

Liberty Square Master Plan



Clinton, IA
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IOWA

School of Planning
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Project Location

LIBERTY SQUARE - CLINTON, IA



History

Liberty Square has undergone significant change, but many of the area's core characteristics remain



1930s



1950s

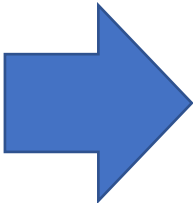
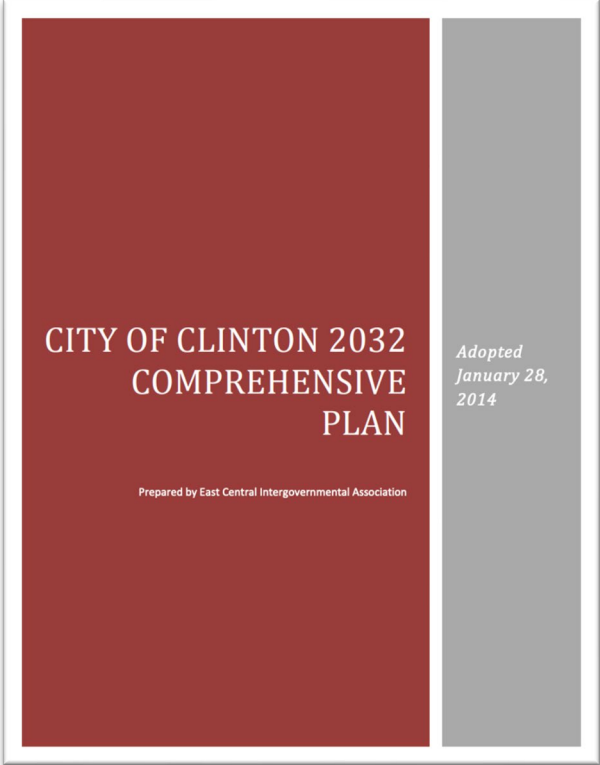


2021



City of Clinton Comprehensive Plan

Goals for Liberty Square outlined within Clinton's Comprehensive Plan



GOAL 1

Stimulate Economic Development

GOAL 2

Create High Wage and High-Quality Jobs

GOAL 3

Create a Plan for Redevelopment Investment

GOAL 4

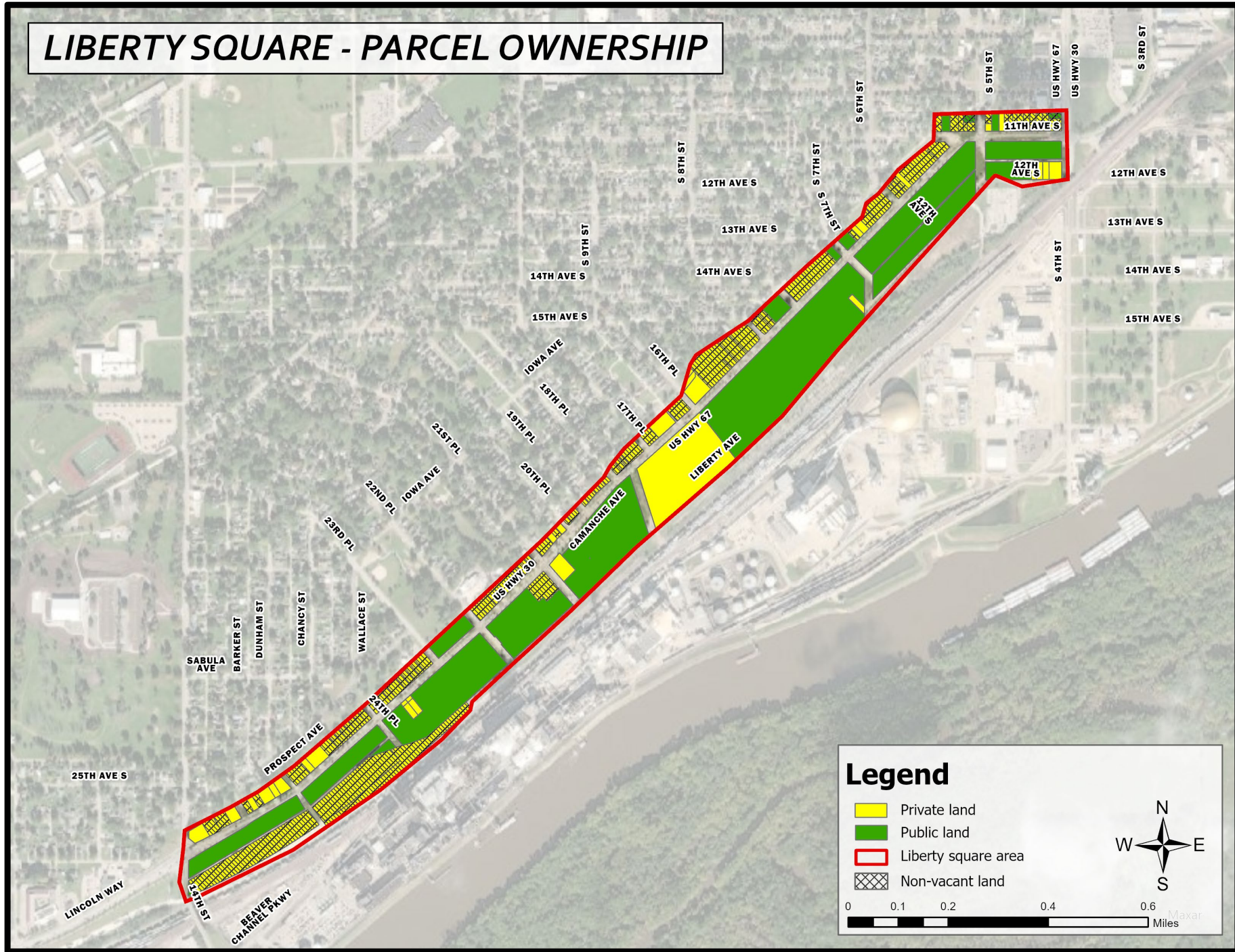
Create a Redevelopment Plan for Liberty Square

