

# 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**



# Overview | Corridor Revitalization

## 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

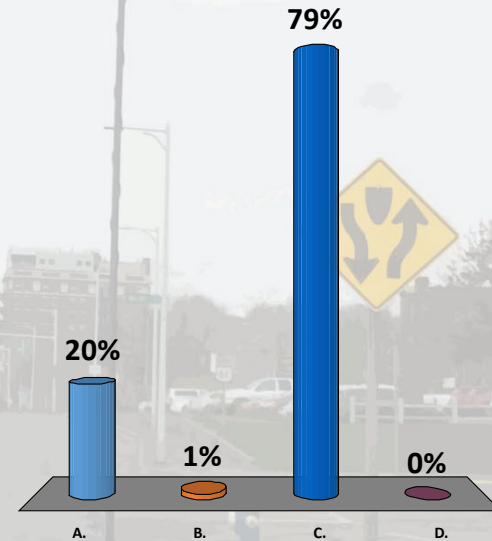
## Your Project Team



## 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

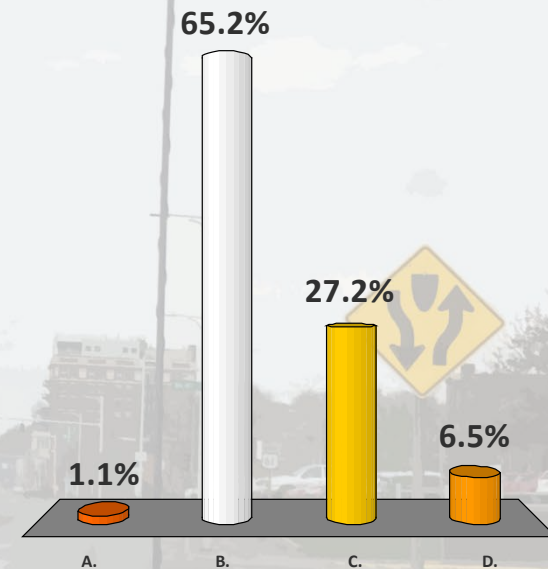
What is the population of Muscatine?

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

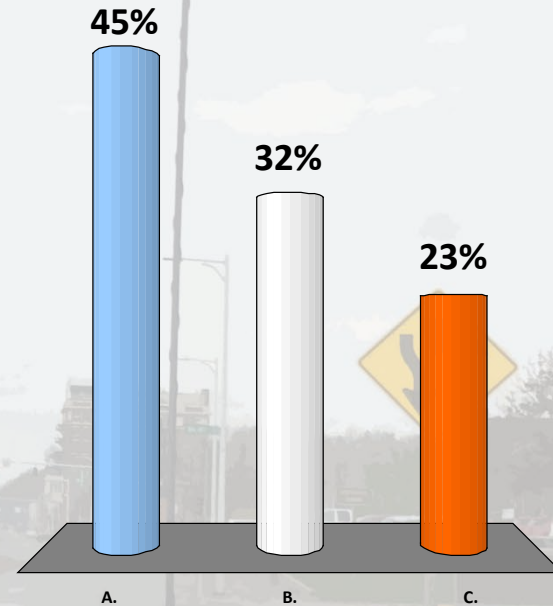
B. Joe

C. Casey

Joe

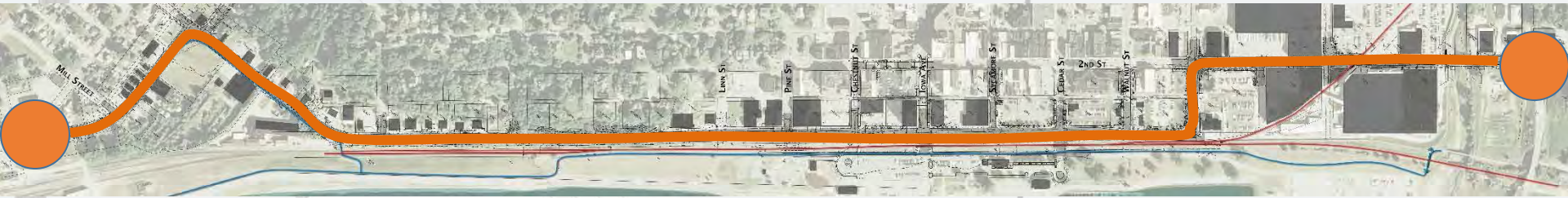
Jim

Casey



# Overview | Scope of Work

## Corridor Map:



## Project Extents:

- Main Street & Grandview Ave to E 2<sup>nd</sup> 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.





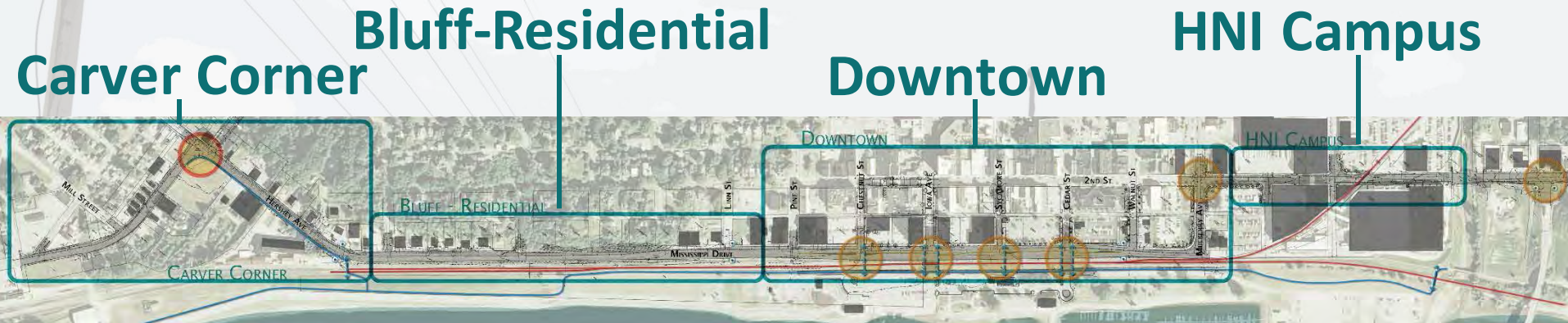
# The Big Picture | Project Goals

## 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.**

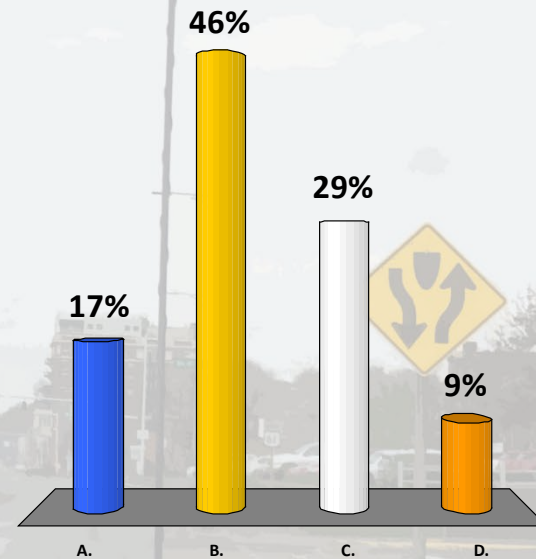
### LEGEND:



# 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?

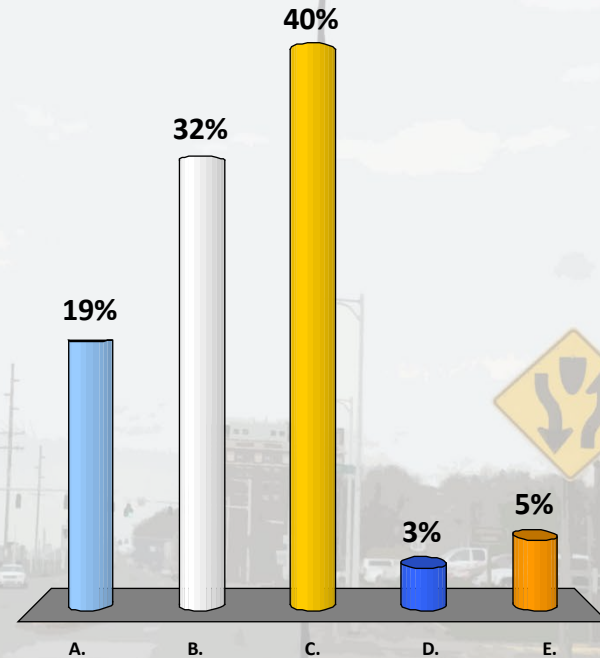
A. 10'

