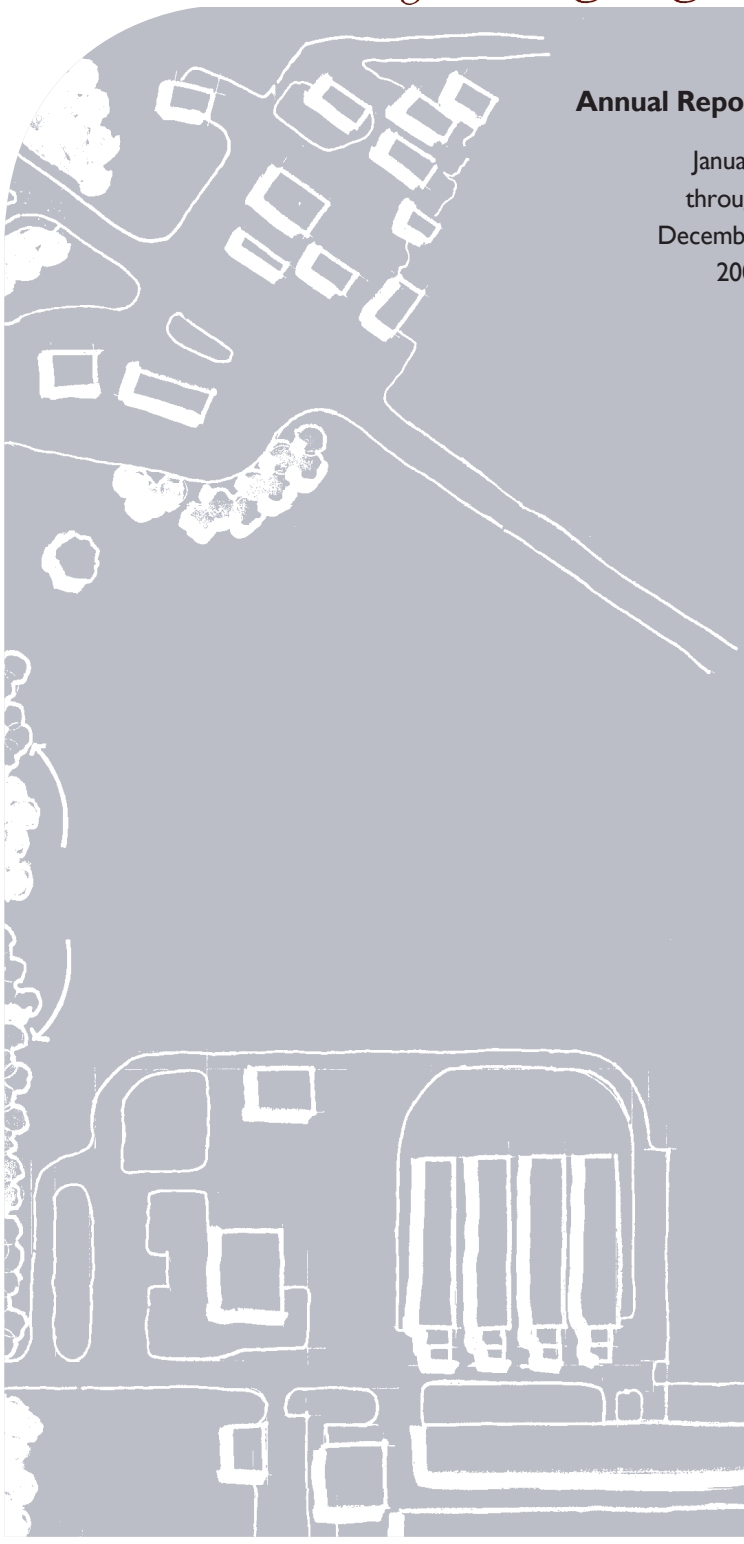
Iowa's Living Roadways

Community Visioning Program



Annual Report

January
through
December
2003

IOWA STATE UNIVERSITY

Contents

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 planting of native grasses, wildflowers, shrubs, and trees along transportation corridors.

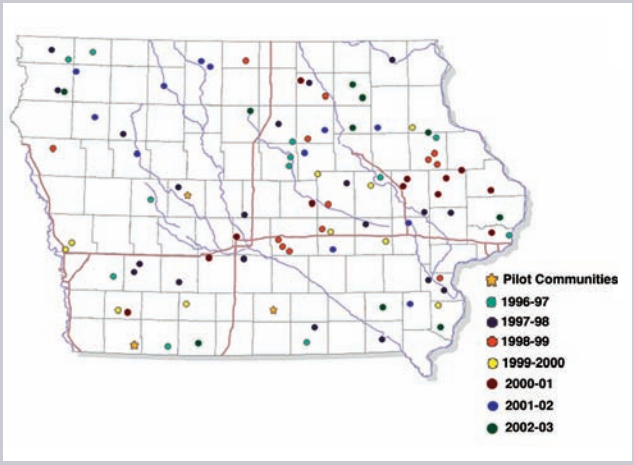
Both the Visioning and Project programs provide assistance to Iowa communities with populations of fewer than 10,000 because these smaller communities often lack the resources and expertise needed to design and implement landscape enhancements.

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, 89 communities have participated in the Visioning Program and 155 communities have received grants to fund 219 projects from the Project Program.

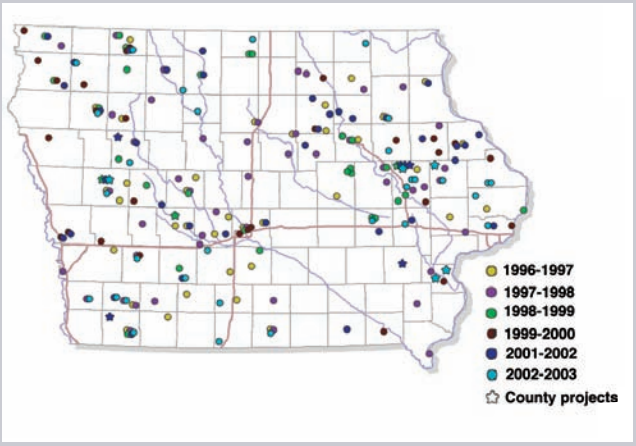
The success of Iowa's Living Roadways was recognized at the national level in April 2003. The Visioning and Project programs were awarded the 2003 Federal Highway Administration (FHWA) Environmental Excellence Award for Excellence in Livable Communities. The programs were one of 12 winners nationwide from among 134 nominations submitted by 38 states. The FHWA awards recognize partners, projects, and processes that use FHWA funding sources to go beyond environmental compliance and achieve environmental excellence.

Six representatives from ISU and Trees Forever accepted the FHWA award at a ceremony in Washington, DC. Pictured *from left:* Mary Peters, *Federal Highway Administrator*; Shannon Ramsay, *president, CEO, and founder of Trees Forever*; Julia Badenhope, *associate professor of landscape architecture at ISU*; Carole Teator, *Trees Forever project director*, Tim Borich, *associate dean, ISU College of Design*; Sandra Oberbroeckling, *ISU project manager*; Kimm Harris, *Trees Forever board member*; and Cindy Burbank, *FHWA associate administrator of the Office of Planning, Environment, and Realty*.

Visioning Community Locations



Project Community Locations



Background

The Iowa's Living Roadways Visioning and Project programs are the result of a pilot program developed by associate professor of landscape architecture Julia Badenhope. During her tenure as the Extension landscape architect, Badenhope observed a gap between the demand for design services to rural Iowa communities and the availability of those services. In an effort to close that gap, Badenhope developed a program that brings local leaders and volunteers together with the design community to create visionary approaches to community betterment.

Throughout the process, Badenhope consulted with Tim Borich, assistant dean in the College of Design and associate director of the Institute for Design Research and Outreach (IDRO). Borich reviewed the program, provided guidance, and referred Badenhope to literature in sociology related to rural and community development and the social dynamics of decision making.

Between 1994 and 1996, Badenhope worked with three communities – Chariton, Clarinda, and Jefferson – to begin developing a concept that became "community visioning." She served as facilitator, educator, and design consultant to help local volunteer committees prioritize community needs, assess local resources, and create a plan for making landscape changes.

