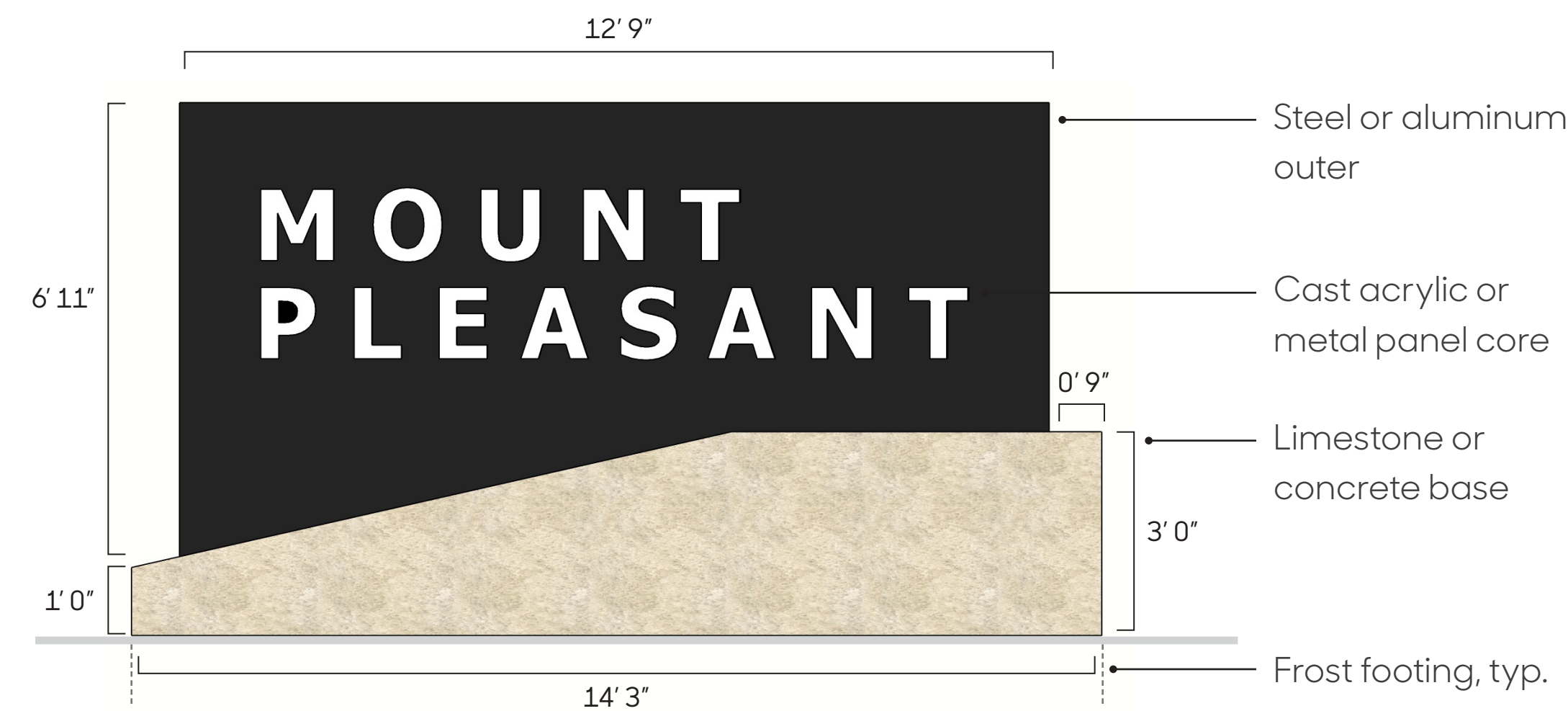


# Mount Pleasant Identity

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.

