

An architectural rendering of a park or public space. In the background is a two-story white building with a grey roof. A sign on the building reads "AESTHETIC PAVILION". To the right of the building is a structure with a sign that says "Roller Coaster". A large American flag flies on a tall pole to the right. The foreground features a paved walkway with a pattern of light and dark grey sections, bordered by a brick-paved area. There are several trees with green and yellowing leaves, and string lights with round, glowing lanterns hanging over the walkway. People are depicted walking and standing in the scene. A blue car is partially visible on the right side.

imagine

IOWA GREAT LAKES

JANUARY 14, 2019

INTRODUCTION **BEAUTIFICATION INITIATIVE**

PROJECT GOALS

The overall goal of Imagine Iowa Great Lakes 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.

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 WEST: EXISTING CONDITIONS



LAKEFRONT WEST: PROPOSED ENHANCEMENTS



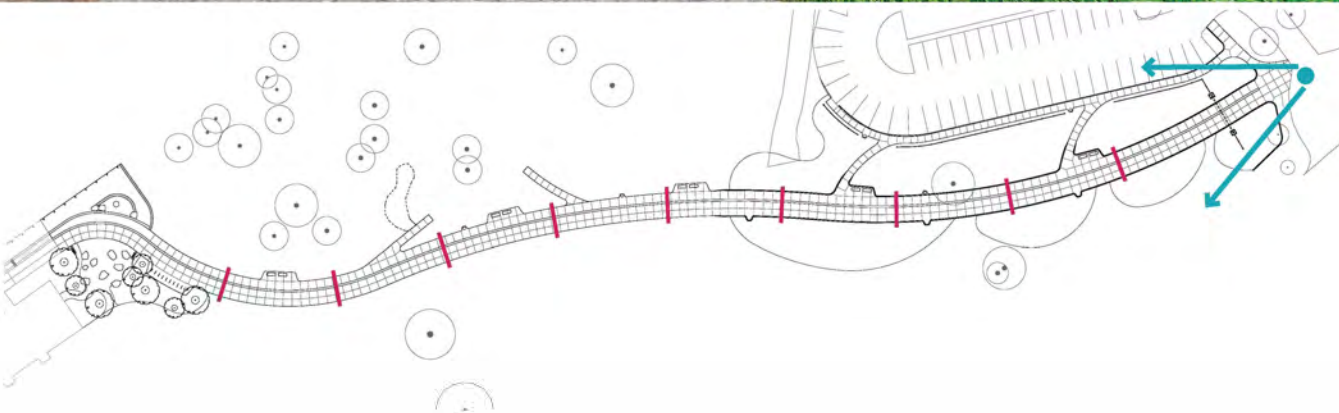
PART 2

ARNOLDS PARK PROMENADE

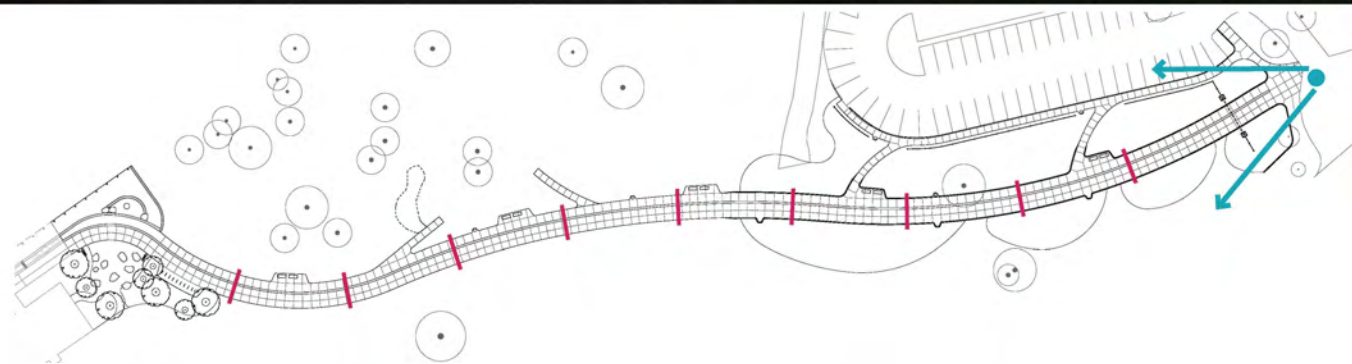
PROMENADE AT BROADWAY STREET: EXISTING CONDITIONS



