

**Promoting Tourism**

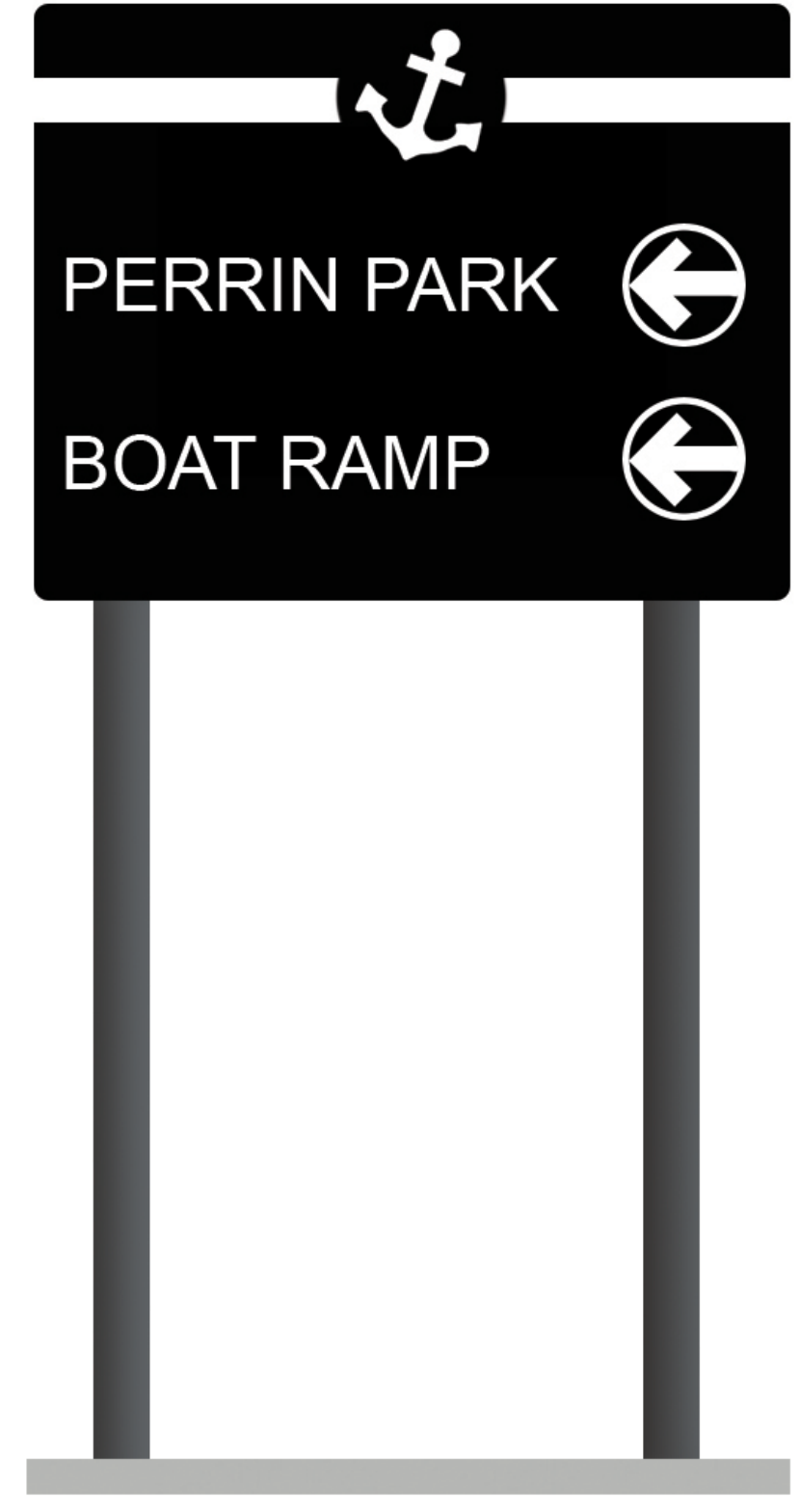
Way-finding signage will direct visitors to boat ramps and river access locations. At these locations will be community map panels directing visitors to other popular destinations.

