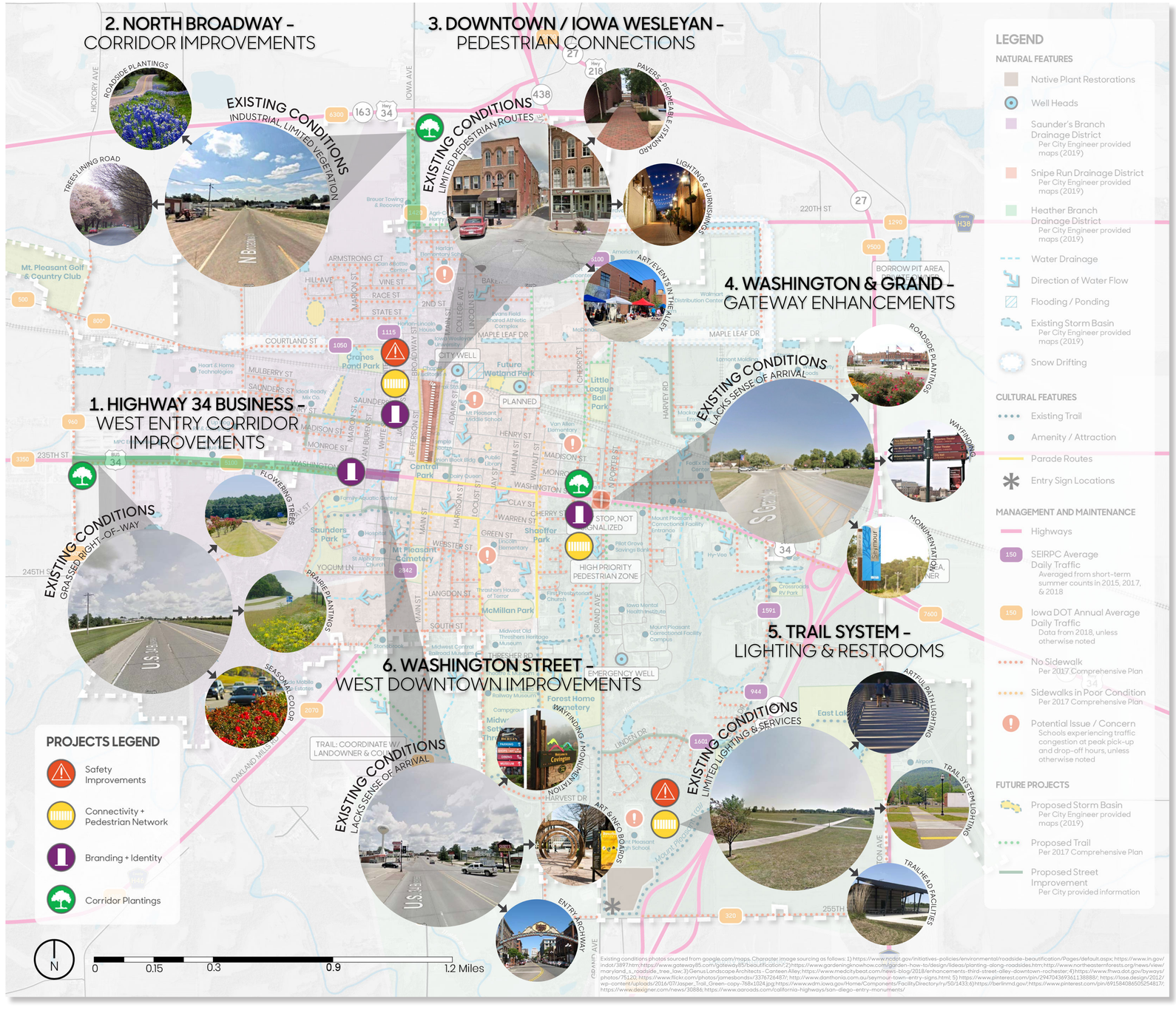


Mount Pleasant
Potential Projects

Genus Landscape Architects
LA: Dylan Jones, PLA, ASLA
Intern: Carissa Shoemaker
Iowa State University | Trees Forever | Iowa Department of Transportation

Iowa's Living Roadways community visioning

Focus Areas

1. **Highway 34 Business** – West Entry Corridor Improvements
   What changes? Add roadside plantings
   Where? Highway 34 Business, western city limits (Goodyear Rd) east to Marion St
   Why? The west side of town serves as a primary point of entry but currently lacks community character that has been cultivated on the east side of town

2. **North Broadway** – Corridor Improvements
   What changes? Add roadside plantings
   Where? North Broadway, northern city limits through Winfield Ave intersection
   Why? North Broadway serves as an entry point into town yet the corridor currently has a strong industrial character

