

Mississippi Drive | Corridor Revitalization



...A Destination Transportation Project...



Welcome!

Tonight's Agenda:

- Further define the Scope of the Project
- Discuss the Project Elements
- Examine the Project Area
- Introduce Concepts for Revitalizing Mississippi Drive
- Ask Questions and Collect Your Feedback
- **Answer YOUR Questions**

Project Process: Where are we?

- Visioning
- Info Gathering and Outreach
- Preliminary Design November-June
- Final Design June-September 2016
- Bid Document Preparation September-December 2016
- Bid Letting February 2017
- Construction Spring 2017

Mississippi Drive | Corridor Revitalization

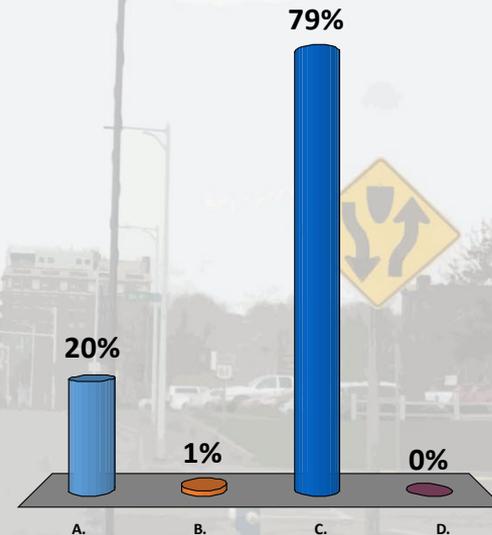
Your Project Team



Let's Get Started

What best describes your involvement tonight?

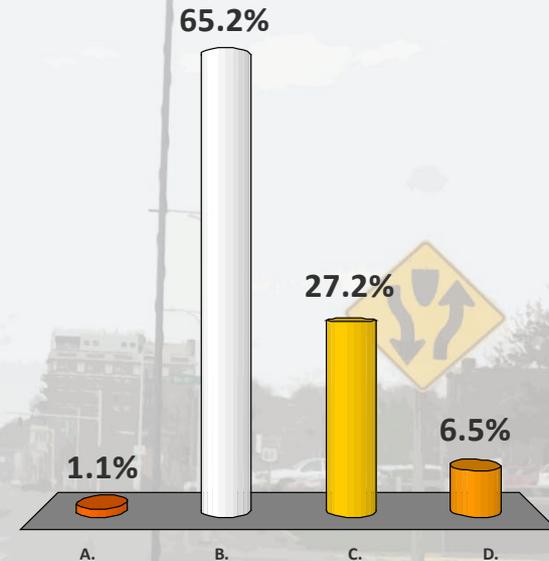
- A. Business Owner
- B. Work Here (but don't live here)
- C. Active Resident
- D. Visitor (not from Muscatine)



Let's Get Started

What is the population of Muscatine?

- A. 18,000
- B. 23,000
- C. 28,000
- D. 35,000



Mississippi Drive | Polling: Let's Practice

Who has the best hair?

A. Jim

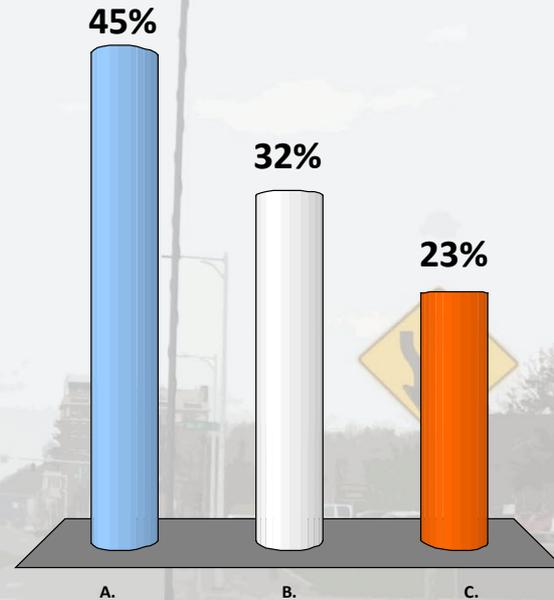
B. Joe

C. Casey

Joe

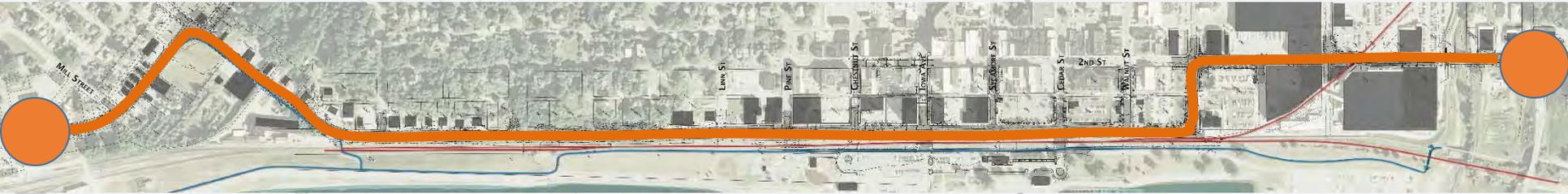
Jim

Casey



Overview | Scope of Work

Corridor Map:



Project Extents:

- Main Street & Grandview Ave to E 2nd Street, thru HNI Campus
- Within current Right-Of-Way
- Will make connections/transitions North/South as needed

Overview | **Scope of Work**

What are the project elements?

- Financial Partnership between the City, Canadian Pacific Railroad and MPW
- The elevation of the railroad and Miss. Dr. will be raised approx. 1' in some areas
- The final product will be designed to handle the existing and future traffic, including trucks
- The design will be sensitive to our climate, be cost conscious and consider long-term maintenance

So What's The Big Idea?

...Incorporate Blue Zones Concepts to the fullest extent possible:

- Less Pavement
- Complete Streets
- Improved Walkability
- Safer Streets
- Beautification



The Big Picture | Conceptual Framework

Let's Do It!.... In an upper Midwestern
kind of way.



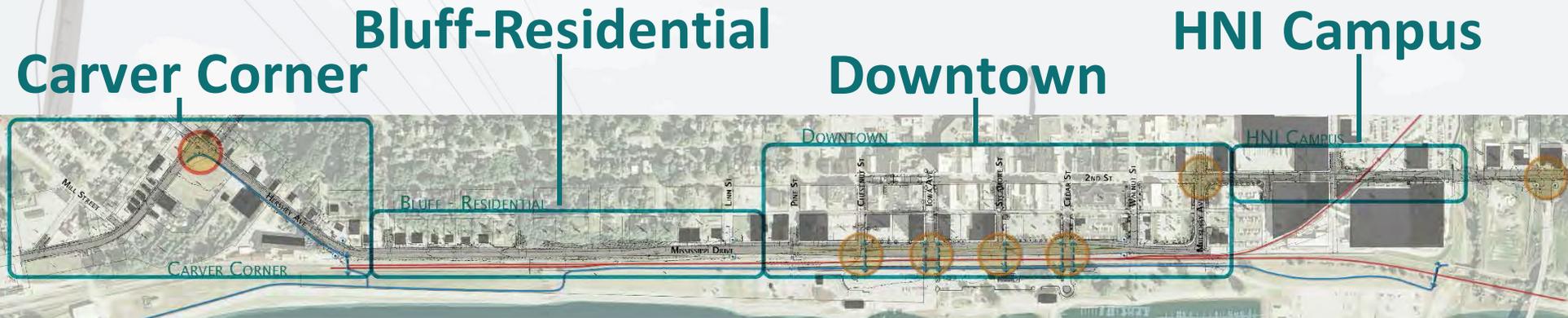
The Big Picture | Project Goals

Project Goals:

- Modernize Mississippi Drive
- Incorporate Complete Streets Design Principles
- Provide A Safe and Attractive Environment for All Users
- Improve Connectivity to the Riverfront
- Enhance Overall Aesthetic of the Corridor
- Effectively Engage the Public Throughout the Process
- **Implement a Community Supported and Technically Sound Project**



The Big Picture | Dissecting the Corridor



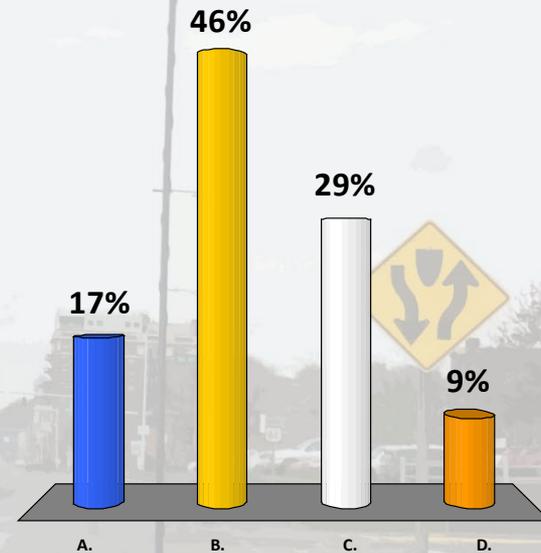
Critical Points:

- Diverse Corridor
- Poorly Connected
- Changing Right-Of-Way Widths
- **Huge Asset to the Community.....And it's time for an update.**

Traffic | By The Numbers

Approx. how many vehicles travel Mississippi Drive per day?

- A. 8,000
- B. 12,000
- C. 16,000
- D. 20,000



Traffic | By The Numbers

What is the lane width thru the HNI campus?

