



# IOWA BYWAYS

## INTERPRETIVE MASTER PLANNING

### SUMMARY REPORT



March 13, 2018

**Submitted to:**



**Iowa DOT: Iowa Byways Program**

800 Lincoln Way  
Ames, Iowa 50010

**Prepared by:**

**Schmeckle Reserve Interpreters**

University of Wisconsin-Stevens Point  
Stevens Point, WI 54481

Phone: 715-346-4992, E-mail: [schmeckle@uwsp.edu](mailto:schmeckle@uwsp.edu)

Web: [www.uwsp.edu/schmeckle](http://www.uwsp.edu/schmeckle)

Planners: Jim Buchholz, Megan Espe, Dr. Michael Gross,  
Dr. Brenda Lackey, and Ron Zimmerman



Schmeckle Reserve  
College of Natural Resources  
**University of Wisconsin-Stevens Point**

# TABLE OF CONTENTS

<b>Introduction</b> .....	<b>2</b>
<b>The Planning Process</b> .....	<b>5</b>
<b>Themes and Messages</b> .....	<b>6</b>
<b>Wayfinding</b> .....	<b>8</b>
<b>Interpretive Media</b> .....	<b>9</b>
<b>Unified Media Design Standards</b> .....	<b>10</b>
Color Palette .....	10
Typography .....	12
Repeating Graphic Elements .....	13
<b>Interpretive Experience Hubs</b> .....	<b>15</b>
Experience Hub Design.....	15
Experience Hub Panel Designs .....	18
Experience Hub Content.....	21
<b>Two-Panel Kiosks</b> .....	<b>22</b>
<b>Wayside Exhibits</b> .....	<b>23</b>
Wayside Exhibit Support Design.....	24
Wayside Exhibit Panel Designs.....	26
Wayside Exhibit Installation.....	28
Multisensory Components .....	29
Secondary Wayside Exhibits .....	29
<b>Welcome/Visitor Center Exhibits</b> .....	<b>30</b>
<b>General Byway Brochures</b> .....	<b>32</b>
<b>Byway Interpretive Travel Guides</b> .....	<b>36</b>
<b>Unified Byway Websites</b> .....	<b>40</b>
<b>Audiovisual Tours</b> .....	<b>44</b>
<b>Byway Artwork</b> .....	<b>46</b>
Sculptures.....	46
Murals.....	48
<b>Iowa Byways Junior Explorer Program</b> .....	<b>50</b>
<b>Iowa Byways Passport Program</b> .....	<b>52</b>
<b>Media Cost Estimates</b> .....	<b>54</b>
<b>Next Steps</b> .....	<b>55</b>

# INTRODUCTION

Schmeckle Reserve Interpreters, University of Wisconsin Stevens Point, developed interpretive master plans for ten Iowa Scenic Byways under a contractual agreement with Golden Hills RC&D. This summary describes the planning process for the development of these plans and documents the primary interpretive media recommended for each byway. Design standards are proposed to guide professional and volunteer staff as they develop interpretive media.

The planning team began its investigation of each byway as tourists, using existing guides, tear-sheets, and websites. Following this in-depth introduction to the byway, the team conducted a byway visioning meeting followed by interviews of key stakeholders, staff, and volunteers at primary attractions. Insights gathered through this process guided the development of media and wayfinding recommendations provided in each plan.

## Scope of Work

In January 2012, Golden Hills RC&D, based in Oakland, Iowa, was awarded a Transportation Enhancement Grant through the Iowa Department of Transportation to complete interpretive master plans for ten Iowa byways. Additional funds were awarded for the Loess Hills National Scenic Byway plan and the Western Skies Scenic Byway plan through the Iowa West Foundation.

A request for proposals was issued in early 2013, seeking interest from firms to provide professional services to develop long-range interpretive master plans for Iowa's byways. Four firms were interviewed in August 2013. In February 2014, a professional services

agreement for the ten interpretive master plans was entered into between Golden Hills RC&D and Schmeckle Reserve Interpreters, University of Wisconsin-Stevens Point.

Schmeckle Reserve Interpreters agreed to develop one interpretive master plan for each of the following scenic and historic Iowa Byways: Delaware Crossing, Driftless Area, Glacial Trail, Grant Wood, Historic Hills, Iowa Valley, Lincoln Highway, Loess Hills, River Bluffs, and Western Skies.

The work was divided into three phases:

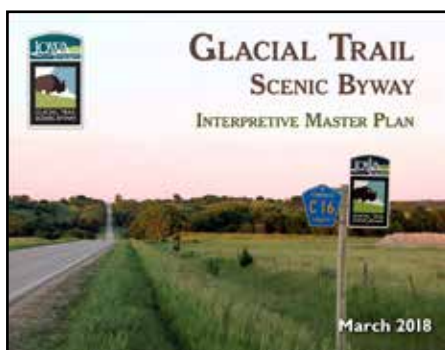
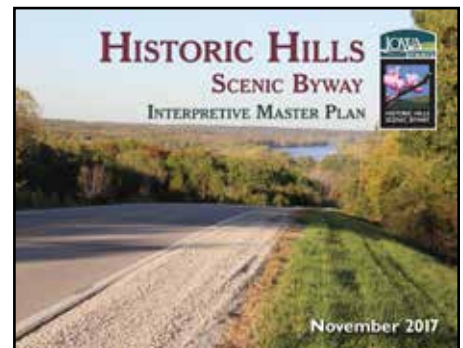
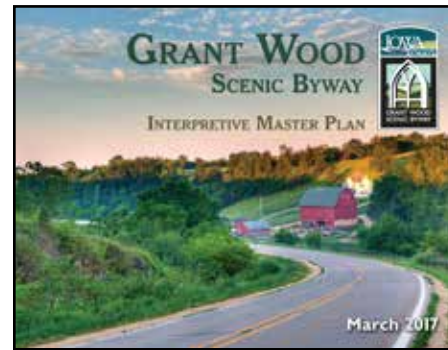
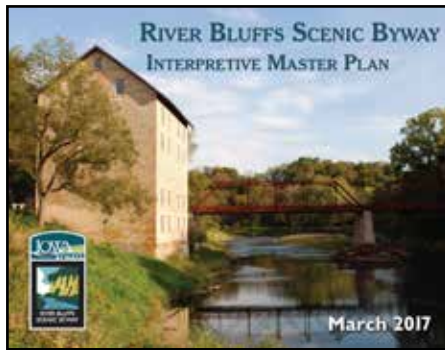
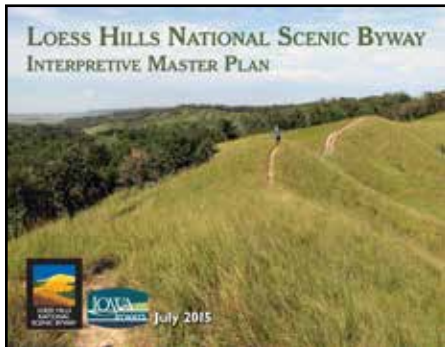
- **Phase 1:** Loess Hills and Western Skies, delivered in 2015
- **Phase 2:** Driftless Area, River Bluffs, Grant Wood, Delaware Crossing, and Iowa Valley, delivered in 2016 and 2017
- **Phase 3:** Historic Hills, Glacial Trail, and Lincoln Highway, delivered in 2017 and 2018

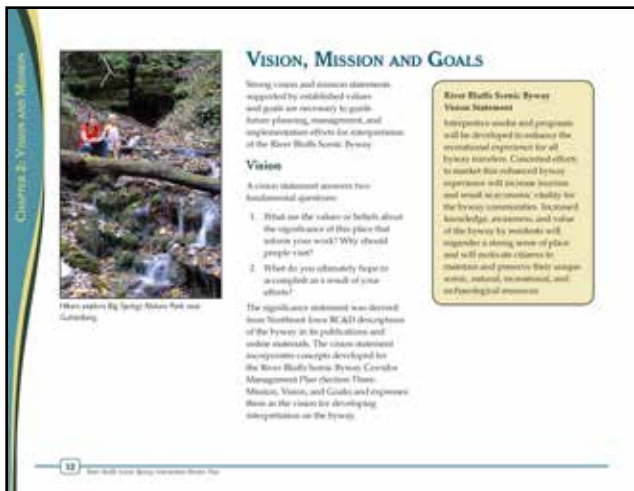
Each interpretive master plan includes the following chapters:

### Chapter 1: Introduction

The byway and its natural and cultural significance are described that led to its designation as an Iowa Scenic Byway. A discussion of Iowa's scenic byway program from its inception in 1993 to the more recent efforts of the Iowa Byways Sustainability Project provides historical context for the plan. A narrative and graphic representation of the planning process provides a rationale for the organization of the plan.

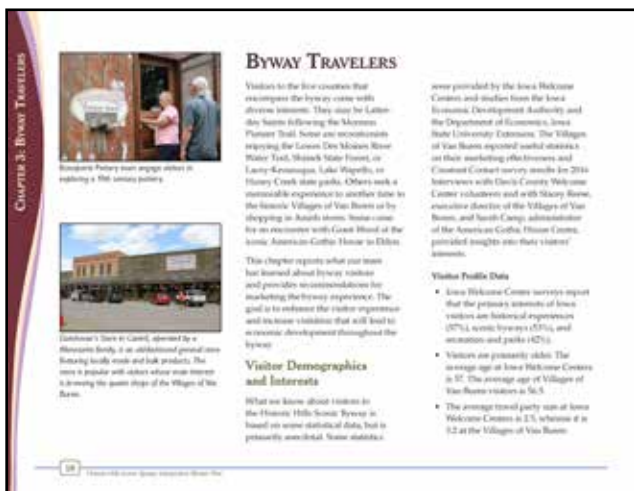
## Byway Interpretive Master Plan Covers





## Chapter 2: Vision and Goals

Work on each plan began with a visioning meeting with byway staff and stakeholders. The input from these meetings supplemented with vision descriptions in byway newsletters and corridor management plans provided the basis for vision, mission, and goal statements. These statements will guide the future planning, management, and implementation efforts for interpretation on the byways.



## Chapter 3: Byway Travelers

The fundamental question, “Who is the byway traveler and what are they seeking?” is addressed in several ways: This question

was posed during the visioning meetings, and follow-up interviews were conducted with visitor center and primary attraction staff members. Data gathered at Iowa welcome centers and byway tourist centers and by Travel Iowa provided numerical data to support the anecdotal information.

## Chapter 4: Interpretive Resources

An inventory documents the natural and cultural attractions along or near the byway, with a description and photo of each resource. The resources are categorized based on the six intrinsic qualities identified by the U.S. Department of Transportation Scenic Byways Program: scenic & natural, historic & archaeological, cultural, and recreational. The attractions are delineated by byway region and placed on a regional map.

## Chapter 5: Themes and Messages

The interpretive themes and messages connect the tangible resources with their intangible meanings. Themes unify all of the stories of the byway and guide the development of media into a cohesive visitor experience. See pages 6–7 for a listing of all byway primary themes.

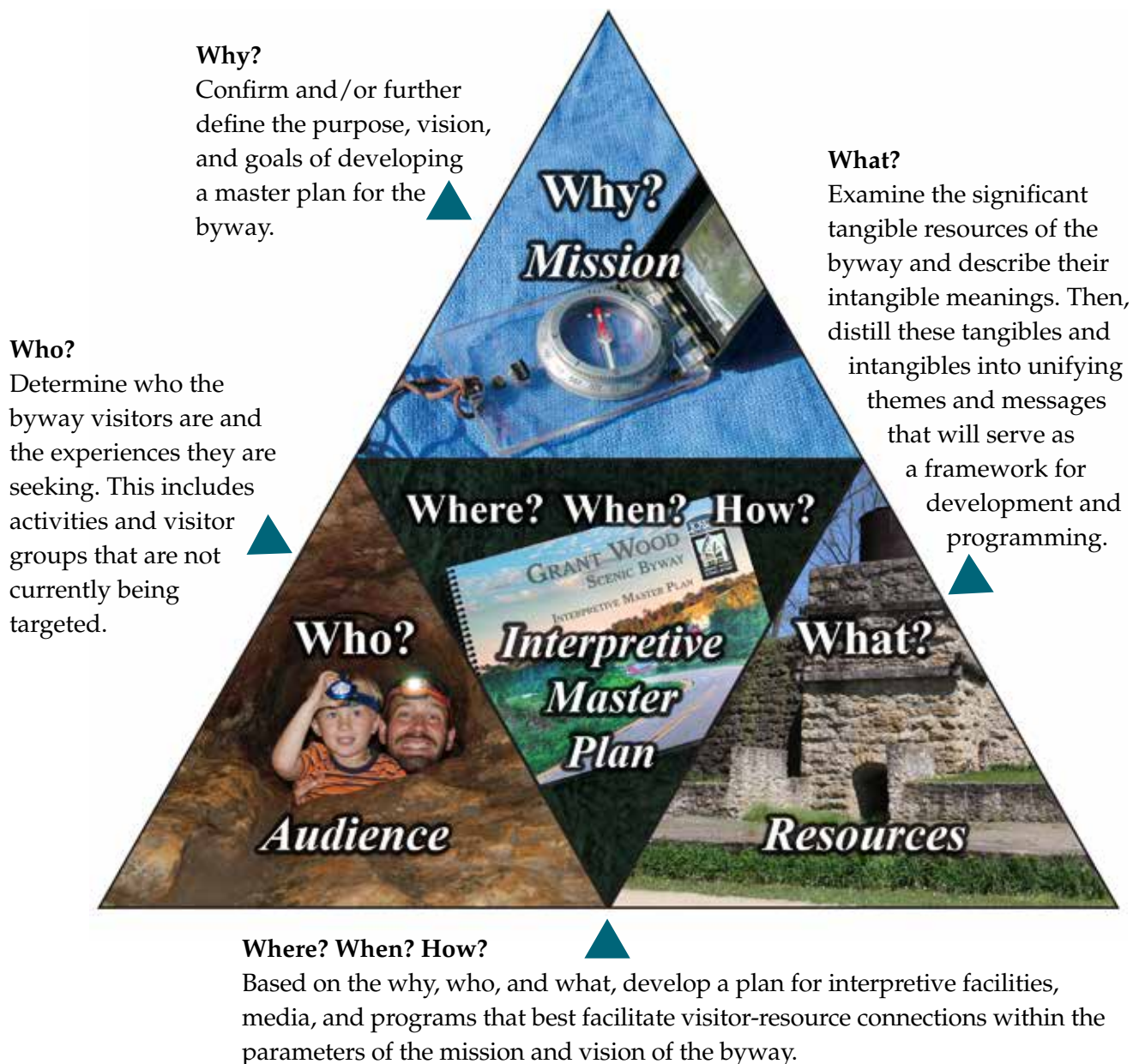
## Chapter 6: Interpretive Media

These are the tools used to communicate messages to byway visitors. They guide visitors in their search for meanings in objects, places, and landscapes. Proposed design standards unify the design of all interpretive media, including experience hubs, wayside exhibits, publications, and digital media. Recommendations for specific media include fully developed examples from each media category. See pages 8–54 for a summary of media recommended for Iowa’s byways.

# THE PLANNING PROCESS

**Interpretation** is a communication process that guides visitors in their search for meanings in objects, places, and landscapes. We adhere to the philosophy that interpretive planning is a process of consensus development—of achieving a shared perspective by all

stakeholders of why interpretation is needed, who it will serve, and what significant stories it will tell. Effective planning answers the following questions, which can be illustrated by the Planning Triangle:



# THEMES AND MESSAGES

Chapter 5 of each Iowa Byway interpretive master plan lists themes and messages that are specific to the byway. Interpretive themes represent the major concepts, ideas, and messages that visitors will experience as they travel the byway. They create a framework for planning meaningful interactions between visitors and resources. Once these important concepts are identified, the most appropriate sites, resources, and stories are selected to illustrate them.

A theme statement, which is ideally stated in one succinct sentence, should contain **universal concepts**. Universal concepts are intangible meanings that are significant to everyone, such as life, death, family, parenthood, jealousy, loyalty, forgiveness—all of the emotions, challenges, and values that make us human.

Effective interpretive themes should connect tangible resources (objects or facts) to the interests of visitors. Interpretation is most successful when visitors can relate the themes and messages on a byway to something relevant in their own lives. A good theme will stir emotions and thoughts in a visitor, helping to create memorable experiences. Provocation is more significant than factual information. Inspiring people to relate the information to their own lives is a measure of success.

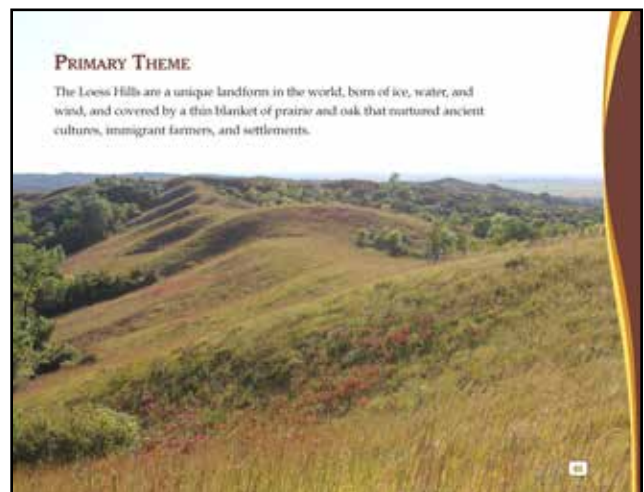
## Organization of Themes and Messages

- The **primary theme** is the big idea of the byway. All interpretation along the corridor should relate to this overall theme
- **Subthemes** split the primary theme into several more specific and workable ideas.

- **Messages** break down the subthemes further into very specific stories that can be told through interpretive media and programs.

## Primary Themes

Primary themes represent the main ideas that should be shared about each Iowa byway through interpretation. They represent what makes each byway unique. All media and programs along the byway should strive to reinforce this theme for visitors. The following is a list of primary themes developed for each byway. The byway-specific master plans break these down into more workable subthemes and messages.



## Delaware Crossing Scenic Byway

“Delaware County embodies Iowa’s celebrated identity as a place where pioneer immigrants built strong communities based on shared religious values, commitment to education, and allegiance to their new country.”

### Driftless Area Scenic Byway



“The scenic limestone bluffs and valleys of northeast Iowa, untouched by recent glaciers, are laced with caves, cool springs, and streams that support diverse plant communities and human lifestyles shaped by the landscape.”

### Glacial Trail Scenic Byway



“Carved by glaciers, the prairie and oak savanna covered bluffs along the Little Sioux River have sustained native cultures and Euro-American settlers and are home to natural, historic, and archaeological treasures that offer an “old Iowa” experience.”

### Grant Wood Scenic Byway



“Art and landscape overlap on the Grant Wood Scenic Byway, an 80-mile route that winds through scenery traversing three rivers that course past limestone bluffs, caves, wooded hillsides, and historic towns—a landscape that inspired artists such as Grant Wood and which continues to enchant artists and visitors.”

### Historic Hills Scenic Byway



“The Black Hawk Purchase of 1833 opened a flood of settlement that surged up the Des Moines River and spread across the forest and prairie landscape of southeastern Iowa, where communities preserve their historic character and natural beauty.”

### Iowa Valley Scenic Byway



“The rich natural resources of the Iowa River Valley between Montour and the Amana Colonies have brought together Meskwaki Native Americans, communal Amana Germans, Czech farmers, and other immigrants into a diverse cultural patchwork.”

### Lincoln Highway Heritage Byway



“The development of the Lincoln Highway demonstrated the national desire to unite the country from coast-to-coast with an all-season road, giving Americans the freedom to travel independently and creating an automobile culture that significantly reshaped the landscape and the economy.”

### Loess Hills National Scenic Byway



“The Loess Hills are a unique landform in the world, born of ice, water, and wind, and covered by a thin blanket of prairie and oak that nurtured ancient cultures, immigrant farmers, and settlements.”

### River Bluffs Scenic Byway



“The Mississippi, Turkey, and Volga rivers and their tributaries carved deep valleys in the driftless landscape of the River Bluffs Scenic Byway, shaping the region’s history and lifestyles, and creating a scenic topography where residents can enjoy outdoor recreation and charming villages.”

### Western Skies Scenic Byway



“The Western Skies Scenic Byway winds through a rural landscape of rolling hills and broad skies where European immigrants created a distinct sense of place as they shaped farming practices that have evolved into modern-day agriculture.”

# WAYFINDING

It is essential that travelers are able to negotiate a byway route and find the significant attractions. Without effective wayfinding, visitors can't access interpretive messages and may become frustrated with their experience.

While the Iowa byway routes are well marked with unified signs, finding significant byway attractions and resources can be challenging to first-time and serendipitous travelers. The following recommendations can help improve the wayfinding experience:

- **Official Byway Attraction Signs:** Work with the Iowa Department of Transportation to develop a system of "byway attraction signs" that guide travelers to primary byway resources, such as historic sites, experience hubs, wayside exhibits, information centers, and scenic overlooks. The signs can be developed with a slightly

modified version of the established DOT "Destination/Guide Signs" standards. The addition of the Iowa Byways logo marks it as an official state byway sign and provides visual unity with byway route identification signs and media.

