

Community Entryways

Community entryways act as the “front porch” to a community. They are where visitors form their first impression as to what a community is like; they are also the familiar and welcoming beacon to its residents, signifying to them that they are home.

The consistent treatment of each community entryway is critical to creating a unified appearance. While the existing field conditions at each entryway may require the modification of the specific treatment, it is important to keep the signage style, as well as the hardscape and plant material selection the same or very similar.

An example of two different entryway field conditions are shown on this board in photos 8a and 8d.

West Entryway (via Highway 30)

The western entryway is unique from the other entryways in that there may be an opportunity to utilize an existing privately owned grain bin as a “medium” on to which the entryway signage can be painted. The bins are located at a prime location for a west entryway sign – adjacent to Hwy. 30, and at the end of a curve where the motorist are cant miss seeing it.

The large size of the western most bin would allow for a large “entryway sign” which would be sure to garner the attention of passerby – leaving a profound impact on the +/- 2,750 vehicles that utilize this route daily. As can be seen in illustrations 8b and 8c, the proposed “entryway sign” shown on the bin is similar to the proposed entrance signage to be used for the other entrances. The design on the bin reflects the same elements of the traditional entrance signs – incorporating the logo, the name (in the same font), and the rectangle that the name is located in.

While being able to utilize the privately owned grain bin for the entryway sign would be ideal, it is important to note that at this time this is just a preliminary idea (concept). There have been no in-depth discussions, details or specifics discussed with the owner(s), only casual “what if” conversations with some of the local visioning committee members.

Other entryway enhancements include the planting of street trees along the south side of Hwy. 30. The trees are intended to:

- 1) Create a buffer that will serve as both an “edge” and screen of the adjacent development, making the area seem more organized and “clean”
- 2) Calm traffic by decreasing the visual scale of the roadway corridor
- 3) Direct views



Existing photo 8a: Photo taken entering the west side of Wheatland via Hwy. 30



Photo edit 8b: Concept illustrating the readability of the logo when a background is used within the logo



Photo edit 8c: Concept illustrating how colors used for the logo can impact the readability in different environments, depending on their use



Existing Photo 8d: Photo taken entering Wheatland from the south side of Hwy. 30 via 130th Ave. (Y4E)



Photo edit 8e: Concept illustrating the proposed south entryway enhancements

South Entryway (via 130th Avenue/Y4E)

Presently there is no south entryway signage, even though +/- 1,170 vehicles travel this route daily, making it the third busiest ingress-egress to Wheatland. It is intended that the same style entrance sign shown in concept 8e and on board 7 would be used at all of the other entrances (with the exception of the Hwy. 30 west entryway). The size of the sign may be smaller at some of the other entryways depending on the distance that it is from the roadway and the speed limit – all which are used to determine the size required for best readability.

The south entryway is proposed to be set into the slope of the sewage pond berms in order to raise it’s height for better visibility. Ease of maintenance along with aesthetics govern the design of the landscaping which includes a short limestone retaining wall in the front (to allow for the construction of the sign and landscaping on the berm), and a mowing edge along the planting area at the top of the retaining wall. Formal plantings around the sign provide for year-round interest and are dominated by native vegetation. Maintained lawn and native prairie are proposed for the area. The lawn is for a mow path along the chain link fence, around the signage and to create a view angle from the road – all as illustrated in photo edit 8e.

Wheatland Community Entryways

FLENKER LAND ARCHITECTURE CONSULTANTS, LLC

LA: Meg Flenker, PLA, ASLA, CPESC, CPSWQ
 Interns: TJ Hillberry, Paola Monllor-Torres and Ethan Morrow
 Iowa State University | Trees Forever | Iowa Department of Transportation