GOAL 5

Integrate Sustainable Development Practices



LIBERTY SQUARE - PARCEL OWNERSHIP



Views from Liberty Square





Strengths



High traffic

Visibility

Existing infrastructure

Proximity



Weaknesses

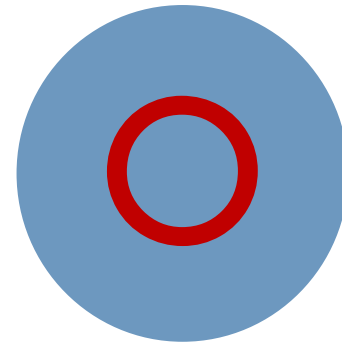


Noise, odor, aesthetics

Highway median

Zoning ordinance

Conflicting visions



Opportunities

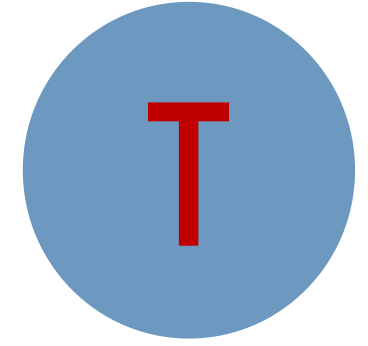


Economic opportunities

Welcome way

Historical center

Environmental aesthetics



Threats



Declining population

Market trends

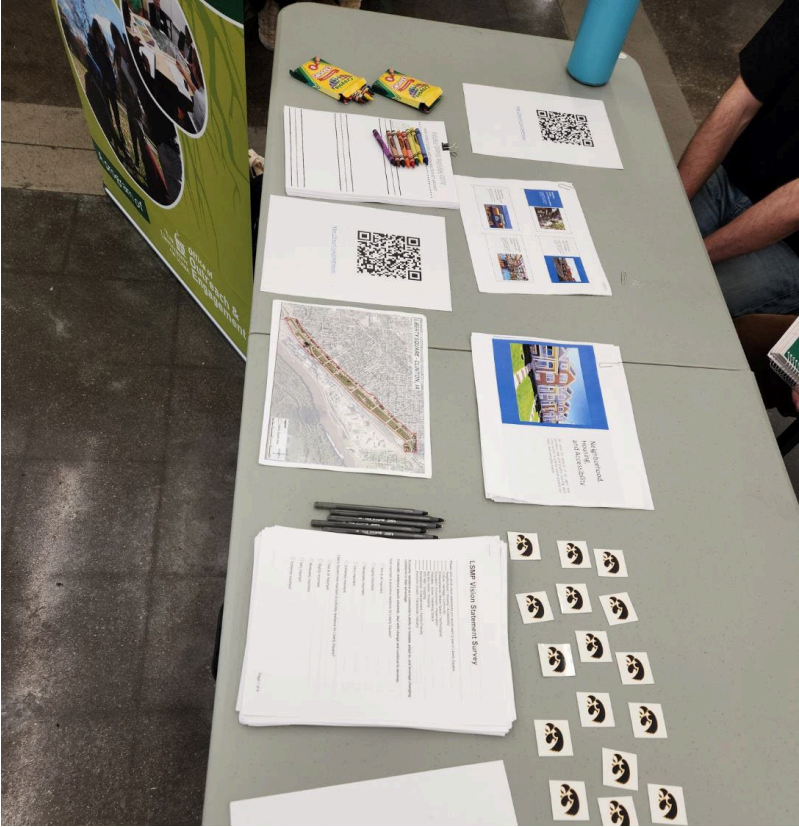
Downtown



Liberty Square Survey



Engaging the Public



Most Desired Land Uses

#1 Culture / Heritage / Community*



(Tie) #2 Walkable / Active / Gathering Space*



(Tie) #2 Recreational / Entertainment / Family-Friendly*



Survey Findings

Values

Environmental Practices

Economic Resilience

Outcomes

Increasing Jobs

Bettering the Environment

Design Layout & Aesthetics



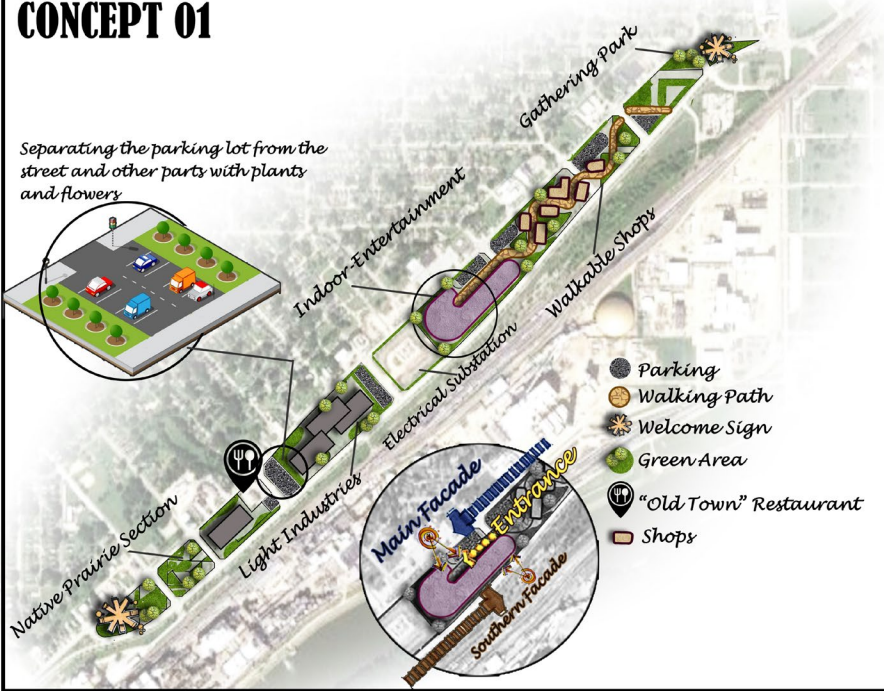
Land Use Development Matrix

- Divides Liberty Square into 5 distinct areas
- The development possibilities of each area were analyzed in respect to our survey results
- Short term, long term, and unadvisable uses were created for each area



