

imagine

IOWA GREAT LAKES

PUBLIC MEETING
22 AUGUST 2018



INTRODUCTION
BEAUTIFICATION INITIATIVE

PROJECT GOALS

The overall goal of the Iowa Great Lakes Beautification Initiative is to create an environment that will preserve and enhance the sense of place that has made the area surrounding the lakes a destination for generations of people. The recommendations brought forth in this study are not intended to transform the character of the place, but heighten the qualities that are already inherent to the region and restore the natural character of the place. Prior to developing the approaches outlined in this report, the design team developed a series of goals that would serve to inform and direct the recommendations. These include the following:



Improve the visual quality, environment, and safety along Highway 71 and public spaces

Over the past several decades, urban and suburban development along the corridor has progressed in a way that has eroded much of the character of the area and led to a congested environment that has brought about traffic and public safety issues. This study intends to soften the visual impact of development while providing suggestions that will increase pedestrian and traffic safety along the corridor.



Strengthen connection to the lakes along corridor and in public spaces

The lakes are the primary reason for this region becoming an attraction and destination. This study will seek ways to enhance the connection people have to the lakes. The study will develop strategies that increase visibility of the lakes from key points along the corridor and promote the preservation and/or development of view corridors into the lakes. The study will also identify areas of public interface with the lakes and propose ways to enhance those zones and promote those places as gathering spaces.

PROJECT GOALS



Enhance the natural environment along the corridor

The natural landscape of the area surrounding the Iowa Great Lakes is one of rolling topography created by glacial activity and woodlands and prairies that traversed the area. These diverse landscapes provided habitat for wildlife and resources for the area's inhabitants. As the communities surrounding the lakes developed much of the natural landscape has been impacted and diminished as part of the urbanization process. This study seeks to propose strategies by which the natural environment can be augmented and have its presence reasserted along the corridor.



Introduce elements and themes that evoke the spirit of the Iowa Great Lakes region

The Iowa Great Lakes region has a rich history; from its early origins as a Native American hunting ground to its current position as one of Iowa's top tourist destinations. This rich natural and cultural heritage should be used as inspiration for the introduction of art and design elements into the urban fabric of the corridor. The plan will identify key locations and moments where such pieces can be positioned to add interest and character to the communities surrounding the lakes. The region has a wealth of artists from whom work could be commissioned and installed along the corridor.

CORRIDOR THEMES

A key strategy in developing a plan to beautify the corridor is establishing a series of themes that would be referenced as part of the design recommendations. These themes are drawn from the natural and cultural heritage of the region and would be used to reinforce the sense of place within the communities along the corridor. These themes could be used in combination with each other as they are complementary to the overall character of the place.

NATURAL BEAUTY



Natural Beauty The Iowa Great Lakes region can be described as a Midwestern paradise. From the gently rolling topography, the shimmer of the large natural lakes, and the mature remnant woodlands, the natural beauty of the area is unmatched. The proposed strategy for the corridor is the restoration and introduction of new woodland plantings to soften the edges of the highway corridor and screen urban development with the extension of the region's natural beauty.

HISTORIC AMERICANA



Historic Americana The success of this region as a historic destination over the past century stems from family tradition passed from one generation to the next. The vernacular architecture of places like The Roof Garden and historic attractions, such as The Park are examples of the cultural heritage preserved in this place that represents the nostalgia of the past. Proposed design elements for beautification of the study area will take cues from the historic Americana aesthetic to celebrate the cultural history and identity of the region.

CONNECTION TO WATER



Connection to Water With the beauty and vastness of the Iowa Great Lakes as a major source of inspiration for the corridor study, the design proposals will seek to enhance opportunities to connect people to the lakefronts. Programmatic elements in the public realm, such as art, fencing, landforms, lamp posts, and plantings may utilize a nautical theme to link various corridor sections and bring a consistent aesthetic between the lake communities.

