



# North Liberty

community identity framework

2 . 2020



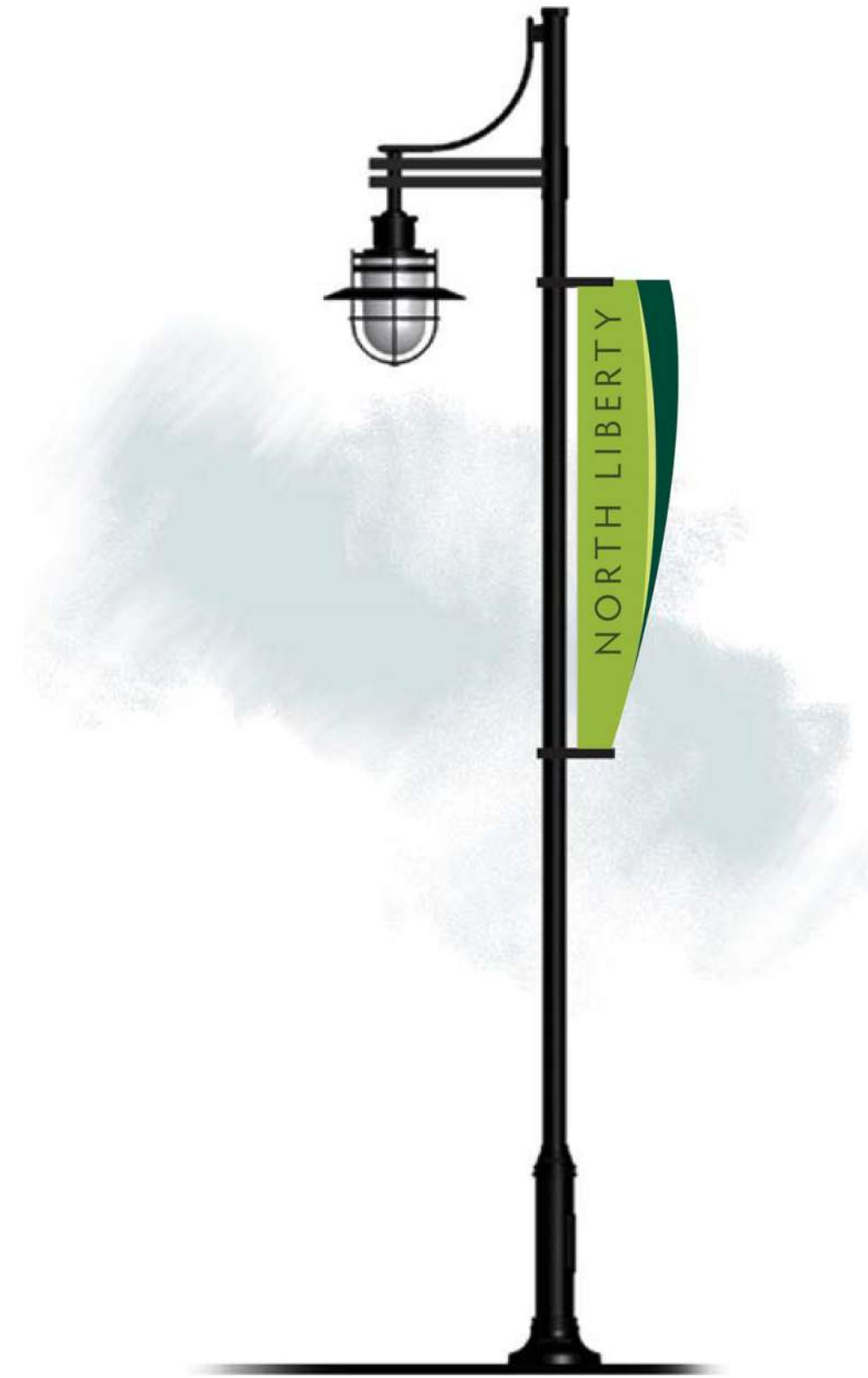
**SHIVEHATTERY**  
ARCHITECTURE+ENGINEERING

## Background

## Recommendations and **BIG IDEAS**:

- Community Design
- Trails and Greenways
- Streetscapes
- Community identity monuments
- Creating the “There”

## Future Steps



## scope & project goals

- The goal of this project was to use the community input gathered by deNovo to **SPARK** ideas about Community Identity
  - Perceptions of North Liberty today
  - Aspirations for North Liberty tomorrow
  - Branding
  - Physical design of the community
  - How all these things come together to form Community Identity
- Community Identity is not just one thing
  - Needs to work on multiple levels
  - Needs to engage different audiences
  - Needs critical mass to gain recognition



- Community Driven Wants

- Bike, pedestrian, and park connections
- Community entrances
- Streetscape improvements
- Community wayfinding
- A more recognizable “downtown”
- Art and interactive experiences
- Distinctly different from neighbors
- Fun, funky, clever, imaginative
- Establishing a “there”