In 1996, Badenhope approached officials at the Iowa DOT seeking to form a public-private partnership to provide design services to rural communities. When presented with the visioning concept, Mark Masteller, Iowa DOT chief landscape architect, saw an opportunity to combine the design talent and community development approach of ISU with the grant distribution and physical community project approach of Trees Forever.

Masteller facilitated the collaboration between ISU and Trees Forever, which resulted in a grant from ISTEA (Intermodal Surface Transportation Efficiency Act), the funds of which are administered by FHWA and the Iowa DOT. The initial grant funded both the Visioning and Project programs, which were administered jointly by ISU and Trees Forever.

The Iowa's Living Roadways programs have since evolved into a partnership with the Iowa DOT, with ISU taking the lead on the Visioning Program and Trees Forever taking the lead on the Project Program.

Mark Kerper, assistant director of the Iowa DOT Office of Location and Environment, serves as the contract officer, and Steve Holland, LRTF roadside coordinator, serves as a program advisor. Masteller, Kerper, and Holland play key roles in integrating the Iowa's Living Roadways program methods with the planning approaches offered by the Iowa DOT.

Landscape architect Craig Ritland checks for mayfly eggs on plants in a stream in Bixby State Park near Edgewood.

Community Visioning Program

The Community Visioning Program integrates technical landscape planning and design techniques with sustainable community action to assist community leaders and volunteers in making sound and meaningful decisions about the local landscape. The program is designed to empower local leaders through a planning process that results in an enhancement plan that reflects the values and identity of the community.

The visioning process is a series of 10 meetings during which a committee of local residents identifies issues, investigates the physical and cultural dimensions of landscape issues, sets goals for change, develops strategies to meet those goals, and creates an implementation plan.

Throughout the process, the committee receives support from technical experts from Trees Forever, a private-sector landscape architect, and the ISU department of landscape architecture.

Trees Forever

Trees Forever field coordinators serve as facilitators during the visioning process. A facilitator guides a group on a problem solving process aimed at producing a product or design through thoughtful, equitable discussion and decision making.

As a facilitator, the Trees Forever field coordinator is a key player in the process. He or she is the "glue" that keeps the committee together, as well as the liaison among the committee, the landscape architect, ISU support staff, the local DOT office, and other interested parties.

Facilitation is an essential part of the visioning process because it provides a structured yet flexible decision making process. The facilitator empowers local leaders and residents by guiding them through an unfamiliar process, educating the group about resources and service providers available, and providing organizational support, which allows the committee to focus on its goals for the community.

Landscape Architects

Each Visioning community is matched with a landscape architect who provides professional expertise that allows the community to visualize solutions for landscape development. Since 1996, 29 private-sector landscape architects have offered their services for the Visioning Program.

Unlike the typical service provider-client relationship, in which the client is a passive recipient dependent upon the service provider for the final product, the relationship between the landscape architect and the community committee in the visioning process is a collaborative partnership. Guided by the facilitator, the community committee plays an active role in defining major

Student intern Patience Lueth sketches downtown improvements while a Belmond visioning committee member looks on.

influences that shape the landscape as well as the character of the community. The landscape architect assists the community in developing a conceptual landscape plan.

The landscape architect provides the community with a concept plan illustrated with maps, drawings and photos, and digital images. Furthermore, the landscape architect conducts a feasibility study that includes cost estimates for each proposed enhancement, phasing options, and implementation strategies.

Student Interns

Student interns play an integral role in the visioning process. Since 1996, ISU Landscape Architecture Extension has employed between 10 and 12 interns per year to work for the Visioning Program. Students who are studying landscape architecture, architecture, or community and regional planning are assigned to assist landscape architects in developing conceptual plans for the visioning communities.

Each intern works with a landscape architect in a professional office setting, as well as directly with the client community, gaining practical experience as part of a design team working with an actual client. In addition, the interns learn valuable technical skills that will be useful in their future professional practices.

Seana Godbold from Engineering Plus works on intersection enhancements during the Belmond charrette.

Project Program

The Project Program complements Community Visioning in that it provides grants for project implementation. Although the program was designed for communities that participated in the Visioning Program, Project funds are also available to smaller communities and rural counties that have not completed Visioning.

Like the Visioning Program, the Project Program focuses on a participatory process involving community leaders and local volunteers. Communities receive grants for transportation-related landscape projects using primarily native trees, grasses, and wildflowers. Types of projects that have been implemented through the Project Program include entryway beautification, roadside planting, vegetation management through prairie restoration, rest area improvements, savanna establishment, and landscaping of recreational trails.

The Project Program is administered by Trees Forever, with LRTF acting as the government partner and providing a funding match. The Iowa DOT, ISU, and private-sector landscape architects are also involved in the program in an advisory capacity, as well as in evaluating applications to the program and selecting recipients.

In some cases, communities that have already participated in the Visioning Program will employ their respective visioning landscape architects to develop the detailed plans required for implementation. Two successful examples of communities that retained their landscape architects for the Project Program are Storm Lake and Parkersburg.

Storm Lake participated during the 1997-98 Visioning Program. A key issue with respect to visual changes in the community landscape was the U.S. 71 bypass, which diverts traffic on a route about 2 miles outside Storm Lake. The visioning committee identified the intersection of Business 71 and the bypass east of Storm Lake as the most important entryway point for the community.

To attract visitors off the U.S. 71 bypass on to Business 71, the visioning design team, led by Paul Popelka of Engineering Plus, proposed a gateway at the intersection consisting of a re-creation of the community lighthouse set within a small, landscaped lake.

The entryway concept plan became a reality in 2000 with the construction of the lighthouse, a 600-foot rock wall to represent the "shore line," and 12 lighted "buoys," as well as the planting of native grasses and flowers.

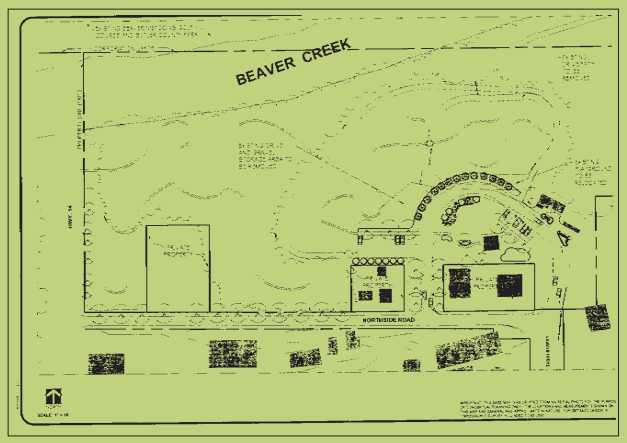
Funding for the project was obtained from a variety of sources, including the Project Program, the Iowa Department of Natural Resources Earth Year 2000 Program, in-kind contributions, and community fund-raising efforts.

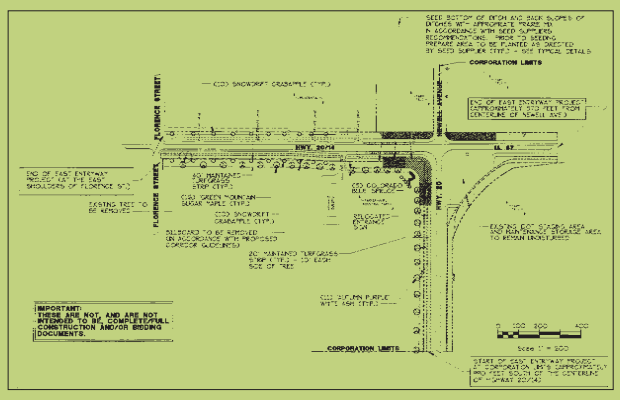
Parkersburg participated in the Visioning Program in 1998-1999 and received grants from the Project Program in the 1999-2000 and 2001-2002 program years. For these projects Parkersburg has retained its original Visioning landscape architect, Meg Flenker of Flenker Landscape Architecture Consultants.

Flenker refined the east community entryway concept and developed design drawings to be used for the grant submission and installation by volunteers and committee members. In 2001, the Parkersburg Rotary planted trees along the east entrance corridor and along the east and north sides of the industrial park. There are also plans to install a welcome sign and plant native grasses and wildflowers in the ditches.

Parkersburg also retained Flenker to develop concepts for the downtown streetscape improvements presented during the visioning process. The result was a master plan that can be used by the City for planning future improvements, budgeting, and applying for grants.

