

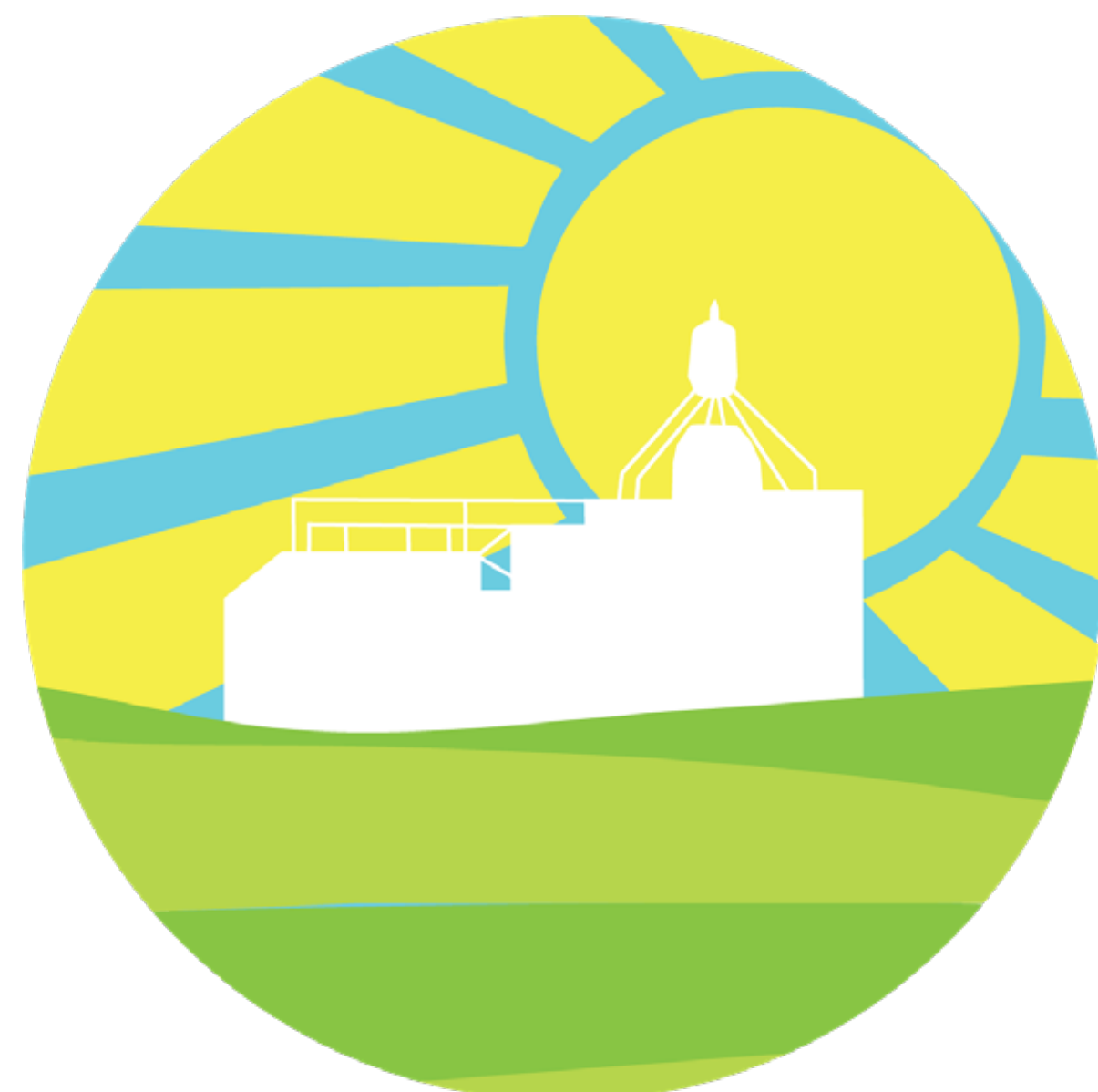
Proposed way-finding signage for pedestrian and vehicular use

Existing way-finding kiosk on Main Street could be added to C.R. Robert's trailhead to assist visitors coming from the Old Creamery Trail into Dysart