## BIG IDEA: Add some fun and playful elements!

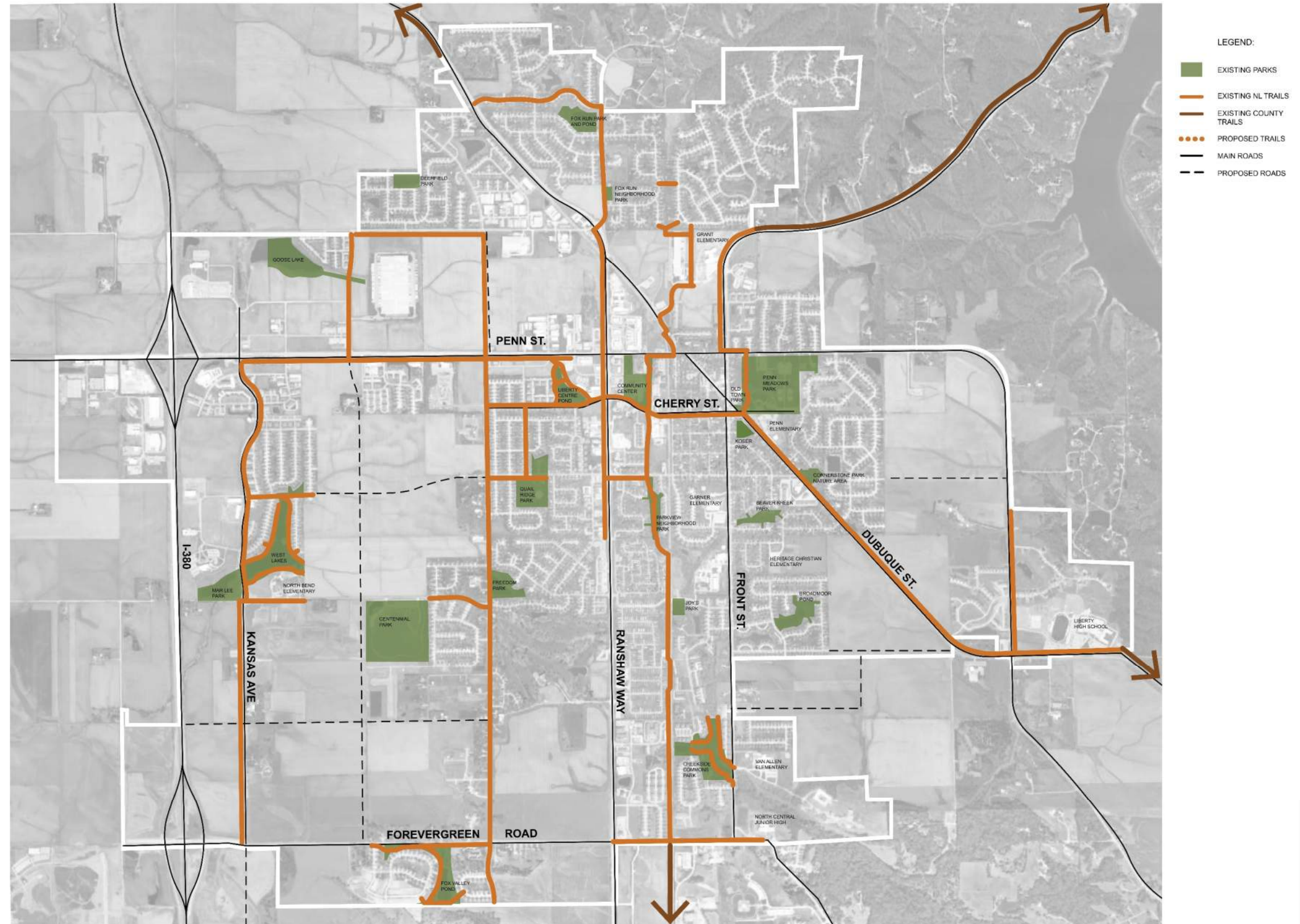
- Public art
- Fun site furnishings
- Interesting design
- Interactive experiences



