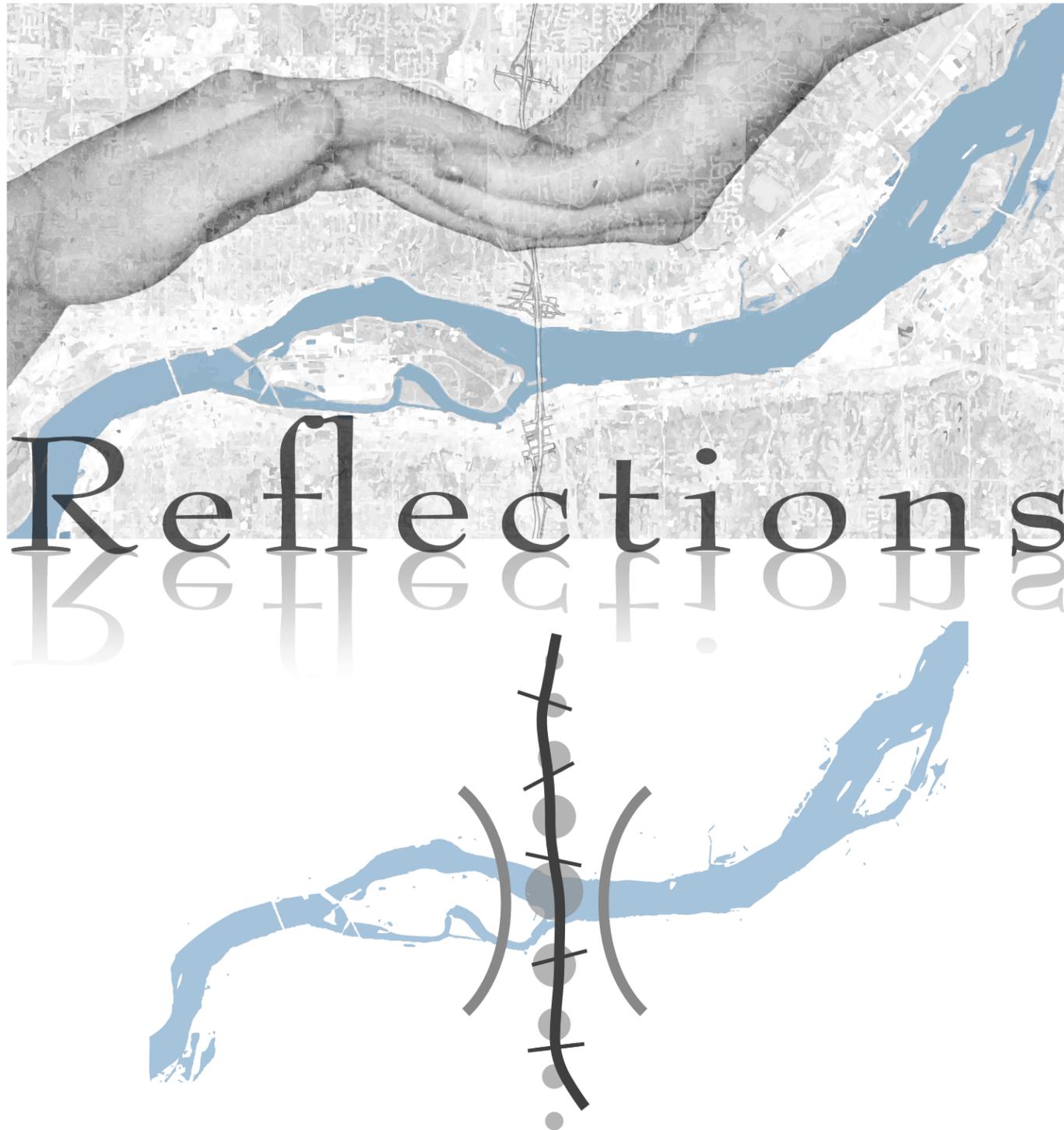




Guiding Principles



Water . . . Connections . . . Motion . . . Flow . . . Twin . . . Waves



THEME & DESIGN CONCEPTS

A corridor theme is a way to showcase features of a region, to educate people about the region, to represent the region in a positive manner. The I-74 Corridor theme centers on the term **Reflections**. Reflections of two states, many communities, and countless ideas working across the river and throughout this corridor that together use shared values to create one unified picture.

Proposed Design Concepts have advanced based on two main approaches:

River Mystique:

Bringing the ideas of the river to the corridor

Thresholds:

Celebrate the shared experiences found throughout the corridor: two states, many communities, and diverse neighborhoods.

The two dominant curves of the Mississippi River adjacent the I-74 corridor, symbolized by **two hands embracing**, offers inspiration to shapes and forms rehearsed within corridor elements.

USER EXPERIENCE

The experience of traveling a roadway in anticipation of seeing and ultimately traversing a Mississippi River crossing is etched in the minds of millions. The proposed corridor enhancements create a visual image of this anticipation.

CONTEXT

Understanding the diversity of the area results in the establishment of corridor zones. Seven unique areas adjacent to I-74 will each influence specific design features.

SAFETY, CONSTRUCTABILITY, AFFORDABILITY

Corridor aesthetic enhancement recommendations for the I-74 corridor are based on well-established safety and constructability standards. In addition, the affordability of initial implementation and the ultimate maintenance of enhancements has influenced the design recommendations.