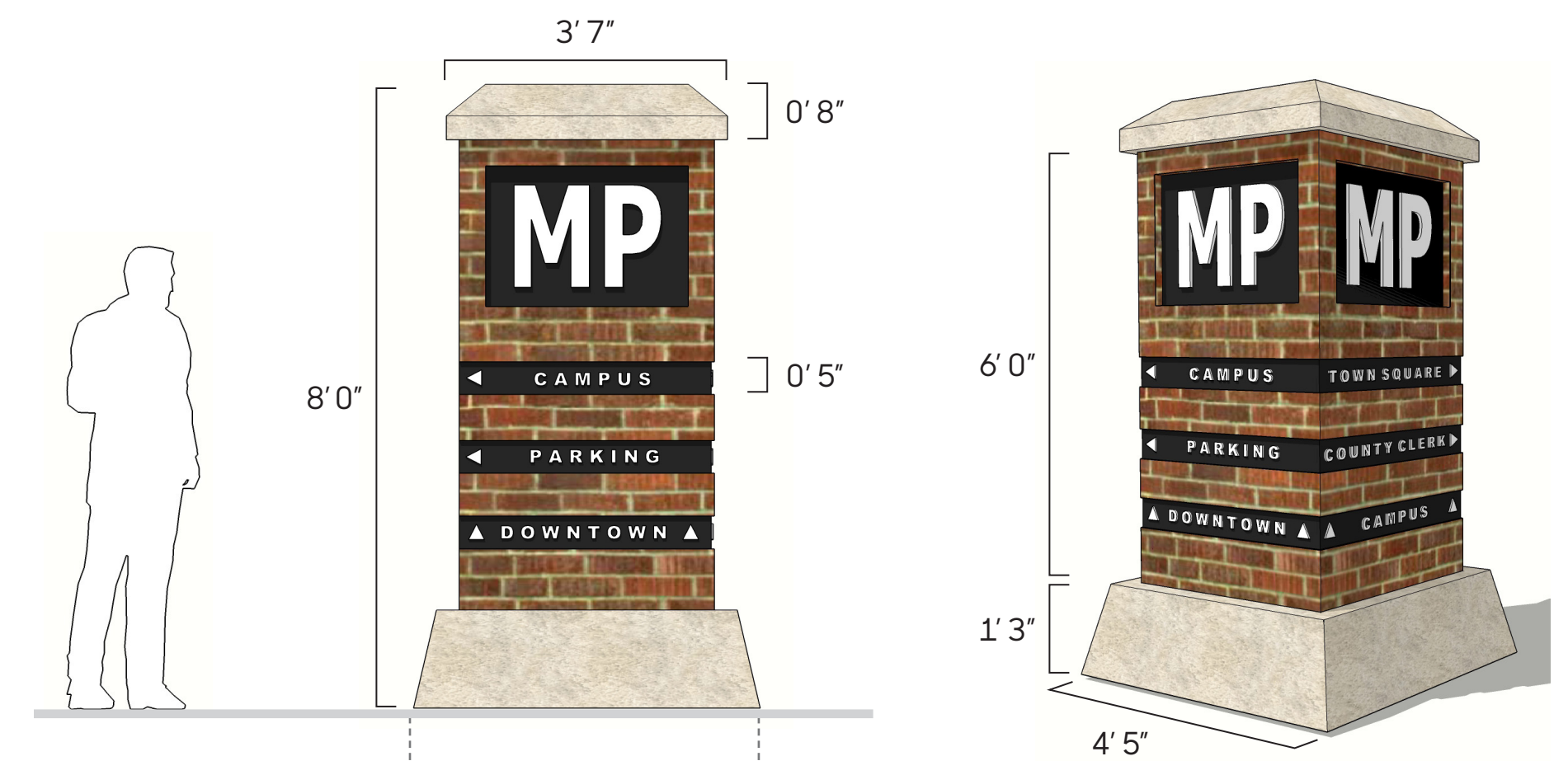
There are presently gaps in the town identity, however. Monuments vary in form, visibility, and utility; design motifs have not yet reached all edges of town; and way-finding signage is limited. A cohesive family of signs is thus proposed, spanning five categories: gateway/entry monument, major intersection 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