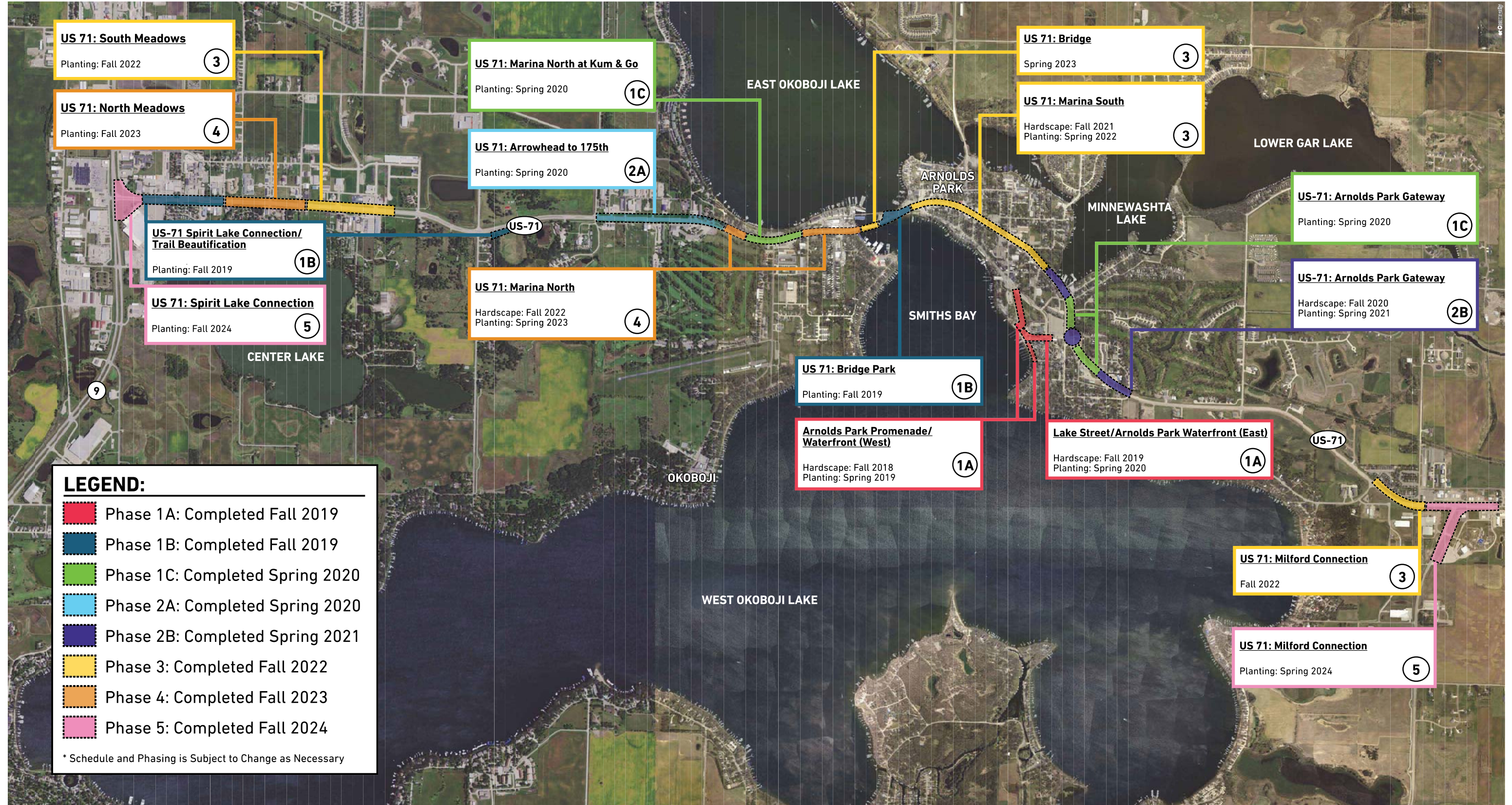
CORRIDOR: CHARACTER ZONES

As part of the analysis of the corridor it was important to identify distinct character zones within the study area in order to develop beautification strategies that suited and addressed the challenges that each of these areas faced. These zones were categorized by their urban character and density as well as distinguished by whether they were predominantly 'people' spaces versus vehicular zones.



<p>ARNOLDS PARK WATERFRONT / LAKE STREET ZONE</p> <p>The Arnolds Park Waterfront and Lake Street area represents what is characterized by many as the urban heart of the Iowa Great Lakes Region. This zone is home to many of the area's major attractions including the Arnolds Park Amusement Park and Park, the Roof Garden and Maritime Museum as well as several commercial outlets such as restaurants and retail shops. This is perhaps the most pedestrianized zone within the study area. The waterfront here forms the most public interface with the lakes.</p>	<p>BRIDGE ZONE</p> <p>The Bridge Zone is characterized as being the only area along the corridor where one can be surrounded by water and truly experience the lake environment. This unique vantage point should be celebrated yet allow people to fully experience the adjacent lake landscape. Many views of the lake from this area have been obstructed by overgrown vegetation along the lake edges. The existing park south of the bridge provides a unique opportunity to create a strong landscape statement.</p>	<p>ENTERTAINMENT DISTRICT ZONE</p> <p>The Entertainment District is another urban zone of the study area that is characterized by the prevalence of commercial properties in a highly pedestrianized environment. The Entertainment District is situated directly adjacent to the Arnolds Park Waterfront and the connection between the two spaces should be strengthened. This area suffers from a lack of organized parking and pedestrian infrastructure.</p>
<p>NATURAL CORRIDOR ZONE</p> <p>Natural corridor zones are the least developed areas along Highway 71. These areas provide 'breaks' in the urban development and characterized by the presence of natural and undisturbed areas such as meadows and woodlands that begin to reveal the endemic character of the region. These areas need only limited beautification enhancements in their current state.</p>	<p>SUBURBAN CORRIDOR ZONE</p> <p>Suburban corridor zones are less densely developed than the urban zones, but are still characterized by a nearly continuous strip of commercial uses. These uses exist on larger parcels with more substantial setbacks providing greater opportunity for pedestrian and landscape enhancements. Visual clutter is still predominant in this area and should be addressed at a scale appropriate to the zone.</p>	<p>URBAN CORRIDOR ZONE</p> <p>Urban corridor zones are characterized by having the highest density of development and uses along Highway 71. These areas contain a series of successive commercial uses accompanied by parking, driveways, signage and limited right of way for pedestrian circulation and landscape area. These areas are perceived as being the most visually cluttered and warrant targeted interventions in order to ameliorate blighted views.</p>

