

Signage Locations Map

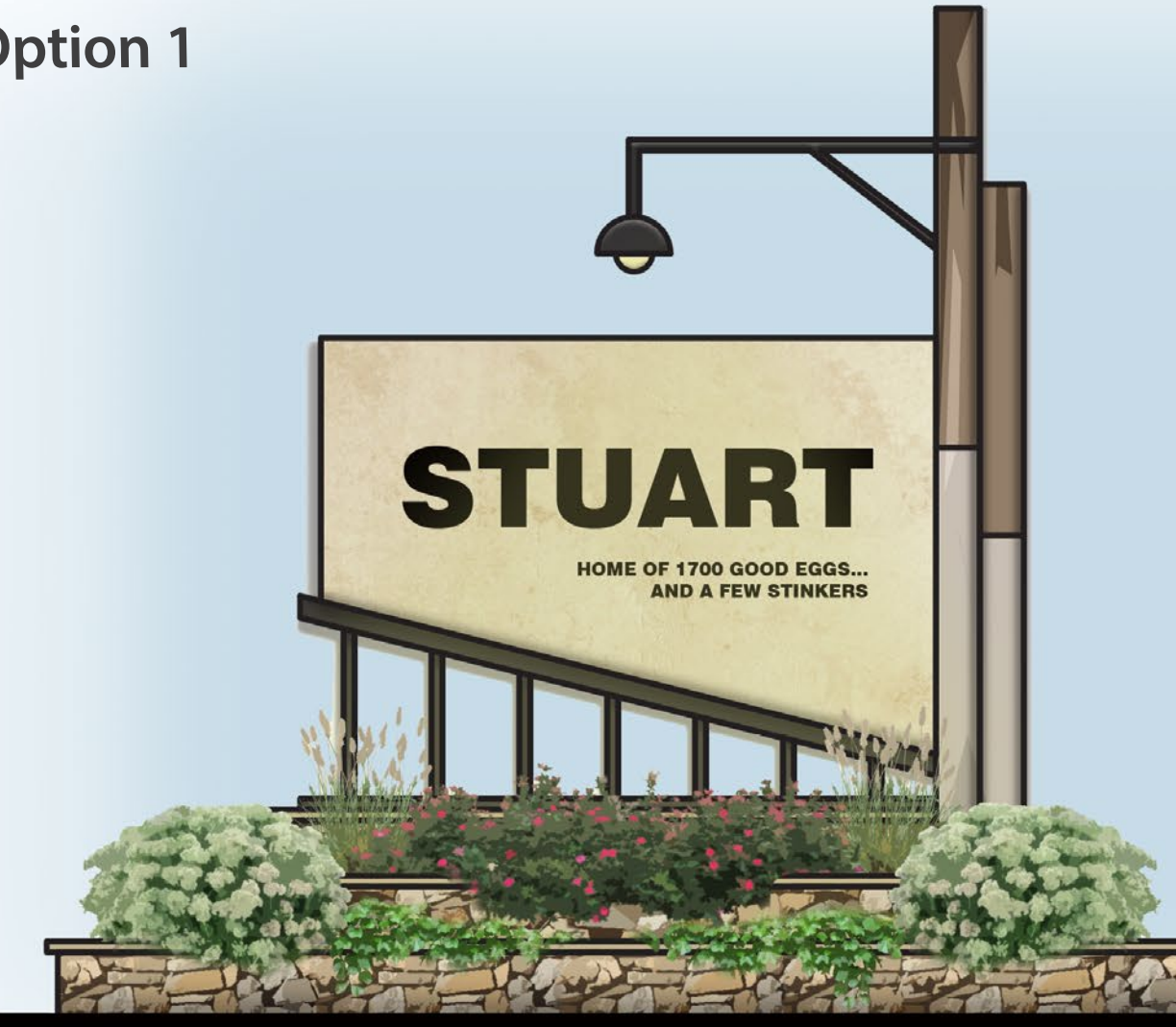


Existing Site Conditions

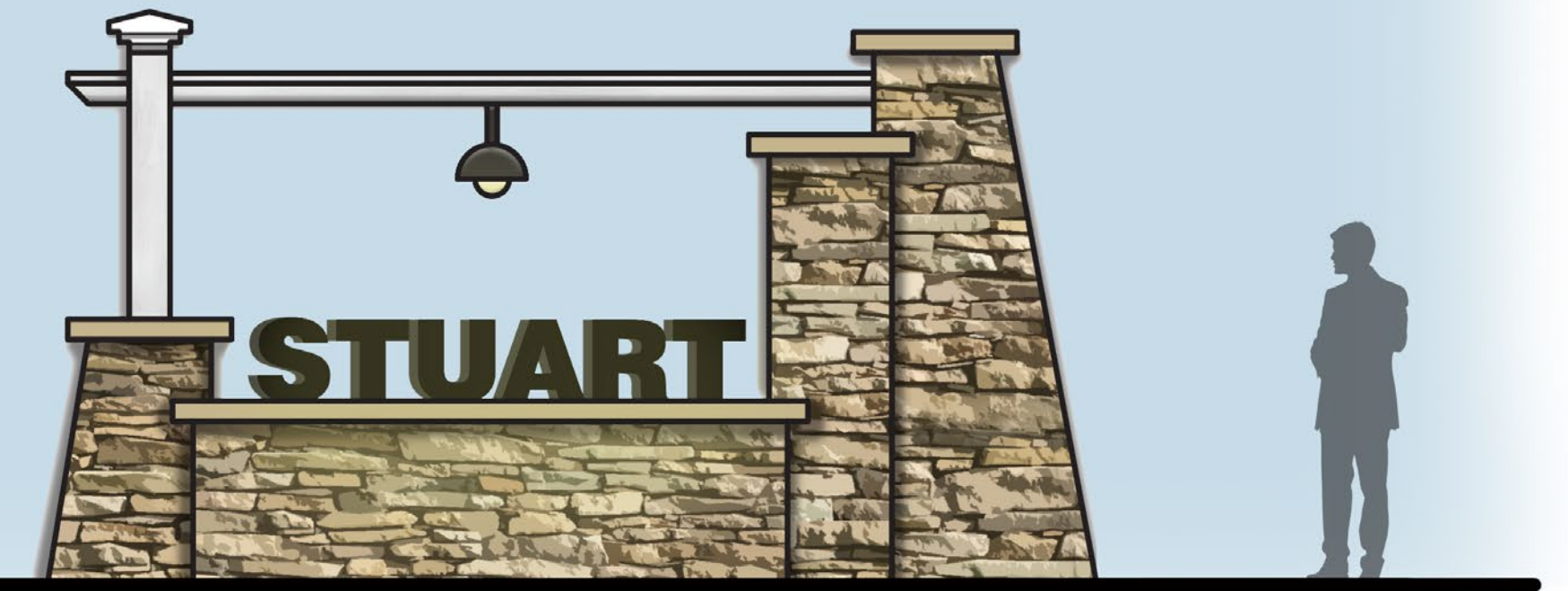


Entry Signage Near Interstate Pull Off

Option 1



Option 2



Entry Signage Options

## Entry Signage

A town's identity evokes a sense of pride for the community by being recognized for the certain attributes that make the town unique. Through improved welcome and way-finding signage, a community's sense of place can be strengthened. Stuart residents came together to determine a variety of signage options that can help establish the town's identity. These options include signage that emphasizes community entry, pedestrian and vehicular wayfinding, and information kiosks.

Pictured above are two entry feature options. Both concepts incorporate limestone materials to match the community's newest entry sign near the high school. The first option draws from Stuart's relation to transportation. Located at the bottom of the sign, there are metal pieces supporting the larger sign, which represent the railroad that runs through the heart of Stuart. On the right side of Option 1, there are two poles which symbolize the White Pole Road. Option 2 is a more universal design, which uses three-dimensional letters situated on a limestone ledge to greet visitors. A beam is fixed above the letters to support a lamp that will illuminate the letters at night.

# Stuart

## Community Identity and Wayfinding

Landscape Architects: Amber Gable and Casey Byers, PLA - Bolton & Menk

LA Intern: Hannah Schmitz - Bolton & Menk

Iowa Department of Transportation

Trees Forever

ISU Landscape Architecture Extension

ISU Extension Community and Economic Development

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Wayfinding Directional Sign and Lightpole Blades on Main Street



Wayfinding Signage Options: Light Pole Blade

Information Kiosk

Directional Signage

Historic Information Column

### Wayfinding Signage

Wayfinding signage is used to help orient both residents and visitors in the community from where they are to where they want to go. This signage works best when the information displayed is both clear and consistent. Correlating materials and themes on each piece also helps establish a community's identity.

Four types of wayfinding features have been designed to help guide people to key areas in town, such as the Masonic Temple, Saints Center for Culture and Arts, train depot, and downtown. These features include light pole blades, information kiosks, community guides, and historic information columns. All of these elements include limestone or red materials and incorporate the railroad symbol which can be found on option one in the entry sign board. The light pole blades will be located at downtown intersections. The train depot's form can be seen in the information kiosk. This kiosk may include information such as a map with points of interest or additional information about the community. While light pole blades are used to guide vehicles, community guides are used to guide pedestrians. These may be beneficial in areas like Lawbaugh City Park where there is no clear directional signage to other destinations. The historic information columns can be used near some of Stuart's most well-known historic areas, such as outside of the Bonnie and Clyde Bank Robbery location. All wayfinding options are used to enhance one's experience in Stuart.



Wayfinding Directional Sign at South Entry of Town

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