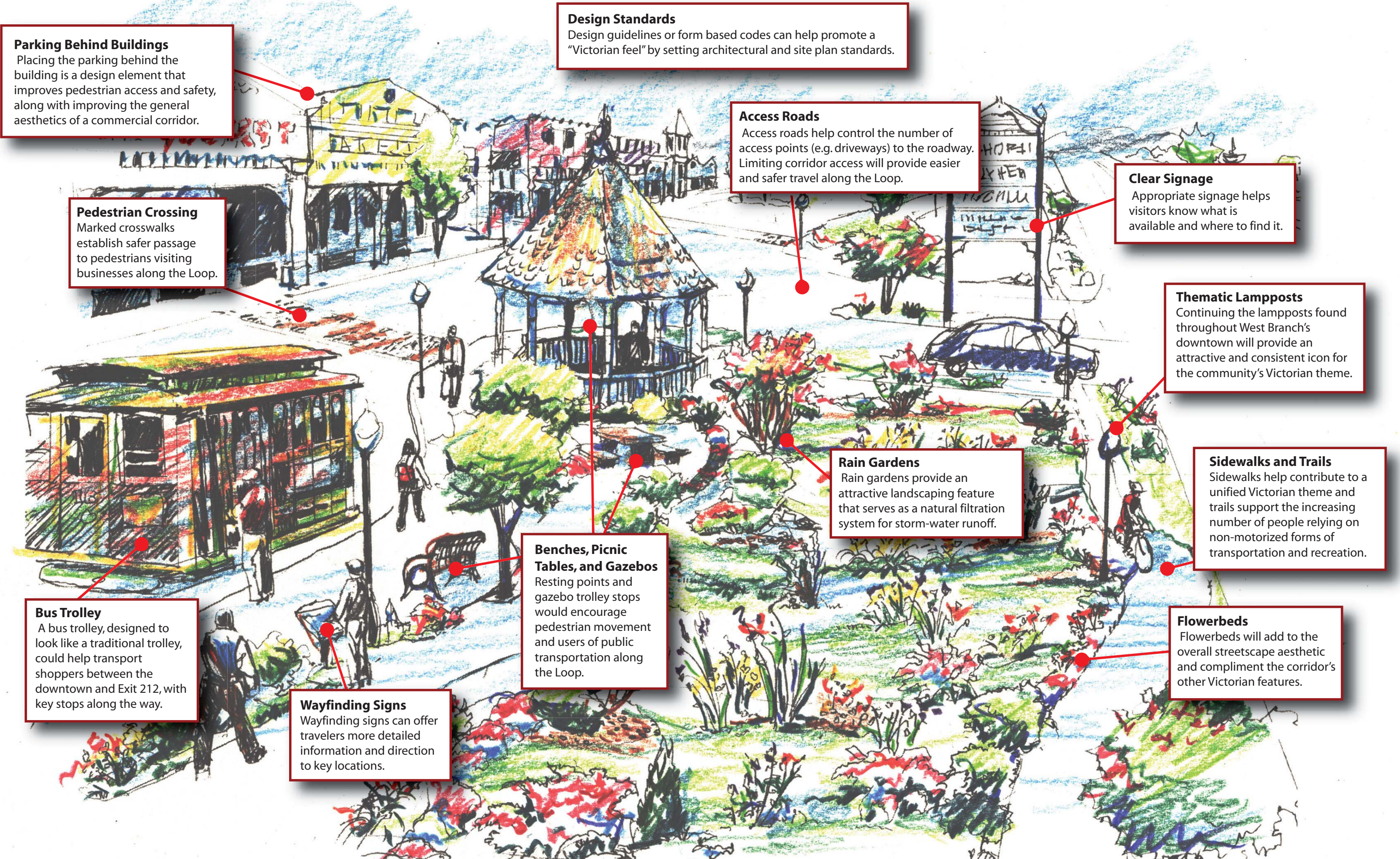


**Figure 9.3-Conceptual Drawing**



**Parking Behind Buildings**  
Placing the parking behind the building is a design element that improves pedestrian access and safety, along with improving the general aesthetics of a commercial corridor.

**Design Standards**  
Design guidelines or form based codes can help promote a "Victorian feel" by setting architectural and site plan standards.

**Access Roads**  
Access roads help control the number of access points (e.g. driveways) to the roadway. Limiting corridor access will provide easier and safer travel along the Loop.

**Clear Signage**  
Appropriate signage helps visitors know what is available and where to find it.

**Pedestrian Crossing**  
Marked crosswalks establish safer passage to pedestrians visiting businesses along the Loop.

**Thematic Lampposts**  
Continuing the lampposts found throughout West Branch's downtown will provide an attractive and consistent icon for the community's Victorian theme.

**Rain Gardens**  
Rain gardens provide an attractive landscaping feature that serves as a natural filtration system for storm-water runoff.

**Sidewalks and Trails**  
Sidewalks help contribute to a unified Victorian theme and trails support the increasing number of people relying on non-motorized forms of transportation and recreation.

**Benches, Picnic Tables, and Gazebos**  
Resting points and gazebo trolley stops would encourage pedestrian movement and users of public transportation along the Loop.

**Flowerbeds**  
Flowerbeds will add to the overall streetscape aesthetic and compliment the corridor's other Victorian features.

**Bus Trolley**  
A bus trolley, designed to look like a traditional trolley, could help transport shoppers between the downtown and Exit 212, with key stops along the way.

**Wayfinding Signs**  
Wayfinding signs can offer travelers more detailed information and direction to key locations.