PROJECT PHASING: LONG-TERM

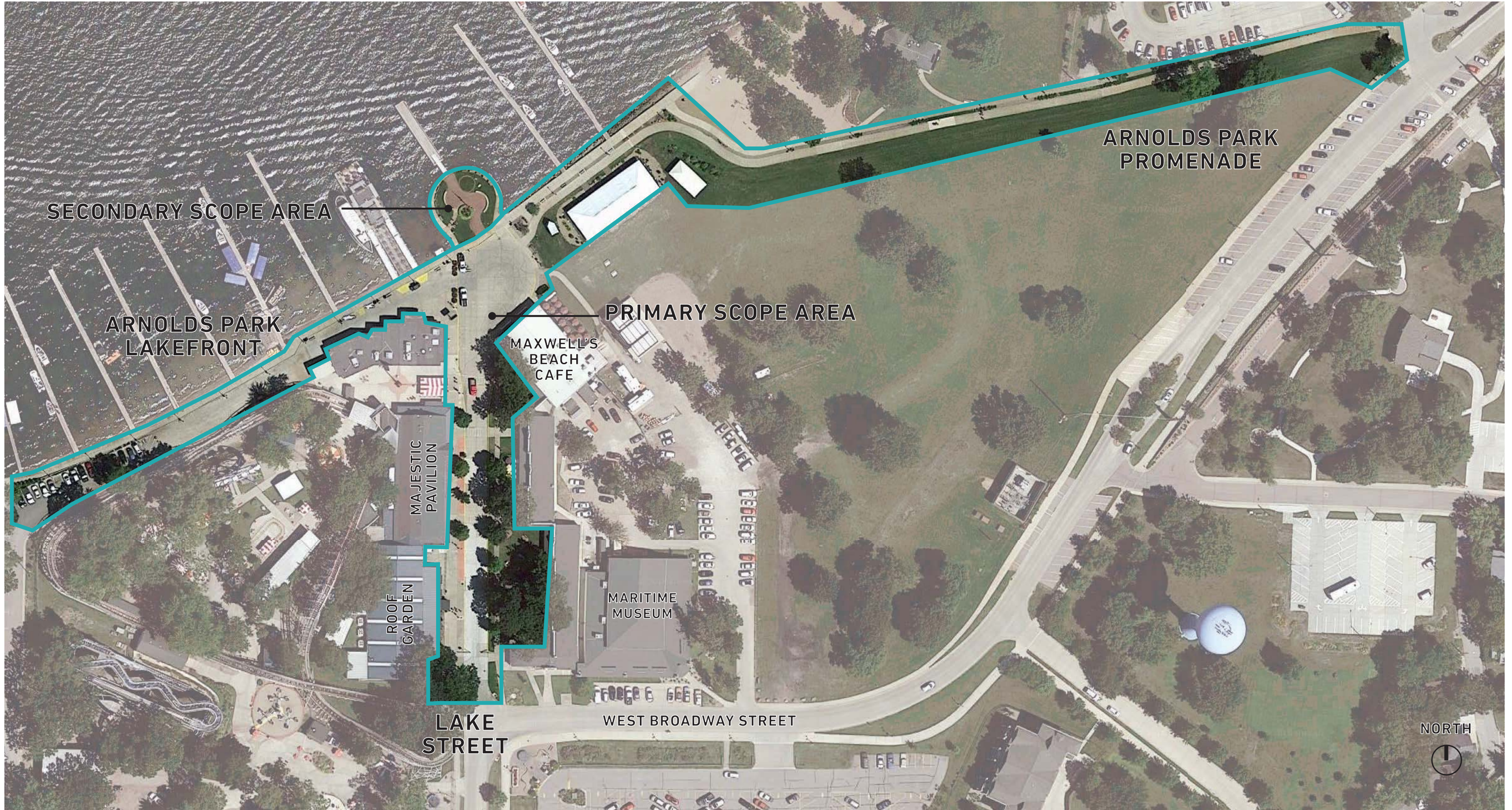


PROJECT PHASING: PHASE 1



INTRODUCTION
PHASE 1A

SCOPE AREA



PART 1
LAKEFRONT

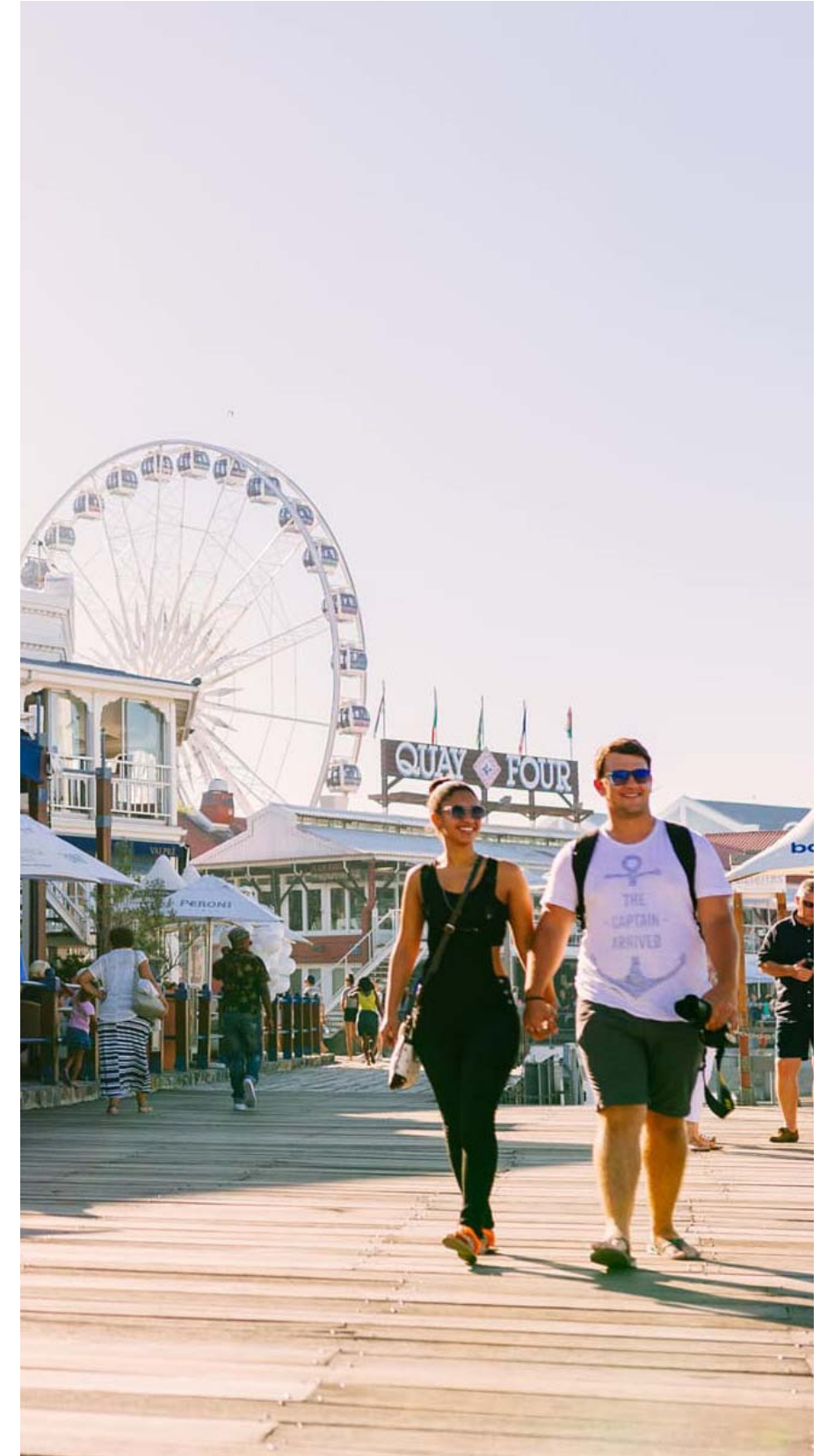
LAKEFRONT

LEGEND

- 1 PEDESTRIAN AND BIKE RAMP
- 2 SEAT WALL
- 3 BERMS PLANTED WITH GRASSES
- 4 LAMP POSTS WITH HANGING BASKETS AND BANNERS
- 5 SCULPTURAL FIRE FEATURE
- 6 SHADE SAILS WITH SEATING
- 7 MOUNDS PLANTED WITH COLORFUL HORTICULTURE
- 8 TURF BERM
- 9 SPECIMEN TREE
- 10 INTERACTIVE WATER FEATURE
- 11 MEMORIAL SCULPTURE
- 12 PEDESTRIAN BOARDWALK WITH SEATING AND LIGHTING
- 13 BIKE PARKING
- 14 PUBLIC ART
- 15 IOWA GREAT LAKES SEATING
- 16 BIKE TRAIL



LAKEFRONT: CHARACTER



