



Existing North Entryway via Main Street



Existing Highway 78 Corridor



Existing Highway 78 Corridor



Proposed Concept: North Entryway via Main Street, looking south



Proposed Concept: Highway 78 Corridor Near Hoover Nature Trail Entrance, looking west



Proposed Concept: Highway 78 curve between Kearny and Main Streets, looking easterly

Gateways: North Community Entryway

Gateways act as the “front porch” to a community. They are where visitors form their first impression as to what a community is like; they are also the familiar and welcoming beacon to its residents, signifying to them that they are home.

The consistent treatment of each community entryway is critical to creating a unified appearance. While the existing field conditions at each community entryway may require the modification of the treatment, it is important to keep the signage style, as well as the hardscape and plant material selection, the same.

The concept above illustrates the use of native prairie in the ditches, an entrance sign to match the existing entrance sign along Hwy. 78, and the use of a limestone base to elevate the sign to a better visual height and to allow for landscaping (with year-round interest) to “frame” and highlight the sign. The sign is located outside of the road right-of-way, which is in accordance with safety requirements.



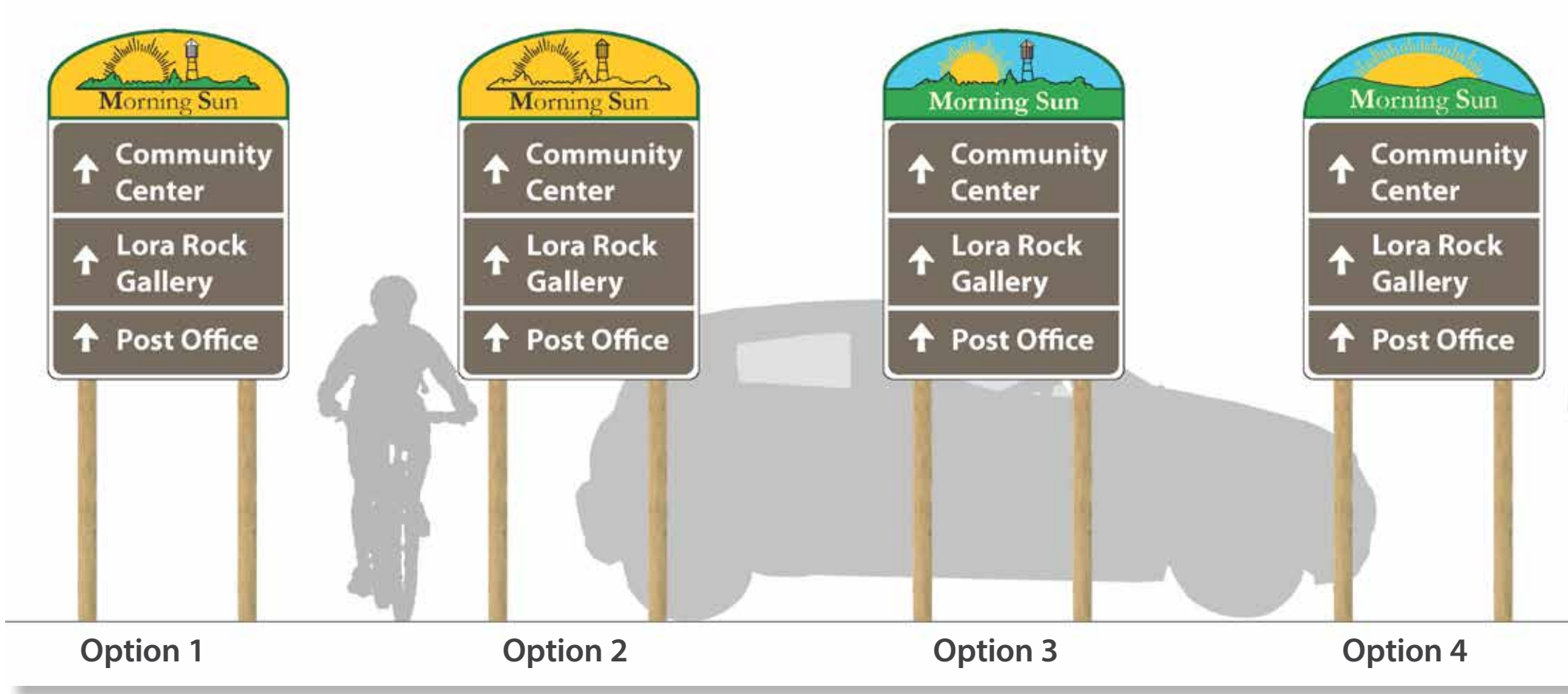
Gateways & Way-finding

Gateways: Highway 78 Corridor

The above concept takes advantage of Highway 78’s existing wide public right-of-way and of the overhead utility being located on only one side of the roadway.

As illustrated, a separated recreational trail which is part of the proposed Morning Sun trail) is proposed for the north side of the roadway along with overstory deciduous trees. Native prairie, as proposed for the north community entryway, is proposed for both sides of the roadway with the field entrances, trail shoulders, and a swath next to the road shoulders remaining as mowed grass or in their present condition.

The trees create an implied buffer between the roadway and trail, provide shade for trail users, and help calm traffic. The trees, along with the prairie and trail, also strengthen the visual importance of the corridor. All improvements would be within the existing road right-of-way; the trail would join with the Hoover Nature Trail to create a community looped trail system.



Proposed Community Caps for Way-finding Signage

Way-finding

Way-finding signage helps visitors navigate a community and strengthens a community’s branding efforts. Four possible options are shown for the community caps. It is important that the same graphics/logo used on the community cap is utilized on all other community signage and branding efforts in order to be effective.

The photo edit illustrates how simply replacing a fallow area with a maintained native prairie and utilizing way-finding signage with a community cap can change a view.

Flenker Land Architecture Consultants, LLC

LA: Meg K. Flenker, PLA, CPESC, CPSWQ

Intern: Richard Garcia

Iowa State University | Trees Forever | Iowa Department of Transportation