- **Off-Byway Direction Signs:** Work with municipalities and government entities to develop off-byway directional signs to primary interpretive locations.
- **Experience Hubs:** Place easily recognizable experience hubs in prominent locations along the corridor to serve as focal points that draw the attention of travelers and provide orientation to local interpretive resources and media.
- **Online Media:** Include directional information and interactive maps in all online media such as websites, mobile tour websites, and apps.



- **Travel Guide:** Develop an interpretive travel guide that includes detailed maps and directional information regarding byway attractions.

**Official Byway Attraction Sign: Concept Design**

# INTERPRETIVE MEDIA

Heritage interpretation is a communication process that guides visitors in their search for meanings in objects, places, and landscapes. Media are non-personal forms of interpretation that connect visitors to the resources and stories of the byway. These include signs, exhibits, publications, audiovisual tours, overlooks, artwork, and other forms.

When interpretive media are well planned, they can open windows of understanding and revelation in visitors who are seeking connections and meanings of their own as they explore the byway and its resources. It is a rewarding experience for visitors to discover for themselves new and exciting places and

to feel like they have grown emotionally and intellectually in the process.

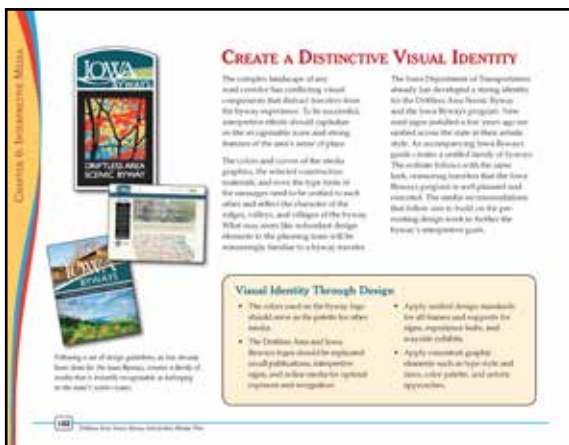


*Interpretive media connects visitors to tangible resources and intangible meanings (Green Circle Trail kiosk, Schmeckle Reserve Interpreters design)*

# UNIFIED MEDIA DESIGN STANDARDS

The colors and design elements of a byway's media graphics, the materials and construction of the supports, and even the typeface selected for interpretive inscriptions should reflect the personality of the byway and create a pleasing uniformity that reassures travelers. Unified design across all Iowa byways brands each piece of interpretive media as part of the state's byway experience.

To provide a well-organized and cohesive travel experience, all media should be graphically unified. The repeated use of colors, typeface, logos, and design elements will group media into recognizable visual families on each byway. Consider the following recommendations when designing media.



## Color Palette

A consistent family of colors helps organize media and makes words easier to read and understand. Color can also evoke feelings and set moods and attitudes.

In 2010, the Iowa Department of Transportation Office of Media and Marketing developed logos and color palettes for all existing scenic byways and for a comprehensive Iowa Byways brand. Descriptions, policies, and regulations are addressed in the "Iowa Byways Brand Guidelines" document for each byway. The brand is ultimately the byway's public identity, which is intended to create awareness of the program and its benefits and to encourage and enhance the traveler experience.

The interpretive media color palette developed for each byway is built from the individual logos. A family of varying shades based on the main logo colors provides flexibility and contrast for effective design. The color scheme should be repeated in the design of all media forms.

## Visual Identity Through Design

- The colors that were selected for the byway logo should serve as the palette for other media.
- The byway logo should be replicated on all signs, publications, and online media for optimal exposure and recognition.
- Employ unified design standards for all signs, wayside exhibits, and interpretive hub supports and frames.
- Utilize consistent design elements for all media, such as font size and style, color palettes, and other artistic details.

# Byway Recommended Color Palettes

### Recommended Media Color Palette

<b>Blue</b> CMYK - 80,40,30,0	<b>Green</b> CMYK - 70,70,30,0	<b>Black 1</b> CMYK - 0,0,0,100	<b>Black 2</b> CMYK - 0,0,0,90	<b>Black 3</b> CMYK - 0,0,0,30	<b>Black 4</b> CMYK - 0,0,0,20
----------------------------------	-----------------------------------	------------------------------------	-----------------------------------	-----------------------------------	-----------------------------------

Curved headers, footers, tint boxes

Curved header, accent lines, subheadings, borders

Main text, captions, credits, borders

Accents

Accents

Curved header, accent lines, tint boxes

<b>Dark Blue</b> CMYK - 80,50,40,18	<b>Light Green</b> CMYK - 30,30,100,0	<b>Green 1</b> CMYK - 40,40,60,0
--	--	-------------------------------------

Subheadings, quotes, drop caps

Additional family colors



### Driftless Area Byway Color Palette

<b>Red</b> CMYK - 0,0,100,0	<b>Yellow</b> CMYK - 0,100,0,0	<b>Blue</b> CMYK - 70,20,0,0	<b>Black</b> CMYK - 0,0,0,100	<b>White</b> CMYK - 0,0,0,0
--------------------------------	-----------------------------------	---------------------------------	----------------------------------	--------------------------------

Curved header

Curved header

Backgrounds, tint boxes

Lettering on large blocks of text over light backgrounds

Text over dark backgrounds, picture borders

### Additional Color Palette for Media

<b>Dark Red</b> CMYK - 0,100,100,0	<b>Dark Blue</b> CMYK - 70,20,0,40	<b>Green</b> CMYK - 60,60,0,0	<b>Light Yellow</b> CMYK - 0,10,40,0	<b>Orange</b> CMYK - 60,60,0,0
---------------------------------------	---------------------------------------	----------------------------------	---	-----------------------------------

Titles and subtitles

Curved header, titles and subtitles

Tint boxes

Text boxes

Subtitles



### Recommended Media Color Palette

<b>Dark Brown</b> CMYK - 90,90,100,0	<b>Blue</b> CMYK - 70,30,20,0	<b>Green</b> CMYK - 40,30,0,0	<b>Light Brown</b> CMYK - 0,10,30,0	<b>Black</b> CMYK - 0,0,0,100	<b>White</b> CMYK - 0,0,0,0
---	----------------------------------	----------------------------------	--	----------------------------------	--------------------------------

Curved headers, footers, subheadings

Curved header, accent lines, subheadings, borders

Curved header, accent lines, subheadings, borders

Curved header, accent lines, tint boxes

Main text, captions, credits, borders

Text on dark backgrounds

<b>Light Blue</b> CMYK - 100,90,40,0	<b>Dark Green</b> CMYK - 20,0,70,90
---	--

Subheadings, quotes, captions

Additional family color



### Grant Wood Scenic Byway: Media Color Palette

<b>Green 6</b> CMYK - 100,80,100,0	<b>Green 4</b> CMYK - 80,70,100,0	<b>Yellow 3</b> CMYK - 80,50,100,0	<b>Yellow 2</b> CMYK - 0,10,20,0	<b>Black</b> CMYK - 70,20,0,0	<b>White</b> CMYK - 70,20,0,0
---------------------------------------	--------------------------------------	---------------------------------------	-------------------------------------	----------------------------------	----------------------------------

Curved headers, footers, drop caps, tint boxes

Subheadings, tint boxes, borders

Curved header, accent lines

Curved header, accent lines, tint boxes

Main text, captions, credits

Text over dark colors, photo borders

<b>Blue</b> CMYK - 80,0,30,0	<b>Green 1</b> CMYK - 20,0,30,0	<b>Green 2</b> CMYK - 30,30,30,0	<b>Green 3</b> CMYK - 70,30,0,0	<b>Yellow 2</b> CMYK - 0,0,10,0
---------------------------------	------------------------------------	-------------------------------------	------------------------------------	------------------------------------

Backgrounds, accent lines

Additional family colors



### Historic Hills Scenic Byway: Media Color Palette

<b>Dark Red 1</b> CMYK - 80,100,90,0	<b>Pink 2</b> CMYK - 20,60,0,0	<b>Teal 1</b> CMYK - 0,10,20,0	<b>Dark Green</b> CMYK - 100,90,0,0	<b>Black</b> CMYK - 0,0,0,100	<b>White</b> CMYK - 0,0,0,0
---	-----------------------------------	-----------------------------------	--	----------------------------------	--------------------------------

Curved headers, footers, drop caps

Curved header, accent lines

Curved header, accent lines, tint boxes

Subheadings, captions

Main text, captions, credits

Text over dark colors, photo borders

<b>Dark Red 2</b> CMYK - 80,100,100,0	<b>Light Green</b> CMYK - 10,0,20,0	<b>Medium Green</b> CMYK - 10,60,90,0	<b>Teal 2</b> CMYK - 20,40,60,0	<b>Blue</b> CMYK - 60,60,0,0
--	--	--	------------------------------------	---------------------------------

Headings

Additional family colors



### Recommended Media Color Palette

<b>Blue</b> CMYK - 70,30,60,0	<b>Green 2</b> CMYK - 90,70,90,0	<b>Yellow 2</b> CMYK - 10,10,60,0	<b>Yellow 1</b> CMYK - 0,0,10,0	<b>Black</b> CMYK - 0,0,0,100	<b>White</b> CMYK - 0,0,0,0
----------------------------------	-------------------------------------	--------------------------------------	------------------------------------	----------------------------------	--------------------------------

Curved headers, footers, drop caps, tint boxes

Curved header, accent lines, subheadings

Curved header, accent lines

Tint boxes, accents

Main text, captions, credits, borders

Text over dark colors, photo borders

<b>Dark Blue</b> CMYK - 80,50,40,18	<b>Yellow 3</b> CMYK - 80,30,100,0	<b>Green 1</b> CMYK - 60,40,60,0
--	---------------------------------------	-------------------------------------

Subheadings, quotes, drop caps

Additional family colors



### Recommended Media Color Palette

<b>Red</b> CMYK - 30,90,100,0	<b>Blue</b> CMYK - 100,90,60,0	<b>White</b> CMYK - 0,0,0,0	<b>Black</b> CMYK - 0,0,0,100
----------------------------------	-----------------------------------	--------------------------------	----------------------------------

Curved headers, emphasis

Curved header, accent lines, borders, drop caps, tint boxes

Header text, curved header, accent lines, tint boxes

Main text, captions, credits, borders

<b>Light Red</b> CMYK - 8,36,40,0	<b>Blue/Teal</b> CMYK - 90,50,40,18	<b>Light Blue</b> CMYK - 30,80,2,0
--------------------------------------	--	---------------------------------------

Tint boxes

Subheadings, quotes, drop caps

Backgrounds



### Loess Hills National Scenic Byway Color Palette

<b>Blue</b> CMYK - 100,60,0,0	<b>Green</b> CMYK - 80,60,0,0	<b>Yellow 1</b> CMYK - 0,10,0,0	<b>Yellow 2</b> CMYK - 0,6,30,0	<b>Yellow 3</b> CMYK - 0,40,100,0
----------------------------------	----------------------------------	------------------------------------	------------------------------------	--------------------------------------

Semi-transparent backgrounds with a gradient

Tint boxes, sub-message titles

Curved header

Alternative option for headers, tint boxes

Alternative option for headers, tint boxes

<b>Yellow 4</b> CMYK - 20,60,0,0	<b>Dark Red</b> CMYK - 80,90,10,0	<b>Black</b> CMYK - 0,0,0,100	<b>White</b> CMYK - 0,0,0,0
-------------------------------------	--------------------------------------	----------------------------------	--------------------------------

Curved headers, tint boxes

Curved headers, titles, and subtitles

Lettering on large blocks of text over light backgrounds

Text over dark backgrounds, picture borders



### River Bluffs Color Palette for Media

<b>Green 1</b> CMYK - 100,80,100,0	<b>Green 2</b> CMYK - 100,90,100,0	<b>Black</b> CMYK - 0,0,0,100	<b>White</b> CMYK - 0,0,0,0
---------------------------------------	---------------------------------------	----------------------------------	--------------------------------

Curved header, titles, drop caps, tint box borders

Subtitles

Lettering on large blocks of text over light backgrounds

Text over dark backgrounds, picture borders

<b>Blue 3</b> CMYK - 30,80,30,0	<b>Blue 4</b> CMYK - 100,70,10,0	<b>Yellow 1</b> CMYK - 70,10,40,0
------------------------------------	-------------------------------------	--------------------------------------

Curved header

Titles and subtitles, drop caps

Curved header, tint boxes



### Western Skies Scenic Byway Color Palette

<b>Orange</b> CMYK - 60,60,0,0	<b>Green 3</b> CMYK - 20,60,0,0	<b>Green 2</b> CMYK - 40,20,0,0	<b>Black</b> CMYK - 0,0,0,100	<b>White</b> CMYK - 0,0,0,0
-----------------------------------	------------------------------------	------------------------------------	----------------------------------	--------------------------------

Curved header

Curved header

Curved header, tint boxes

Lettering on large blocks of text over light backgrounds

Text over dark backgrounds, picture borders

### Iowa Byways Color Palette

<b>Light Blue</b> CMYK - 100,70,60,0	<b>Dark Blue</b> CMYK - 100,90,70,0	<b>Green</b> CMYK - 80,10,70,0
---	--	-----------------------------------

Subtitles

Titles and subtitles

Alternative option for tint boxes



## Typography

The selection of typefaces and sizes creates a personality and determines the readability of the text on interpretive media. Each typeface expresses personality and sets a tone that reflects the organization or the message that is being interpreted.

Combinations of various styles can add an interesting hierarchy to the media design and help create specific personalities for each message. Fonts can appear lighthearted and fun, informal, businesslike, old-fashioned, rustic, or legalistic. Stylized fonts attract attention for titles and short headings but can be burdensome to read in longer texts.

**Cheltenham BT Bold** is the recommended font for main titles and headings on most byway media, evoking the timeless nature of the byway and creating consistency between media. On the Iowa Byways logo, the typeface for “IOWA” is a derivative of Cheltenham BT set in all caps. The original typeface was manipulated to blend with the abstract graphic representations of hills and valleys.

**BrushTip Travis** is an informal script font that provides contrast to the more formal fonts. It serves a similar purpose as the script font used alongside the curving line in the Iowa Byways official guide booklet. These types of fonts welcome viewers and invite them to explore interpretive media. BrushTip Travis is recommended for some titles and headings, such as on wayside exhibits, for subheadings, and to emulate handwriting. It can add an informal handwritten style to photographs or quotes.

**Garrison Sans** is recommended for the main text on byway media. Simple, familiar fonts work best for longer text that requires more reading. Garrison Sans is used in the Iowa Byways

publication, and it is also similar to Gill Sans, which is the font used on the byway logos. It is a sans-serif font (no decorations on the end of strokes) that is easy to read. It also works well for photo captions and credits.

A **hierarchy of type sizes** is also important to emphasize the relative significance of various messages. Typically, a main title is the largest size, followed by subheadings, main text, captions, and credits. These varying sizes help create a logical visual sequence for readers to follow.

### Recommended Typography

## CHELTENHAM BT

Main titles and headings

## *BrushTip Travis*

Headings and subheadings, handwriting  
(quotes, photos)

## Garrison Sans

Main text

## *Garrison Sans Italic*

Photo captions

## *Garrison Sans Italic*

Photo credits

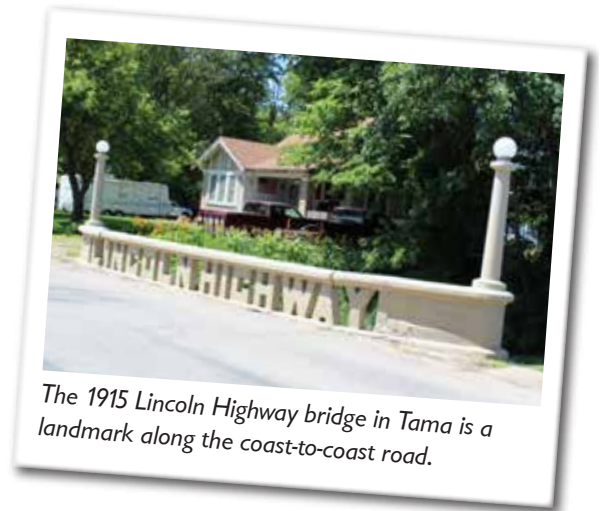
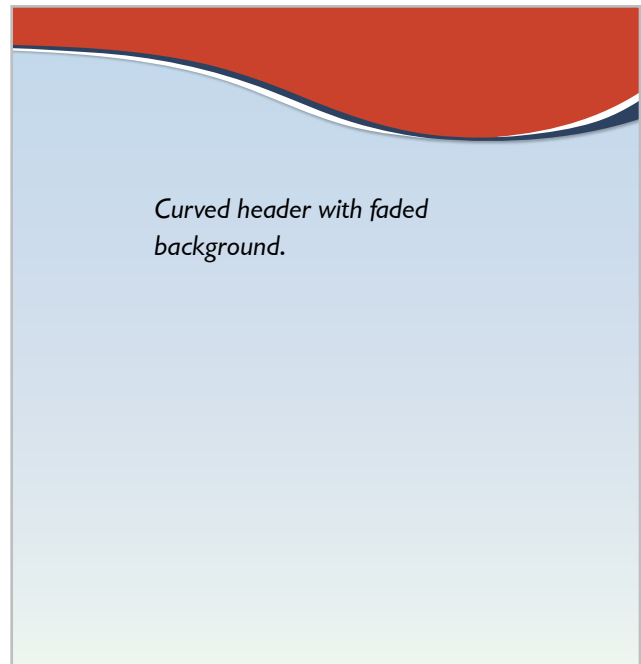
## Repeating Graphic Elements

Another important factor that contributes to a unified design style is the use of repeating graphic elements. These artistic details, in combination with the color and typography schemes, develop a unique identity for the byway.

The statewide Iowa Byways logo and each byway's unique logo are essential graphic elements that should be included on all byway media, from interpretive signs and publications to digital websites and apps. They provide a unified brand for the Iowa Byways program.

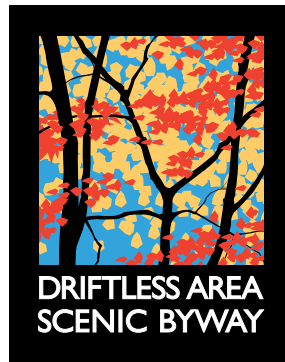
Other repeated graphic elements on future interpretive media will reinforce the already existing design identity. These include:

- Curving header bars with interwoven strands from the byway's unique color palette. The curve is reminiscent of the wave pattern in the Iowa Byways logo.
- Faded light blue backgrounds with a gradient on interpretive media.
- White, snapshot-style borders for photos, tilted slightly, and set apart with drop shadows.
- Large focal point images and faded background graphics to draw attention.
- Byway website addresses and QR codes that link to the Iowa Byways website.