# building identity

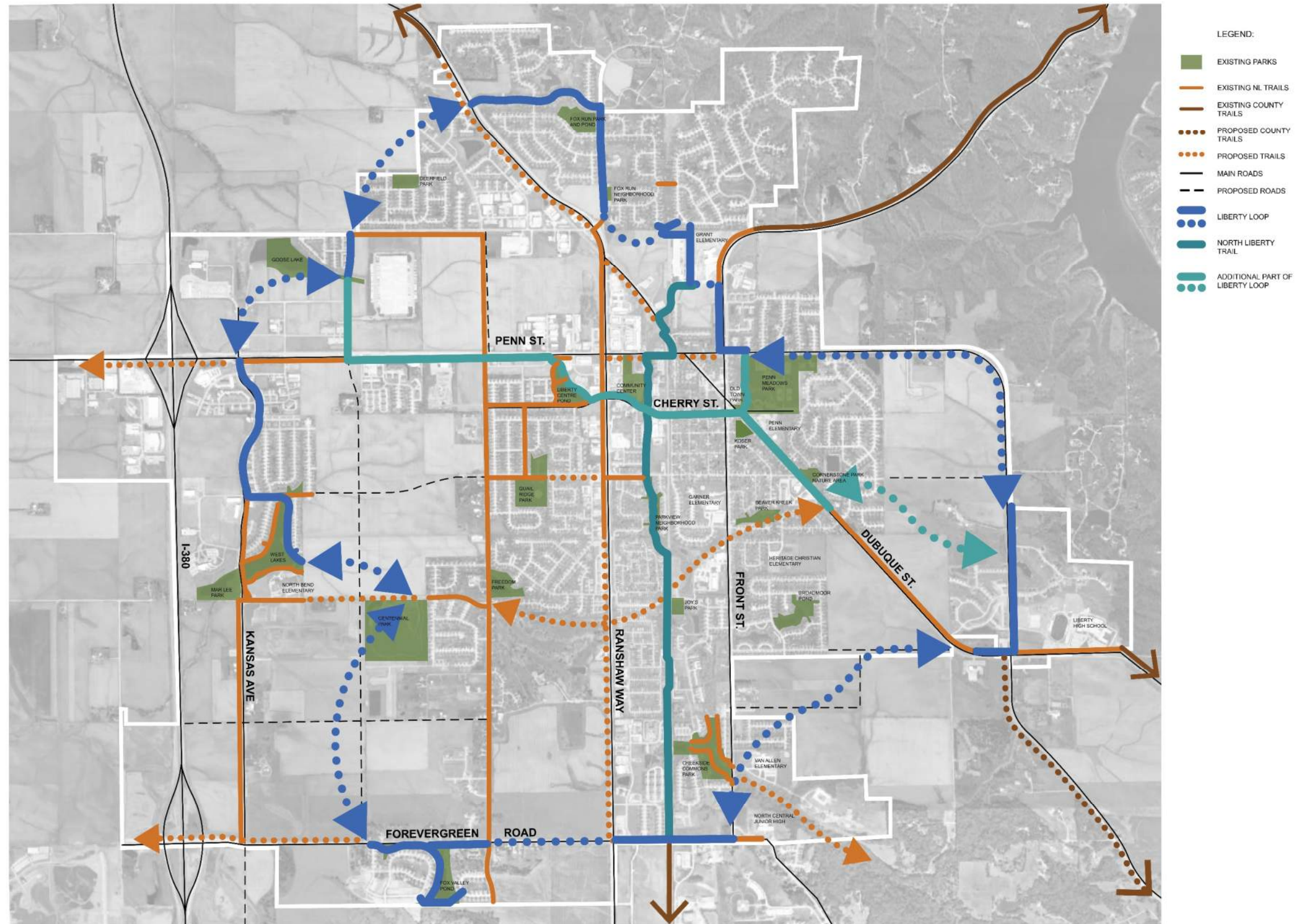
## GREENWAYS & TRAILS

- Recommendation: Reassess greenway and trail plans.
  - Are they comprehensive and complete?
  - Are community destinations connected in a logical way?
  - Revise comprehensive plan if necessary



# BIG IDEA: Liberty Loop

- Main trail loop connecting destinations throughout the community
- Signature experience. Known distances. Great wayfinding. Services. Everyone knows what it is.
- Focal point for community events – bike rides, fun walks



## BIG IDEA: Liberty Loop

- Tie branding of Liberty Loop to Community Brand



LIBERTY  
LOOP



LIBERTY  
LOOP



LIBERTY  
LOOP

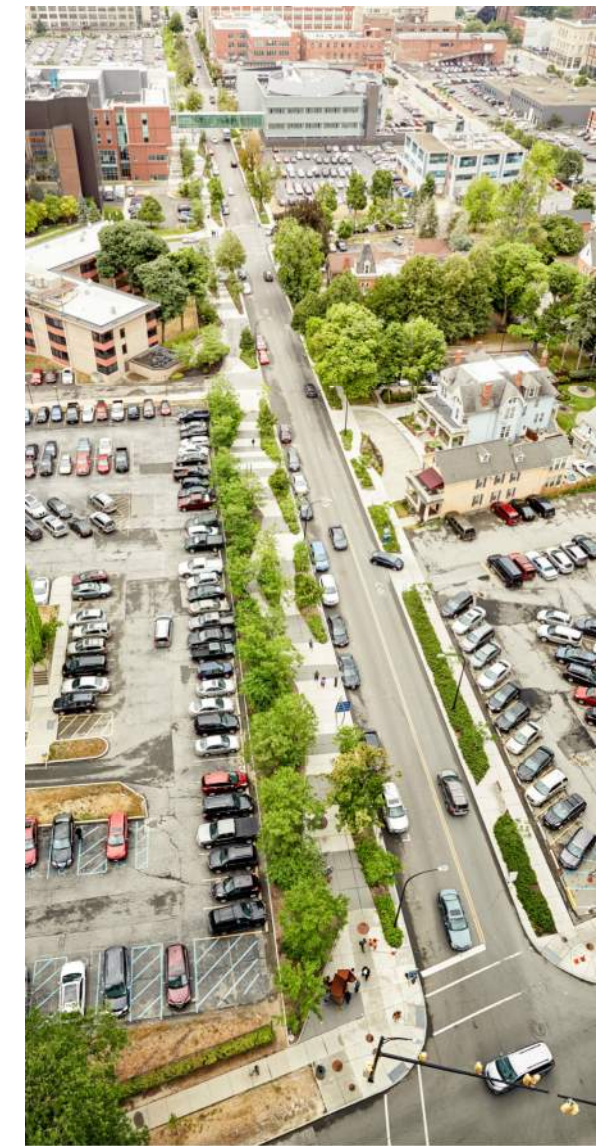




# building identity

## STREETSCAPES

- Recommendation: Expand streetscapes throughout the community.
- Consistent design elements that establish an identity
  - Variations on a theme to provide interest
  - Build on Roundabouts vocabulary
- Provide a variety of experiences - including for pedestrians and bikes!
- Make it fun, interesting and exciting