LAKEFRONT: CHARACTER



LAKEFRONT WEST

LEGEND

- 1 PEDESTRIAN AND BIKE RAMP
- 2 SEAT WALL
- 3 BERMS PLANTED WITH GRASSES
- 4 LAMP POSTS WITH HANGING BASKETS AND BANNERS
- 5 SCULPTURAL FIRE FEATURE
- 6 SHADE SAILS WITH SEATING
- 7 TURF BERM



LAKEFRONT WEST: EXISTING



LAKEFRONT WEST: PROPOSED IMPROVEMENTS



LAKEFRONT WEST: FURNISHINGS



LAKEFRONT WEST: FIRE PIT SCULPTURE NICHE



LAKEFRONT WEST: PLANTING



LAKEFRONT EAST

LEGEND

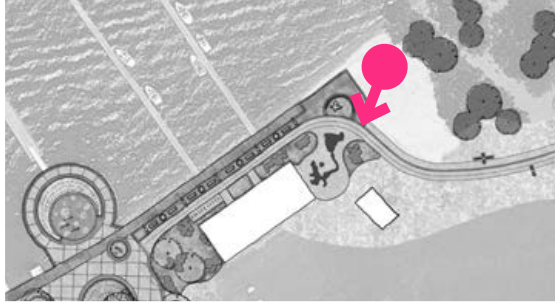
- 1 SEAT WALL
- 2 LAMP POSTS WITH HANGING BASKETS AND BANNERS
- 3 MEMORIAL SCULPTURE
- 4 PEDESTRIAN PROMENADE WITH SEATING AND LIGHTING
- 5 BIKE PARKING
- 6 PUBLIC ART
- 7 IOWA GREAT LAKES SEATING
- 8 BIKE TRAIL