*Snapshot photo effect with white feathered borders, caption, tilt, and shadow*

Repeating Graphic  
Elements for Byway  
Media



*The Iowa Byways logo and individual byway logos are essential graphic elements to include on all media*

# INTERPRETIVE EXPERIENCE HUBS

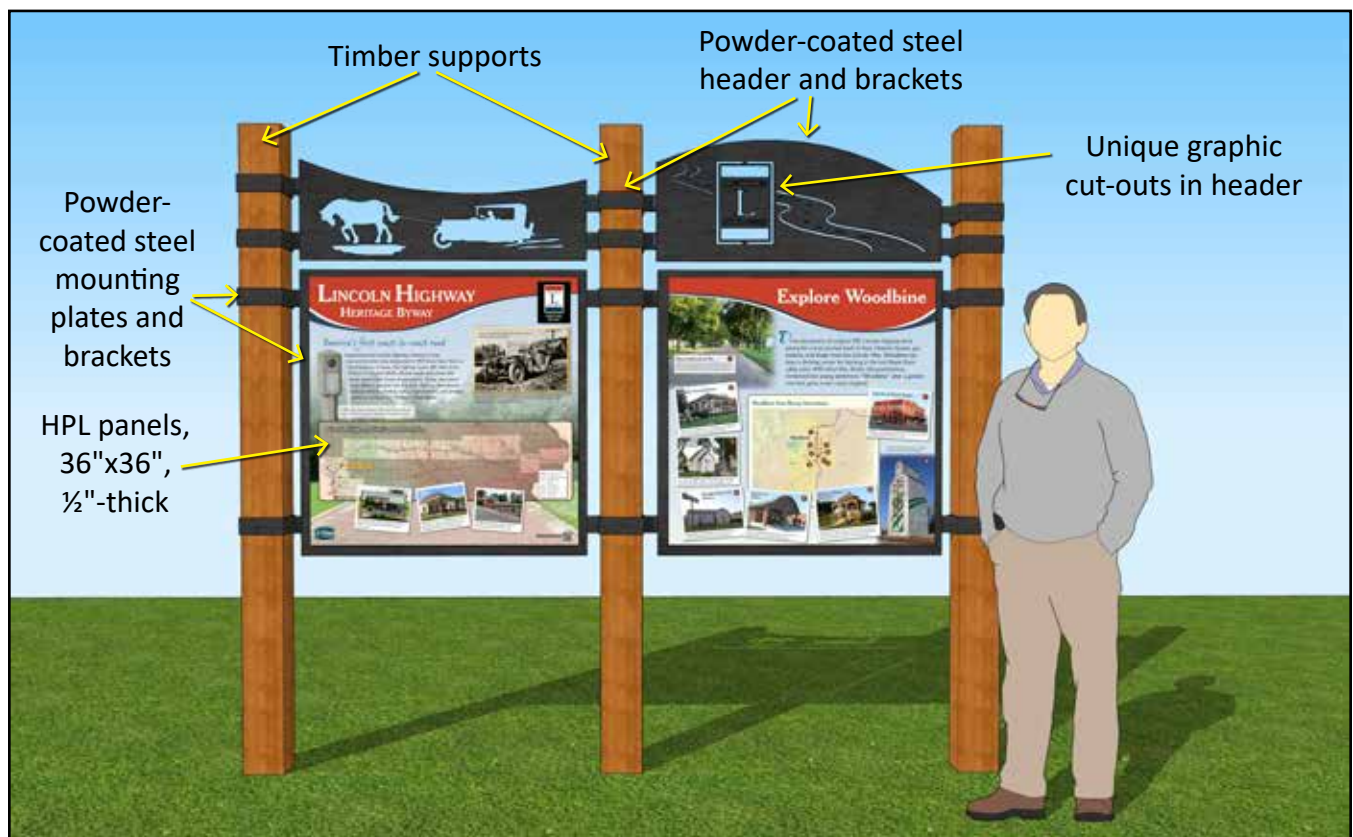
Experience hubs are prominent thematic kiosks that orient byway travelers to significant regional attractions and stories. To be effective, they must be placed where motorists will see them and in public locations where travelers expect to find them. Unlike staffed welcome centers, they are available at any hour of the day throughout all seasons and weather.

When placed at entry sites to a byway or at locations where visitors already gather, experience hubs can introduce impromptu travelers and even local residents to the attractions on the route. A well-designed experience hub attracts attention and makes readers aware of the potential adventures that can be experienced.

## Experience Hub Design

Sign and kiosk structures present an opportunity to visually organize interpretive media into an artistic repetition that can be easily identified by travelers. A consistent, recognizable design reinforces the byway identity.

The Iowa byways experience hub designs incorporate timbers and powder-coated metal that complement cultural resources while blending appropriately with natural areas. The strong combination of wood and metal appears organic, while being vandal-resistant and low-maintenance.



Each experience hub structure should:

- Be highly visible to travelers, but not overpower existing entry signs.
- Appear rustic and durable in rural sites, but be formal enough to fit into urban settings.
- Appear elegant, but be economically produced.
- Be easily replaced, modified, or repaired.

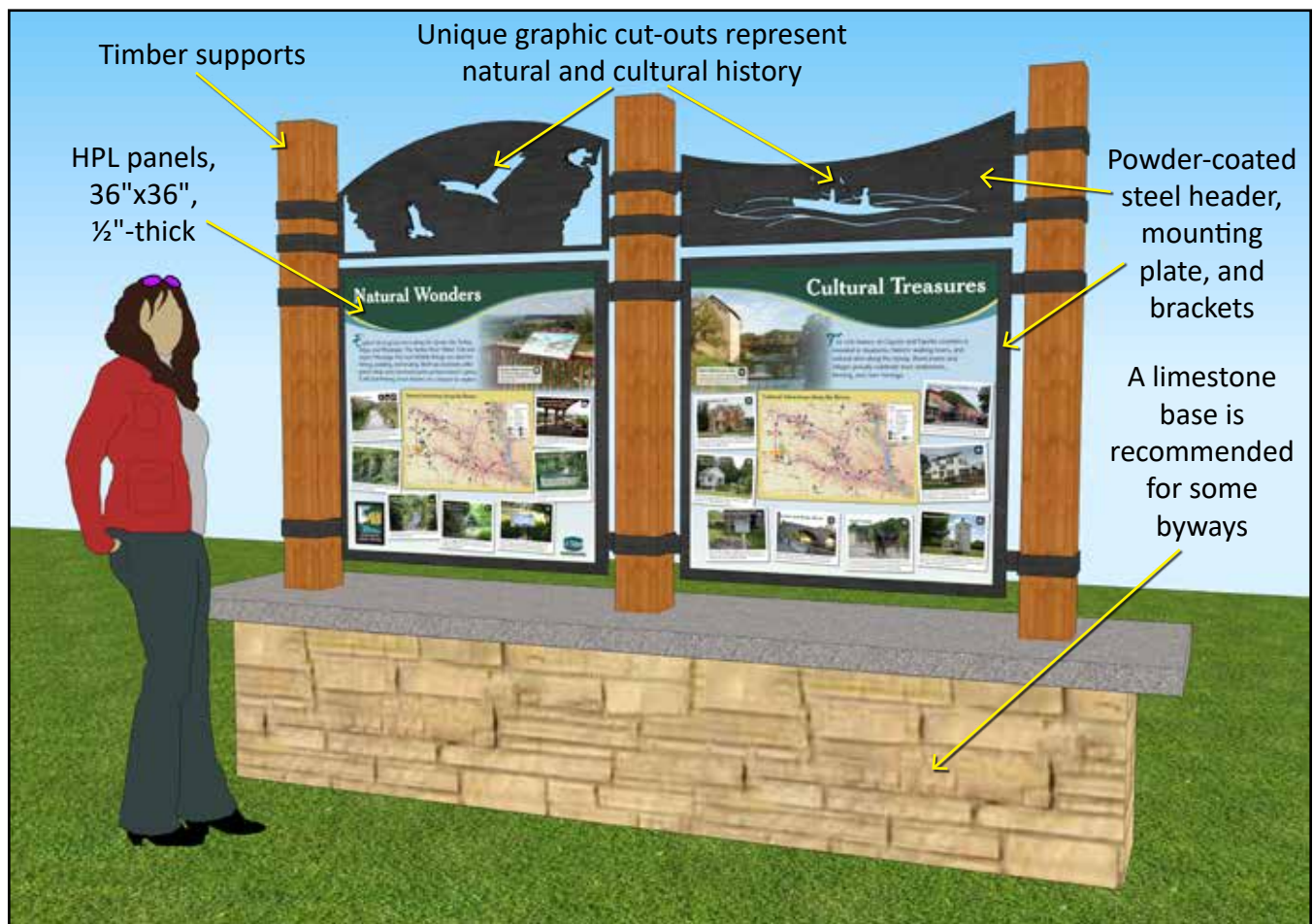
### Supports

The two-sided structures are supported by three 6"-by-6", 8'-high timber posts. On some byways, a limestone base is recommended to tie in with the landscape and existing structures. Decorative brackets connect the posts to 42"-

by-42", 3/8"-thick metal plates for mounting the interpretive panels. Powder-coated steel is recommended for the kiosks over weathering steel, since weathering steel could cause rust to drip on the signs.

### Curved Metal Headers

Curved 3/8"-thick powder-coated steel headers attached to the top of the structure add grace and flow to the hub. Thematic graphic cut-outs in the headers representing the natural and cultural history of the byway create an attractive sculptural component.





## Experience Hub Panel Designs

Each experience hub would display four interpretive signs (two on the front and two on the back) designed to highlight the byway's resources and attractions. The following are design recommendations:

- Panels must be large enough to command attention, even from a busy roadway. The designs in this plan are sized at 36"-by-36".
- Construct out of ½"-thick high-pressure laminate, an affordable plastic material that allows for full-color, high-resolution images and is resistant to damage and vandalism. A 10-year warranty against fading and delaminating is standard.

- Installed on the metal mounting plates attached to the timbers.
- Follow unified design standards which include:
  - Replication of colors, font styles, curved headers, and other graphic elements
  - The specific byway logo and the Iowa Byways logo displayed prominently
  - Website address and QR code on the introductory panel to connect visitors to online content
  - Strong message hierarchy using focal point images and different sized text






# Byway Experience Hubs: Introductory Panel Concept Designs

## DELAWARE CROSSING SCENIC BYWAY

*Explore Delaware County*

The Bucks have been through the heart of Delaware County, a patchwork of rolling hills, farms, forests, and streams. Bucks wanderers explore their progressive history with Civil War monuments, churches, colleges, and one-of-a-kind county fairs. The Pottersville River flows through the county, offering peaceful challenges and numerous opportunities to explore the outdoors.





## Driftless Area Scenic Byway

*Welcome to the Driftless Area*

This byway traces a landscape like no other. Wide glaciers scoured most of the surrounding area, this region was left as an island. Clear water, water that carved through the limestone bedrock, creating U-shaped valleys and deep ridges, and fast flowing streams. The Mississippi, "Father of Waters," flows through the heart of the Driftless Area.

*Explore the Driftless Area*

From limestone bluffs and waterfalls to scenic views and historic sites, the Driftless Area offers a unique experience. Explore the area's rich history and natural beauty.




## GLACIAL TRAIL SCENIC BYWAY

*Explore the Little Sioux River Valley*

The Little Sioux River flows through a landscape of glacial-formed hills and a wide river valley that contrasts with the surrounding forest. Native prairie and oak savanna dot the hills in parks and preserves. The valley intersects with archeology and history. The Big Creek people lived here 1000 years ago in earthlodge villages. Glacial people dotted with prairie woodlands. A historic farm, 1800s homestead, and museum offer insights into the lives of early Iowa farmers.

*Explore the Little Sioux River Valley*







From the Little Sioux River valley to the surrounding hills, the Glacial Trail Scenic Byway offers a unique experience. Explore the area's rich history and natural beauty.

## GRANT WOOD SCENIC BYWAY

*Discover Great Wood Country*

Start this scenic byway through a rolling landscape that inspired who Grant Wood. The route winds through the scenic hills between the Pottersville and Pottersville Rivers, offering a unique experience. Discover historic landmarks, rolling river valleys, and scenic views of water, fields, and rolling hills. Historic Pottersville houses stand the stories that have shaped this region of Iowa.


## HISTORIC HILLS SCENIC BYWAY

*Explore Historic Southwestern Iowa*

Starting this scenic byway in a scenic area that has inspired the art world, this route winds through the scenic hills between the Pottersville and Pottersville Rivers, offering a unique experience. Discover historic landmarks, rolling river valleys, and scenic views of water, fields, and rolling hills. Historic Pottersville houses stand the stories that have shaped this region of Iowa.












## LINCOLN HIGHWAY HERITAGE BYWAY

*America's first coast-to-coast road*

Experience the Lincoln Highway, America's first transcontinental road designated in 1913 from New York to San Francisco. In Iowa, the highway spans 380 miles from Clinton to Council Bluffs. Historic landmarks and scenic views make this route a unique experience. Discover historic landmarks, rolling river valleys, and scenic views of water, fields, and rolling hills. Historic Pottersville houses stand the stories that have shaped this region of Iowa.






## Loess Hills National Scenic Byway

*Welcome to the Loess Hills Region*

You are invited to explore this natural and cultural treasure. Drive through rural landscapes and charming villages on the loess hills and loess. Wander ridge-top trails through prairie preserves and oak forests. Discover historic sites that connect you to the great stories of America.

*Three of One, None and One*

As you drive through the Loess Hills, you will see three of one, none and one. The Loess Hills are a unique landscape of rolling hills and loess. Discover historic sites that connect you to the great stories of America.

## River Bluffs Scenic Byway

*Welcome to Bluff Country*

This 88-mile scenic byway "Bluff Country" winds through scenic views of the surrounding area. This region was left as an island known as the Driftless Area. Clear water, water carved through limestone bedrock creating U-shaped valleys and deep ridges, and fast flowing streams. The Mississippi, "Father of Waters," flows through the heart of the Driftless Area.

*Explore the Bluff Country*

From limestone bluffs and waterfalls to scenic views and historic sites, the Bluff Country offers a unique experience. Explore the area's rich history and natural beauty.









## Western Skies Scenic Byway

*A Window into the Heartland*

This 140-mile scenic byway is the heart of rural Iowa. It winds and flows, passing farmland and blushing rural towns settled by immigrants. True to the byway's name, the sky is as much of a feature as the land. Passing clouds and glowing sunsets enrich the view.

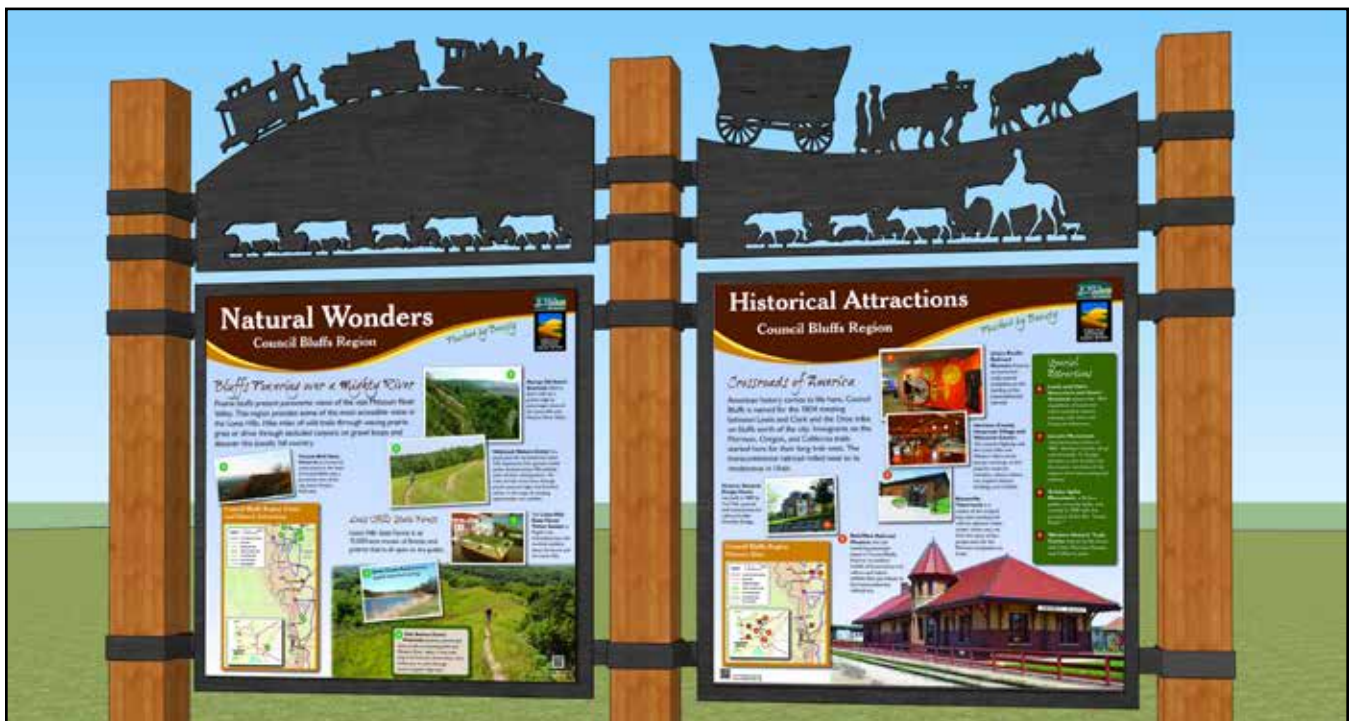
*Cultural and Agricultural Delights*

From the Loess Hills to the heart of rural Iowa, the Western Skies Scenic Byway offers a unique experience. Discover historic landmarks, rolling river valleys, and scenic views of water, fields, and rolling hills. Historic Pottersville houses stand the stories that have shaped this region of Iowa.



On the back side, Full Byway Experience Hubs interpret cultural and natural resources along the entire byway route (Delaware Crossing)



On the back side, Regional Byway Experience Hubs describe natural and cultural resources found in a specific region along the byway (Loess Hills: Council Bluffs Region)

## Experience Hub Content

Two types of experience hubs are recommended for the Iowa byways, based on the length of the byway and the location of the structure.

### Full Byway Experience Hub

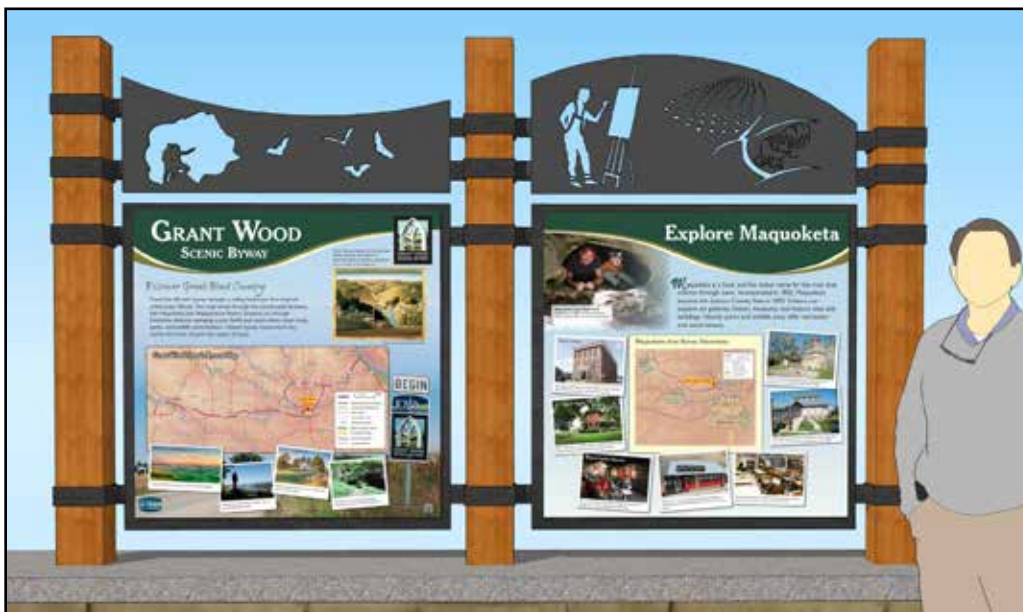
A full byway experience hub interprets the resources along the entire byway route. Sign panels typically include:

1. **Byway Overview:** Introduces the byway and explains what makes it unique—includes a map of the byway, photos, and brief text.
2. **Community/Regional Attractions:** Interprets the community or region where the hub is located—includes a map of the community, nearby resources, and photos
3. **Cultural Treasures:** Interprets the historic and cultural resource of the entire byway, with a map and photos
4. **Natural Wonders:** Describes the natural and recreational attractions of the entire byway, with a map and photos

### Regional Byway Experience Hub

For longer byways where resources are more spread out, a regional byway experience hub divides the resources into regions by proximity. The hubs interpret those specific regions, focusing on attractions that are closer together. The panels typically include:

1. **Byway Overview:** Introduces the byway and explains what makes it unique.
2. **Community/Regional Attractions:** Interprets the community where the hub is located. If not in a community, this may interpret the region as a whole.
3. **Cultural Treasures:** Interprets the historic and cultural resource of that specific region.
4. **Natural Wonders:** Describes the natural and recreational attractions in that specific region.



Most experience hubs feature a Byway Overview panel and a Community/Regional Attractions panel on the front side (Grant Wood)

## TWO-PANEL KIOSKS

Two-panel kiosks are recommended for secondary orientation sites on some Iowa byways. Constructed as a “half” version of an experience hub, they provide an attractive and economical means for displaying a more limited amount of information. The structures are more visually conspicuous than wayside exhibits. They are appropriate at sites where attracting attention is important, such as orienting travelers to a natural area or community.

Like experience hubs, the kiosks are constructed with wooden timbers, powder-coated steel headers with thematic cut-out figures, and 36"-

by-36" high-pressure laminate panels installed onto steel mounting plates. Limestone bases would be appropriate in selected landscapes and sites. They typically feature a Byway Overview panel on one side, and a community, site, or related resources panel on the other.

These designs are recommended as alternatives to the Site Orientation Signs that were included in plans for the Loess Hills and Driftless Area scenic byways, as they better match the unified design elements of the experience hubs and wayside exhibits.



Natural attractions kiosk, Grant Wood



Community kiosk, River Bluffs

# WAYSIDE EXHIBITS

Wayside exhibits are interpretive panels placed along roads and trails that assist visitors in understanding the stories associated with resources and landscapes on the byway. Photos, illustrations, and concise messages attract and hold a visitor's attention as they discover the significance of a site.

They are an effective way to communicate with visitors because they are always on the job regardless of weather or season. When properly placed near resources, they can quickly answer questions that visitors have about the resources. They are a direct and non-intrusive method to connect people with significant stories along the byway.