## building identity

### STREETSCAPES

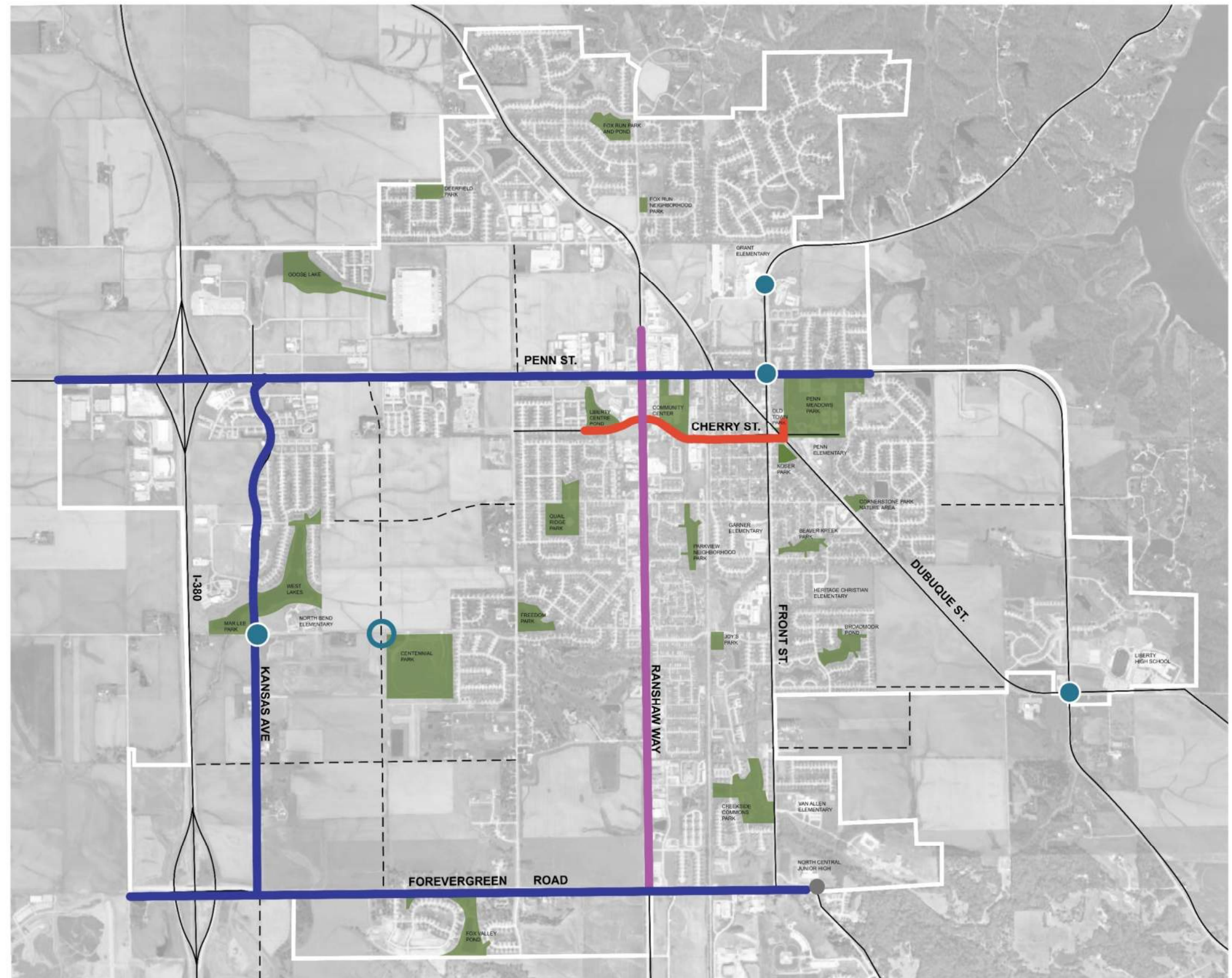
- Recommendation: Complete construction of Ranshaw Way improvements
  - Consider adding a new layer of amenities – playful seating, art, interactive pieces



# framework

## STREETSCAPES

- Recommendation: Extend streetscapes to Penn St, Kansas St, Forevergreen Rd and Cherry St
- Main elements:
  - Identity monuments
  - Street trees and landscaping
  - Sidewalks and trails – meander where possible
  - Parklets
  - Seating
  - Public art / interactive experiences
  - Extend roundabout paving patterns
  - Interesting crosswalks



