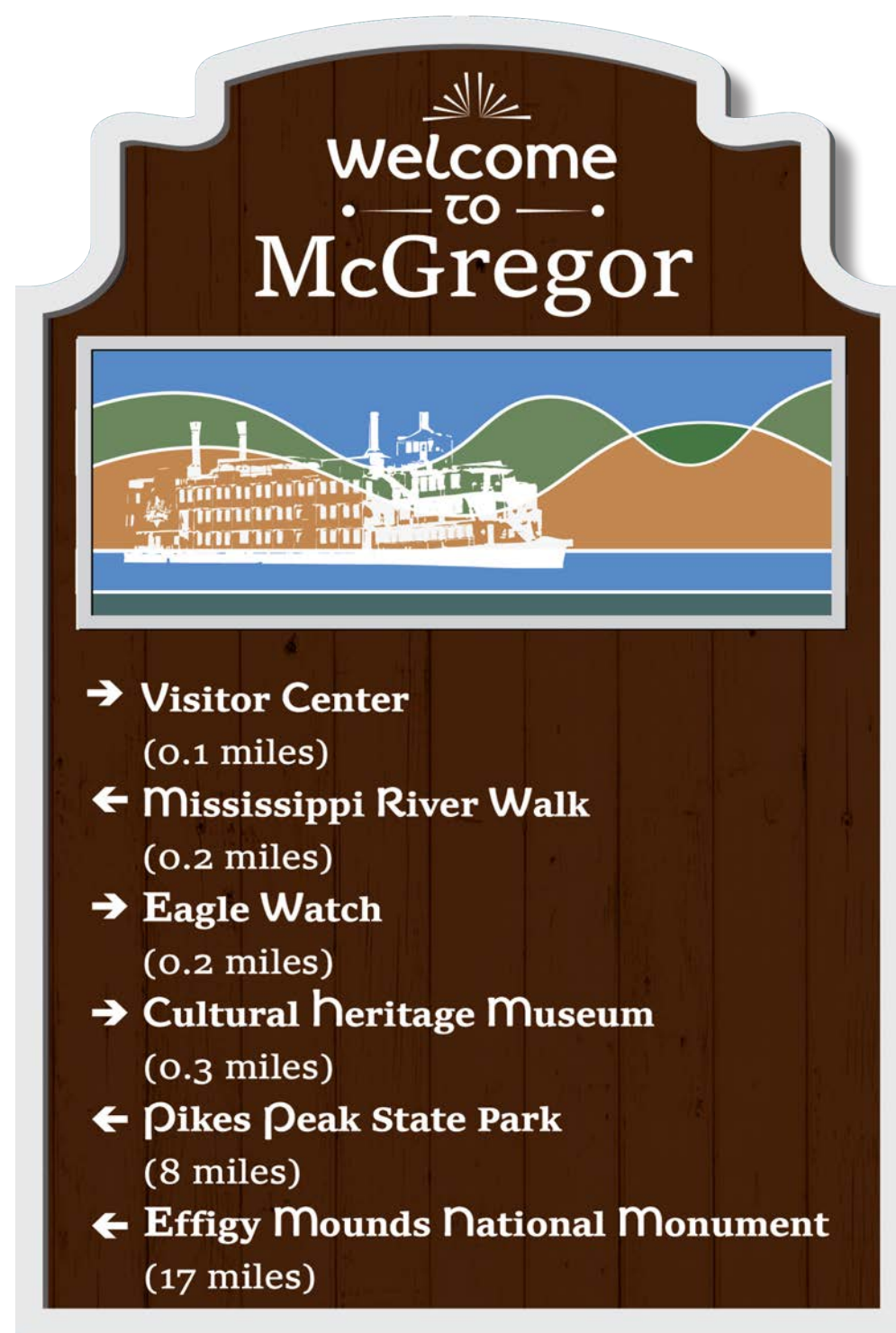




A map of McGregor highlighting placement of way-finding signage.