Wayside exhibits should tell site-specific stories that bring a resource to "life" and place it into context, connecting it to universal concepts that are relevant to everyone. The best wayside exhibits present messages that are visual, concise, active, and multisensory. See the "Creating an Effective Message" tint box below for best practices when designing signs.

Current technologies offer numerous possibilities for enhancing interpretive panels. They can be cut into innovative shapes. Push-button audio devices with digital recordings can tell captivating stories using firsthand accounts and sound effects. Tactile elements, such as models and textures, can be added to provide a touch experience. QR (quick response) codes can be incorporated for quick access to websites and multimedia content.



*An Iowa Valley Scenic Byway wayside exhibit funded through the Conservation Innovation Grant program*

## Creating an Effective Message

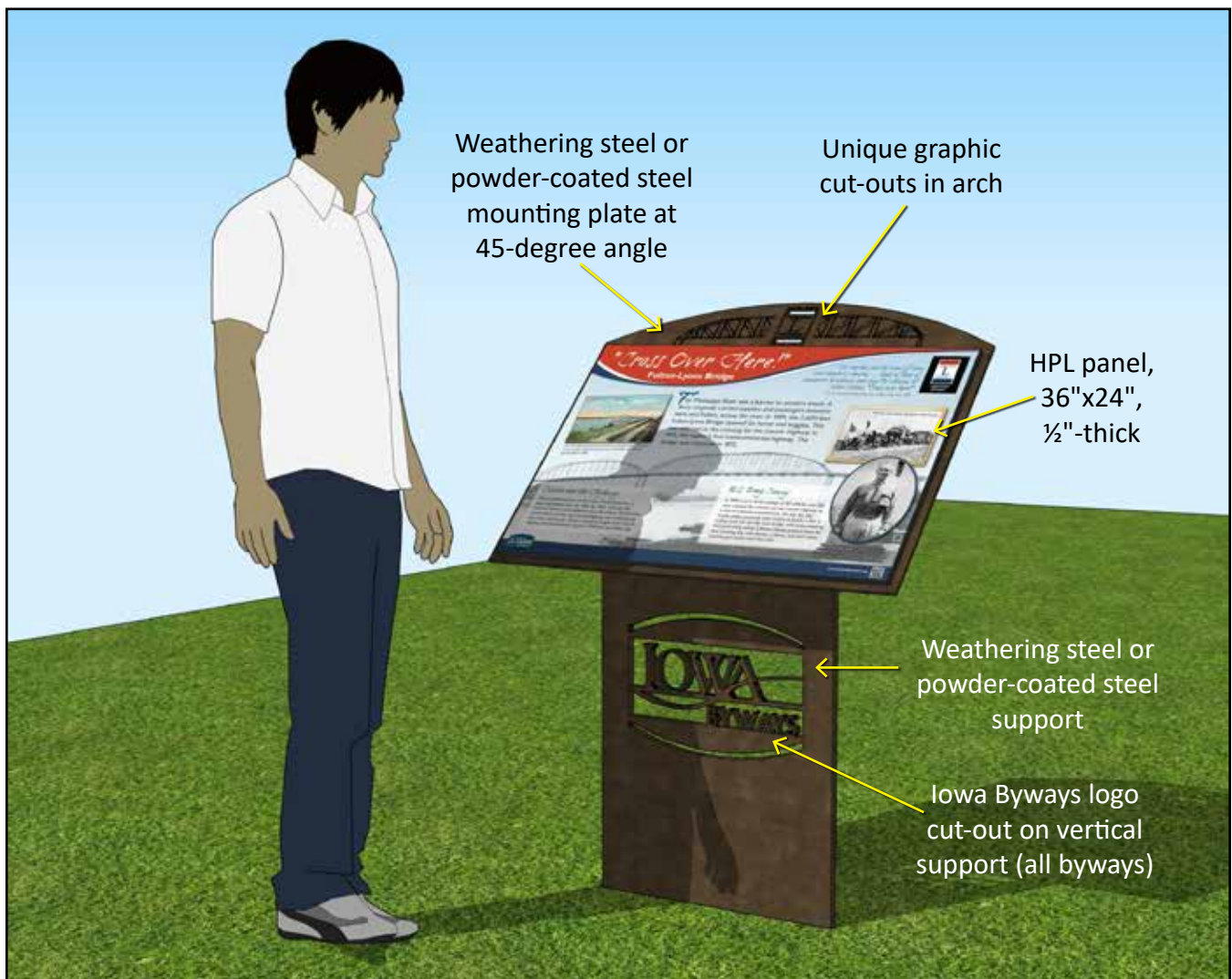
1. Communicate visually with photos and graphics.
2. Most visitors will look at an interpretive panel for only a few seconds. Apply the 3-30-3 Rule, a hierarchy that provides 3-second, 30-second, and 3-minute message levels.
3. Use simple words, concise sentences, and short paragraphs.
4. Describe with concrete nouns and active verbs. Avoid adverbs and adjectives.
5. Relate to the reader with familiar terms, personal pronouns, metaphors, and quotes.
6. Provide multisensory involvement with tactile and audio devices.

## Wayside Exhibit Support Design

The exhibit supports should match the same style as the experience hubs so they are readily identified as part of the byway's family of signs. This includes:

- Vertical base constructed of 3/8"-thick steel. Mount plate constructed with 1/4"-thick steel and installed at a 45-degree angle. Weathering steel rusts with a natural look that blends into the landscape over time. In some areas where rusting is less desirable, a black powder coat can be applied.

- Cut-out of the Iowa Byways logo on the vertical base to unify with existing wayside exhibits.
- Variable cut-out graphics on the top arch based on the theme of the sign.





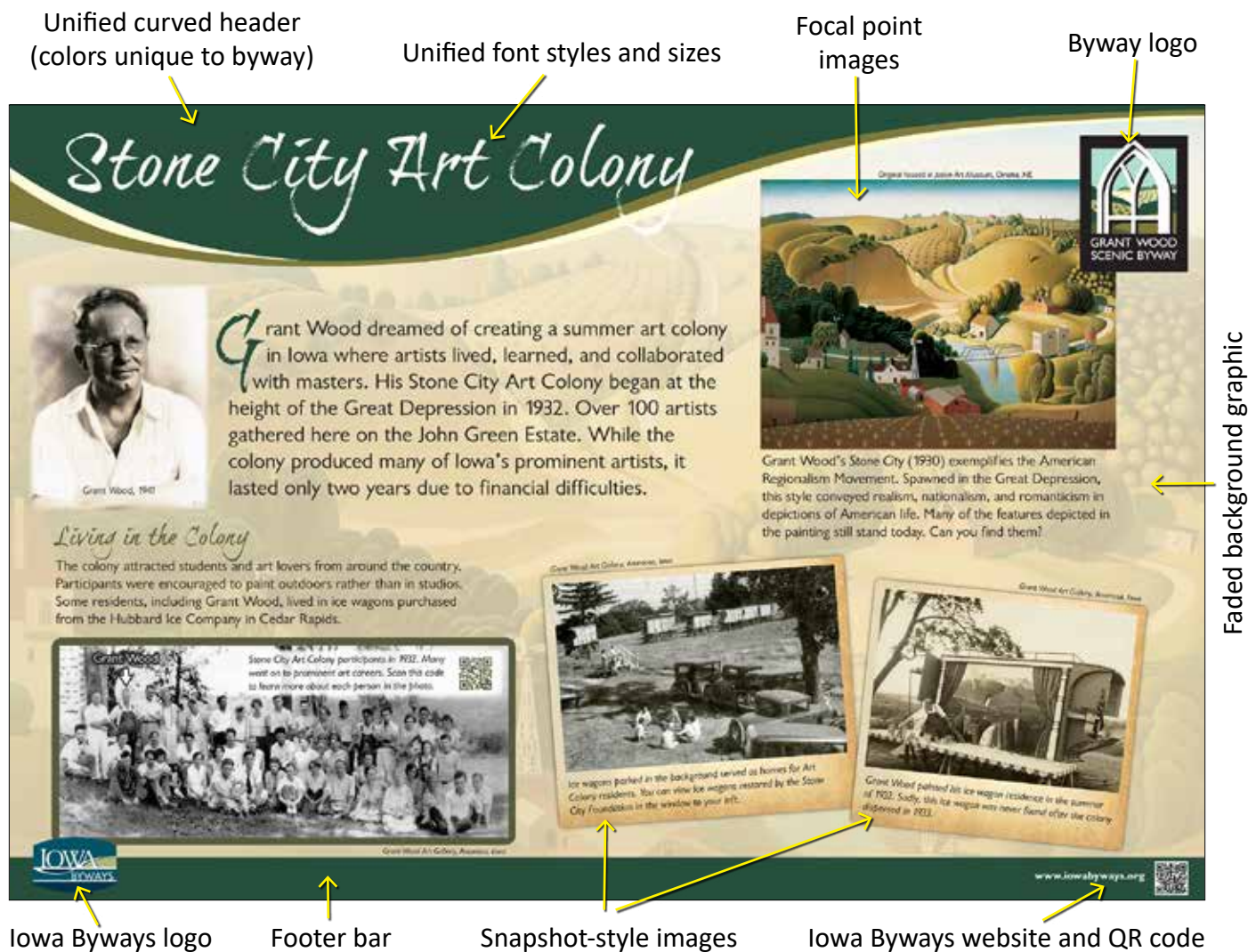
## Wayside Exhibit Panel Designs

Exhibit panels should also replicate features of the experience hubs. This includes:

- Replication of colors, font styles, and graphic elements.
- Iowa Byways logo and individual byway's logo prominently displayed.
- Website address and QR code to connect visitors to online content.
- Constructed of ½"-thick high-pressure laminate (HPL) material, a durable plastic

material that allows for full-color, high-quality images and text. They are resistant to graffiti and scratches, and come with a 10-year warranty against fading and delaminating. The panel is attached to the angled steel mount plate with bolts through the back.

- Large enough to be noticeable and easily read, but not too large that they detract from the landscape. A recommended size of 24"-by-36" replicates panels already installed along the byway.






## Bay Settlement Boys

*It's hard to find our Bay Settlement boys  
in Iowa's low hills.*

**The silent obelisk, shattered under whispering pines, contrasts with the turbulent deaths of the 14 young men that it honors. The loss of these soldiers devastated the small community of Bay Settlement. The Connor and Ward families both sacrificed two sons, while ten other families each lost a loved one. This Civil War memorial was dedicated in August 1865, the first in Iowa.**

**Young Soldiers**  
The 14 Iowa soldiers honored here were to be 20 years old when they died. Some died in battle, some in hospital, some in the wilderness. They were all from the same area, and were part of the same regiment. Please see the list on the next page.

**Spanning the Valley**  
Spanning a large area of land, this monument is a landmark in the area. It is a reminder of the Civil War and the sacrifices made by the young men of Bay Settlement.




## An Ancient Cemetery

### Fish Farm Mounds

**A short hike up the bluff opens onto a terrace of 30 conical mounds. These burial mounds were built by Middle and early-Late Woodland people from about 100 BC to AD 600, the same time that the Roman Empire reigned over Europe.**

**Looking Inside a Mound**  
Before these mounds are protected by tall trees, they are a sight to behold. They are a reminder of the ancient people who lived here.

**Enjoyed for Generations**  
This mound is a reminder of the fish farms, which were the primary source of food in 1850. It was dedicated in an archaeological study program in 1968 and listed on the National Register of Historic Places in 1986.








## Defending the Frontier

**This blockhouse is the last remnant of 11 forts and stockades that were built in 1862-63 to protect settlers across northwestern Iowa from Indian attacks. The Iowa Northern Border Brigade, a force of 250 cavalry volunteers, manned these fortifications.**

**There is Northwest Iowa**  
The settlement in the Northwest Iowa frontier has been a source of pride for many years. It is a reminder of the sacrifices made by the settlers who lived here.

**The Dakota War of 1862**  
The war broke the Sioux, Cheyenne and Arapaho into a line of retreat on the Minnesota River. They were forced to leave their homes and travel to the west. The Dakota War of 1862 was a turning point in the history of the region.

## Lotus Connections

**As the water warms, the lotus flowers flourish here in Lily Lake. The blossoms are a symbol of the Iowa Valley Scenic Byway, weaving together the diverse communities that live along the Iowa River. Among children and adults alike, the lotus flowers are a source of pride and joy.**

**Lotus Flowers**  
Lotus flowers are a symbol of the Iowa Valley Scenic Byway. They are a reminder of the sacrifices made by the settlers who lived here.

**Scenic Communities**  
The great Iowa Valley Scenic Byway is a source of pride for many years. It is a reminder of the sacrifices made by the settlers who lived here.





## Lost Villages

**As you gaze across this fertile valley, contemplate its significance in Iowa's history. Here were three villages that are now gone: the Iowa, the Sack and Fox, and the pioneer settlement of Iowaville.**

**The Quarry (Quartz)**  
From 1840 to 1850, the quarry was the most important source of stone in the region. It was a source of pride for many years.

**Chief Black Hawk's Mound**  
After his war and imprisonment, Chief Black Hawk returned to his village and built a mound near his home. It is a reminder of the sacrifices made by the settlers who lived here.

**Quincyville's Rise and Fall**  
Quincyville was a thriving town in the Iowa Valley. It was a source of pride for many years.





## "Cross Over Here!"

### Fulton-Lyons Bridge

**The Mississippi River was a barrier to western travel. A ferry originally carried supplies and passengers between here and Fulton, across the river. In 1891, the 2,600-foot Fulton-Lyons Bridge opened for horse and buggy. This was selected as the crossing for the Lincoln Highway in 1913, the nation's first transcontinental highway. The bridge was removed in 1975.**

**Clinton and the Highway**  
When the first section of the road, Clinton grew into a booming town. It was a source of pride for many years.

**U.S. Army Cavalry**  
In 1891, a U.S. Army cavalry of 800 men and 200 horses crossed the river on the Lincoln Highway as a test of the new road. It was a source of pride for many years.






## Thunder in the Hills

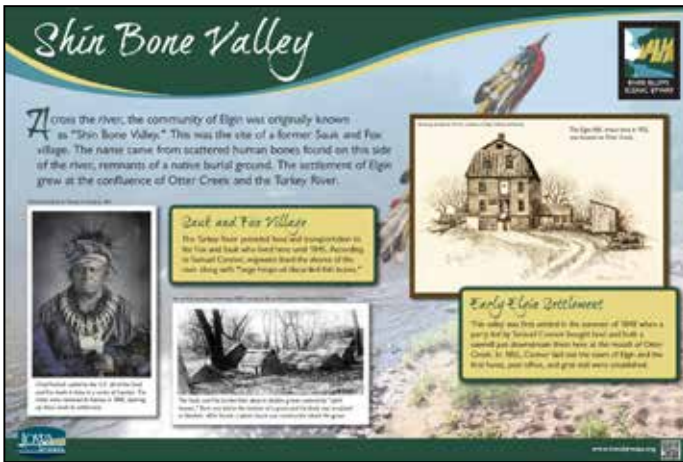
**Eastern and you may hear brown horses echoing through the hills. Given for 150 years, brown have returned to Broken Kettle. The herd are an essential ingredient in a healthy prairie ecosystem. They roam widely and, unlike cattle, travel far from water to graze mostly on grasses, which allow a mosaic of prairie flowers to flourish.**

**The Ecological Link**  
The herd are an essential ingredient in a healthy prairie ecosystem. They roam widely and, unlike cattle, travel far from water to graze mostly on grasses, which allow a mosaic of prairie flowers to flourish.

**Grassroots Movement**  
The herd are an essential ingredient in a healthy prairie ecosystem. They roam widely and, unlike cattle, travel far from water to graze mostly on grasses, which allow a mosaic of prairie flowers to flourish.

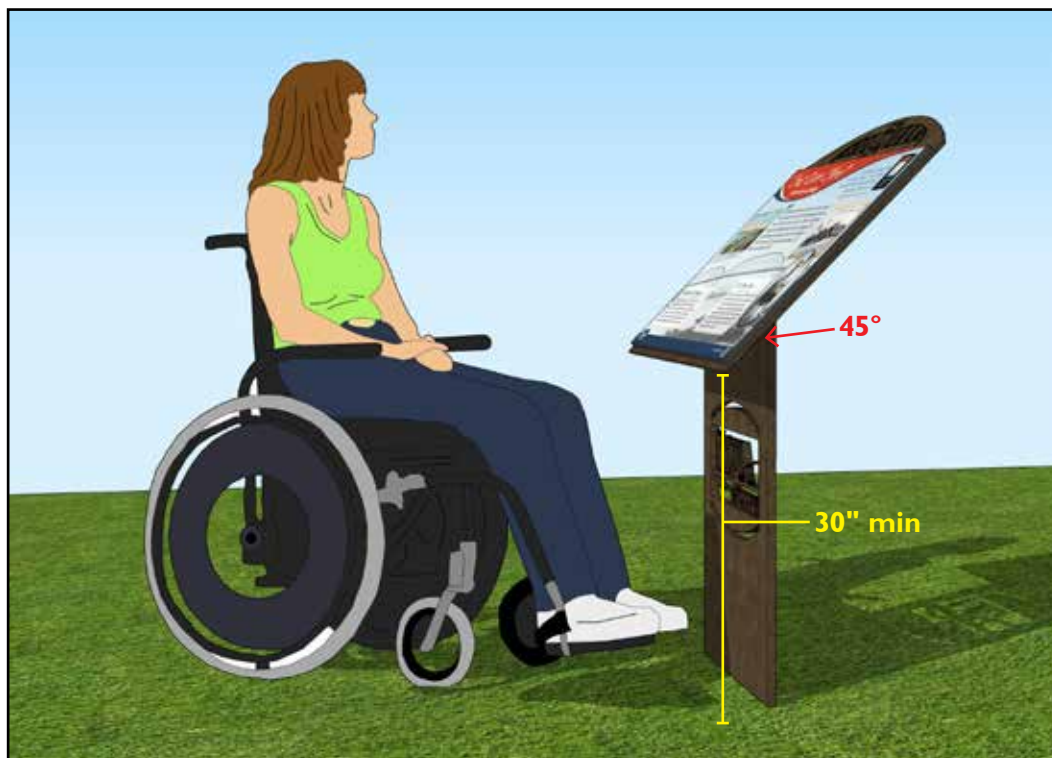
**Byway Wayside Exhibit Panels: Concept Designs**  
(more on next page)



## Wayside Exhibit Installation

Wayside exhibit panels should be installed at a 45-degree angle to the vertical, which offers the best view to a standing or sitting person. They should be placed high enough above the ground, a minimum of 30 inches at the lowest edge, to allow a person in a wheelchair to get close.

A concrete base is suggested where appropriate to facilitate the installation of the exhibit (can be installed directly to the base surface), maximize accessibility (for people with mobility disabilities), and provide easier maintenance over time (snow removal, vegetation management).



## Multisensory Components

Adding multisensory components to a wayside exhibit increases its attractiveness, makes it accessible to a wider audience and provides another way for visitors to experience the message. **Push-button audio units** are relatively inexpensive additions that can enhance interpretation. Authentic narration supported by sounds and music humanize a message better than written words ever could. **Tactile components**, such as textures or sculptures, encourage hands-on discovery.

- Supports are constructed out of 3/8"-thick steel that is 15" wide. Instead of having a mount plate, the base itself is bent at a 45-degree angle about 30" from the ground for the panel mounting. The Iowa Byways logo cut-out is included in the base.
- Panels are made out of 1/2"-thick high-pressure laminate. They are designed at 11"-by-14" in size.