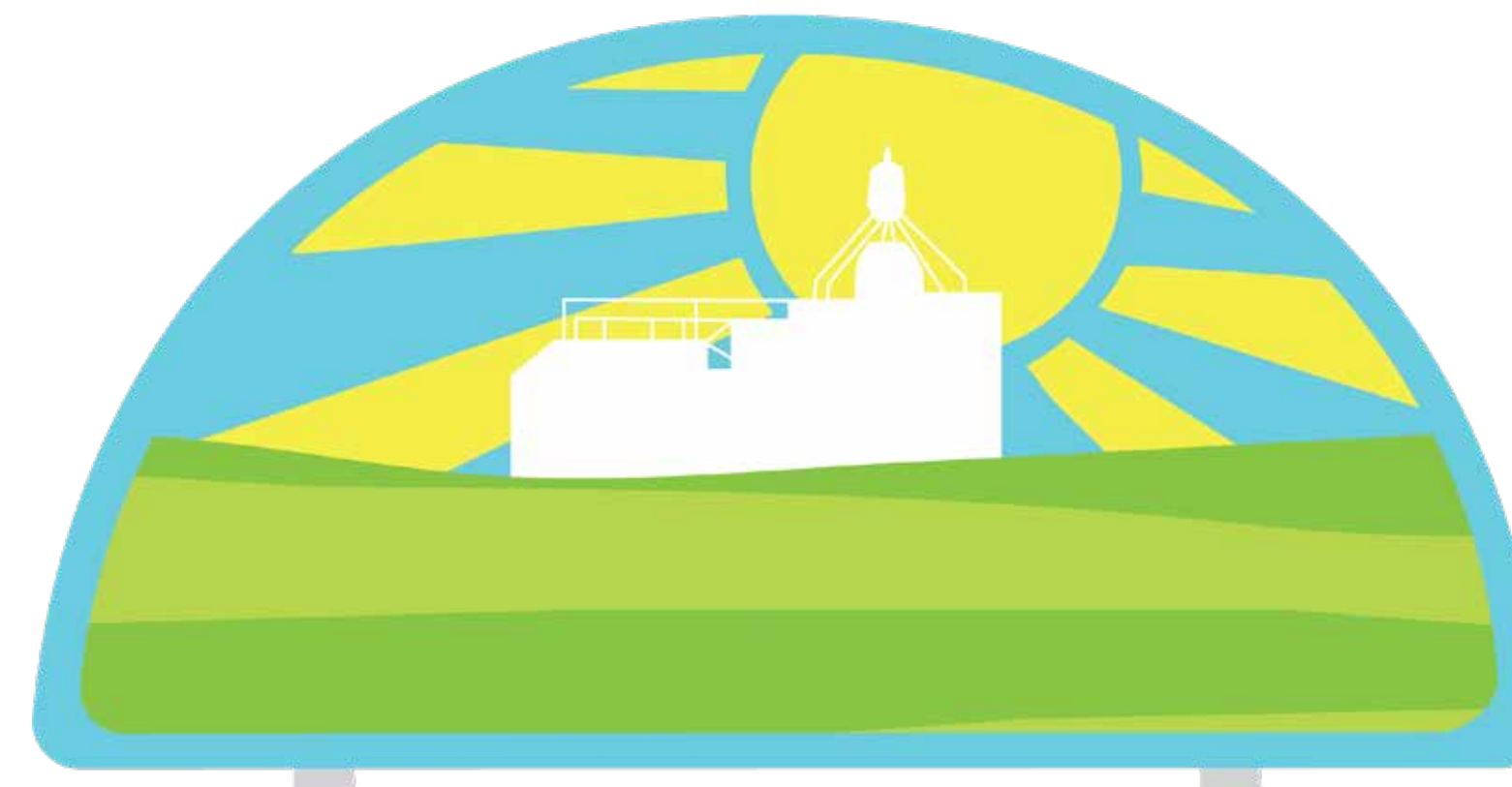
Proposed destination signage could be a smaller version of the existing entrance signage



Existing entrance sign



Proposed city logo



Signage cap featuring proposed logo



Proposed vehicular way-finding signage with signage cap

### Signage & Way-finding

The steering committee expressed a desire to create cohesive way-finding signage that could be used to help visitors locate destinations while visiting Dysart. The existing signage uses many different colors and materials with no consistent design. A way-finding kiosk is located on Main Street with no additional signage directing vehicular traffic throughout the community.

During the design workshop, residents discussed various ideas for signage, signage locations, and community logo ideas. The use of a community logo for all signage will create cohesive branding. The proposed logo features the prominent grain bins that can be seen for miles, which one resident described as, "being the sign that you are home." The design team created a palette of way-finding signage that the community can use to showcase various destinations such as the Dysart City Park, the trailhead, and the aquatic center.