Implementing a water trail designation along with the associated enhancements on Butler County's portion of the Shell Rock River will further develop Greene's niche as being a recreational destination. An official water trail designation will make access and knowledge of the river easier to obtain. Benefits associated with the status include new water access points and support features such as signage and river maps.

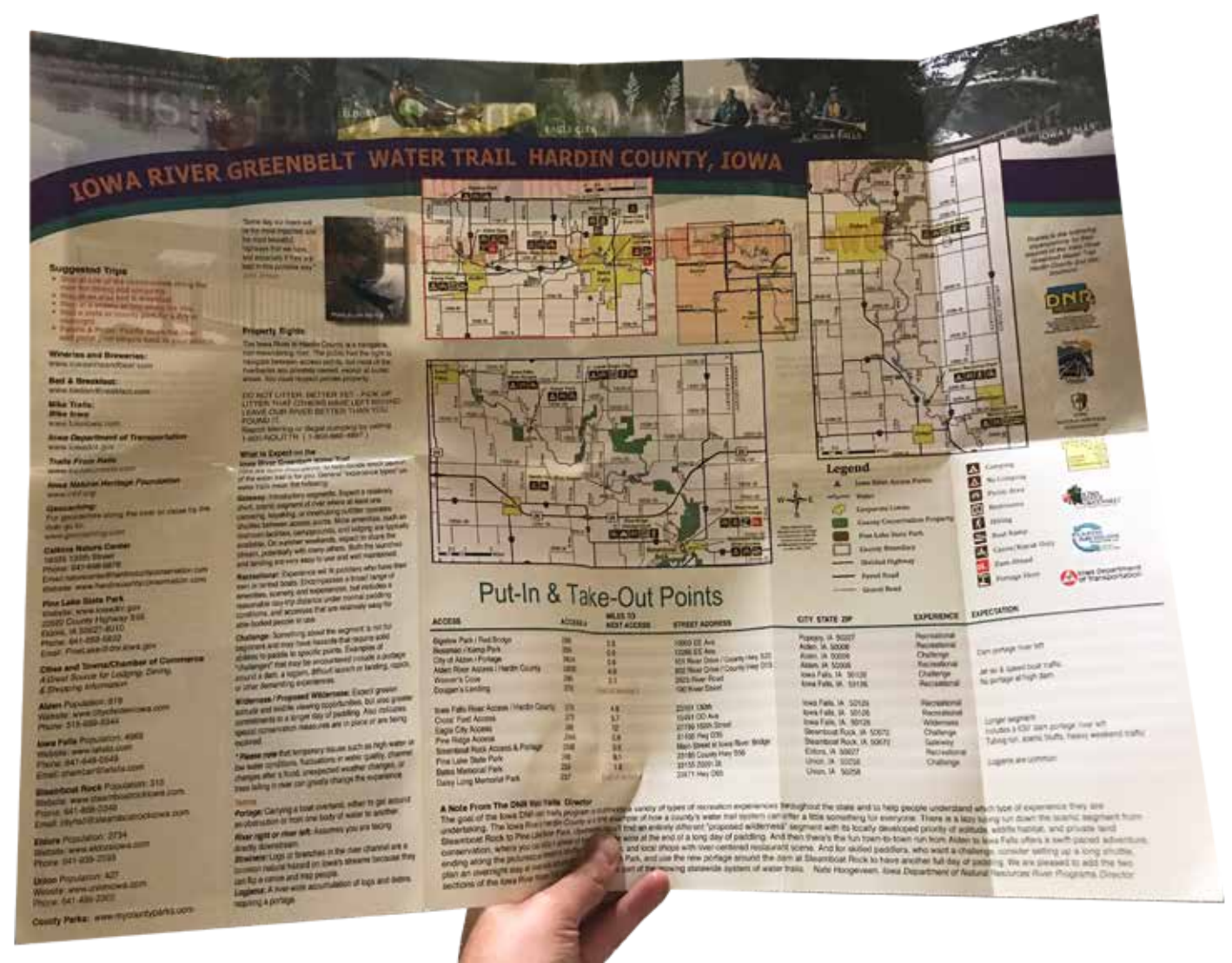
Carrying on the river theme throughout the community is the addition of an anchor to new and existing signage.



