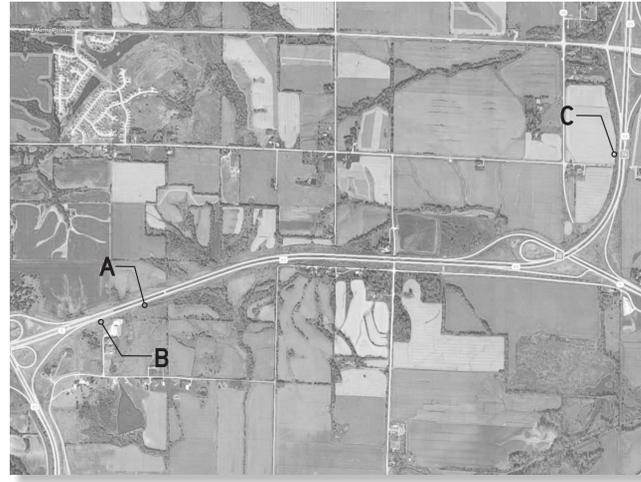


Corridor Signage

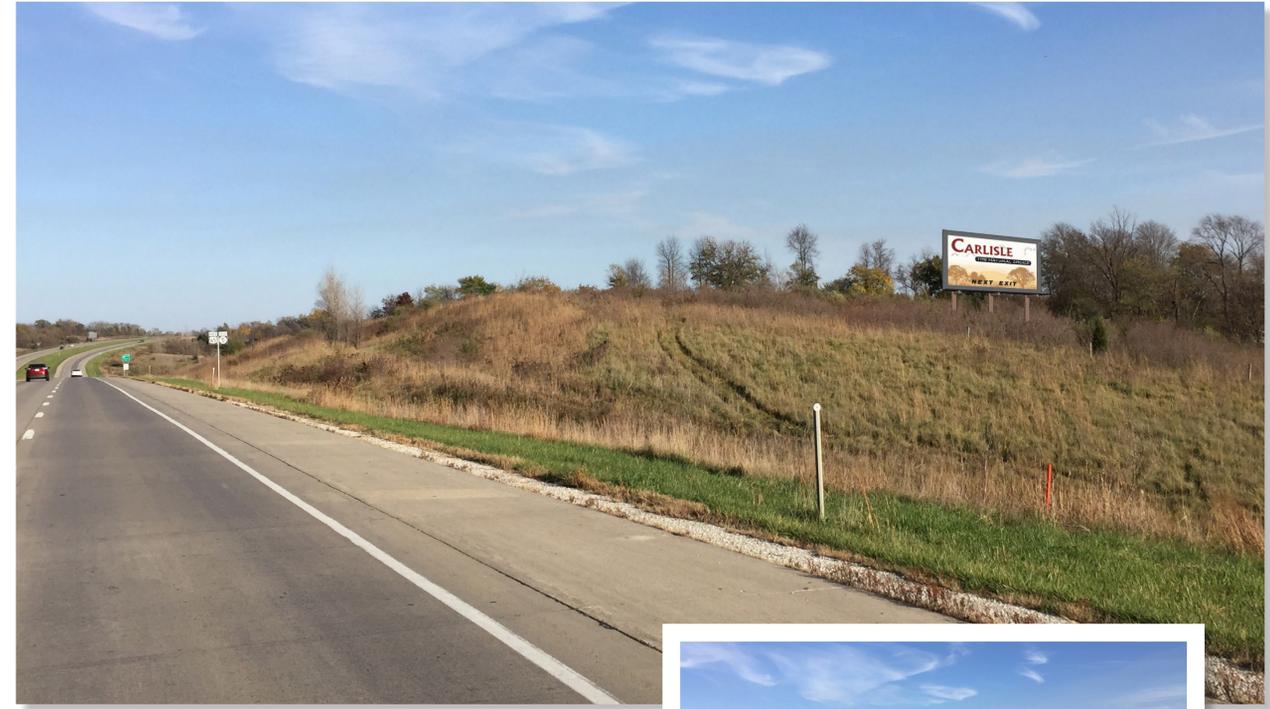
A collection of signage is proposed to further strengthen the community's overall image and emphasize Carlisle's presence along Highway 5 and Highway 65. The theme for the design of the proposed signs comes from existing signage in order to harmonize with the community's established branding. Inspired by Carlisle's slogan, "The Natural Choice," the materials and patterns chosen evoke a more native feel, with natural stone, waving prairie grasses, and an earth-tone color palette. Each element greets newcomers and frequent travelers alike while indicating a sense of arrival into the community of Carlisle. The light poles and banners are proposed for the entire length of Highway 5 that is within Carlisle's city limits. This provides yet another feature to attract motorists traveling along Highway 65 to enter Carlisle and explore all that it has to offer. More information and graphics detailing the proposed entry sign, the relocation of the existing Highway 5 entrance sign and the light poles with banners can be seen on board #8.