B. 11'

C. 12'

D. 13'

E. 15'



# Traffic | By The Numbers: Vehicular Counts

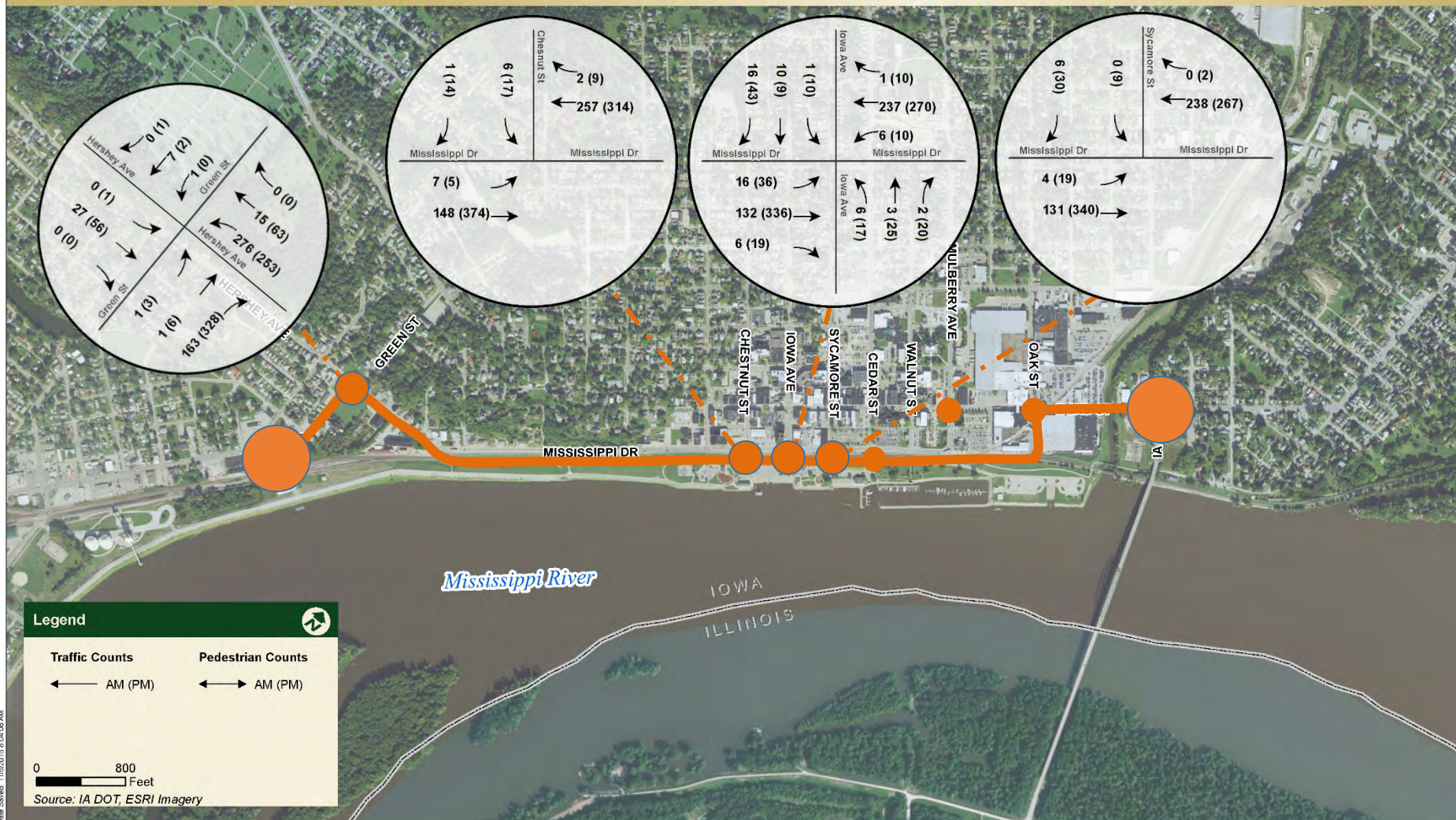


## Mississippi Drive Corridor Reconstruction

City of Muscatine

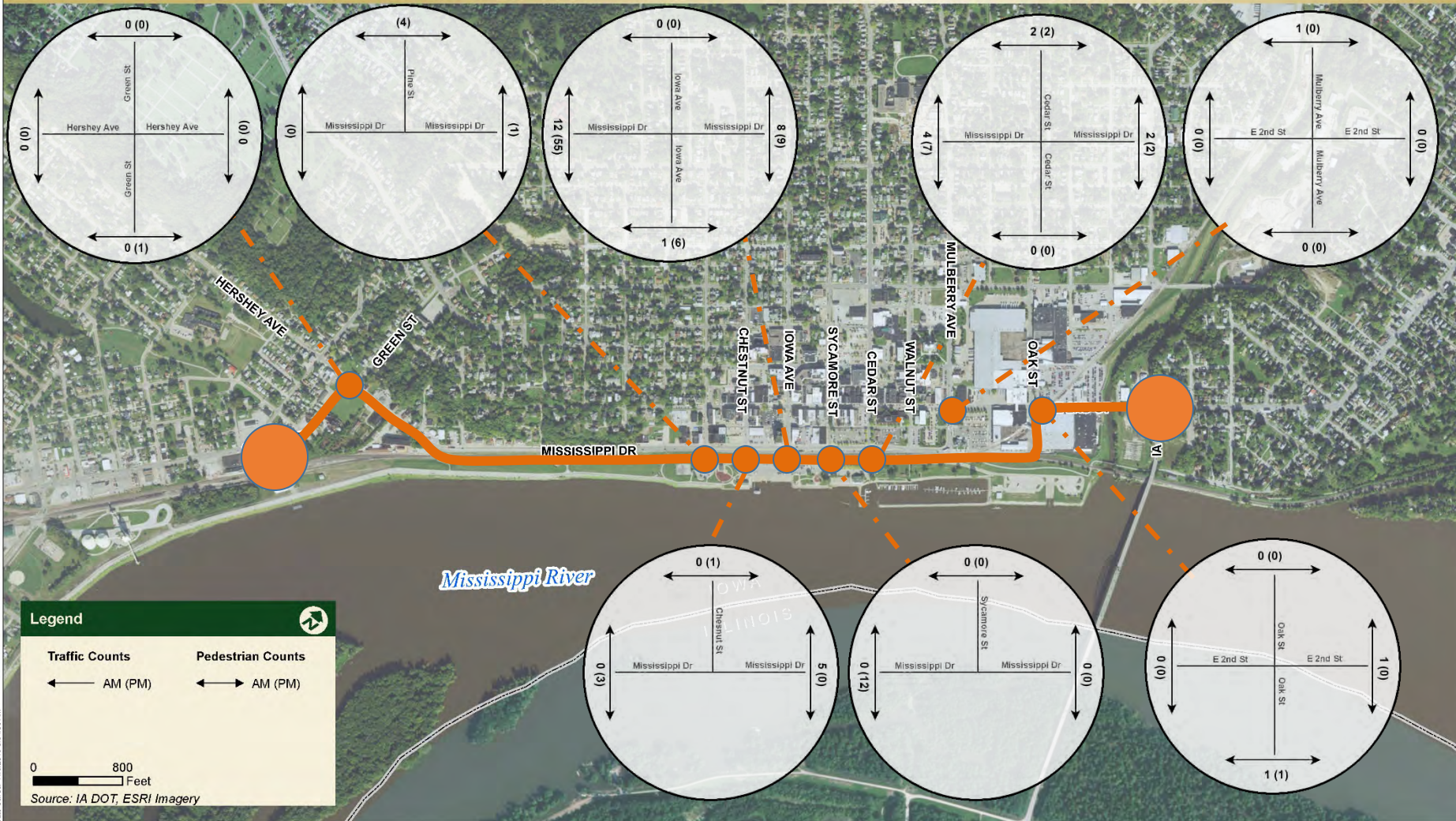
## Existing Turning Movement & Pedestrian Counts

November 2015



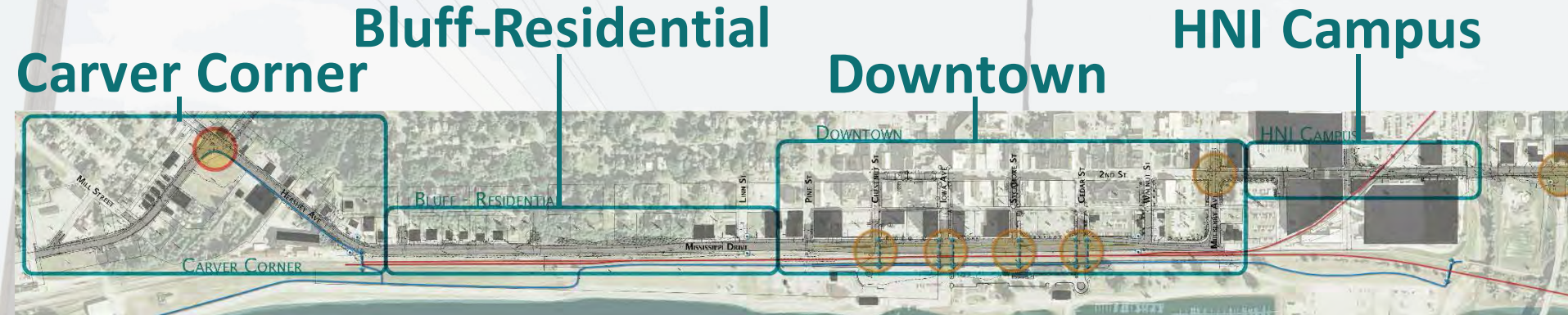


Map Document: \\Metrosouth\1gis\MIUSCAT\IN\_CL\JAV\3110401\ESR\Map\3110401\_TrafficCircles\_11x17L.mxd  
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# Dissecting the Corridor | Analysis



# 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

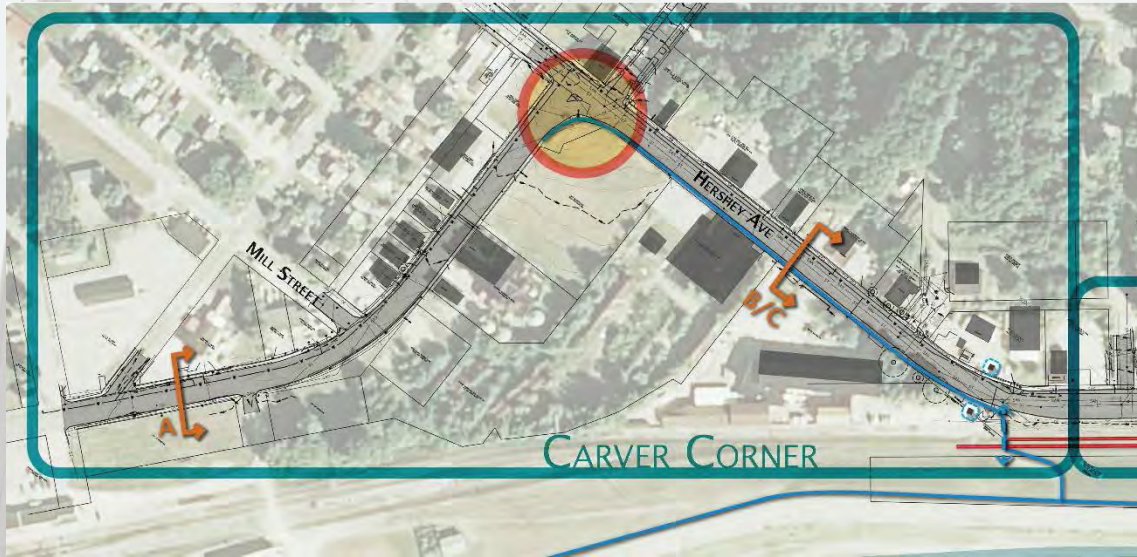


Updated streetscape features, lighting, curb and gutter, utilities and sidewalks



# Dissecting the Corridor | Districts

## Carver Corner:



## Design Considerations:

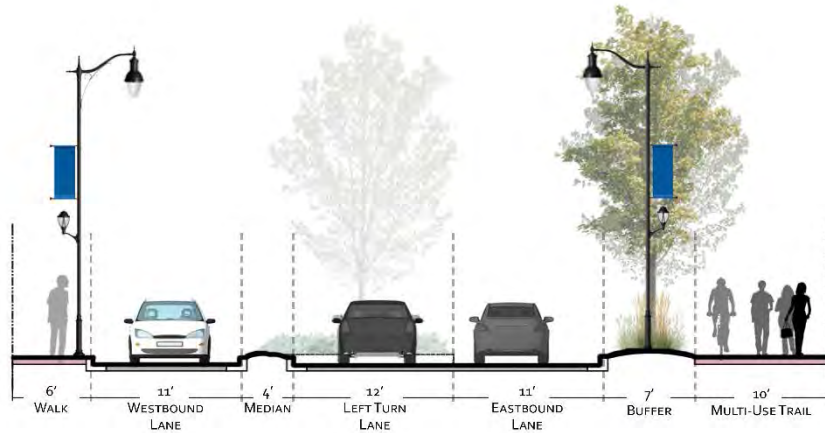
- Provide improved intersection at Carver Corner
- Provide bike lanes to connect regional trail with SW neighborhoods and parks
- Define/reduce curb-cuts where possible
- Is Carver Corner the gateway to the riverfront/downtown area? Should this area be designed as the gateway to the corridor with a higher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