The Parkersburg group is currently working on its second project, the Depot Park. Again, detailed plans for the Depot Park, as well as the Discovery Garden within the park, were provided by Flenker Land Architecture Consultants.





Top: Concept plan for the Parkersburg Depot Park project.
Bottom: Overall landscape plan for the east entry into Parkersburg.

Aerial view of the lighthouse entryway concept for Storm Lake.

The lighthouse concept plan became a reality for Storm Lake in 2000.

Evaluation of Program Impact

In July 2001, Trees Forever field coordinators began interviewing representatives from communities that have participated in the Community Visioning Program in order to evaluate the impact made by the program. In addition, staff from ISU Landscape Architecture Extension took photographs and documented the quality of projects completed by communities that were interviewed.

In December 2002, ISU staff compiled and analyzed responses from 29 communities surveyed between July 2001 and mid-September 2002 and summarized the findings in a report. Highlights from the report are summarized here.

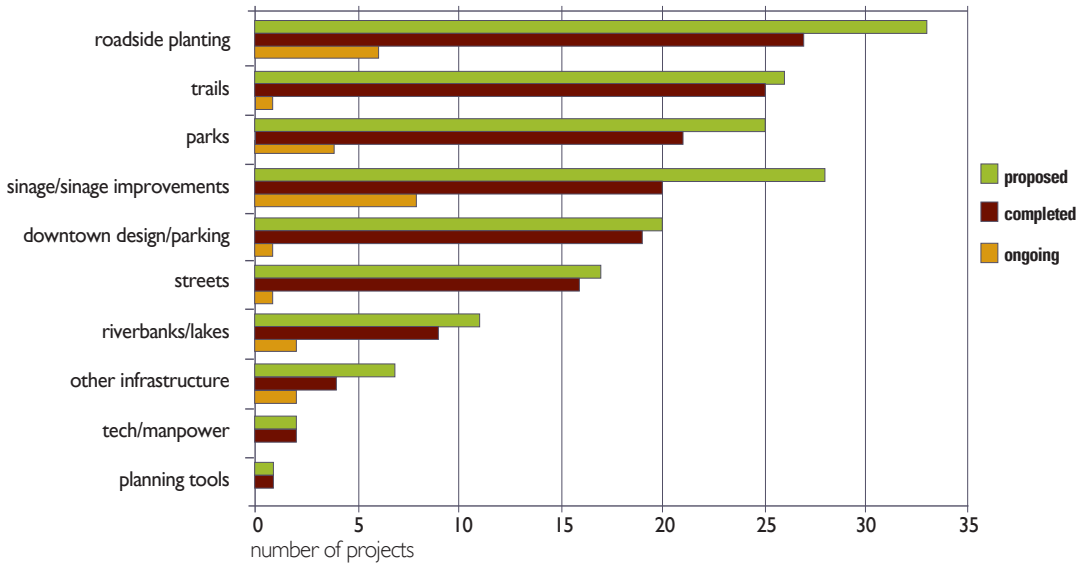
The 29 communities surveyed identified 170 projects during the visioning process. At the time of the survey, 144 (84.70%) of the 170 projects had been completed, 25 (14.70%) had been initiated and were in process, and one project was not done. (See figure 1.)

Projects were funded by a variety of sources, ranging from local sources such as city, service clubs, taxes, local fund-raising events, and private donations, to state and federal sources such as transportation enhancement funds, conservation funds, and foundation funds. However, a clear majority of communities (72.41%) received funding from transportation enhancement sources. (See figure 2.)

One purpose of the visioning process is to develop a mechanism with which the community can initiate enhancement projects – those identified during the visioning process, as well as those that are developed outside the process.

Representatives of the survey communities were asked about projects developed outside of the visioning process and whether or not there was a connection between those projects and the Visioning Program. Twenty of the 25 representatives who responded to the questions indicated that other projects were developed and that they were connected either directly or indirectly to the visioning process. Following are examples of responses to the question.

Figure 1. Proposed, Completed, and Ongoing Projects



Rudd (1997-1998)

"The group that worked on Visioning was also instrumental in the remodeling of the old school into a community center. While this was not specifically identified during Visioning, it still ties into the idea of 'cleaning up Rudd,' as has the planting of a butterfly garden between 4th and 5th streets."

Dysart (1997-1998)

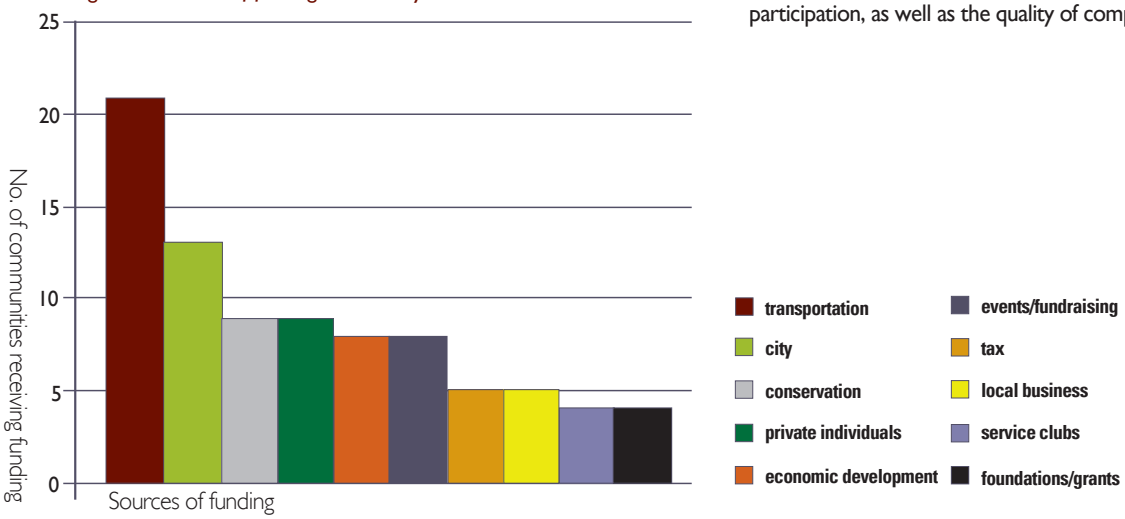
"The committee will be working with Craig Ritland, landscape architect, to determine the appropriate plantings for the southwest entrance into the community. The group will also be doing more plantings near the Coop and City Hall. The committee believes that because Visioning brought so many groups together, it has been easier to raise money for other things in the community, such as the proposed new library and the swimming center."

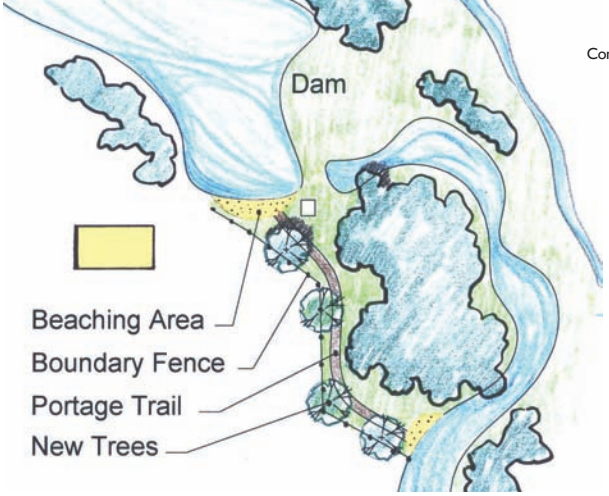
George (1996-1997)

"George Trees Forever has been very active in the community. Although some of the projects identified in Visioning have not been implemented, the committee has identified and implemented many other projects….: a small park (Dirk's corner) that is on the site of an old service station…; extensive tree plantings in Evergreen Lawn Cemetery, in old and new parks, at Grun Baum Platz…, on school property, and along Williams Street; well landscaped entryway signs…; and last, but not least, the development of a highly visible Veterans Memorial along L14, which is rightfully a sense of pride in George and its heritage."

The evaluation process is ongoing as Trees Forever field coordinators continue to interview representatives from visioning communities and ISU Landscape Architecture Extension, in collaboration with IDRO, is developing a study that will evaluate the economic and social impact of program participation, as well as the quality of completed projects.

