



Existing photo 10a: East entryway sign along U.S. 30

Entryway Signage Overview

Entryway signage is one of the most important features in creating a visitor's first impression. It is a powerful amenity and is considered an extension of the way-finding signage family. The updated city logo, curved sign top, and font style used for the city name are all elements that are incorporated into the way-finding signage, including the entryway signage. These details help strengthen the identity of Calamus while creating a unified appearance.

Materials

The materials proposed for the monument signs include brick columns and a textured face panel that is envisioned to be either pre-cast colored concrete or high-density expanded Polystyrene (EPS). The lettering and logo are envisioned to be raised and backlit. All of the concepts show a solid base, as requested, for ease of maintenance.

The color and material selection for signs can create different perceptions. The warm earth-tone colors of the tans and browns convey a naturalized environment, whereas the cooler grays and charcoal combinations suggest a reserved atmosphere. In addition to considering the "feeling" that the colors elicit in passersby, the location for the sign and the background must also be evaluated. The sign needs to stand out and not fade into its surroundings – this is addressed by color selection, landscaping, and sign size. Refer to illustrations shown on this board.

Calamus

Entryway Signage



Photo edit 10b: Sign option 1 with landscaping



Photo edit 10c: Sign option 2 with landscaping



Photo edit 10d: Sign option 3 with landscaping



Photo edit 10e: Sign option 4 with landscaping



Photo edit 10f: Sign option 5 with landscaping



Photo edit 10g: Sign option 6 with landscaping

The scale (size) of the sign is determined primarily by the size of the text that will be on the sign and the size of the text will be determined by the location of the sign (how far from the road) and the speed of the vehicles driving by. For Calamus, an appropriately-sized sign that is easily readable will need to be larger than the 6-foot-wide that currently exists.

Landscaping is integral to making an entryway sign complete. Landscaping can help frame the sign, provide year-round interest and background, and beautify the entryway. The landscaping should be simple and not compete with the signage, but instead soften it and help

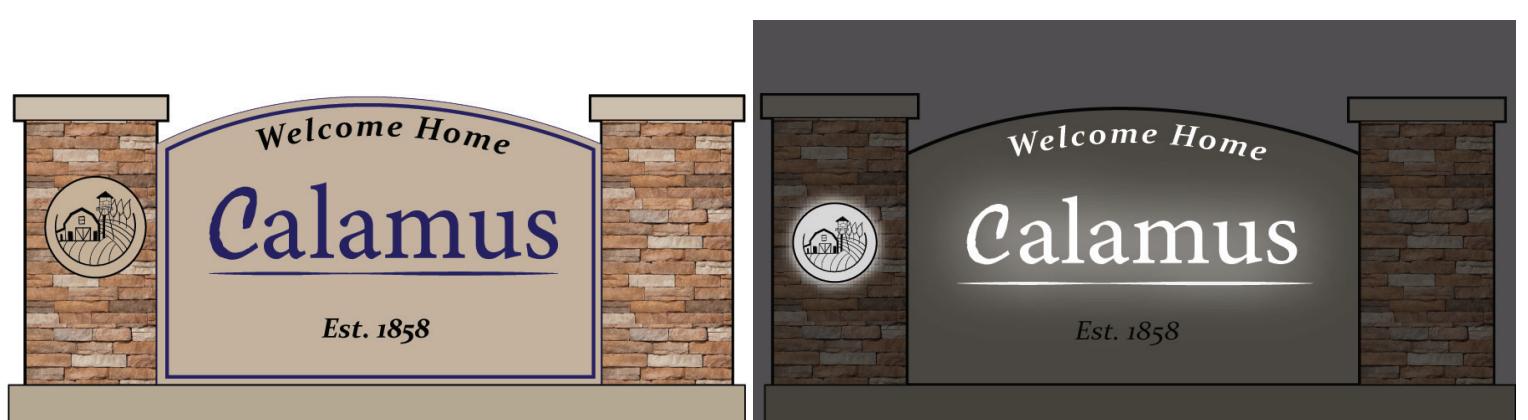
enhance it. Plant species need to be salt tolerant, and appropriate for the growing zone and field conditions.

Visual Impact

Community entryway signs have just seconds to make a visual impact on motorists. Therefore, it is important to make the signs quick to see and easy to read.

Compare the readability of the existing entryway sign (existing photo 10a) to all of the proposed entryway concepts (photo edits 10b through 10g) to see the impact that sign scale (size), colors, text size and landscaping have on readability.

The landscaping shown in the edits include prairie dropseed, black-eyed susan, purple coneflower, and quaking aspen. The planting area is mulched with concrete banding that matches or complements the colors of the signage. The mowing edge, along with native landscape plants, will help reduce maintenance needs.



Concept 10h: Sign option 1 during daytime and at night with halo lighting

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