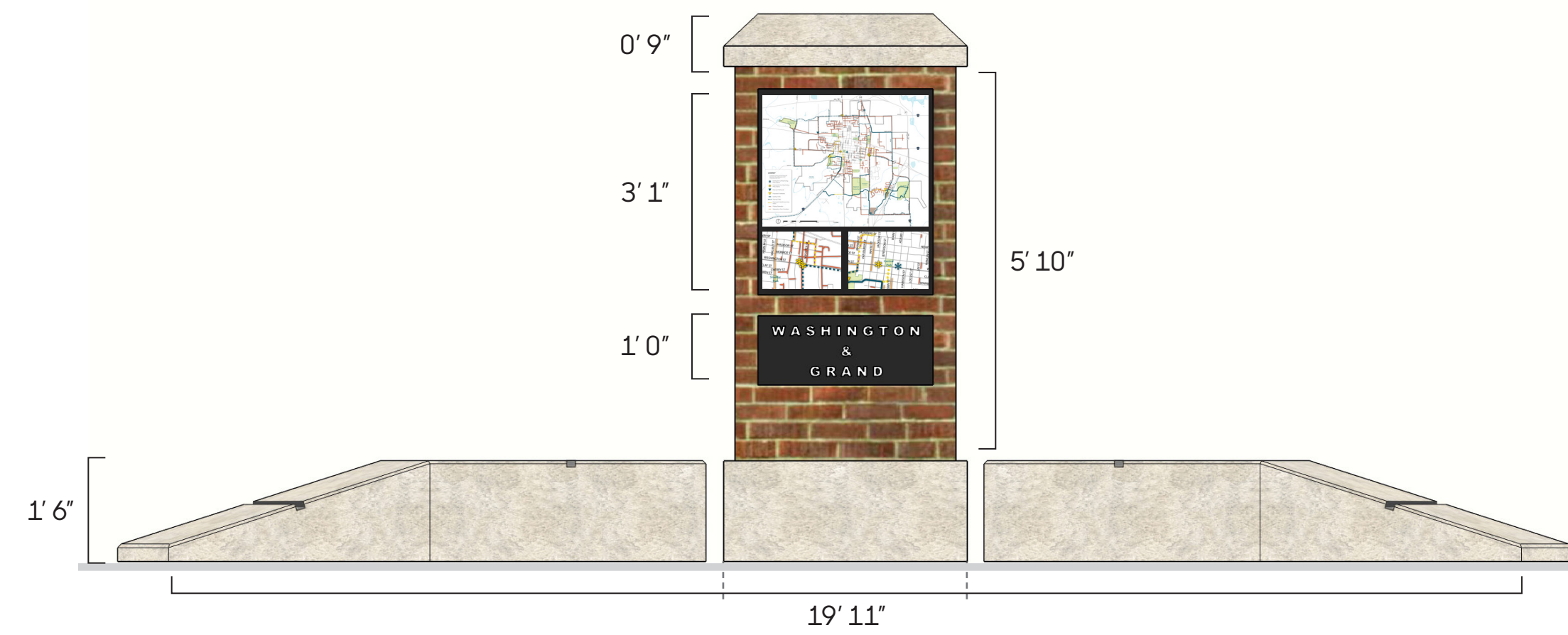
Clean, modern style with a right-angled trapezoidal base. Sign blade is set into a groove for seamless appearance and hidden connections