Figure 2. Sources of funding obtained by communities





Concept for a canoe portage point along the Floyd River in Alton.

Alton

- Landscape Architect: Dolores Silkworth
- Student Intern: Jason Kempker
- Trees Forever Field Coordinator: Steve Estlund
- Community Contact: Pam Hein

Alton is located approximately 41 miles Northeast of Sioux City, along the Floyd River in Sioux County, at the intersection of Highways 10 & 60. Alton's history started in the 1870s, when pioneers from Eastern Iowa settled along the Floyd River. The community was an important junction for the railroad with lines connecting east/west and north/south. Alton maintained a steady population until the 1980s when the population started to climb due to new housing developments. Alton currently has 1,131 residents.

Alton is home to many historic landmarks, including an opera house, historic hotels, and numerous churches. In the 1890s, the town established the region's first public water system. Alton is also home to the oldest public golf course in Iowa, the Sioux Golf and Country Club, established in 1888.

A major factor in Alton's visioning process is the Highway 60 bypass currently under construction. The bypass will have a major impact on traffic in town. The visioning committee focused on attracting visitors and to create a safer, more aesthetically pleasing corridor through town. To meet these goals, the design team developed the following design proposals:

Alton charrette meeting.

- Highway 60 interchanges: install entrance signs with a train motif at the north and south entrances; back the signs with a group of shrubs and plant beds of wildflowers or prairie grasses; incorporate prairie plantings on the right-of-way properties.

- Third Avenue corridor: place entrance columns at either end of the corridor to denote city limits and alert drivers of a street character change; incorporate 4-way stops at intervals along the corridor to slow traffic; install crosswalks at these intersections, as well as tree plantings; install curbs and gutters and reduce the road width to a two-lane profile along the in-town section of road; use the reclaimed space to plant trees, shrubs, and grass.

- Downtown business district: provide parallel parking along Third Avenue, including a 4-foot wide brick pavement edge on which to plant small trees; build a paved parking area with tree plantings and a pedestrian walkway connecting the parking area to the main business corridor; install brick crosswalks, improve existing storefronts; move existing businesses or new businesses to move into open parcels.

- Trails and greenways: construct additional trails and trail loops; add bench seating at entrances, points of interest, and at ¼-mile intervals; add amenities to trailheads, including parking areas, signage, drinking fountains, picnic areas, bench seating, and information kiosks; add amenities to each canoe access point on the Floyd River, including parking areas, beaching areas, signage, and picnic areas; provide connections between the river and the trail; add a trail of uniform grade and a warning sign at the canoe portage point.

Belmond

- Landscape Architect: Paul Popelka
- Student Intern: Patience Lueth
- Trees Forever Field Coordinator: Pam Helfer
- Community Contact: Lee Ann Waltzing

Belmond is situated on the banks of the Iowa River near Cornelia and Elm Lakes in the northeast corner of Wright County, on Highway 69. The main part of the town was originally located on the west side of the Iowa River and was platted in 1856. Since then the town has grown considerably to the east and currently is home to 2,560 residents.

In 1966, Belmond was struck by one of the most devastating tornados in U.S. history and much of the town was destroyed. Despite the damage, residents rebuilt their community and continue to work to improve it. Examples of their efforts include the addition of redwood entryway signs on Highway 69 and the Franklin Grove Heritage Trail. Belmond is home to many unique cultural events and places, including the Antique Power Show held annually in August, the Dog Days Triathlon, the RV Park, and the Artesian Wells.

To create a vision for the community, the Belmond visioning committee looked at basic improvement goals identified in the city's comprehensive plan: residential neighborhoods, viable business districts, orderly growth, and recreational needs of residents. Based on these concerns, the design team developed the following design proposals:

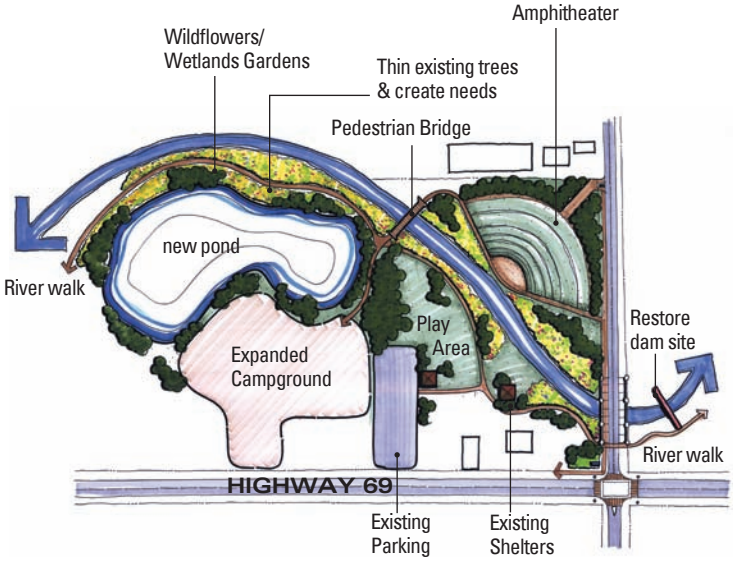
- Community entryways: add background plantings to reinforce the existing entryway signs and plant roadside vegetation to "set the stage" and bring color to the highway settings.

- Highway 69 corridor: reduce the number of private driveways to improve safety; reduce clutter and signage; use plantings to screen parking areas and to frame views to businesses; plant street trees throughout the corridor; plant shrubbery and ornamental trees at intersections to identify important points along the corridor.

- Highway 69/Main Street intersection: replace existing traffic signals; replace existing curb radii and install crosswalk paving; add decorative street paving; install a median with plantings on Main Street to direct traffic; plant ornamental trees, shrubs, and flowers at corners of the intersection.

- Downtown Business District: add a center island and an entry arch east of Highway 69; improve the structure, lighting, and signage of the existing arcade; install crosswalks at intersections to improve pedestrian safety; expand the existing sidewalk three feet into the street and add flower planters and street furniture to make the area more pedestrian friendly.

- River Park: expand the existing camping and parking areas; establish a pond between the campground and the river; build an amphitheatre northwest of the river and south of Main Street; extend the existing trail along the river.



Drawing: River Park conceptual plan.
Photo: Belmond charrette meeting.

Denver

- Landscape Architect:Craig Ritland
- Student Interns: Becky Froeter *and* Kimbery Graper
- Trees Forever Field Coordinator: Patty Petersen
- Community Contact: Pam Wolter

Denver is located about 10 miles north of Waterloo on Highway 63. The community was planned and established in 1855 by Jeremiah Farris and Matthew Farrington and was incorporated in 1896. This community of 1,635 is known as the "Cleanest Little City in Iowa," as well as the "Mile-Wide City." Denver provides the amenities of a large, metropolitan area, such as a fire department, grocery store, an excellent school system, and diverse housing, while maintaining its small-town quality of living.

Prior to applying to the Visioning Program, the community of Denver undertook several enhancement projects, such as adding a new recreation trail and a prairie planting beside the trail, beginning construction of a new library/city hall/community center and a 34-acre athletic complex, and building additions to the elementary and middle/high school.

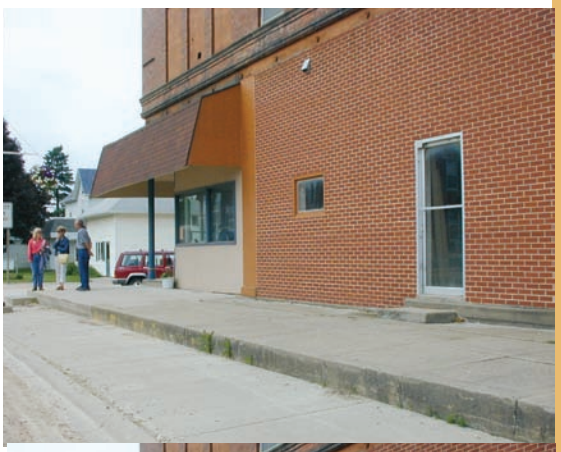
The construction of the Highway 63 bypass around Denver had tremendous impact on how people enter and exit the community and on the community's downtown area. The bypass has resulted in several businesses closing. However, the members of the community are determined to improve their quality of life and attract visitors to the town. The Denver visioning committee focused largely on the development and enhancement community entrances and the downtown. The visioning committee placed a high priority on the following enhancements proposed by the design team:

- State Street: add street trees along the street and in the new parking lot across from the community center; add a railing outside the Syndicate Block building that incorporates planters with floral displays; screen the view of the storage building on the north end of the street; plant arborvitae to screen the building that will be exposed when the old town hall is torn down.