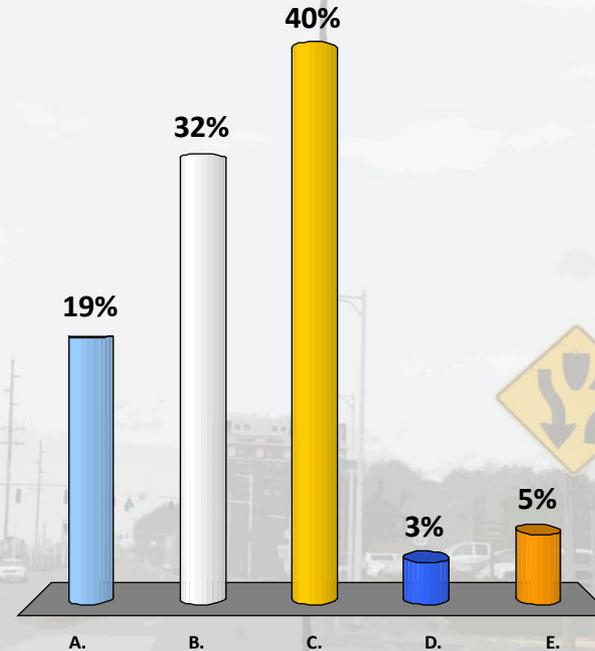
A. 10'

B. 11'

C. 12'

D. 13'

E. 15'

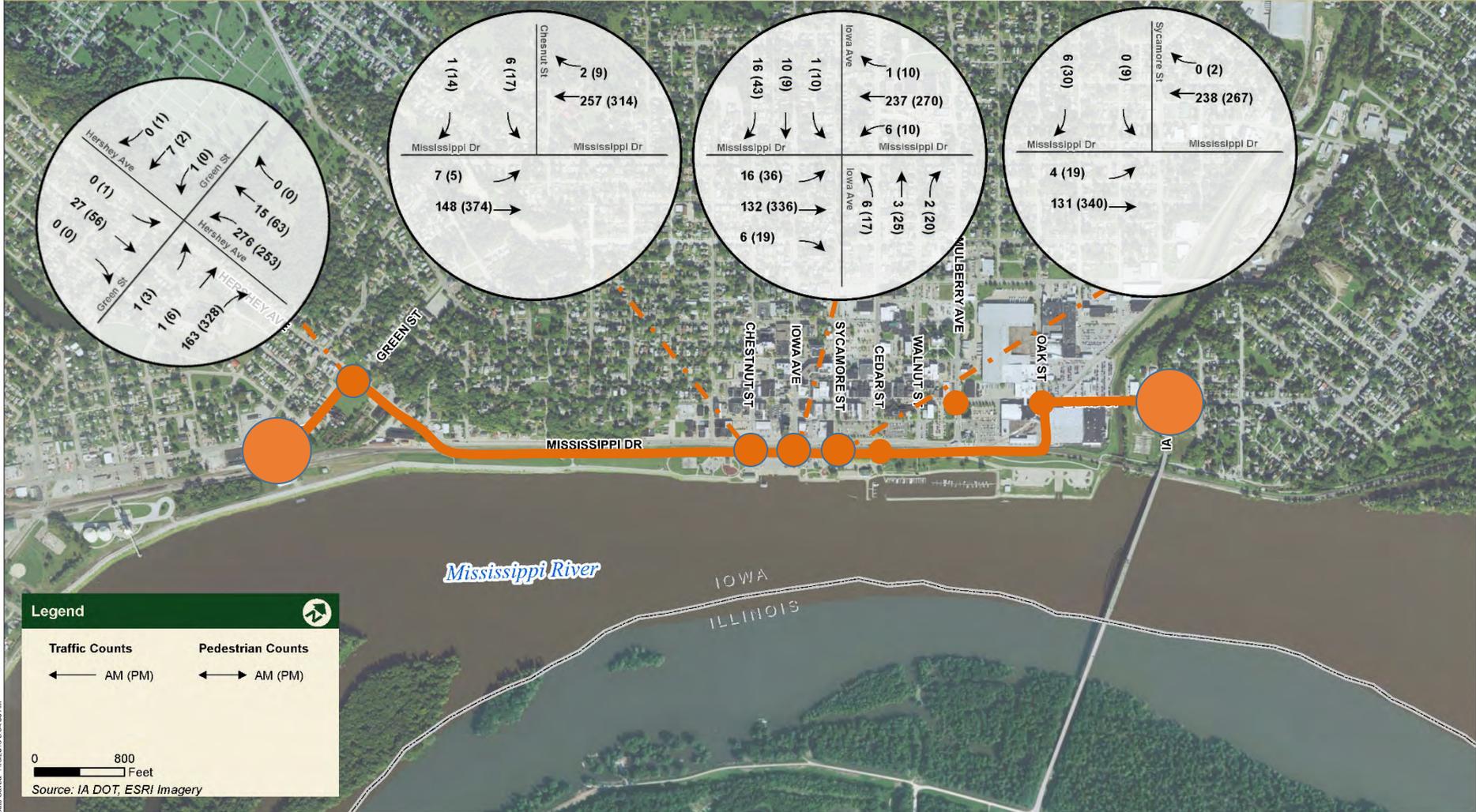


Traffic | By The Numbers: Vehicular Counts



Mississippi Drive Corridor Reconstruction
City of Muscatine

Existing Turning Movement & Pedestrian Counts
November 2015



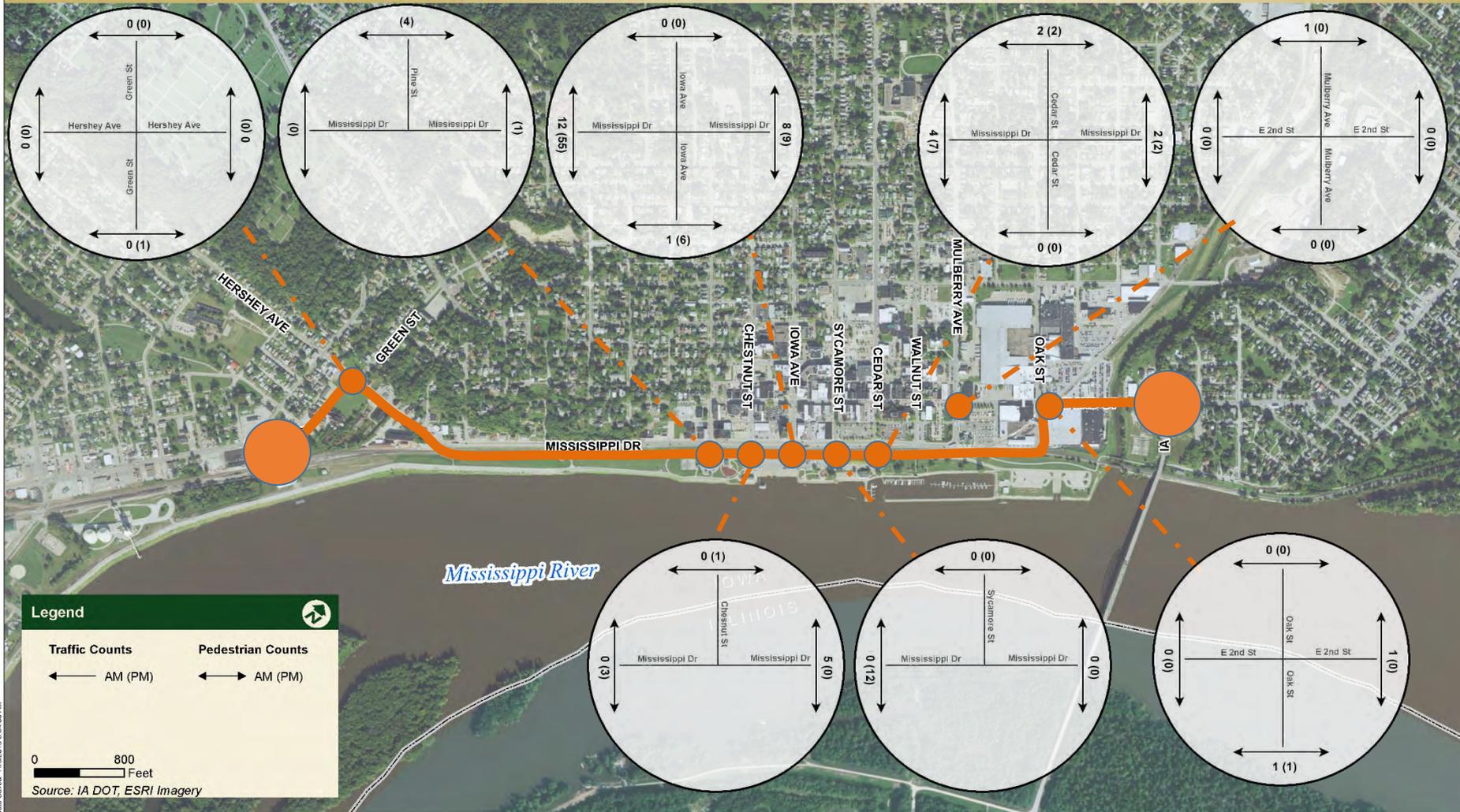
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Traffic | By The Numbers: Pedestrian Counts



Mississippi Drive Corridor Reconstruction
City of Muscatine

Existing Turning Movement & Pedestrian Counts
November 2015



Legend

Traffic Counts	Pedestrian Counts
← AM (PM)	↔ AM (PM)

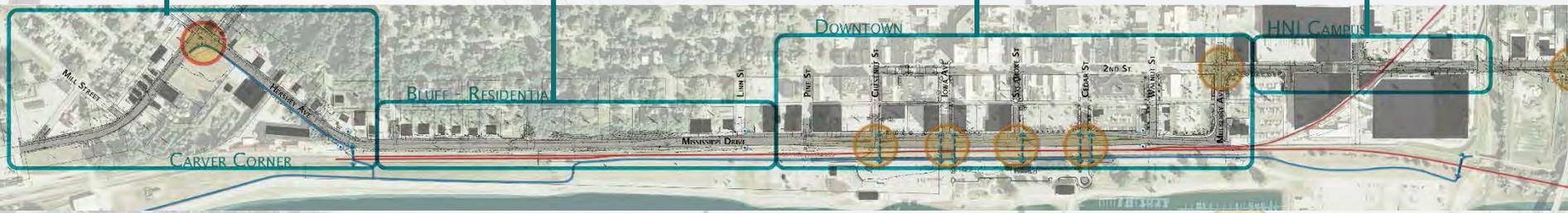
0 800 Feet

Source: IA DOT, ESRI Imagery

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Dissecting the Corridor | Analysis

Carver Corner Bluff-Residential Downtown HNI Campus



LEGEND:

- ROUNDABOUT
- REGIONAL TRAIL
- RAILROAD TRACK
- CHARACTER ZONE
- GATEWAY FEATURE
- PEDESTRIAN RR CROSSING
- MAJOR INTERSECTION



Dissecting the Corridor | Analysis Opportunities



Improved sidewalks and integration of decorative paving solutions



Reduction of overall road width, improved paving and improved traffic control



Improved intersections with bumpouts, shorter crosswalks and pedestrian ramps



Improved pedestrian connections and safer RR crossings



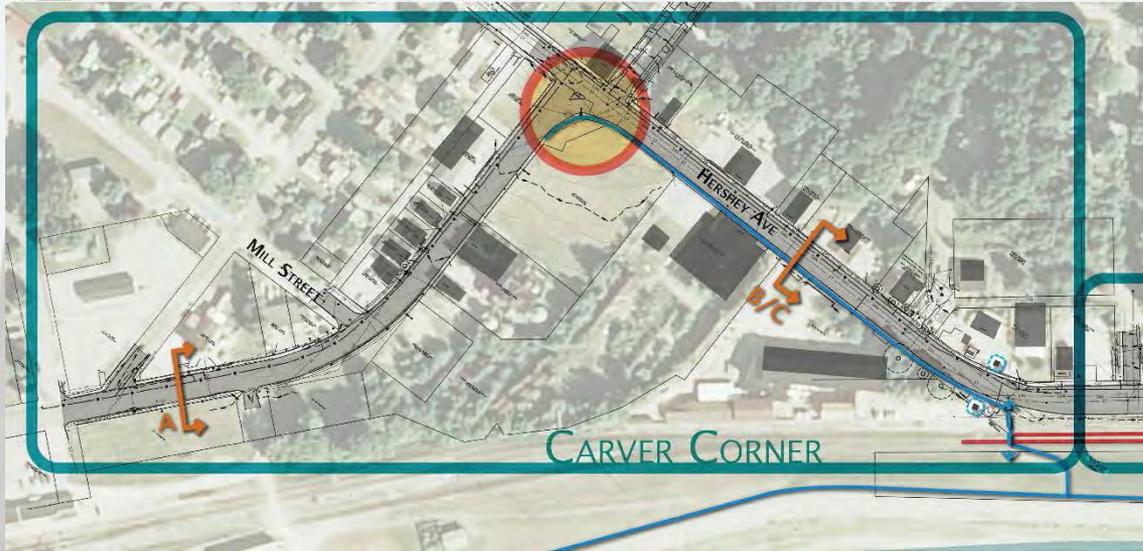
Improved visual connection by integrating facade improvements and creating opportunities for local art