## West Downtown Corner Monument

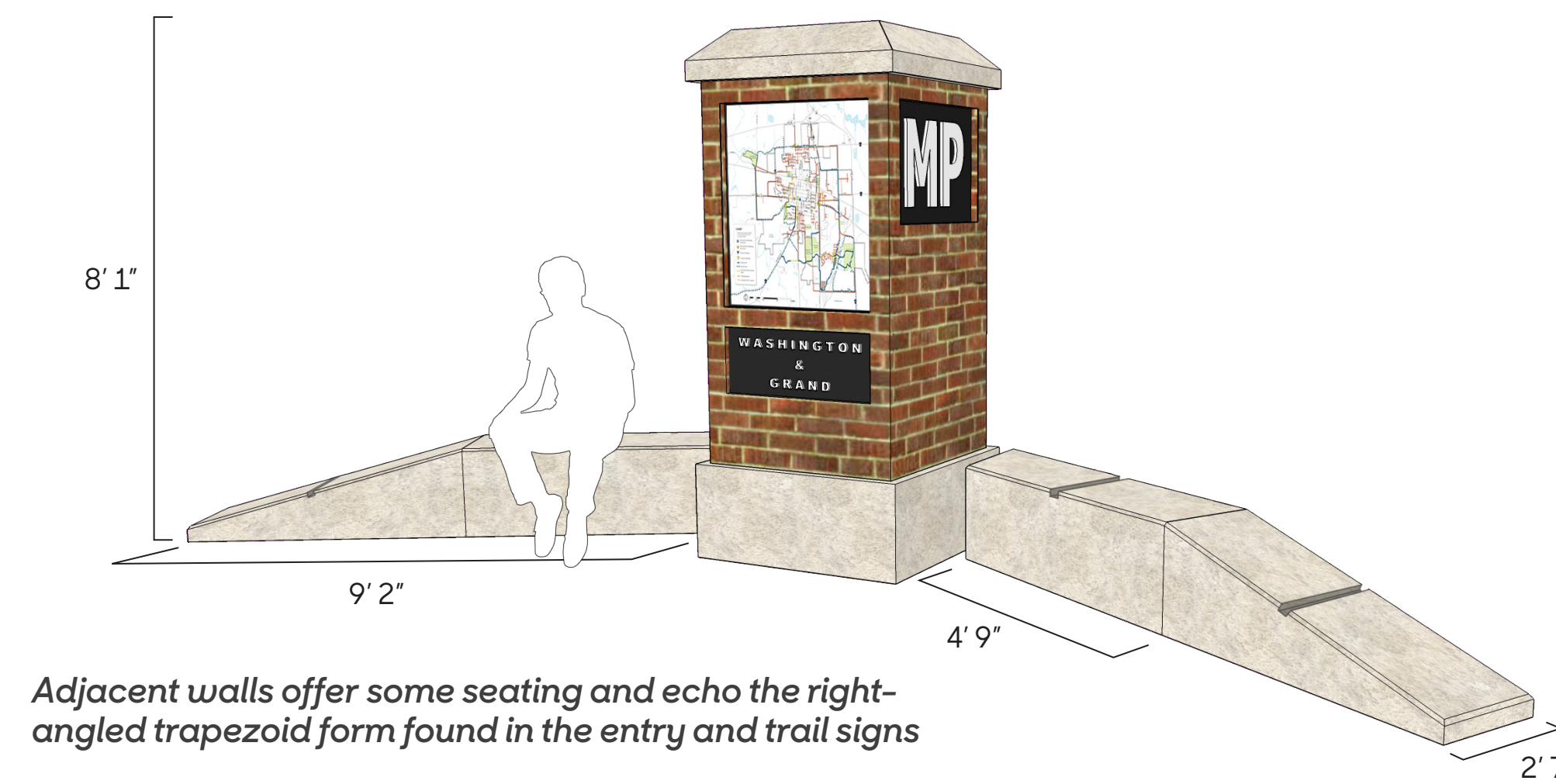


Traditional column with recessed sign blades and MP plaque. Marks entry into downtown and directs traffic to cultural landmarks

