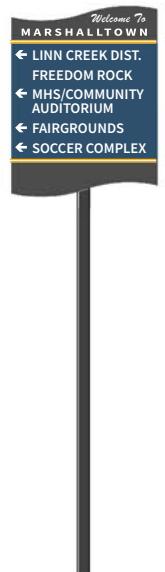
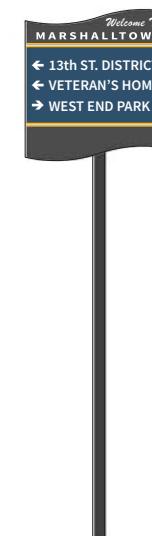
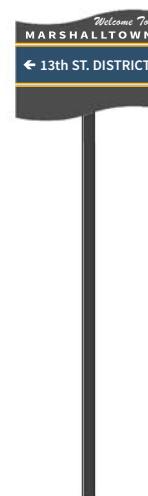
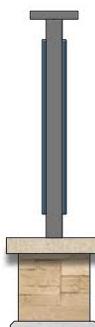
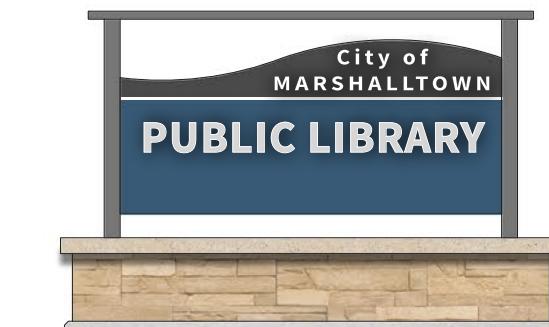


# WAYFINDING MASTER PLAN

CITY OF MARSHALLTOWN, IOWA

OCTOBER 2018



**MARSHALLTOWN**  
IOWA

 **BOLTON & MENK**  
Real People. Real Solutions.

This page intentionally left blank.

## SPECIAL THANKS TO:

Community members and public participants who provided feedback to help define the final recommendations for this document.

## PROJECT STEERING COMMITTEE:

**Andrew Potter** - Marshalltown Community School District

**Deirdre Gruendler** - UnityPoint - Marshalltown

**Denise Ullery** - 13th Street District, Retired IVH

**Gary Ross** - YMCA-YWCA

**Jenny Etter** - Director, Marshalltown Central Business District

**Jessica Kinser** - City Administrator, City of Marshalltown

**Kyley Leger** - Executive Director, Vision Marshalltown

**Steve Valbracht** - Owner, Marshalltown Aviation, Planning & Zoning Commission, Trails Inc. Board Member

**Val Ruff** - Director, Marshalltown CVB

**Tyler Wollam** - Marshall County Fairgrounds

## CITY STAFF:

**Jessica Kinser** - City Administrator

**Justin Nickel** - Public Works Director

**Michelle Spohnheimer** - Housing/Community Development Director

## CITY COUNCIL

**Joel Greer** - Mayor

**Bethany Wirin** - Mayor Pro-Tem

**Bill Martin** - At Large

**Leon Lamer** - At Large

**Susan Cahill** - 1st Ward

**Gabriel Isom** - 2nd Ward

**Mike Gowdy** - 3rd Ward

**Al Hoop** - 4th Ward

## DESIGN TEAM:

### Bolton & Menk

**Jim Harbaugh, PLA** - Principal, Landscape Architect

**Casey Byers, PLA** - Project Manager, Landscape Architect

**Shannon Gapp** - Landscape Designer

This page intentionally left blank.

# TABLE OF CONTENTS

<b>1</b>	<b>INTRODUCTION</b>	<b>7</b>
Project Background	8	
Process	9	
Project Significance	10	
Existing Signage	11	
<b>2</b>	<b>THEME DEVELOPMENT</b>	<b>13</b>
Introduction	14	
Visual Preference Survey	15	
Wayfinding Questionnaire	18	
Summary	22	
<b>3</b>	<b>MAPPING</b>	<b>23</b>
Introduction	24	
Landmarks, Facilities and Destinations	25	
Civic and Park Signage	26	
Directional Signage	27	
Parking Signage	28	
<b>4</b>	<b>WAYFINDING SIGNAGE</b>	<b>29</b>
Introduction	30	
Sign Concepts	31	
Cost Summary	35	
Signage Location Matrix	35	
Summary	44	
Works Cited	46	

This page intentionally left blank.

# INTRODUCTION

---

1

# PROJECT BACKGROUND

In March of 2018, the City of Marshalltown executed a planning process with the goal of improving wayfinding signage opportunities throughout Marshalltown. The outcomes of this project provide the City with a family of signage for four distinct scales including:

- Entry Monument Signage
- Civic Building/Property Signage
- Community and Neighborhood Park Signage
- Directional and Parking Lot Signage

## *What is Wayfinding?*

Wayfinding is a network of signage that orients and directs travelers to and from destinations. These systems include informational, directional, and identification strategies that are intuitive, cohesive, and easy-to-read to help people of all ages and abilities find their way. Wayfinding systems also help enhance the brand and character of a community. A consistent and functional wayfinding plan provides opportunities through naming, gateways, identification signs, and site-specific signage to help develop a sense of place that connects users to the community.

Well-designed and well-placed signs create aesthetic harmony in a community and work to:

- Help visitors find their way
- Promote a pedestrian friendly environment
- Link uses, destinations, and districts
- Enhance a community's identity



## PROCESS

As part of the Wayfinding Signage Master Plan process, the project team worked in close coordination with the City and steering committee participants to develop the project schedule and ensure project expectations were met. Key elements of the project process included:

- 1. Project Management** | Day-to-day communication, coordination and facilitation of project meetings and deliverables, regular project updates.
- 2. Information Gathering** | In-depth inventory and assessment of the types of signage currently being used throughout the community.
- 3. Steering Committee/Stakeholder Outreach** | Collected feedback from committee members at regular project intervals to evaluate project critical success factors and concept development.
- 4. Theme Development** | Gaged participant interest on precedent imagery of various signage elements, character, and material to develop a palette of attributes to help determine a theme for concept development.
- 5. Signage Concept Development** | Developed three distinct signage families to establish a consistent character and effectively portray a specific message that could be replicated at different scales.
- 6. Preferred Concept/Standard Development** | Refined signage alternatives into a preferred concept and prepared schematic level construction details for one prototype sign for each signage type. Elements of the design drawing include: dimensions, material call-outs, font type and size, colors, architectural elements, graphics, and anticipated costs.



### PROJECT PROCESS & TASKS

#### 1. PROJECT MANAGEMENT

#### 2. INFORMATION GATHERING

#### 3. STAKEHOLDER OUTREACH

#### 4. THEME DEVELOPMENT

#### 5. SIGNAGE CONCEPTS

#### 6. PREFERRED CONCEPT



## PROJECT SIGNIFICANCE

Wayfinding signage is as much about enhancing community identity as it is an actual tool for directing visitors to amenities and attractions. The overarching goal of the Wayfinding Signage Master Plan is to develop a wayfinding system that is efficient, identifies community amenities and portrays a consistent character that is representative of the community. This project is significant to the Marshalltown community, as it aims to:

- Eliminate ineffective, redundant, or confusing signage within the community
- Develop a system of signage that is consistent, cohesive, and instills a positive image of the community's branding and identity
- Apply a system of signage that is appropriate in Marshalltown's varied contexts - including historic sites and viewsheds, centers of civic amenities, and recreational areas
- Design signs with a scale, typeface, position, and location that render them easy to see, read, understand, and use

Improving wayfinding signage not only helps direct people but also creates a "sense of place," making the city more memorable, iconic, and aesthetically pleasing to residents and visitors. With the recent completion for the Hwy 14 Corridor Study, the Parks and Recreation Master Plan, and re-branding of the City's website, several opportunities exist to tie these endeavors into wayfinding signage improvements.



Existing entry sign



Existing neighborhood park sign

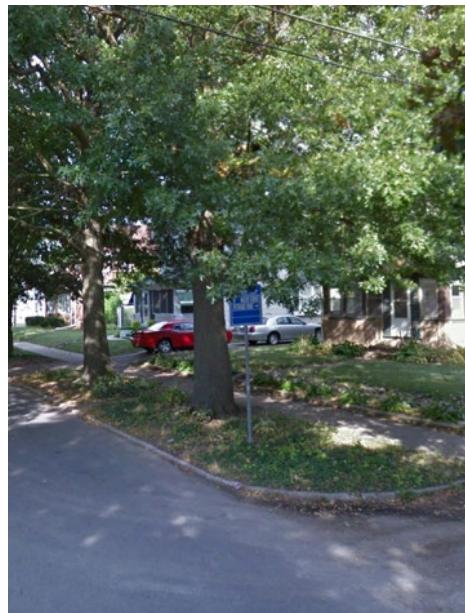
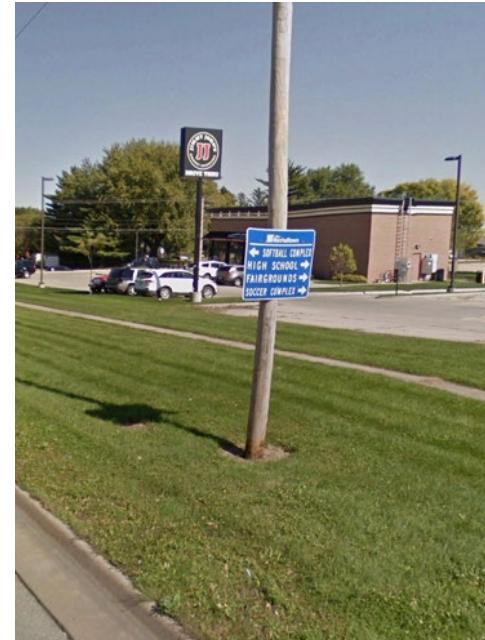
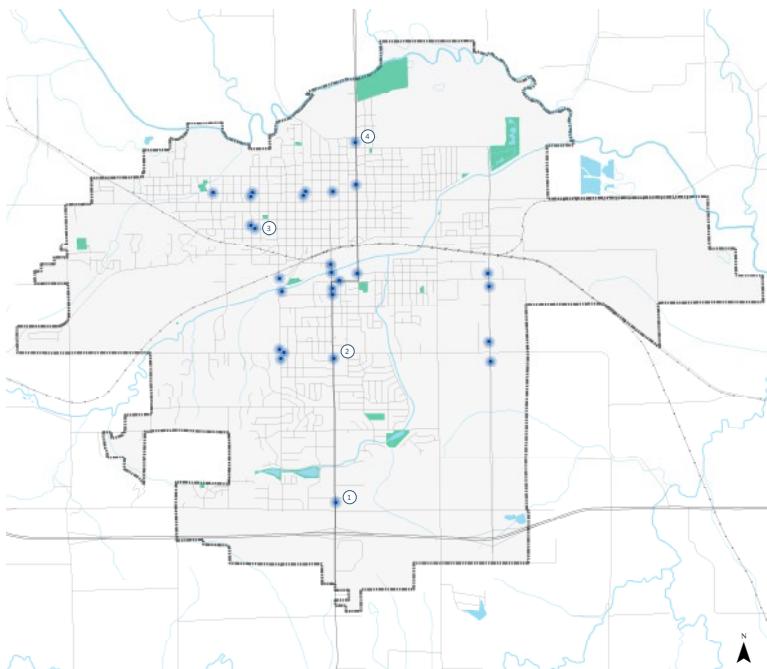