- Highway 63 north entrance: create a visual identity for this entrance by planting three bur oak trees within the existing prairie planting.

- Highway 63 south entrance: create a new timber post and beam sign that incorporates the new Denver logo and either place it in the Iowa DOT excess right-of-way (must be purchased) in a grove of newly planted trees or replace the existing sign and do additional plantings.

- Fairview Cemetery: rejuvenate the spirea hedge around the cemetery by cutting it back during its dormant period; renovate the entrance columns with a new color theme; create a veterans memorial at the intersection of two internal drives by incorporating an oval roundabout inside which are two limestone slabs and a flagpole set in a bed of flowers.



Top: Existing Syndicate Block building.
Middle and Bottom: Image edits of the Syndicate Block building with a railing and planters added.

DeWitt

- Landscape Architect: Meg Flenker, *Flenker Land Architecture Consultants*
- Student Intern: Luke Parris
- Trees Forever Field Coordinator: Mark Pingenot
- Community Contact: Chad Bird

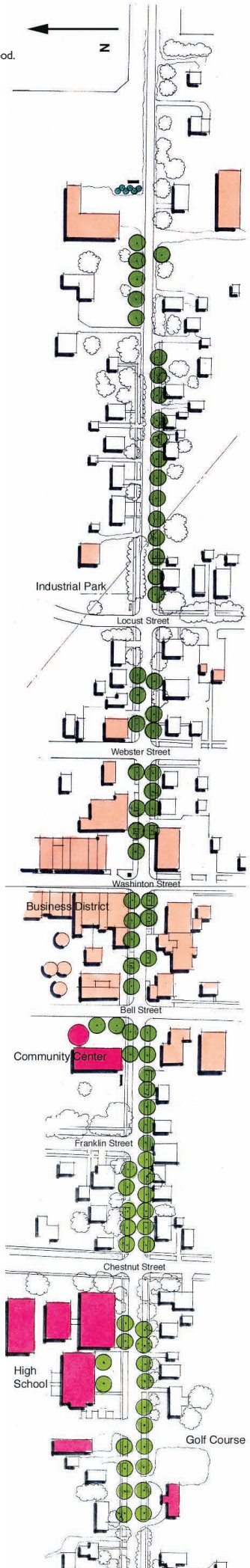
Located at the intersection of Highways 61 and 30, DeWitt is a major transportation hub in Eastern Iowa. DeWitt (originally called Vandenburg) was established in 1941 and has grown to a population of 5,049. The community is well connected at less than a 25-minute drive from Clinton, Maquoketa, and the Quad Cities. In addition, the Union Pacific railroad trains continue to transport goods through DeWitt. The community is home to Westbrook Park, which includes more than 100 acres of wooded land and a creek for recreational use.

The DeWitt visioning committee identified the following goals on which to focus during Visioning: to recognize and reinforce important community attributes, to improve the overall aesthetics of the community, to create a sense of place with character that is enjoyable to use, to contribute to a holistic community design, and to improve safety. The visioning design team addressed these goals through the following design proposals:

- Community entrances: install community signs that are aesthetic, easy to read, and of appropriate scale for the surroundings; incorporate native plantings into the entryway design to promote more sustainable landscaping.
- Downtown enhancements: incorporate site amenities such as benches, trash receptacles, planters, and ornamental lighting with banners; incorporate the city's "Crossroads" logo into the intersection of 10th St. and 6th Ave.; add decorative paving and crosswalks; restore abandoned buildings at 6th Ave. and 9th St. or tear them down and create a community park.
- Lincoln Highway corridor: install ornamental lighting to highlight the historic corridor and connect it with the primary north-south corridor; add Lincoln Highway banners to allow for easy recognition and to unify this section of the highway with others; add new pavement markings to increase safety.
- Downtown corridor: run underground utility wires, install decorative pavement, add coordinated site amenities and landscape materials, and incorporate greenery (planters or understory trees) into the streetscape to add character and ambiance; add landscaped "bump-outs" at intersections to calm traffic, highlight intersections, and define pedestrian and vehicular areas.
- Crossroads Industrial Park entryway: create a gateway by adding symmetrical plantings on each side; place an entryway sign in the northwest quadrant of the entryway to provide easier identification for the majority of traffic, which is northbound.

Top: Existing 9th Street corridor in DeWitt.
Bottom: Image edit of the 9th Street corridor with decorative pavement, ornamental lighting with banners, street trees, and a corner park added.

Concept for Highway 3 through Edgewood.



Edgewood

- Landscape Architect: Craig Ritland
- Student Intern: Heather Kastern
- Trees Forever Field Coordinator: Carole Teator
- Community Contact: Bruce West

Edgewood is located in both Delaware and Clayton Counties with Highway 3 as a dividing line. The town was settled in 1842 where the edge of the woods meets the prairie, and was incorporated 50 years later, in 1892. Unlike its neighbors, Edgewood's population showed an increase in the 2002 census. Today there are 923 residents.

Edgewood is located in an area characterized by wooded hills, coldwater streams, and limestone outcroppings often referred to "Little Switzerland." Bixby State Park is located just north of town and features Civilian Conservation Corps architecture, a coldwater stream, and wooded bluffs. In addition to its natural features, Edgewood is known for the Edgewood Rodeo Days PRCA Rodeo Celebration, which draws more than 10,000 people to the community every June.

The community has made efforts to attract new residents and development, such as the addition of a new library and community center. The Edgewood Board of Economic Development has completed several plans for downtown improvements, but the community needs an overall plan to tie these improvements together.

The ideas generated by the Edgewood visioning committee during the visioning process focused on the Highway 3 corridor through town, as well as creating distinctive entrance areas into town. Based on these concerns, the design team developed the following design proposals:

- Highway 3 & Washington Street: add a feature that depicts characteristics of the town's cultural heritage, such as a large bronze bronco and rider mounted on a limestone base, to welcome visitors to Edgewood and announce the importance of this community focal point.

- Community entrances east: near the corporate limits on Highway 3 and at the industrial park entrance install signs made from native limestone in monolithic forms that replicate the historic Civilian Conservation Corps signage in the area.

- Community Entrances west: add directional signage at the intersection of Highways 3 and 13 that are elevated above the crops in the adjacent field and enhanced by a hedge of shrubs; include murals on the grain elevators located at the west entrance.

- Highway 3 corridor: improve the visual quality of the corridor by replacing the gravel shoulders with curb and shoulder sections, running the utility lines underground, and planting street trees.

- City Park: add a community garden along the Highway 3 corridor west of the Community Center to provide a more passive component to the park and to further enhance the Highway 3 corridor.

Fairfield

- Landscape Architect: Loren Hoffman, *Shive-Hattery, Inc.*
- Student Interns: Colleen Rafferty *and* Tade Willger
- Trees Forever Field Coordinator: Mark Pingenot
- Community Contact: John Brown

Fairfield was founded in 1839 as a farming community and was named the first county seat of Jefferson County. This community of 9,509 people is home to significant historical sites, including the Bonnifield Cabin, the oldest white settler's cabin in Iowa still standing; the William Louden barns and the Louden residence, which is a registered historical landmark; and the Jefferson County Courthouse, the most recent of which was built in 1893.

The community is also home to a contemporary landmark, the Maharishi University of Management, which was founded in 1971 and features Sthapatya Veda architecture and gold domes on its campus.