CONCEPT 01

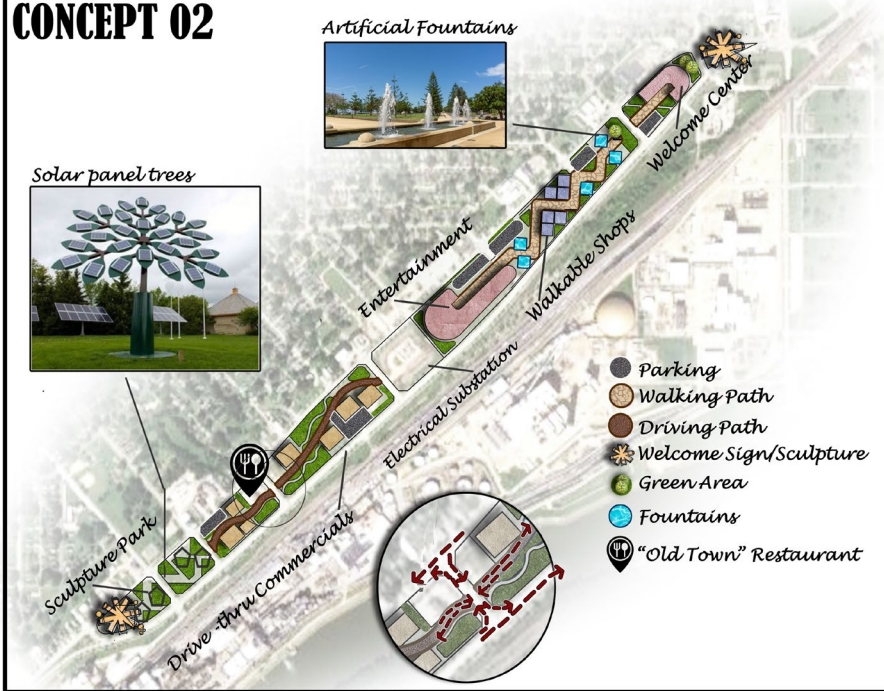
Separating the parking lot from the street and other parts with plants and flowers