Updated streetscape features, lighting, curb and gutter, utilities and sidewalks

Dissecting the Corridor | Districts

Carver Corner:



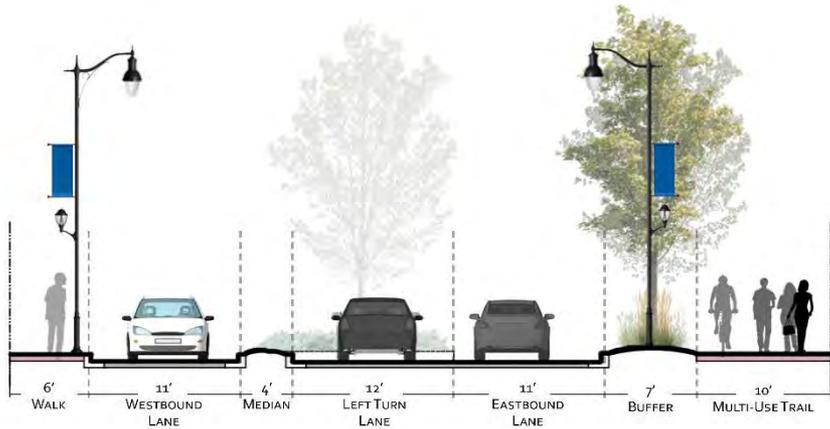
Design Considerations:

- Provide improved intersection at Carver Corner
- Provide bike lanes to connect regional trail with SW neighborhoods and parks
- Define/reduce curb-cuts where possible
- Is Carver Corner the gateway to the riverfront/downtown area? Should this area be designed as the gateway to the corridor with a higher level of finish?

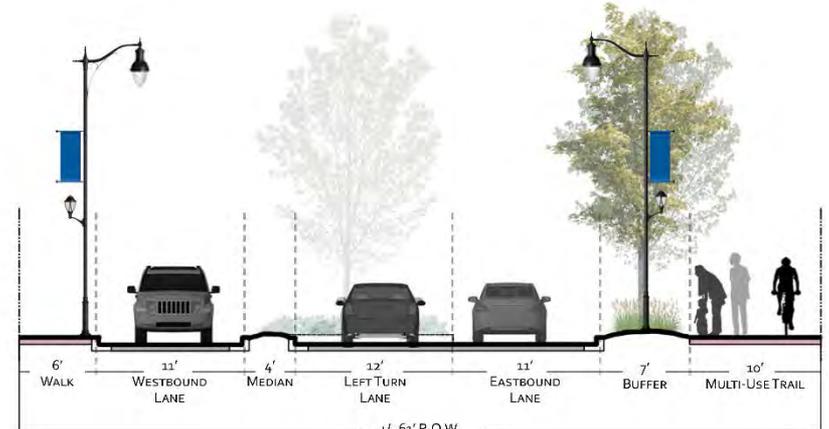


Dissecting the Corridor | Districts

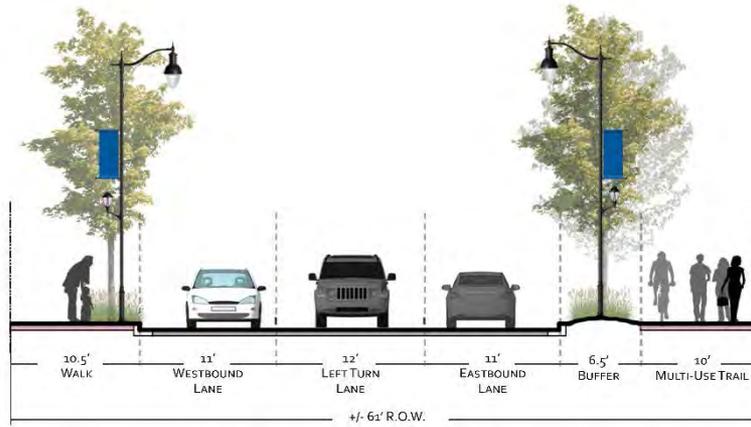
Carver Corner:



Section A: Grandview – 3 Lane w/ Median



Section B: Hershey Ave. – 3 Lane w/ Median



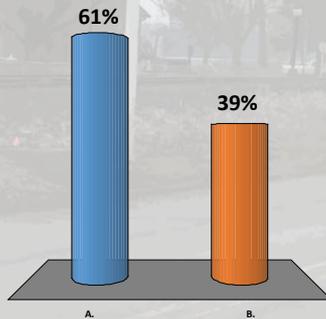
Section C: Hershey Ave. - 3 Lane No Median

Dissecting the Corridor | Polling Question

Carver Corner:

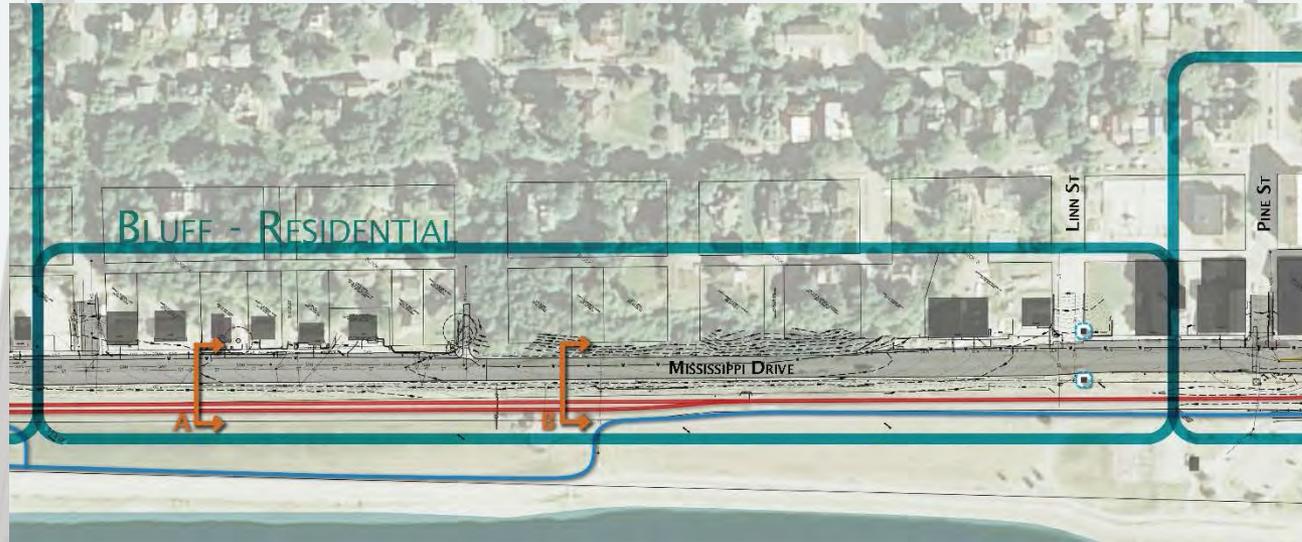
In your opinion which would be the best alternative for this intersection? (Consider aesthetics, function, plantings, etc.)

- A. Roundabout Concept
- B. Improved Intersection Concept



Dissecting the Corridor | Districts

Bluff-Residential:



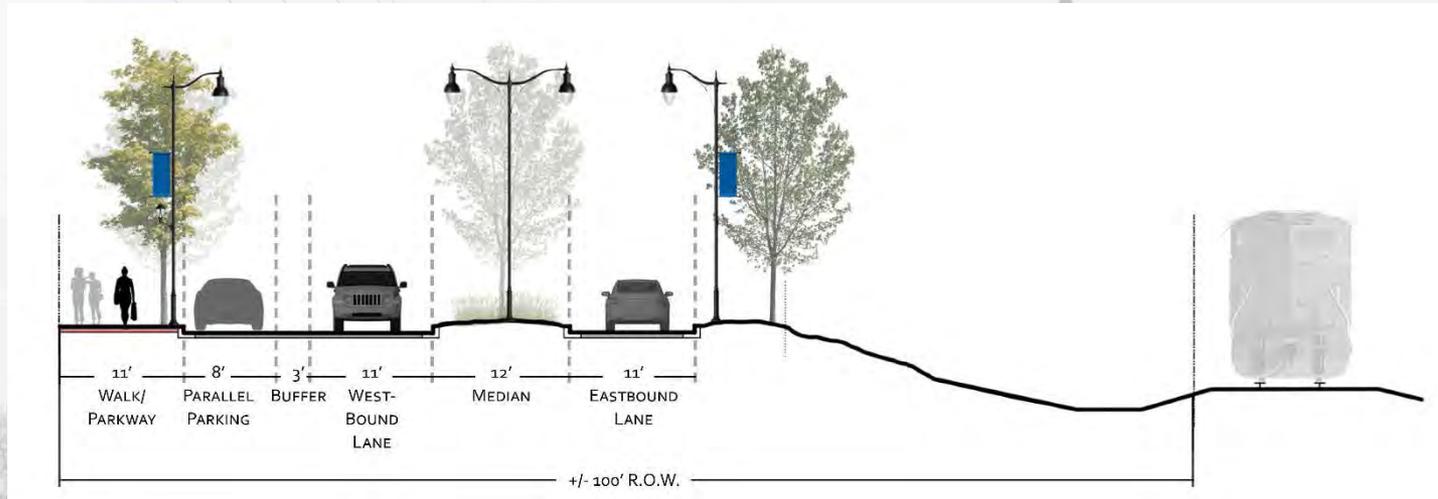
Design Considerations:

- Maintain parking opportunities for residences
- Is there an opportunity to improve points of access and define driveways?
- How does the bluff area impact the cross section and opportunity for pedestrian connections?