# Dysart

## Signage & Way-finding

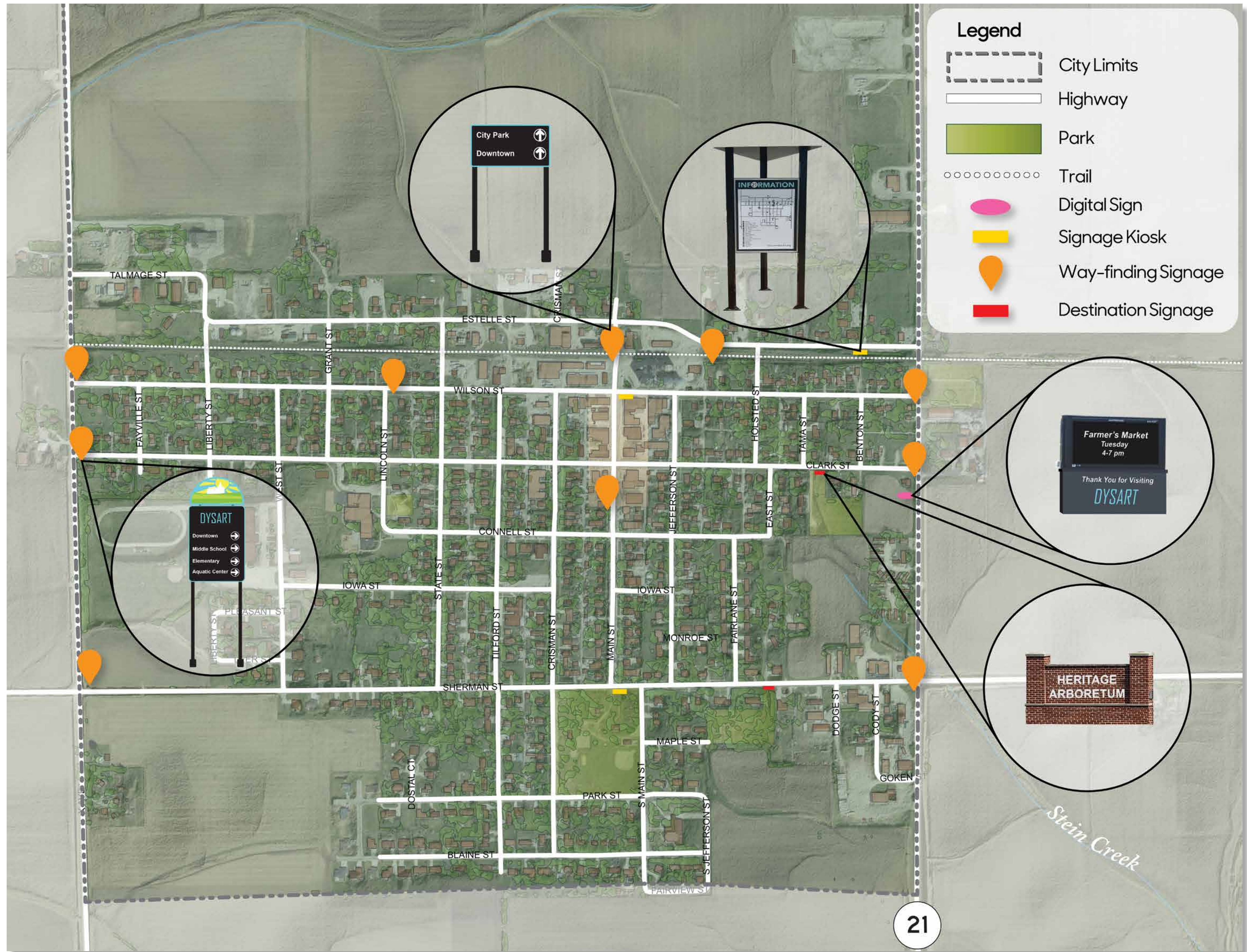
### RITLAND+KUIPER Landscape Architects

Landscape Architect: Samantha Price, ASLA

Intern: Andrea Fager, Iowa State University

Iowa State University | Trees Forever | Iowa Department of Transportation





Proposed locations for signage throughout Dysart

### Signage & Way-finding

"I think signage at the edge of town to tell which road to take [to] different areas would be good," said one community member during the focus group workshop (re: What People Said, 3b). The steering committee agreed that visitors have difficulty finding local destinations, especially when they are driving. The addition of strategically placed way-finding signage throughout the community would allow for vehicular traffic and pedestrians alike to be able to find popular destinations.

During the design workshop, a community member expressed how amazing it would be for Dysart to have a digital sign on Highway 21 inviting passersby to local events. The existing painted sign on Highway 21 is due for replacement, so the design team suggested replacing it with an electronic sign.

Destination signage that matches the existing entrance signage could be utilized throughout the community as needed.



Proposed signage kiosk at C.R. Roberts trailhead



Proposed electronic sign along Highway 21

# Dysart Signage & Way-finding

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