens, and prairie grasses; add an observation tower behind the sign that allows visitors and residents to view Woodward and the surrounding areas; and provide way-finding signage at the base of the tower.
- Highway 210 corridor/Main Street:: plant trees to screen unsightly views; install way-finding signage; install metal fences to screen and direct pedestrians; renovate the street, install new sidewalks with brick inlays; add crosswalks made of red or brown brick or tinted concrete; add bump-outs, ornamental flowers and snow-resistant shrubs, and columns identifying Woodward at each intersection; and add decorative banners reflecting the village theme.

- Downtown streetscape: create a village theme throughout employing techniques such as renovating building façades, including the addition of shutters, potted plants, and awnings/canopies; lining sidewalks with color, using either a brick or stamped and colored concrete inlay; introducing bump-out curbs with plantings and small-leaved trees; defining a bike route; enhancing downtown niches by creating pocket parks; and introducing angled parking on one side of the street.
- Trailhead/depot and linear park: develop the depot as a cultural and historical site, as well as a place for relaxation; add plantings, signage, restrooms, a plaza area, and pay equipment; create an area for recreational activities in the linear park area.
- Interurban Depot and high school enhancements: update parking, sidewalks, trail connections, and play equipment, and enhance the shelter structure; add ornate fencing and columns and way-finding signs that reflect the village theme.
- Soccer fields: address drainage concerns in the area where the community would like soccer fields to be; at the facility include a shelter, a walkway and a connection to the community recreation trail, parking, and a playground.



Curt Engelhardt
Landscape Architect

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



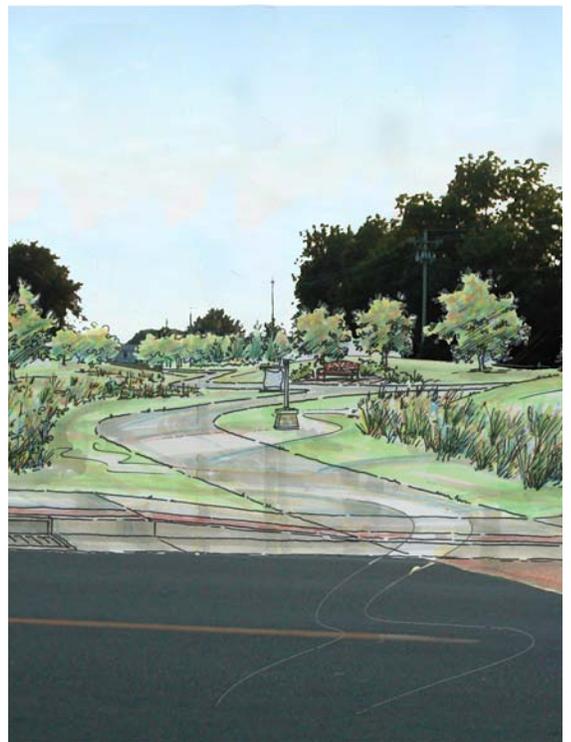
Pam Helfer
Trees Forever Field Coordinator



Patience Lueth
Bachelor of Architecture, ISU, May 2001; Master of Architecture, ISU, August 2003; Ph.D. in Educational Leadership and Policy Studies, ISU, May 2006

Visioning Committee

- Joseph Karge, Jr., chair
- Dennis Adams
- Dixie and Russell Boyles
- Kathleen Connor
- Dean and Verla Elliot
- Dave and Donna Jean Cronk
- Ted Hutchison
- Norm Kaldenberg
- Doug and Marcia Rufer
- Greg and Sabrina Krichel
- Dean Vander Wilt
- Ashvin Patel
- Nylene Hansen
- Chelsea Krall
- Alison Neal
- A.J. Patel
- Don Wirth
- Jan Kaiser
- Nick Thompson





Opposite top: Enhancements to the community entrance include street trees, lightpoles with banners, a new entry sign and plantings, and an observation tower.

Opposite bottom left: This rendering shows the trailhead depot site with proposed enhancements.

Opposite bottom right: Improvements to Linear Park incorporate spaces for outdoor recreation.



Above: Proposed banner for the community to display in prominent areas of the downtown.

Top left: Committee members review the presentation boards created by the design team.

Firm Profiles

Craig Ritland, Landscape Architect, FASLA

Visioning LA: Craig Ritland

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

Location: Waterloo, IA

Established: 1970

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

Snyder and Associates Engineers and Planners

Visioning LA: Curt Engelhardt

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

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

Established: 1977

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

Landscape architect Al Bohling visits with a committee member during a break at a meeting.



Howard R. Green Company

Visioning LA: Nicki Jensen

Firm Philosophy: To proactively build relationships with clients who represent the best fit for the company and to couple those relationships with the knowledge and technical skills required to serve specific project needs.

Locations: Des Moines, Cedar Rapids, and Iowa City, IA; Moline, IL; St. Paul, MN; and St. Louis and Rolla, MO

Established: 1913

Services: airport planning; architecture; landscape architecture; construction management; engineering, including airport, civil, electrical, municipal, structural, and traffic; environmental consulting; master planning; transportation planning; and public involvement.