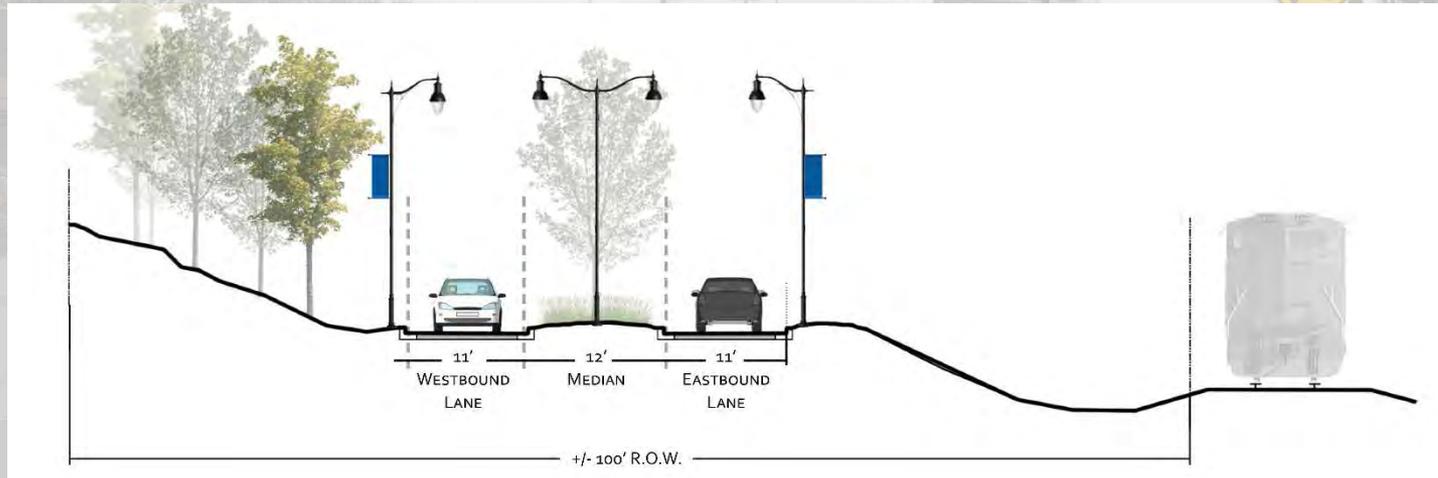


Dissecting the Corridor | Districts

Bluff-Residential:



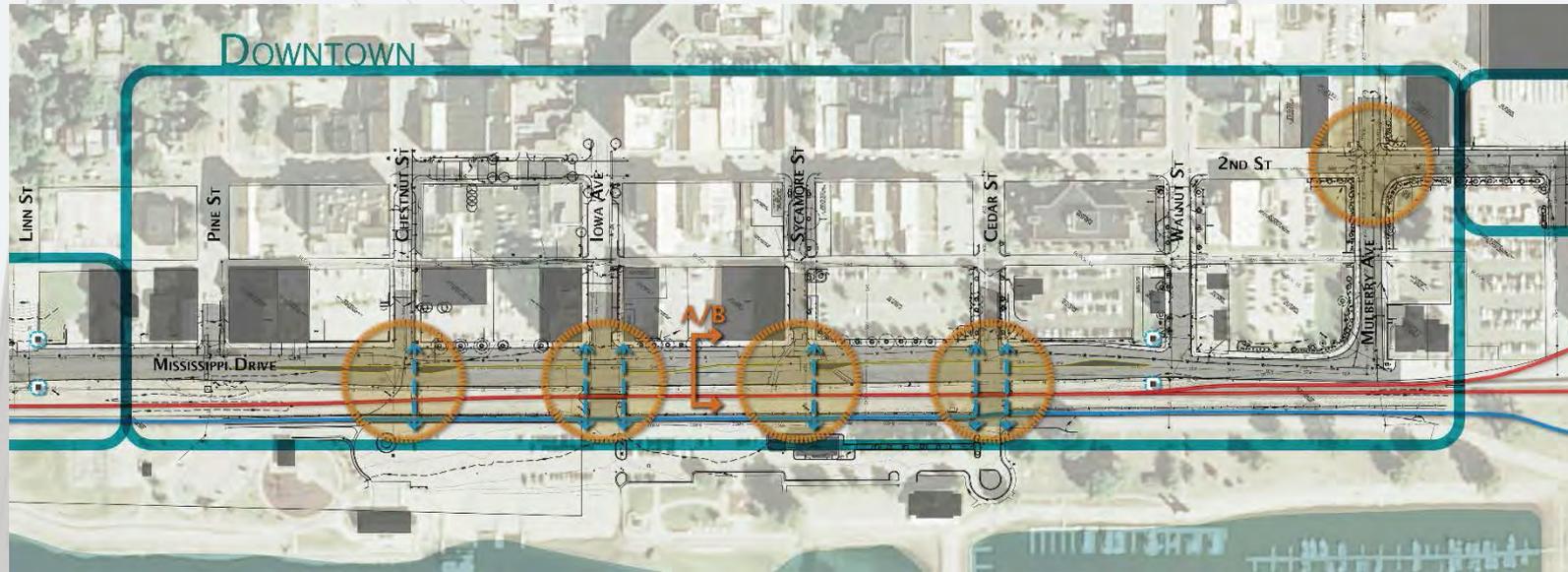
Section A: Bluff Residential - 2 Lane w/ Median



Section B: Bluff - 2 Lane w/ Median

Dissecting the Corridor | Districts

Downtown:

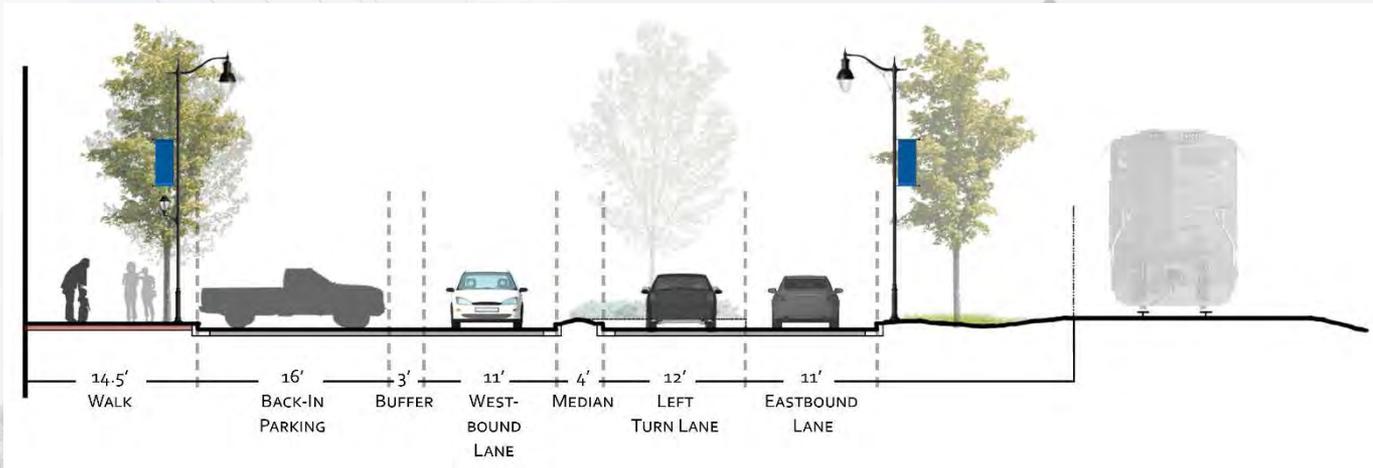


Design Considerations:

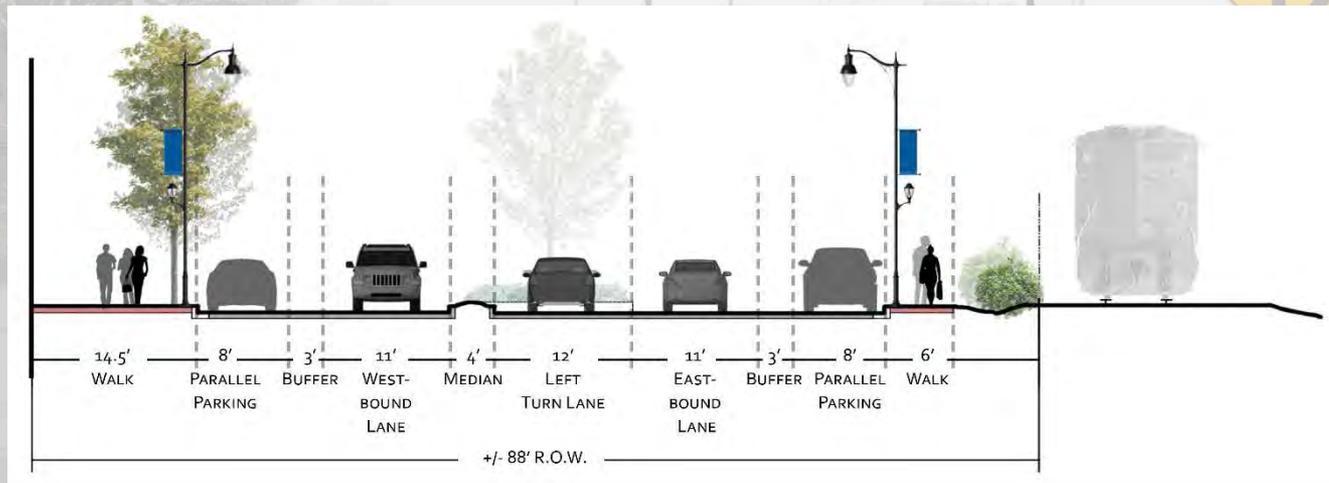
- Provide appropriate pedestrian accommodations
- Consider a higher level of finish, creating a unique experience
- Reduce crossing distances where possible
- Provide on-street parking
- Est. streetscape character or details which can carry over into downtown
- Provide opportunities for informational and wayfinding signage

Dissecting the Corridor | Districts

Downtown:



Section A: 3 Lane w/ Back-In Parking



Section B: 3 Lane w/ Parallel Parking

Back-In Parking?

The same movement as parallel parking –

It's as easy as:

1. Signal
2. Stop
3. Reverse

Advantages:

- More Parking Stalls
- Curbside Loading
- Better Sight Lines



Parking | Goal: Net Positive

More Parking!