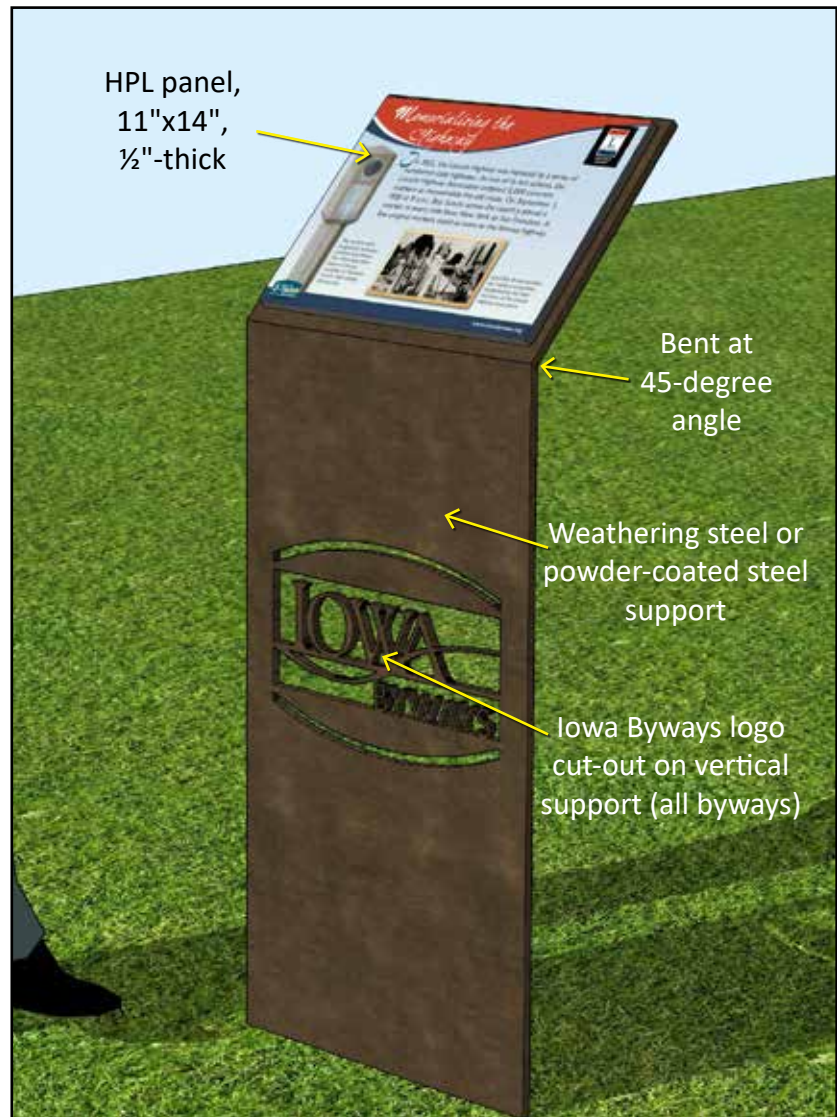
## Secondary Wayside Exhibits

Secondary wayside exhibits are smaller versions of interpretive panels that can complement the larger primary exhibits. With a smaller design, the signs can only tell a single brief message with one or two images. They may be appropriate, for example, along paths or trails where specific resources are being identified. They might also be used at sites where a larger sign would be inappropriate.

Since larger panels are better at attracting attention and provide more design flexibility, it is recommended that primary wayside exhibits be used wherever possible.

### Support and Panel Design

The exhibits should be constructed out of the same material and in a similar design as the primary wayside exhibits.



# WELCOME/VISITOR CENTER EXHIBITS

Visitor information centers are important sites to display and share byway information. In addition to brochures and booklets, a touch-screen computer and associated exhibit can catch the attention of travelers and help them plan trips to byway attractions.

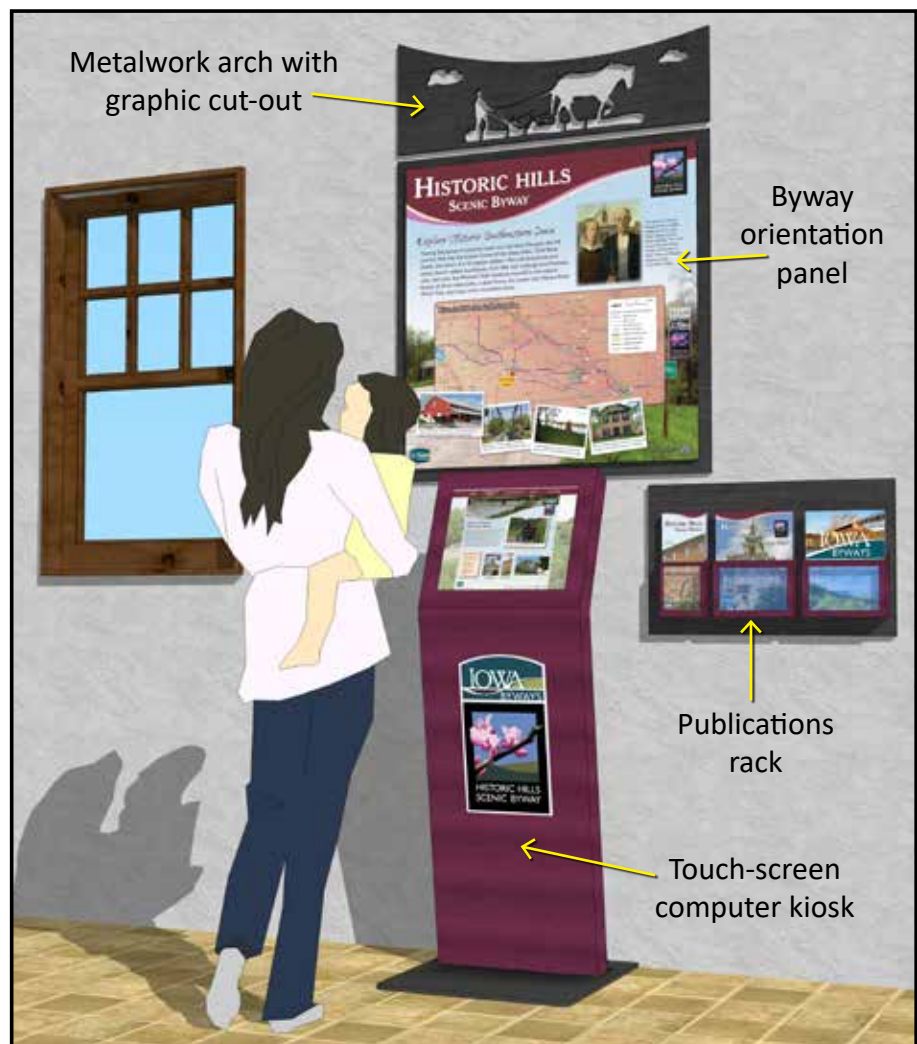
On byways with welcome/visitor centers, the purpose of this indoor exhibit is to make visitors aware of the byway and its attractions, while facilitating impromptu planning. The exhibit also introduces the “byway brand” through its logo and characteristic fonts and colors.

## Design Recommendations

The exhibit will be designed small enough to fit inside welcome centers where space is limited, yet large enough to attract attention.

- The exhibit is topped with sculptural metalwork similar to the experience hub kiosks.
- A large map of the byway placed below the color header introduces the byway and its main attractions. The map panel will provide a short summary of the byway and show a “you are here” symbol. Iconic photos of landscapes and attractions encourage further discovery.

- A rack installed next to the map holds byway brochures and travel guide booklets.
- A durable easy-to-use touch-screen computer kiosk provides digital information about the byway. For a unique perspective, the byway route can be placed over an air photo, and users can press arrows to fly over the landscape and discover more about each attraction as it appears.





**Visitor Center  
Exhibit:  
Concept  
Designs**



# GENERAL BYWAY BROCHURES

Many travelers prefer to use publications to navigate the byway and discover attractions. They are not limited by spotty cell phone coverage or low batteries. They have take-home value and serve as keepsakes of an adventure. They are often shared with others and have a longer life than digital media that pass fleetingly over a screen.

Brochures are a cost-effective marketing tool because they reach casual travelers who are unaware of the byway. A basic byway brochure should stimulate people to access more in-depth information online or at welcome centers. It should be bold and concise with a simple, clean design that highlights significant attractions and other byway media.

## Design Recommendations:

- **Size and folds:** an 11"-by-17" leaflet brochure with 6 panels per side (12 total) is an effective layout for introducing a byway and its resources. A different size was recommended for Iowa Valley (see below).
- **Design elements:** Colors, font styles, and graphic styles should be unified with other byway media.
- **Front Cover:** Needs to be designed to be noticed in a rack with other brochures. An obvious byway title should be visible above the rack holder. A dramatic focal-point photograph that represents the byway encourages readers to open the brochure. The byway logo unifies with other media.
- **Back Cover:** The back cover is an ideal place to include a map of Iowa showing the location of the byway and major roads. Directions and contact information are also important elements.

- **First Reveal:** When the brochure is first opened, another dramatic image draws the eye to a concise and active description of the byway experience.
- **Second Reveal (3 panels):** As the brochure is opened, three adjacent panels will highlight different regions of the byway, or different categories of resources (such as natural, historical, and cultural). A description of the significant byway attractions, complemented by engaging photos, will pique the visitor's interest.
- **Full Reveal Inside (6 panels):** The inside of the brochure features a map with the entire byway route clearly marked. Major roads, communities, scenic byways, and other landmarks are identified. The map could also include a list of primary attractions with corresponding location numbers, similar to the tear-sheet byway maps.



In order to accommodate four regions, it was recommended that the Iowa Valley Scenic Byway brochure be a 14"-by-17" leaflet brochure with 8 panels per side (16 total)

**Front Cover**

Byway name at top      Unified curved header

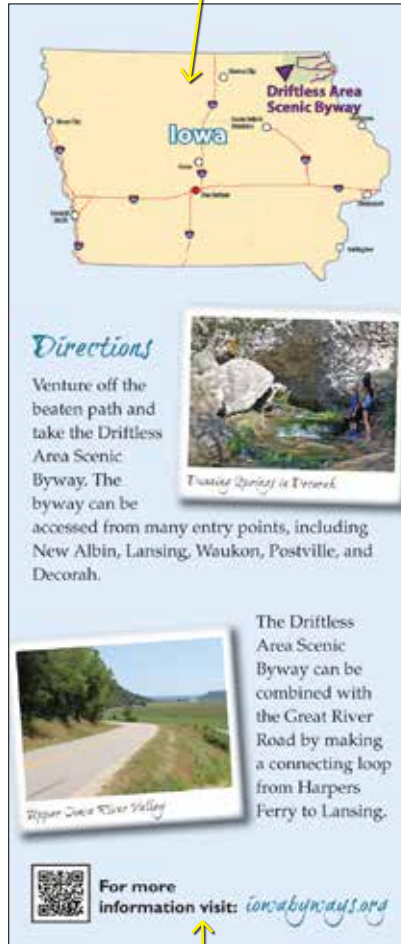


Focal point image

Complete byway logo and website

**Back Cover**

State locator map and access directions



Contact information

**First Reveal**

Focal point image



Interpretive introduction to byway

**Second Reveal**

**Yellow River Region**  
*River Recreation and Small-Town Iowa*

A trip through this region begins in Postville, which bills itself as "Hometown to the World" because of its many immigrant residents.

The route follows the Yellow River and Paint Creek with their abundant canoe access parks and trout-fishing opportunities. Yellow River State Forest is a major attraction, with 14 miles of hiking, biking, and equestrian trails that meander through the Paint Creek valley.

Effigy Mounds National Monument invites exploration of animal-shaped burial mounds.

Harpers Ferry offers the charm of an old river town. Explore history at the Allamakee County Historical Society in Waukon.

**Upper Iowa Region**  
*River Bluffs and Valleys*

A leisurely drive from Waukon to Lansing provides sweeping views of contoured farm fields and forested ridges and valleys.

Lansing is a charming river town. Don't miss Mount Housner, with its commanding views of the Mississippi and Blackhawk Bridge.

Walk among the Fish Farm Native American mounds in New Albin. See the Irois Post that once marked the Iowa-Minnesota border. Watch wildlife in the Mississippi backwaters along Army Road. Then head west to follow the Upper Iowa River and its wide floodplain.

A side trip to Dorchester leads to Waterloo Creek, one of the most pristine cold-water trout streams in Iowa.

**Decorah Region**  
*Experience Many Cultures*

From Highway 76, the byway continues on County A26 and offers scenic views of valleys.

Take a side trip and a step back in time in Highlandville.

Approaching Decorah, stop at the internationally known Seed Savers Exchange to sample heritage fruits and veggies.

In the Norwegian enclave of Decorah, browse through museums and shops and see internet-famous eglers at the fish hatchery. Hike bluff-top trails overlooking the Upper Iowa River in Decorah's many parks.

Connect with northeastern Iowa's cultural history at Fort Atkinson State Preserve and the Czech village of Spillville.

Unified curved header

Different regions interpreted

Snapshot-style photos

List of primary byway attractions with location numbers (not shown)

**Full Reveal**

**Driftless Area Scenic Byway Road Map**

**Legend**

- Driftless Area Scenic Byway
- Alternate route
- Main roads
- Secondary roads
- Streams and lakes
- Public recreation areas
- Incorporated cities
- Iowa state borders
- County borders

Scale: 0 1 2 4 Miles

Regions shown: DECORAH REGION, UPPER IOWA REGION, YELLOW RIVER REGION

Key locations: New Albin, Lansing, Waukon, Decorah, Spillville, Fort Atkinson, Postville, Harpers Ferry, Waterville, Roscoe, Joynoy, Waterloo, Dorchester, HighLandsville, Blair Oaks, Wineshank, Callmar, Oskan, Castana, Postville, Marquette.

Byway logo and contact info: IOWA BYWAYS, DRIFTLESS AREA SCENIC BYWAY, 800.444.4IOWA, www.444iowa.com

Unified curved header

Full byway map

Byway logo and contact info

## DELAWARE CROSSING SCENIC BYWAY

**Directions:**  
The Delaware Crossing Scenic Byway is located about 40 miles west of Delaware in the heart of Delaware County. The south end of the byway can be accessed about U.S. Highway 20 in Delaware or Maryland. The north end can be accessed from Highway 30 in Maryland.

**For more information visit:** [iowabyways.org](http://iowabyways.org)

**Directions:**  
The Delaware Crossing Scenic Byway is located about 40 miles west of Delaware in the heart of Delaware County. The south end of the byway can be accessed about U.S. Highway 20 in Delaware or Maryland. The north end can be accessed from Highway 30 in Maryland.

**For more information visit:** [iowabyways.org](http://iowabyways.org)

**Historic Delaware County**  
The Delaware Crossing Scenic Byway is a 40-mile loop through the heart of Delaware County, Iowa. This region includes the townships of Iowa's most scenic places— a land of fine prairie landfills built strong communities based on shared religious values, a commitment to education, and an allegiance to their state and country.

**For more information visit:** [iowabyways.org](http://iowabyways.org)

## GLACIAL TRAIL SCENIC BYWAY

**Directions:**  
The Glacial Trail Scenic Byway is located 1 hour west of the Iowa Lakes and 1.5 hours northwest of Sioux City. It loops around the townships of O'Brien, Clay, Boone, Tama, and Cherokee counties. The loop can be accessed from state Highway 10.

**For more information visit:** [iowabyways.org](http://iowabyways.org)

**Directions:**  
The Glacial Trail Scenic Byway is located 1 hour west of the Iowa Lakes and 1.5 hours northwest of Sioux City. It loops around the townships of O'Brien, Clay, Boone, Tama, and Cherokee counties. The loop can be accessed from state Highway 10.

**For more information visit:** [iowabyways.org](http://iowabyways.org)

**Northwestern Iowa's Estates**  
The North Glacial Trail Scenic Byway loops through a wide landscape of glacial retreat areas including the Iowa Lakes. The byway experiences the richness of southwestern Iowa's rural towns and rolling prairie at the intersection of four counties.

**For more information visit:** [iowabyways.org](http://iowabyways.org)

## GRANT WOOD SCENIC BYWAY

**Directions:**  
The western end of the Grant Wood Scenic Byway near Sioux City is 20 miles northwest of Cedar Rapids on Highway 174. The eastern gateway at Walnut Grove is 25 miles southwest of Delaware on Highway 15. The Grant Wood Scenic Byway follows the Mississippi River.

**For more information visit:** [iowabyways.org](http://iowabyways.org)

**Directions:**  
The western end of the Grant Wood Scenic Byway near Sioux City is 20 miles northwest of Cedar Rapids on Highway 174. The eastern gateway at Walnut Grove is 25 miles southwest of Delaware on Highway 15. The Grant Wood Scenic Byway follows the Mississippi River.

**For more information visit:** [iowabyways.org](http://iowabyways.org)

**Artistic Inspiration**  
Discover the land that inspired Grant Wood to paint iconic images of the American Midwest. Enjoy the drive through colorful scenes of fields, pastures, and woodlands that stretch rolling hills. On the byway, you'll find picturesque farm towns and scenic views of the Mississippi River that inspired the artist's work.

**For more information visit:** [iowabyways.org](http://iowabyways.org)

## HISTORIC HILLS SCENIC BYWAY

**Directions:**  
The western gateway to the Historic Hills Scenic Byway is at the historic town of Boone Park on Highway 16. The eastern gateway is on Highway 14 at Okoboji. It spans across Boone, Hamilton, and Dickinson counties.

**For more information visit:** [iowabyways.org](http://iowabyways.org)

**Directions:**  
The western gateway to the Historic Hills Scenic Byway is at the historic town of Boone Park on Highway 16. The eastern gateway is on Highway 14 at Okoboji. It spans across Boone, Hamilton, and Dickinson counties.

**For more information visit:** [iowabyways.org](http://iowabyways.org)

**Historic Southwestern Iowa**  
Traveling the Historic Hills Scenic Byway is a journey back in time. Experience the rich heritage, historic architecture of the Iowa Lakes, South Central Bank, and the fine landscape of the Iowa Lakes. The byway is a scenic route through rolling hills, pastures, and woodlands that stretch rolling hills.

**For more information visit:** [iowabyways.org](http://iowabyways.org)

## LINCOLN HIGHWAY HERITAGE BYWAY

**Directions:**  
The Lincoln Highway Heritage Byway spans the state of Iowa from Clinton to Council Bluffs, largely following U.S. Highway 30. It winds through Cedar Rapids, Fort Madison, and Ames. Information centers are located in Pleasant View, Jefferson, and Pleasant View to help you plan your trip.

**For more information visit:** [iowabyways.org](http://iowabyways.org)

**Directions:**  
The Lincoln Highway Heritage Byway spans the state of Iowa from Clinton to Council Bluffs, largely following U.S. Highway 30. It winds through Cedar Rapids, Fort Madison, and Ames. Information centers are located in Pleasant View, Jefferson, and Pleasant View to help you plan your trip.

**For more information visit:** [iowabyways.org](http://iowabyways.org)

**Explore America's First Coast-to-Coast Road**  
The Lincoln Highway was America's first transcontinental road, designed in 1913 from New York to San Francisco. Travel was difficult on the early dirt road. In fact, they were called "dirt roads" and "beating hounds" and were not, as part of the Great Road Movement, early automobile pioneers' dreams of creating a smooth, paved road across the country.

**For more information visit:** [iowabyways.org](http://iowabyways.org)

## LOESS HILLS NATIONAL SCENIC BYWAY

**Directions:**  
The Loess Hills National Scenic Byway can be accessed from many entry points, including in Boone City and Council Bluffs. The main part of the byway is called the spine and is a scenic highway route designed to showcase the Loess Hills. Scenic, large and beautiful roads are a mix of gravel and paved roads.

**For more information visit:** [iowabyways.org](http://iowabyways.org)

**Directions:**  
The Loess Hills National Scenic Byway can be accessed from many entry points, including in Boone City and Council Bluffs. The main part of the byway is called the spine and is a scenic highway route designed to showcase the Loess Hills. Scenic, large and beautiful roads are a mix of gravel and paved roads.

**For more information visit:** [iowabyways.org](http://iowabyways.org)

**Discover the Loess Hills National Scenic Byway**  
The Loess Hills National Scenic Byway is a 220-mile scenic highway route that winds through the Loess Hills. The byway is a scenic route through rolling hills, pastures, and woodlands that stretch rolling hills.

**For more information visit:** [iowabyways.org](http://iowabyways.org)

## RIVER BLUFFS SCENIC BYWAY

**Directions:**  
Based on the river of the state, the Mississippi, Turkey, and Volga. The byway can be accessed from entry points at Marysville and Cambridge on the Mississippi River, Elkhart, Cambridge, and West Union on the Turkey River and Fayette and Adams on the Volga River.

**For more information visit:** [iowabyways.org](http://iowabyways.org)

**Directions:**  
Based on the river of the state, the Mississippi, Turkey, and Volga. The byway can be accessed from entry points at Marysville and Cambridge on the Mississippi River, Elkhart, Cambridge, and West Union on the Turkey River and Fayette and Adams on the Volga River.

**For more information visit:** [iowabyways.org](http://iowabyways.org)

**Majestic Bluffs and Swift Pace Charm**  
The River Bluffs Scenic Byway offers a scenic view of the Mississippi River and the surrounding landscape. The byway is a scenic route through rolling hills, pastures, and woodlands that stretch rolling hills.

**For more information visit:** [iowabyways.org](http://iowabyways.org)

## WESTERN SKIES SCENIC BYWAY

**Directions:**  
The Western Skies Scenic Byway is a scenic route through rolling hills, pastures, and woodlands that stretch rolling hills. The byway is a scenic route through rolling hills, pastures, and woodlands that stretch rolling hills.

**For more information visit:** [iowabyways.org](http://iowabyways.org)

**Directions:**  
The Western Skies Scenic Byway is a scenic route through rolling hills, pastures, and woodlands that stretch rolling hills. The byway is a scenic route through rolling hills, pastures, and woodlands that stretch rolling hills.

**For more information visit:** [iowabyways.org](http://iowabyways.org)

**Take the Road Less Traveled**  
The Western Skies Scenic Byway is a scenic route through rolling hills, pastures, and woodlands that stretch rolling hills. The byway is a scenic route through rolling hills, pastures, and woodlands that stretch rolling hills.