Existing community park sign

## EXISTING SIGNAGE

An in-depth inventory of City wayfinding signage was conducted to gain an understanding of community attractions and where signage is currently displayed. Using this information, a digital base map was developed to illustrate where wayfinding signage currently exists and what is on each sign. The findings of the inventory identified significant wayfinding gaps, improper naming or misrepresentation of amenities, as well as opportunities for more efficient means of directing visitors to attractions

In addition to the inventory, the project steering committee was asked to complete a visual preference survey and questionnaire to determine how and where wayfinding signage could be improved throughout the community. The images to the right include examples of the existing signage within the community, and the map below highlights where the current signage exists.



This page intentionally left blank.

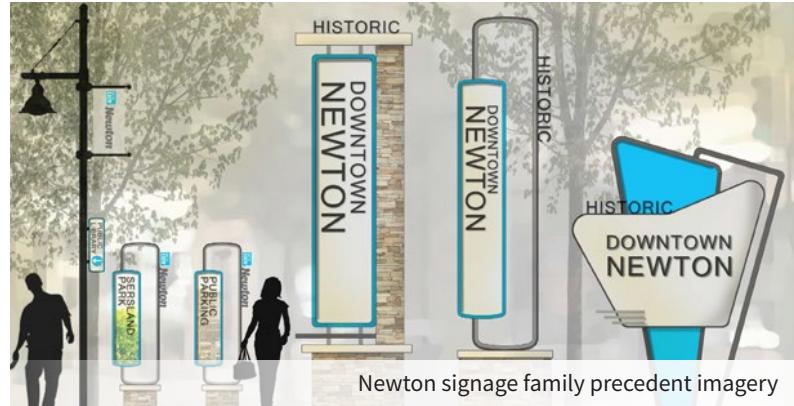
# THEME DEVELOPMENT 2

---

## INTRODUCTION

Wayfinding signage comes in a variety of shapes, sizes, character, etc. There are endless combinations of color, text and design options, but ultimately, it should be easy to read, appropriately sized for its location and carry a consistent theme or message that is representative of the community it supports. To determine what design direction fits Marshalltown, the design team relied on the input of a project steering committee which was comprised of active citizens, City staff, and leaders of community organizations. This group provided valuable input throughout the planning process, reviewed precedent imagery, critiqued design concepts, and played a critical role in shaping the outcomes of the conceptual recommendations included herein.

The following section illustrates the evaluation process that was conducted among the steering committee that assisted in determining developing a consistent theme for the wayfinding signage master plan. Individual comments, recommendations and suggestions are directly from those who participated in the survey and questionnaire. This information was then reviewed by the design team and used to prepare a range of concepts. At each step of this process, the steering committee was engaged to provide input on design direction, ensuring that outcomes fulfilled the goals of the project.



Newton signage family precedent imagery



Jordan signage family precedent imagery

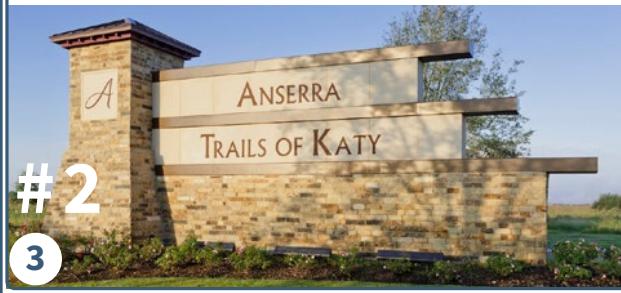


Waconia signage family precedent imagery

# STEERING COMMITTEE VISUAL PREFERENCE SURVEY

At the April 13th Kickoff Meeting, the steering committee was asked to select three images they liked best for entry monument signage, medium scale site and landmark signage, and small-scale directional signage. The figures on the following pages indicate the number of times an image was selected as a top three choice, then collectively illustrate the top picks for each category. Shown below are precedent images of entry monument signage that were discussed with and voted upon by the steering committee.

## LARGE SCALE: GATEWAY & ENTRY SIGNAGE | PICK 3 IMAGES YOU LIKE MOST



## WAYFINDING SIGNAGE STUDY | CHARACTER IMAGERY

MARSHALLTOWN, IOWA



SEPTEMBER 2018

In addition to reviewing and voting upon the entry monument examples, precedent imagery for medium scale site and landmark signage was compiled and presented as shown below. The top choices in this category indicate a desire for a unique/artistic approach to signage that may take on a non traditional form, but still easy to read and displays a simple message.

**MEDIUM SCALE: SITE & LANDMARK SIGNAGE | PICK 3 IMAGES YOU LIKE MOST**

**#1**  
A large, light-colored stone sign for Campbell River City Hall. It features a stylized blue and white water logo on the left, followed by the text "Campbell River" in a serif font, and "CITY HALL" in a smaller, sans-serif font below it. The sign is set against a backdrop of trees and a clear sky.  
**9**

**#2**  
A large, light-colored stone sign for Thunder Bay. The word "THUNDER" is written in a large, bold, sans-serif font, and "BAY" is written in a smaller, stylized font below it. The sign is set against a backdrop of trees and a clear sky.  
**6**

**#2**  
A tall, dark grey sign for the City of West Des Moines. It features a large, stylized "W" logo at the top, followed by the text "THE CITY OF West Des Moines" in a smaller font. The sign is set against a backdrop of a grassy hill and a clear sky.  
**6**

**3**  
A green and white directional sign for Clive Greenbelt Trail Access. It features a small illustration of a person riding a bicycle and a green arrow pointing to the right.  
**3**

**1**  
A white and grey sign for South Sioux City City Hall. It features a red cardinal bird logo and the text "South Sioux City CITY HALL". Below the sign is a brick base and some gravel.  
**1**

**2**  
A yellow and white sign for Elkin Municipal Park. It features a black silhouette of a tree and the text "Elkin Municipal Park". The sign is set against a backdrop of a stone wall and some yellow flowers.  
**2**

**WAYFINDING SIGNAGE STUDY | CHARACTER IMAGERY**  
MARSHALLTOWN, IOWA

SEPTEMBER 2018

 **BOLTON & MENK**  
 **Welcome**  
MARSHALLTOWN

In reviewing precedent imagery for small scale directional signage there were a number of images that received the same number of votes. In general, characteristics that the steering committee preferred included: easy to read/understand, visually pleasing, flexibility to add to/change over time. Each of these elements were taken into consideration when developing the concept graphics for the directional signage.

**SMALL SCALE: DIRECTIONAL SIGNAGE | PICK 3 IMAGES YOU LIKE MOST**



**#1**  
4



**3**



**0**



**#1**  
4



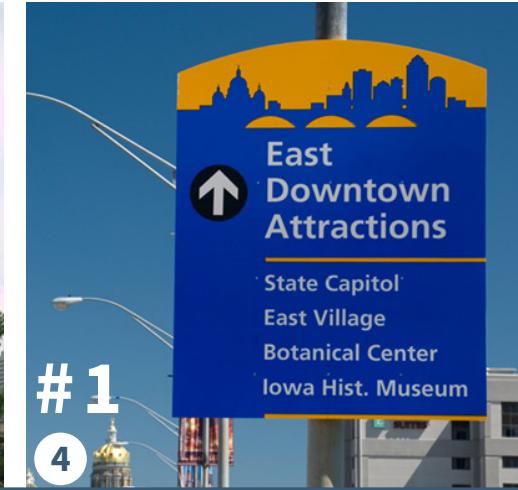
**#1**  
4



**3**



**#1**  
4



**#1**  
4

**WAYFINDING SIGNAGE STUDY | CHARACTER IMAGERY**  
MARSHALLTOWN, IOWA

SEPTEMBER 2018



**BOLTON & MENK**



**Welcome**  
MARSHALLTOWN

# WAYFINDING QUESTIONNAIRE

The steering committee was asked the following questions to better understand specific information about wayfinding opportunities in Marshalltown and what they were drawn to in the visual preference survey.