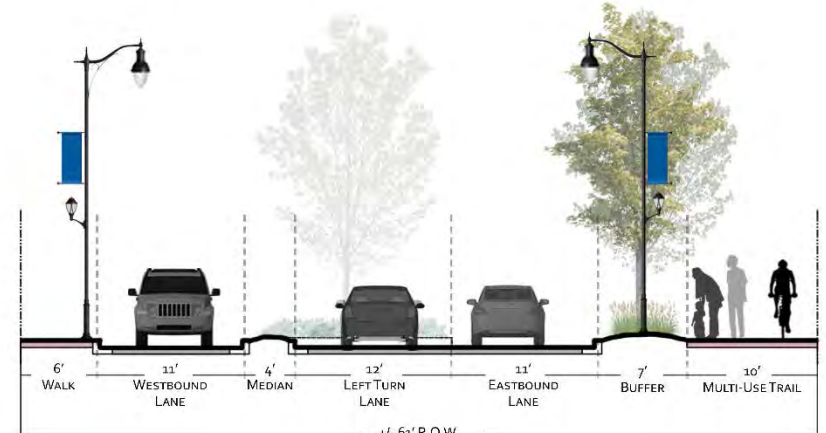


# Dissecting the Corridor | Districts

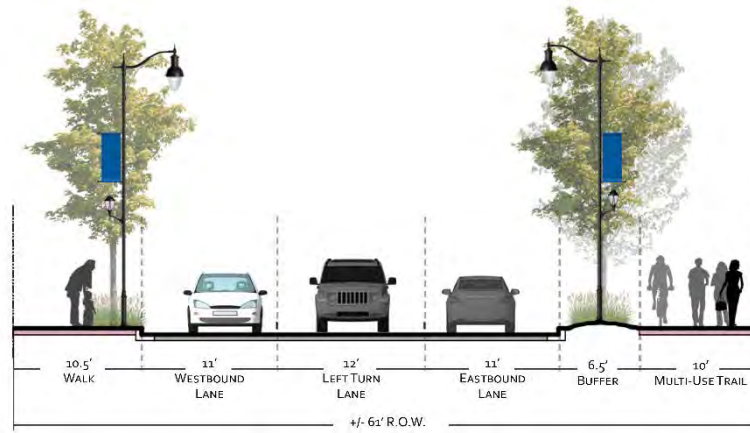
## Carver Corner:



**Section A: Grandview – 3 Lane w/ Median**



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



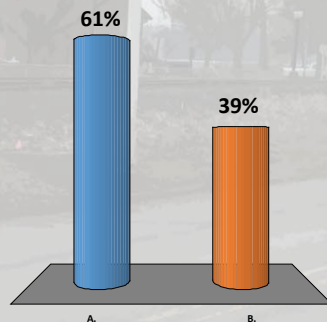
**Section C: Hershey Ave. - 3 Lane No Median**

# 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



A.



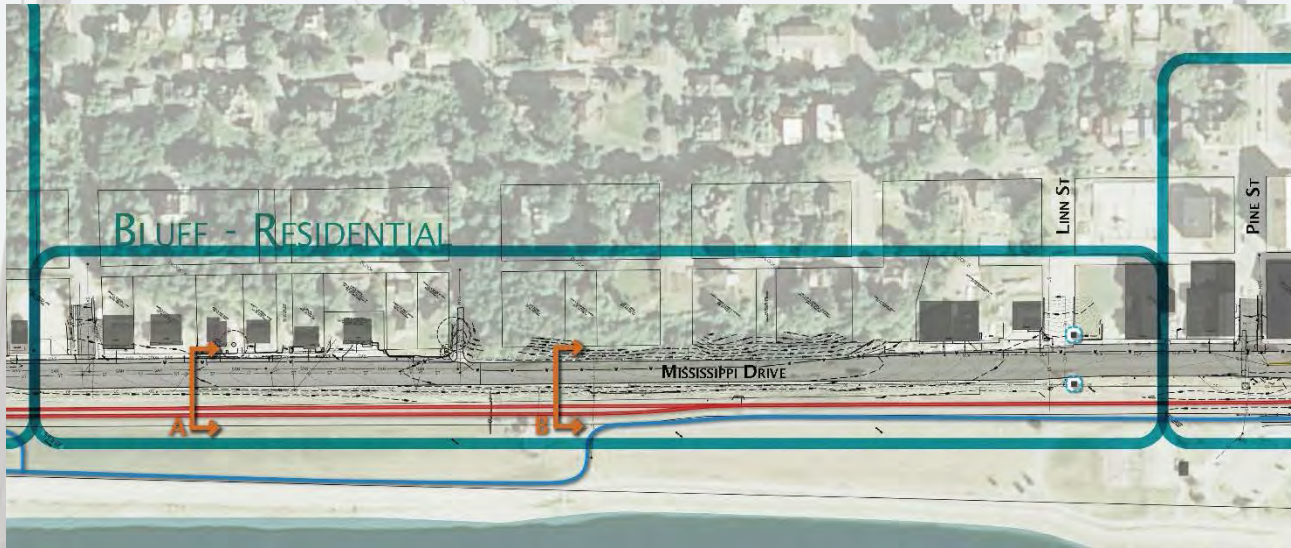
B.





# Dissecting the Corridor | Districts

## Bluff-Residential:



## Design Considerations:

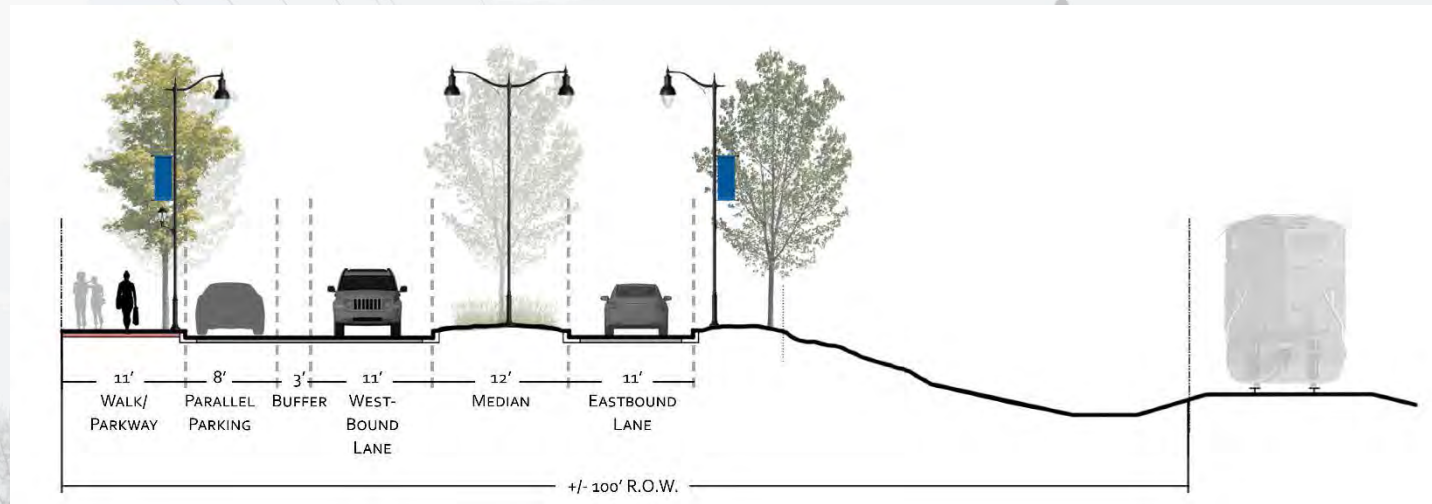
- Maintain parking opportunities for residences
- Is there an opportunity to improve points of access and define driveways?
- How does the bluff area impact the cross section and opportunity for pedestrian connections?