**For more information visit:** [iowabyways.org](http://iowabyways.org)

# BYWAY INTERPRETIVE TRAVEL GUIDES

While the existing *Official Travel Guide to Iowa's Byways* is well-designed and easy to use, its purpose is being a general guide to all of the state's byways. An interpretive travel guide developed specifically for each byway would add greater depth to a traveler's understanding of the byway and enhance wayfinding.

**1. Organize the guide by region and community:** Byway visitors may have limited time, with perhaps only a few hours or a day to explore the route. Organizing the byway guide by regions and major communities will allow visitors to quickly determine where to spend their time.

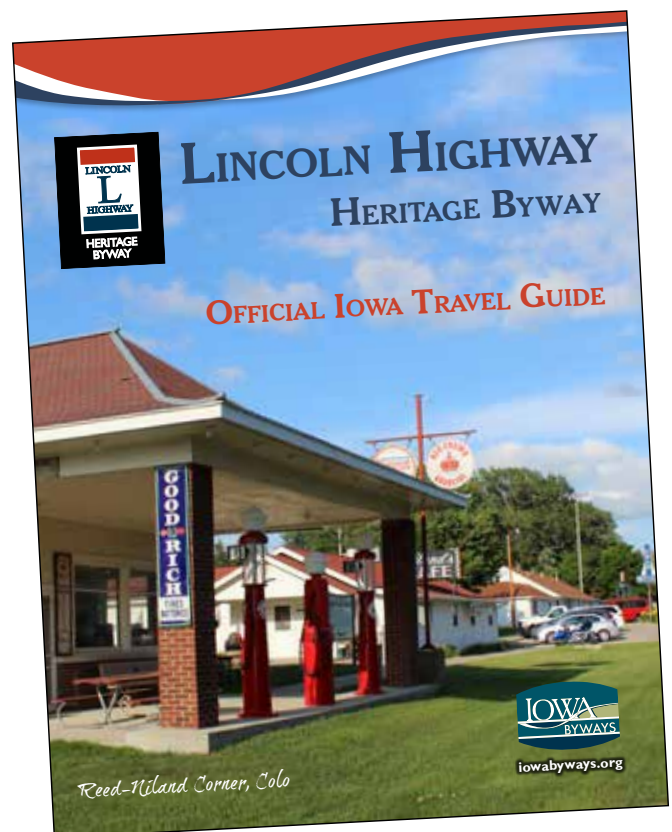
**2. Theme the attractions within the region:** Visitors often have specific interests. Byway attractions within each region can be identified with simple icons that represent the intrinsic qualities: Scenic and Natural; Historic and Archaeological; Cultural; and Recreational. Themed itineraries that address visitor interests would provide focus to their trip-planning.

**3. Include detailed maps of attractions within the region:** Each region and major community should have a map that shows the detailed location of the resources. This would require adding specific roads that lead to each attraction.

**4. Design the guide to be consistent with Iowa Byways design standards:** The design should use the logos, fonts, and colors consistent with those described in this plan and with other interpretive media.

In the travel guide, each region and major community can be developed in the following format:

- An introduction to the region or city that expresses its unique character
- Highlight visitor centers, experience hub kiosks, wayside exhibits, audiovisual tours, and other interpretive media
- Two or more pages (as many as needed) for maps and descriptions of that region's resources
- Concise, lively descriptions of each attraction, with websites and/or phone numbers where visitors can find more information
- Icons that identify each resource's theme or intrinsic quality—core byway experiences should be highlighted
- Strong, focal point photos of key attractions and informal snapshot-style photos of other resources



Region or Attraction  
Category (Natural  
Wonders, Historical  
Treasures)

Detailed map  
with exact  
location of  
resources

Specific community or  
region with interpretive  
description

Unified curved  
header

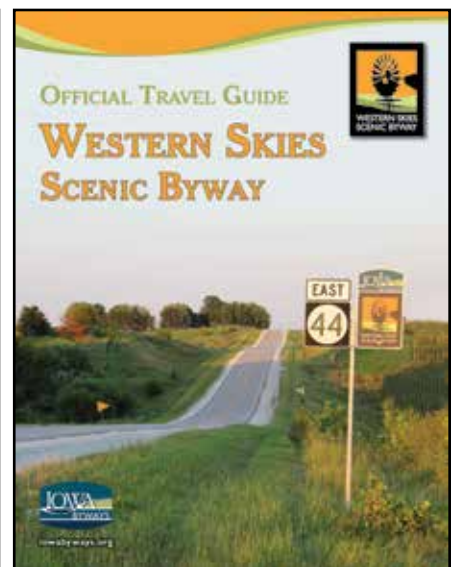
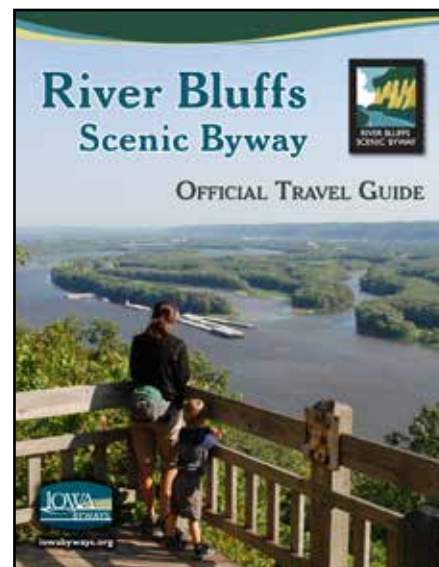
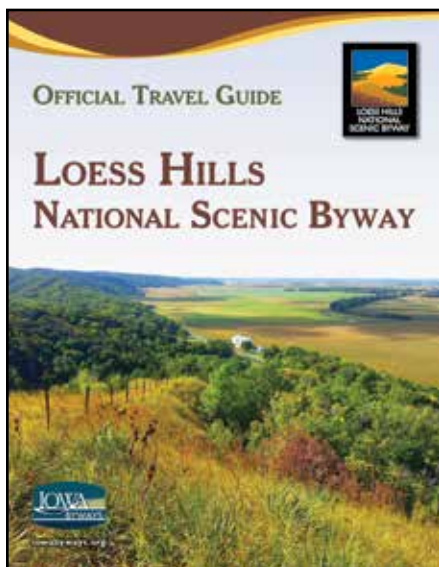
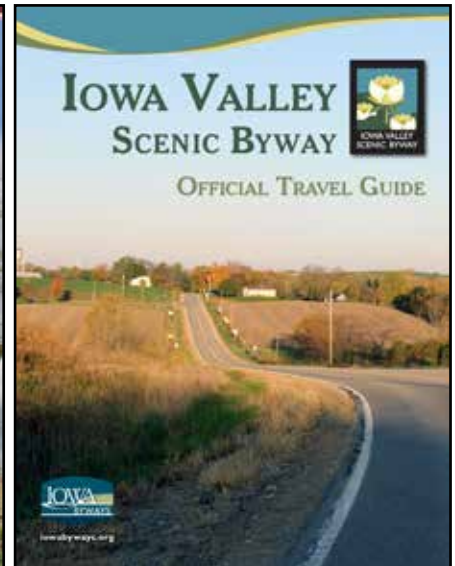
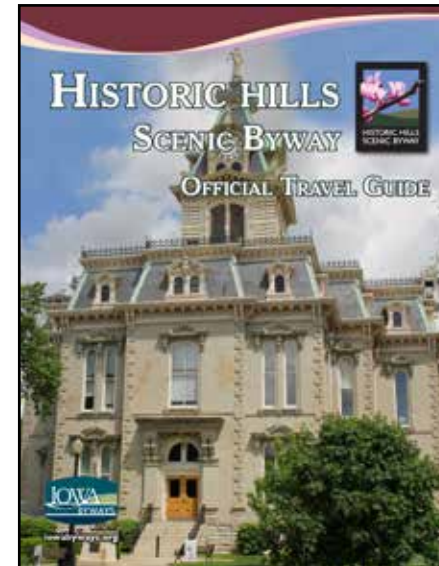
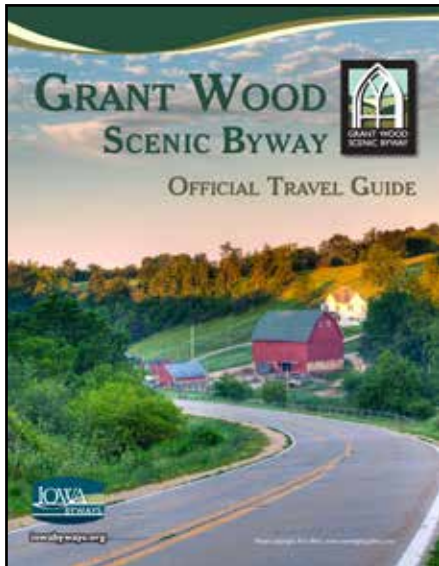
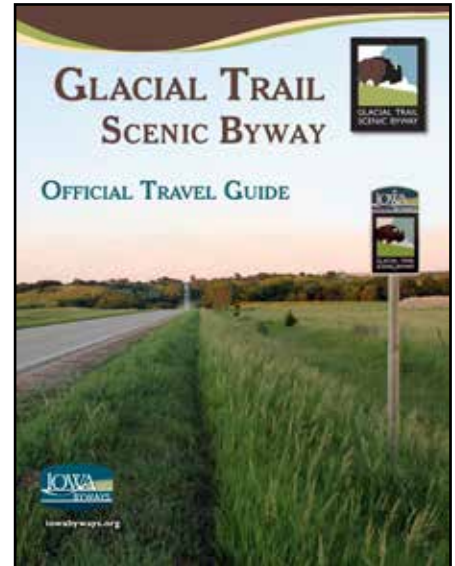
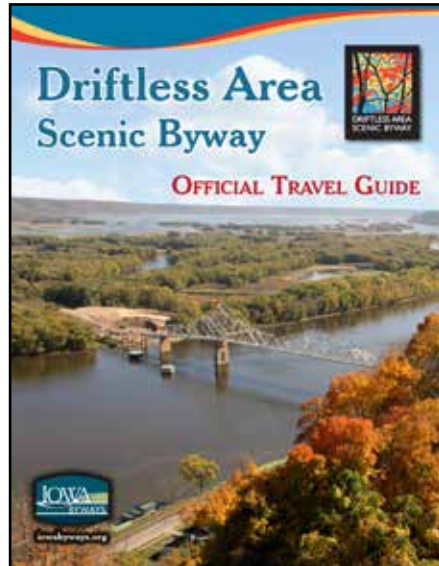
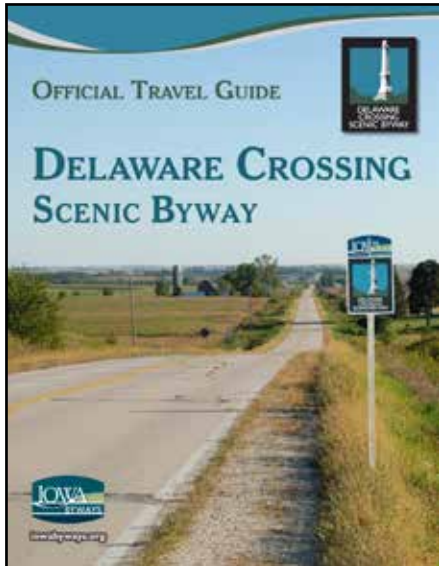
Complete  
byway logo

Snapshot-style photos of  
significant resources

Footer bar

Resources with  
map location  
number, interpretive  
description, contact  
information, and  
thematic interest  
icons

Focal point image



### Historical Treasures

#### Dallas

Discover the rich history of Dallas County

**Local Historic Attractions**

- 1. Dallas County Courthouse
- 2. Dallas County Jail
- 3. Dallas County Jail
- 4. Dallas County Jail
- 5. Dallas County Jail
- 6. Dallas County Jail
- 7. Dallas County Jail
- 8. Dallas County Jail
- 9. Dallas County Jail
- 10. Dallas County Jail

### Cultural Treasures

#### Des Moines Region

Explore the diverse "Des Moines Cultural District"

**Local Historic Attractions**

- 1. Des Moines Art Center
- 2. Des Moines Art Center
- 3. Des Moines Art Center
- 4. Des Moines Art Center
- 5. Des Moines Art Center
- 6. Des Moines Art Center
- 7. Des Moines Art Center
- 8. Des Moines Art Center
- 9. Des Moines Art Center
- 10. Des Moines Art Center

### Historical Treasures

#### Pottawatomie

Discover the history of Clay County's rich past

**Local Historic Attractions**

- 1. Pottawatomie County Courthouse
- 2. Pottawatomie County Jail
- 3. Pottawatomie County Jail
- 4. Pottawatomie County Jail
- 5. Pottawatomie County Jail
- 6. Pottawatomie County Jail
- 7. Pottawatomie County Jail
- 8. Pottawatomie County Jail
- 9. Pottawatomie County Jail
- 10. Pottawatomie County Jail

### Natural Wonders

#### Manitouka

Explore Manitouka's parks and preserves

**Local Historic Attractions**

- 1. Manitouka State Park
- 2. Manitouka State Park
- 3. Manitouka State Park
- 4. Manitouka State Park
- 5. Manitouka State Park
- 6. Manitouka State Park
- 7. Manitouka State Park
- 8. Manitouka State Park
- 9. Manitouka State Park
- 10. Manitouka State Park

### Natural Wonders

#### Des Moines

Explore nature in the heart of the hills

**Local Historic Attractions**

- 1. Des Moines State Park
- 2. Des Moines State Park
- 3. Des Moines State Park
- 4. Des Moines State Park
- 5. Des Moines State Park
- 6. Des Moines State Park
- 7. Des Moines State Park
- 8. Des Moines State Park
- 9. Des Moines State Park
- 10. Des Moines State Park

### Historical Treasures

#### Belle Plaine

Explore Belle Plaine's historic legacy

**Local Historic Attractions**

- 1. Belle Plaine State Park
- 2. Belle Plaine State Park
- 3. Belle Plaine State Park
- 4. Belle Plaine State Park
- 5. Belle Plaine State Park
- 6. Belle Plaine State Park
- 7. Belle Plaine State Park
- 8. Belle Plaine State Park
- 9. Belle Plaine State Park
- 10. Belle Plaine State Park

### Natural & Scenic Attractions

#### Central Dallas Region

Discover the beauty of a World-Class

**Local Historic Attractions**

- 1. Dallas State Park
- 2. Dallas State Park
- 3. Dallas State Park
- 4. Dallas State Park
- 5. Dallas State Park
- 6. Dallas State Park
- 7. Dallas State Park
- 8. Dallas State Park
- 9. Dallas State Park
- 10. Dallas State Park

### Historical Treasures

#### Clarendon

Explore the past at Clarendon's historic sites

**Local Historic Attractions**

- 1. Clarendon State Park
- 2. Clarendon State Park
- 3. Clarendon State Park
- 4. Clarendon State Park
- 5. Clarendon State Park
- 6. Clarendon State Park
- 7. Clarendon State Park
- 8. Clarendon State Park
- 9. Clarendon State Park
- 10. Clarendon State Park

### Tudorbon Area

#### AnneArundel County

Discover the rich history of AnneArundel County

**Local Historic Attractions**

- 1. AnneArundel County Courthouse
- 2. AnneArundel County Jail
- 3. AnneArundel County Jail
- 4. AnneArundel County Jail
- 5. AnneArundel County Jail
- 6. AnneArundel County Jail
- 7. AnneArundel County Jail
- 8. AnneArundel County Jail
- 9. AnneArundel County Jail
- 10. AnneArundel County Jail

Interpretive Travel Guide: Inside Pages Concept Designs

# UNIFIED BYWAY WEBSITES

Iowa byways have an online presence through the statewide byways website (iowabyways.org), which redirects to a Travel Iowa web page focused on the state’s scenic byways (www.traveliowa.com/getinspired/the-scenic-route/12/). While the byway web pages have a clean modern design with some good information, there are some limitations:

- They do not share the unified design standards established for the byways program that would give it a sense of identity (no byway logo or colors).
- Many of the byway attractions are not included in the Travel Iowa database.
- It does not provide links to byway-specific social media sites, such as Facebook.
- It does not provide byway-specific travel options, such as thematic itineraries.

The Iowa Byways website design should be updated to encourage discovery and reflect the unified design standards recommended in this plan. This would include:

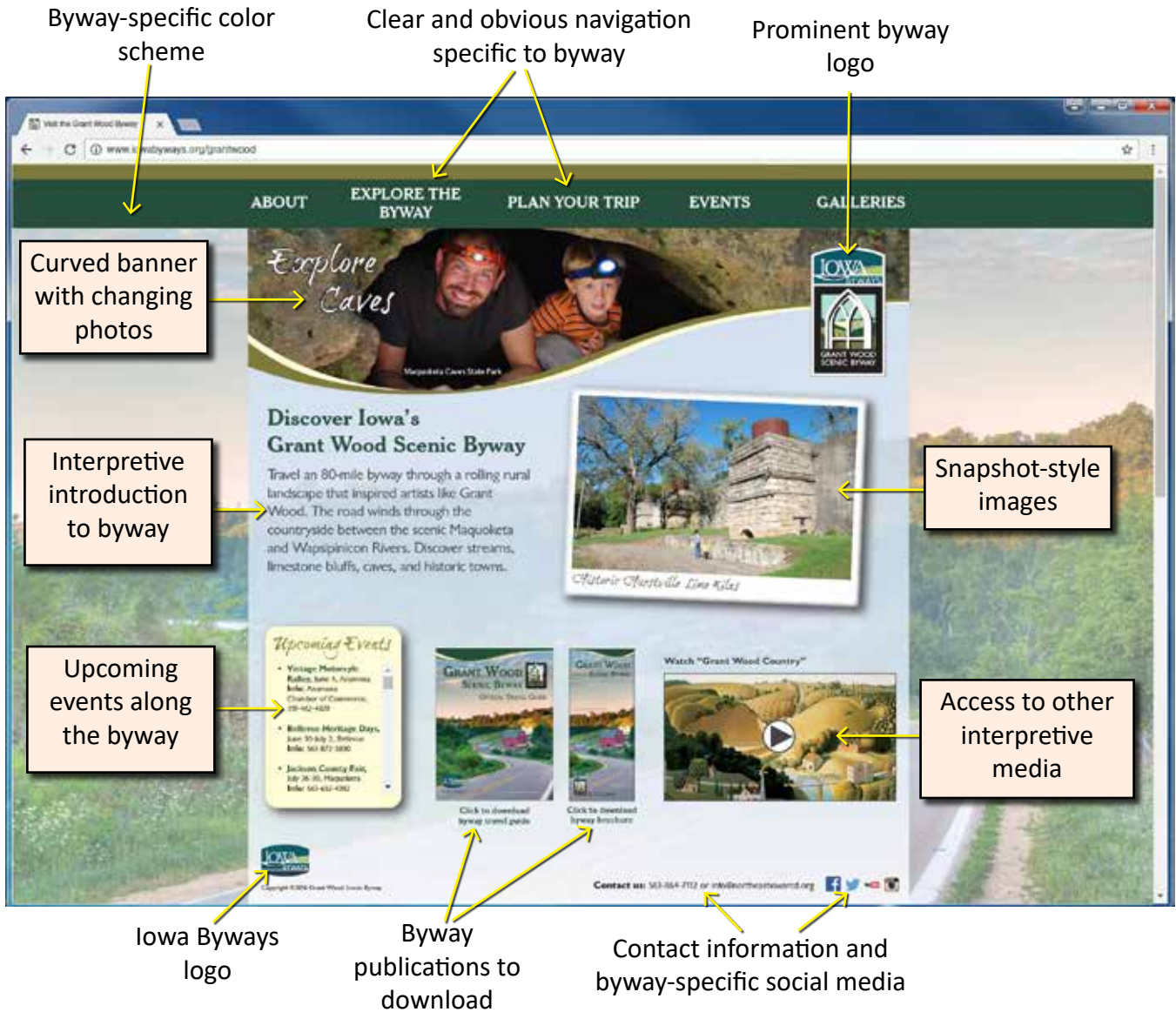
- Unified font styles, colors, and graphic elements (like the curved header) that reinforce the visual identity of all byway media.
- Dramatic and engaging photographs of byway scenery and attractions.
- Banner images on the home page that change every few seconds to showcase the variety of byway resources during the seasons.
- Links to byway-specific social media options on each page to encourage sharing and interaction.

- Contact information on every page so visitors can ask questions.
- Other byway media, such as on-site experience hubs, wayside exhibits, audio tour sites, and brochures, to encourage further investigation.
- Responsive layout and design for viewing on smartphones and other mobile devices.