The information below includes a summary of the responses to each question, as well as the individual responses from the steering committee members.

## 1. Why should the City update the wayfinding signage in Marshalltown?

### Summary:

- To create a cohesive style that promotes the City's 'brand'
- To enhance community pride through placemaking, public art, and consistent signage
- The existing signage is outdated, small, and difficult to see

### Responses:

- Wayfinding signage serves significantly more than just wayfinding. It is placemaking, public art, and generally contributes to the theme of the community. There is a tremendous return on investment.
- Existing signage doesn't help visitors. Gaps in directional signs. Huge opportunity for place-making for residents.
- To present a better image of our community and develop a brand.
- Cohesive upgraded signage signifies progress, planning, and growth.

- To provide a more professional and confident image as well as helping people to safely get to where they are going.
- Many are outdated, and there doesn't seem to be a plan as to what gets a sign and what doesn't.
- The current signage is very small and difficult to find or read.
- Demonstrate pride, cohesive experience.
- Because the minimal current signage is not effective. It lacks navigation and does not connect place to place for residents or visitors.

## 2. If there was a particular theme or character to be used as a concept for Marshalltown signage, what is it? What should we pull from?

### Summary:

- Having a timeless/innovative theme or character is crucial
- Possible themes: river, railroad, patriotic, dome
- Ideal to incorporate materials and resources that represent the community's history and culture

### Responses:

- I think we are often thought of in a patriotic way due to the Veterans Home.
- Keeping it timeless is critical.
- Maybe a river theme or transportation type logo with wheels. A community in motion!

- As a recent (2 year) person to Marshalltown I am impressed with the train industry ties to Marshalltown. The Iowa River Trail is planning a railroad theme, plus MEGA-10 has a restored caboose.
- Courthouse is the most iconic structure in town, but it's a county facility. Roundhouse is the other iconic structure but it's a school facility. Maybe a "catch all" dome logo.
- Multicultural diversity.
- Birth of innovation: Lennox/Emerson, prairie, river, landscape.
- It would be ideal and beneficial if a common brand was identified by community leaders that best represents the community/area. Materials and resources conducive to the area (limestone) that represent history, innovation, architecture and art/culture.

### **3. What elements of the large scale signage imagery did you like most?**

#### **Summary:**

- The incorporation of unique, artistic features
- Multiple types of materials, simplistic, back-lit
- Signs that imaginatively represent the community's character

#### **Responses:**

- Everything about the Fireside sign. I like large vertical signs, especially in our wide entrance streets. I also like some sort of artistic feature.
- I liked the elements that were not natural stone, and were more metal and form based.
- Large in scale. Multi-materials. Uniqueness. Back-lit.

- Artwork incorporated in design. Mixed medium rock, steel/metal, and color.
- The two I liked best had an upscale modern feel that also included natural elements.
- Simplistic and easy to tell as you drive by. Brick work is nice. I do not like metal cut outs – would be hard to tell what it is when driving by.
- I prefer the signs with imagination and character.
- Vertical "airy-ness" rather than stone/weight.
- The limestone that represents the historic architecture, the clear legible larger font style, solid colors that represent the brand of the community. The Marshalltown Bobcat blue and red seems to be a common theme the community embraces.

### **4. What elements of the medium scale signage imagery did you like most?**

#### **Summary:**

- Artistic incorporation of the logo
- Branded colors that reflect the community's character
- Multi-materials, artistic in form

#### **Responses:**

- Torn between signage that is more compact versus larger.
- Bottom three were just a little boring/dated. I like how the Campbell River and West Des Moines incorporated their logo artistically.
- Multi- materials, vertical, color.
- Again, artwork.

- The ones I like best had an upscale modern feel and included natural elements.
- Simplistic basic logos that are easily identified, brick work.
- Again, imagination and character.
- Landscape reflected, airy-ness.
- The clear concise legible font, branded colors that reflect community pride. Easily accessible to residents/visitors. Clive is well branded, clean and easy to read.

## 5. What elements of the small scale signage imagery did you like most?

### Summary:

- Simplistic, clear, and concise
- Ease of changing and updating
- Colorful and interesting in design and shape

### Responses:

- Must have a defined shape with ease of changing and updating.
- I struggled to pick favorites on this one. The only one that got me excited was Trinity Trails.
- Like two-piece design the most. Not sure if it works for us.
- Artwork, color, interesting design shape.
- The only one I really liked was the modern piece in the lower left. I liked the curved lines and it was much more interesting than other options.

- Easy to read, lumping or locations.
- I like the large font with directional arrows indicating points of interest.
- Clarity – Easy to understand. Simple color.
- Simplistic, clean line, branded, bright colors, easy to read and directional friendly.

## 6. What are the special places, attractions and amenities that should be represented with wayfinding signage?

### Summary:

- Schools and public facilities
- Parks and recreation areas
- Destinations: Fisher Community Center, Iowa Veterans Home, Central Business District, etc.

### Responses:

- All schools, all parks, trails, Fisher Community Center, Iowa Funeral Museum. This would be in addition to items currently on signs.
- All athletic attractions, industrial park, schools, 13th Street, CBD, Parks, recreational opportunities.
- Public spaces.
- City Hall, library, hospital, downtown historic district, trails, aquatic center, fair grounds, high school.
- Parks, trails, trailheads, aquatic center, coliseum, Fischer Center, schools, riverside cemetery, and softball complex – specific amenities within parks: disc golf, dog park, skate park, etc.

- Iowa Veterans Home, YMCA-YWCA, Aquatic center, downtown, 13th Street, Marshalltown High School, public library.
- YMCA-YWCA, parks, aquatic center, playing fields, Orpheum, hospital, ER.
- County courthouse, river/Linn creek, Orpheum.
- Tourist attractions, community points of interest, parks and recreational points of interest such as trails, Central Iowa Fairgrounds, Downtown points of interest, identified districts, emergency destinations, City Hall.

## 7. Other than the 13th St. District and Central Business District, are there other ‘districts’ in Marshalltown?

### Summary:

- Multifaceted Recreational District: MEGA-10 park, Children’s Garden, Skate Park, Softball Complex, YMCA, Aquatic Center, Iowa River Trail
- Industrial District: East side
- Possible Railroad District: 3rd Ave and Nevada

### Responses:

- Maybe – the east side of the City is generally more industrial, while the south side is more commercial.
- Recreation, industrial.
- Marshalltown Community School District, Recreation District (Mega-10, skate park, softball complex, trail, the YMCA).
- In the future possibly the “railroad” district 3rd Ave and Nevada.
- The south 6th street area has become a significant focal area with MEGA-10, Children’s garden, skate park, Y, Aquatic center, Iowa River Trail and the new wayward social trail area. This could be termed a “multifaceted recreational district” since so many recreational pursuits are now possible here.

- Industrial district on the east side.
- Health care, education, not sure.
- Possibly if it’s warranted. It could potentially distinguish areas of significant value and create memorable destinations. Sporting venues that are frequently used may be identified in a particular way? I like this idea.

## 8. Is there signage in another community that you like? If so, where?

### Summary:

- Places with a family of signage
- Communities with a limited number of items on the sign as to not overwhelm
- Newton, Cedar Falls, Des Moines, Grinnell, and Dubuque in Iowa. Bentonville, AR.

### Responses:

- I love Bentonville, Arkansas. They limit the number of items on a sign so as not to overwhelm.
- Newton.
- I like everyone who has a family of signs.
- Cedar Falls, Des Moines.
- Clinton’s bridge branding.
- Bilingual signage/multilingual
- Grinnell comes to mind. They created their own community brand that is incorporated throughout the wayfinding and community assets. Dubuque has great wayfinding and educational information boards.

## SUMMARY

In reviewing the feedback received from the Steering Committee survey, certain trends arose. In general, the committee:

- Preferred options that were unique or artistic
- Desired a mix of materials
- Appreciated simplistic, easy to understand options
- Liked options that had a consistent theme

Each of these elements were taken into consideration as the project team moved forward with the development of signage concepts.

# MAPPING 3

---

# INTRODUCTION

Where signage is located, what destinations are included and to what frequency, are important considerations when developing a signage master plan. To facilitate this process, a series of mapping exercises were completed to determine the most appropriate locations of building, park and directional signage. Specific maps that resulted from this process include:

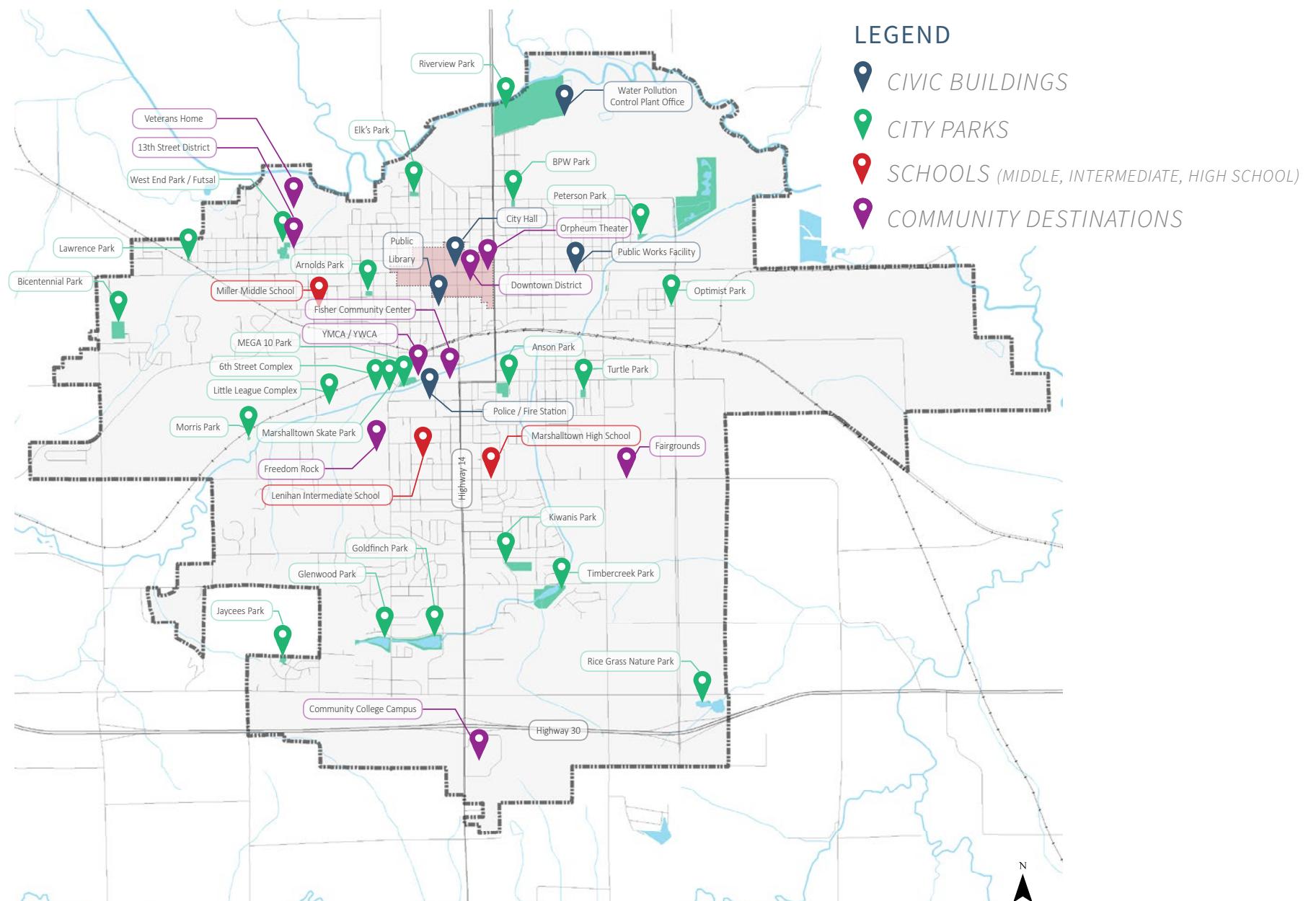
- 1. Landmark, Facilities and Destinations Map** | This map was developed to help identify and highlight key points of interest within the community. This information helped identify what content should be included on the directional signage, as well as where each directional sign should be placed throughout the community.
- 2. Civic and Park Signage Map** | The civic and park signage map is a simplified version of the landmarks, facilities and destinations map, and identifies where the civic and park signage is recommended.
- 3. Directional Signage Map** | This map illustrates where the community's existing directional signage is located as well as the locations and content of the proposed directional signage.
- 4. Parking Signage Map** | The parking signage map is a new and improved version of the public parking map that the City currently has. This version includes the locations of public parking lots and a revised naming convention which numbers the lots, in-lieu of the letters previously used to identify the lots.