Fairfield is located at the intersection of Highways 1 and 34. The Iowa DOT is scheduled to finish a bypass of Hwy. 34 around Fairfield in 2007, resulting in a dramatic change in the function of the existing Highway 34 corridor through town and creating a need to provide an enticing gateway into the community from the bypass. The impact of the bypass is a major issue identified by the visioning committee during the visioning process. The design team addressed this and other issues through the following design proposals:

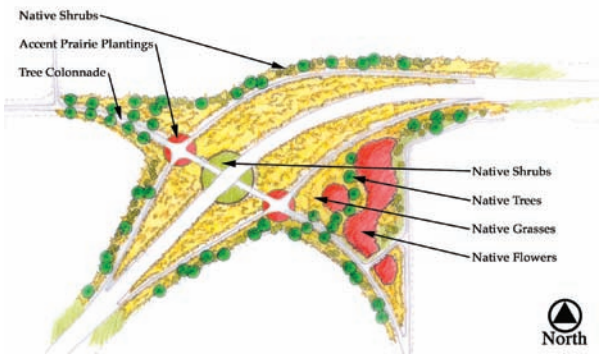
- South entrance: after collaborating with Iowa DOT to reduce the speed limit, create a landscaped median filled with native shrubs and perennials; add antique lighting, prairie plantings, and native trees.

- East and west entrances: plant large canopy trees in the large area along the road; add native plants and some scattered native trees on the side of the road; relocate sign and landscape.

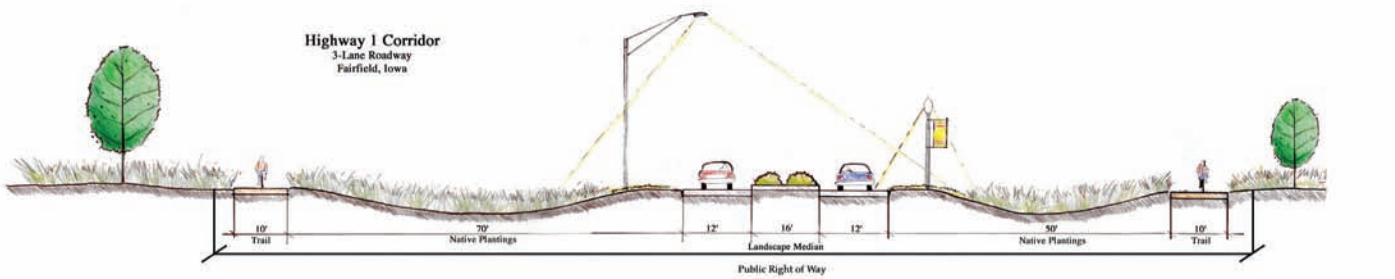
- North trailhead of Fairfield Loop Trail: remove the gate and replace the existing billboards with removable ones to allow large vehicles access when necessary; add a trash receptacle and native plantings; build an underpass under the county road to improve safety.

- Heritage Plaza: convert 45-degree parking to 90-degree parking to free up space for a 15-foot planting bed between the existing parking lot and the plaza; position antique lighting along the sides of the streets surrounding the plaza.

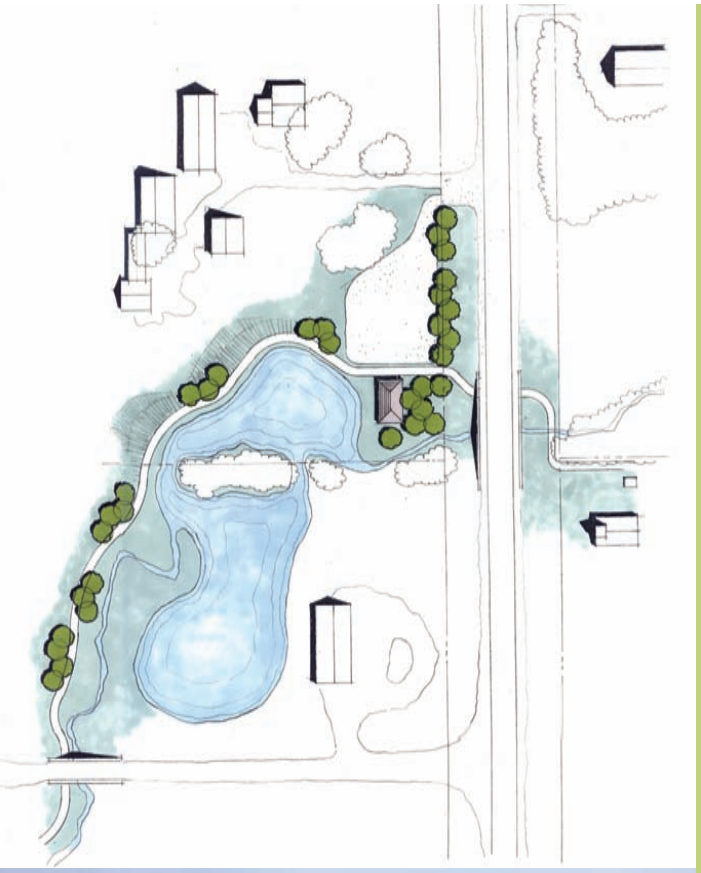
- Waterworks Park: screen the buildings and machinery with native plantings such as red bud trees, serviceberries, viburnum, and daylilies.



Top drawing: Conceptual plan for east entryway into Fairfield.
Photo: Public presentation of the concept plan in Fairfield.
Bottom drawing: Highway 1 corridor section.



Fredericksburg



Drawing: Plan for East Trailhead Park in Fredericksburg.
Photo: The design team and Trees Forever field coordinator on a site visit.

- Landscape Architect: Craig Ritland
- Student Interns: Becky Froeter *and* Kimbery Graper
- Trees Forever Field Coordinator: Patty Petersen
- Community Contact: Dianna Engelbrecht

Fredericksburg is located six miles east of Highway 63 at the intersection of Highway 18 and County Road V48 in Chickasaw County. This small town of 984 people, along with other towns located along Highway 18, is known as the "Gateway to the Mississippi." Fredericksburg is home to Dairy Days, an annual event that has celebrated the town's dairy industry heritage for more than 70 years.

Fredericksburg residents have made a number of improvements in the community, including creating the annual NE Iowa Antique Engine and Power Show, relocating the historic Kottke Pioneer Country Schoolhouse to the property of the bed and breakfast and antique shop to be restored into a tourist site, and creating a nature/bike trail.

The conversion of Highway 63 from two lanes to four lanes will have a major impact on the town. In August 2002 the new intersection of Highways 18 and 63 was opened and is expected to bring more traffic to Highway 18 and through Fredericksburg.

The Fredericksburg visioning committee identified three major concerns to be addressed in the visioning process: economic development, quality of life, and tourism development. Based on these concerns, the visioning design team proposed the following enhancements:

- Main Street: add street trees downtown; increase parking by converting from parallel to angled stalls; add architectural details including decorative awnings, window boxes with annual flowers, and period lighting.

- Highway 18 entrances: install a gateway welcome sign that emphasizes the town's dairy industry heritage; create the sign with silhouette figures of a cow and calf cut from steel sheets situated on a grassy knoll, elevated by a field boulder retaining wall, and a silhouetted silo with cutout letters spelling Fredericksburg.

- Industrial park: enhance the view of the park from the highway without impeding the views into the park by establishing a 30-foot-wide planting easement along the north property line that includes a combination of evergreen, crabapple, and deciduous shade trees planted in groups of three to eight.

- Railroad Park: screen the industrial building by planting a hedge of arborvitae along south side; separate the large gravel area from the park and provide a visual and physical barrier from moving traffic by planting small groups of evergreens and shrubs along the west side.

- East Trailhead Park: develop the park by adding trailhead parking, a picnic/warming house, an extension of the existing city recreation trail, and an excavated ice skating/lily pond.

Middletown

- Landscape Architect: Loren Hoffman, *Shive-Hattery, Inc.*
- Student Interns: Colleen Rafferty *and* Tade Willger
- Trees Forever Field Coordinator: Roger Hunt
- Community Contact: Vera Anderson

Middletown is a growing bedroom community of 538 people located along Highway 34 in Southeast Iowa, six miles west of Burlington. The name Middletown comes from being located in the middle of New London and Burlington. Middletown is home of the first hard surfaced road in Iowa, which was once the Plank Road. Plank Road was constructed in the early 1850s and stretched from Burlington to Mt. Pleasant.

Many Middletown residents are employed at the Iowa Army Ammunition Plant. The plant was established shortly before the Japanese attack on Pearl Harbor during World War II, after which the plant worked on production for the Atomic Energy Commission.

