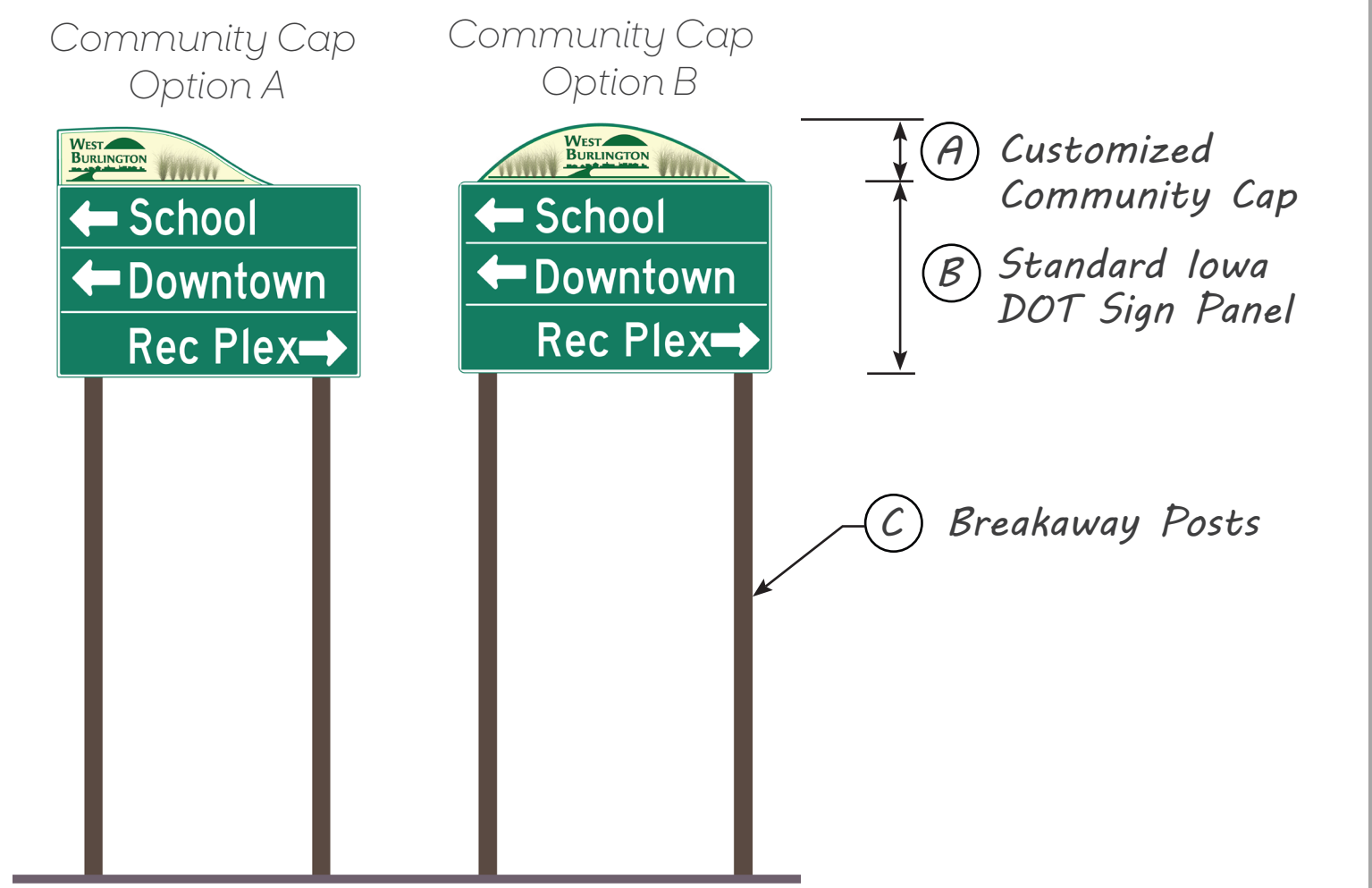


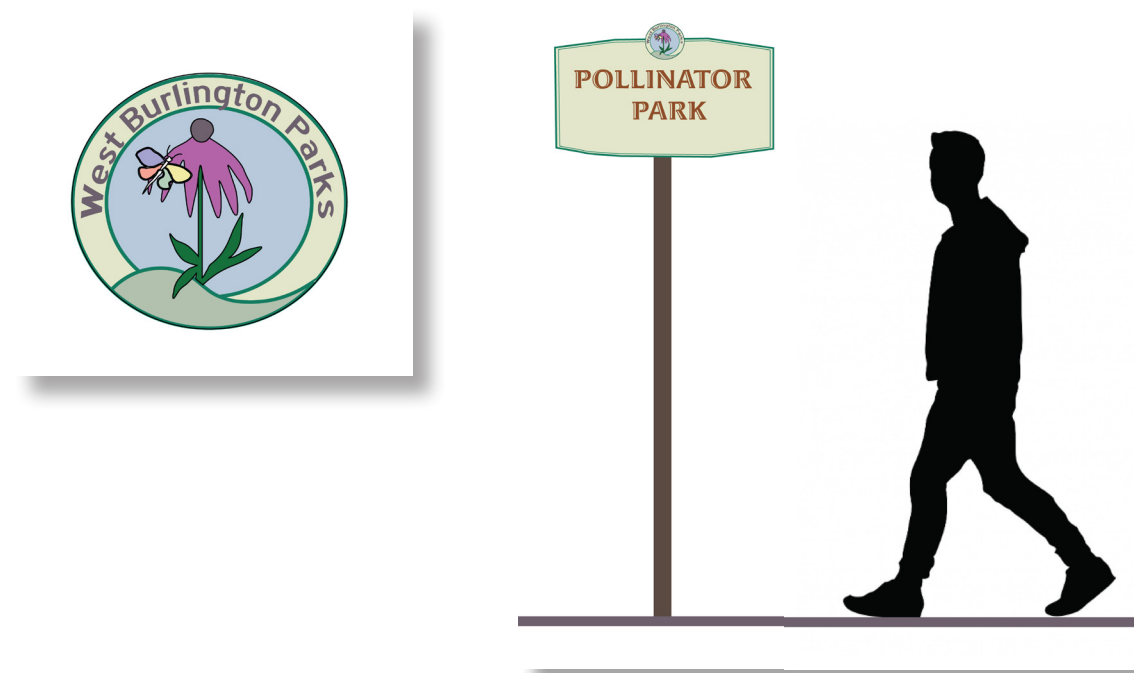
Community Identity & Entryways

Entryways are a visitors first impression of a community. The entrance sign is an integral part of the entryway, as it identifies the community to passersby and clearly defines the city's boundaries. An effective entryway sign is clear and concise so that it can be quickly and easily read by motorists who have minimal reading and comprehension time.

To enhance community identity, it is important that the city logo is incorporated and that the sign utilizes colors and materials taken from a designated palette of colors and hardscape and landscape materials that are replicated elsewhere in public areas within the community - this applies to site amenities as well. The replication of color, material, and style is critical to create a unified, aesthetic appearance and enhance community branding efforts.



Proposed way-finding signage with community cap



A new proposed logo to be incorporated into park identity & park interpretive signage reflects West Burlington's pre-development prairie heritage through the use of graphics and colors

West Burlington

Community Identity & Entryways



Proposed entryway sign concept style 1



Proposed entryway sign concept style 2



Proposed entryway sign concept style 3

Signage Elements

Way-finding Signage With Community Cap

- Color of sign panel (B) Iowa DOT (DOT) standard green.
- Community cap (A): Both options shown incorporate the city's existing logo and prairie grass like that used on the entryway signage; the background color is cream with a DOT green colored border
- Sign posts (C): IDOT-compliant metal breakaway posts, color to match light posts.