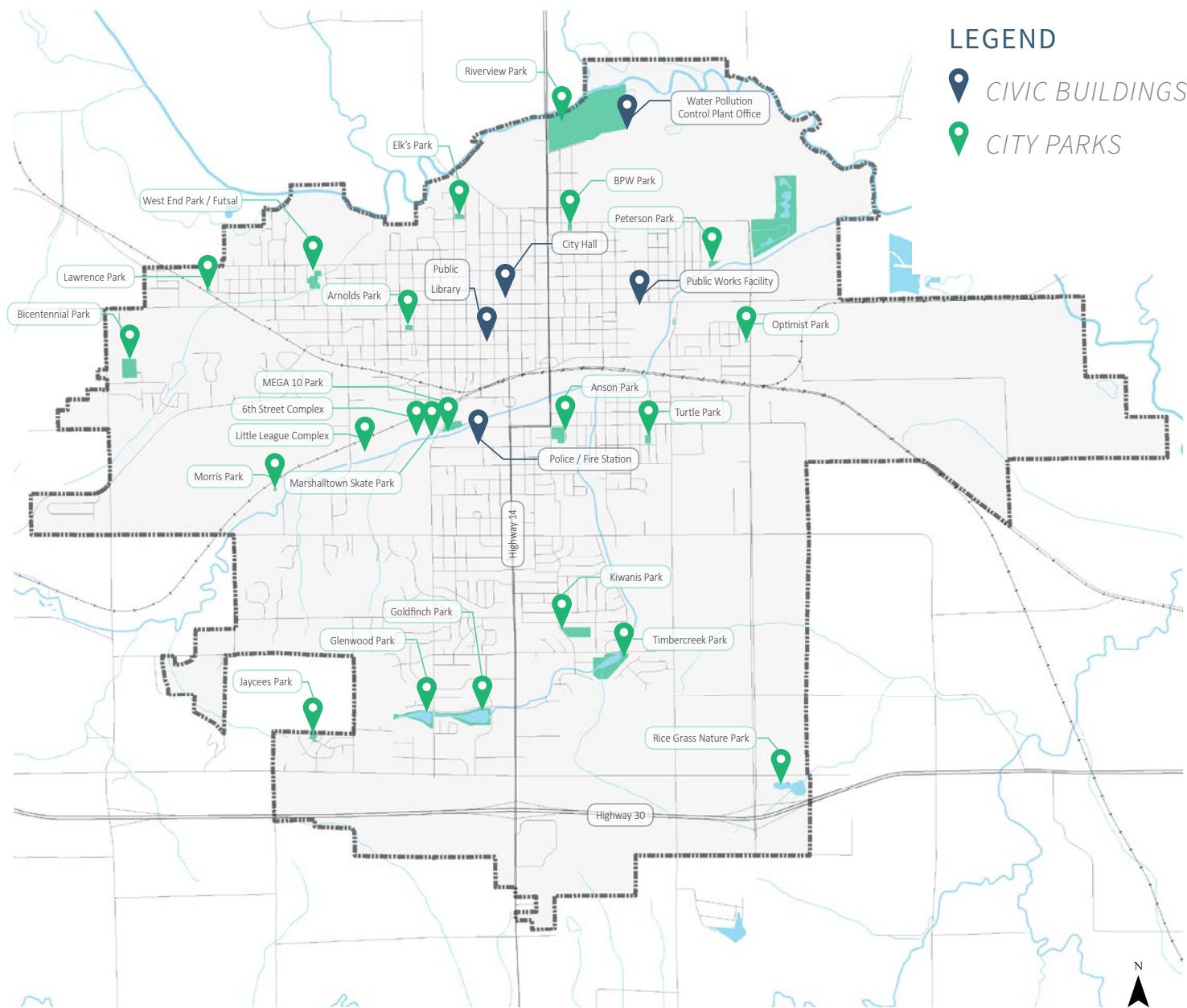
Districts and destinations | Downtown



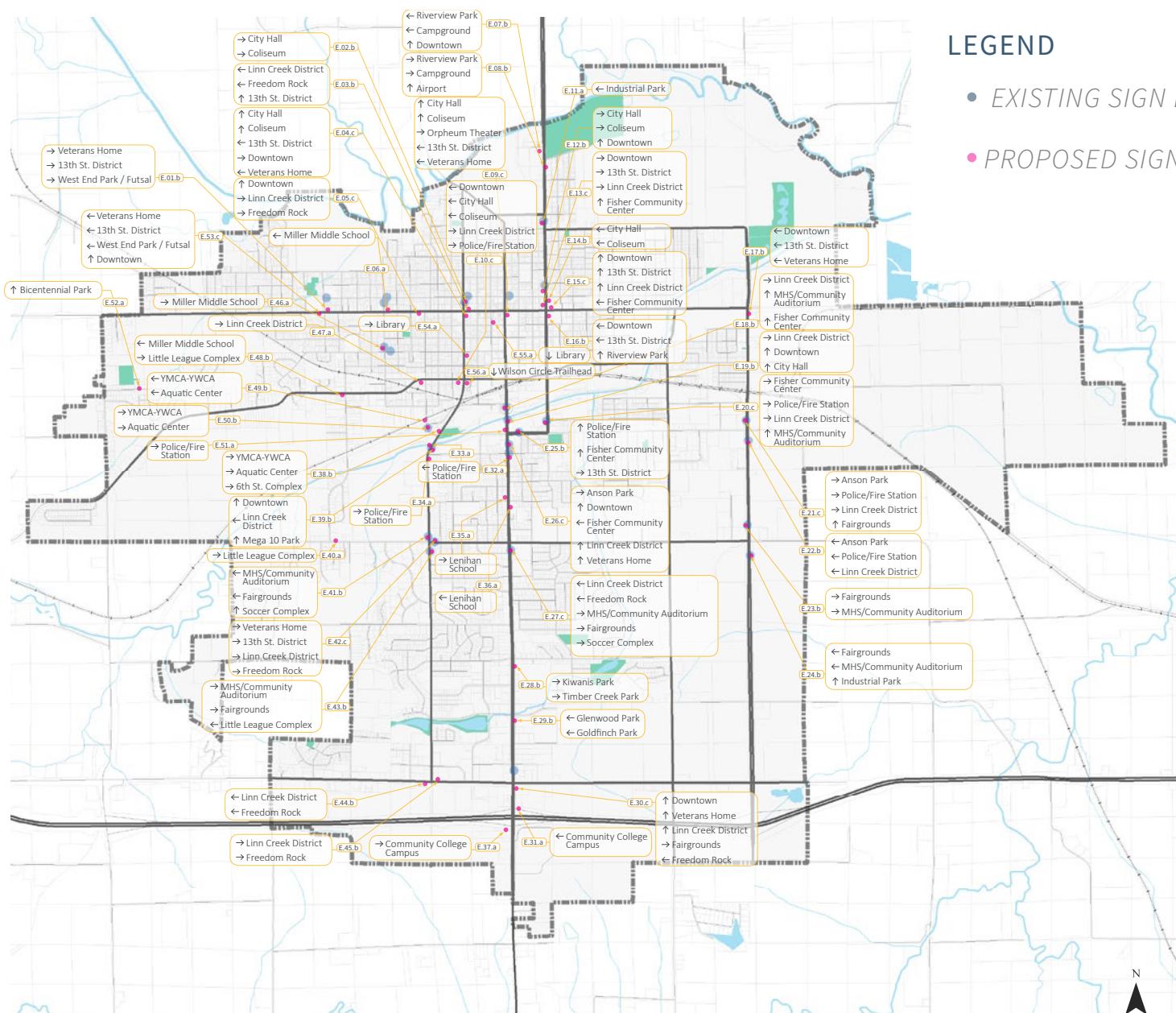
# LANDMARKS, FACILITIES AND DESTINATION



## CIVIC AND PARK SIGNAGE



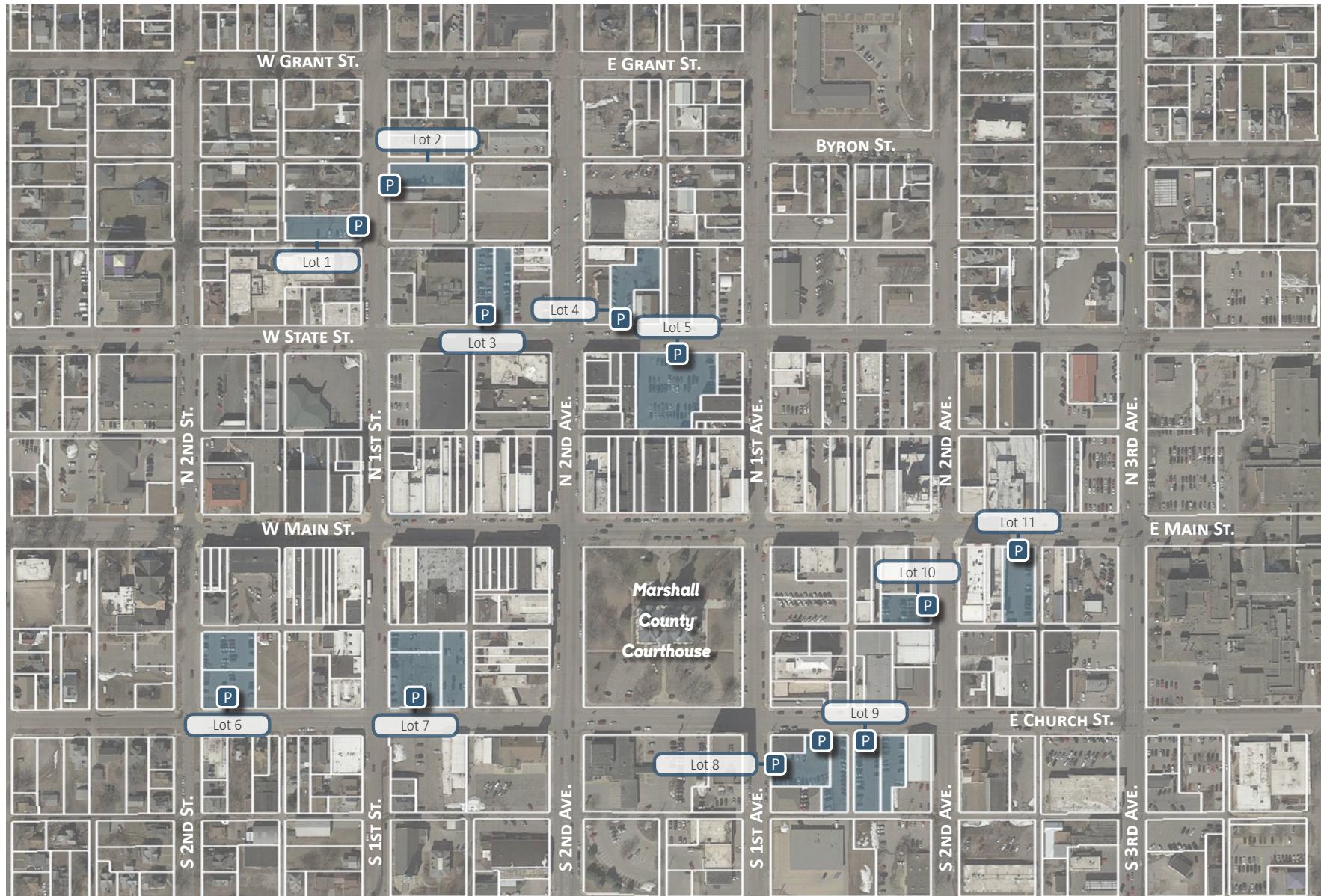
## DIRECTIONAL SIGNAGE



## LEGEND

- EXISTING SIGN LOCATION
- PROPOSED SIGN LOCATION

# PARKING SIGNAGE



## LEGEND

P PUBLIC PARKING

# WAYFINDING SIGNAGE

---

4

## INTRODUCTION

Based upon the input obtained from the preference study and questionnaire conducted with the steering committee, a series of preliminary concepts were developed. These included multiple alternatives for entry monuments, civic/park signage and directional signage.

At subsequent steering committee meetings concepts were discussed to determine which aspects of each sign option the steering committee liked or disliked and why. The committee collectively identified specific aspects of the concept alternatives to become part of the preferred concept.

Themes that emerged and are addressed in the preferred signage concepts include:

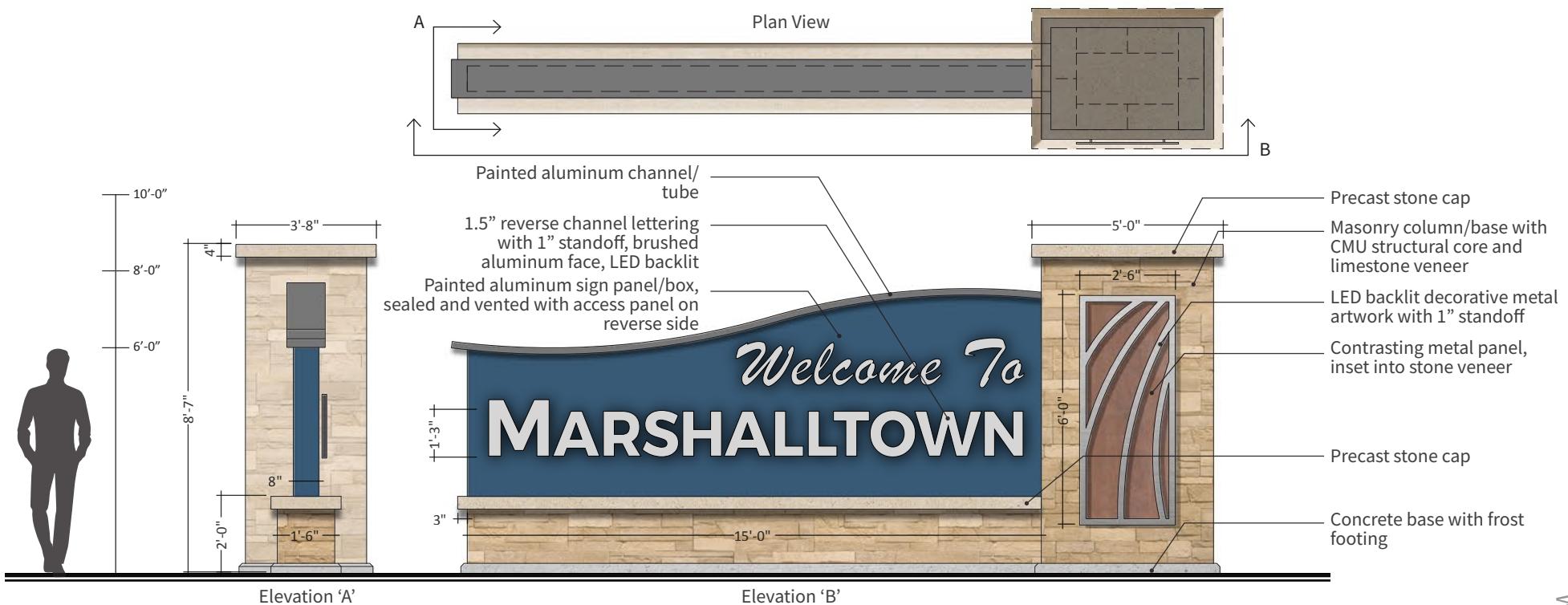
- A unique or artistic look and feel
- A mix of materials
- Simplistic and easy to understand
- Cohesive appearance and color scheme

Each of these elements tie back to comments received by the steering committee throughout the process. The recommended conceptual designs included herein are schematic in nature. Major components of each sign prototype are identified to describe the design intent. Additional construction details, structural engineering and shop drawing review should be included as part of the final design and specification development, prior to installation. Schematic level cost estimates are provided for the purposes of budget estimating and planning of phased implementation of recommended signage improvements included in this report.



