

Design Districts

The Design Districts, shown in Figures 5 and 5a, include the Belle Plaine Commercial Boulevard, the Downtown District, the US Highway 169 District and the City Gateways. The Downtown District and the US Highway 169 Districts correlate respectively to the City’s 2008 Land Use and Proposed Land Use Map. The Belle Plaine Commercial Boulevard District connects the Downtown and US Highway Districts with a series of urban design features. The City Gateways feature new signage and landscape treatments that embrace the proposed entry locations and the Belle Plaine community vision for the future.

Belle Plaine Commercial Boulevard

The intent of the Belle Plaine Commercial Boulevard is to connect, distinguish and provide legible access to the Downtown District and the US 169 Corridor District through urban design elements. The Boulevard will be distinguished with consistent street trees, lighting and a bike path. The major intersections of the Boulevard, illustrated in Figure 6 (located at the end of the section), will feature prominent context-sensitive monuments or signage.

Downtown District

The intent of the Downtown District is to provide architecture, landscape architecture and urban design guidelines that maintain a vibrant historic, pedestrian-oriented urban center. (Figure 7- located at the end of the section)

US Highway 169 Corridor District

The intent of the US Highway 169 Corridor District is to provide architecture, landscape architecture and urban design guidelines that provide a complementary aesthetic to the Downtown District and embrace the large-scale nature of highway development.

Gateways

The gateways to the City, as illustrated in Figure 5, are important because they are the first and last image that a visitor sees. As such, the gateways should be significant and complement the roadway’s scale and daily usage. Gateway signage that has the most impact incorporates images and materials that have meaning to the community, are designed with the surrounding landscape in mind and are complementary in size to the scale of the roadway.