Entryway Signage

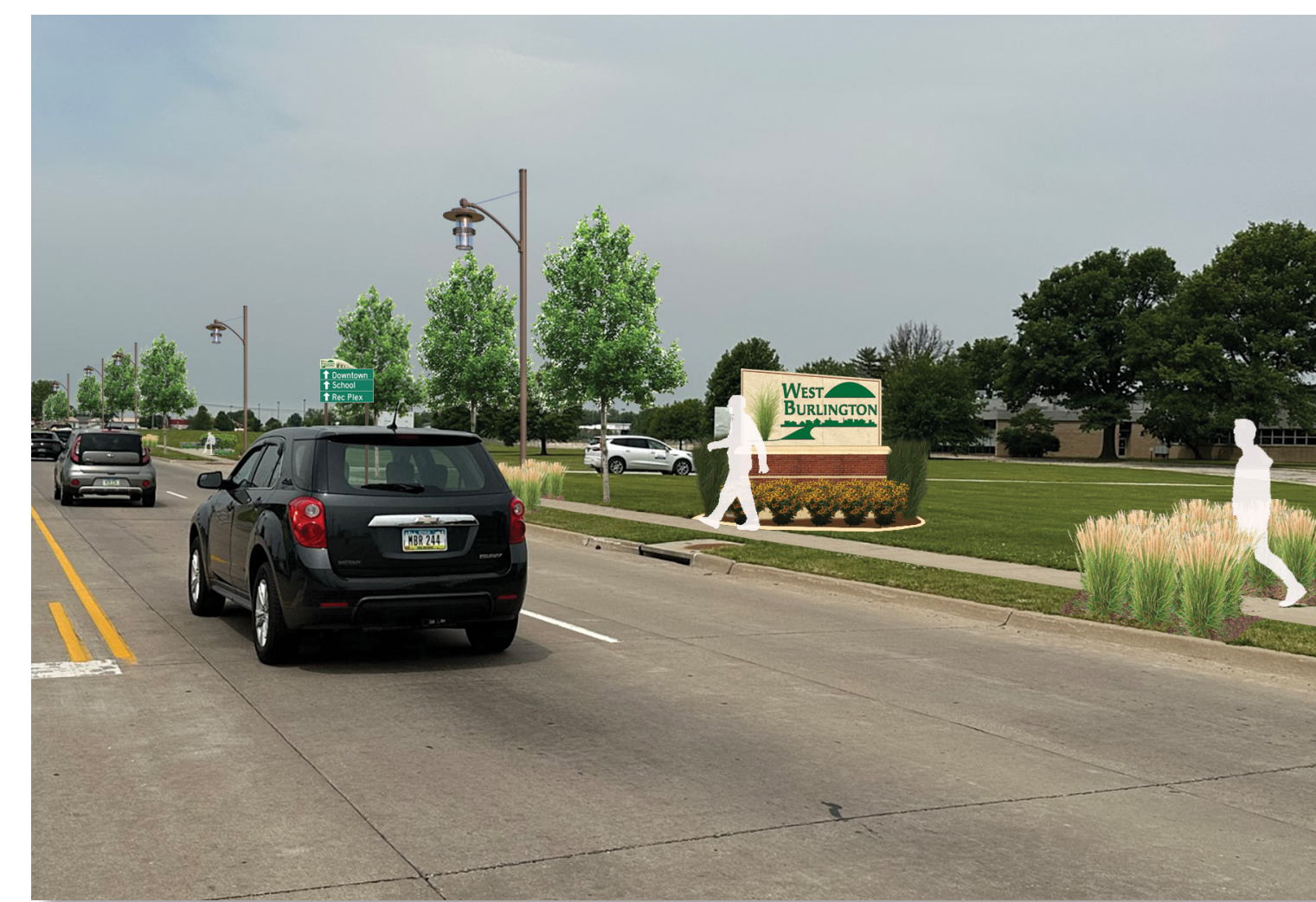
- Sign Style 1: sign materials include natural colored tumbled field stone and limestone; grasses, logo and WB constructed of metal - all backlit for nighttime viewing
- Sign Style 2: sign materials include brick and limestone; grass, logo constructed of metal - all backlit for nighttime viewing
- Style 3: sign materials include brick and limestone with engraved colored border around limestone; grass; logo constructed of metal and backlit for nighttime viewing



Proposed entryway concept A: Illustration incorporates proposed entryway signage style 1



Proposed entryway concept B: Illustration incorporates proposed entryway signage style 2



Proposed entryway concept C: Illustration incorporates proposed entryway signage style 3



Existing entryway photo: Photo taken from Agency St. looking northwesterly toward the existing entryway signage and westerly along Agency St. on the east side of town just to the west side of the railroad

Community Entryway Concept Elements

- Decorative Lighting : enhances aesthetics and nighttime pedestrian safety and use, assists in traffic calming, reinforces branding efforts, and serves as an element of way-finding when placed along main corridor routes; bronze/brown color integrates with signage color palette
- Street Trees: provide needed shade to pedestrians, improve streetscape aesthetics, assist in traffic calming, and direct/screen views
- Community Branded Way-Finding Signage: provides guidance to important destinations within the community, enhances community identity
- ADA-Compliant Sidewalk Along Agency St. Corridor: enhances pedestrian safety and accessibility
- Entryway Signage Landscaping: simple landscaping in mass to accent and not distract from the sign; low maintenance, native plant material; mowing edge and mulch bed to minimize maintenance
- Ornamental Grass Group Plantings: assist in carrying out grass element of signage, improve streetscape aesthetics while being low maintenance, create more visual interest for both the pedestrian and motorists, and assist in traffic calming
- Landscaped Seating Area "Pods": provide seating along long stretches of walking routes, enhance user comfort, and integrate landscaping into the corridor
- New Entryway Signage: defines boundaries of community and forms first impression to visitors

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Iowa State University | Trees Forever | Iowa Department of Transportation