CONCEPT 02

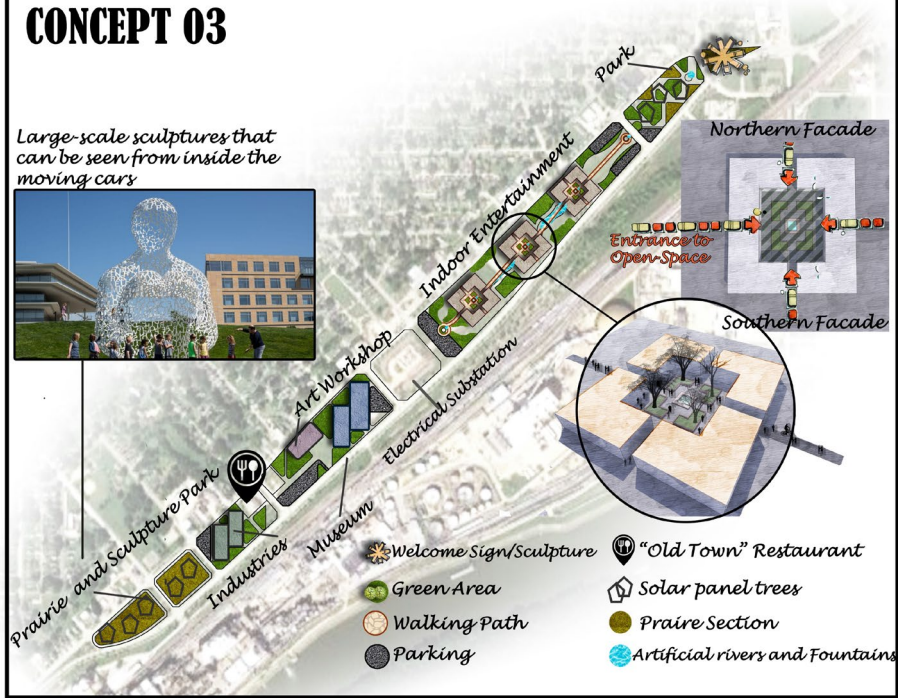
Artificial Fountains

Solar panel trees



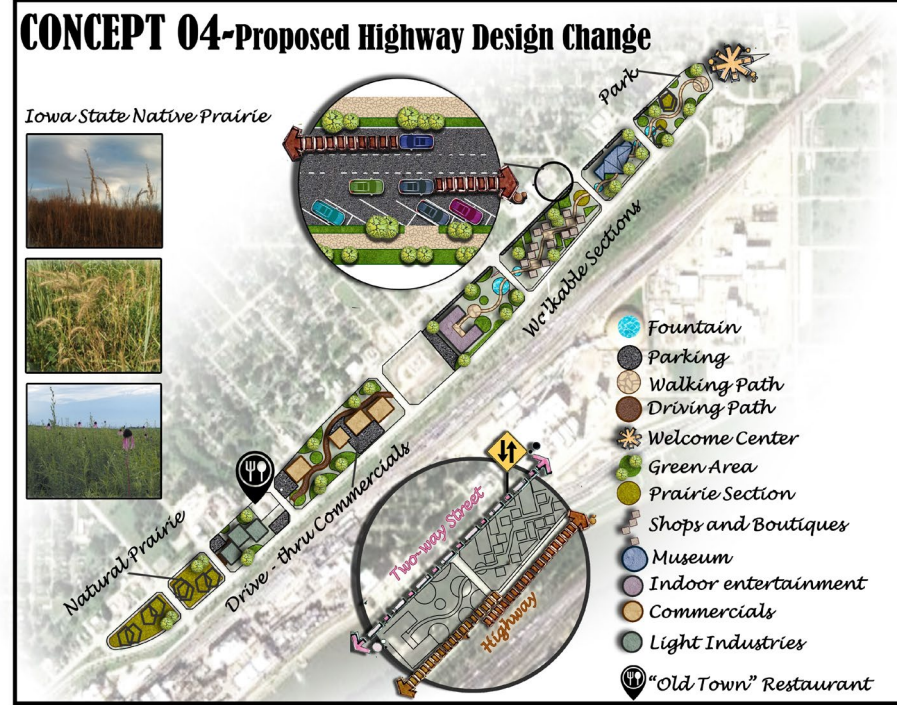
CONCEPT 03

Large-scale sculptures that can be seen from inside the moving cars



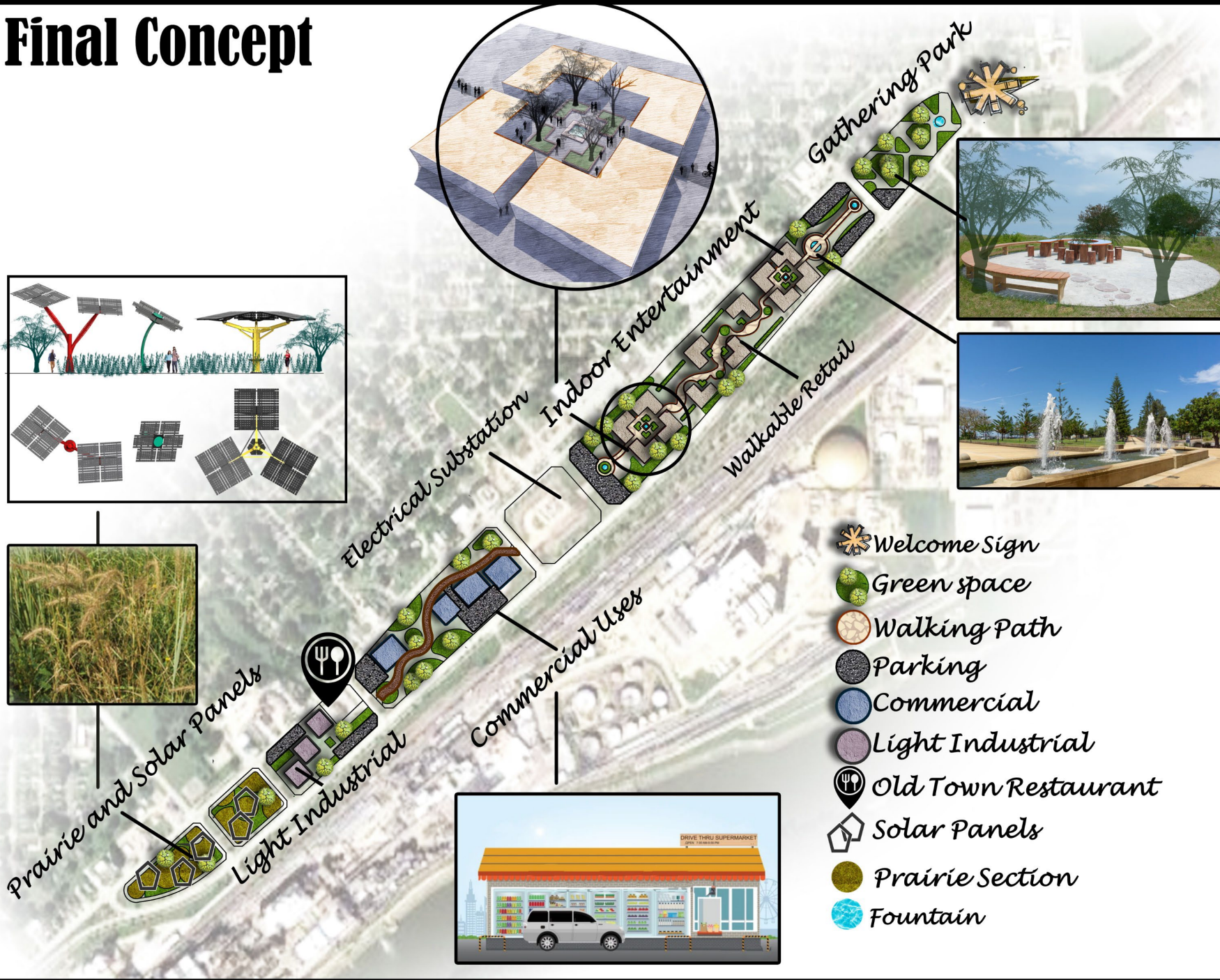
CONCEPT 04-Proposed Highway Design Change

Iowa State Native Prairie

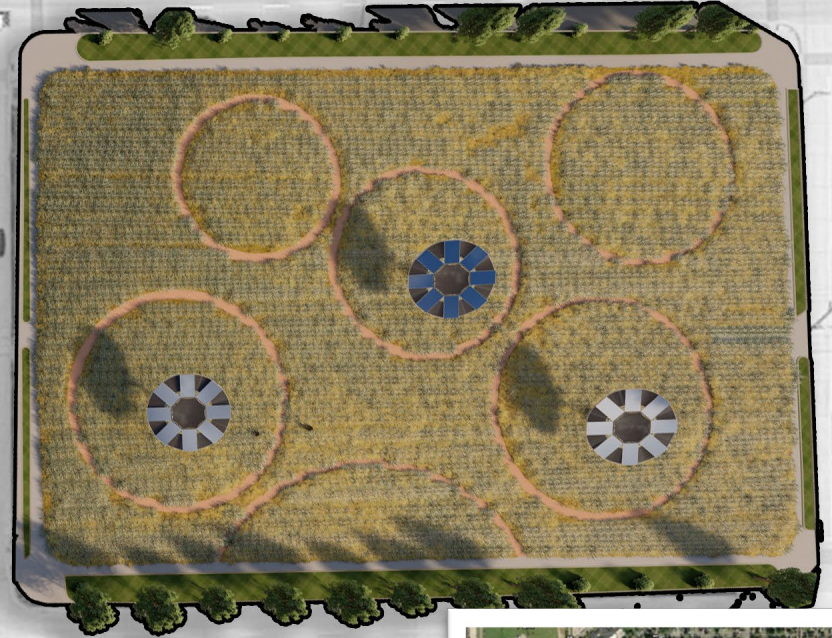
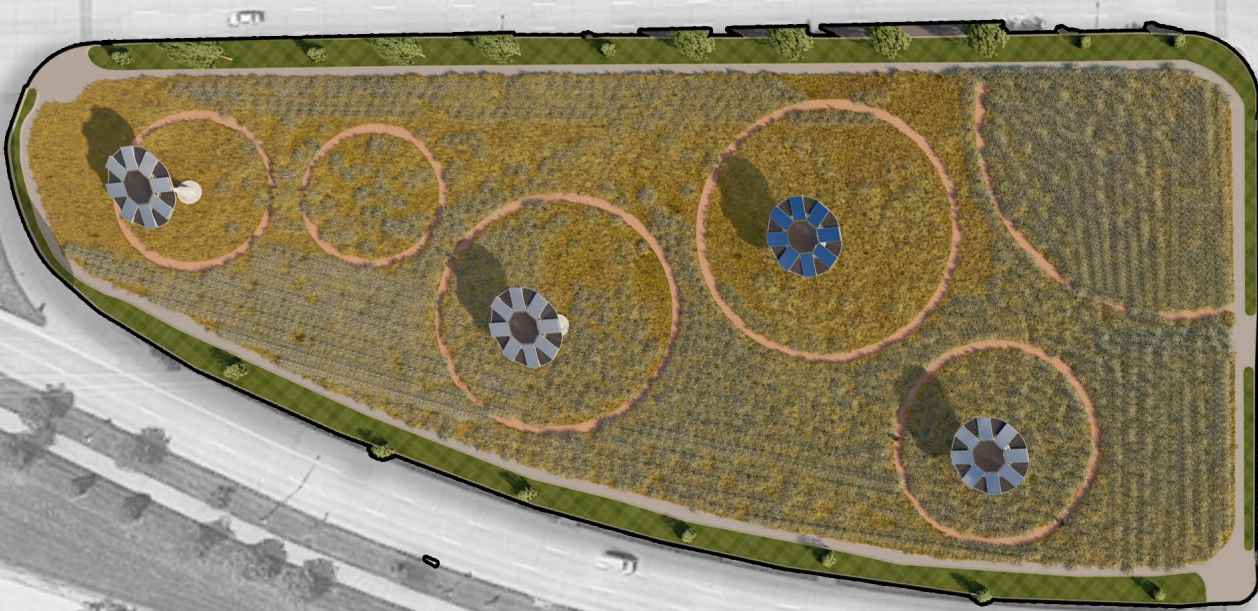