## Website Navigation Recommendations

The **website navigation** should be specific to the byway and include links to pages that are most important to visitors planning their trip. Main navigation links could include:

- **About**
  - **Overview of Byway**
  - **Byway History**
  - **Byway Advisory Board**
  - **Contact Information**
- **Explore the Byway**
  - **Interactive Map**
  - **Regions and Communities:** Include interpretation for each region and community
  - **Core Attractions:** Include interpretation for each attraction; allow users to add them to a custom itinerary
  - **Historic Attractions**
  - **Cultural Attractions**
  - **Natural and Recreational Attractions**
- **Plan Your Trip**
  - **Interactive Map:** Different icons show the location of attractions along the byway—when a user clicks on an icon,



they see a concise description and photo of the attraction, with a link to a more detailed description—these can be added to a custom itinerary

- **User Itinerary:** Based on selections from map or attractions
- **Suggested Itineraries:** Based on length of time and interests
- **Publications:** Include downloadable brochures, booklets, and maps

- **Events**

- **Calendar of Events:** Can be updated by byway communities
- **Blog/News:** Keep this updated to show that the byway is actively supported

- **Gallery**

- Links to various photo albums and videos showcasing the byway's communities and attractions by category



Byway Website Concept Designs



**Mobile Website Concept Designs**



# AUDIOVISUAL TOURS

Byway travelers are increasingly using mobile devices. Harnessing the power of smartphones and tablets, audiovisual tours combine sound, images, video, text, and interactive components to create rich interpretive experiences. They are ideally suited to byways, providing directions to nearby attractions and offering interpretation during long drives.

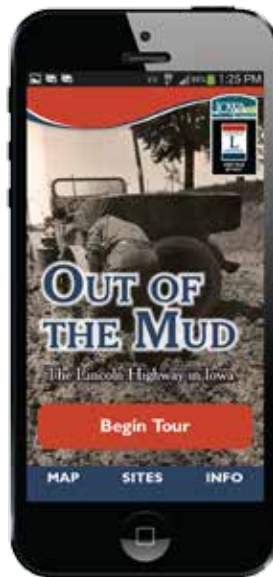
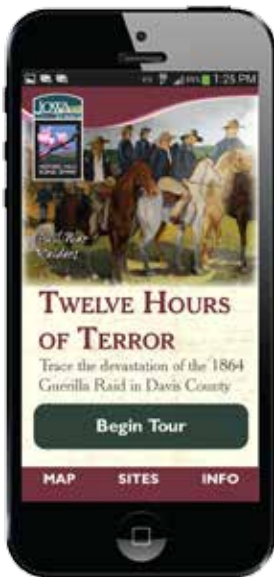
## Recommendations for Audiovisual Tours

- **Set a clear theme for the tour:** This helps in collecting and organizing stories and interviews.
- **Edit the messages down to their essence:** Choose messages that highlight universal concepts, those powerful meanings that we can all relate to such as love, family, tragedy, survival, etc. These are the most compelling stories for visitors.
- **Keep the messages short:** Listeners are distracted by sun, wind, traffic, hunger, or their own travel companions. Short, intriguing stories will hold a visitor's attention for more stops.
- **Record oral histories and interviews:** Authentic voices of people connected to the byway themes add credibility and interest to mobile tours.
- **Incorporate music and sounds that contribute to the ambiance:** Background music and sounds can create an emotional atmosphere that reinforces the authenticity.
- **Create a narrative storyline:** Narrators are able to tell a story in a succinct way and to connect various oral interviews and histories in seamless ways. Alternating between several narrators, like a man's and a woman's voice, reduces monotony and keeps the listener's attention.

## Sharing the Audiovisual Tour

A tour can be presented using many different methods. A combination will reach the broadest audience base.

- **Cell Phone Tour:** A relatively inexpensive option, travelers call into a central phone number, dial in a tour number, and listen to a message. Dynamic, quality audio messages that include concise narration, sound effects, and music should be prioritized.
- **Mobile Tour Website:** To maximize the audience base, a mobile tour website can be created for a relatively inexpensive cost. Web pages specific to each attraction can link to online audio messages (from the cell phone tour), images, and videos. For on-site travelers, a QR code can be added to special tour signs or existing media. As long as they have good cellular service, a user scans a QR code with their mobile device to stream online content or access a web page.
- **Mobile Tour App:** While more expensive to create and maintain, a native tour app allows a great deal of flexibility for presenting an interactive audiovisual tour. Once downloaded, travelers can use the app at any time, providing constant access even in areas with weak cellular service. The user interface can be developed to make full use of a mobile device's features, such as easy swipe controls, maps linked to GPS locations, and automatic video and audio playing.



**Audiovisual Tour  
Concept Designs**



## BYWAY ARTWORK

Art arouses our senses and appeals to our emotions in ways that words cannot. Thoughts and feelings can be conveyed to many ages and learning levels without the filter of language. Themes of the byway can be reinforced and embellished by creative artwork.

### Sculptures

Since sculptures occupy space in much the same way as humans occupy space, we interact with them in a different way than with two-dimensional art. Sculptures are tactile—one can touch them and feel their various textures and forms. Looking at sculptures is a dynamic

activity—the works change as the viewer moves around them or through different seasons and times of day.

Sculptural pieces can be realistic or abstract concepts that express a community's sense of place. They can even be utilitarian, such as a viewing platform, bicycle rack, or drinking fountain.

Life-size human silhouettes made of weathering steel are unique sculptural elements that help personalize a landscape, attract the attention of motorists, and interpret the thematic stories of a byway.

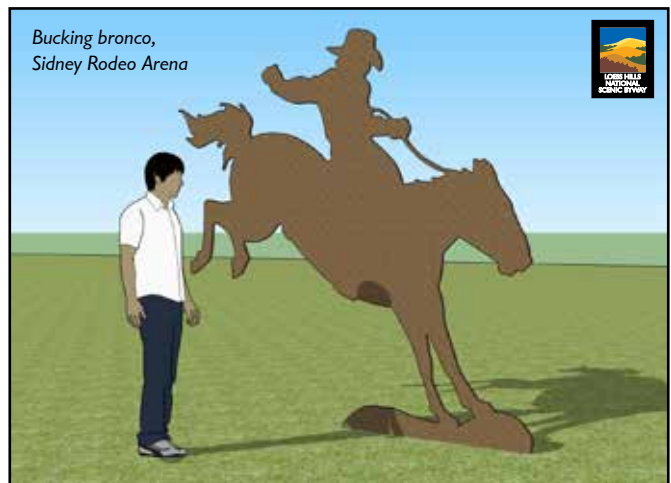
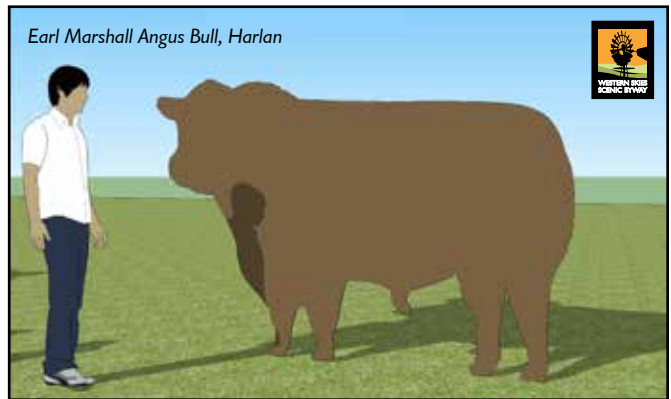
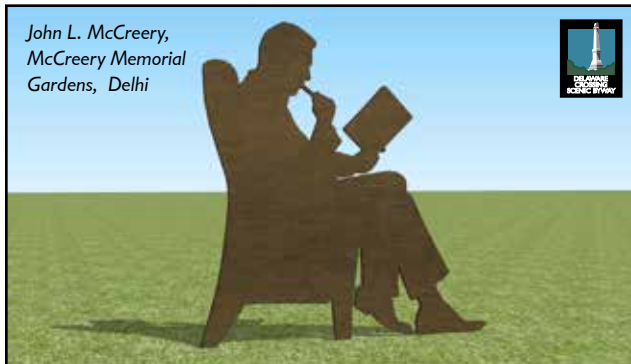


*Gas station attendant, Deep Rock Station, Jefferson*



*Flour mill worker, Motor Mill Historic Site, Elkader*

## Byway Silhouette Sculptures: Concept Designs



## Murals

Murals are media presented on a roadside scale that can be appreciated by travelers even while driving. Effective paintings can capture a visitor's attention, present ideas, and create moods. Murals can make the past come alive or give a visitor insight into a community's personality.

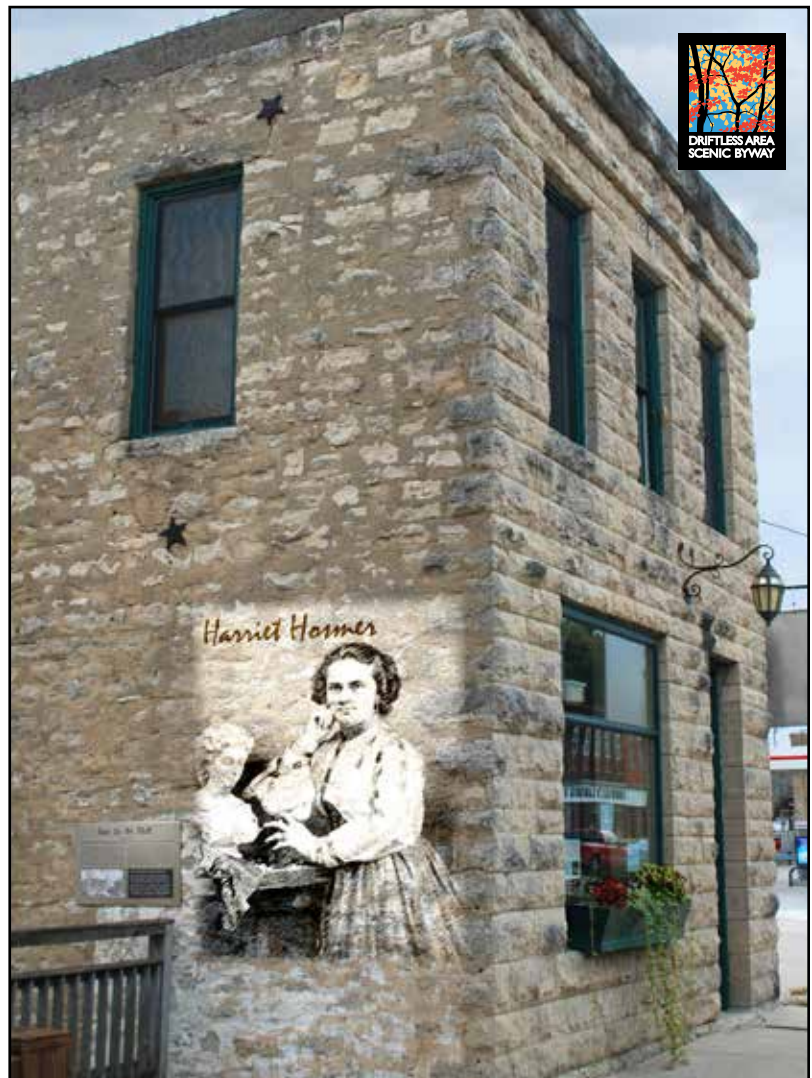
Murals are a good method for focusing attention on events that most people may not be able to experience personally. Historic events such as a steam locomotive pulling into a station, the bustling activities at harvest time, or a prairie in bloom can be dramatically represented on a mural.

Many byway communities have buildings with rough, windowless walls that were exposed when an adjacent building was razed. These blank surfaces are the perfect canvas to create artistic expressions of the community's sense of place and pride.

The Walldogs, an organization that began in Iowa, specializes in creating murals. A community can host a Walldog Festival, where artists converge and paint murals reflecting the town's history.

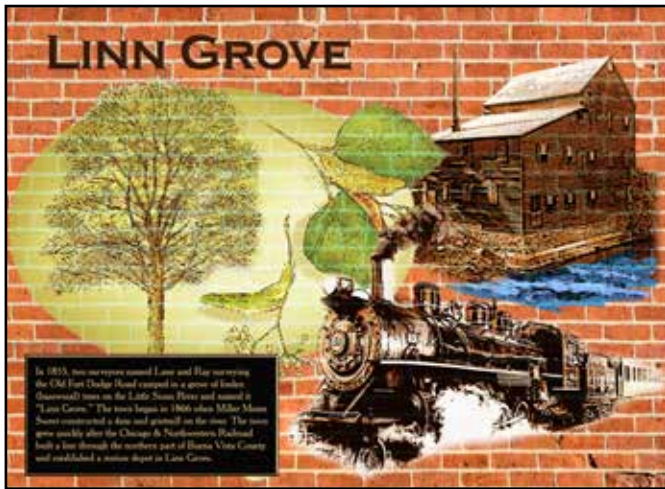


*Existing Lincoln Highway mural in Belle Plaine, Iowa*



*Harriet Hosmer mural concept design, Lansing, Iowa*

## Byway Murals: Concept Designs



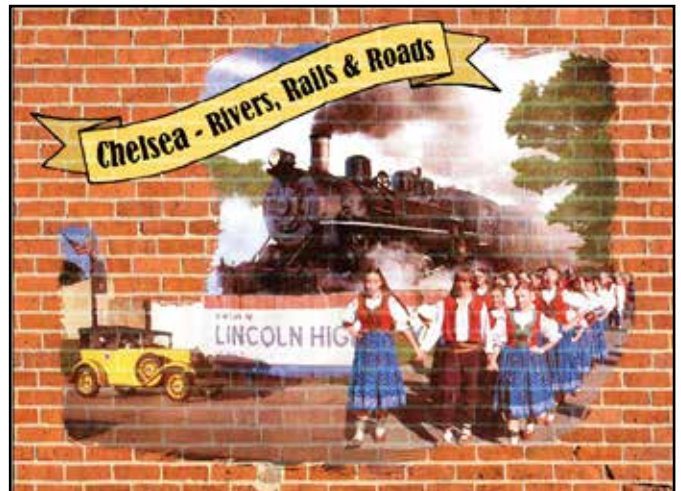
Linn Grove, Iowa



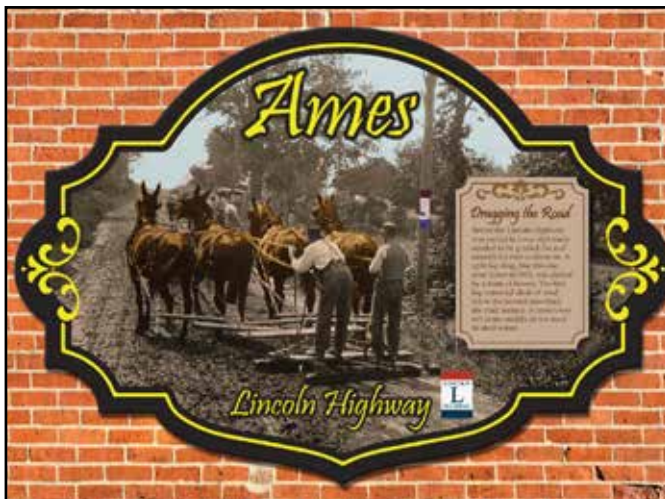
Wyoming, Iowa



Bonaparte, Iowa



Chelsea, Iowa



Ames, Iowa



Elkader, Iowa

# IOWA BYWAYS JUNIOR EXPLORER PROGRAM

Families and multi-generational groups are a significant potential audience for Iowa Byways. Activities that encourage adults and children to engage in meaningful experiences together can create lifelong memories. Similar to the Junior Ranger programs found in many parks, an Iowa Byways Junior Explorer program would be an activity-based experience with the purpose of encouraging families to explore the state's scenic byways.

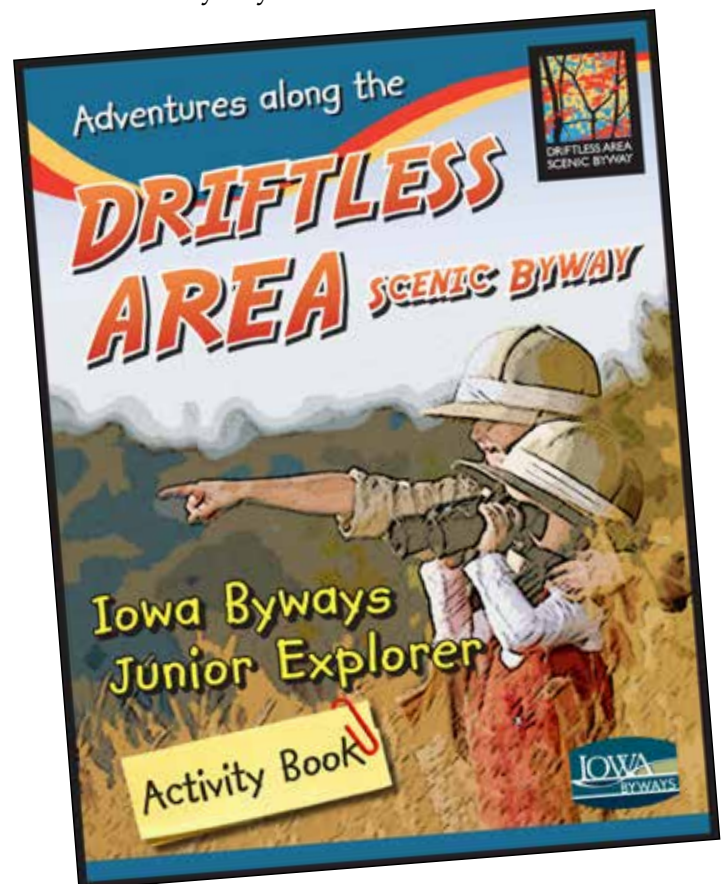
Each byway would develop a kid-friendly activity guide that reveals the stories and resources along its route. The activities would be completed while traveling the byway. The guides would be made available at key staffed locations along the byway, such as information centers and major attractions.