LAKEFRONT EAST: EXISTING



LAKEFRONT EAST: PROPOSED IMPROVEMENTS

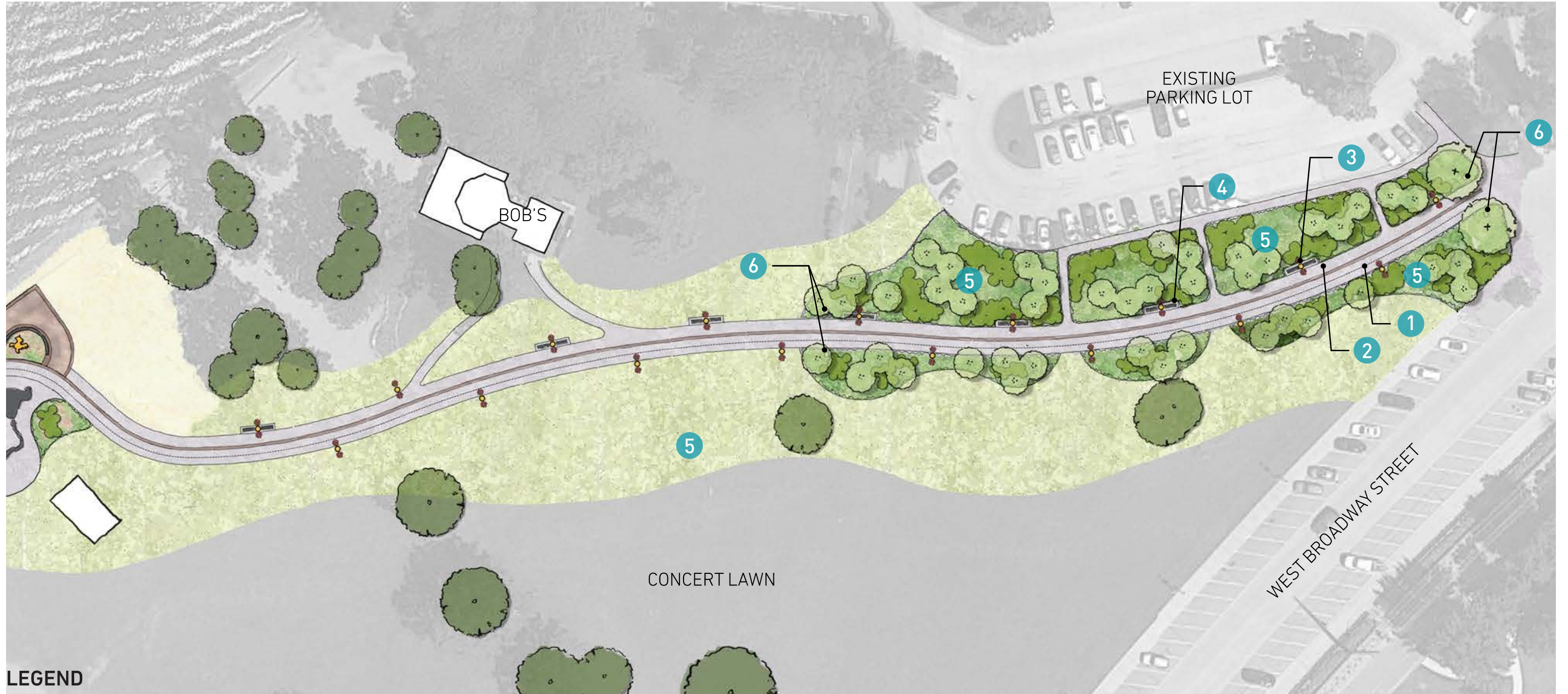


LAKEFRONT EAST: FURNISHINGS



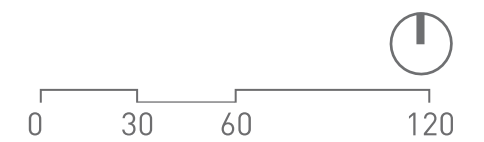
PART 2
ARNOLDS PARK PROMENADE

ARNOLDS PARK PROMENADE



LEGEND

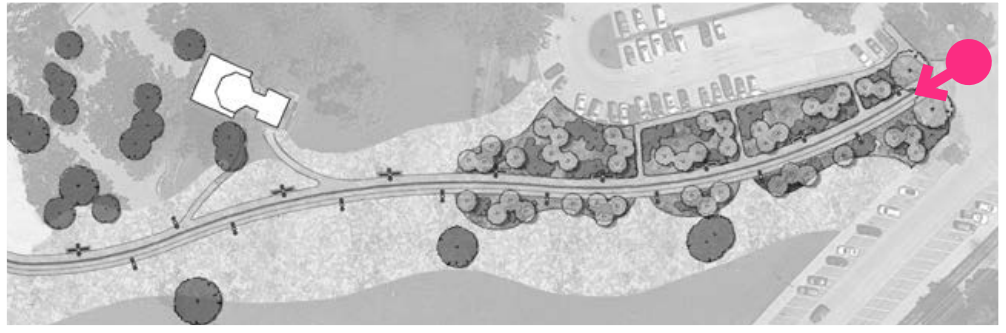
- 1** BIKE PATH WITH BUFFER
- 2** PEDESTRIAN PATH
- 3** LIGHT POSTS AND BASKETS
- 4** BENCH SEATING
- 5** PROPOSED PLANTING
- 6** COLUMNS