Preliminary entry monument concepts

## ENTRY MONUMENT CONCEPT

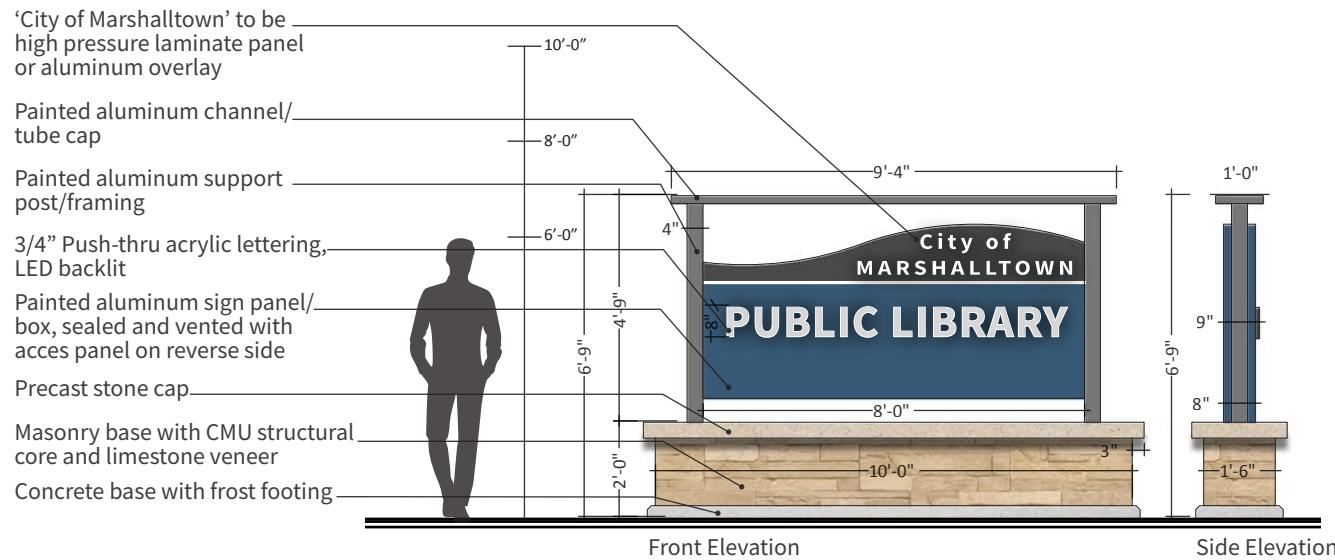


**QTY:** 3. Anticipated locations: 1) South entrance to City on east side of S. Center St., 2) North entrance to City on west side of Hwy 14 / 3rd Ave., south of Iowa River Bridge, 3) West entrance to City on Lincoln Way, similar location to existing sign. Final locations TBD.

**ESTIMATED COST:** \$45,000 each x 3 = \$135,000 + 15% Contingency = \$155,250 . Engineering / Construction Fees (15%) = \$20,250.

\*Anticipated costs are intended for budget planning purposes.

## CIVIC SIGN CONCEPT

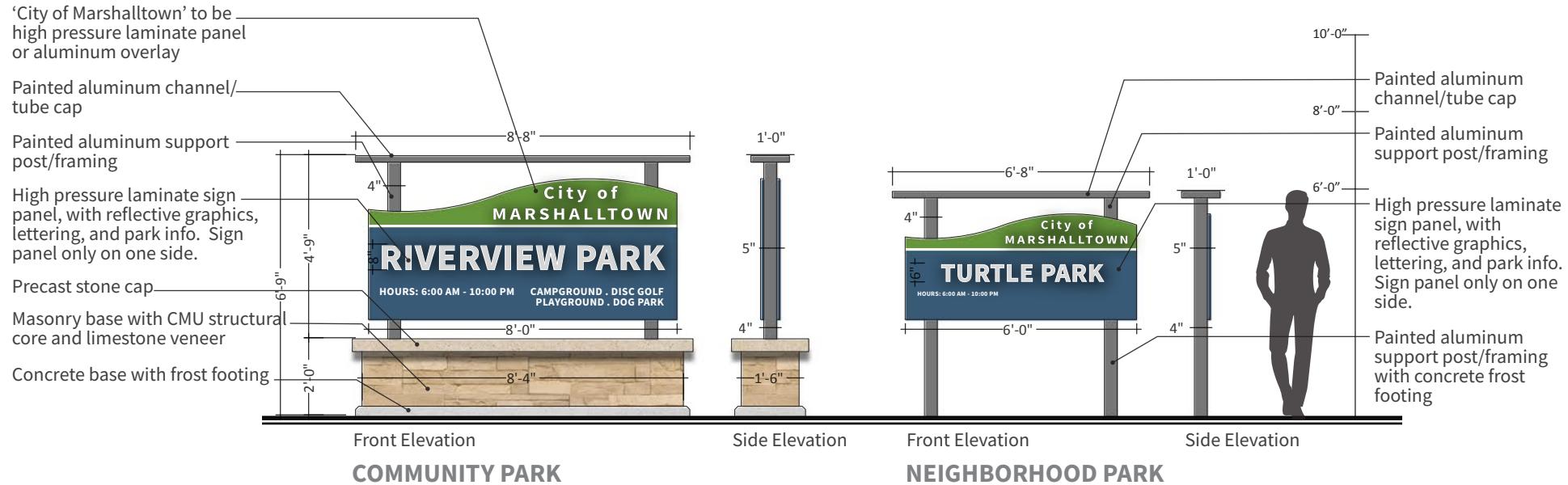


**QTY:** 7. Specific locations may require special considerations such as: orientation, access to electrical feeds, etc. Design may be amended to adapt to requirements of final location.

**ESTIMATED COST:** \$20,000 each x 7 = \$140,000 + 15% Contingency = \$161,000. Engineering / Construction Fees (15%) = \$21,000.

\*Anticipated costs are intended for budget planning purposes.

# PARK SIGN CONCEPTS



## COMMUNITY PARK SIGN

**QTY:** 7. Specific locations may require special considerations such as: orientation, incorporation into landscape, etc. Design may be amended to adapt to requirements of final location.

**ESTIMATED COST:** \$12,000 each x 7 = \$84,000 + 15% Contingency = \$96,600. Engineering / Construction Fees (15%) = \$12,600.

\*Anticipated costs are intended for budget planning purposes.

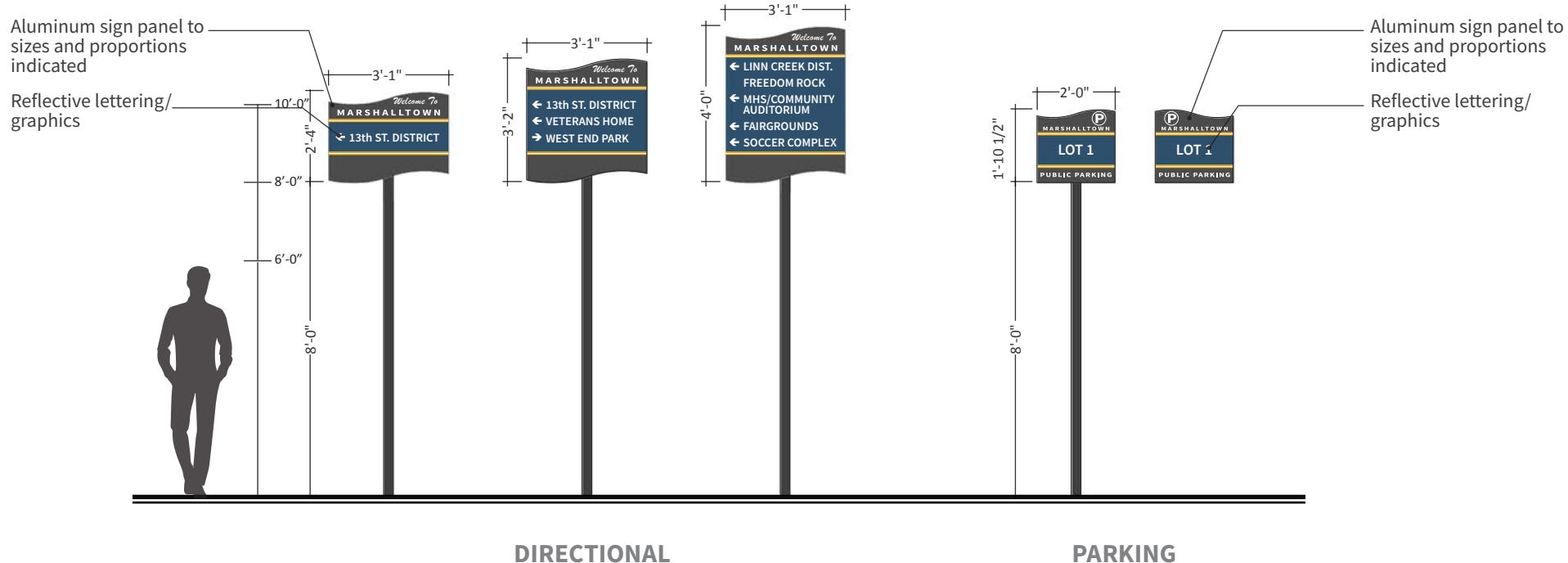
## NEIGHBORHOOD PARK SIGN

**QTY:** 15. Specific locations may require special considerations such as: orientation, incorporation into landscape, etc. Design may be amended to adapt to requirements of final location.

**ESTIMATED COST:** \$5,000 each x 15 = \$75,000 + 15% Contingency = \$86,250. Engineering / Construction Fees (15%) = \$11,250.

\*Anticipated costs are intended for budget planning purposes.

# DIRECTIONAL / PARKING LOT SIGN CONCEPTS



## DIRECTIONAL

### DIRECTIONAL SIGNS

**QTY:** 56 Total (Size 'A' = 17, size 'B' = 26, size 'C' = 13). Locations / orientation indicated on signage map must be verified in the field. Signs within clear zone of roadway will require breakaway post attachments. Design may be amended to adapt to requirements of final location.

**ESTIMATED COST:** 'A': \$750 each x 17 = \$12,750, 'B': \$1,000 each x 26 = \$26,000, 'C': \$1,250 each x 13 = \$16,250, combined = \$55,000 + 15% Contingency = \$63,250. Engineering / Construction Fees (15%) = \$9,500.