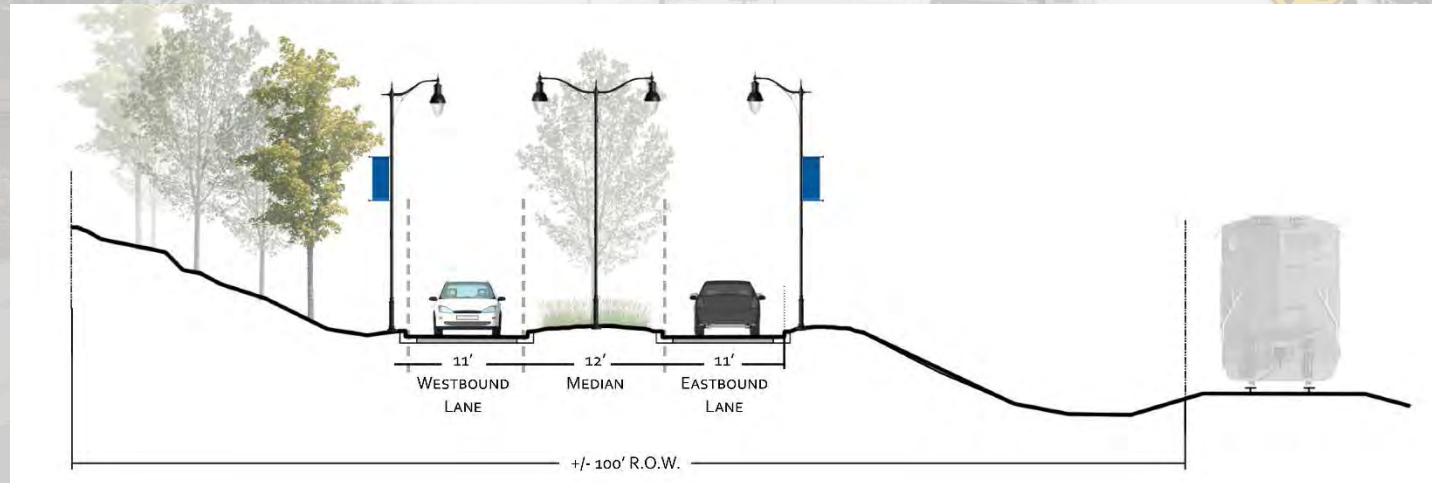


# Dissecting the Corridor | Districts

## Bluff-Residential:



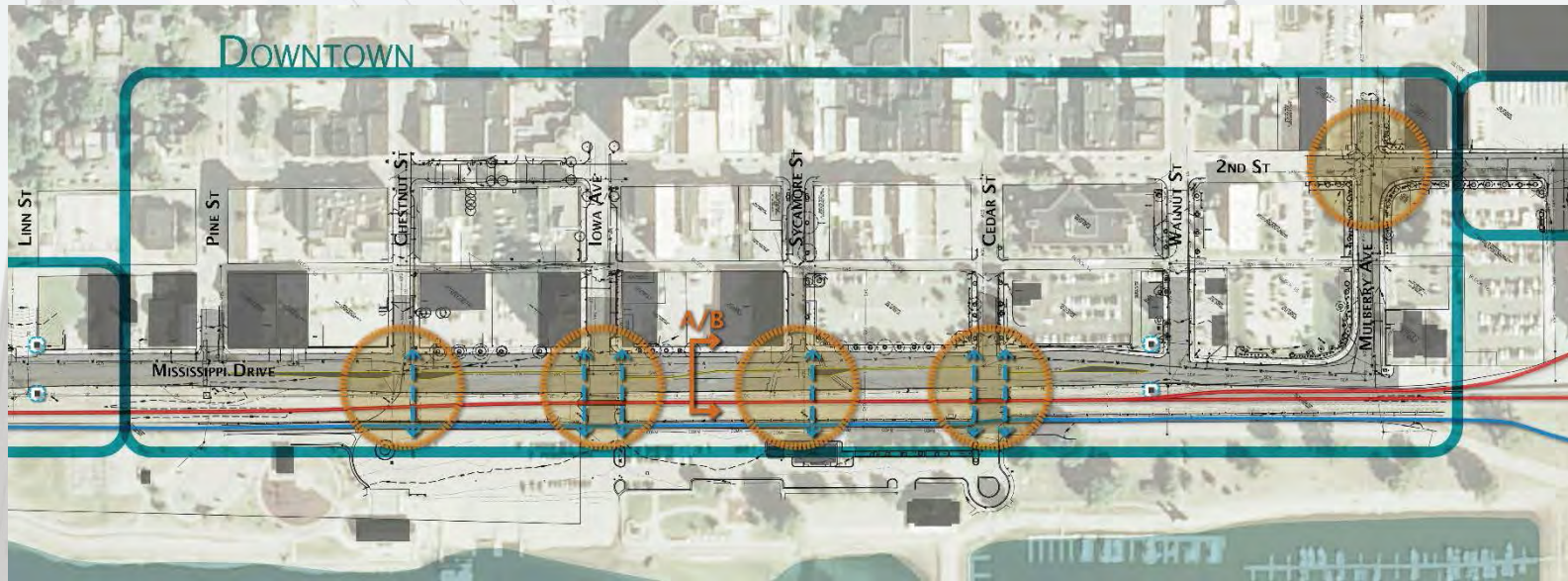
**Section A: Bluff Residential - 2 Lane w/ Median**



**Section B: Bluff - 2 Lane w/ Median**

# Dissecting the Corridor | Districts

## Downtown:



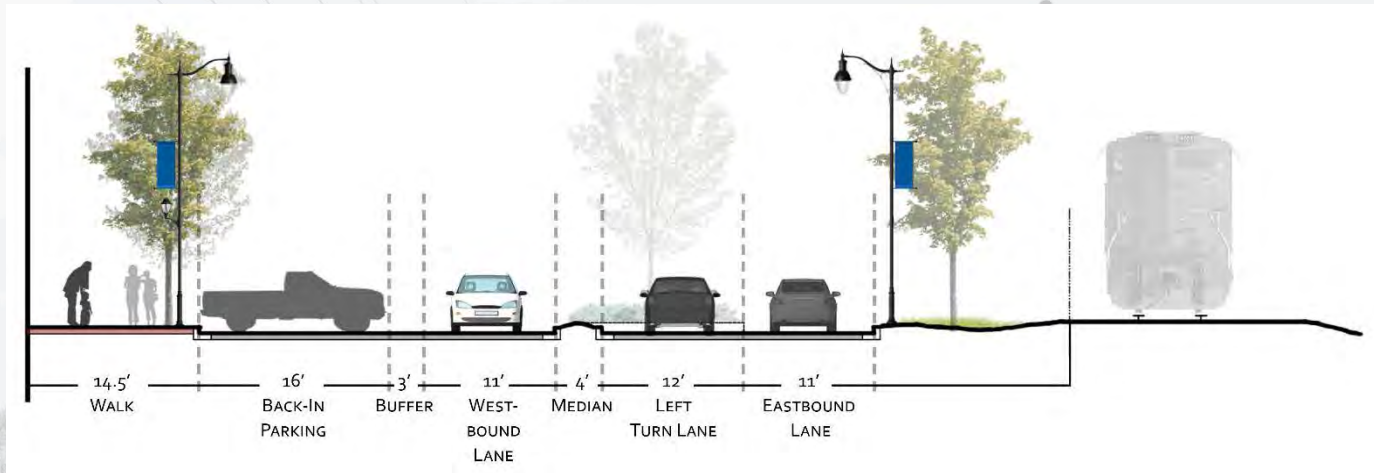
## Design Considerations:

- 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

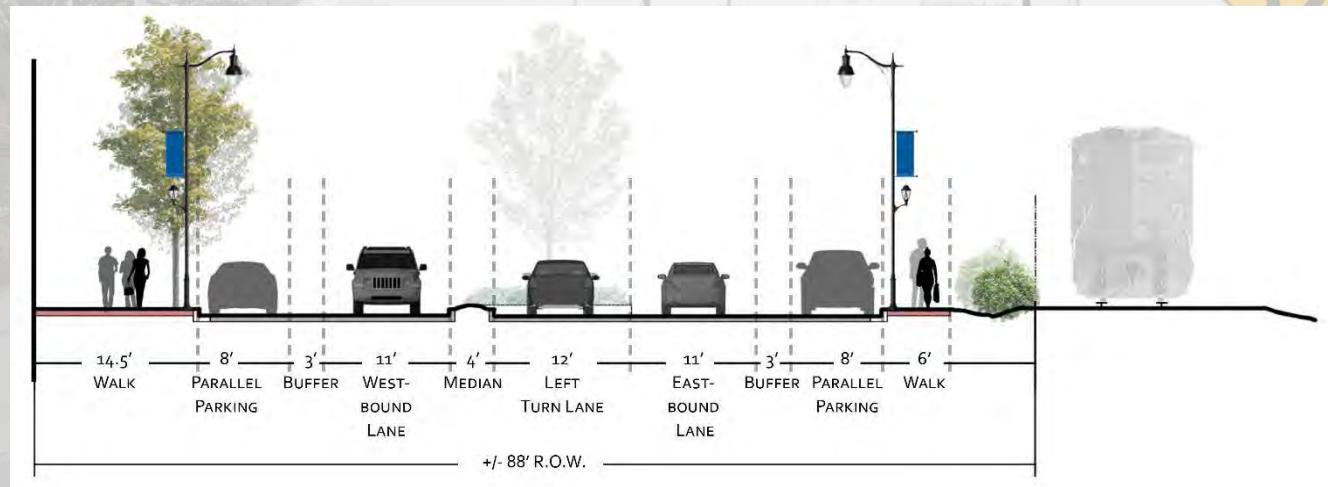


# Dissecting the Corridor | Districts

## 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

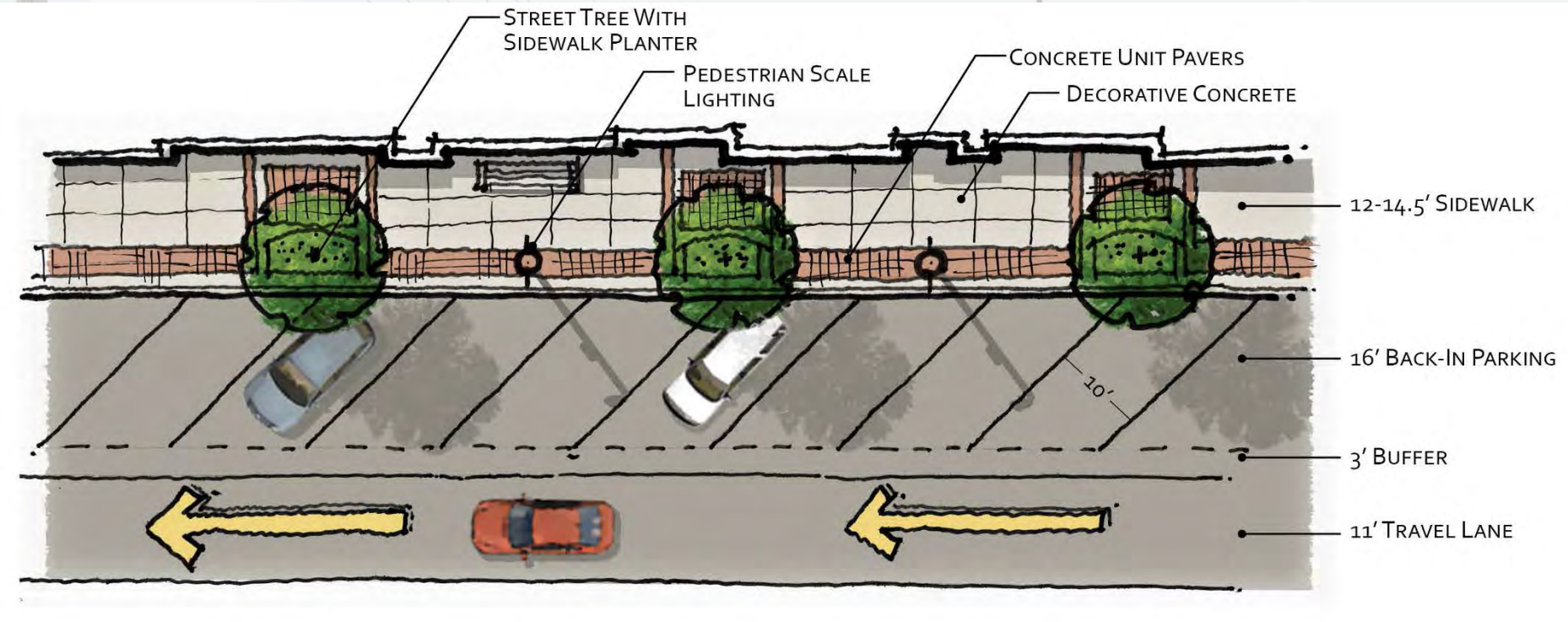
## **Proposed Parallel Parking:**

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



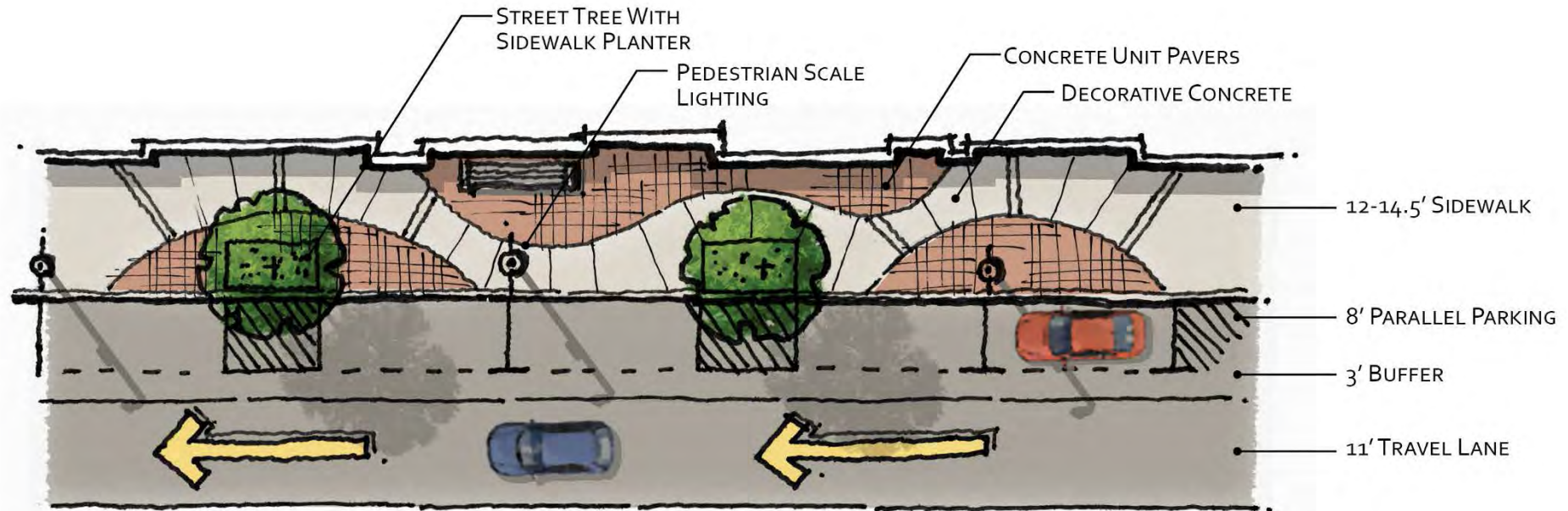
# Conceptual Design | Streetscape

## Back-In Angled Parking Concept: Example



# Conceptual Design | Streetscape

## Parallel Parking Concept: Example

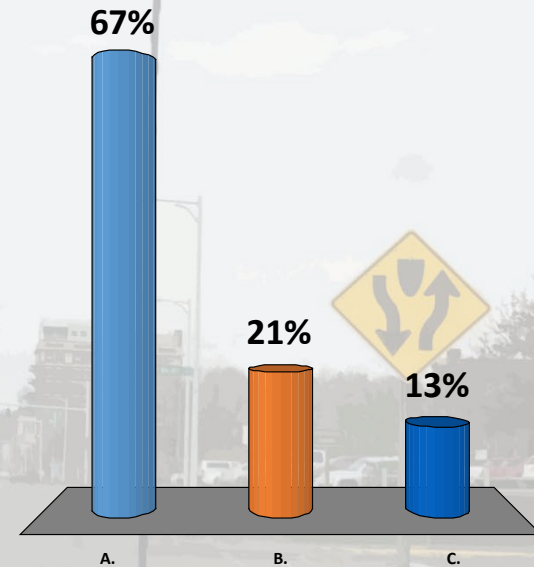




# Conceptual Design | Parking

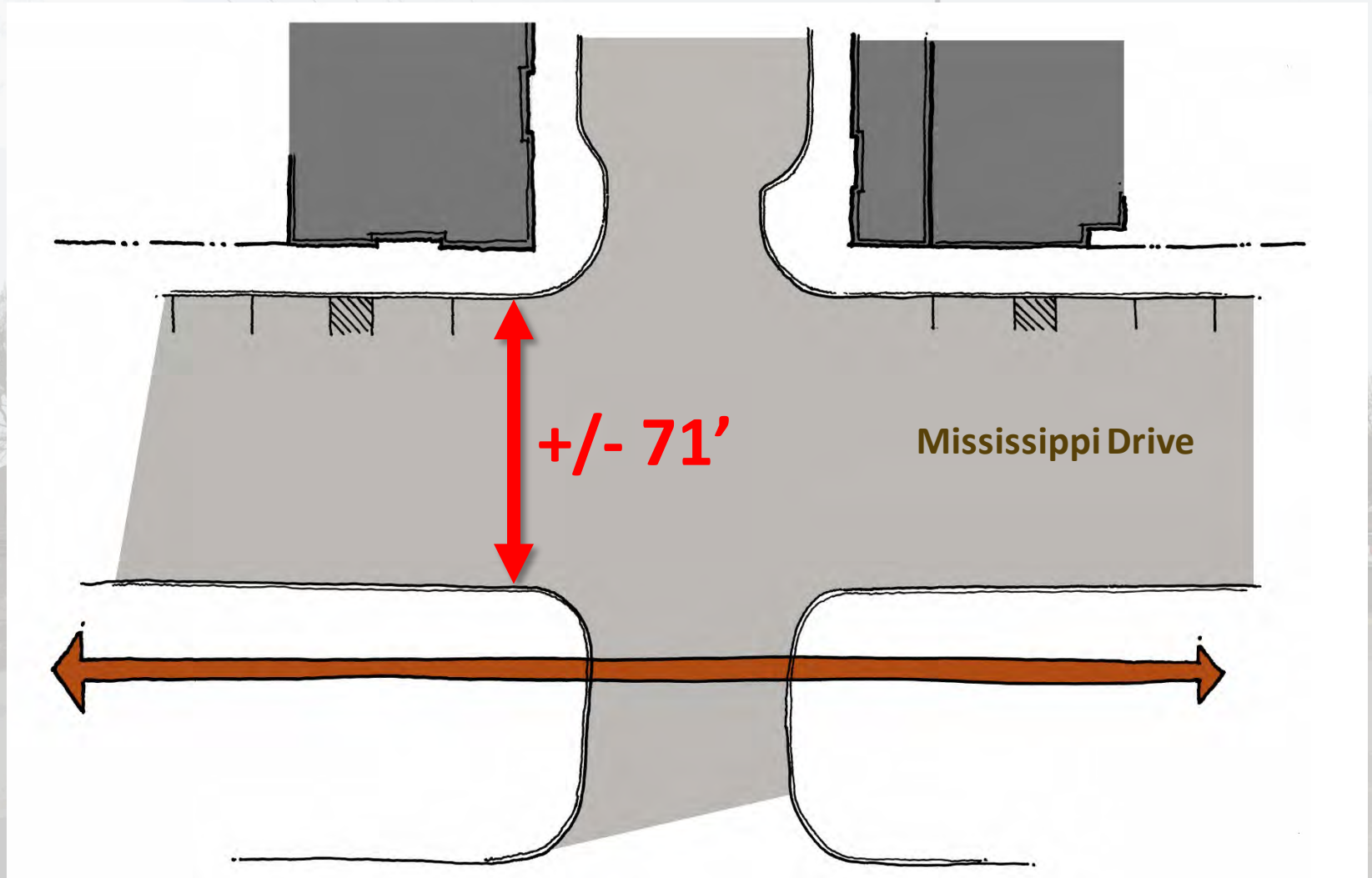
## Regarding back-in parking, I think:

- 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

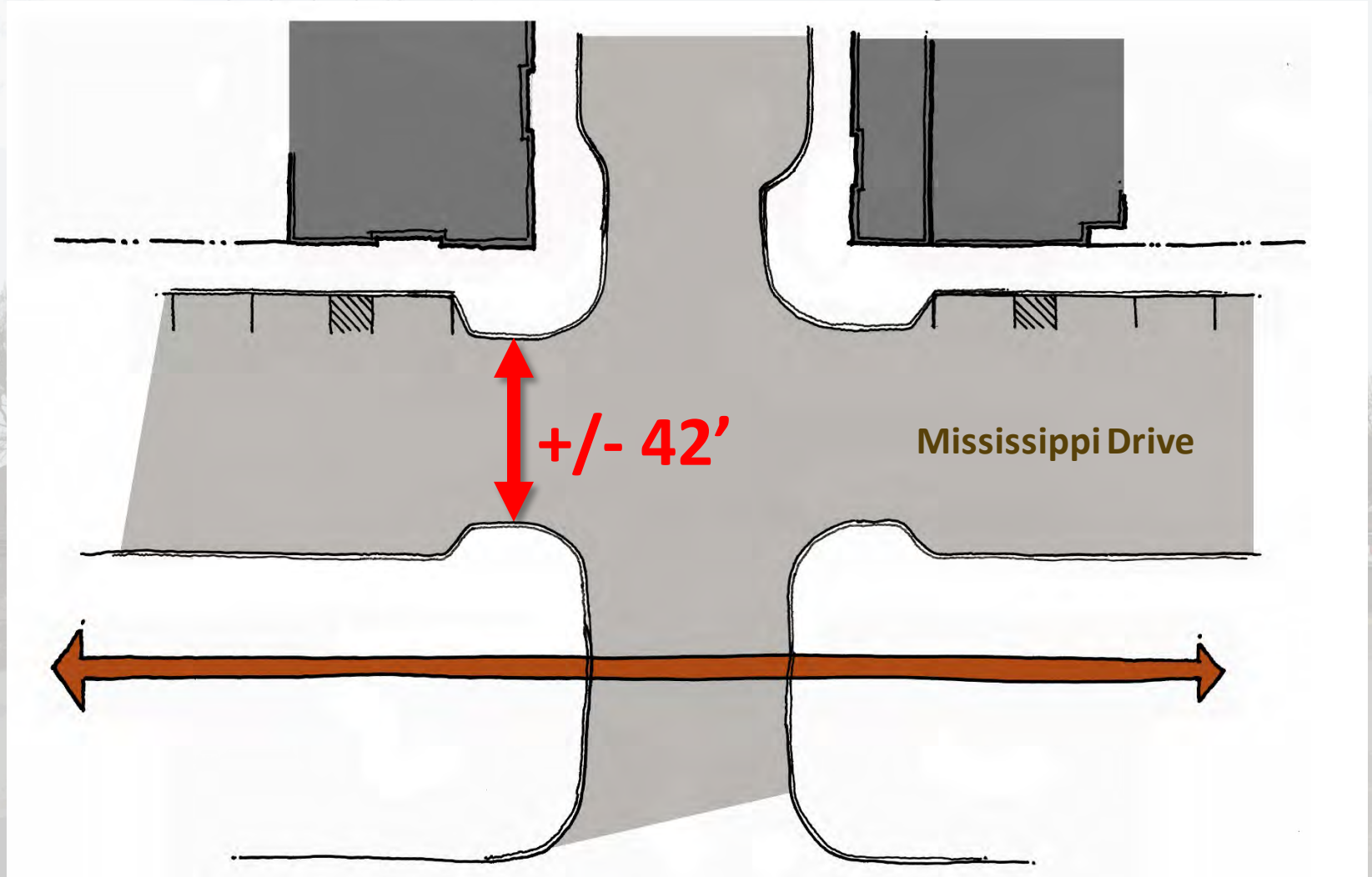
## Crosswalks: Existing Example





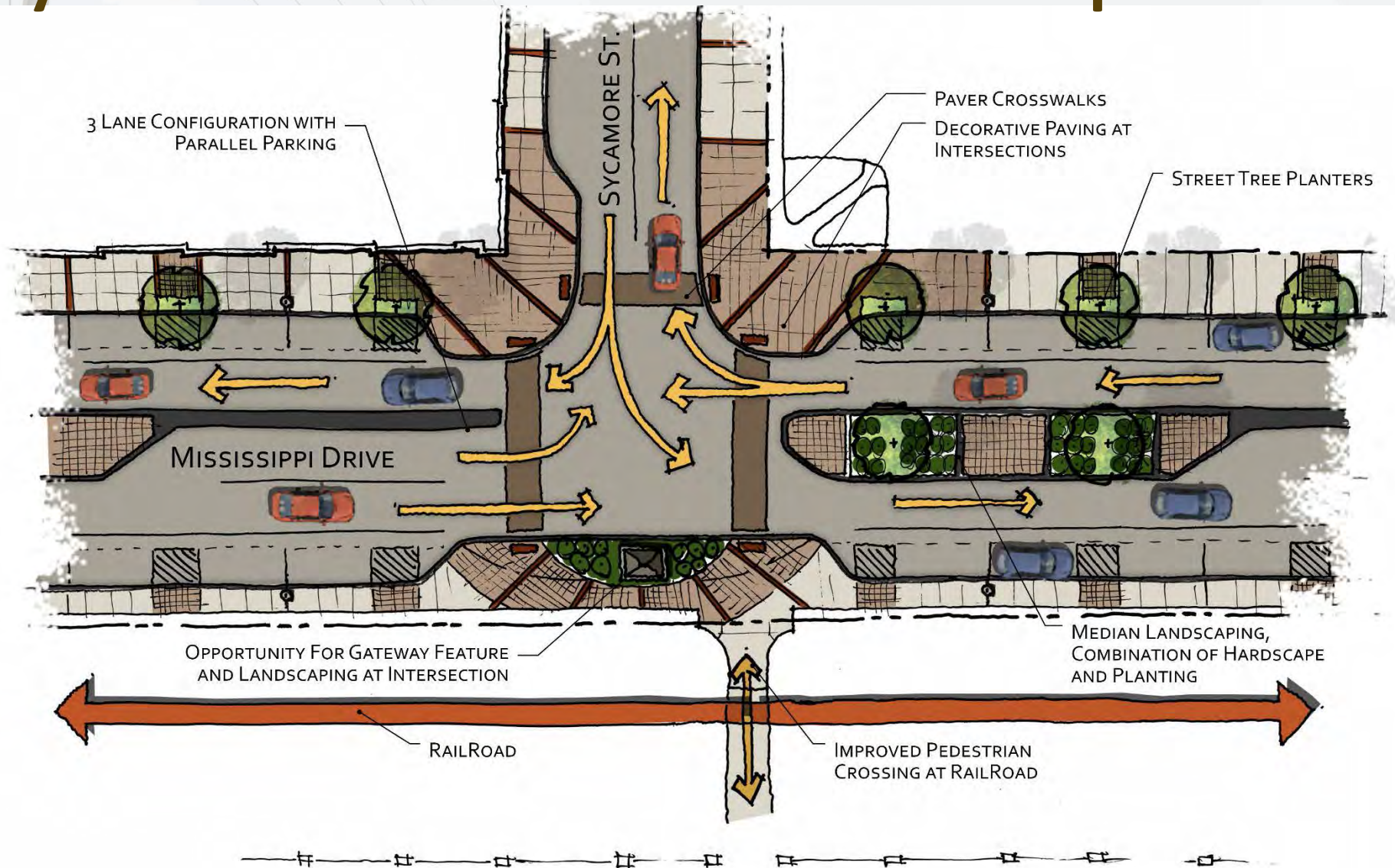
# Conceptual Design | Streetscape

## Crosswalks: 3 Lane Example



# Conceptual Design | Street Layout

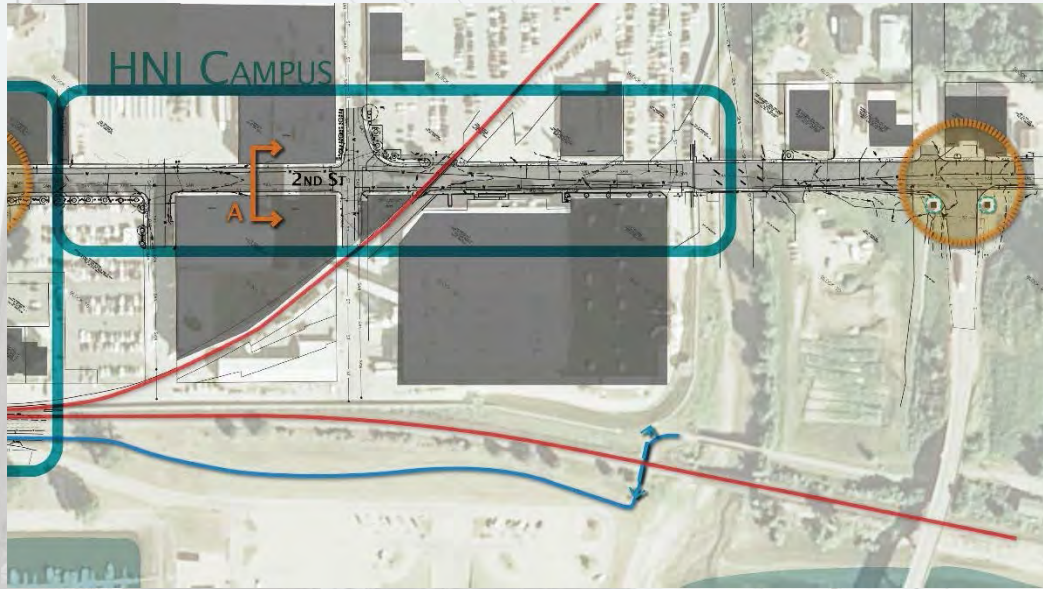
## Sycamore Street Intersection: Example





# Dissecting the Corridor | Districts

## HNI Campus:



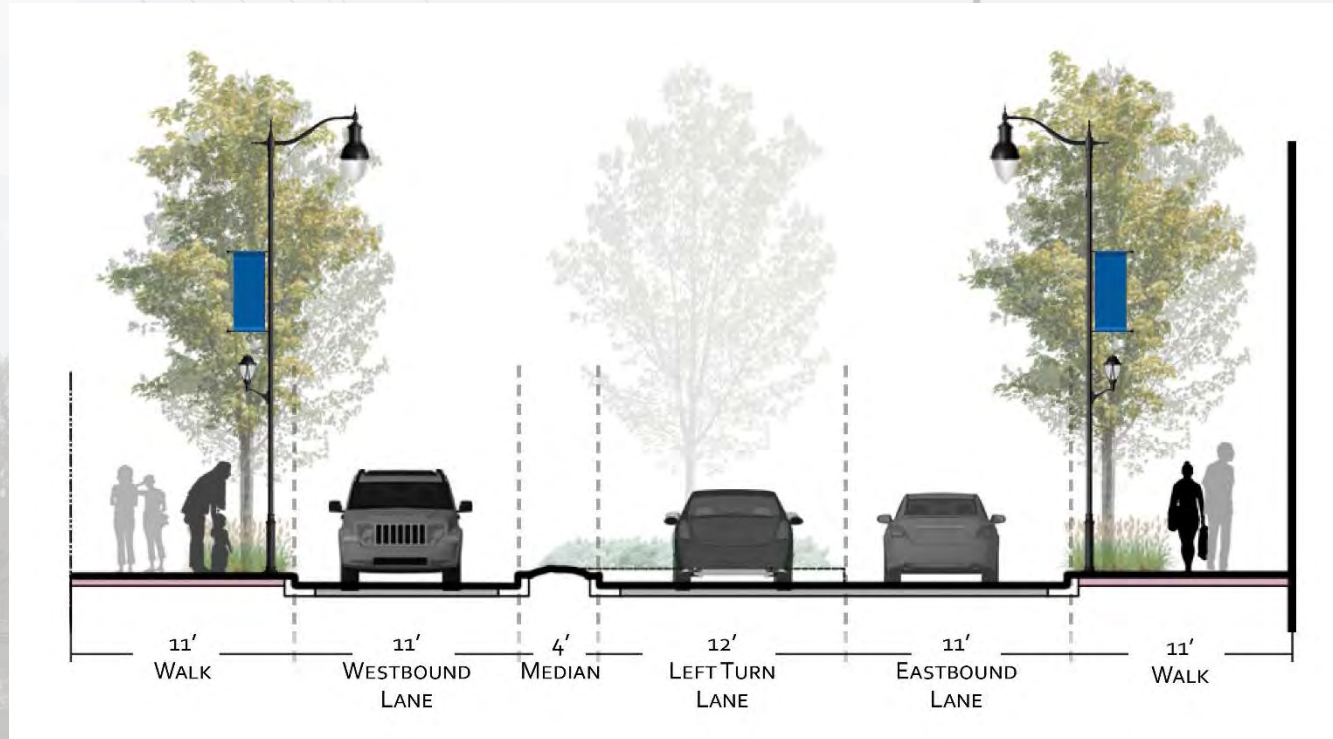
## Design Considerations:

- 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

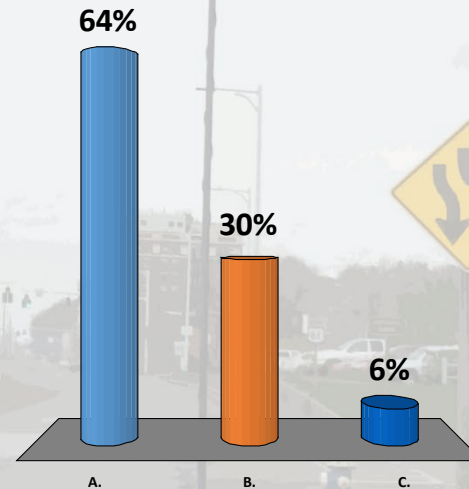


# Conceptual Design | Polling Question

## Mulberry & 2nd Street Intersection

Regarding the transition of 2<sup>nd</sup> 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?

