



Enhancement cap on directional signage. Map Source: Iowa Department of Natural Resources, "Natural Resources Geographic Information Systems Library," accessed April 2016, <http://www.igsb.uiowa.edu/nrgislib/>.

Community Signage Plan

Signage and identity are important to make a place feel welcoming and inviting to visitors. The city of Monona already has a great identity, specifically with the recent renovation of the city logo and the new billboard entry signs on Highway 52/18. The south entry sign at the corner of Highway 52/18 and Falcon Avenue, the Butterfly Garden sign, and the trail signage are all excellent identity signage for Monona. The overall theme is relevant to gardens and butterflies for the "Garden City of Iowa". Through their logo and sign, the town has an identity through the unity of those way-finding signage elements.

To further enhance Monona's identity, destination park signage needs an update. Below is the proposed south entry sign with native prairie plantings and a concept for the east entry sign on County Highway B45.

Additional signage throughout town includes two new park signs for Gateway Park. Along with improved signage at City Park and Garden View Park, elements are already present in these locations along with themes and colors from the city logo.



Perspective A: Looking west down County Highway B45.



Perspective A: Proposed eastern entry sign with native plantings.



Perspective B: Existing south entry sign at Gateway Park.



South entry sign with native prairie and proposed trail in Gateway Park.

Monona

Community Signage Plan

Landscape Architects: David Stokes, PLA, ASLA, Eric Doll, ASLA, Intern: Samuel Thompson, Jeffrey L. Bruce and Company, LLC

Iowa Department of Transportation Trees Forever ISU Landscape Architecture Extension ISU Extension Community and Economic Development

IOWA'S
LIVING
ROADWAYS
Summer 2016