Engineering Plus, Inc.

Visioning LA: Paul Popelka

Firm Philosophy: To provide high quality, innovative approaches to problem solving, successful implementation and highly personalized service for each client.

Location: Ames, IA

Established: 1982

Services: Landscape architecture, land planning, urban planning and design, civil engineering and land surveying.



Landscape architect Josh Shields enjoys ice cream with committee members in Shelby (2004).

Shoemaker & Haaland Professional Engineers

Visioning LA: Michael P. Stineman

Firm Philosophy: To promote quality design services and to improve the quality of life for our clients and for Iowa communities.

Locations: Coralville, Keokuk, and Cedar Rapids, IA

Established: 1975

Services: Civil, structural, and environmental engineering; landscape architecture; design and construction surveys; land surveys; and architecture.

Hoffman Design Consultants

Visioning LA: Loren Hoffman

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

Locations: Cedar Rapids, IA

Established: 2004

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

Shive-Hattery, Inc.

Visioning LAs: Al Bohling, Kevin Froelich, David Dahlquist, and Michael Lanning

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

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

Established: 1896

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

Harrison/Neppi/Davis, inc.

Visioning LA: Tom Neppi

Firm Philosophy: To provide new, innovative, and creative solutions through our project work, whether it is a master plan, a building design, or an evaluation of an outdoor program, and to deliver a special focus and a high level of creativity and innovation to each client that is uninterrupted by other design interests.

Locations: Ames, IA

Established: 1947

Services: Comprehensive master site planning; program evaluation and development; feasibility studies; site and facility design and development; landscape design and planning; architectural design and development; construction documentation; construction project management; program staff and personnel services; and site and facility scale models.

Landscapes By Design, Inc.

Visioning LA: Weston Wunder

Firm Philosophy: To provide creative, functional, and low maintenance landscape designs utilizing native plant materials.

Locations: Ames, IA

Established: 2004

Services: Landscape design and construction for residential and commercial clients ranging from small, intimate garden spaces to large-scale property master planning and landscape management services.

Flenker Land Architecture Consultants

Visioning LA: Meg Flenker

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

Location: Just north of Davenport, IA

Established: 1997

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

Designing Liveable Communities

One of the primary objectives of the Visioning Program is to assist participants in the process of building liveable communities—that is, creating an environment that not only meets residents’ basic needs but is aesthetically appealing. To determine how well the program addresses the needs and desires of the residents of participating communities, Iowa State University program staff and researchers from the Institute of Design Research and Outreach conducted surveys of the 2005 visioning communities while the visioning process was taking place.

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

Methodology

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

Respondents were selected randomly from telephone directories for each community, with initial sample sizes of 15 percent of the communities’ populations. In addition, questionnaires and instruction sheets were available in public places such as libraries, community centers, and retail establishments for about four weeks, and distributed during public visioning meetings. To improve the response rates, follow-up calls to selected respondents were made and some questionnaires were completed in telephone interviews. Press releases announcing the study were sent to each visioning community.

A total of 2,697 surveys were distributed. With adjustments for incorrect addresses, phone numbers, and deceased persons, the adjusted sample is 1,817. A total of 747 questionnaires were completed, for a total response rate of 41.11 percent. Table 1 shows a breakdown of the sample and response rate by community. The data collection and data entry processes were completed over a period of approximately 12 weeks.

Table 1. Sample sizes and response rates

Community	Surveys mailed	Disqualified*	Adjusted sample	Completed	Response rate (%)
Asbury	314	109.00	205	88	42.93
Bloomfield	389	118.00	271	123	45.39
Donnellson	147	44.00	103	57	55.34
Gilbertville	47	16.00	31	13	41.94
Guthrie Center	179	94.00	85	37	43.53
Hawarden	187	65.00	122	47	38.52
Panora	150	68.00	82	29	35.37
Reinbeck	162	36.00	126	53	42.06
Solon	287	85.00	202	76	37.62
State Center	134	36.00	98	44	44.90
Washington	563	160.00	403	135	33.50
Woodward	138	49.00	89	45	50.56
Total	2697	880.00	1817	747	41.11

*Incorrect address, disconnected or incorrect phone, deceased.