ARNOLDS PARK PROMENADE: EXISTING CONDITIONS



ARNOLDS PARK PROMENADE: PROPOSED IMPROVEMENTS



ARNOLDS PARK: CONCERT LAWN-EXISTING



ARNOLDS PARK: PROPOSED VIEW FROM CONCERT LAWN



PROMENADE: CHARACTER



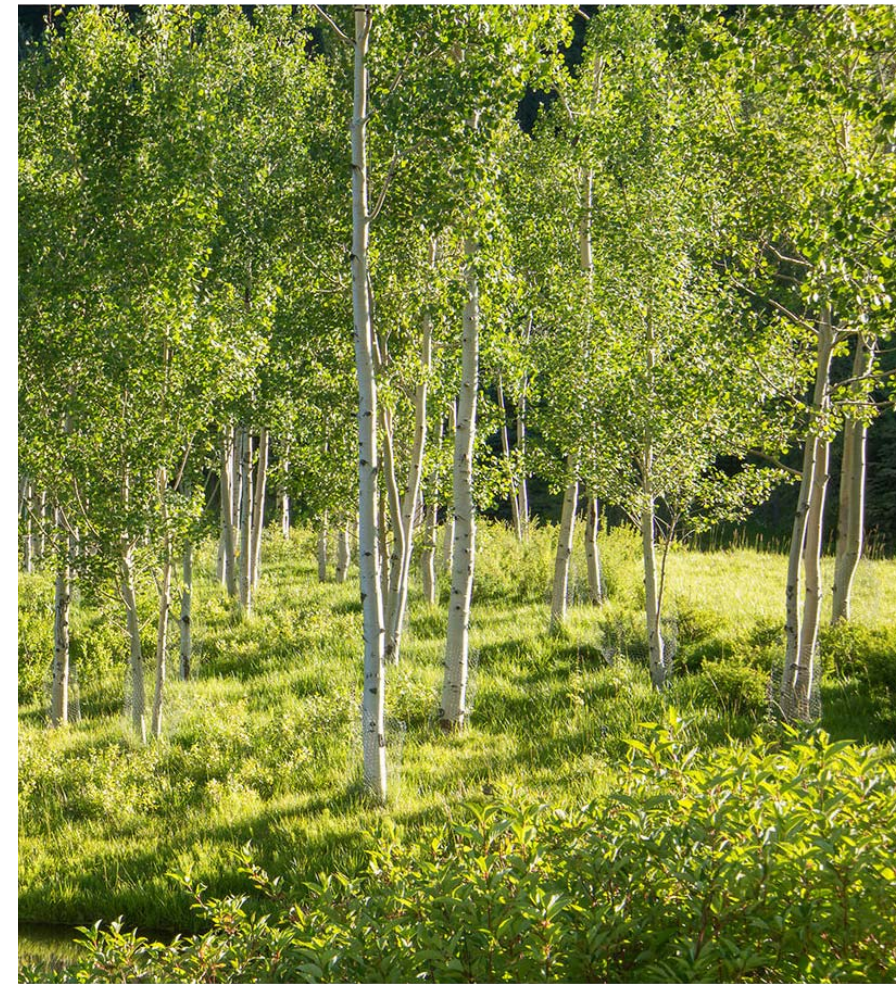
PROMENADE: FURNISHINGS



PROMENADE: GATEWAY



PROMENADE: PLANTING

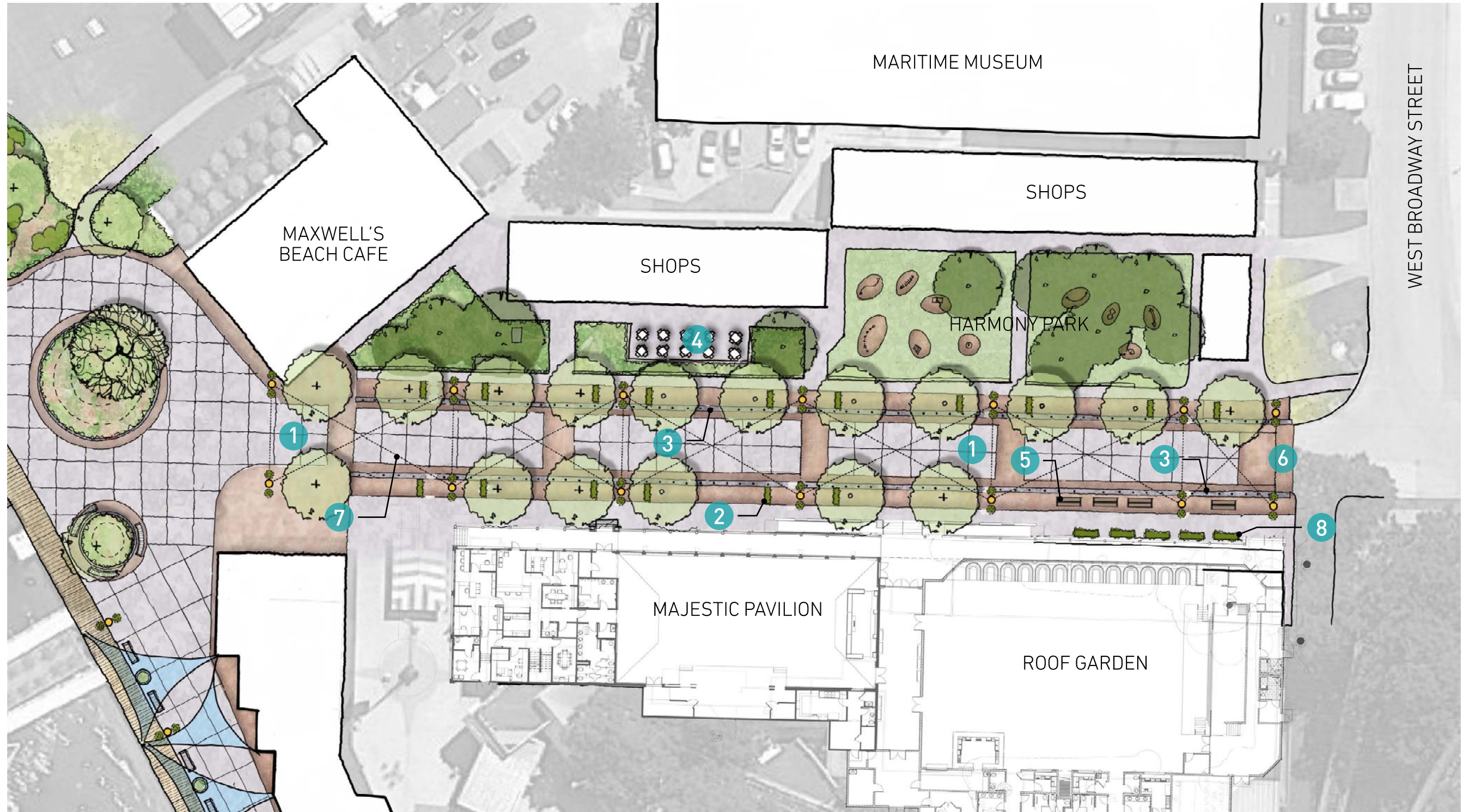


PART 3
LAKE STREET + LAKEFRONT PLAZA

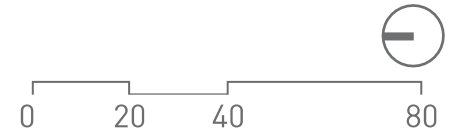
LAKE STREET

LEGEND

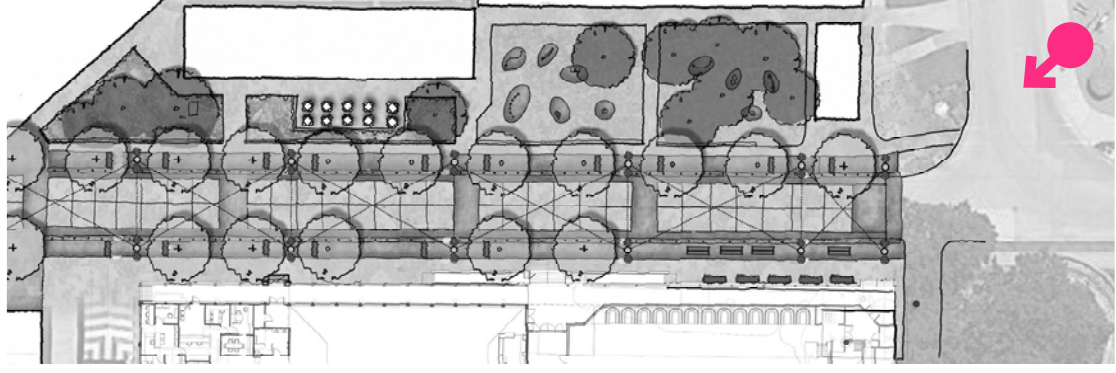
- 1 SHARED STREET WITH FLUSH CURB
- 2 RAISED PLANTER
- 3 BOLLARDS
- 4 CAFE SEATING
- 5 BENCHES
- 6 RAMP TO CREATE FLUSH STREET
- 7 ORNAMENTAL LIGHTS
- 8 PLANTER



