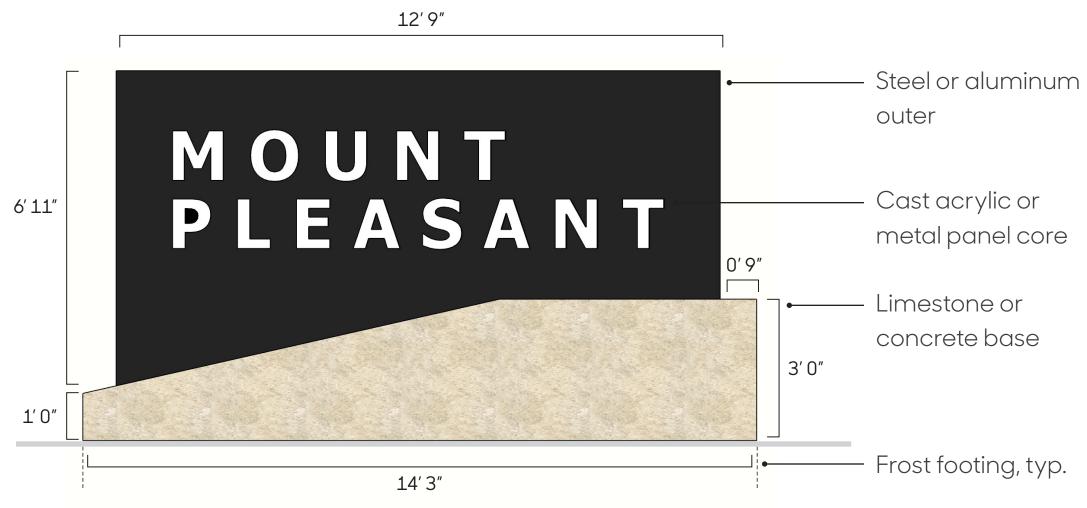
Mount Pleasant Identity

The city has begun to establish a town identity through an iconic materials palette: brick, concrete/limestone, and black metal. Antique-style lighting, planters, benches, and red colored paving radiate from Central Park, drawing visitors in and creating a cohesive brand.

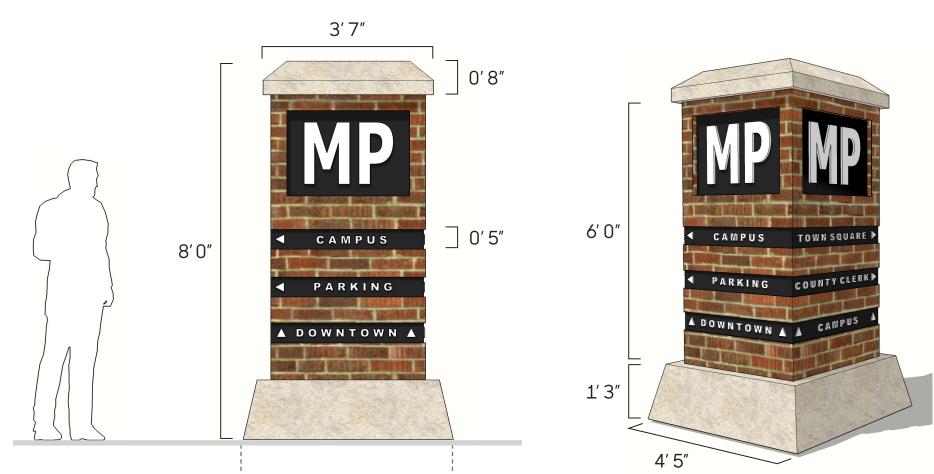
There are presently gaps in the town identity, however. Monuments vary in form, visibility, and utility; design motifs have not yet reached all edges of town; and way-finding signage is limited. A cohesive family of signs is thus proposed, spanning five categories: gateway/entry monument, major intersection monument, minor intersection monument, trail system signage, and motorist way-finding signage. If adopted, these may serve as models for future monumentation and signing.