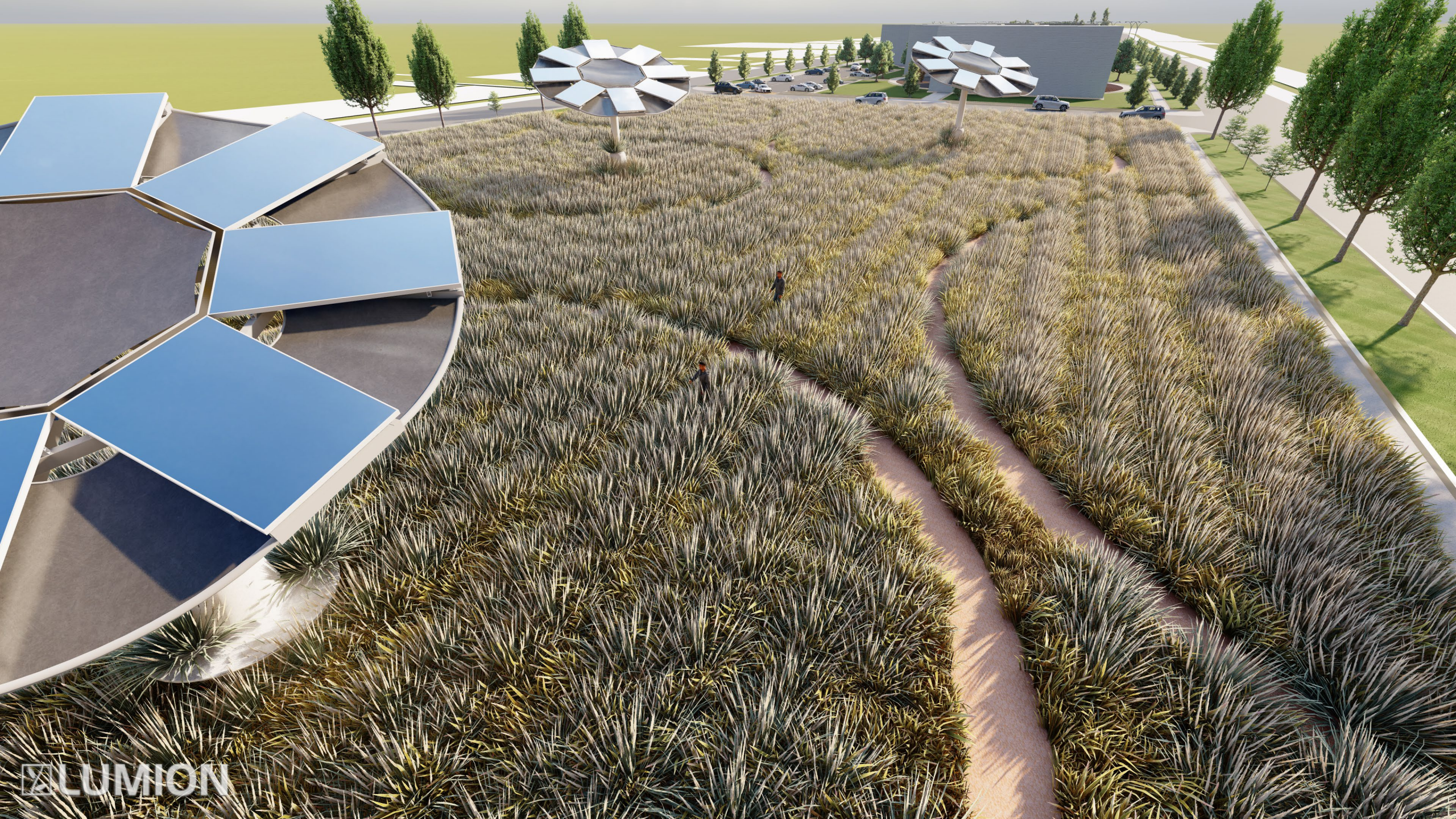


Final Concept

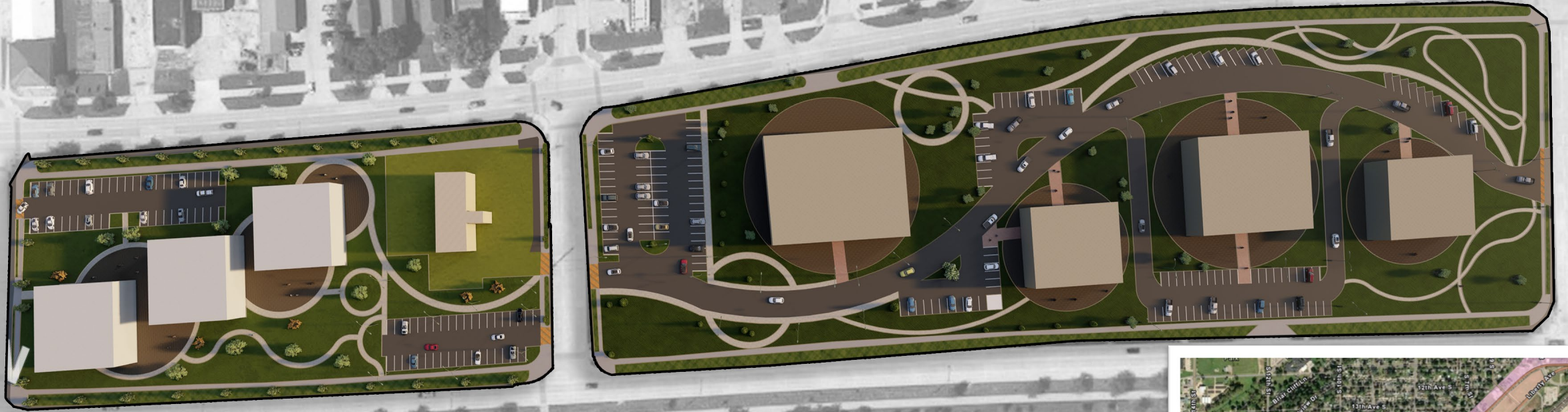


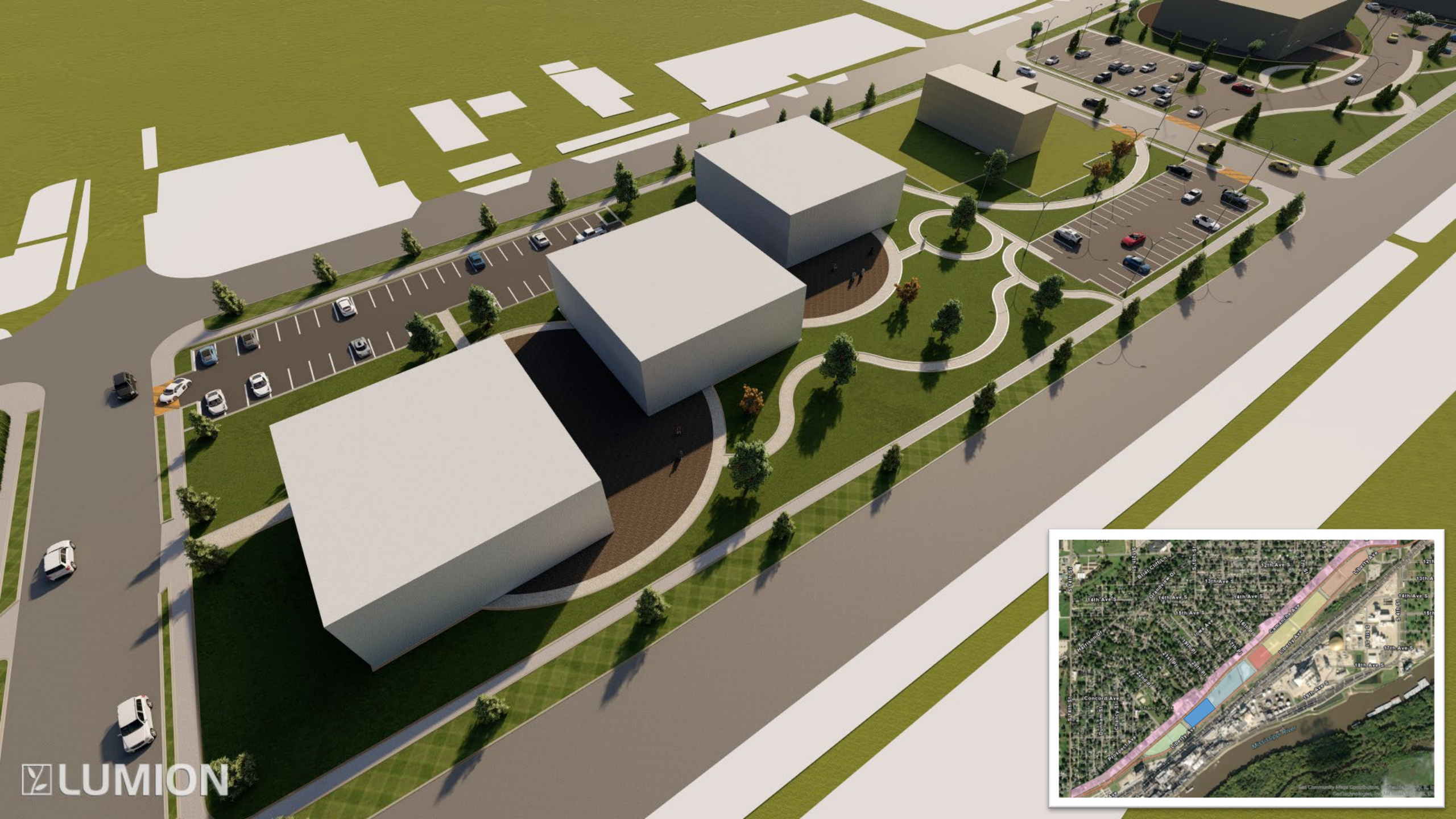
Area 1





Area 2







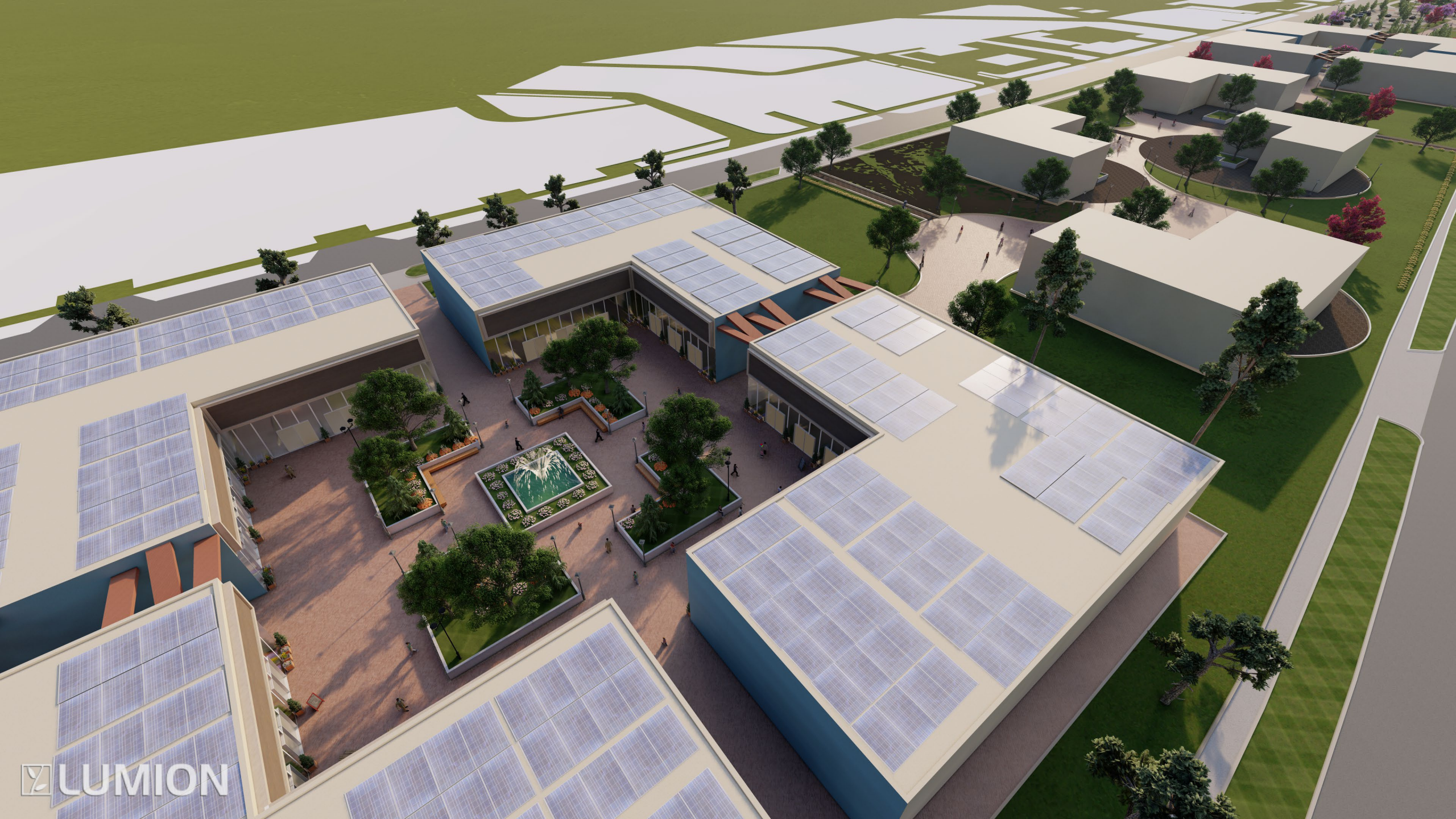
LUMION



Area 3