## Washington and Grand Way-Finding Monument

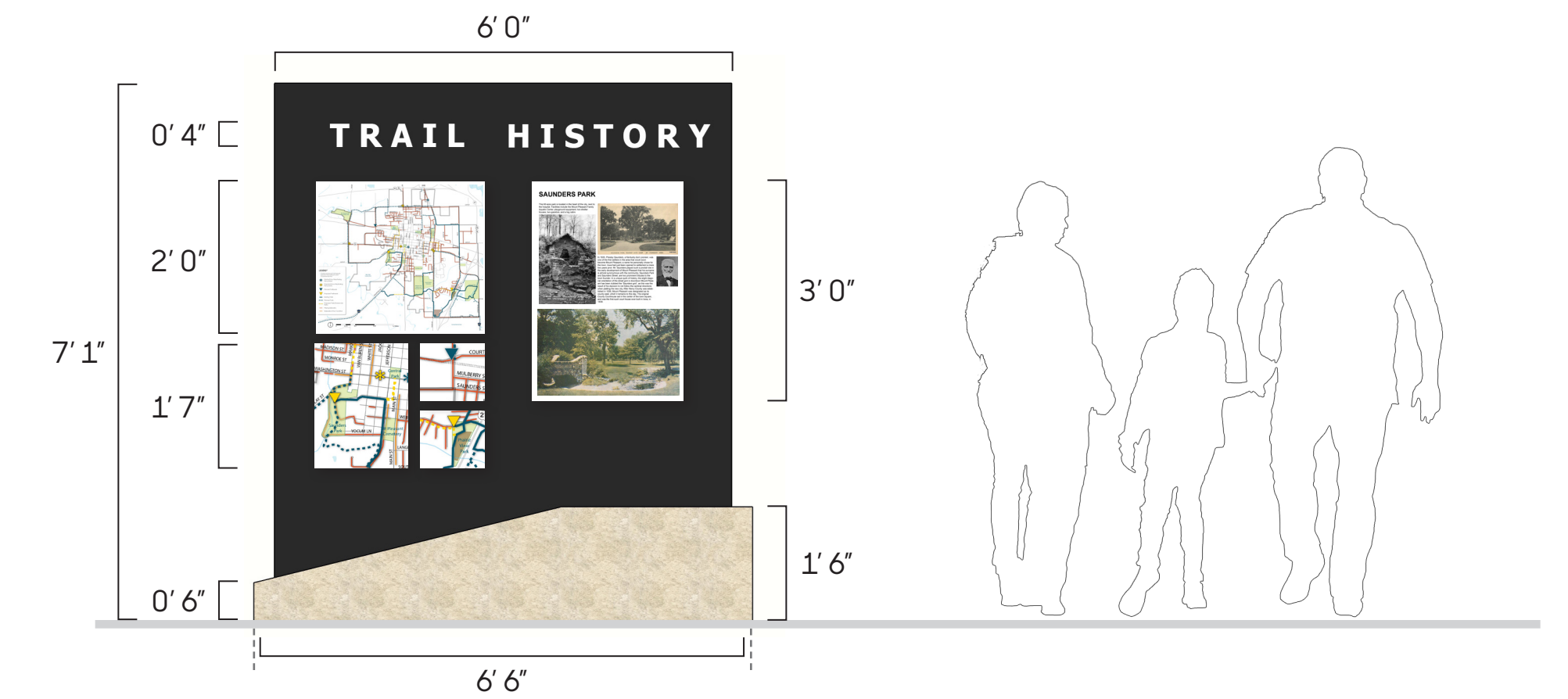


Traditional column with pin-mounted panel or recessed cabinet

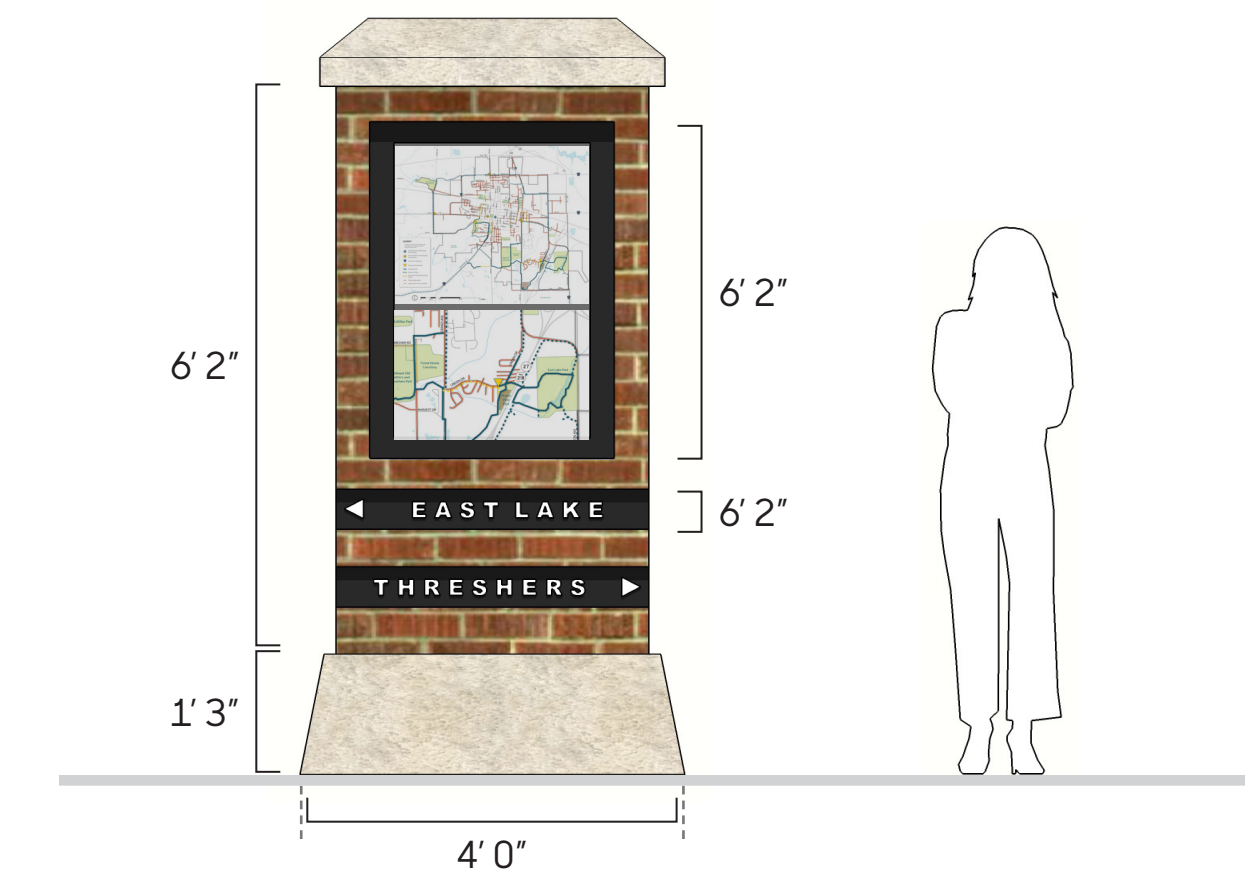


Adjacent walls offer some seating and echo the right-angled trapezoid form found in the entry and trail signs