PROMENADE AT BROADWAY STREET: PROPOSED DAYTIME ENHANCEMENTS



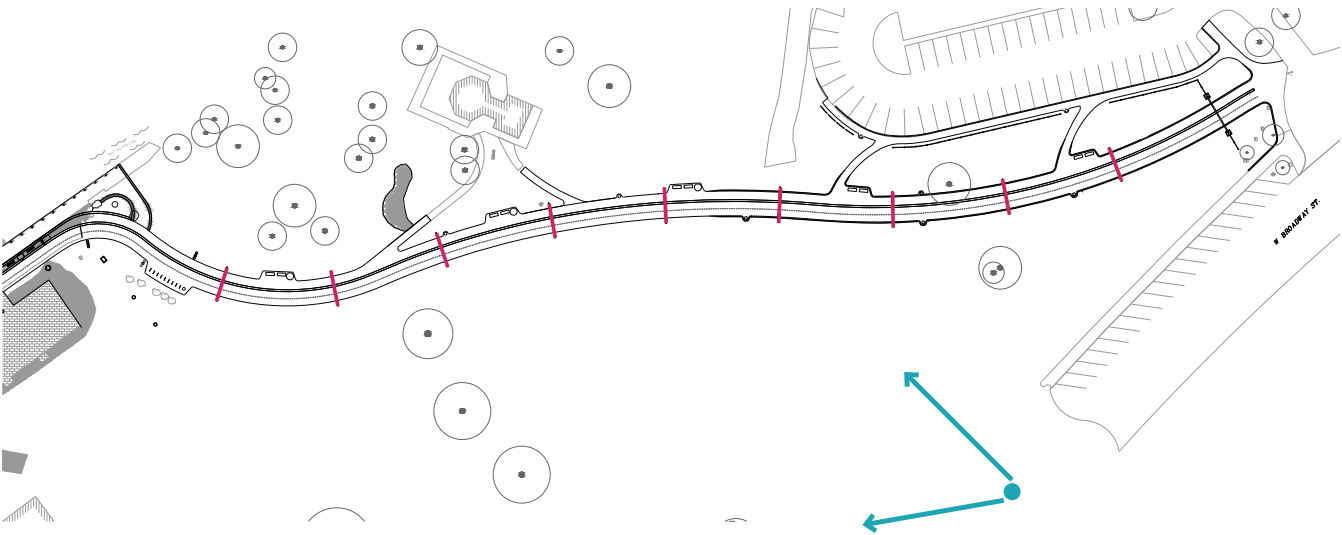
PROMENADE AT BROADWAY STREET: PROPOSED EVENING ENHANCEMENTS



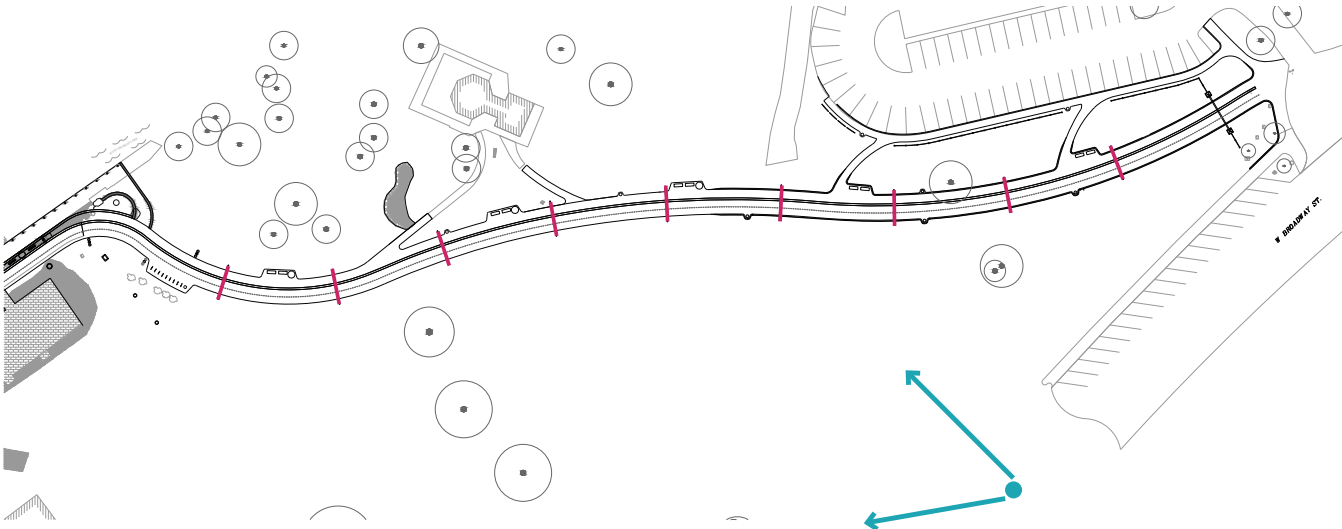