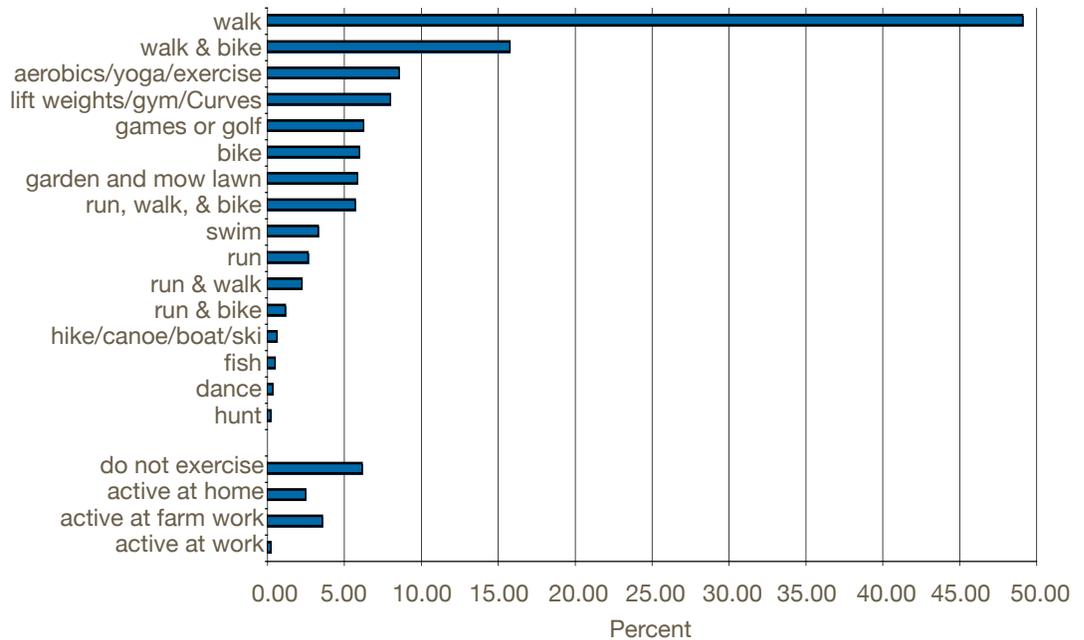
Results

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

Q1. What do you do for exercise?

To answer this question respondents were given five options from which to choose: run, walk, bike, nothing, and other. The majority of respondents engage in some combination of physical activity: walking, biking, running, and other sports. Walking is the most common form of exercise, followed by biking, running, and other forms of sports. Six percent of respondents do not exercise. Others perceive household chores (e.g., mowing, etc.) and job duties (e.g., farm work) as forms of exercise. (n=747)

Figure 1. What do you do for exercise?



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

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

The majority of the respondents who exercise use the facilities within the city limits (80 percent of walkers, 61 percent of runners, and 44 percent of bikers). However, almost half of the runners use facilities located outside the city limits, typically parks. More than 25 percent of respondents bike, run, and walk inside and outside the city limits. Figures 2,3, and 4 illustrate these percentages for the individual communities. (Some communities do not have data for all or any of the categories because not all respondents specified routes.)

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

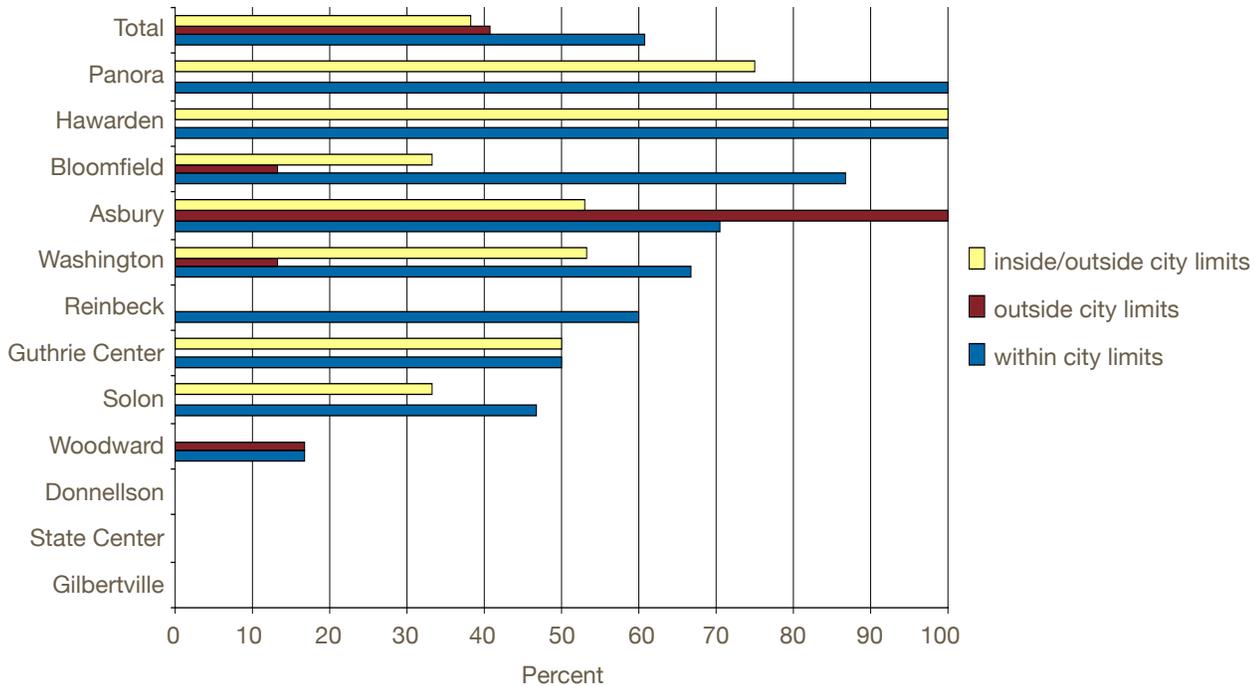


Figure 3. Distribution of walking routes by location (within and/or outside city limits)