building identity

STREETSCAPES

# Penn Street



# building identity

STREETSCAPES

## Penn Street



ENTRANCE MONUMENTS



ARTISTIC CROSSWALK



FUN BENCHES



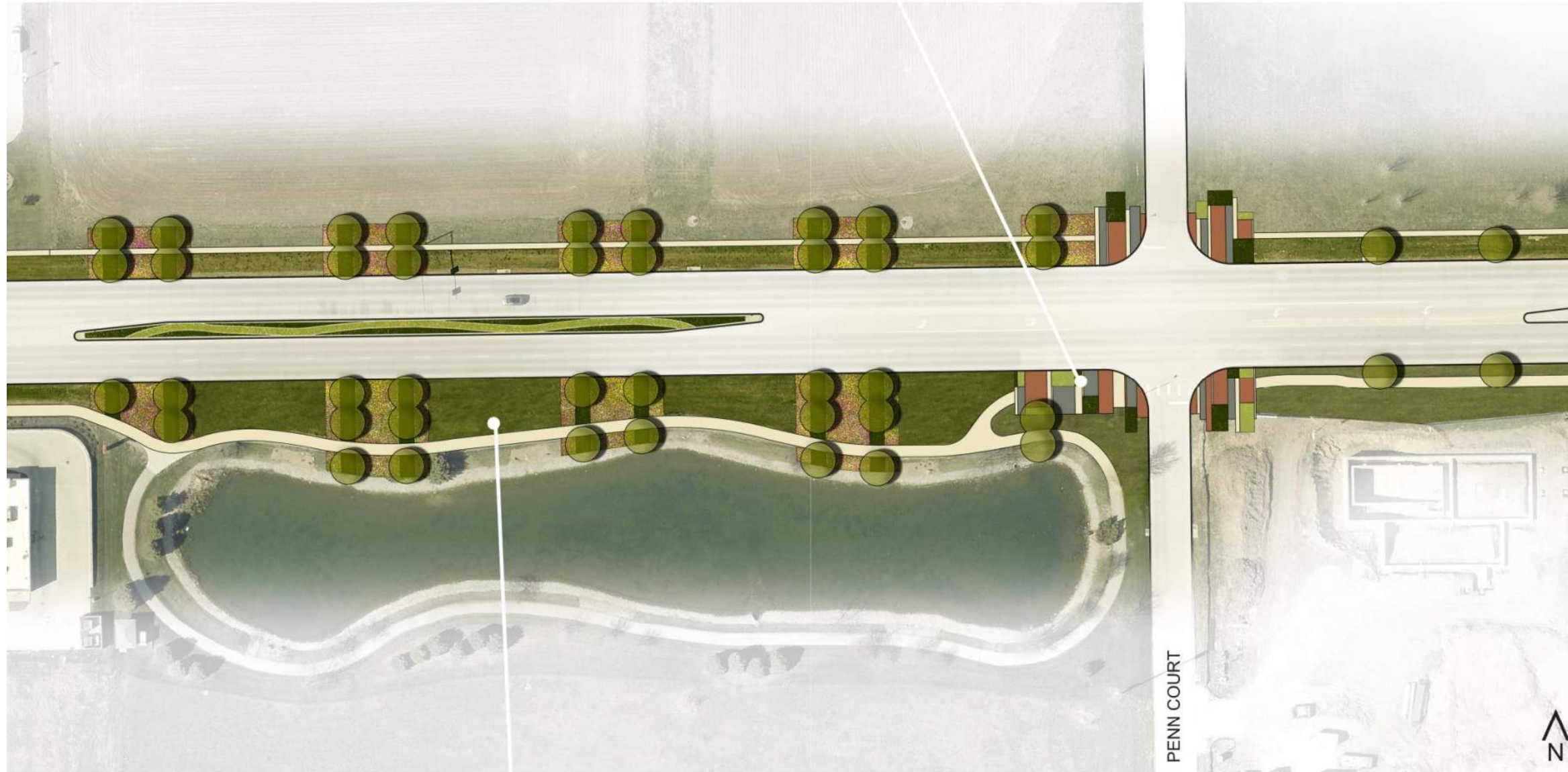
# building identity

STREETSCAPES

## Penn Street



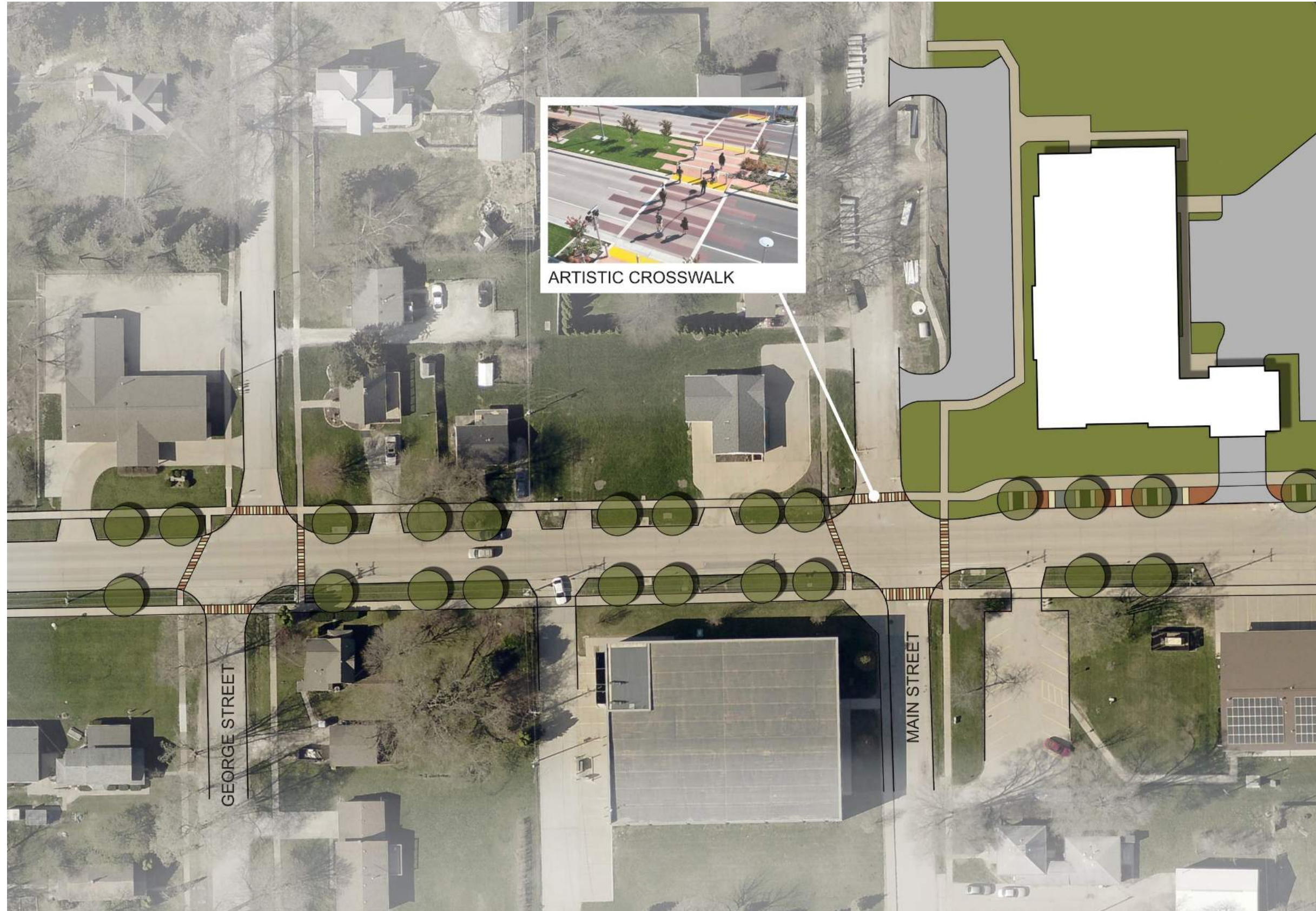
SCULPTURAL ELEMENTS / ART



INTERACTIVE ART









building identity

STREETSCAPES

Cherry/Dubuque Street



## building identity

### STREETSCAPES

- Recommendation: Expand roundabouts throughout community where appropriate
  - Explore variations on design theme utilizing selected pavers, colors and plant palettes
  - Repeat elements of roundabouts elsewhere in North Liberty
  - Incorporate art or interactive elements in existing roundabouts



