

A map of Marquette highlighting connectivity and way-finding signage locations.



Entry archway for Marquette located on the pier at the Riverfront Boardwalk and Marina. Limestone columns flank each side of the pier and a Corten steel archway features lettering that will be illuminated at night.

### Identity and Way-finding

A comprehensive signage scheme enables communities to advertise themselves, highlighting attractions while directing visitors away from areas that do not support tourists. Marquette can serve as a welcome center when drivers are more aware of the city amenities. Proposed signage draws on Marquette's Port of Discovery identity and the color palette of Clemens' Pikes Peak sand-bottle art for entrance signs, in-town signs, trail map kiosks, and iconographic destination signs.

Signage can help draw in tourists, simplify finding activities in and around Marquette, and assist visitors in getting to their destinations while avoiding residential and industrial areas. This proposal fills signage gaps by creating a hierarchy of information, starting with broad directions on major roads, then pointing out lesser-known attractions as visitors get closer. Trail maps posted at trailheads, parks, and parking lots direct active recreationists to different trail opportunities. Destination signs showcase activities and provide additional information while maintaining the Ports of Discovery identity. The amenities listed on each sign are tailored to its location within the city. The proposed pier archway marries the Port of Discovery identity with the community's railroad heritage and is designed to be seen from the Highway 18 bridge coming into Marquette. It can double as a placemaking destination for photographs of historic North Street and the Mississippi River.

Signage will enhance Marquette's appeal to passing motorists and reduce their reliance on cell-signal coverage and confusing sequences of individual park signs.



Entry sign eastbound on US Highway 18.



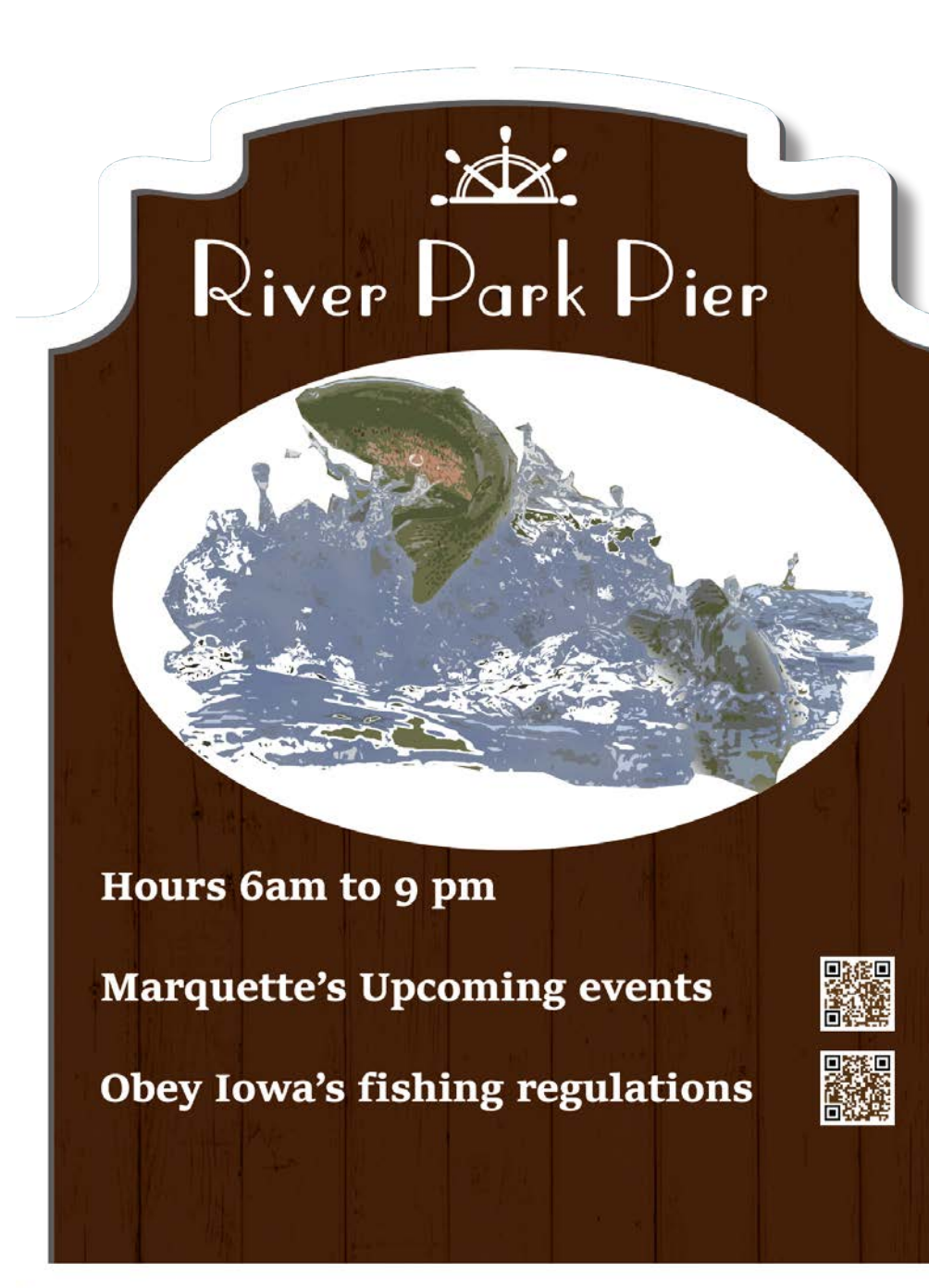
Entry sign for southbound Iowa Highway 76.



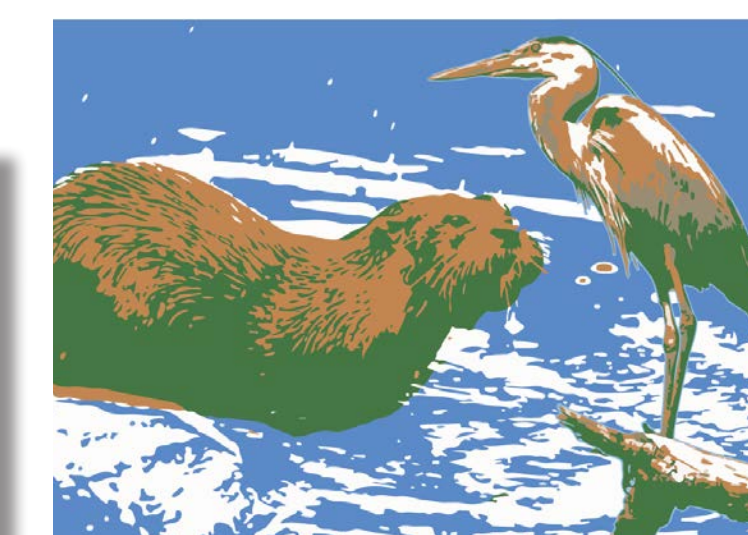
Secondary way-finding signage example located at the intersection of 1st Street/Highway 76 and Highway 18.



The trail network map depicts locations of trailheads and distance of the trails, and challenge levels.



Destination signage can convey rules, provide contact information, and create a sense of place.



Examples of iconography for destination signage and murals.

# Marquette Identity and Way-finding

## Jeffrey L. Bruce & Company LLC

LAs: David Stokes PLA, ASLA, ASIC, ASBA, Lara Guldenpfennig PLA, ASLA  
Rachel Cross, MLA, ASLA

Interns: Joseph Jennings, Susan Pegg

Iowa State University | Trees Forever | Iowa Department of Transportation