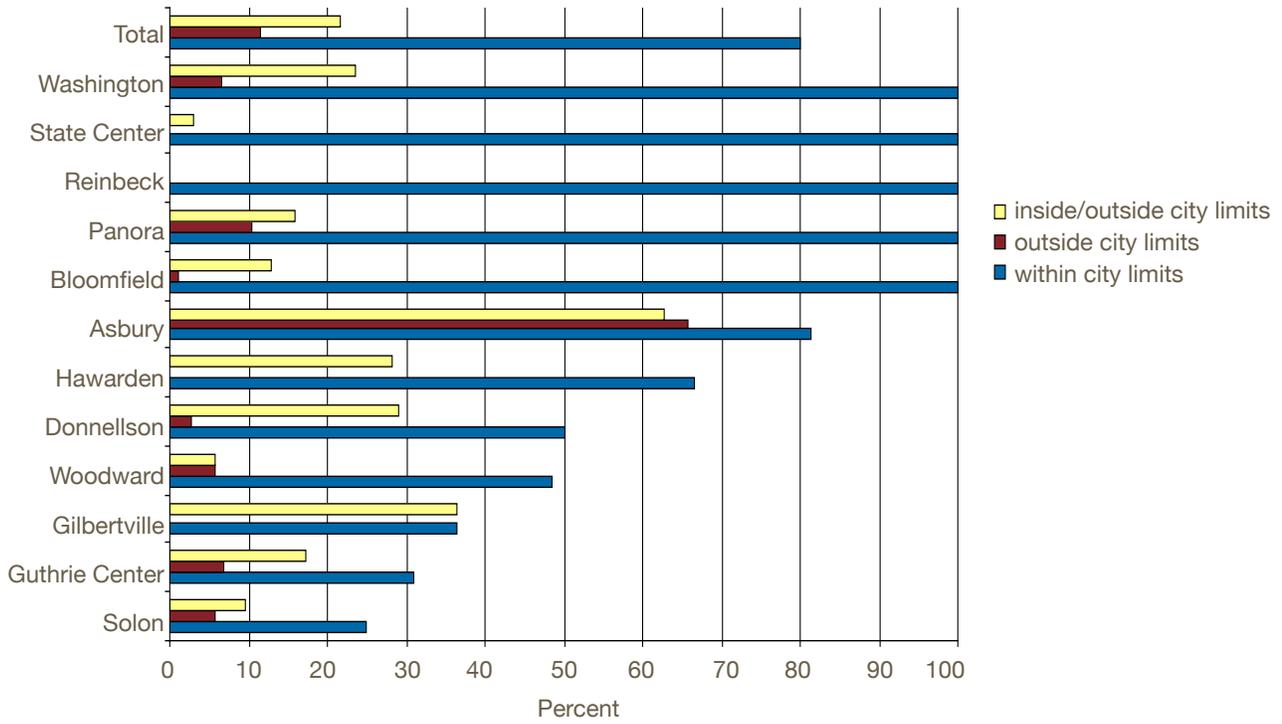
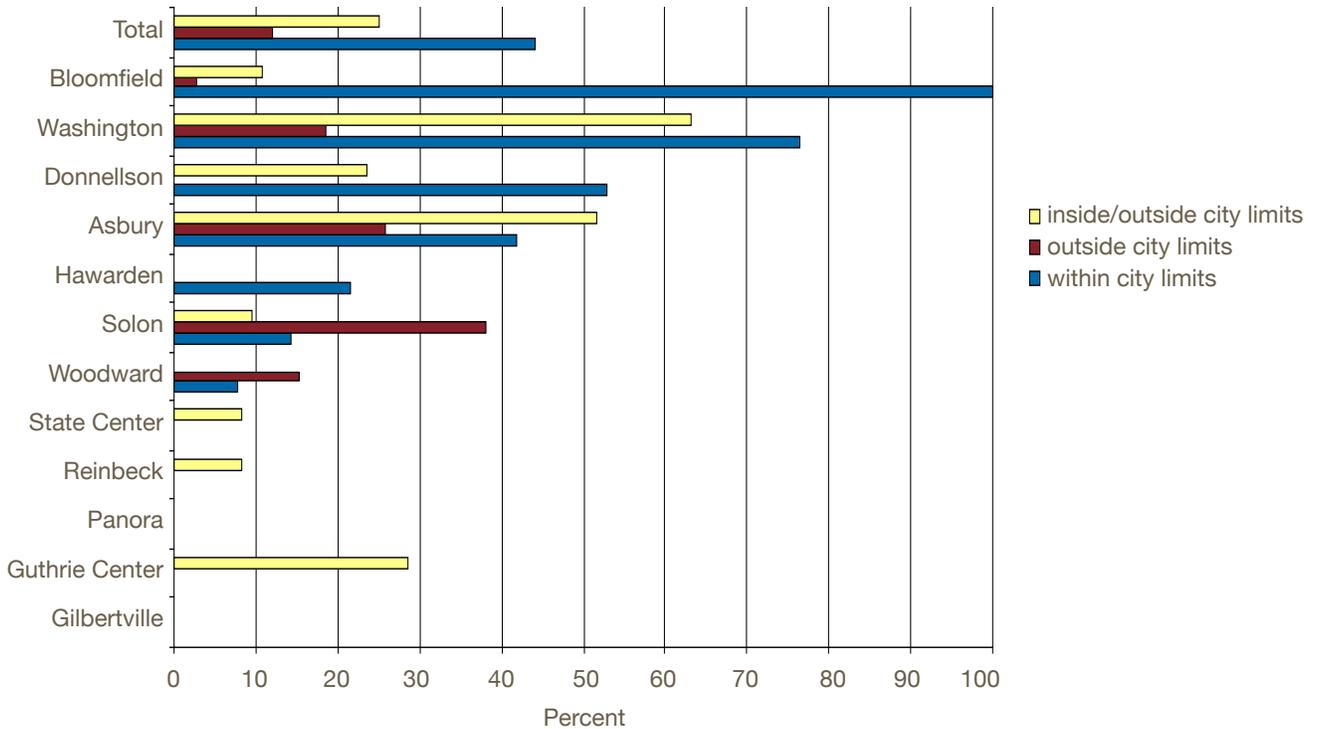