# framework

## COMMUNITY GATEWAYS-SIGNAGE

- Recommendation: Implement community gateway signage
- Primary gateways at I-380 exits
- Secondary gateways at Hwy 965 and Forevergreen Road
- Tertiary gateways at 965 North and F28



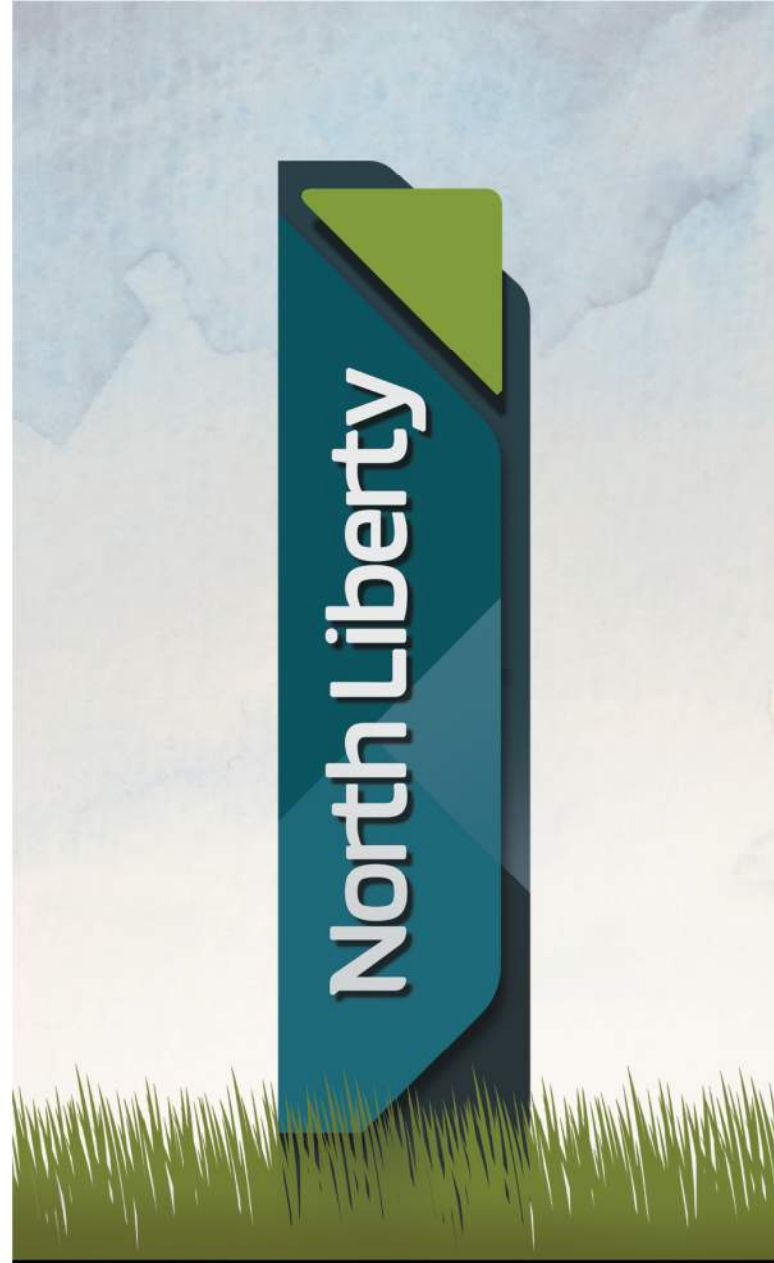
LEGEND:

	EXISTING PARKS
	MAIN ROADS
	PROPOSED ROADS
	PRIMARY ENTRANCE MONUMENT ZONE
	SECONDARY ENTRANCE MONUMENT ZONE
	TERTIARY ENTRANCE MONUMENT ZONE



