



COMMUNITY SIGN & "LOESS" LANDSCAPE

Multiple sign locations were discussed at the community design charrette. The most popular choice was at the heart of the community just east of the school grounds and trail. This location is very open and visible from the highway. Due to railroad right-of-way requirements, only a small post sign would be possible on the east side of Highway 75. To make an impact a larger sign on the west side of the highway would be necessary.

The sign would be a large limestone slab situated in a mounded landscape, representative of the character of the Loess Hills landscape that is part of the community's identity. The limestone would be engraved with the city's name in the typeface that would be seen in the paving detail in the intersection of HWY 75 and Main Street, and potentially on the grain elevators as shown to the right. The limestone slab and grassy hills would be complemented with flowers and shrubs to draw attention to the sign from the road.

The placement of the sign near the fire station looking up at the schools reinforces the importance of the schools and the youth to the identity of the community. Additional smaller signs could be located on the north and south ends of town, also on the west side of the highway.

The second option would be to create signs with landscapes like the one shown above at both the north and south ends of town.



GRAIN ELEVATOR SIGN

Reuse of the co-op grain elevator as a surface to express community identity arose out of the design charrette. The elevator is the most visible feature in the community and can be seen from miles outside of town. For most people, seeing an elevator off in the distance symbolizes that they are approaching a community. The scale of the structure offers great potential as a highly visible canvas from throughout the community. Residents also would like to involve students and community members in the design and implementation of an artwork for the elevator.



Building on the "H" symbol and the typeface utilized for the community sign, this concept proposed by the steering committee envisions the city's name highlighted vertically on the end grain bins. The idea would be to have this on the north and south ends. The ends are the most visible component of the elevator to people coming into town. Just working with a single bin and limiting the amount of artwork would make this strategy a more affordable possibility.

Precedents



There are great examples all around the country of communities repurposing the grain elevator structure to create works of art that enhance their community. Most famously is the Emerging Terrain project in Omaha (which has now been removed) that utilized large-scale banners all designed by different artists to adorn the individual columns. Artist Guido Van Helten has been updating elevators with his signature black and white portraits all over the world, most recently in Fort Dodge, IA. Some designs can be much simpler and cost effective but still reinforce identity, such as this structure in Mansfield, OH.

Hinton Community Signage

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