Highway 34 currently divides the community into two parts (north and south) of town. The Iowa DOT is scheduled to finish a bypass of Hwy. 34 around Middletown in 2004, dramatically shifting traffic patterns. The impact of the bypass is a major issue identified by the visioning committee during the visioning process. The design team addressed this and other issues through the following design proposals:

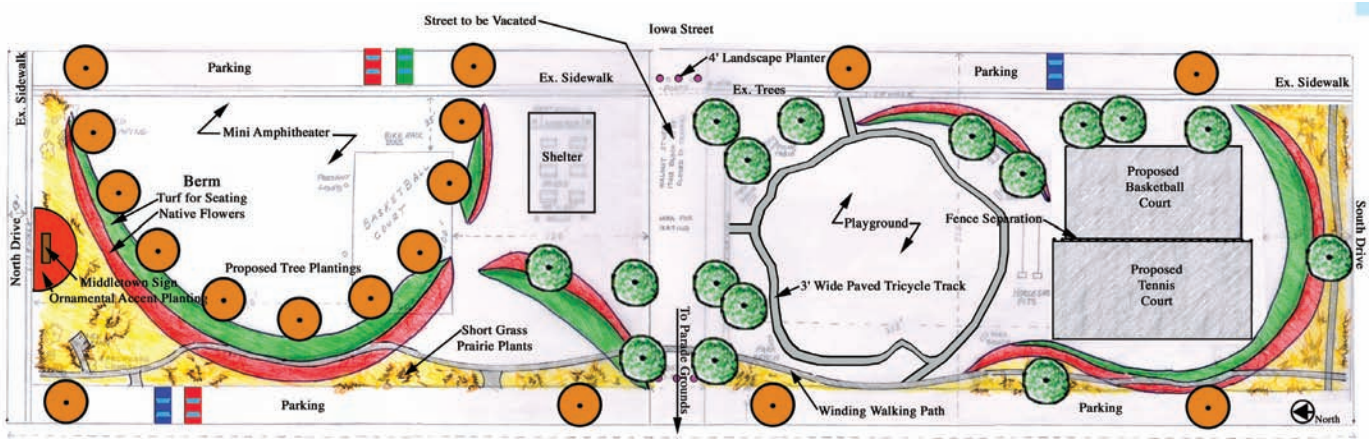
- Drulis Park: add active areas, including a softball diamond, playground, community/education center, disc golf course, and a walking path; establish a wetlands area on the west side with a boardwalk to serve as an observation platform.

- West entrance intersection: convert the existing intersection into either a roundabout or a T intersection to improve safety; plant native trees and plants in areas converted to green space; create a pull off area with a historic display.

- Middletown Park: add an earthen berm, native plantings, and a walking trail through the park to unify the space; add earthen berms to define sub-areas in the park and to provide elevated platforms for native plants and grasses, which will reduce long-term maintenance of the park.

- Boundary Street: extend the street one block to North Drive to better connect the north and south parts of town; add colored crosswalks and street trees to create a pedestrian-friendly walking trail.

Top: Final concept plan for Drulis Park in Middletown.
Bottom: Conceptual plan for Middletown Park.



Mount Ayr

- Landscape Architect: David Dahlquist, Michael Lanning, and Norman Ward; *Shive-Hattery, Inc.*
- Student Intern: Brian Ryckman
- Trees Forever Field Coordinator: Brad Riphagen
- Community Contact: Sandy Lamb

Mount Ayr is located in Ringgold County in Southern Iowa, 22 miles west of I-35, at the intersection of Highways 2 and 169. The community was founded in 1855 as a result of an 1851 act by the Iowa General Assembly requiring county seats to be established in several counties. The county courthouse, built in 1926, was added to the National Register of Historic Places in 1981. The community also has an abundance of historic churches. Mount Ayr is currently is home to 1,822 residents.

For 10 years, Mount Ayr has been working to revitalize and beautify the community, particularly the historic downtown square. Trees have been planted along the Highway 2/169 corridor and new street lighting has been added. In addition, the Iowa State University Department of Architecture did a study with design recommendations for the town square.

During the visioning process, the Mount Ayr visioning committee identified four goals that it hoped to accomplish through Visioning: unifying the community's appearance; finishing the town square; promoting economic development; and promoting continued interest in future projects. Based on these overarching goals, the design team developed the following design proposals:

- Entryway improvements at Hwy 2/169 & Taylor St.: install vertical structures along the corridor to "lift" the design theme above the roadway and the visually complicated view at street level and to create a unique sense of movement through the landscape; screen certain views with opaque fences that serve as trellis structures for climbing vegetation; at the intersection install a banner that identifies Mount Ayr and cues motorists to turn onto Taylor St. to reach the business district.

- West and east entry signage: install entry signs at the east and west entries along the Hwy 2/169 corridor; the signs should incorporate local natural materials and mimic existing signage.

- Town square revitalization: unify the space by eliminating pocket areas and connecting them around a pedestrian path; revise the existing picnic shelter to make it part of the entrance feature in the southeast corner that includes a pergola and signage; reintroduce a performance space in the southwest corner; add a memorial statue in the northeast corner with an ornamental planting backdrop.

- Trail system: incorporate a new trail system centered on the town square that is located along existing street and sidewalk right-of-way; replace existing deteriorated sidewalks with asphalt or concrete surfacing; replace existing curbs with accessible designs; add permanent plantings and seasonal gardens at intersections with streets to add interest; screen fenced off areas with shrubs or low growth trees.

Existing southbound view of Taylor Avenue.

Image edit of proposed enhancements to Taylor Avenue.

New Hampton

- Landscape Architect: Monte Appelgate, *Yaggy Colby Associates*
- Student Intern: Joel Wood
- Trees Forever Field Coordinator: Meredith Borchardt
- Community Contact: Jan Pacovsky

New Hampton was named by Osgood Gowan, the town's first postmaster, in honor of his former home of New Hampton, New Hampshire. In 1857, the town became the county seat of Chickasaw County, in part because of its central location. Following the establishment of the railroad through New Hampton in 1868, the town grew rapidly and was incorporated in 1873. Today there are 3,692 residents.

In 1991, the community formed a local Main Street program, New Horizons-Chamber, which has been affiliated with the Main Street Iowa Program since 1993. Among the program's accomplishments are no downtown vacancies, building improvements, and the restoration of community pride. Places of interest in New Hampton include The Miller, Iowa's oldest hotel that now houses 15 luxury apartments; Mikkelson Park, the site of Iowa's largest wooden playground, and the Carnegie Cultural Center, which houses permanent and rotating exhibitions.

New Hampton is located at the intersection of Highways 18, 24, and 63. The Highway 63 bypass is nearly complete and Highway 18 construction is finished, so the visioning committee wanted to improve the entranceways, as well as the overall appearance of the main roads into town. Based on these concerns, the design team developed the following design proposals:

- Entrance signs: install granite sign markers with a smooth face and rough edges with the inscription, "New Hampton Welcomes You" at the Hwy. 18, Linn Avenue South, Linn Avenue North, and Highway 24 East entrances; place the signs to emerge from a fieldstone base surrounded by wildflowers, shade trees, and ornamental trees.

- Garnant Park: add a shelter/deck, a small fishing dock, a restroom facility, a memorial tree trail system, and a butterfly garden to attract and accommodate more visitors; plant low grasses and wildflowers in the existing open space on the west side of the park to reduce long-term maintenance.

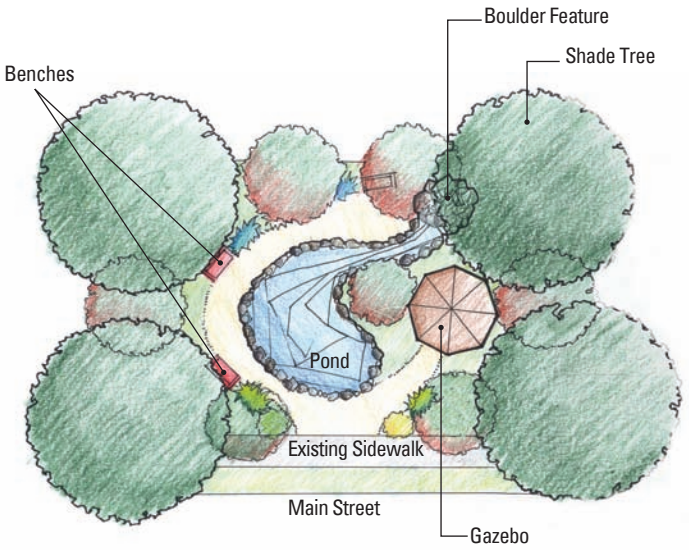
- Highway 63 interchanges: incorporate one of two planting schemes: 1) a more formal design with ornamental trees, shade trees, and ornamental shrubs, or 2) a naturalized approach with a wildflower mix and deciduous and coniferous trees.

