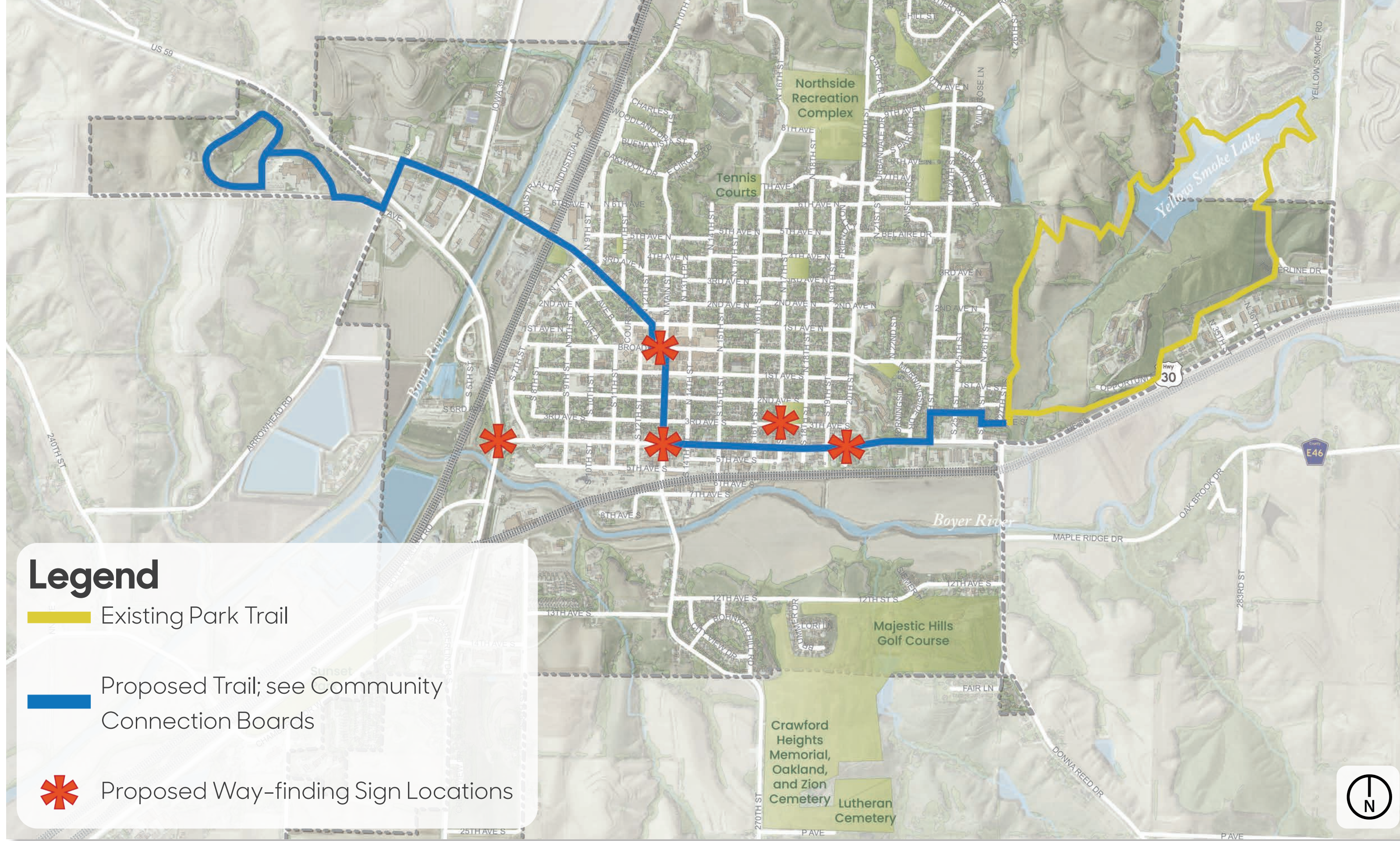


Proposed Way-finding Sign Location Map



Legend

- Existing Park Trail
- Proposed Trail; see Community Connection Boards
- Proposed Way-finding Sign Locations

Over the last year, the Uptown Revitalization Committee has been working to re-brand Denison in an effort to attract visitors into the downtown. The first phase, which continues to pay tribute to the film *It's a Wonderful Life*, was installing banners on existing light poles. The banners are done in a variety of vibrant colors and read "It's a Wonderful Life" printed in multiple dialects representing those spoken by Denison residents.

The next phase the committee would like to implement is the proposed community way-finding signage. The image on the right was developed for the city by the firm Destination by Design.

The image below is a conceptual rendering of an improved intersection with the sign and associated landscaping enhancements around the base of the sign post.

As a way to connect to the proposed trail route, it is recommended that signs be installed at the following intersections:

1. Highway 59 and Highway 30
2. Highway 30 and S Main Street
3. Highway 30 and S 20th Street
4. Main Street and Broadway
5. 3rd Ave S and S 17th Street at Washington Park



Sign graphic provided by the City of Denison.

Existing - Intersection of Main Street and Highway 30



Proposed Intersection Improvement with Way-finding Sign and Landscaping Enhancements



Denison

Community Way-finding

HDR
 LA: Alison Ingunza, PLA, ASLA
 Intern: Caeley Reade
 Iowa State University | Trees Forever | Iowa Department of Transportation