## Trail System Kiosks

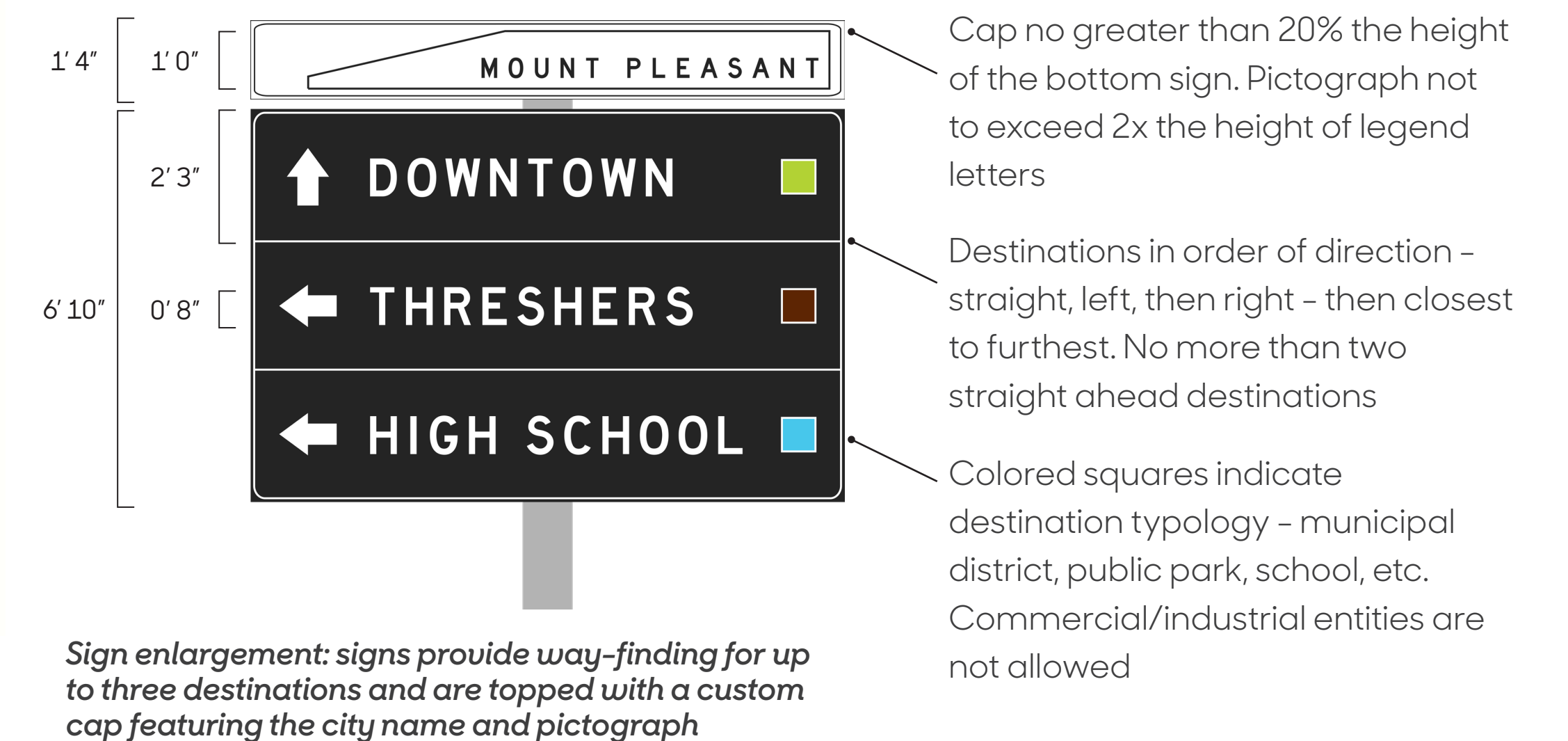


Option one: single- or double-sided flat metal sign, 3/4" thickness, with informational panels or laser-cut graphics/lettering, mounted on trapezoidal concrete or limestone base



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

## Iowa 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