

Way-finding

Way-finding can be a critical component of the city's overall branding efforts. Many people think of way-finding as being only about signage. Successful way-finding is holistic and encompasses and strengthens the connection among all amenities and not just signage. Utilizing a consistent color and materials palette, along with the repetition of other details, all contribute to creating a sense of place. An effective way-finding system will project a cohesive image that will make it easily recognizable to visitors that they are in Walcott.

Way-finding signage helps visitors orient and navigate themselves quickly and safely to important destinations in the community. Other site amenities, such as decorative street lighting, banners, benches, trash receptacles and decorative paving also contribute to way-finding, emphasizing important areas and specific corridors and defining public areas from private. They also add to the ambiance of the community.

The proposed way-finding family illustrated in Figure 8a, utilizes the same materials, colors and details found in the existing signage at Prairie View Park and the new pedestrian lighting along the north end of Main Street. The city logo has also been integrated to help brand. When 2 styles are shown, one of the styles should be selected and used to keep a unified look. All signage that is located along the Highway 6 and Y40 corridors will need to follow the Iowa DOT signage guidelines and be on breakaway posts.



Existing informational signage in Prairie View Park



Existing park identity sign for Prairie View Park

Interstate 80 Presence at Exit 284

One of the goals identified by the steering committee was to have a presence at the I-80 Exit 284 in order to alert travelers that there is more to Walcott than what lies around the interchange - that there is in fact a "city".

As shown on the Transportation Inventory (board 5) there are high daily traffic counts at this exit. By placing way-finding signage at the end of the exit ramps, like shown in Image Edit 8a, there is the potential to reach every traveler that gets off I-80 at this exit. Then, to strengthen the approximately 1.25 mile corridor between the truck stop and "city", native prairie that is heavy on the forbs (wildflowers), and is designed to have a species mix that provides flowers throughout the growing season s proposed for the road right-of-way. Way-finding signage will also continue along this corridor. Refer to Image Edit 8b.

Since Y40 is a county route, the City will need to coordinate with the county before proceeding with any enhancements along this corridor.



Existing I-80 eastbound Exit 284 to Walcott (looking east)



Existing 60th Avenue/Y40 corridor looking south toward Hwy. 6



Image Edit 8a: Proposed way-finding signage at end of eastbound Exit 284



Image Edit 8b: Proposed corridor enhancements



Figure 8a: Proposed concept for way-finding family