Mississippi Drive Parking Analysis:

- Existing: 29 Spaces
- Tandem Stalls w/ Pull In/Out Buffer

Proposed Back-In Parking:

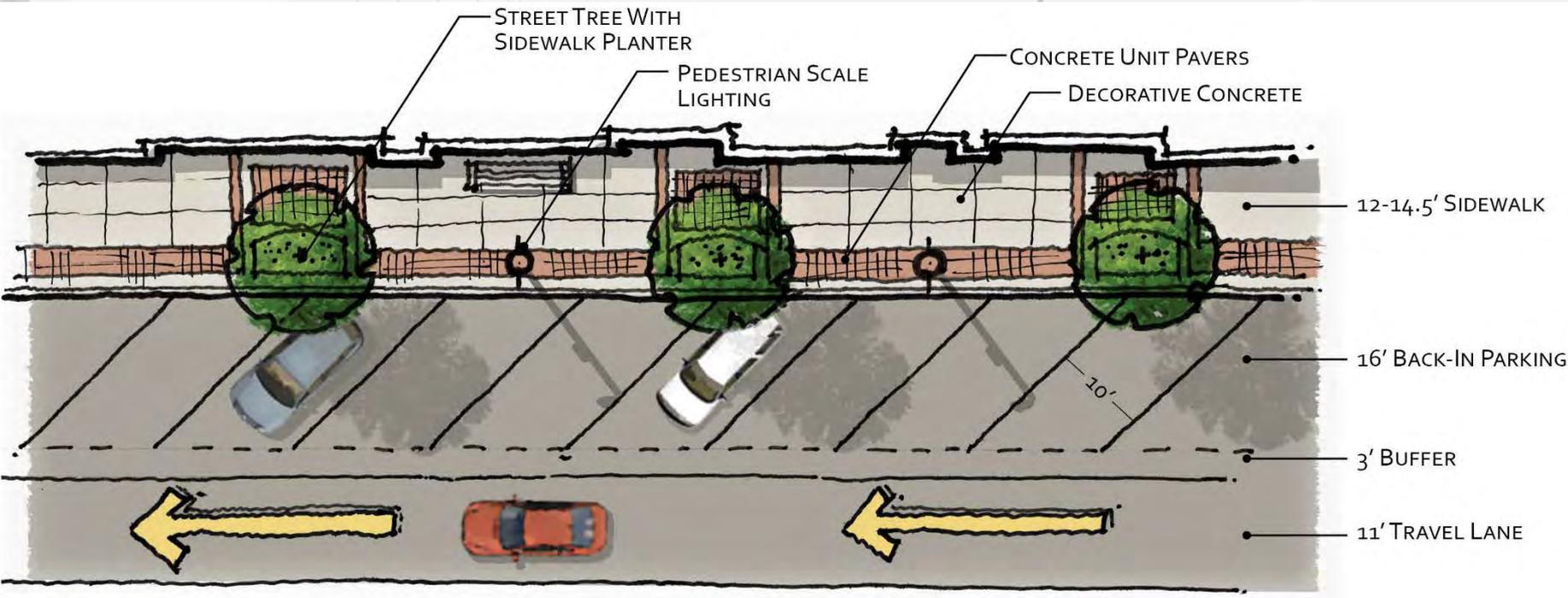
- Potentially 47-50 Spaces
- Northside of Mississippi Drive Only

Proposed Parallel Parking:

- Potentially 59-62 Spaces
- Combination of Northside and Southside

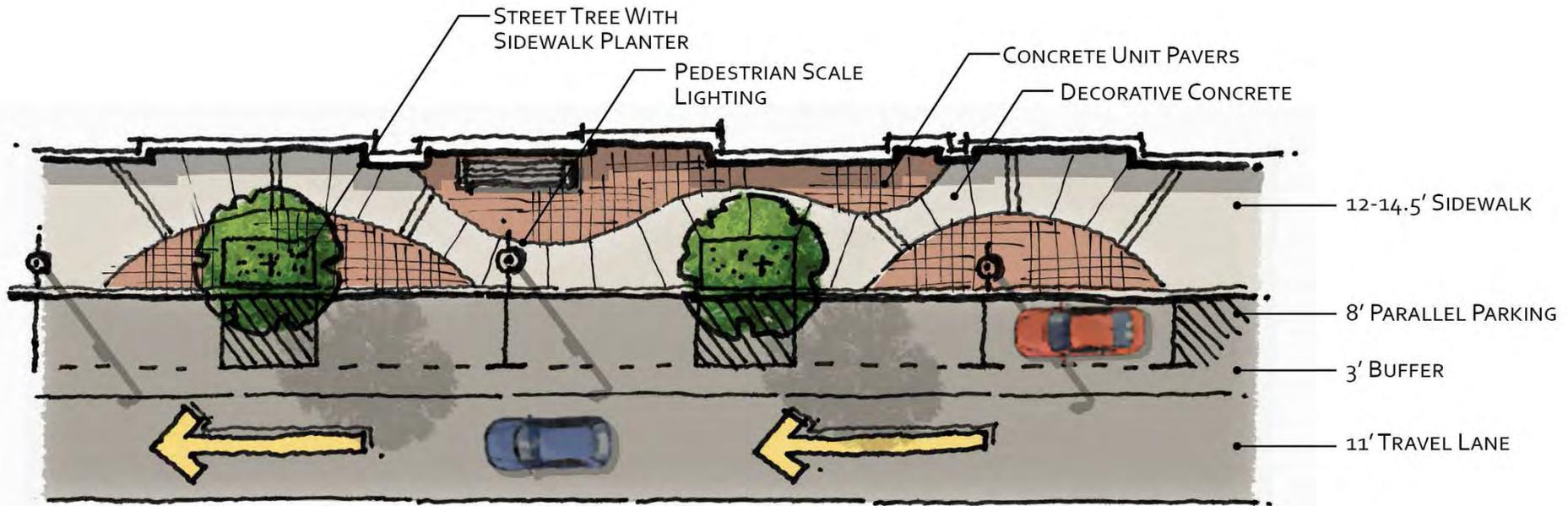
Conceptual Design | Streetscape

Back-In Angled Parking Concept: Example



Conceptual Design | Streetscape

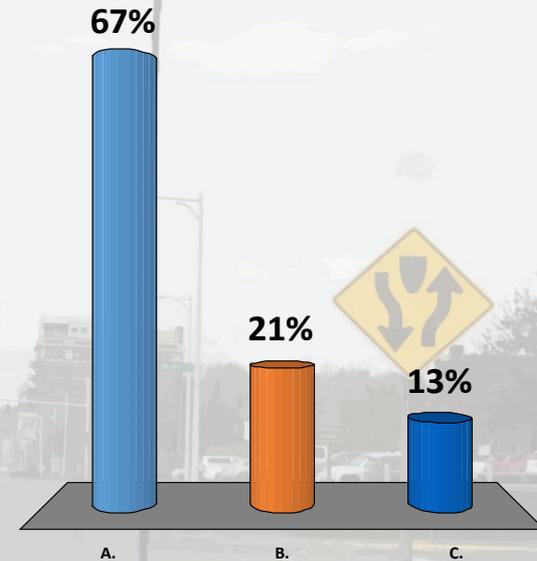
Parallel Parking Concept: Example



Conceptual Design | Parking

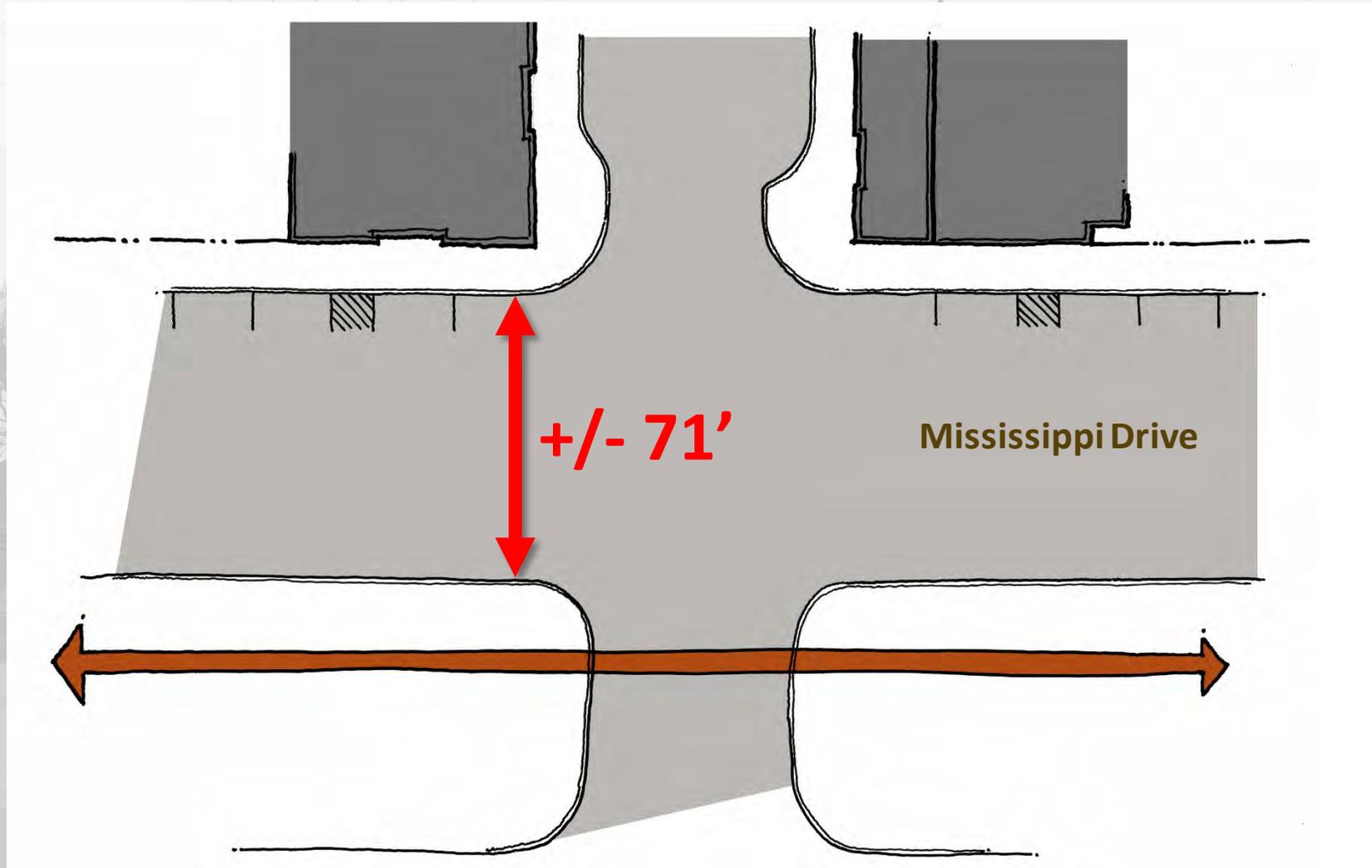
Regarding back-in parking, I think:

- A. We should consider it as an option
- B. We should stick to parallel parking
- C. I'm not sure, I would like to learn more