Figure 4. Distribution of biking routes by location (within and/or outside city limits)



The routes were mapped using ArcGIS software on aerial maps of each community. These maps show the city limits, indicating the extent to which residents use facilities within and/or outside city limits. Figures 3, 5, and 7 show samples of the maps created from the data.

Figure 5. Asbury running routes

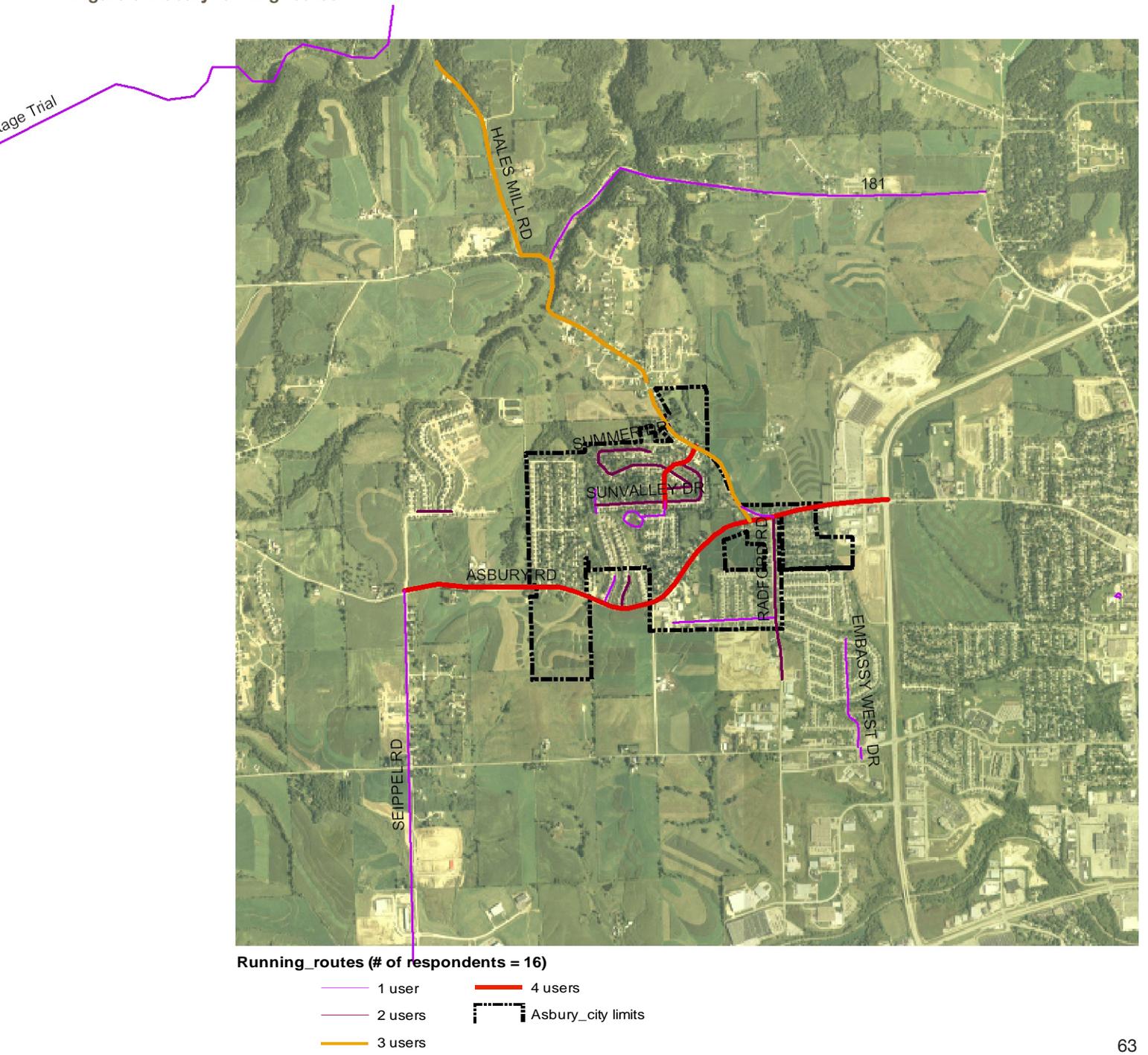
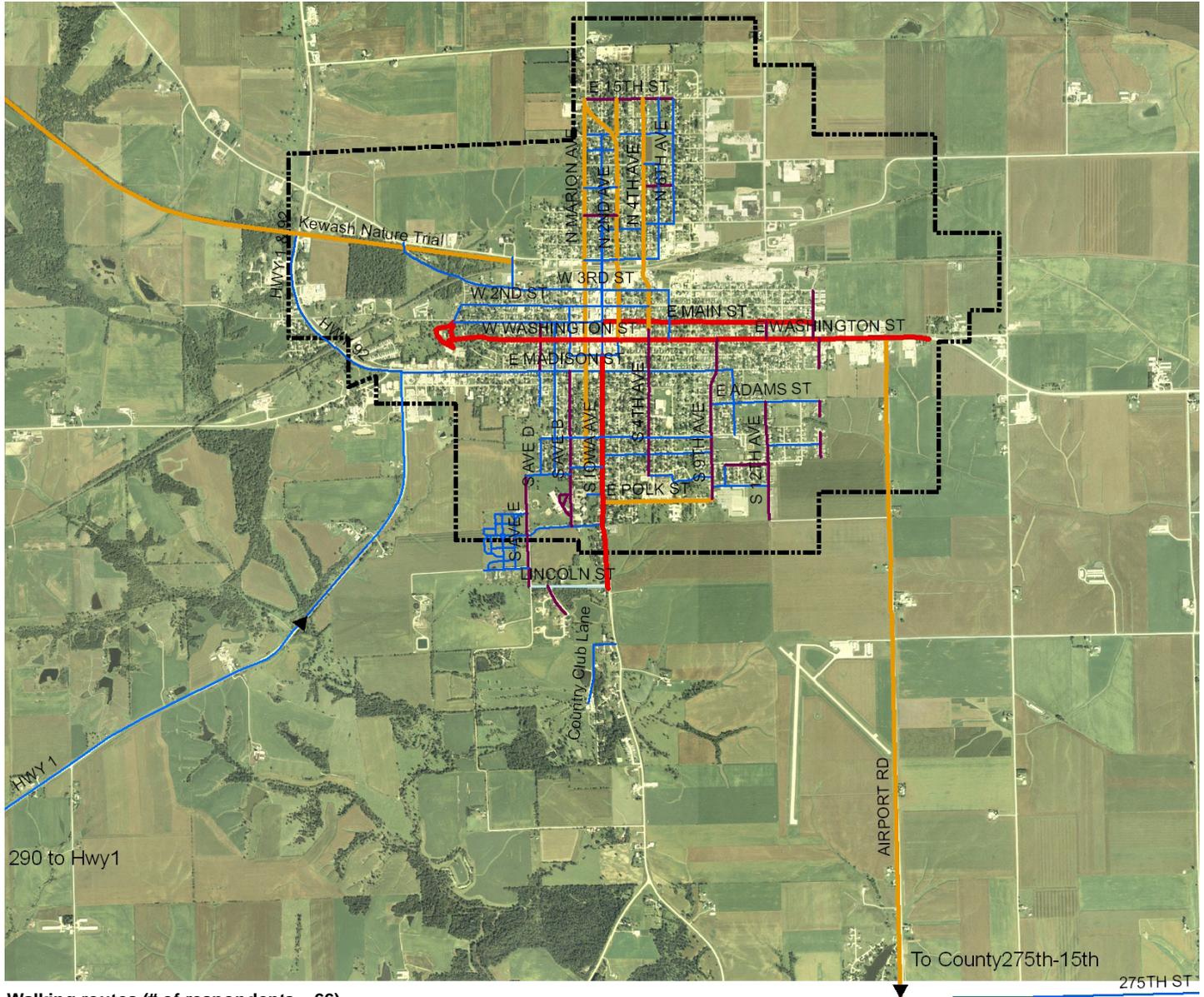