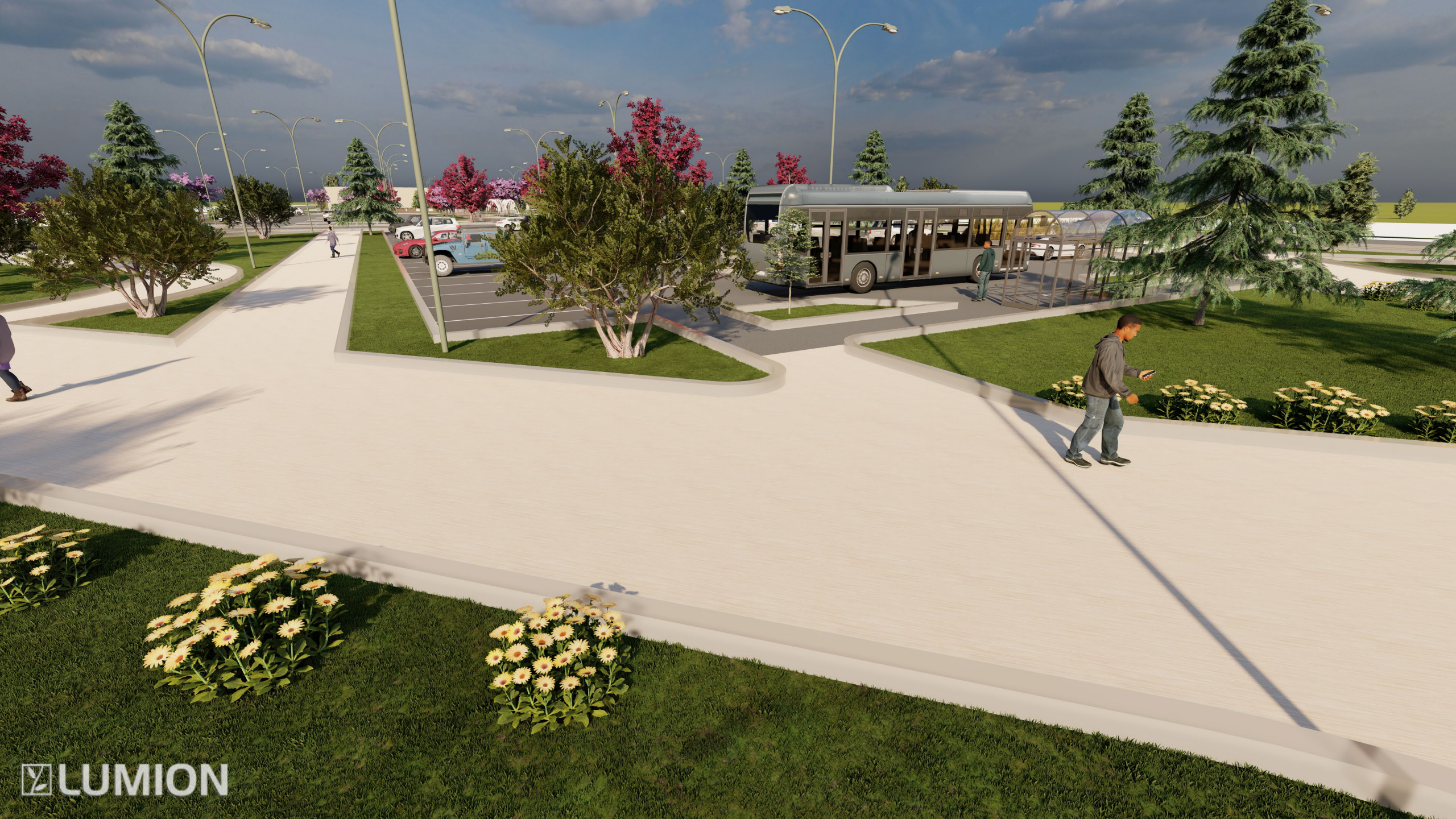




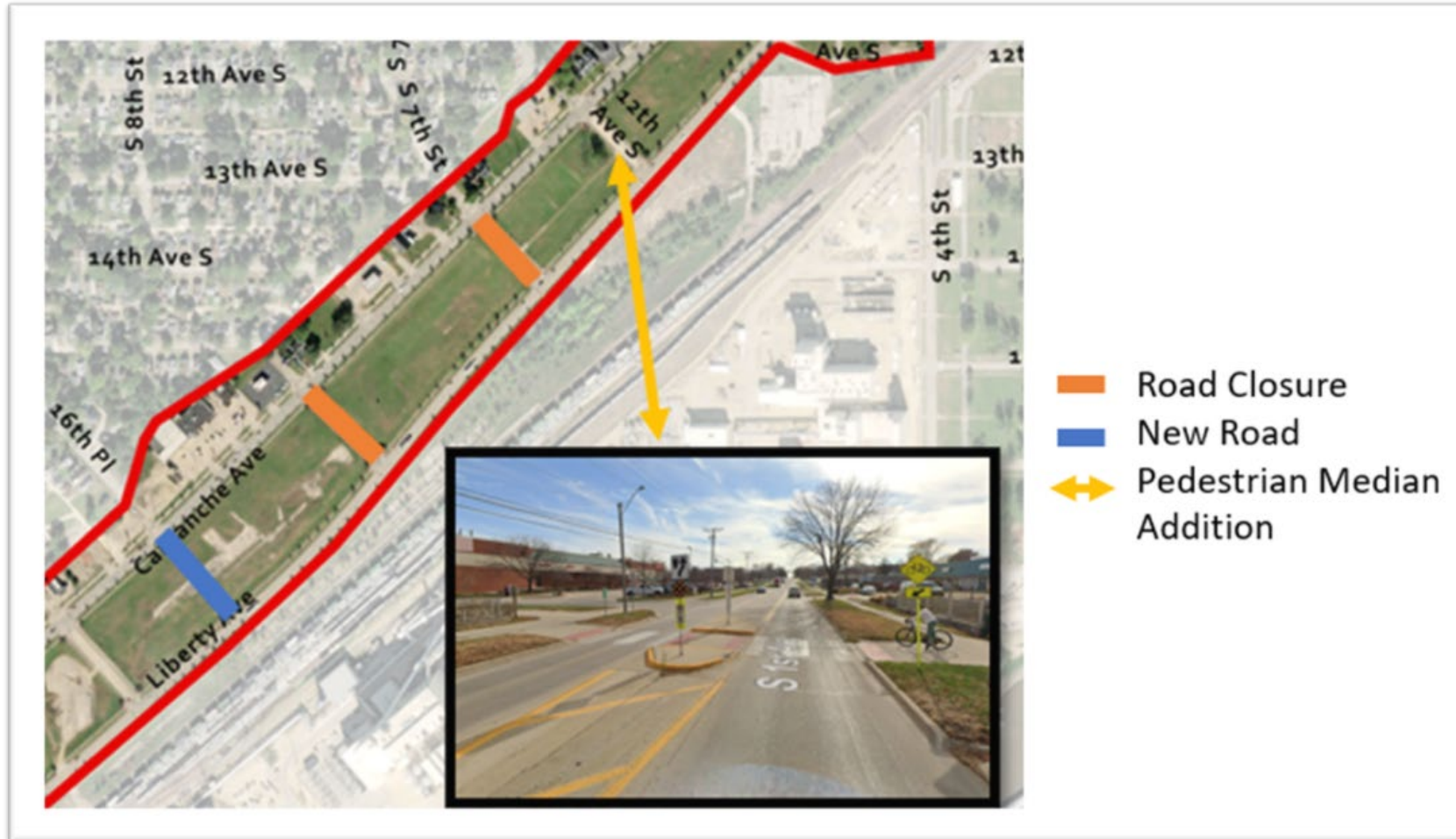
Area 4



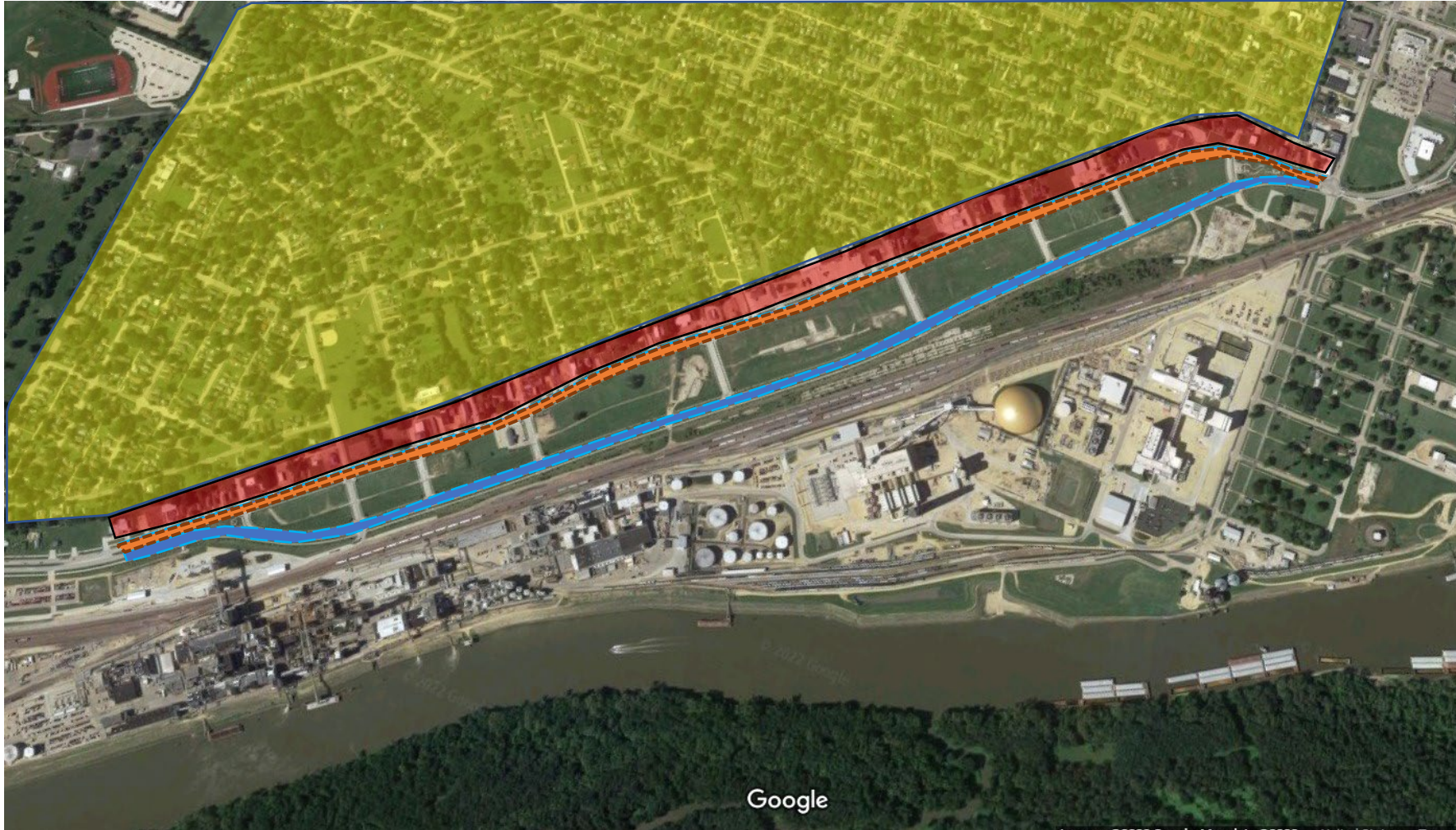




Transportation



Transportation



Transportation

Camanche Avenue Vision:



Southwest Liberty Square Entryway:



Northeast Liberty Square Entryway:



Additional Recommendations



Implementation

First Steps:

- Work with ECIA to develop new zoning requirements
- Submit grant proposal to Iowa DNR for designated natural prairie
- Implement Welcome Signage
- Underground power lines

Next Step:

- Work with Grow Clinton to kick-start private development





Thank You!

University of Iowa

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We appreciate any questions you have!