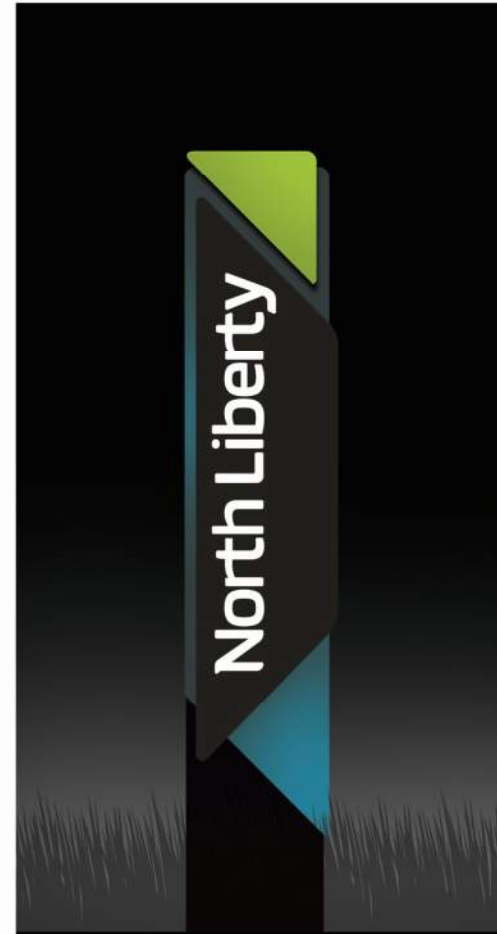
community entrance

SIGNAGE CONCEPT 1



community entrance

SIGNAGE CONCEPT 2



community entrance

SIGNAGE CONCEPT 3



community entrance

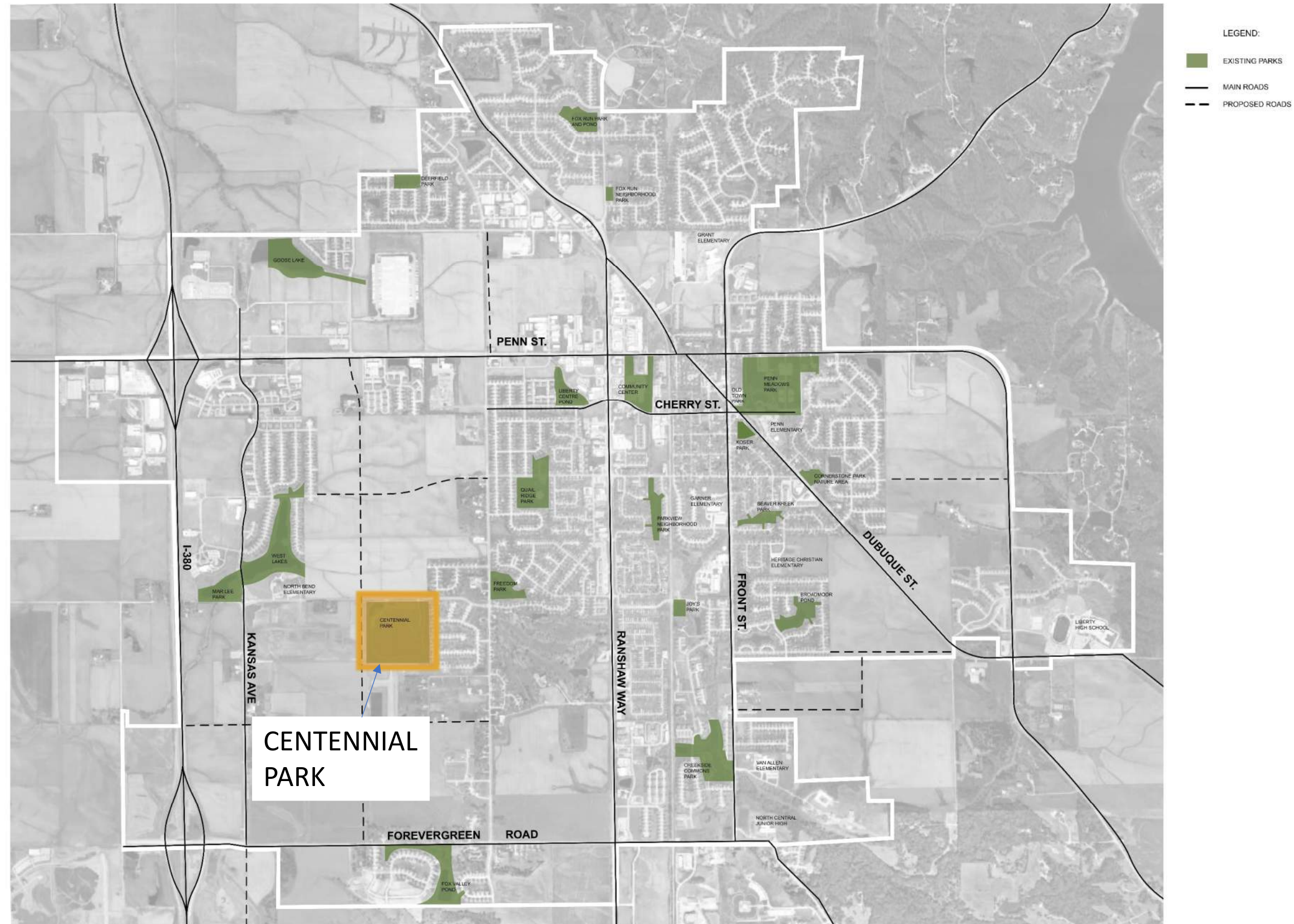
SIGNAGE CONCEPTS



# framework

## CREATING THE 'THERE'

- Recommendation: Re-focus on Centennial Park as a major community resource





## framework

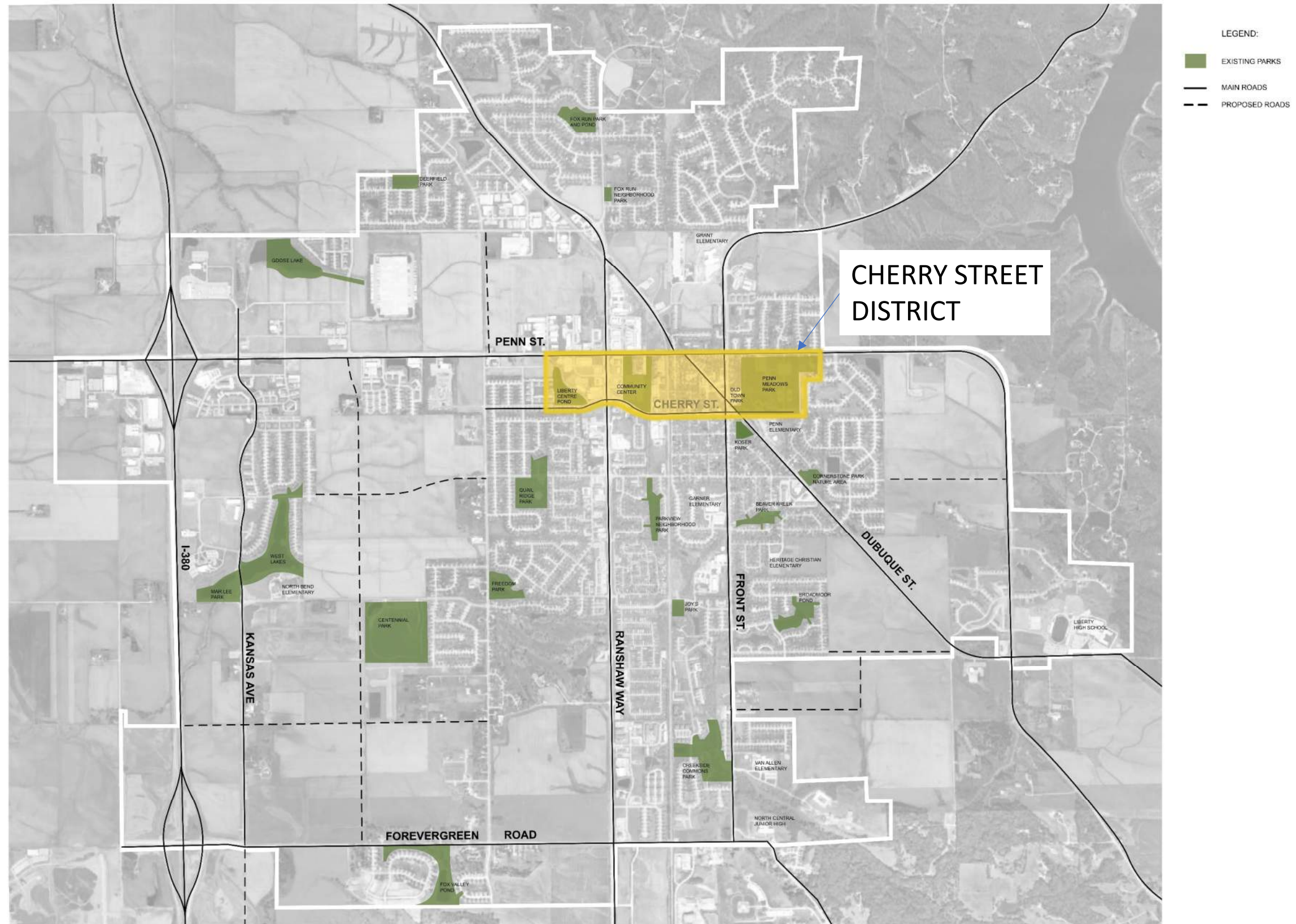
### CREATING THE 'THERE'

- Recommendation: Review Centennial Park Master Plan and prioritize projects
- City has made a significant investment to date – makes sense to leverage that investment
- Review Master Plan. Have needs or priorities changed?
- Focus on linkages to the surrounding neighborhoods and the community – especially the Liberty Loop!



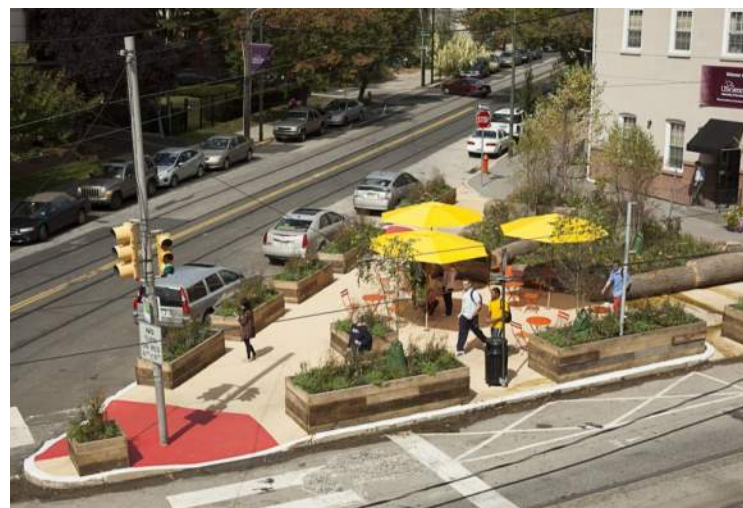
# BIG IDEA: Cherry Street District Reinvestment

- Recommendation: Complete a Reinvestment Study for the District



# BIG IDEA: Cherry Street District Reinvestment

- Recommendation: Focus on the Cherry Street District as the center of the Community
  - Vibrant mixed-use, pedestrian oriented district
  - Build on core of public uses, parks and trail connectivity
  - Build identity through own streetscape, graphics, etc
  - Consider opportunities for additional shopping, dining, entertainment and housing.



## framework

CREATING THE 'THERE'

### BIG IDEA: What Else?!

Need to always ask:

- What's missing?
- Are there new ideas?
- Are there new needs?
- How can we best serve the community?



## How to accomplish these things?

- Understand this is a long-term process
  - Need a plan, need to set priorities and get going
  - Account for capital costs AND operations / staffing costs
- Review comprehensive plan. Are there changes that need to be made to support the recommendations?
  - Trails and greenways plans
- Reinvestment Study for Cherry Street District
- Review and update Centennial Park Master Plan



## How to accomplish these things?

- Detailed streetscape design and costs
- Community signage and wayfinding plan
- Target land acquisitions?
  - Signage
  - Parklets
  - Greenways and trails
  - Other?