WEST BROADWAY STREET

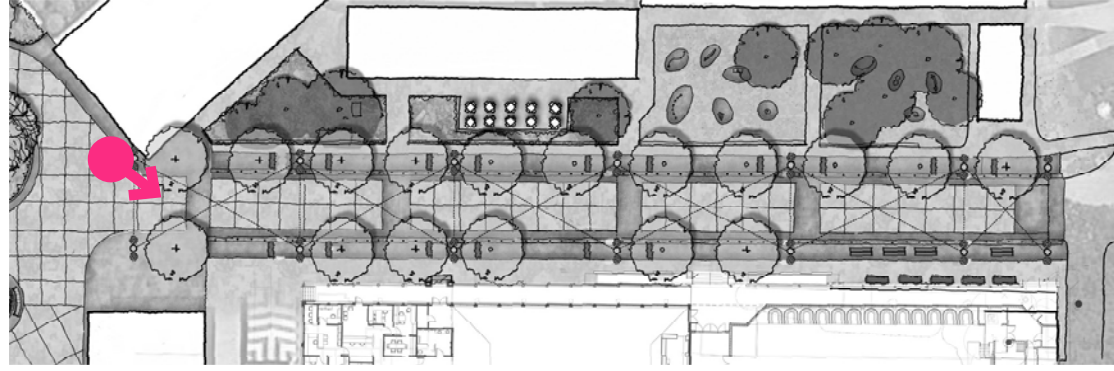


LAKE STREET: PROPOSED IMPROVEMENTS



* FILES/IMAGES FOR PROPOSED ARCHITECTURAL IMPROVEMENTS PROVIDED BY CMBA ARCHITECTS

LAKE STREET: PROPOSED IMPROVEMENTS



* FILES/IMAGES FOR PROPOSED ARCHITECTURAL IMPROVEMENTS PROVIDED BY CMBA ARCHITECTS

LAKE STREET: CHARACTER



LAKE STREET: CHARACTER



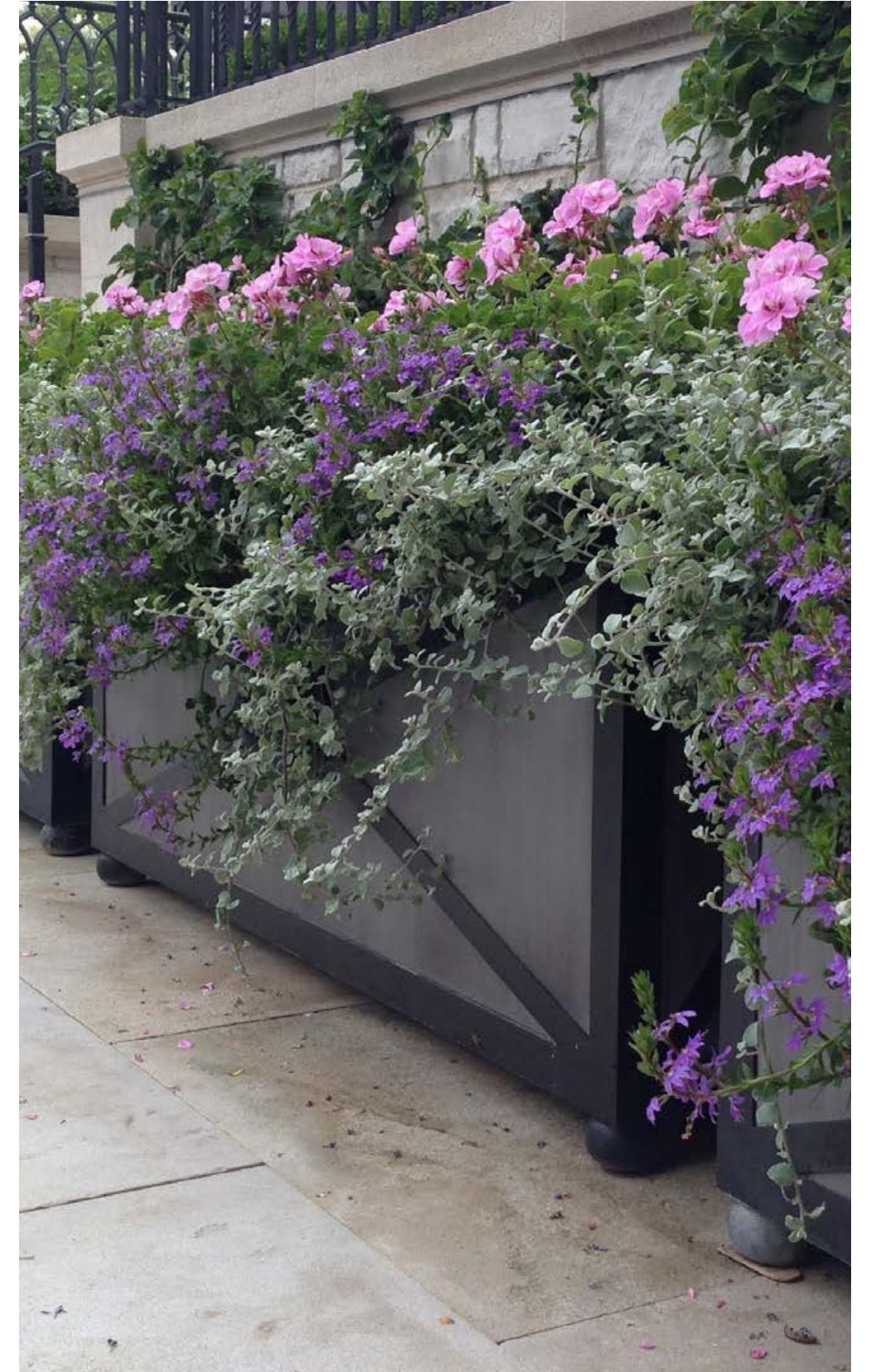