3. **Downtown / Iowa Wesleyan** – Pedestrian Connections
   What changes? An alley is transformed into a pedestrian route, linking downtown with the Iowa Wesleyan campus. Jefferson St and Main St sidewalks potentially improved
   Where? Jefferson St / Main St pedestrian infrastructure and the alley running north-south between the two, from Central Park to the railroad tracks
   Why? Would establish a safe pedestrian corridor into and out of downtown Mt. Pleasant, improve the connection between the university and town, and potentially bring more foot traffic to downtown businesses . Improve downtown art and event programming

4. **Washington & Grand** – Gateway Enhancements
   What changes? Wayfinding, sense of arrival, & roadside aesthetics improve
   Where? Landscape area surrounding intersection
   Why? This intersection is heavily utilized by commuters and visitors, yet lacks signage and community character

5. **Trail System** – Lighting & Restrooms
   What changes? Add amenities along trails, with a focus on lighting and restrooms
   Where? To be determined - requires further study
   Why? Residents identified lighting and restrooms as top priorities for walking and biking route enhancement during community-wide survey and focus groups

6. **Washington Street** – West Downtown Improvements
   What changes? Washington St roadside is enhanced - plantings, branding/ identity, signage, etc.
   Where? Along Washington St, Van Buren St to Jackson St
   Why? To create a sense of arrival as vehicles and pedestrians enter downtown from the west

Potential Project Site

Highway 34 Business –
West Entry Corridor Improvements

EXISTING → *PROPOSED (CHARACTER IMAGES)*

Iowa's Living Roadways community visioning

gēnus [landscape architects]

Photo sourcing, clockwise from left: google.com/maps; https://www.ncdot.gov/initiatives-policies/environmental/roadside-beautification/Pages/default.aspx; https://www.in.gov/indot/3897.htm; https://www.gateway85.com/gateway85/beautification/

Your opinion matters!

https://iastate.qualtrics.com/jfe/form/SV_3KGLuI0NQC9uxVP

Help shape the future of your community by taking our online survey today.

CommunityVisioning CommunityVisio2 ILR.Community.Visioning

QUESTIONS? Visit www.communityvisioning.org

Potential Project Site

North Broadway – Corridor Improvements

EXISTING

PROPOSED
(CHARACTER IMAGES)

Your opinion matters!

https://iastate.qualtrics.com/jfe/form/SV_3KGLuI0NQC9uxVP

Help shape the future of your community by taking our online survey today.

Iowa's Living Roadways community visioning

gēnus [landscape architects]

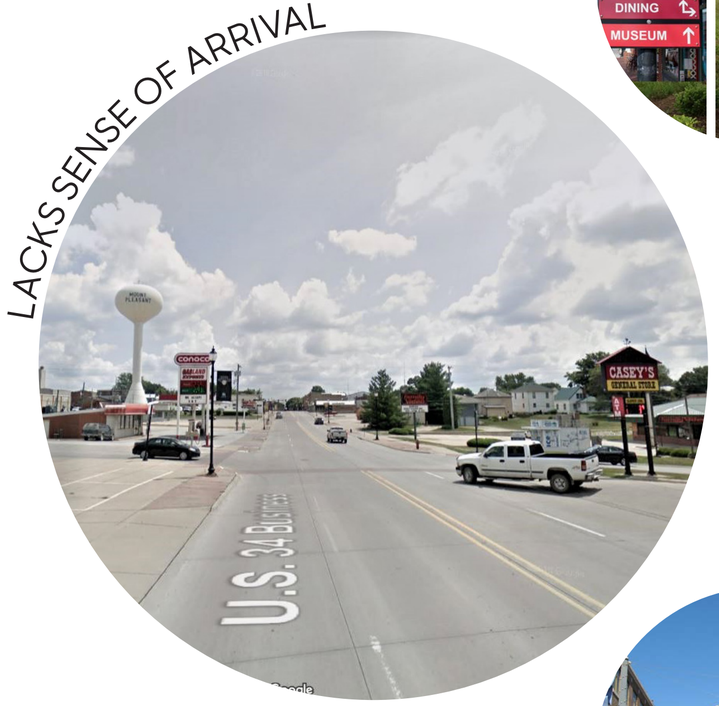
CommunityVisioning CommunityVisio2 ILR.Community.Visioning

QUESTIONS? Visit www.communityvisioning.org

Photo sourcing, clockwise from left: google.com/maps; https://www.gardeningknowhow.com/garden-how-to/design/ideas/planting-along-roadsides.htm; http://www.northeasternforests.org/news/view/maryland_s_roadside_tree_law

Potential Project Site

Washington Street –
West Downtown Improvements



EXISTING → *PROPOSED (CHARACTER IMAGES)*

Your opinion matters!

https://iastate.qualtrics.com/jfe/form/SV_3KGLuI0NQC9uxVP

Help shape the future of your community by taking our online survey today.

