



Transportation Meeting. Source: Sifei Liu



Design Workshop. Source: Barb Grabner-Kerns



Transportation Meeting. Source: Sifei Liu



Design Review. Source: Sifei Liu



Goal Setting Meeting. Source: Barb Grabner-Kerns



Design Review. Source: Sifei Liu

Program Overview

Madrid is one of twelve communities selected to participate in the 2011 Iowa's Living Roadways Community Visioning Program. The program selects communities through a competitive application process. Through the program, selected small communities (population fewer than 10,000) receive professional design assistance focused on areas along transportation corridors.

Goals for the Visioning Program include:

- Developing conceptual planning and implementation strategies with local communities
- Enhancing the natural, cultural and visual resources of communities
- Assisting local communities in using external funds as leverage for transportation corridor enhancement

Each Visioning community works through a planning process consisting of 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

Each Visioning community is represented by a steering committee of local residents and stakeholders who take part in a series of meetings that are facilitated by field coordinators from Trees Forever. Iowa State University organizes design interns, faculty and staff to work with local design professionals. The program is sponsored by the Iowa Department of Transportation.

Community Goals

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

- Pedestrian Connections – connect Madrid's amenities
- Safe Intersection – make the intersection of the High Trestle Trail and Highway 17 safer for trail-users

- Entry Signage – design unique entry signage for all four sides of Madrid
- Multipurpose Trail Connections and Improvements – connect the High Trestle Trail to Madrid's downtown district, and provide screening along the trail corridor.
- Downtown Alley – visually enhance the alley between State Street and Water Street

Capturing Madrid's Vision

Based on the needs and desires of the local residents, as well as a detailed inventory of community resources, the design team developed a conceptual transportation enhancement plan, which is illustrated in the following set of presentation boards:

1. Program Overview
2. Special Places Mapping
3. Bioregional Assessment
4. Regional Context
5. Destinations and Connections
6. Barriers and Challenges
7. Preferred Commuting Routes
8. Preferred Walking Routes
9. Preferred Biking Routes
10. Preferred Running Routes
11. Enhancement Priorities
12. Transportation Inventory
13. Visual Quality Assessment
14. Concept Plan
15. Pedestrian Connections
16. Safe Intersection
17. Entry Signage
18. Multipurpose Trail Connections and Improvements
19. Downtown Alley

Madrid

Program Overview

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LA Interns: Nate Schlorholtz, Sifei Liu, ISU Landscape Architecture Extension

Iowa Department of Transportation

Trees Forever

ISU Landscape Architecture Extension

ISU Extension Community and Economic Development

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