LAKE STREET: LIGHTING



LAKE STREET: FURNISHINGS



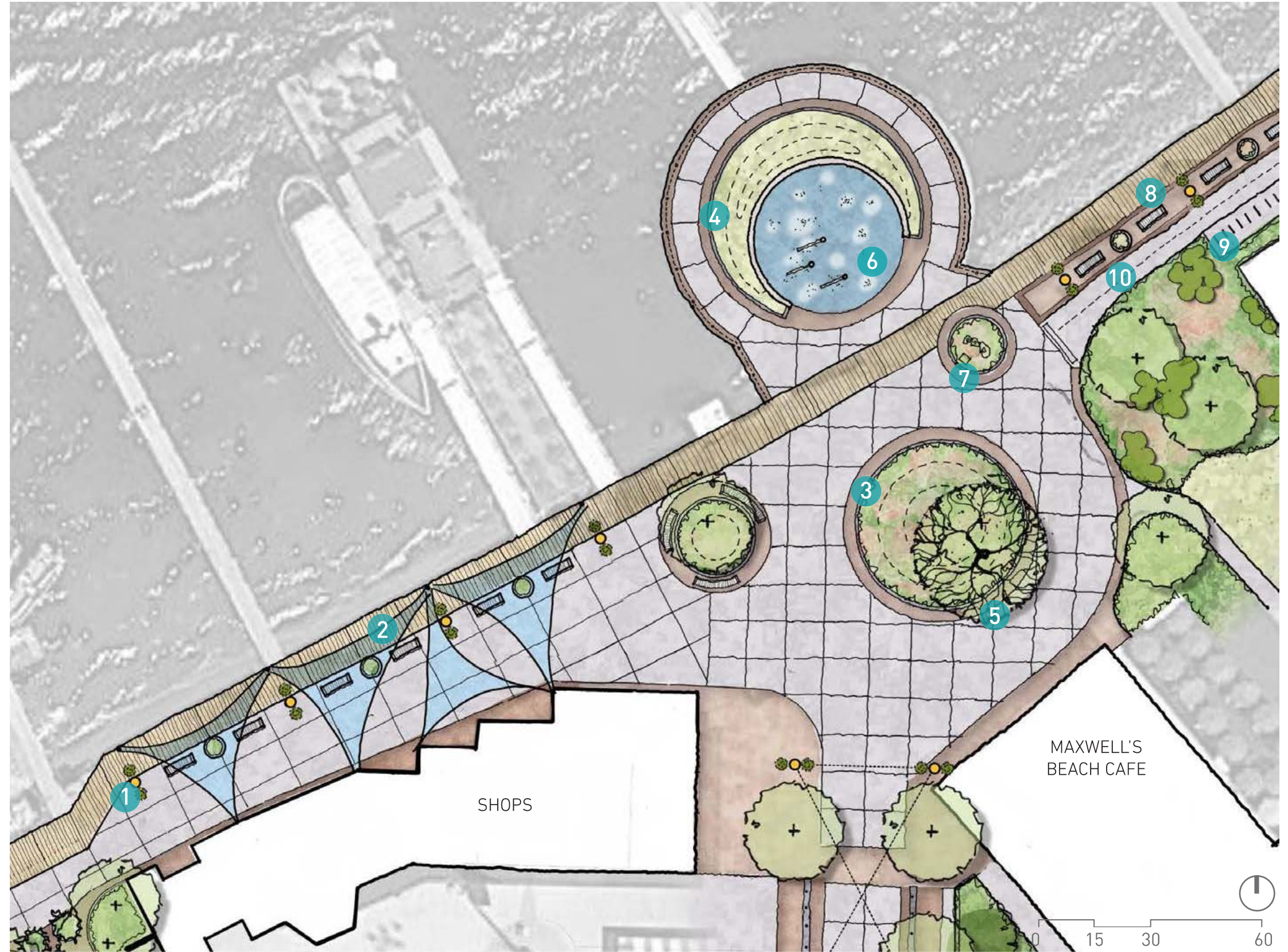
LAKE STREET: PLANTING



LAKEFRONT PLAZA

LEGEND

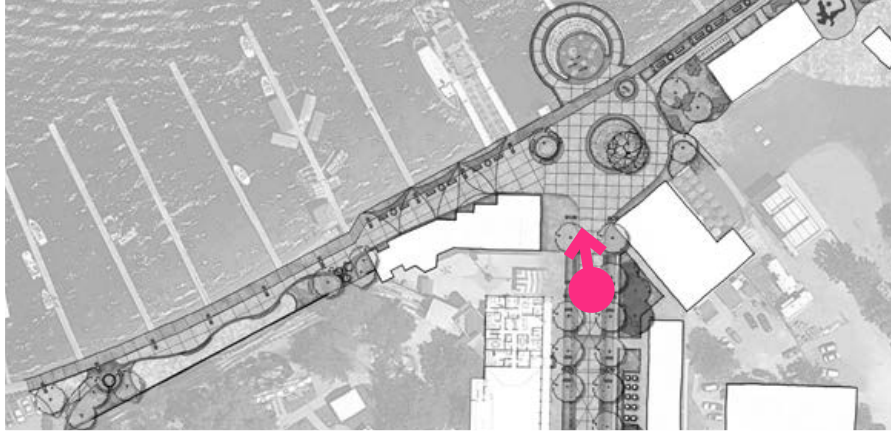
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LAKEFRONT PLAZA: EXISTING



LAKEFRONT PLAZA: PROPOSED IMPROVEMENTS



LAKEFRONT PLAZA: SCULPTURE + WATER FEATURE



LAKEFRONT PLAZA: SHADE SAILS



LAKEFRONT PLAZA: PLANTING



THANK YOU!