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Mississippi Drive – Kickoff Event

8/31/2015 & 9/1/2015 Meeting Minutes

Blue Zones: Dan Burden Presentation (Rotary Club Meeting)

- Cedar Street new sidewalk/ADA
- Target speed down to 20 MPH (Dan Burden)
- One travel lane each direction with center left turn (Dan Burden)
- La Jolla Boulevard, San Diego – Dan Burden design, example of road diet and streetscape improvements

Lynch's Taxonomy of:

- Path
- Connections
- Partial block closures
- Edges
- Districts – riverfront & downtown
- Nodes – Gathering points for people
- Landmarks/Gateways
- Park Avenue

Questions following presentation:

- Railroad interactions
- One-ways
- Parking need
- Building demo
- Road grade raise and cost

Stakeholder Meeting #1 – The following are questions and responses asked to participants during the meeting. The answers were then categorized based on the responses.

What is the most important thing/asset/consideration for the redesign of Mississippi Drive?

Circulation

- Be a pedestrian oriented, asset to the community
- Joining riverfront and downtown



- Public safety – EMS thorough fare
- Improve pedestrian/bike access– no big median planters like Davenport
- Walkability/bikeability
- Focus on pedestrian access points to the river
- 4 access points for pedestrians – key locations for improvement

Infrastructure

- Fix road and make it pedestrian friendly
- No roundabouts
- Flood protection
- 2013 University of Iowa study
 - Parking on street or surface lots, but keep parking off of the riverfront
- Design for flood damage resistance

Aesthetics

- Create a “wow” corridor
- Create a better looking corridor
- Architecture side is important part
- So proud of the advancement of river front – but want to see more landscaping
- Not the most appealing as you come across River
- Level of balance – Functional and aesthetic – Cars and pedestrians

Development

- Downtown is more industrial than it should be
- Attract more young professionals
- Attract youth/teens
- Attracting people to downtown/river
- Don't overlook other parts of Corridor besides downtown
- Have more stuff at Riverfront – Eat and then walk to River
- Have the vision for the future streets

Cultural

- Finding the pearl of the Mississippi
- Make sure we have connection to River for big boats
- Love river life and activity
- Use natural resources of river



Other

- The design values well being
- Make it happen and do it right
- Be a catalyst project for improving downtown
- Performing arts venue on river front
- Once in a generation opportunity
- Challenges are the many uses of Corridor
- Make it sustainable/maintainable
- Process – community wide agreement

What things could slow the project?

- Flooding, Army Corp. of Engineers needs to be involved
- Boat shows/car shows – how to work around activities
- Local industry – lessen the impact on them during construction
- Adaptability for various public events
- Sometimes less is more – keep it clean
- Railroad
- Keep transparency and positive message throughout project
- Coordinating with all projects along the corridor
- Consider site lines (Safety and aesthetics) in all directions

What is the theme?

- Connectivity
- Riverfront Renaissance
- Vibrancy
- Clean and connectivity
- Bigger than one project
- Not a dirty town anymore

What are other successful riverfront towns? What do you think of with them?

- Des Moines
- Dubuque
- Peoria
- San Antonio
- Only 'Muscatine' in the world

Other items to note?

- Lock and dam is an asset to the town and river



- Soccer complex is big attraction
 - Paddleboard/kayaking could be possible programmatic elements to expand on
 - Not very good wayfinding and signage – get people off of the river and into town
 - Fishing tours could be an opportunity to expand on
 - The riverfront is a destination and a blessing
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Stakeholder Meeting #2

Background presentation of Hotel and HNI Projects:

- \$100 million invested in Muscatine
- Hotel demo start Fall 2017
- Bridge over 2nd street will be replaced and raised 10 feet
- Sculpture garden at hotel – Tie into Mississippi Drive Corridor
- 187 space parking deck
- FNB Employees park on lot on Mississippi Drive

What is the most important thing/asset/consideration for the redesign of Mississippi Drive and the success of downtown Muscatine?

- Reliability is a key component
- River is the key, Mississippi Drive is the barrier
- Connection to downtown
- Want upper end downtown housing
- Saving the core of downtown is a critical statement
- Muscatine is a symbol of the riverfront
- Bring more people to Muscatine
- Quaint trains
- Train speed 45 MPH – 20-30 trains per day, very disruptive
- Make sure Riverfront belongs to all people – less blacktop, more buildings
- Close a section of 2nd street and make it a pedestrian experience
- Walking trails
- Most stores have rear entrances on alley be sure all stores have entrances
- 2 way for second street would work well, especially for new hotel
- Upper class living is an easy sell in Muscatine
- Includes boating at the River front - Use it as a catalyst for other things
- Reverse diagonal parking on 2nd
- Transportation related bike trail needs
- Need more of a connector from downtown to riverfront
- No good gathering spot, places for events
- Get parking off the River – take capacity away and there will be more flow



- Crosswalk signal timing is too short for crossing Mississippi Drive
 - Create a Riverfront amphitheater
 - Partnership with University of Iowa planning is a good thing
 - Music on the Riverfront
 - Create a five year plan for next steps in the area
 - Look at Le Claire as a precedent project
 - Don't lose focus of other upcoming projects in the community.
 - 2nd Street is a little scary at night – needs to be brighter
 - Look at forming an event planning group
 - Parking study is needed
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City Staff Meeting

Police Chief:

- 35-40 MPH Average, speed is the biggest issue
- Pedestrian/motorist yielding average – pretty decent
- Downtown district has changed enforcement in the last 3-4 years
- 4-5 bike officers at shift overlays and events

Public Works:

- Infrastructure improvements, flood control integration
- 2nd Street as a 2-way? Good but must note deliveries changed
- 2nd/Mulberry intersection is not inviting
- The project must be maintainable and sustainable
- Keep in mind this is still a busy roadway with truck traffic
- Maintain visibility for safety

Art Center:

- Art could be placemaking of the Corridor
- Ideas for group art, nature landscaping
- Currently no program for public art

Community Development:

- Possible parking study
- Better connectivity
- More coordinated free/pay parking
- 2nd Street is root disconnected from Mississippi Drive
- Cruise lines are interested in stopping in Muscatine
- Amphitheater
- Gateways
- Web cams



- Carver Corner clean up and opportunity for redevelopment
- Wants a place/pretty picture to sell Muscatine
- Make sure pedestrian friendly/ bring riverfront and downtown together

Housing Admin

- Project is inclusive of all housing types
- Road conditions
- Traffic flow for garbage on Mississippi Drive, especially on pick up
- Enjoy the view while driving
- Landscape and Historic items as art on the Corridor
- Issues with keeping alley clean from trash

Sanitary/Storm

- Barrier between walk and road
- Too much pavement
- Consider grass pavement for parking alternatives
- Think about façade improvements to pump station
- Lift station is ugly
- Entry from Mississippi bridge

Parks & Rec

- Understand programming at riverfront
- 100 rentals per year (River View Center)
- Mississippi Drive used as plaza during flood activities
- Focus on Carver corner, huge development potential

Human Resources & Risk management

- Don't put things that are easily damaged or hurtful, safe maintenance access
- Make sure things are built to code – Turning radius – tall things in front of buildings make it hard for access
- Mckee Corner – lots of accidents
- Security cameras
- Revitalized outdoor/factory space for new restaurants

Downtown Resident

- Wifi
- Bike rentals/kite rentals
- Pet friendly & dog fountains
- Need good quality free events
- Rooftop garden
- Long term parking for downtown residents
- Small grocery/convenience store



- 5 things to have downtown
 - Grocery
 - Frozen yogurt
 - Coffee shop
 - More activity