PROMENADE AT PRESERVATION PLAZA: EXISTING CONDITIONS



PROMENADE AT PRESERVATION PLAZA: PROPOSED DAYTIME ENHANCEMENTS



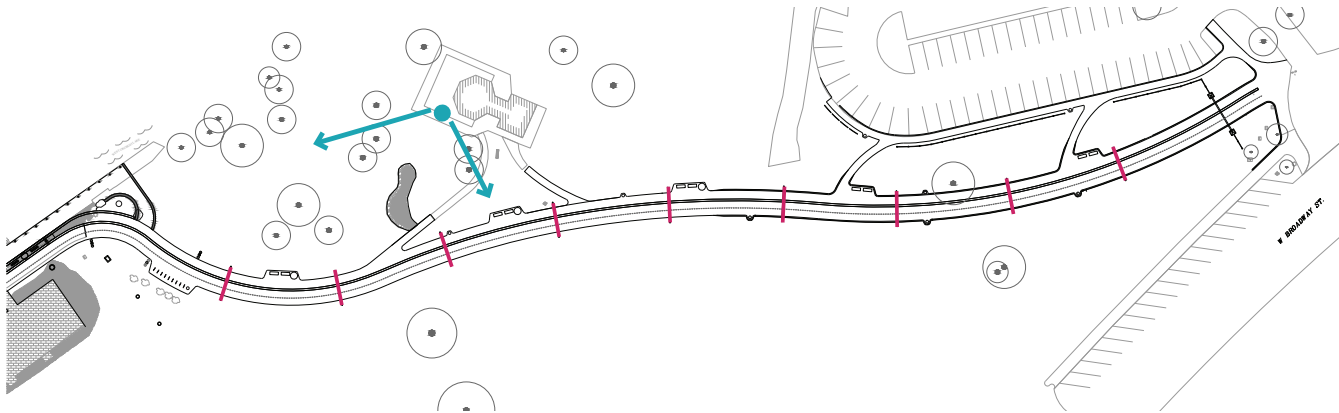
PROMENADE AT PRESERVATION PLAZA:PROPOSED EVENING ENHANCEMENTS



