



Existing entry sign | north Highway 71

#### PLANTS

- Serviceberry
- Juniper
- Swamp Milkweed
- Little Bluestem
- Aster
- Yarrow
- Purple Coneflower



Existing entry sign | south Highway 71

#### PLANTS

- Serviceberry
- Grey Dogwood
- Swamp Milkweed
- Little Bluestem
- Aster
- Yarrow
- Purple Coneflower

## Corridor Signs and Monuments

Audubon can take advantage of a well-traveled highway corridor to draw visitors in to experience more of what it has to offer. The north and south entries into town are currently marked by concrete signs. To better attract visitors, residents and committee members expressed desire to improve these signs to make them more visible, both during the day and night. The light gray/tan colored signs get lost with similarly colored structures as backdrops.

The existing north sign is located far from the road and at a lower elevation, making it difficult to see. It would benefit from being raised up and shifted to a more visible location. Each existing sign would receive lighting and plantings to add a pop of color, create contrast, and screen views of objects behind the signs. Most of the plantings selected are native species from a list of plants noted for fostering bird and pollinator habitat.

The committee discussed the possibility of relocating the sign on the south side of town to the opposite side of the highway to make it more visible to passersby.

A series of monuments /way-finding signs are proposed at two scales – pedestrian scale (7' height bent panel) and vehicular scale (9' height cube). The signs draw inspiration from Audubon's rich history by featuring imagery of birds, as well as other noteworthy pieces of branding and history, such as Albert the Bull. Each sign would be made from weathering steel and bolted to concrete and may be lit, either internally or with a spot light.



Way-finding / identity signage

# Audubon Signage and Identity

## Design Team

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