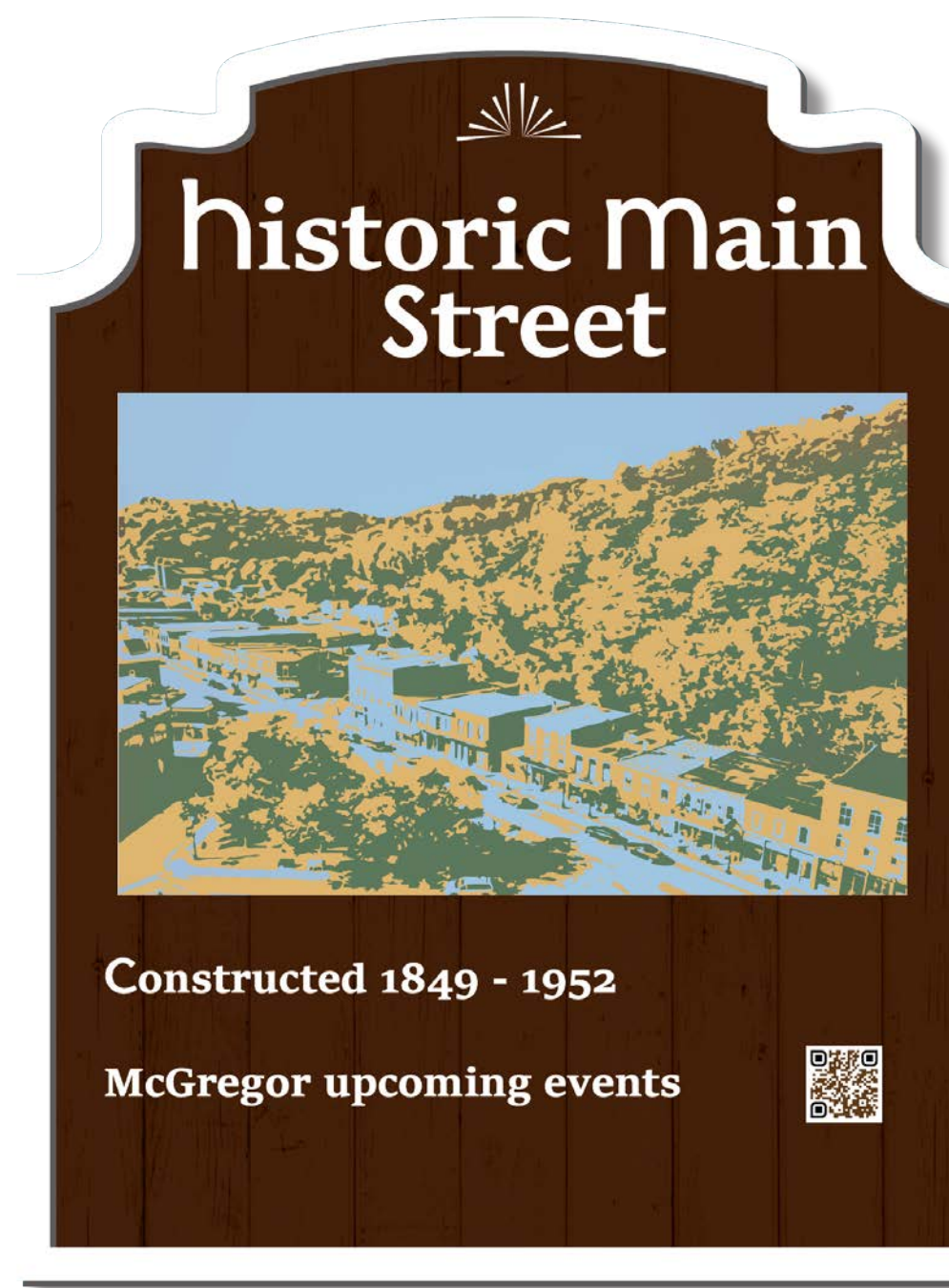
Signage attached to the entry pedestrian bridge welcomes travelers into McGregor and evokes the town's railroad heritage. Port of Discovery is added to mainstream signage between Marquette and McGregor and along the Ports of Discovery Trail along the Mississippi River.