PRESERVATION PLAZA AT BOB'S: PROPOSED DAYTIME ENHANCEMENTS



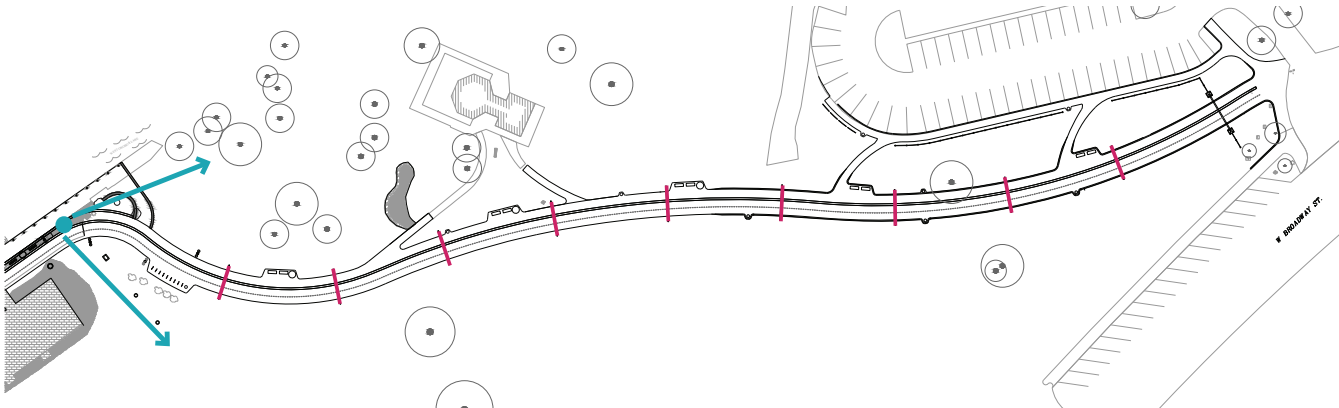
PRESERVATION PLAZA AT BOB'S: PROPOSED EVENING ENHANCEMENTS



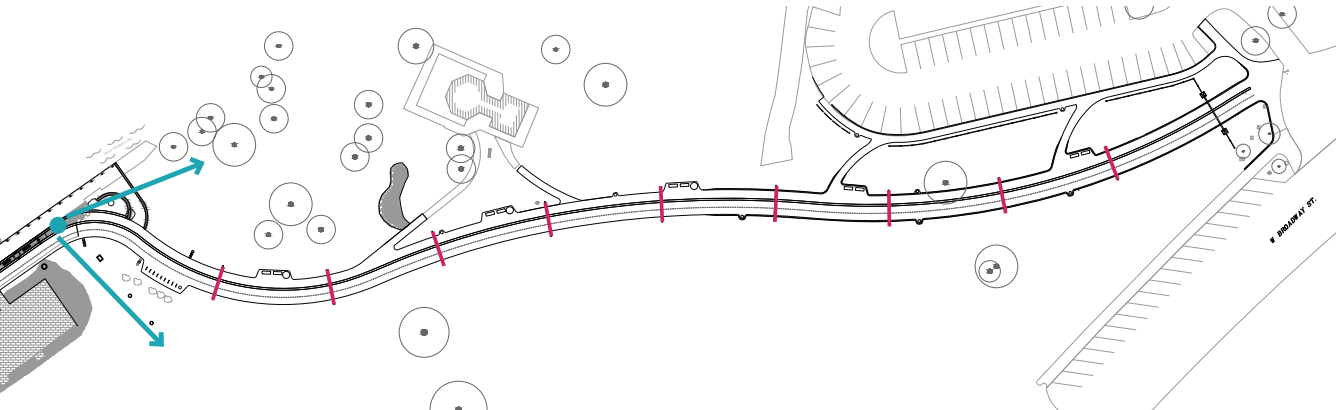
PROMANDE AT LAKEFRONT: EXISTING CONDITIONS