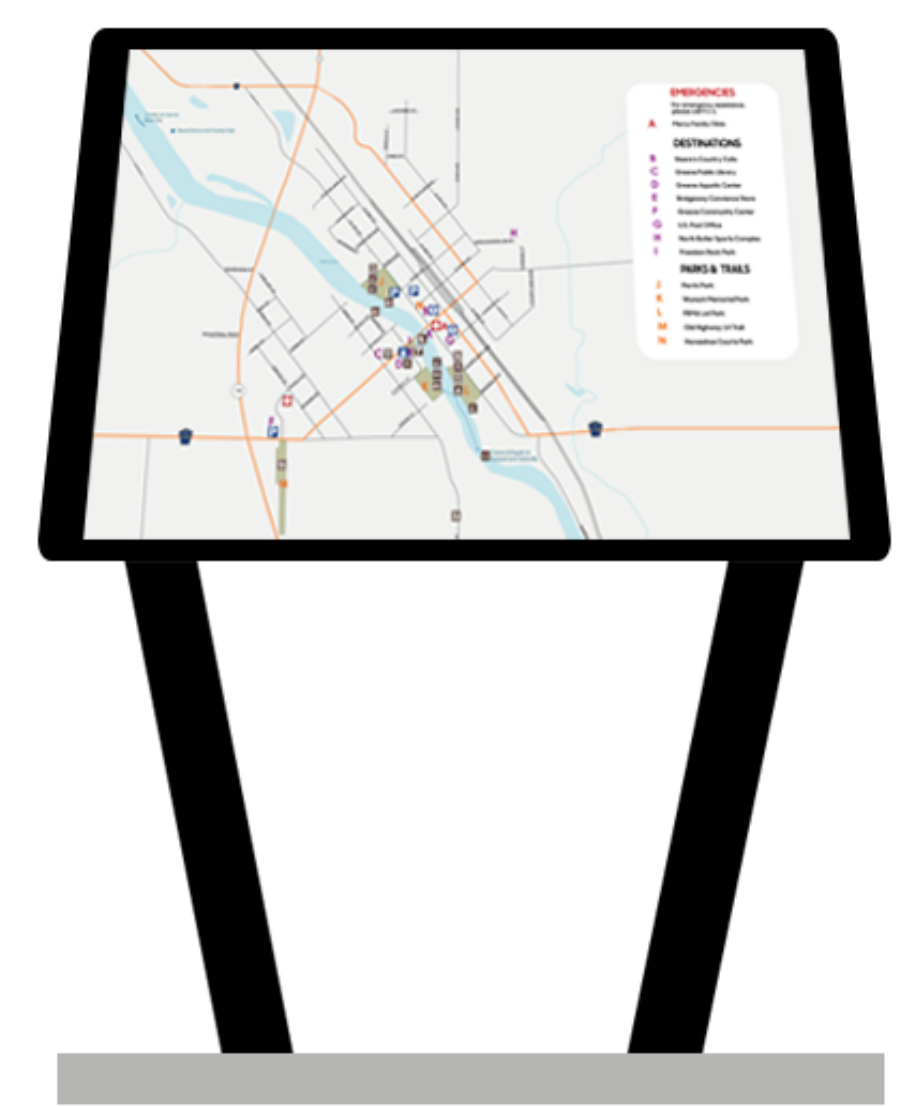
Image taken from Greene's City website (reference: [www.greeneia.org/recreation.php](http://www.greeneia.org/recreation.php))



Proposed Way-finding Signage



Example of a water trail map from the Iowa River Greenbelt Water Trail in Hardin County. A similar map could be created for Butler County's portion of the Shell Rock River.



Proposed Community Map Panel



Greene's existing entrance sign on Highway 14



Greene's updated entrance sign on Highway 14 is low maintenance and promotes the theme using the anchor with the existing signage

**Greene**  
Promoting Tourism

**RITLAND+KUIPER Landscape Architects**  
Landscape Architects: Craig Ritland, FASLA & Samantha Price, PLA  
Landscape Architecture Intern: Peter Reyland  
Iowa State University | Trees Forever | Iowa Department of Transportation