Entry sign example located at the north entrance of McGregor on Iowa Highway 76.



Secondary signage for in-town navigation. Example located on Main St. at 5th Ct.



Destination signage example for Historic District.

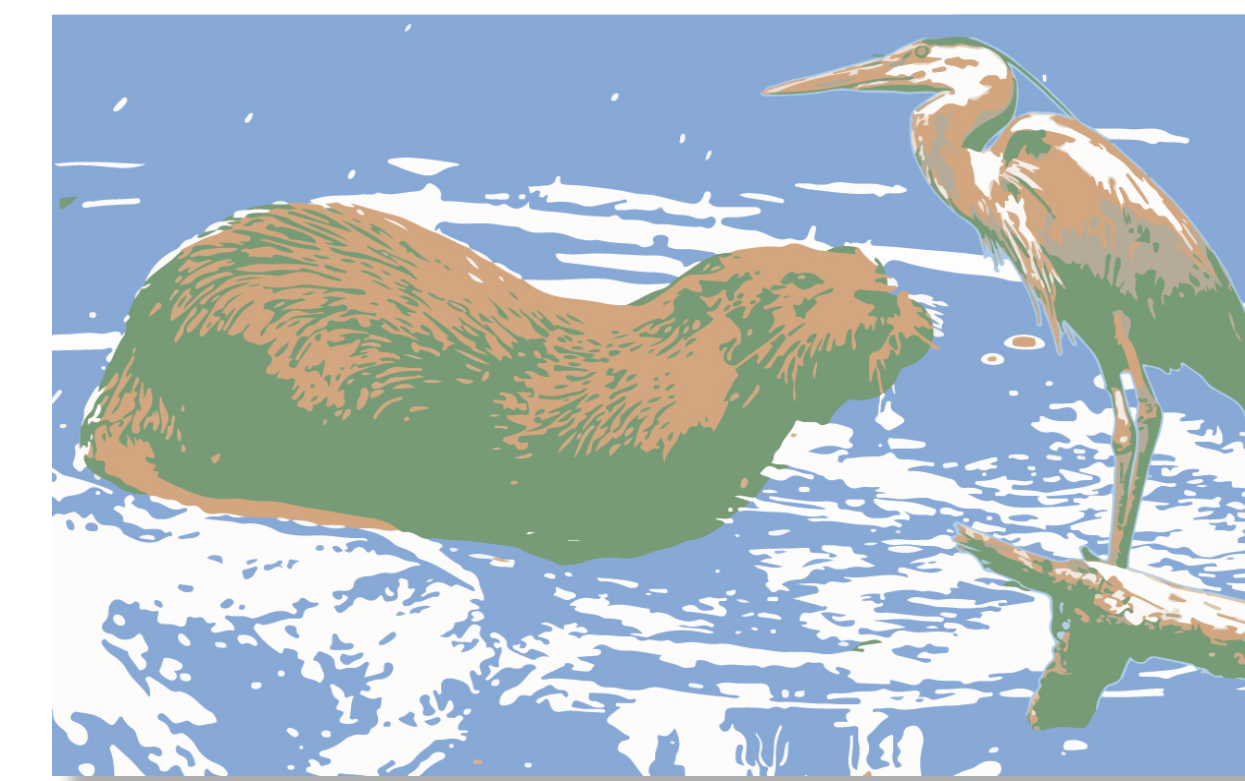


Trail map signage example to be located in parks and at trailheads. Signs could include QR codes with details.

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. Proposed signage draws on McGregor's Ports of Discovery identity and the color palette of Clemens' Pikes Peak sand-bottle art for updated entrance signs, in-town way-finding signs, trail map kiosks and iconographic destination signs.

Signage can help draw in tourists, simplify finding activities in and around McGregor, 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 pedestrian bridge banner marries the Port of Discovery identity with McGregor's railroad heritage. Signage will enhance McGregor's appeal to visitors and reduce their reliance on cell-signal coverage and confusing sequences of signs about individual attractions.



Examples of iconography for use with other destination signs or murals.

McGregor Identity & Way-finding

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