PROMENADE AT LAKEFRONT: PROPOSED DAYTIME ENHANCEMENTS



PROMENADE AT LAKEFRONT: PROPOSED EVENING ENHANCEMENTS

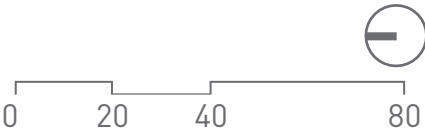
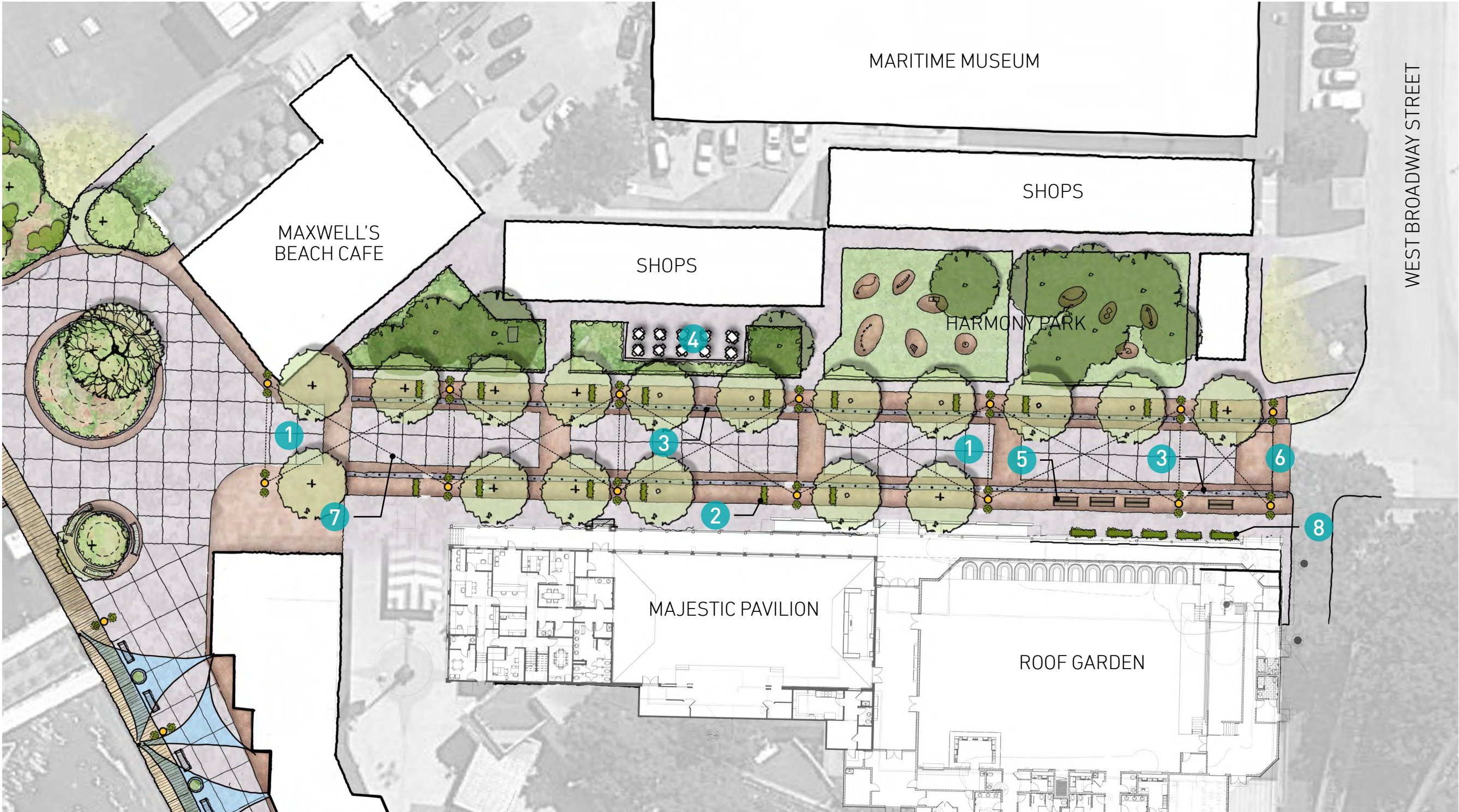