\*Anticipated costs are intended for budget planning purposes.

## PARKING

### PARKING LOT SIGNS

**QTY:** 11. Locations / orientation indicated on signage map must be verified in the field. Signs within clear zone of roadway will require breakaway post attachments. Design may be amended to adapt to requirements of final location.

**ESTIMATED COST:** \$750 each x 7 = \$5,250 + 15% Contingency = \$6,050. Engineering / Construction Fees (15%) = \$950.

\*Anticipated costs are intended for budget planning purposes.

## SUMMARY OF ANTICIPATED COSTS

The following table includes an estimate of anticipated implementation costs for the proposed signage improvements included herein.

SIGN TYPE	QUANTITY	ESTIMATED UNIT COST	TOTAL COST
ENTRY MONUMENT	3	\$45,000	\$135,000
CIVIC BUILDING	7	\$20,000	\$140,000
COMMUNITY PARK	7	\$12,000	\$84,000
NEIGHBORHOOD PARK	15	\$5,000	\$75,000
DIRECTIONAL 'A'	17	\$750	\$12,750
DIRECTIONAL 'B'	26	\$1,000	\$26,000
DIRECTIONAL 'C'	13	\$1,250	\$16,250
PARKING LOT	11	\$750	\$8,250
<b>SUBTOTAL COST</b>		\$497,250	
<b>15% CONTINGENCY</b>		\$74,588	
<b>15% ENG. / CONST. FEES</b>		\$74,588	
<b>TOTAL</b>		<b>\$646,426</b>	

## SIGNAGE LOCATION MATRIX

The following matrix includes a number, specific to each proposed sign, accompanied by the approximate location and coordinates, a description of the sign type and content. The directional signage map includes locations and content for all directional signs, with the corresponding identification number which correlates to the signage matrix.

## ENTRY MONUMENT SIGNAGE - LOCATION MATRIX

NUMBER	LOCATION	Y COORDINATES	X COORDINATES	TYPE	CONTENT
A.1	TBD	TBD	TBD	ENTRY MONUMENT	• WELCOME TO MARSHALLTOWN
A.2	TBD	TBD	TBD	ENTRY MONUMENT	• WELCOME TO MARSHALLTOWN
A.3	TBD	TBD	TBD	ENTRY MONUMENT	• WELCOME TO MARSHALLTOWN

## CIVIC FACILITY SIGNAGE - LOCATION MATRIX

NUMBER	LOCATION	Y COORDINATES	X COORDINATES	TYPE	CONTENT
B.1	20 W. STATE STREET	42.25991	-92.545052	CIVIC FACILITY SIGN	• COLISEUM
B.2	24, 36 N. CENTER STREET/10 W. STATE STREET	42.30960	-92.544860	CIVIC FACILITY SIGN	• CITY HALL*
B.3	909 S. 2ND ST	42.21431	-92.543785	CIVIC FACILITY SIGN	• POLICE/FIRE STATION
B.4	105 W. BOONE STREET	42.24605	-92.545507	CIVIC FACILITY SIGN	• PUBLIC LIBRARY
B.5	905 E. MAIN STREET	42.25678	-92.534966	CIVIC FACILITY SIGN	• PUBLIC WORKS FACILITY
B.6	2651 170TH STREET	42.62612	-92.545822	CIVIC FACILITY SIGN	• MARSHALLTOWN AIRPORT
B.7	1001 WOODLAND STREET	42.35553	-92.534824	CIVIC FACILITY SIGN	• WATER POLLUTION CONTROL PLANT OFFICE

\*City Hall sign as modified version of Civic Sign, to fit existing space.

## COMMUNITY PARK SIGNAGE - LOCATION MATRIX

NUMBER	LOCATION	Y COORDINATES	X COORDINATES	TYPE	CONTENT
C.1	402 WOODLAND ST.	42.34596	-92.542830	COMMUNITY PARK SIGN	• RIVERVIEW PARK
C.2	301 EAST ANSON ST.	42.21691	-92.542779	COMMUNITY PARK SIGN	• ANSON PARK
C.3	802 S 3RD-6TH ST.	42.21836	-92.551309	COMMUNITY PARK SIGN	• MEGA 10 PARK
C.4	2206 S. 3RD AVE.	42.11147	-92.542368	COMMUNITY PARK SIGN	• KIWANIS PARK
C.5	609 E. SOUTHRIDGE RD.	42.1379	-92.535609	COMMUNITY PARK SIGN	• TIMBER CREEK PARK
C.6	220 N. 13TH ST.	42.3496	-92.561276	COMMUNITY PARK SIGN	• WEST END/TANKERSLEY PARK
C.7	18TH AVE & HWY 30	42.02414	-92.53730	COMMUNITY PARK SIGN	• RICE GRASS NATURE AREA

## NEIGHBORHOOD PARK SIGNAGE - LOCATION MATRIX

NUMBER	LOCATION	Y COORDINATES	X COORDINATES	TYPE	CONTENT
D.1	107 S. 7TH ST.	42.24842	-92.552961	NEIGHBORHOOD PARK SIGN	• ARNOLDS PARK
D.2	1008 E. HIGH ST.	42.21161	-92.534648	NEIGHBORHOOD PARK SIGN	• TURTLE PARK
D.3	507 GRANDVIEW DR.	42.23530	-92.572512	NEIGHBORHOOD PARK SIGN	• BICENTENNIAL PARK
D.4	407 MARION ST.	42.32277	-92.541881	NEIGHBORHOOD PARK SIGN	• BPW PARK
D.5	516 N. 3RD ST.	42.32475	-92.555110	NEIGHBORHOOD PARK SIGN	• ELK'S PARK
D.6	2601 S. 6TH ST.	42.04541	-92.552076	NEIGHBORHOOD PARK SIGN	• GLENWOOD PARK
D.7	310 W. HIBBS BLVD	42.04642	-92.545569	NEIGHBORHOOD PARK SIGN	• GOLDFINCH PARK
D.8	1401 ROLLING MEADOWS RD.	42.03723	-92.561121	NEIGHBORHOOD PARK SIGN	• JAYCEES PARK
D.9	1203 S. 12TH ST.	42.15986	-92.561840	NEIGHBORHOOD PARK SIGN	• JUDGE PARK
D.10	102 N. 22ND ST.	42.31800	-92.565520	NEIGHBORHOOD PARK SIGN	• LAWRENCE PARK
D.11	2101 HIGHLAND ACRES RD.	42.21605	-92.551355	NEIGHBORHOOD PARK SIGN	• LINN CREEK TRAIL
D.12	901 S. 6TH ST.	42.21640	-92.551792	NEIGHBORHOOD PARK SIGN	• MARSHALLTOWN SKATE PARK
D.13	1501 CLINTON ST.	42.25760	-92.565830	NEIGHBORHOOD PARK SIGN	• MORRIS PARK
D.14	305 S. 18TH AVE	42.24331	-92.53262	NEIGHBORHOOD PARK SIGN	• OPTIMIST PARK
D.15	1503 WOODBURY ST.	42.39850	-92.531945	NEIGHBORHOOD PARK SIGN	• PETERSON PARK

## DIRECTIONAL SIGNAGE - LOCATION MATRIX

NUMBER	Y COORDINATES	X COORDINATES	TYPE	CONTENT
E.01.b	42.25784	-92.56284	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• VETERANS HOME</li> <li>• 13TH ST. DISTRICT</li> <li>• WEST END PARK/FUTSAL</li> </ul>
E.02.b	42.30400	-92.55277	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• CITY HALL</li> <li>• COLISEUM</li> </ul>
E.03.b	42.25789	-92.55138	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• LINN CREEK DISTRICT</li> <li>• FREEDOM ROCK</li> <li>• 13TH ST. DISTRICT</li> </ul>
E.04.c	42.25562	-92.55303	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• CITY HALL</li> <li>• COLISEUM</li> <li>• 13TH ST. DISTRICT</li> <li>• DOWNTOWN</li> <li>• VETERANS HOME</li> </ul>
E.05.c	42.25557	-92.552251	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• DOWNTOWN</li> <li>• LINN CREEK DISTRICT</li> <li>• FREEDOM ROCK</li> </ul>
E.06.a	42.25801	-92.553681	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• MILLER MIDDLE SCHOOL</li> </ul>
E.07.b	42.34843	-92.543100	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• RIVERVIEW PARK</li> <li>• CAMPGROUND</li> <li>• DOWNTOWN</li> </ul>
E.08.b	42.34254	-92.542799	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• RIVERVIEW PARK</li> <li>• CAMPGROUND</li> <li>• AIRPORT</li> </ul>
E.09.c	42.25570	-92.544479	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• CITY HALL</li> <li>• COLISEUM</li> <li>• ORPHEUM THEATER</li> <li>• 13TH ST. DISTRICT</li> <li>• VETERANS HOME</li> </ul>
E.10.c	42.23375	-92.55603	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• DOWNTOWN</li> <li>• CITY HALL</li> <li>• COLISEUM</li> <li>• LINN CREEK DISTRICT</li> <li>• POLICE/FIRE STATION</li> </ul>
E.11.a	42.32498	-92.543056	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• INDUSTRIAL PARK</li> </ul>
E.12.b	42.33530	-92.543076	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• CITY HALL</li> <li>• COLISEUM</li> <li>• DOWNTOWN</li> </ul>

