

### Way-finding

A unified way-finding signage family is critical to establishing a sense of place that is easily recognizable to visitors that they are in Durant. As illustrated in Figure 8b, this is accomplished by the incorporation of the city logo, use of a consistent color palette and materials, and the repetition of other details. Site amenities can also be part of way-finding.

Way-finding signage helps visitors orient and navigate themselves quickly and safely to important destinations in the community. For Durant, many important destinations are located off the main 5th St. corridor, so way-finding signage is of great benefit. While the city has way-finding signage in place, branding it will make it more obvious and recognizable. Refer to Image 1 (existing) and Image 2 (proposed) on this board for a comparison of the existing way-finding signage to the proposed design that incorporates branding.

Since the majority of the way-finding signage will be located along county highways (including Hwy. 6 through town), the sign posts will need to meet Iowa DOT standards, which includes being mounted on break-a-way posts. The proposed design is shown on a metal one to match the color of the decorative lights.



Image 1



Image 2



Existing I-80 westbound Exit 277 to Durant (looking west)



Concept A - Corn symbolizes fertility and rebirth ~ "prime for growth"



Concept B: Butterfly symbolizes transformation, ability to experience the wonder of life



Concept C: Tri-county reflects Durant's location, combined with the corn's symbolism as discussed in Concept A

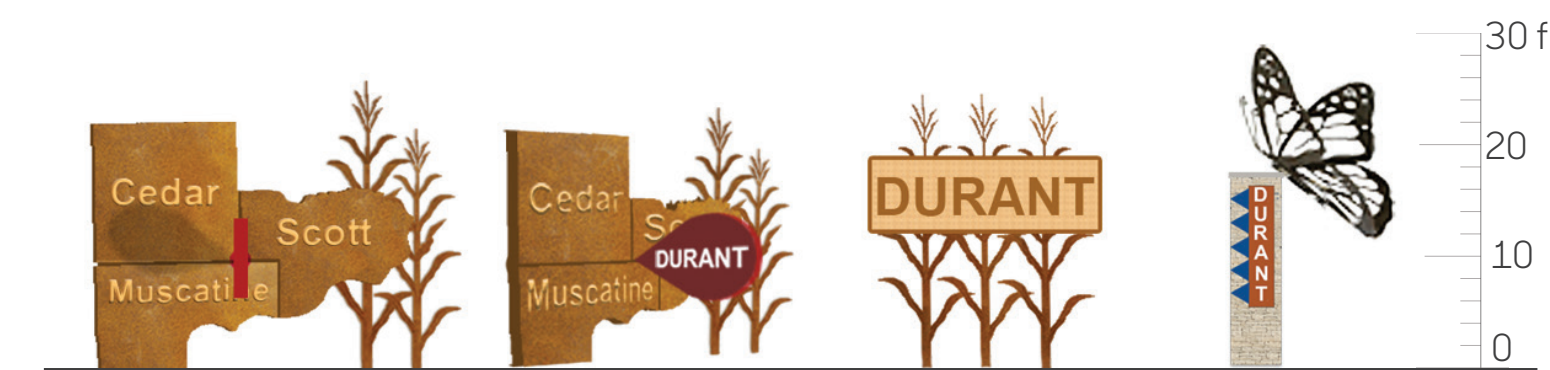


Figure 8c: Overview of proposed sculpture ideas and their height

### I-80 Presence

Though not directly located on I-80, Durant still has an opportunity to make an impact on the drivers and passengers of more than 34,300 vehicles that, on average, drive past Exit 277 on a daily basis. The exit is located less than 2 miles from Durant's northern corporate limits.

In order to take advantage of this exposure, Durant needs to have a presence at the interchange of Yankee Ave. and I-80. Because of the topography, existing vegetation, and the fact that whatever is erected by the city would need to be placed outside of the road right-of-way, only two locations seem plausible. These are located either on the west side of Yankee Ave. at the end of the I-80 westbound exit ramp, or on the east side of Yankee Ave. at the start of the I-80 westbound on ramp (shown in the photos). Since these two locations are on private property, permission from the property owners would be required.

The design team felt that a sculpture would be the most effective - something that could be viewed from both sides. While the statue concepts shown on this board are more traditional in style and tie in with Durant's slogan or tri-county location, the design team feels strongly that the statue should instead be quirky or very abstract in order to make the most memorable impact and elicit enough curiosity of the passerby to pull off I-80 and visit Durant to see what it is all about.

Regardless of the statue style chosen, it will have to be big. Figure 8c illustrates the height of the statues that are shown in the image edits. The large size is due to its distance from the interstate, the speed of the traffic, and how much impact the city wants - the larger it is the more time the passerby has to view it.



Image 3



Image 4



Image 5



Image 6



Figure 8a: Existing city logo



Figure 8b: Proposed concepts for community way-finding signage family

# Durant Way-finding

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