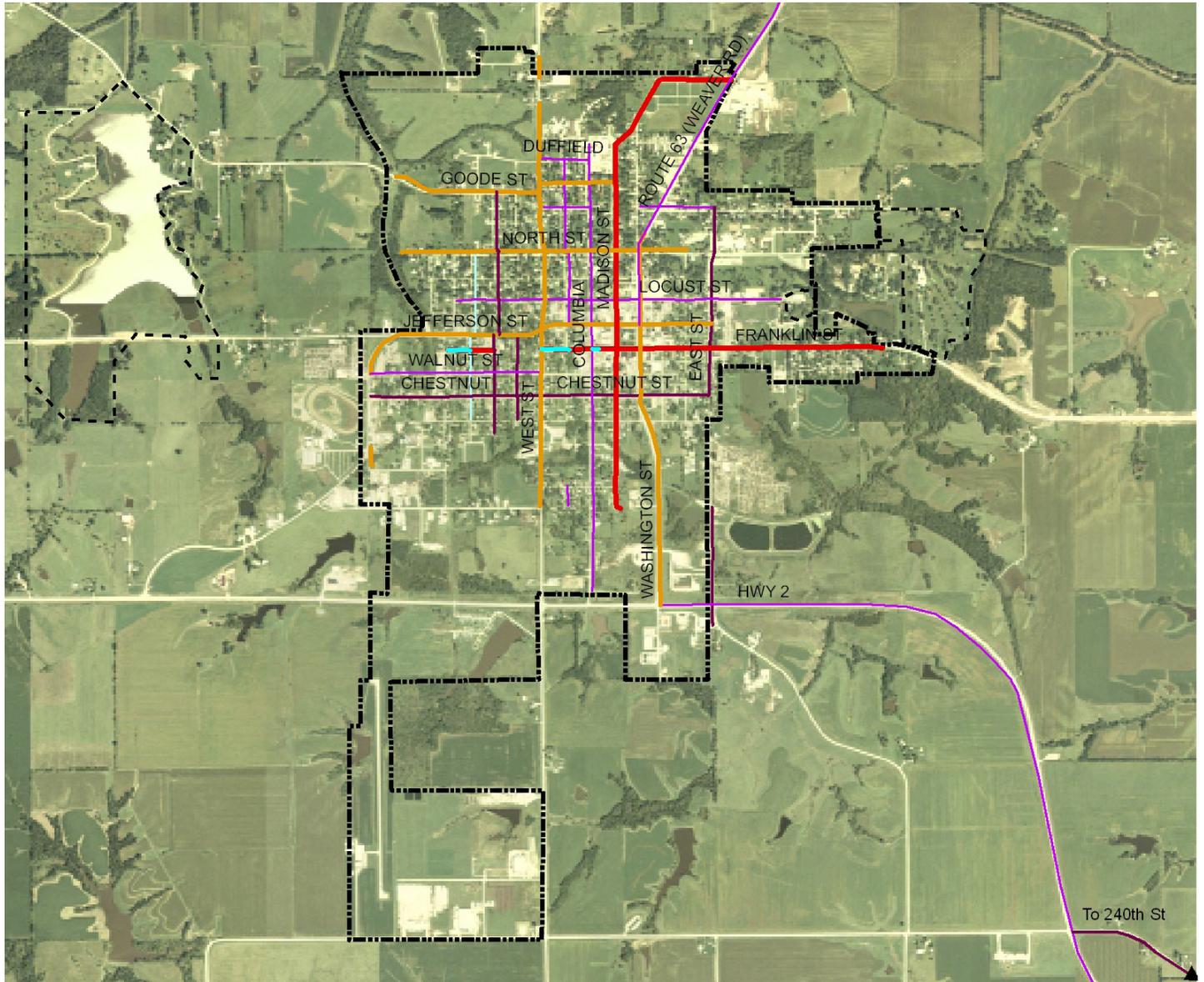
Figure 6. Washington walking routes



Walking routes (# of respondents = 66)

- 1 user
- 2 - 3 users
- 4 - 5 users
- 6 - 8 users
- Washington_city limits

Figure 7. Bloomfield biking routes



Biking routes (# of respondents = 28)

- 1 user
- 5 - 6 users
- 2 users
- bloomfield_citylimits
- 3 - 4 users
- Park

Q3. How do you travel to work?

Seventy percent of the respondents are gainfully employed. The vast majority (78 percent) of respondents drive to work alone. Only 6 percent drive with someone else, 5 percent walk, and 3 percent bike to work. The high number of drivers may be attributable at least in part to the fact that almost half (49.81 percent) of respondents work outside their communities. (n=536)

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

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

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. Respondents consider “screen unsightly views” as the most important (mean value of 3.82), followed by “enhance streetscape in downtown area” (3.8), “make the entryways appealing” (3.75), and “accommodate mobility needs of seniors” (3.74). Opportunities for physical activity such as places where they walk, bike or run are not as important to the respondents as

compared to the other issues mentioned above. The least important enhancement for them is the negative impact of new road construction. (n = 747)

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

Two issues emerged as having a statistically significant positive correlation. “Make entryways visually appealing” and “accommodate the mobility needs of seniors” are positively correlated to age, meaning that the importance of these enhancements increased with the age of the respondents. On the other hand, “increase opportunities for physical activity” is negatively correlated to age. Physical activity is less important for older respondents.