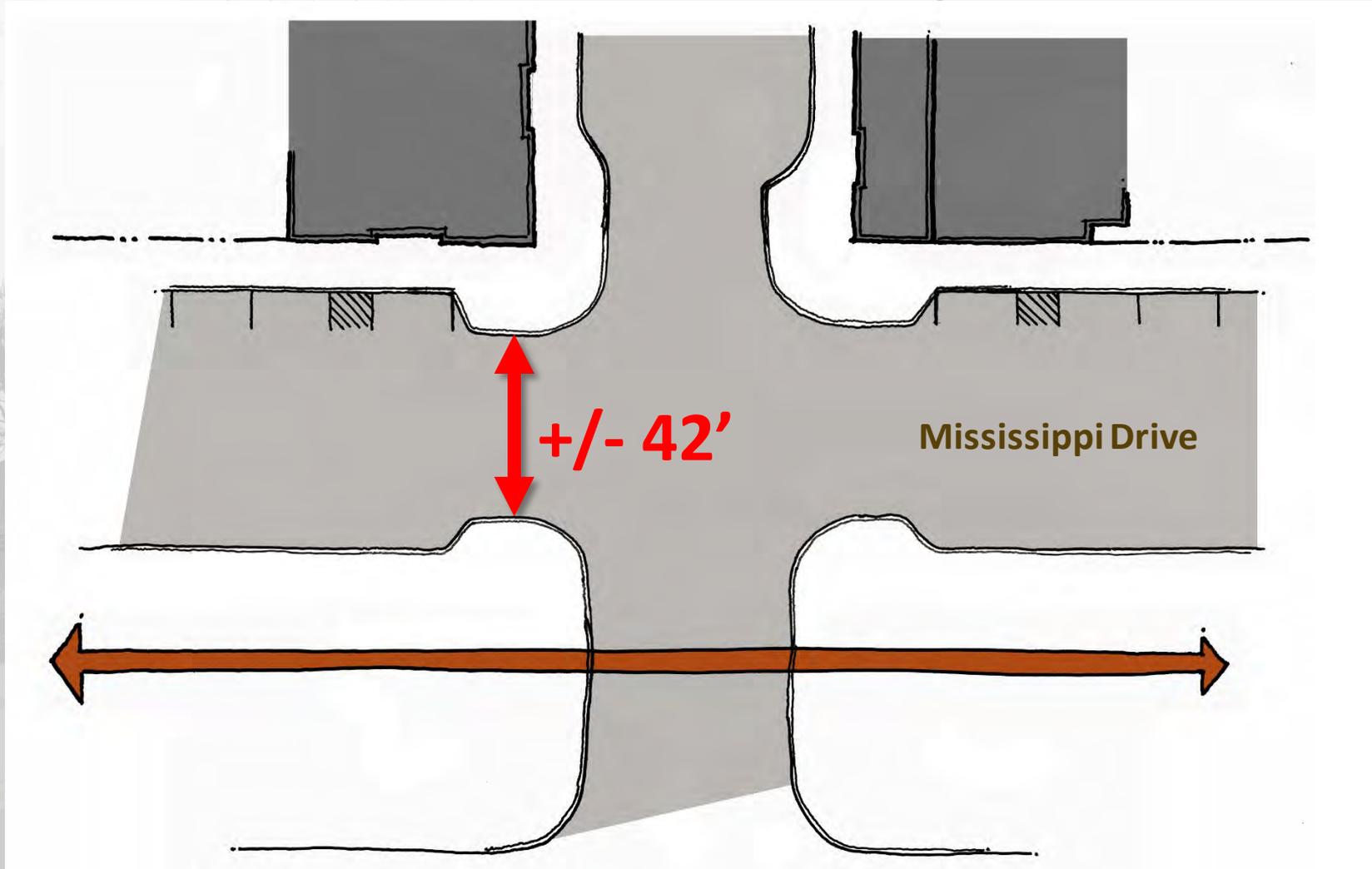
Conceptual Design | Streetscape

Crosswalks: Existing Example



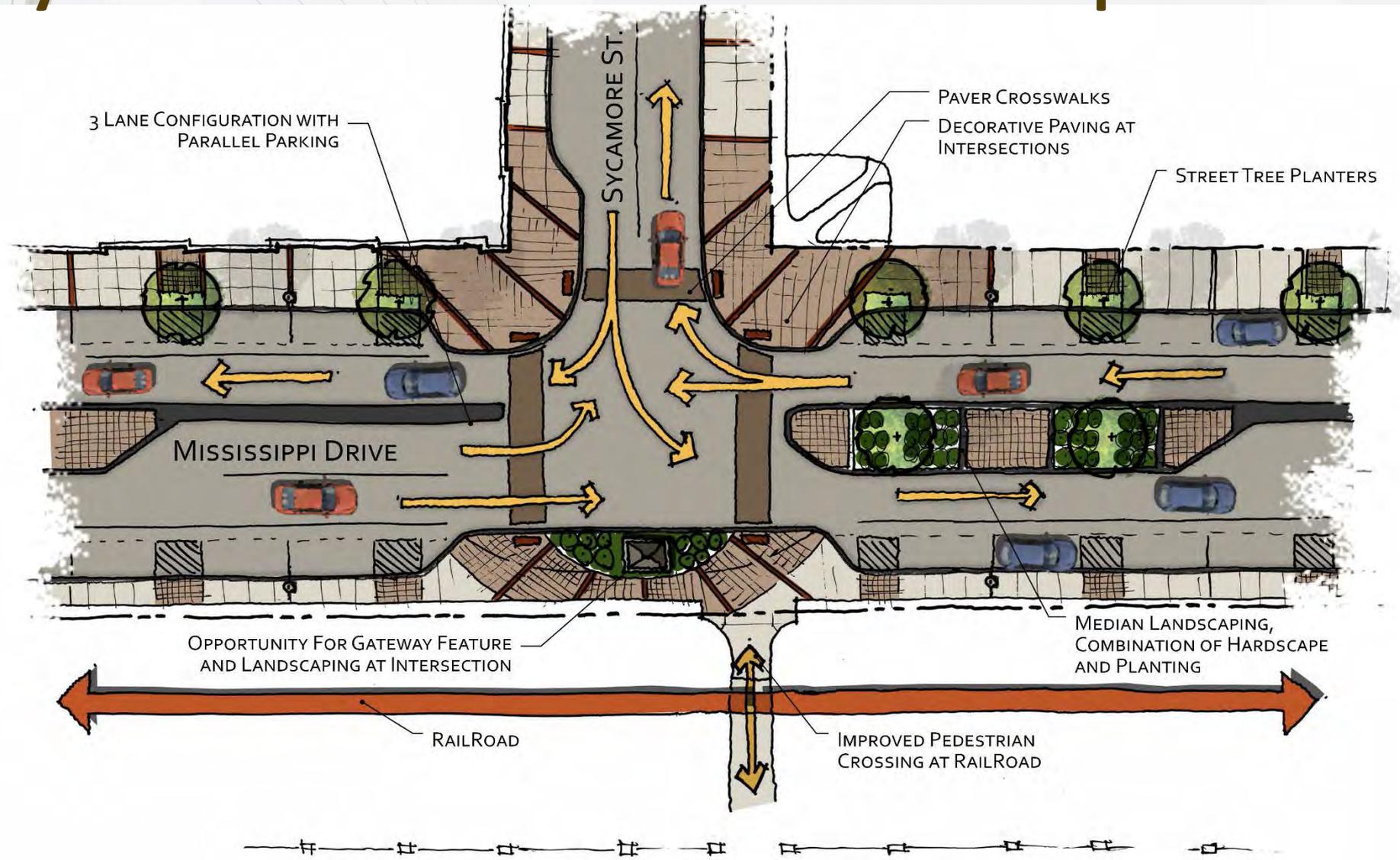
Conceptual Design | Streetscape

Crosswalks: 3 Lane Example



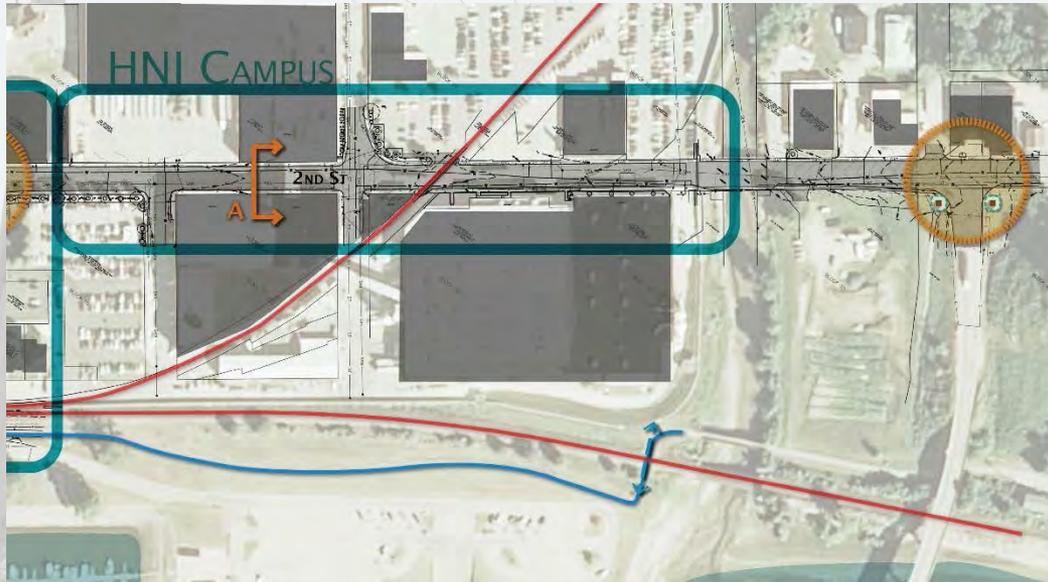
Conceptual Design | Street Layout

Sycamore Street Intersection: Example



Dissecting the Corridor | Districts

HNI Campus:



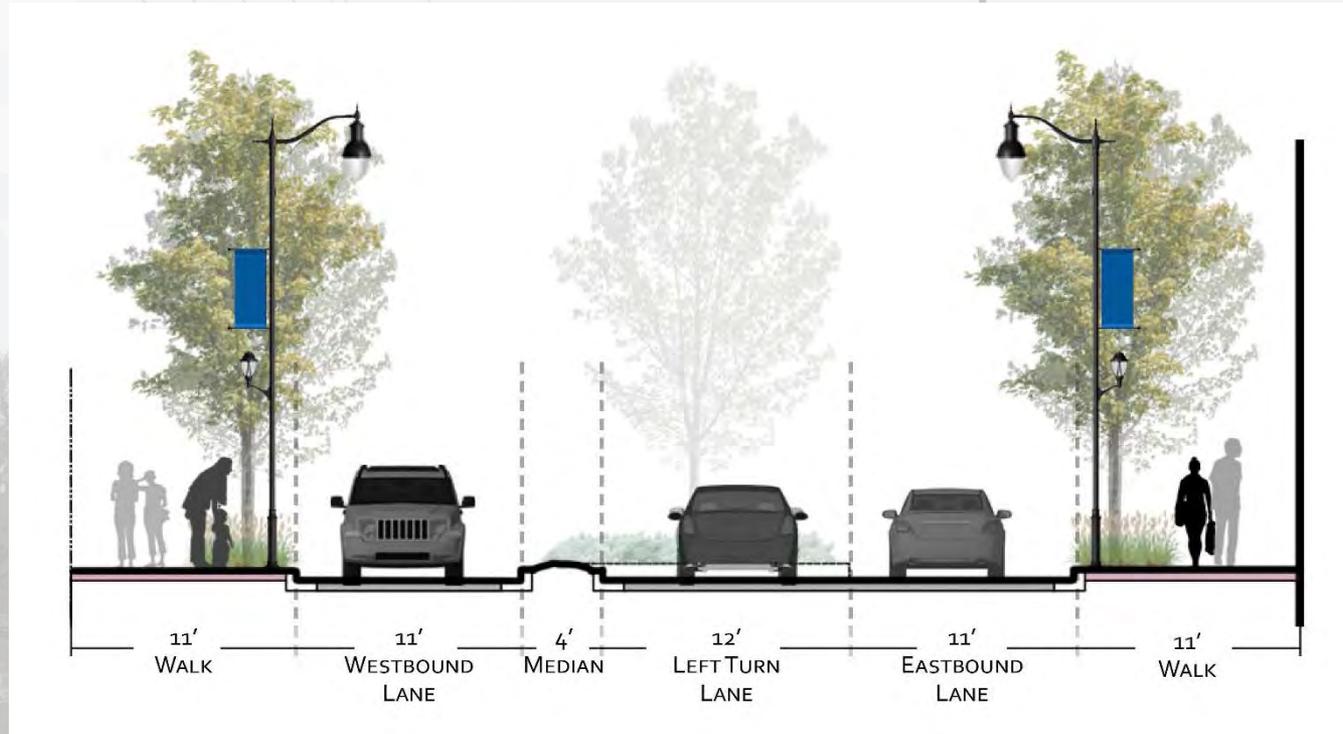
Design Considerations:

- Long continuous curb-cuts
- Heavy truck traffic
- Arrival experience into downtown and the riverfront
- What can we do to improve the image as one crosses the bridge?
- Accommodate Pedestrian Traffic



Dissecting the Corridor | Districts

HNI Campus:



Section A: 3 Lane w/ Median

Conceptual Design | Street Layout

Mulberry & 2nd Street Intersection: Example

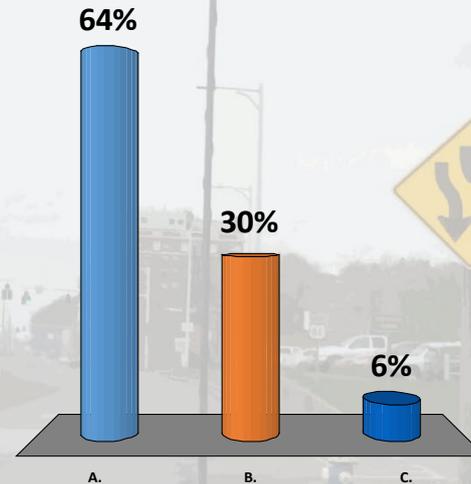


Conceptual Design | Polling Question

Mulberry & 2nd Street Intersection

Regarding the transition of 2nd Street into a two-way at Mulberry Avenue, I think:

- A. We should consider it as an option
- B. We should NOT consider this alternative
- C. I am not sure, I would like to learn more



Character Imagery | Streetscape Character

What does this stuff look like?....



Character Imagery | Streetscape Character



Character Imagery | Paving



Character Imagery | Paving



Character Imagery | Landscaping



Character Imagery | Site Furnishings



Character Imagery | Branding/Wayfinding



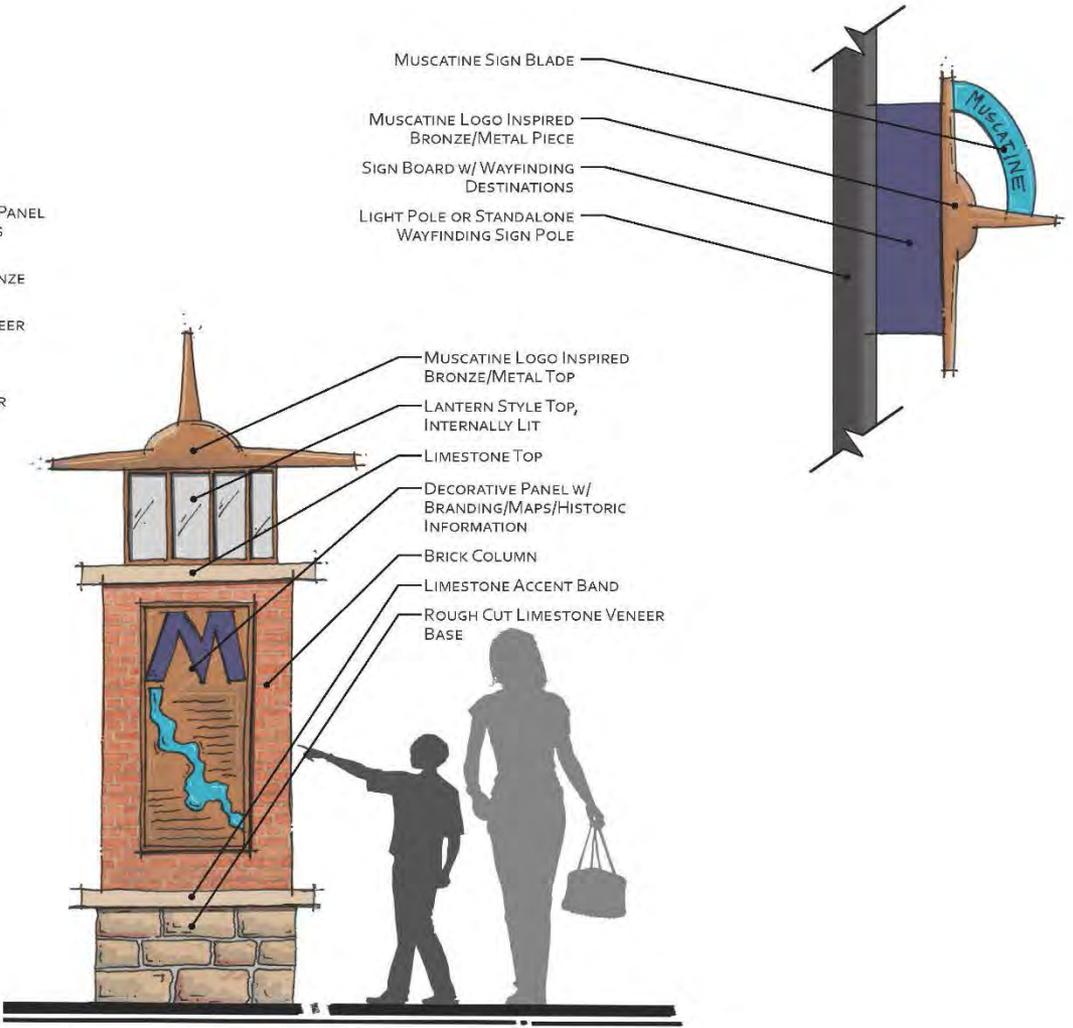
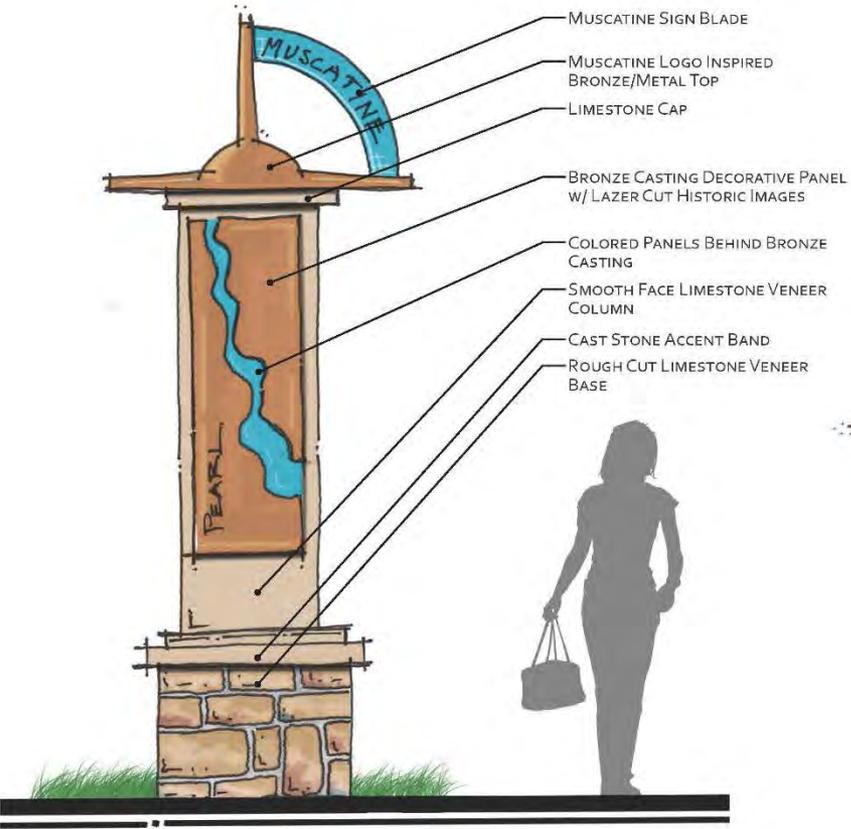
...How do we create place within the ROW?

- Signage
- Gateways
- Art
- Detailing

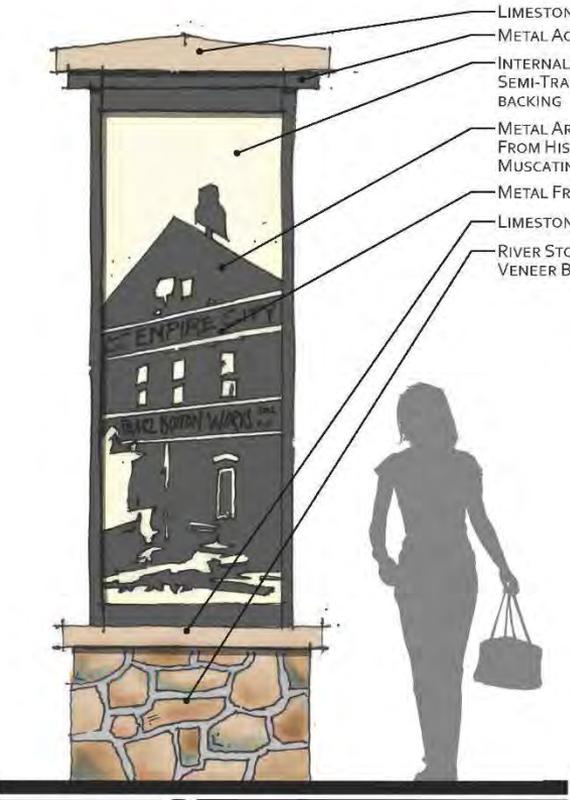


- What is Muscatine?