E.13.c	42.25892	-92.543063	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• DOWNTOWN</li> <li>• 13TH ST. DISTRICT</li> <li>• LINN CREEK DISTRICT</li> <li>• FISHER COMMUNITY CENTER</li> </ul>
E.14.b	42.30220	-92.542762	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• CITY HALL</li> <li>• COLISEUM</li> </ul>
E.15.c	42.25811	-92.542658	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• DOWNTOWN</li> <li>• 13TH ST. DISTRICT</li> <li>• LINN CREEK DISTRICT</li> <li>• FISHER COMMUNITY CENTER</li> </ul>
E.16.b	42.25508	-92.542731	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• DOWNTOWN</li> <li>• 13TH ST. DISTRICT</li> <li>• RIVERVIEW PARK</li> </ul>
E.17.b	42.25503	-92.53043	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• DOWNTOWN</li> <li>• 13TH ST. DISTRICT</li> <li>• VETERANS HOME</li> </ul>
E.18.b	42.22574	-92.544640	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• LINN CREEK DISTRICT</li> <li>• MHS/COMMUNITY AUDITORIUM</li> <li>• FISHER COMMUNITY CENTER</li> </ul>
E.19.b	42.221.79	-92.544569	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• LINN CREEK DISTRICT</li> <li>• DOWNTOWN</li> <li>• CITY HALL</li> </ul>
E.20.c	42.22074	-92.542967	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• FISHER COMMUNITY CENTER</li> <li>• POLICE/FIRE STATION</li> <li>• LINN CREEK DISTRICT</li> <li>• MHS/COMMUNITY AUDITORIUM</li> </ul>
E.21.c	42.22111	-92.53291	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• ANSON PARK</li> <li>• POLICE/FIRE STATION</li> <li>• LINN CREEK DISTRICT</li> <li>• FAIRGROUNDS</li> </ul>
E.22.b	42.21434	-92.53101	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• ANSON PARK</li> <li>• POLICE/FIRE STATION</li> <li>• LINN CREEK DISTRICT</li> </ul>
E.23.b	42.14719	-92.53349	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• FAIRGROUNDS</li> <li>• MHS/COMMUNITY AUDITORIUM</li> </ul>
E.24.b	42.13764	-92.531430	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• FAIRGROUNDS</li> <li>• MHS/COMMUNITY AUDITORIUM</li> <li>• INDUSTRIAL PARK</li> </ul>

E.25.b	42.21836	-92.544094	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• POLICE/FIRE STATION</li> <li>• FISHER COMMUNITY CENTER</li> <li>• 13TH ST. DISTRICT</li> </ul>
E.26.c	42.21389	-92.544528	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• ANSON PARK</li> <li>• DOWNTOWN</li> <li>• FISHER COMMUNITY CENTER</li> <li>• LINN CREEK DISTRICT</li> <li>• VETERANS HOME</li> </ul>
E.27.c	42.13987	-92.544478	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• LINN CREEK DISTRICT</li> <li>• FREEDOM ROCK</li> <li>• MHS/COMMUNITY AUDITORIUM</li> <li>• FAIRGROUNDS</li> <li>• SOCCER COMPLEX</li> </ul>
E.28.b	42.12610	-92.544285	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• KIWANIS PARK</li> <li>• TIMBER CREEK PARK</li> </ul>
E.29.b	42.04541	-92.544290	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• GLENWOOD PARK</li> <li>• GOLDFINCH PARK</li> </ul>
E.30.c	42.02333	-92.544268	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• DOWNTOWN</li> <li>• VETERANS HOME</li> <li>• LINN CREEK DISTRICT</li> <li>• FAIRGROUNDS</li> <li>• FREEDOM ROCK</li> </ul>
E.31.a	42.01686	-92.544232	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• COMMUNITY COLLEGE CAMPUS</li> </ul>
E.32.a	42.29610	-92.544416	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• POLICE/FIRE STATION</li> </ul>
E.33.a	42.21415	-92.551974	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• POLICE/FIRE STATION</li> </ul>
E.34.a	42.29270	-92.551896	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• POLICE/FIRE STATION</li> </ul>
E.35.a	42.15686	-92.544717	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• LENIHAN SCHOOL</li> </ul>
E.36.a	42.15414	-92.544412	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• LENIHAN SCHOOL</li> </ul>
E.37.a	42.09930	-92.544727	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• COMMUNITY COLLEGE CAMPUS</li> </ul>
E.38.b	42.21900	-92.551497	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• YMCA-YWCA</li> <li>• AQUATIC CENTER</li> <li>• 6TH ST. COMPLEX</li> </ul>
E.39.b	42.21283	-92.551874	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• DOWNTOWN</li> <li>• LINN CREEK DISTRICT</li> <li>• MEGA 10 PARK</li> </ul>
E.40.a	42.14371	-92.555971	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• LITTLE LEAGUE COMPLEX</li> </ul>

E.41.b	42.14441	-92.552042	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• MHS/COMMUNITY AUDITORIUM</li> <li>• FAIRGROUNDS</li> <li>• SOCCER COMPLEX</li> </ul>
E.42.c	42.14270	-92.551756	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• VETERANS HOME</li> <li>• 13TH ST. DISTRICT</li> <li>• LINN CREEK DISTRICT</li> <li>• FREEDOM ROCK</li> </ul>
E.43.b	42.13974	-92.551961	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• MHS/COMMUNITY AUDITORIUM</li> <li>• FAIRGROUNDS</li> <li>• LITTLE LEAGUE COMPLEX</li> </ul>
E.44.b	42.02449	-92.552138	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• LINN CREEK DISTRICT</li> <li>• FREEDOM ROCK</li> </ul>
E.45.b	42.02668	-92.551674	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• LINN CREEK DISTRICT</li> <li>• FREEDOM ROCK</li> </ul>
E.46.a	42.24532	-92.553883	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• MILLER MIDDLE SCHOOL</li> </ul>
E.47.a	42.23408	-92.552352	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• LINN CREEK DISTRICT</li> </ul>
E.48.b	42.22945	-92.555683	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• MILLER MIDDLE SCHOOL</li> <li>• LITTLE LEAGUE COMPLEX</li> </ul>
E.49.b	42.22218	-92.552025	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• YMCA-YWCA</li> <li>• AQUATIC CENTER</li> </ul>
E.50.b	42.21936	-92.552019	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• YMCA-YWCA</li> <li>• AQUATIC CENTER</li> </ul>
E.51.a	42.21870	-92.544761	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• POLICE/FIRE STATION</li> </ul>
E.52.a	42.23279	-92.572390	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• BICENTENNIAL PARK</li> </ul>
E.53.c	42.25577	-92.56643	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• VETERANS HOME</li> <li>• 13TH ST. DISTRICT</li> <li>• WEST END PARK / FUTSAL</li> <li>• DOWNTOWN</li> </ul>
E.54.a	42.24338	-92.55378	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• LIBRARY</li> </ul>
E.55.a	42.25273	-92.545214	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• LIBRARY</li> </ul>
E.56.a	42.23438	-92.55283	DIRECTIONAL SIGN	<ul style="list-style-type: none"> <li>• WILSON CIRCLE TRAILHEAD</li> </ul>

## PUBLIC PARKING SIGNAGE - LOCATION MATRIX

NUMBER	Y COORDINATES	X COORDINATES	TYPE	CONTENT
F.1	42.3384	-92.545308	PUBLIC PARKING SIGN	• LOT 1
F.2	42.3509	-92.545220	PUBLIC PARKING SIGN	• LOT 2
F.3	42.3163	-92.544893	PUBLIC PARKING SIGN	• LOT 3
F.4	43.3167	-92.544499	PUBLIC PARKING SIGN	• LOT 4
F.5	42.3096	-92.544331	PUBLIC PARKING SIGN	• LOT 5
F.6	42.25277	-92.545713	PUBLIC PARKING SIGN	• LOT 6
F.7	42.25275	-92.545102	PUBLIC PARKING SIGN	• LOT 7
F.8	42.25140	-92.544021	PUBLIC PARKING SIGN	• LOT 8
F.9	42.25204	-92.543707	PUBLIC PARKING SIGN	• LOT 9
F.10	42.25496	-92.543526	PUBLIC PARKING SIGN	• LOT 10
F.11	42.25640	-92.543234	PUBLIC PARKING SIGN	• LOT 11

## SUMMARY

Extensive research and analysis was completed particularly in regard to the directional signage. Early in this study it was determined that the existing signage within the community was outdated, difficult to read, and lacked several key destinations. The design team coordinated with the steering committee to determine which destinations and attractions should be incorporated into the directional signage. Once this information was obtained, each destination was mapped (See page 25). From there, a study was performed to determine how and where to direct visitors to each of these locations (See page 27). This resulted in a more comprehensive wayfinding system for the City of Marshalltown.

In addition to the directional signage, the proposed entry signage will greatly benefit the community through providing multiple gateways into the city, enhancing the community's branding efforts, and promoting a strong sense of place.

The incorporation of signage in the parks not only aligns with the recommendations of the Parks and Recreation Strategic Master Plan, but also creates a consistent look, feel, and color scheme across all city parks while signifying the larger community parks. Each civic facility is similarly identified with a similar character/aesthetic.

Lastly, the proposed parking signage allows for public parking to be more easily identified, utilizing numbered lots and an updated location map (See page 28).

The culmination of the wayfinding recommendations expressed throughout this document set Marshalltown up to be a more welcoming, navigable, and visitor friendly community which in turn, creates memorable experiences and establishes a sense of place.

## WORKS CITED

Page 24 - Civic facilities | Marshalltown Library:

[http://farm6.staticflickr.com/5087/5264400552\\_2a24fe2a52\\_z.jpg](http://farm6.staticflickr.com/5087/5264400552_2a24fe2a52_z.jpg)

Page 24 - Districts and destinations | Children's discovery garden

<http://mw2.google.com/mw-panoramio/photos/medium/13127759.jpg>

MARSHALLTOWN  
IOWA



Real People. Real Solutions.