PART 3
LAKE STREET + LAKEFRONT PLAZA

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



LAKEFRONT PLAZA: EXISTING CONDITIONS

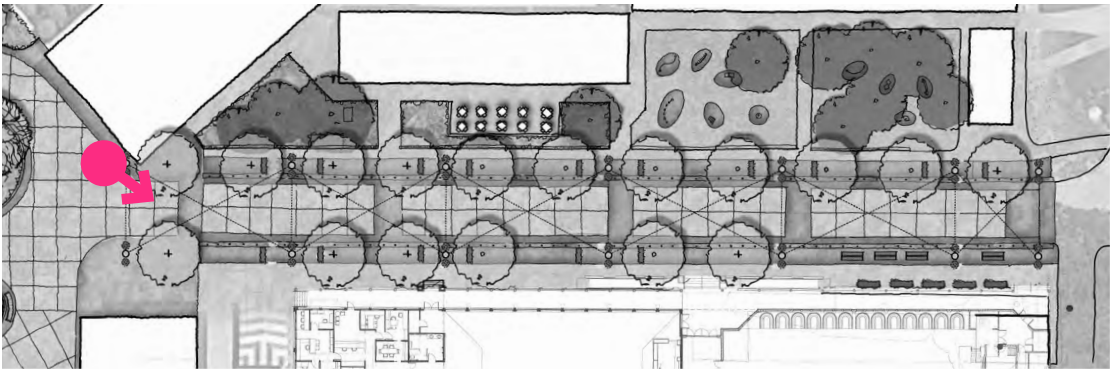


LAKE STREET: PROPOSED ENHANCEMENTS



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

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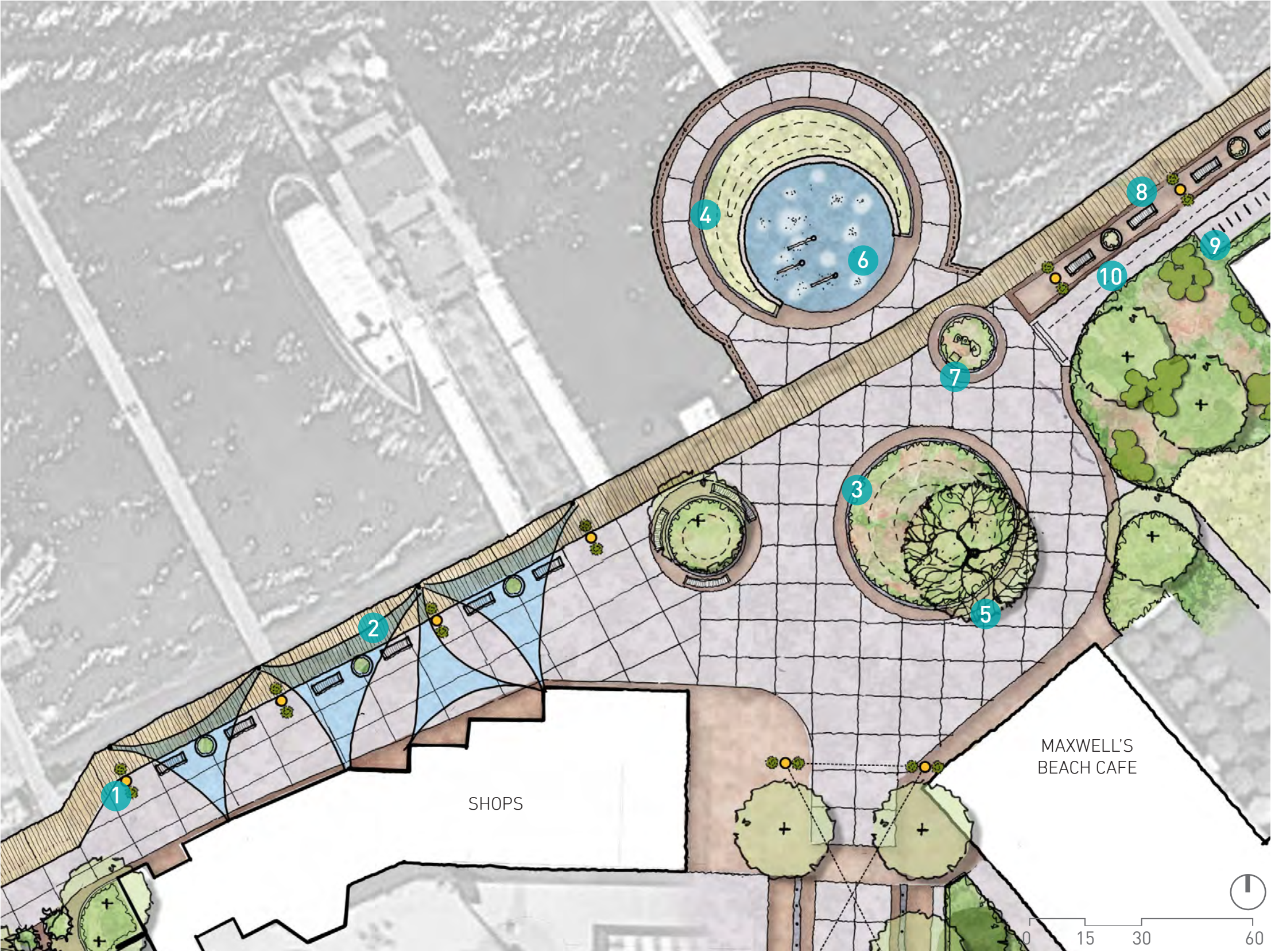


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LAKEFRONT PLAZA

LEGEND

- 1 LAMP POSTS WITH HANGING BASKETS AND BANNERS
- 2 SHADE SAILS WITH SEATING
- 3 MOUNDS PLANTED WITH COLORFUL HORTICULTURE
- 4 TURF BERM
- 5 SPECIMEN TREE
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LAKEFRONT PLAZA: PROPOSED ENHANCEMENTS