Placemaking | Branding Muscatine

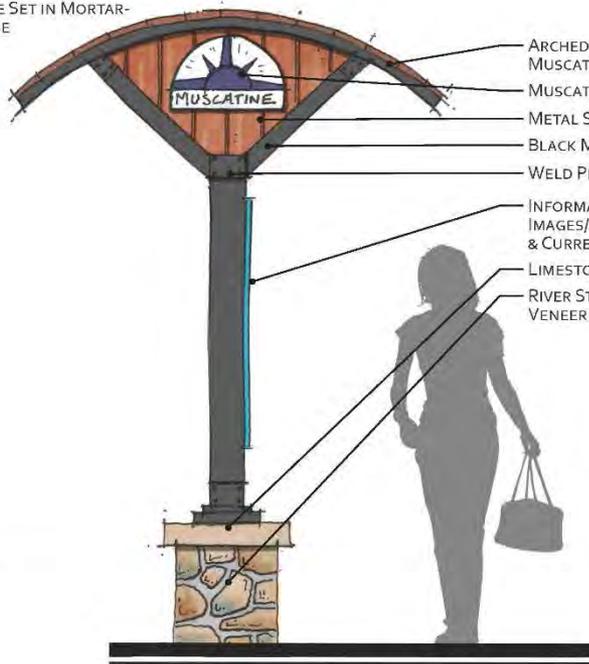


Placemaking | Branding Muscatine



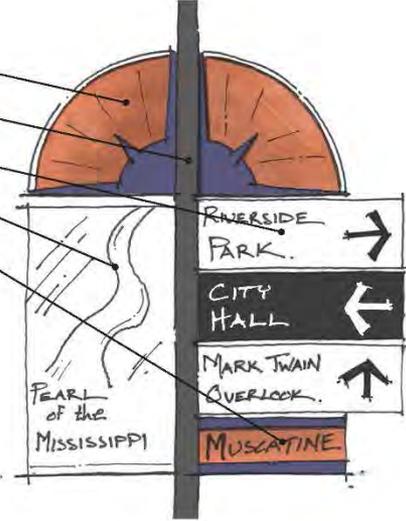
MONUMENT LIGHT COLUMN

- LIMESTONE CAP W/ SLOPED TOP
- METAL ACCENT CORNER EXTENSIONS
- INTERNALLY LIT COLUMN W/ SEMI-TRANSPARENT PLEXIGLASS BACKING
- METAL ART PANELS W/ SCENES FROM HISTORIC & PRESENT DAY MUSCATINE
- METAL FRAME
- LIMESTONE ACCENT BAND
- RIVER STONE SET IN MORTAR-VENEER BASE

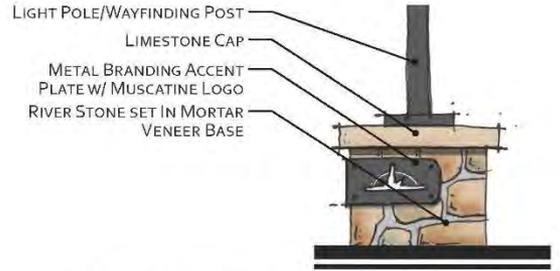


INFORMATIONAL KIOSK (SIDE VIEW)

- MUSCATINE LOGO INSPIRED SIGNAGE TOPPER (PAINTED METAL)
- LIGHT POLE OR STANDALONE WAYFINDING SIGNAGE POST
- WAYFINDING SIGN BLADES W/ POINTS OF INTEREST
- DECORATIVE LIGHT POLE BANNER W/ RIVER THEME
- MUSCATINE LOGO INSPIRED SIGNAGE BASE
- ARCHED ROOF W/ COLOR MATCHING MUSCATINE LOGO ORANGE
- MUSCATINE LOGO ACCENT PANEL
- METAL SIDING PANEL LOGO BACKING
- BLACK METAL FRAMING
- WELD PLATES @ CONNECTIONS
- INFORMATIONAL PANEL W/ MAPS/IMAGES/INFORMATION ON HISTORIC & CURRENT ATTRACTIONS
- LIMESTONE CAP ON BASE
- RIVER STONE SET IN MORTAR VENEER BASE

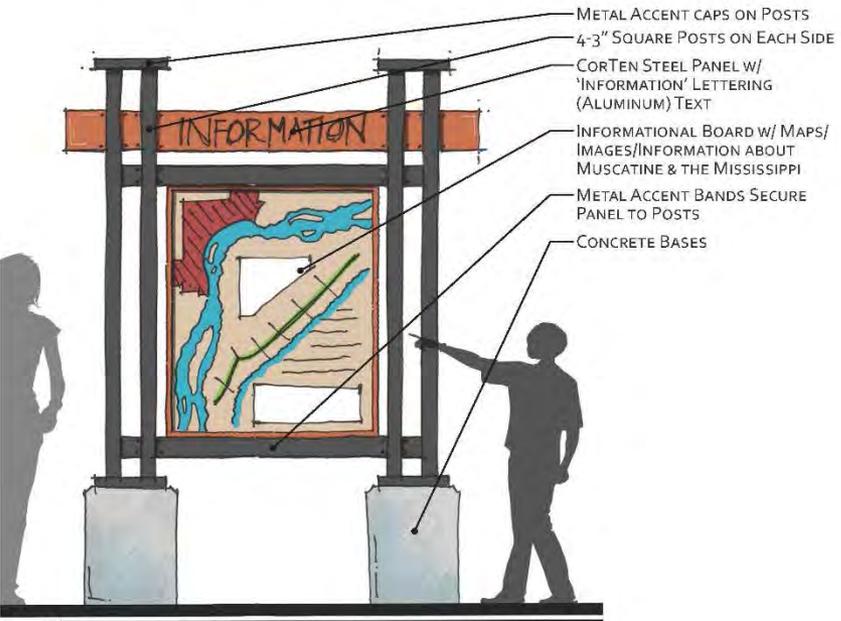


WAYFINDING/LIGHT POLE BANNERS

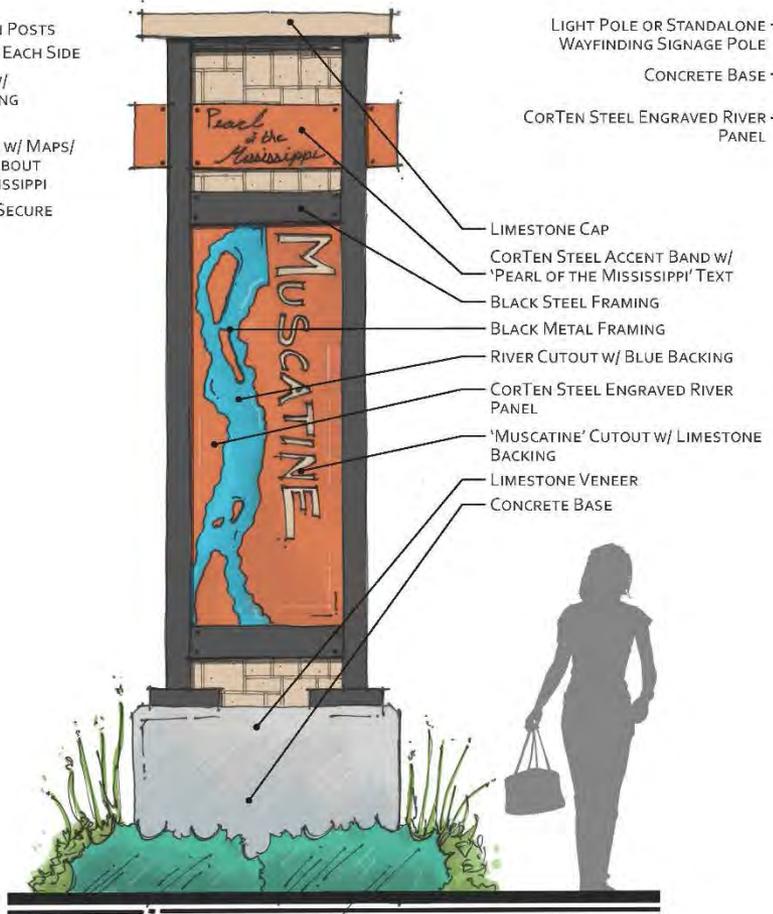


POSSIBLE POST ENHANCEMENT FOR WAYFINDING SIGN POSTS

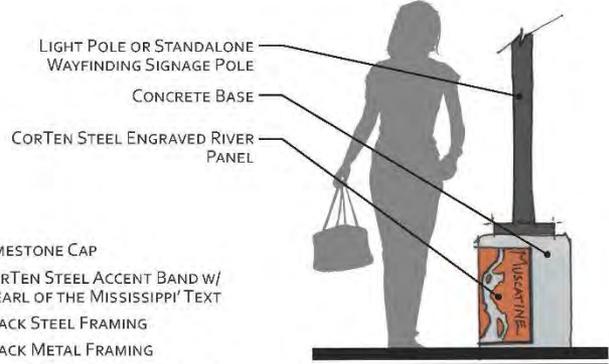
Placemaking | Branding Muscatine



INFORMATIONAL KIOSK (FRONT VIEW)



MONUMENT COLUMN (FRONT VIEW)



WAYFINDING/LIGHT POLE BASE

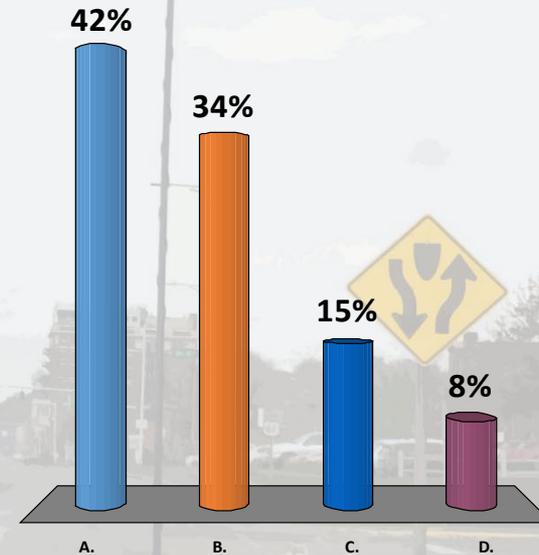
Placemaking | Branding Muscatine



Mississippi River Drive | Polling Questions

Regarding planting in the medians, I think:

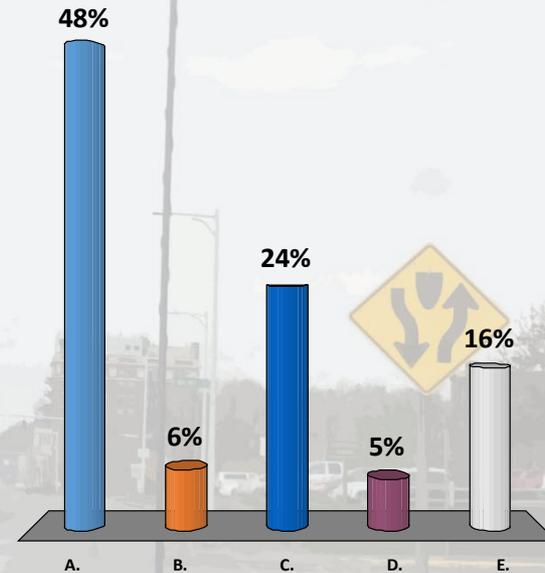
- A. It should be a hard/soft mix
- B. It should be planted with a combination of trees and low maintenance flowers/shrubs
- C. It should just be grass/lawn
- D. It should just be hardscape



Mississippi River Drive | Polling Questions

What is the theme for our wayfinding and signange (brand)?

- A. The Pearl of the Mississippi?
- B. The Button Industry and Culture?
- C. Historic industrial culture?
- D. The Best Midwestern River town?
- E. Other?



...What's Next?



**...Thanks
& Good
Night!**