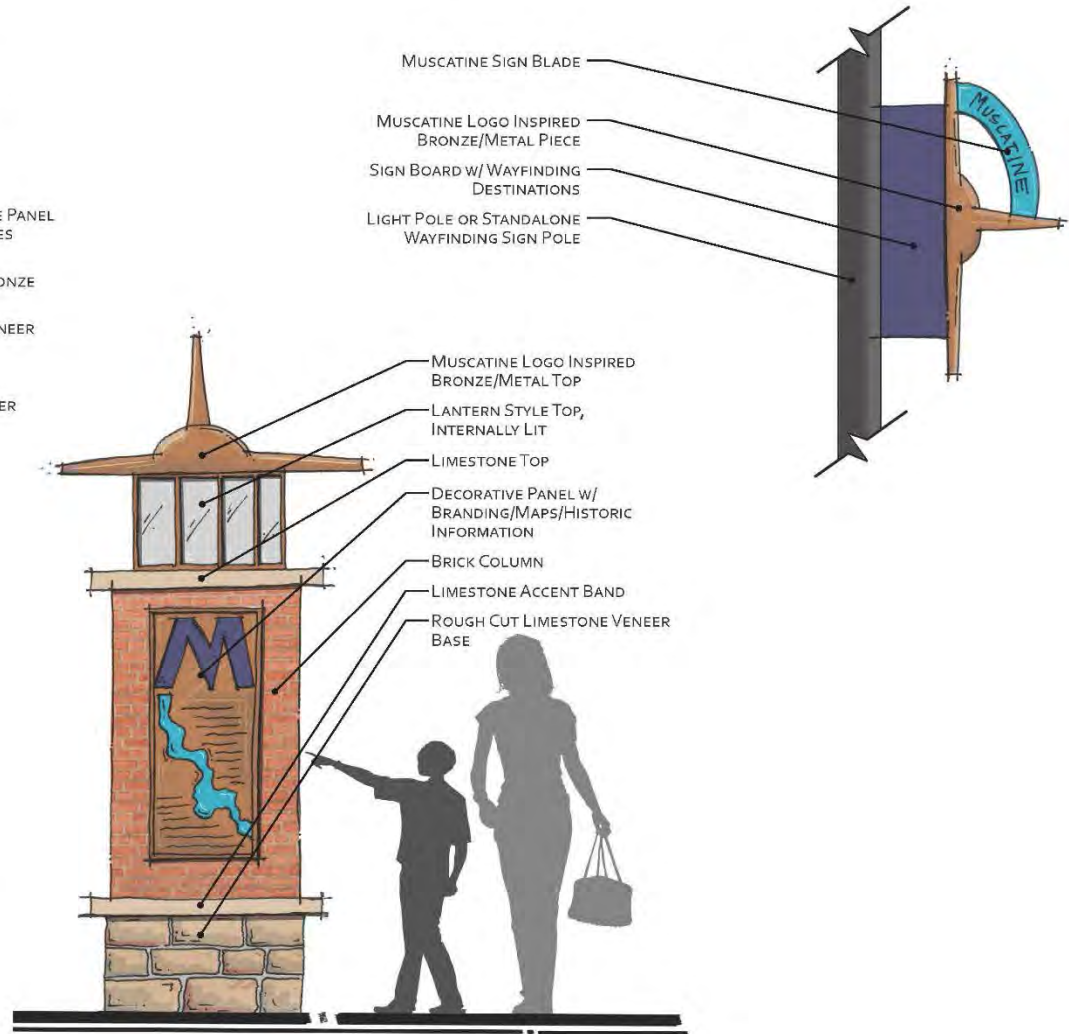
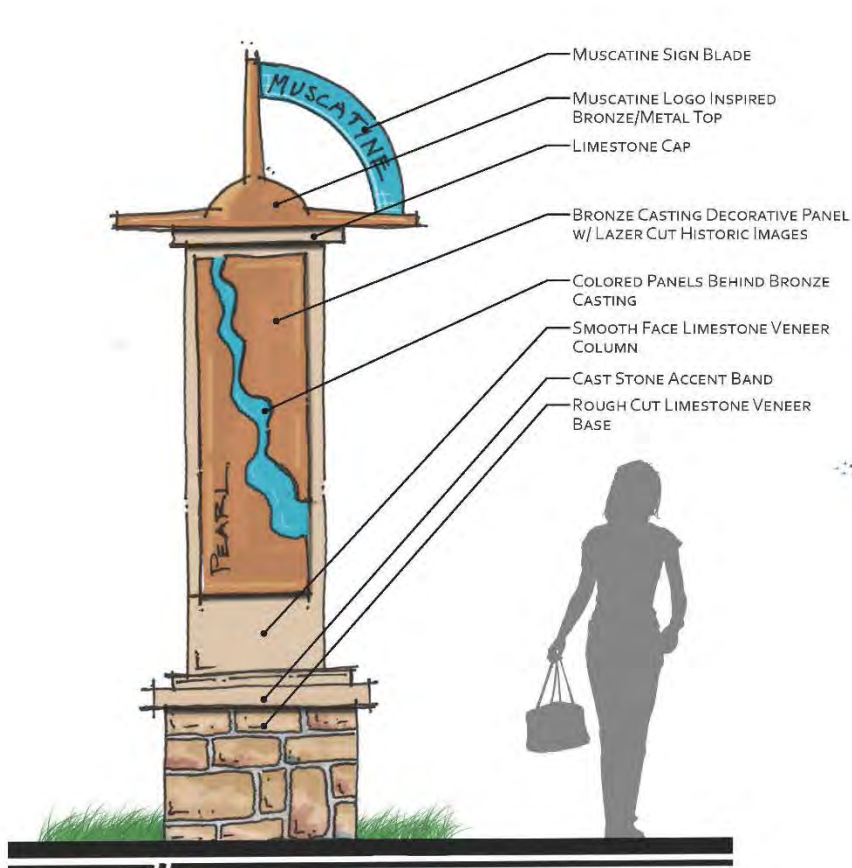
- Signage
- Gateways
- Art
- Detailing



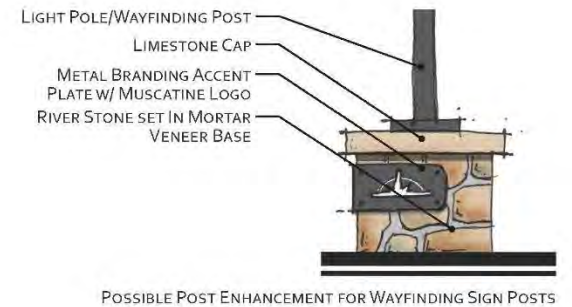
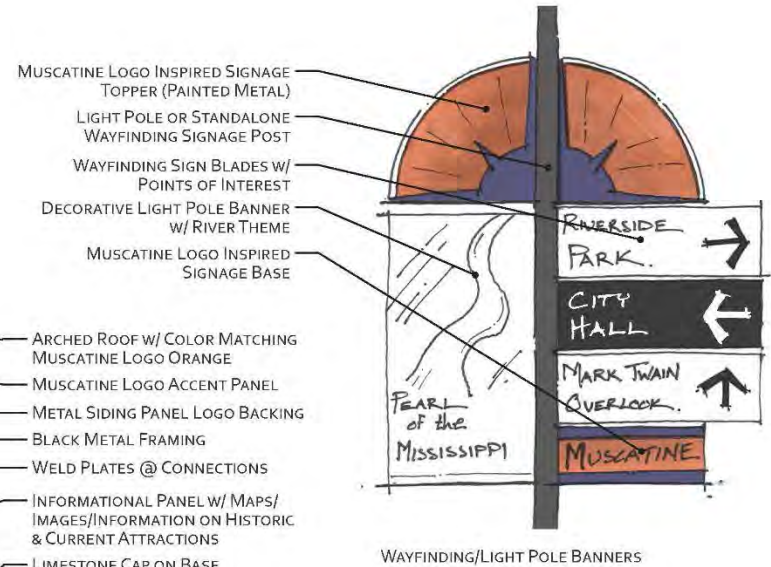
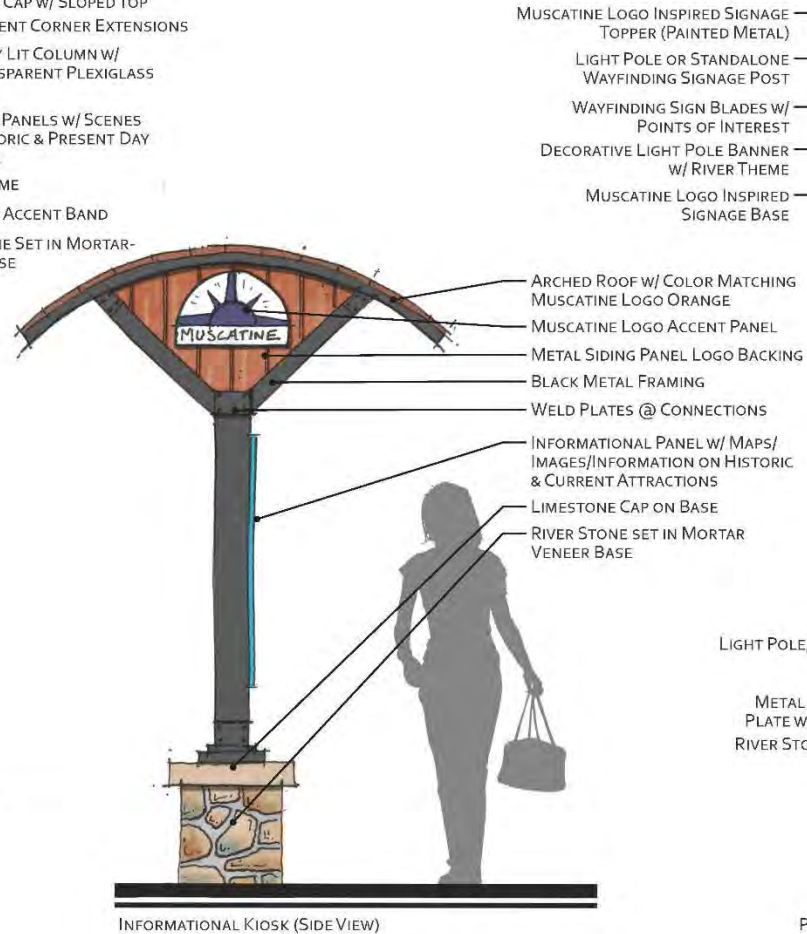
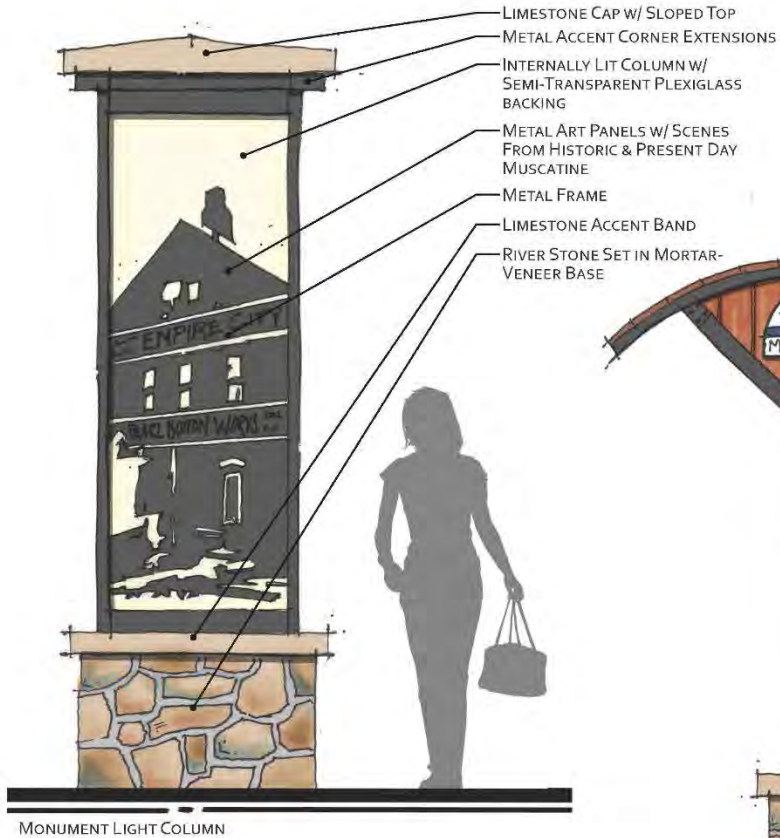
- What is Muscatine?