- Linn Avenue south corridor: incorporate a mixture of wildflowers and native grasses, creating bands of color of varying widths along the roadside; place shade trees and ornamental trees in specific areas to add accents at intersections and drives.

- Pocket park: create a pocket park in the empty lot on Main Street that includes a water feature consisting of a rock waterfall and pond, paved walkways, benches, decorative lighting, and plantings.

Existing view from dock.

Image edit of proposed enhancements.



Proposed pocket park plan.

2003 Visioning Landscape Architects

The landscape architects who offer their time and talents to the Visioning Program play a vital role in the visioning process. Those who participate in the program do so not to make a profit but to provide a service to their local communities and to mentor students. Without the spirit of service these professionals bring, the Visioning Program would not be sustainable. Brief biographies of the landscape architects who participated in the 2003 Visioning program appear below.

Monte Appelgate

Monte serves as a Senior Associate and Department Head of Landscape Architecture and Land Development for Yaggy Colby Associates in the Mason City office. He earned a Bachelor of Landscape Architecture from Iowa State University in 1989. He has more than 14 years experience providing clients throughout North Iowa with landscape architecture and land development services on a variety of projects. Monte is currently serving on the Mason City Park and Recreation Board and the Mason City Riverfront Commission. Monte has been an enthusiastic participant in the Visioning Program since 2002.

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. David's project experience is extensive and includes project management of several scenic byway projects, such as The Grand Rounds National Scenic Byway and the Ohio River Scenic Byway in Illinois, Indiana, and Ohio, for which he developed in-depth interpretive master plans. David earned a Bachelor of Landscape Architecture from Iowa State University in 1970.

Meg Flenker

Meg is the principal and owner of Flenker Land Architecture Consultants and has more than 14 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 will earn a Masters in Business Administration from the University of Iowa in December 2003.

Loren Hoffman

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. Before joining Shive-Hattery in 1998, he worked with a consulting firm near Tampa, Florida. Loren's experience includes commercial, municipal, and residential land development projects. Major projects he has completed include a master plan for the corporate headquarters of South Slope Cooperative Telephone Company and schematic design drawings for the University of Iowa Football Practice Facility and Athletic Complex Courtyard.

Michael P. Lanning

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.

Paul R. Popelka

Paul R. Popelka is a landscape architect and urban planner with 30 years of experience in community planning, urban design, and land development projects. He is a partner at Engineering Plus in Ames, Iowa, and an adjunct professor at Iowa State University. Paul is a graduate in landscape architecture from the University of Minnesota and will earn a Masters of Community and Regional Planning from Iowa State University in December 2003. He has been involved in the Community Visioning Program since its inception in 1996.

Craig D. Ritland

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.

Dolores D. Silkworth

Dolores opened her own landscape architectural consulting office in Council Bluffs in early 2001, after serving for 12 years as the senior park planner for the City of Omaha and six years working at a private firm. She earned a Bachelor of Landscape Architecture from Michigan State University in 1983. Her areas of expertise are park construction, design, and planning, along with restoration of natural habitats. Dolores participated in the Visioning Program in 2002 and 2003.

Andrew G. Stahr

Andrew earned a Bachelor of Landscape Architecture in 2002 from the University of Illinois Urbana-Champaign. He joined Shive-Hattery in June 2001 and 2003 is the first year that he participated in the Visioning Program. His main interests lie in projects dealing with ecology and the restoration of natural or native environments. Andrew is also interested in Healthcare Garden Design, a specialized area of the landscape architecture profession that most people refer to as "healing gardens." He completed a two-week course at the School of the Chicago Botanic Garden and is a certified healthcare garden designer.

Norman C. Ward

Norman first became involved in the Visioning Program in 2001 as an ISU student intern working at Shive-Hattery, Inc. He earned a Bachelor of Landscape Architecture in 2001 and was immediately hired by Shive-Hattery. He continues to be involved in the Visioning Program as a landscape architect and has assisted with intern training in digital image manipulation and editing. Norman has a strong background in writing, research and inventory analysis, GIS, and site design.

2003 Community Visioning
Landscape Architecture Firm Profiles

Engineering Plus, Inc.
- Firm Philosophy: To provide high quality, innovative approaches to problem solving, successful implementation and highly personalized service for each client.
- Location: Ames, Iowa
- Established: 1982
- Services: Landscape architecture, land planning, urban planning and design, civil engineering and land surveying.

Flenker Land Architecture Consultants
- 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, Iowa
- Established: 1997
- Services: Architectural-land planning, wetland delineation, wetland nitration design, park and recreational planning and design; grant writing, computer-aided drafting (CAD), ecological planning and design.

Shive-Hattery, Inc.
- Firm Philosophy: To help our clients be 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, Iowa; West Des Moines, Iowa; Moline, Illinois
- 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.

Craig Ritland, Landscape Architect
- Firm Philosophy: To improve the quantity and quality of open space, to preserve natural and cultural resources, and create quality environments.
- Location: Waterloo, Iowa
- Established: 1970
- Services: Master/comprehensive planning, corridor/transportation planning, urban design and streetscapes, parks and open spaces, campus/estate planning, and residential/gardens.

Dolores Silkworth, Landscape Architect
- Firm Philosophy: To involve people in the design and development of high quality outdoor spaces. Each project is conceived to be unique and comfortable to the users, sensitive to the environment, beautiful to the eye and to evoke a sense of pleasure.
- Location: Council Bluffs, Iowa
- Established: 2001
- Services: Park design and rehabilitation, residential estates and acreages, urban design and streetscapes, site planning, corporate and campus design, trail planning and design, environmental planning, and native plantings.

Yaggy Colby Associates
- Firm Philosophy: To provide prompt, quality, personalized services to meet the facility and infrastructure needs of municipal, building and site design, transportation, and land development clients throughout the upper Midwest.
- Locations: Rochester, Minnesota; Mason City, Iowa
- Established: 1970
- Services: Engineering, architecture, surveying, planning, and landscape architecture.

Student Interns

Becky Froeter
Bachelor of Landscape Architecture, ISU,
May 2005

Kimbery Graper
Interior Design, ISU, *December 2001*;
BLA/MLA in Landscape Architecture, ISU,
May 2005

Heather Kastern
Landscape Architecture B.E.D,
University of Minnesota,
May 2001

Jason Kempker
Bachelor of Landscape Architecture, ISU,
May 2006

Patience Lueth
Bachelor of Architecture, ISU, *May 2001*;
Master of Science of Architectural Studies, ISU,
August 2003; Ph.D. in Educational Leadership
and Policy Studies, ISU, *May 2005*

Luke Parris
Bachelor of Community and
Regional Planning, ISU,
December 2003

Brian Ryckman
Bachelor of Landscape Architecture, ISU,
May 2006

Colleen Rafferty
Bachelor of Community and
Regional Planning, ISU,
May 2004

Tade Willger
Bachelor of Landscape Architecture, ISU,
May 2006

Joel Wood
Bachelor of Landscape Architecture, ISU,
May 2003

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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 private-sector landscape architecture firms, the local governments and organizations, and volunteers all play a critical role in carrying out the program.

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Sam Miller, *computer engineer, December 2003*
Nate Evans, *computer engineering/German, 2006*

Trees Forever
Meredith Borchardt, *field coordinator*
Steve Estlund, *field coordinator*
Tracy Feldmann, *administrative coordinator*
Pam Helfer, *field coordinator*
Roger Hunt, *field coordinator*
Patty Petersen, *field coordinator*
Mark Pingenot, *field coordinator*
Shannon Ramsay, *president, CEO, and founder*
Carole Teator, *program director*
Brad Riphagen, *field coordinator*

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Mark Masteller, Mark Kerper, 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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associate dean for research & outreach,
associate director for IDRO

J. Timothy Keller
Co-Principal Investigator
and chair of landscape architecture
and community & regional planning

Sandra Oberbroeckling
Project manager

IOWA'S LIVING ROADWAYS