Entry Monument - Highway 34 Business



Clean, modern style with a right-angled trapezoidal base. Sign blade is set into a groove for seamless appearance and hidden connections

West Downtown Corner Monument

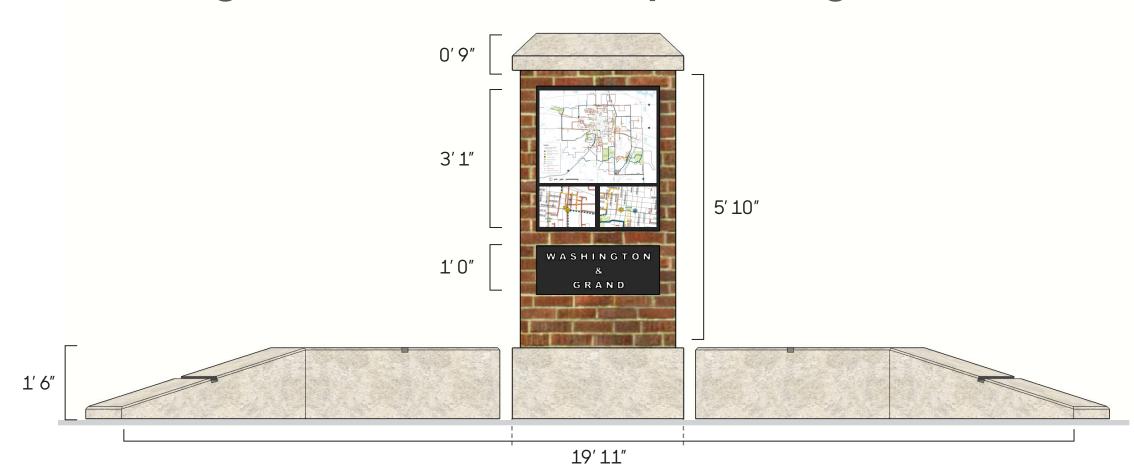


Traditional column with recessed sign blades and MP plaque. Marks entry into downtown and directs traffic to cultural landmarks