Gender and the number of children do not correlate with the perceived importance of any of the enhancements. However, in terms of marital status, married respondents perceive physical activity to be more important than singles and widow(er)s.

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

In addition to the community enhancements listed in question 5, respondents were asked to identify other areas that need improvement. Nine major categories and several subcategories emerged from the variety of responses received.

- Streets and roadsides.
- Pedestrian access, including trails. Walking is a very popular activity. This category reveals how the needs of pedestrians/cyclists are met.
- Recreation and open space. This category refers to enhancements of open space and green space.
- Aesthetic enhancements. These include planting, maintenance, clean up, screening, sound, dust, and other issues relating to aesthetic delight.
- Economic/community development. This category includes community and economic growth and core services to support local residents, excluding recreation and transportation.
- Cooperation and planning. These are comments regarding local decision making and cooperation in delivery of services, suggestion for implementation, comments/suggestions to support identified user groups such as families, teens, children, and persons with disabilities.
- Spatial improvements. This category refers to improvements to downtown, edge/growth areas, and general improvements.
- Recreation, pedestrian access to automobile facilities. This category includes passive recreation, walking, and automobile access and commuting. Passive recreation assumes a “natural” setting, amenity value of nature, connections between recreation areas, and provision of natural areas and restrooms, etc. Walking refers to facilities to enhance pedestrian use and access, including downtown, access to services, reduction in car/bike/pedestrian access, etc. Automobile access and commuting improves driving expertise, automobile access, and safety issues.
- Aesthetic. This category includes aesthetic, other physical improvements, and non-physical improvements. How important is the aesthetic experience? Aesthetic includes visual, aural, smell, and experiences of users in cars, on foot, and on bikes. Other physical improvements solve problems of access and functionality, whereas aesthetic improvements create an enjoyable experience that enhances functional aspects of the built environment. Key words include maintain, enhance, amenity, improve, clean up, and screen.

The highest percentage of suggested improvements fell into the general spatial improvements category. Respondents also perceived streets and roadsides and aesthetic enhancements as important. Table 2 shows the breakdown of the responses into these categories.

Table 2. Suggested improvements

	number	percent
Streets & roadsides	238	31.86
Pedestrian access, including trails	219	29.32
Recreation & open space	154	20.62
Aesthetic enhancements	234	31.33
Economic/community development	166	22.22
Cooperation & planning	115	15.39
Spatial improvements		
downtown	217	29.05
edge/growth area	74	9.91
general	275	36.81
Recreation, pedestrian access & automobile facilities		
passive recreation (includes trails)	142	19.01
walking	190	25.44
automobile access and commuting	90	12.05
Visual/aesthetic improvement vs. all other improvements		
aesthetic	206	27.58
other (physical)	189	25.30
non-physical	54	7.23



Recreation trail in Washington.

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?

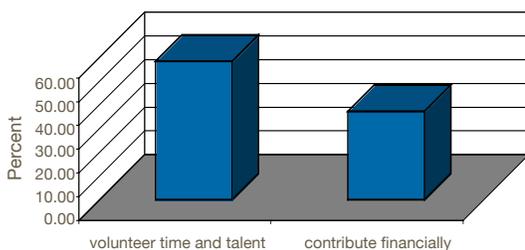
More than half of the respondents are willing to volunteer their time and talent to implement community enhancements. Those willing to volunteer have an average age of 59.6 years and are evenly divided between male and female. More than half are married (57.8 percent) and have an average of 2.9 children.

In terms of financial support, a little more than one-third of the respondents are willing to contribute financially to community enhancement projects. Members of this group are younger (53.6 years of age), mostly male (51 percent), married (75 percent), and have an average of 2.9 children.

Willing to help implement the change (n=714)

	no.	percent
Volunteer time and talent	436	58.37
Contribute financially	278	37.22

Figure 11. Willingness to help implement the change



Respondents Demographic Characteristics

More than two-thirds of the respondents were male. However, according to the 2004 Census, 49 percent of lowans are male and 51 percent are female, meaning that males are overrepresented in this study. Those engaged in management, professional and related occupations are also overrepresented (2002 Census data show 16 percent, the study data show 45 percent) and sales and office occupations are underrepresented. This disparity in representation of occupations may be related to the overrepresentation of males, because men tend to hold more management and professional positions than women.

Twenty percent of the respondents are ages 18 to 40, 45 percent are 41–60, and 35 percent are 61 to 98. The average age of the respondents was 54.7 with median age of 54, compared to the median age of 38 for the state of Iowa. The average number of children in the study is higher compared with the state of Iowa (2.68 and 0.67, respectively).

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

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