Iowa's Living Roadways community visioning

gēnus [landscape architects]

CommunityVisioning CommunityVisio2 ILR.Community.Visioning

QUESTIONS? Visit www.communityvisioning.org

Photo sourcing, clockwise from left: google.com/maps; https://berlinmd.gov/; https://www.pinterest.com/pin/691584086505254817/; https://www.dexigner.com/news/30886; https://www.aaroads.com/california-highways/san-diego-entry-monuments/

Potential Project Site

Downtown / Iowa Wesleyan – Pedestrian Connections

EXISTING → *PROPOSED (CHARACTER IMAGES)*

Iowa's Living Roadways community visioning

gēnus [landscape architects]

Photo sourcing, clockwise from left: google.com/maps; Genus Landscape Architects - Canteen Alley; https://www.medcitybeat.com/news-blog/2018/enhancements-third-street-alley-downtown-rochester; Genus Landscape Architects - Canteen Alley

Your opinion matters!

https://iastate.qualtrics.com/jfe/form/SV_3KGLuI0NQC9uxVP

Help shape the future of your community by taking our online survey today.

CommunityVisioning CommunityVisio2 ILR.Community.Visioning

QUESTIONS? Visit www.communityvisioning.org

Potential Project Site

Washington & Grand – Gateway Enhancements

EXISTING → *PROPOSED (CHARACTER IMAGES)*

Iowa's Living Roadways community visioning

gēnus [*landscape architects*]

Photo sourcing, clockwise from left: google.com/maps; https://www.fhwa.dot.gov/byways/photos/75120; https://www.flickr.com/photos/james-bondsv/3376726487/; http://www.danthonia.com.au/seymour-town-entry-signs.html

Your opinion matters!

https://iastate.qualtrics.com/jfe/form/SV_3KGLuI0NQC9uxVP

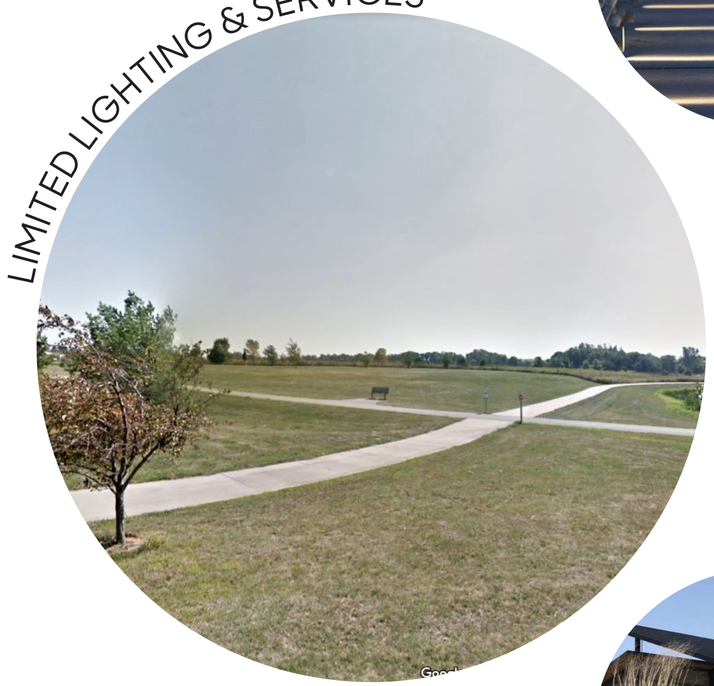
Help shape the future of your community by taking our online survey today.

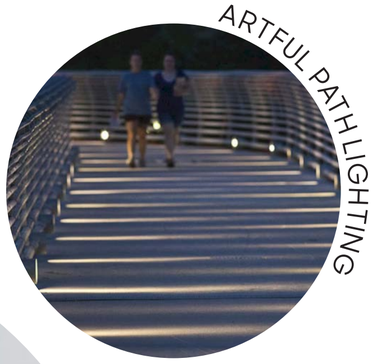
CommunityVisioning CommunityVisio2 ILR.Community.Visioning

QUESTIONS? Visit www.communityvisioning.org

Potential Project Site

Trail System –
Lighting & Restrooms





EXISTING

PROPOSED
(CHARACTER IMAGES)

Iowa's Living Roadways community visioning

gēnus
[*landscape architects*]

Photo sourcing, clockwise from left: google.com/maps; https://www.pinterest.com/pin/294704369361138888/; https://lose.design/2012/wp-content/uploads/2016/07/Jasper_Trail_Green-copy-768x1024.jpg; https://www.wdm.iowa.gov/Home/Components/FacilityDirectory/ry/50/1433

Your opinion matters!

https://iastate.qualtrics.com/jfe/form/SV_3KGLuI0NQC9uxVP

Help shape the future of your community by taking our online survey today.

CommunityVisioning CommunityVisio2 ILR.Community.Visioning

QUESTIONS? Visit www.communityvisioning.org