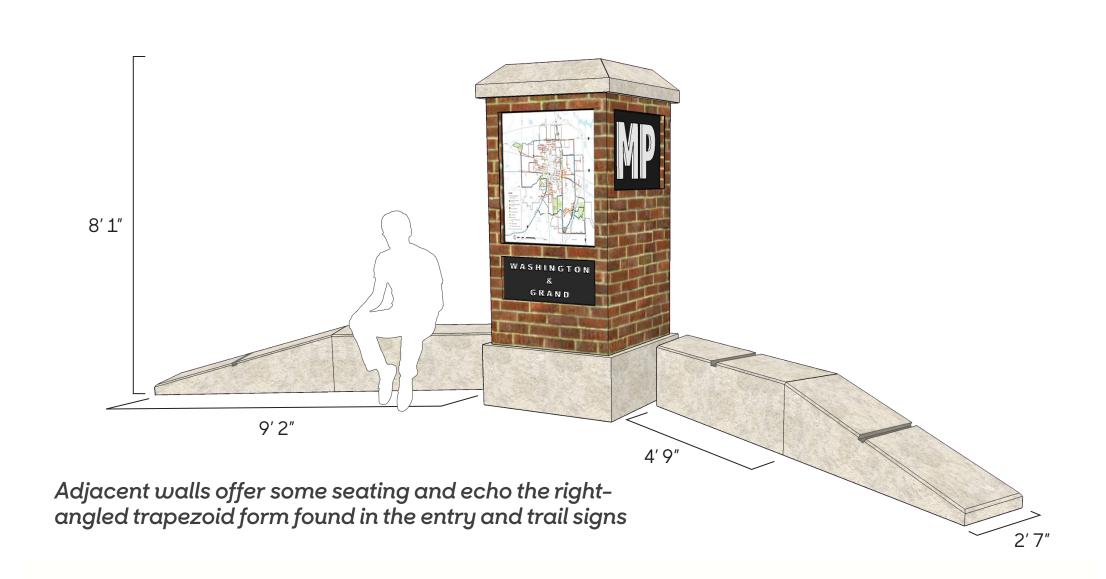
Mount Pleasant

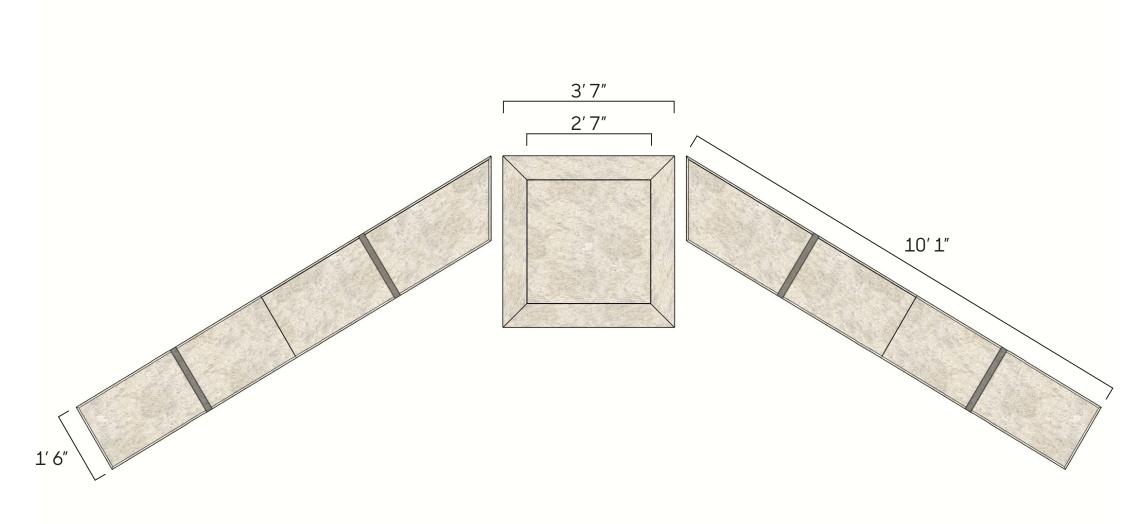
Identity + Signage

Washington and Grand Way-Finding Monument



Traditional column with pin-mounted panel or recessed cabinet





Walls are set off of way-finding column 3" and feature recessed channel skate deterrents

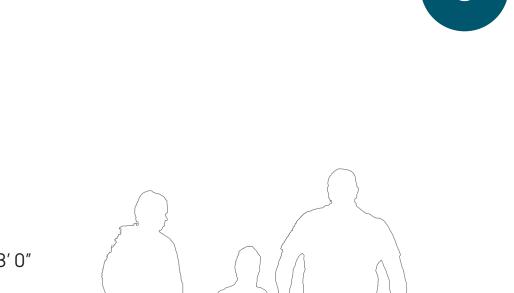
Genus Landscape Architects

LA: Dylan Jones, PLA, ASLA Intern: Carissa Shoemaker

Iowa State University | Trees Forever | Iowa Department of Transportation

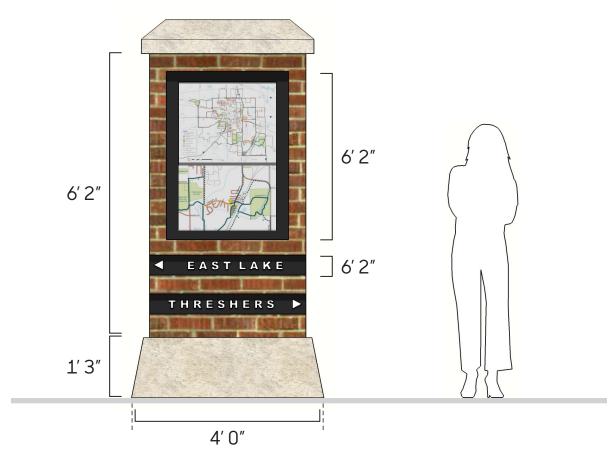
Trail System Kiosks

TRAIL HISTOR'



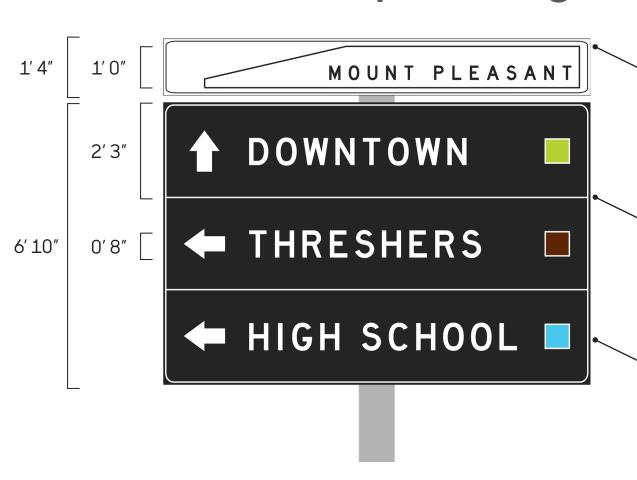
7'1" 1'7" 1'6" 1'6"

Option one: single- or double-sided flat metal sign, 3/4" thickness, with informational panels or laser-cut graphics/lettering, mounted on trapezoidal concrete or limestone base



Option two: traditional column with recessed cabinet and way-finding sign blades, a variation on the other columnar monuments

lowa DOT-Compliant Signs for Motorists



Sign enlargement: signs provide way-finding for up to three destinations and are topped with a custom cap featuring the city name and pictograph Cap no greater than 20% the height of the bottom sign. Pictograph not to exceed 2x the height of legend letters

Destinations in order of direction straight, left, then right - then closest to furthest. No more than two straight ahead destinations

Colored squares indicate
destination typology - municipal
district, public park, school, etc.
Commercial/industrial entities are
not allowed