Attracting Highway 65 Travelers

Most visitors to Carlisle enter city limits from Highway 65, on the north edge of town. Other than a standard highway exit identification sign along this busy roadway, there is nothing to entice travelers to visit Carlisle and investigate all it has to offer. Creating a billboard or two along Highway 65 could have significant positive impacts on the amount of people visiting Carlisle on a daily basis. The billboard(s) could be generic while continuing to display a similar theme to the other community signage proposed, or could be much more specific. Often times, communities will market their historic downtowns with such billboards, or even a unique yearly festival. For the billboard sign shown below, the design team chose to focus on Carlisle being "The Natural Choice" for travelers with native vegetation shown in front of rolling hills and valleys, symbolic of Carlisle's landforms. Three separate options are shown on the map to the right for proposed locations of billboards. Each of these locations will need to be investigated to understand if landowners would be willing to lease space for a billboard to the City of Carlisle. The Iowa DOT has a number of restrictions that should be investigated prior to erecting a billboard along the highway as well.



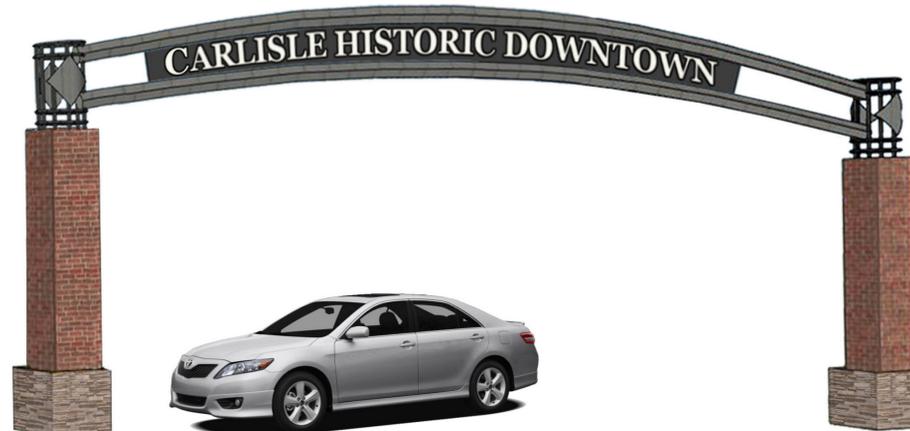
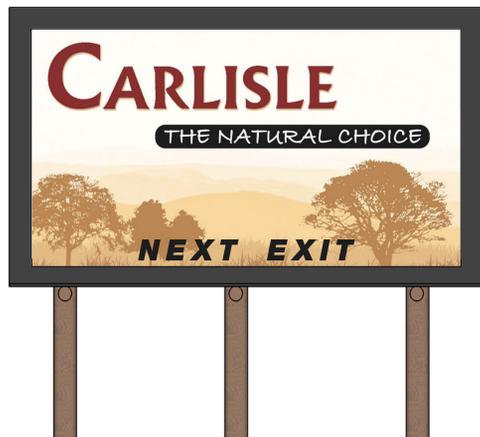
Proposed Billboard Location Options



Proposed billboard location along Highway 65 (2 miles west of Carlisle exit)



Before



Proposed Community Signage including Billboard Entry Sign, Entrance Monument Sign, Corridor Banners, and Gateway Sign

Existing Entry Sign

Carlisle

Entrance Enhancements & Signage

Landscape Architect and Intern: RDG Planning & Design - Bruce Niedermyer, PLA and Sara Davids

Iowa Department of Transportation

Trees Forever

ISU Landscape Architecture Extension

ISU Extension Community and Economic Development

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