# Placemaking | Branding Muscatine

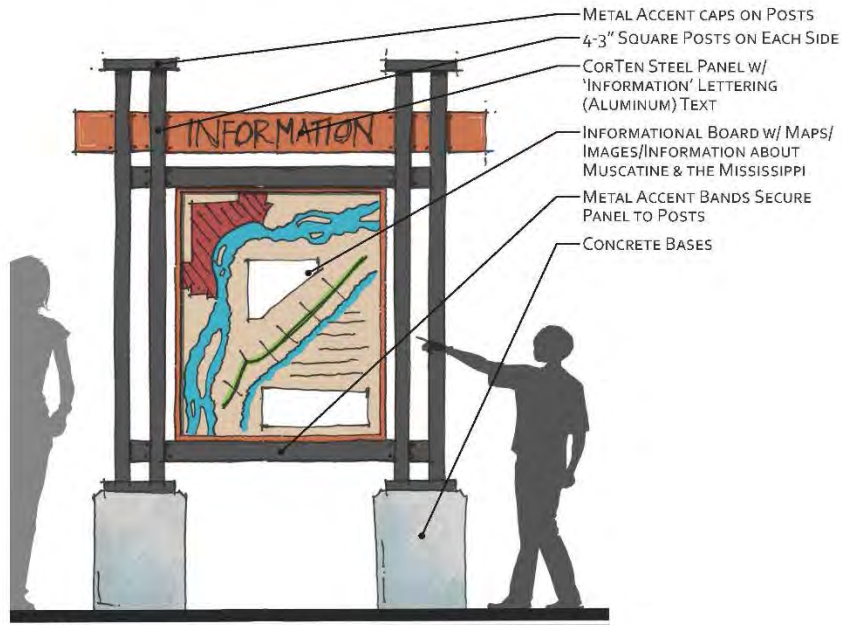


# Placemaking | Branding Muscatine

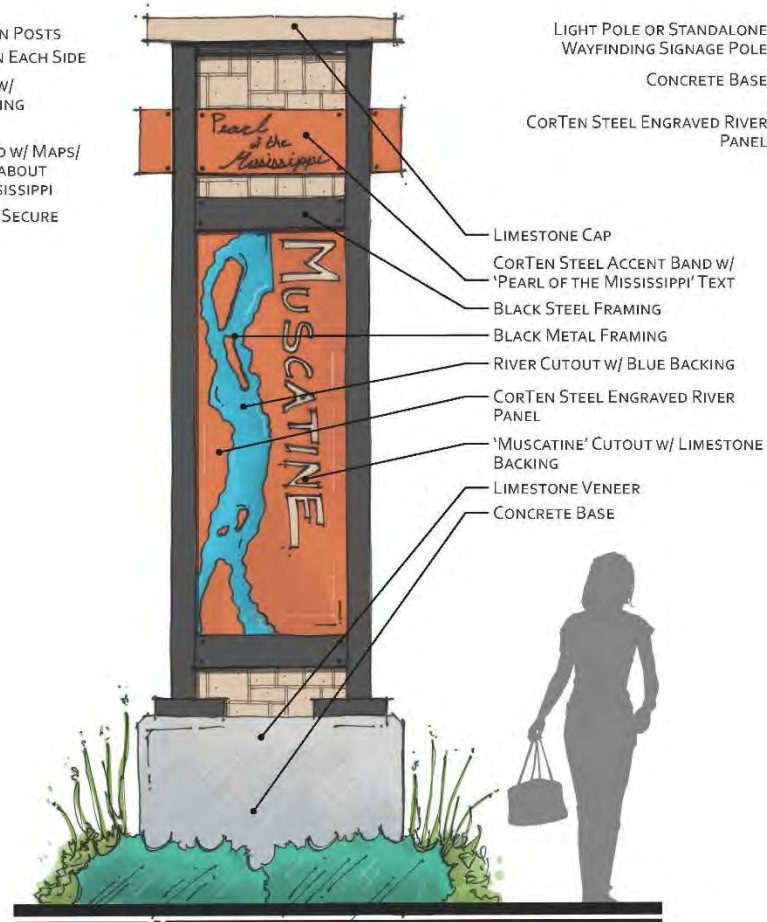




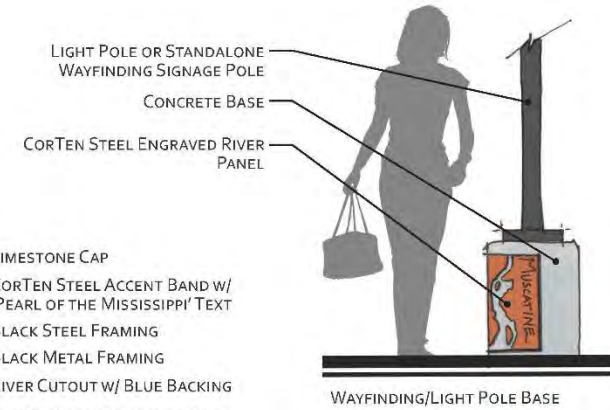
# Placemaking | Branding Muscatine



INFORMATIONAL KIOSK (FRONT VIEW)



MONUMENT COLUMN (FRONT VIEW)



# Placemaking | Branding Muscatine

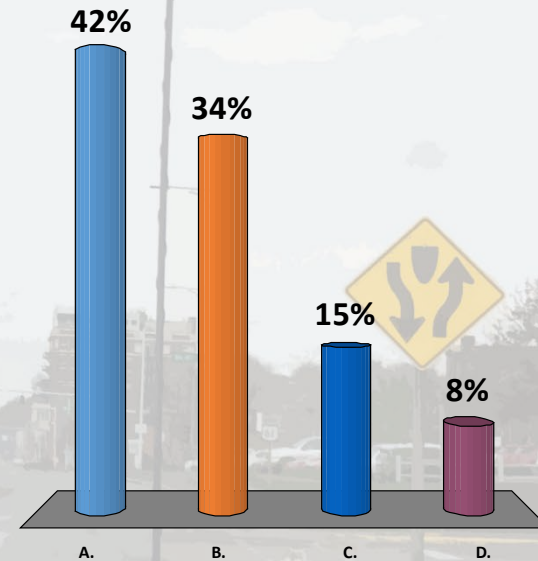




# Mississippi River Drive | Polling Questions

Regarding planting in the medians, I think:

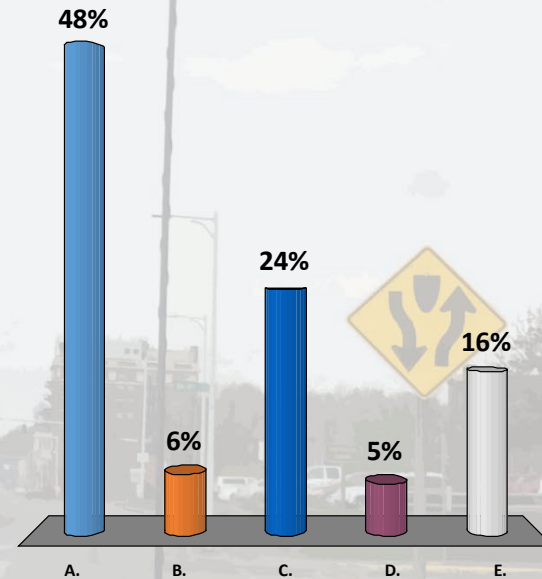
- A. It should be a hard/soft mix
- B. It should be planted with a combination of trees and low maintenance flowers/shrubs
- C. It should just be grass/lawn
- D. It should just be hardscape



# 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!**