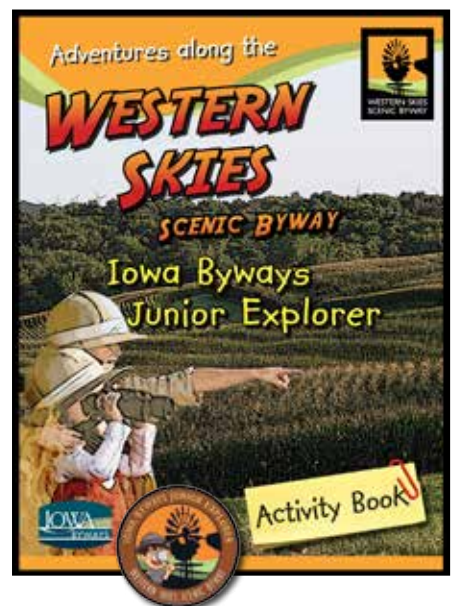
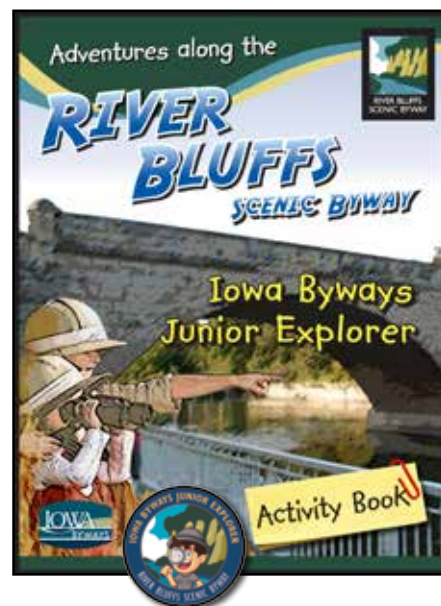
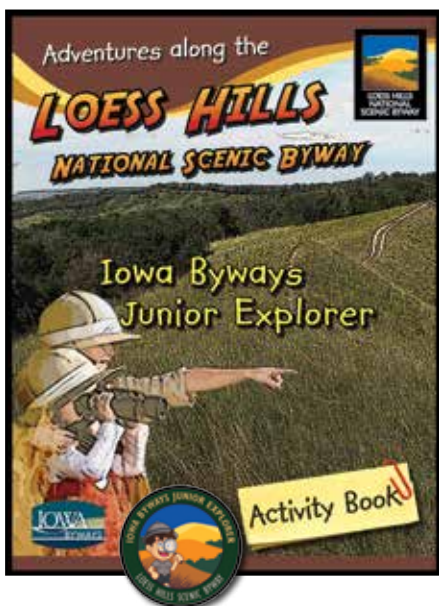
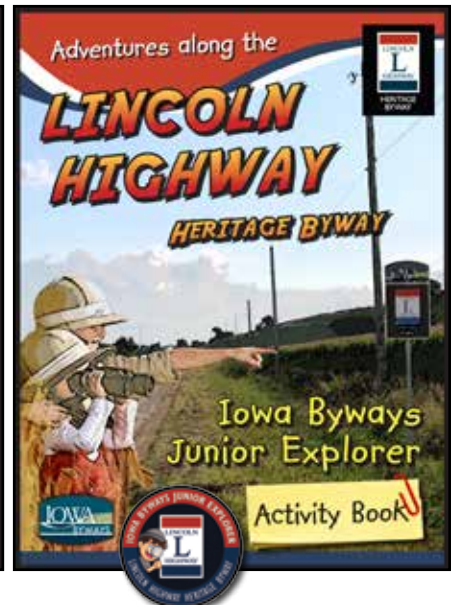
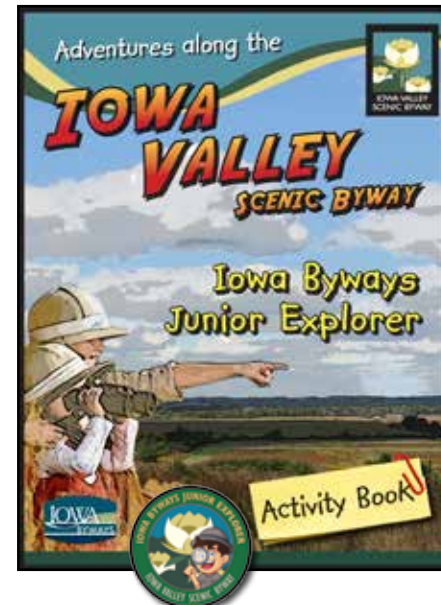
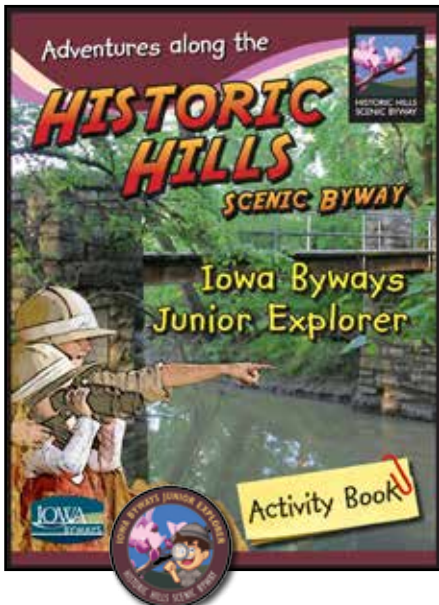
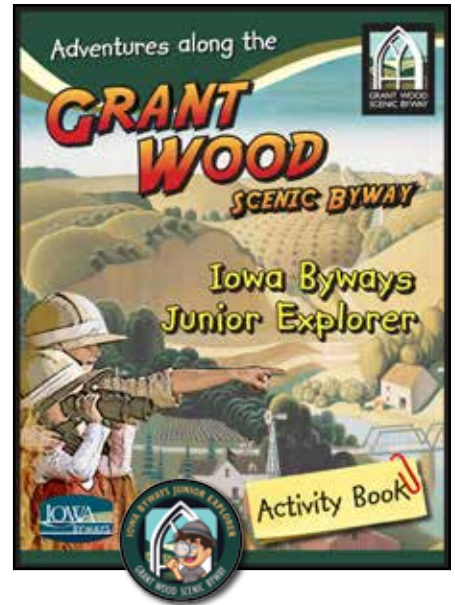
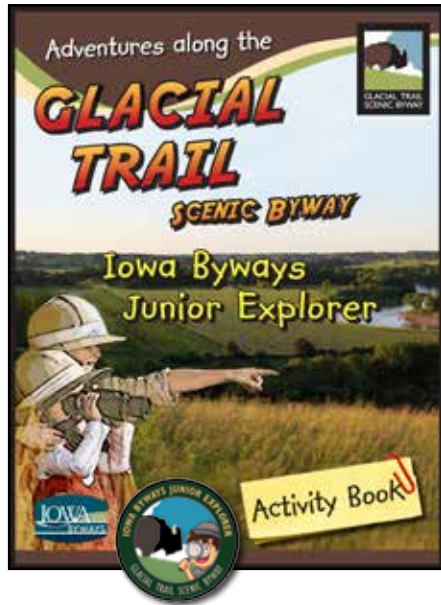
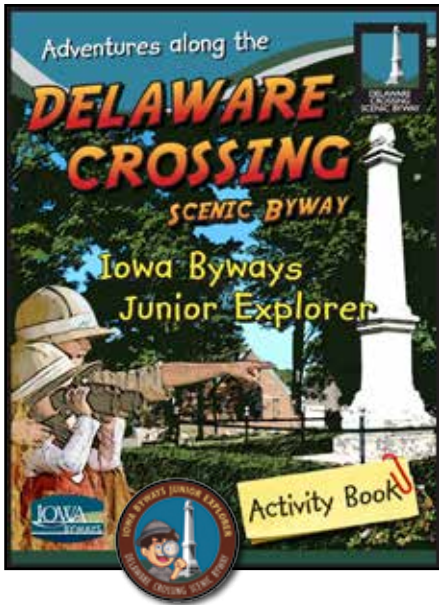
When children—with the help of parents or guardians—complete a certain number of activities, they return to a designated information center, where a representative would look over the activities and talk to the children about what they learned. The children would then take an oath, promising to continue exploring the state's scenic byways, respect and protect the resources, and share their experience with others. The children would receive a unique patch (or other reward) declaring them an official Iowa Byways Junior Explorer for that byway.

The guides would be filled with fun games, puzzles, and coloring pages that entice families to discover the byway. Some ideas include:

- A travel bingo game that encourages families to look for interesting features and road signs along the byway

- A scavenger hunt that encourages the family to get out of the car and explore a natural or historic site.
- Stories and artwork created by children who live along the byway that describe their daily experiences.
- Coloring pages depicting scenes along the byway.
- Crossword puzzle or word search with byway-specific terms.
- Dot-to-dot puzzles of resources
- Mazes that follow rivers, trails, roads, or other byway resources





# IOWA BYWAYS PASSPORT PROGRAM

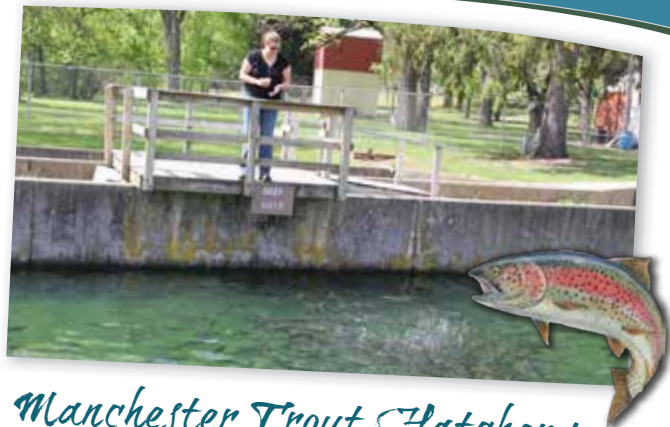
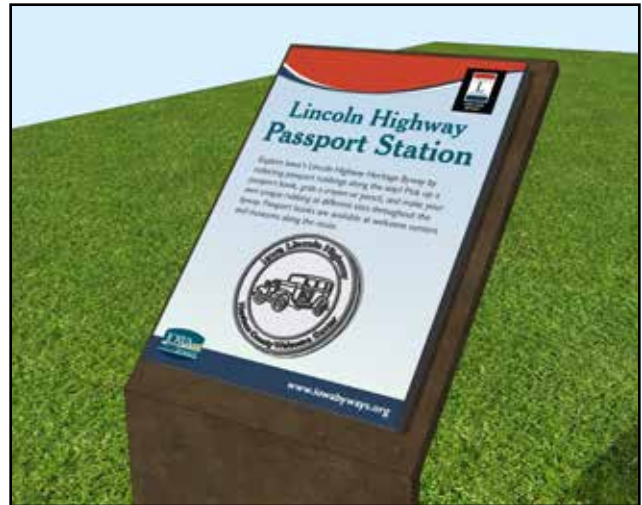
An Iowa Byways passport program encourages families and other traveler groups to explore resources along each byway. Adults and children alike are engaged in a scavenger hunt to fill up a passport booklet with unique stamps. The booklet has take-home value, as each stamp represents a memory from the trip.

## Passport Stations

A unique stamp design developed for each attraction would reward travelers for their effort. Ideally, stamps would be located at attractions where staff or volunteers are available to watch over the stations and answer questions. However, self-service passport stations could also be developed for unstaffed areas or sites with limited hours. One durable option is to mount circular metal plaques with raised lines on outdoor panels. Travelers can put a booklet page or piece of paper over the plaque and use a crayon or pencil to make a unique rubbing.

## Passport Booklets

A passport booklet can be developed for each byway that features the different passport station sites along the route. This serves as a unique interpretive opportunity. It would be written in concise, personal, family-friendly language that reveals the stories of byway attractions and resources. Each page would have a blank circular area for the stamp. The booklet should follow the same unified design standards as other media, although a more cost effective black-and-white version could be an option.



## Manchester Trout Hatchery

Feed thousands of splashing trout in the rearing ponds of this historic fish hatchery. Take a self-guided tour and see how trout are raised. Then cross a swinging suspension bridge and walk to the banks of a cold, clear stream to glimpse streaking shadows of trout.

Address: 22693 205th Ave.  
Manchester, IA 52057

Hours: 8 a.m. to 4:30 p.m. daily

Cost: Free

Phone: (563) 927-3276

Web: [www.iowadnr.gov/About-DNR/  
DNR-Staff-Offices/Fish-Hatcheries](http://www.iowadnr.gov/About-DNR/DNR-Staff-Offices/Fish-Hatcheries)





### Seed Savers Exchange

A rainbow of flowers, honking geese, white cows, and seeds, seeds everywhere! Seed Savers Exchange is a place where people save and share special seeds to grow flowers and vegetables. Visit the Heritage Farm to see animals and gardens, walk trails, taste apples, and learn more at the Visitors Center.

Address: 3074 North Wynn Rd  
Decorah, IA 52001

Hours: Mar-May: 10am-5pm daily  
Nov-Dec 20: 10am-5pm, Th-Sun  
Dec 21-Feb 26: Closed

Admission: Free  
Phone: (563) 382-4104  
Web: www.seedsavers.org



14



### Prairie Heritage Center

Travel back to the pioneer days by clambering inside the settler's wagon. Watch live bison graze on the prairie. After you explore the indoor exhibits, take a hike on trails that meander through tallgrass prairie and oak savannas.

Address: 4011 Fallow Ave.  
Petersburg, IA 51047  
Hours: 9 a.m. to 4 p.m. Wednesday-Friday  
1 to 4 p.m. Saturday and Sunday  
Cost: Free  
Phone: 712-265-7200  
Web: prairieheritagecenter.org



13



### Hurstville Interpretive Center

This is a perfect family stop along the byway! Play in the natural playground, dash through a prairie maze, catch frogs and insects, and splash in the ponds. The nature center has restrooms and lots of kids-friendly exhibits to explore, including puzzles, a model train, and living bee hive.

Address: 18670 63rd Street  
Mapletoft, IA 52060

Hours: Mon-Fri: 9am-4pm  
Sat-Sun: Jan-Mar: Closed  
Apr-Oct: 9am-5pm  
Nov-Dec: Noon-4pm

Phone: (563) 652-1783  
Web: www.iowacountyparks.com/county/Jackson/  
Park/Hurstville-Interpretive-Center.aspx



12



### Jarvisville Farm

Get out of the car and have some fun in the large family play area of this fifth-generation working farm. In fall, pick your own pumpkin, find your way out of a corn maze, and take a ride on a horse-drawn wagon. When you get hungry, sample locally grown produce in the retail barn and eat at The Pitchfork Cafe.

Address: 1877 Highway 2  
Charwell, IA 52625

Hours: 9 a.m. to 5 p.m. Monday-Friday  
11 a.m. to 4 p.m. Sunday  
May through September  
Weekends in spring and fall  
Cost: Children, \$5 in summer; \$7 in fall.  
Adults and children under 2, free

Phone: (319) 470-1168  
Web: www.jarvisvillefarm.com



14



### Mini-Americana Barn Museum

Explore the incredible detail of miniature barns and rural towns at this kid-sized museum. Henry Moore, a retired farmer, built over 200 buildings that preserve the nostalgia of rural America, including an Amana village. It is the largest known collection of miniature replicas built by one man.

Address: 413 P St.  
South Amana, IA 52384

Hours: 9 a.m. to 5 p.m. daily,  
April through October

Cost: Adults, \$3.50; Teens, \$1.75  
Children, \$1.25; Under 5, free

Phone: (319) 622-3058  
Web: www.barnmuseum.com



12



### Harrison County Historical Village & Welcome Center

Discover the Lincoln Highway story! Get a bird's-eye view of the road and the Boyer River Valley from an overlook. Walk on different road paving materials. Touch an actual 1928 Lincoln Highway marker. And play in a Lincoln Highway inspired playground.

Address: 2931 Monroe Ave.  
Missouri Valley, IA 51555

Phone: (712) 842-2114

Welcome Center Hours:  
9 a.m. - 5 p.m., Monday-Saturday  
Noon - 5 p.m., Sunday



17



### Dorothy Peccaut Nature Center

Discover the natural forces that created the Loess Hills through interactive exhibits. Use your imagination as you play in the Discover Forest Nature Playscape. Watch feeding time for the live raptors. Hike the trails through the woods and to prairie overlooks.

Address: 4500 Sioux River Road  
Sioux City, IA 51109

Hours: 9 a.m. to 4:30 p.m. Tuesday-Saturday  
1 to 4:30 p.m. Sunday  
Cost: Free

Phone: (712) 258-0838  
Web: www.iowacountyparks.org/  
dorothy-peccaut-nature-center/



12



### Osborne Conservation Center

This is a perfect family stop along the byway! Play in the natural playground and butterfly garden, check out the nature center exhibits, visit wolves and bears in the Native Wildlife Exhibit, and explore trains and old buildings in historic Osborne. The Welcome Center has restrooms and a gift shop.

Address: 29662 Osborne Rd  
Elkader, IA 52041

Hours: Mon-Sat: 9am-4pm  
Sun: 10am-4pm

Admission: Free  
Phone: (563) 245-1516  
Web: www.claytoncountyconservation.org



12



### Danish Windmill

Tour the only authentic operating Danish windmill in the United States. Built in 1948 in Denmark, the mill was used to grind grain into flour. It was relocated here in the 1970s. Climb the stairs into the 60-foot tower to see the blades circle around.

Address: 4038 Main St  
Elkader, IA 52041

Hours: 9 a.m. to 5 p.m. Monday-Saturday  
10am to 5pm, Sunday  
Cost: Free

Phone: (712) 744-7472  
Web: www.danishwindmill.com



12

# MEDIA COST ESTIMATES

These cost estimates were developed in 2018 based on quotes from multiple companies. They include research, design, and fabrication/printing. The estimates are listed as broad

ranges and should be used only for the purposes of planning and fundraising. Actual prices will vary considerably based on the specifics of each project.

Media Type	Rationale	Cost Estimate
Experience hubs	Highly visible way to orient travelers to regional attractions. Cost-effective where attractions are not routinely staffed.	4 HPL panels, metalwork with cutouts, timbers \$10,000–\$15,000 each \$15,000–\$20,000 with limestone base
Two-panel kiosks	Half-version of experience hub: introduces travelers to the byway, a community or specific resources.	2 HPL panels, metalwork with cutouts, timbers \$5,000–\$6,000 each
Wayside exhibits	Best way to communicate must-tell stories at significant sites along the byway where no other tools are available.	HPL panels, steel supports with cutouts Full-size (2'x3' panel): \$3,000–\$3,500 each Secondary size (11"x14" panel): \$1,000–\$1,500 each Audio units: \$1,500–\$2,000 each
Welcome/visitor center touch-screen computer kiosk exhibits	Valuable in alerting travelers to the byway's existence and for trip-planning; small size appropriate for existing centers.	Wall-mounted panel, metalwork, touchscreen computer, kiosk, programming: \$15,000–\$25,000
General byway brochure	Small publication that can be widely distributed to promote awareness of the byway.	\$1,500–\$2,000 per 10,000 copies (11"x17" size, full-color)
Interpretive travel guide booklet	A physical method for visitors to navigate the byway and discover its stories; not dependent on cellular service.	\$11,000–\$15,000 per 10,000 booklets (92 pages, 8.5"x11" size, full-color)
Unified byway websites	Essential planning tool that reaches a large audience; is easily updated.	\$10,000–\$25,000 for development plus monthly hosting/maintenance.
Audiovisual tours	Ideal tools for incorporating sound and visuals to make stories come alive; convenient, easy to use, and encourage interaction.	\$8,000–\$50,000 for development plus monthly hosting/maintenance (\$200–\$500/month)
Byway artwork	Highly visible way to focus attention on a significant story or event on a roadside scale.	Highly variable based on type and artist Steel silhouette statue: \$1,500/each average Wall mural: \$10–\$35/sq. ft. average
Iowa Byways Junior Explorer booklets and patches	Keeps families engaged in the byway's interpretive themes and encourages discovery.	Booklets: \$5,000–\$8,000 per 10,000 (30 pages, 8.5"x11" size, full-color) Patch: \$250–\$300 per 300 pieces (3"-diameter)
Iowa Byways passport stations and booklets	Provides motivation to visit specific sites along the byway and has take-home value.	Metal Passport Plaques: \$50–\$75 each Panel (10"x7") and metal support: \$500–\$700 each Booklet: \$5,000–\$8,000 per 10,000 booklets (40 pages, 6"x6" size, full-color)

## NEXT STEPS

### 1. Develop official interpretive media design standards

The Iowa Byways program should work with a professional graphic design firm to develop an official set of design specifications for interpretive media. This ensures that media developed for each individual byway conforms to statewide standards, reinforcing the Iowa Byways branding. While general recommendations for unified colors, fonts, and design elements have been provided in this plan to serve as a foundation, a professional designer can create specific design guidelines and templates for each type of media (print and electronic) based on the needs of the byway program. Sample standards used to develop the concept wayside exhibit panels are included in the tint box to the right.

### 2. Determine interpretive media development and funding priorities

Iowa Byways should prioritize the recommended interpretive media developments, and determine which can be funded locally and which should be supported through the statewide program.

Each byway will have its own media development priorities based on funding opportunities, existing partnerships, and specific needs. Byway boards should use the plan as a basis to determine development priorities and plans of action. Each byway's plan is designed to serve as a fundraising tool with full-color concept renderings, concise descriptions, and development justification.

From a statewide perspective, the Iowa Byways program should develop interpretive media priorities for the byways as a whole, providing

### Concept Wayside Exhibit: Unified Design Standards

The following specifications were used when designing concept wayside exhibit panels as part of the interpretive master planning project:

- Header: Curved header with byway-specific color palette; byway logo in upper-right
- Title (in header): BrushTip Travis, 160 pt., white
- Drop cap (main message): BrushTip Travis, 150 pt., byway-specific color
- Main message: Garrison Sans, 48 pt., black
- Sub-headings: BrushTip Travis, 52 pt., byway-specific color
- Secondary messages: Garrison Sans, 32 pt., black
- Image captions: Garrison Sans Italic, 24 pt., black
- Quotes: BrushTip Travis, 42 pt., byway-specific color
- Background: Light blue gradient with thematic image
- Footer bar: Byway-specific color palette; Iowa Byways logo in lower left; QR code and Iowa Byways website in lower right

support and funding to create a unified system. For example, the statewide program could provide base funding for the development and installation of one experience hub along each byway, with the idea that specific byways would find local funding to support additional hubs.

On October 11, 2017, Schmeckle Reserve Interpreters presented a summary of the interpretive master planning project at the Iowa Byways Sustainability Team meeting in Ames,

which included byway leaders from all of the state’s byways. As part of the presentation, the team facilitated a media prioritization activity. Participants used stickers to rank the various interpretive media options based on what they felt the priorities were for their individual byways and for the statewide byway program as a whole. The results were organized into priority lists below based on the number of sticker votes. This can be used as a starting point for discussion.

## **Interpretive Media Priorities: October 11, 2017**

### **Individual Byway Priorities**

1. Experience Hubs (27 votes)
2. Wayside Exhibits (18 votes)
3. General Brochures (13 votes)
4. Scenic Overlooks/Development Sites (12 votes)
5. Audiovisual Tours (9 votes)
5. Byway Junior Explorer Program (9 votes)
6. Artwork: Sculptures (7 votes)
6. Welcome Center Exhibits (7 votes)
7. Travel Guides (6 votes)
7. Artwork: Murals (6 votes)
8. Passport Program (5 votes)
9. Thematic Play Areas (4 votes)
9. Other: Revenue (4 votes)
10. Unified Websites (3 votes)

### **Statewide Byway Priorities**

1. Experience Hubs (23 votes)
2. Other: Photography (19 votes)
3. Travel Guides (17 votes)
3. Unified Websites (17 votes)
4. Wayside Exhibits (16 votes)
5. Byway Junior Explorer Program (8 votes)
6. Scenic Overlooks/Development Sites (7 votes)
6. General Brochures (7 votes)
7. Welcome Center Exhibits (6 votes)
8. Passport Program (3 votes)
9. Thematic Play Areas (2 votes)
9. Other: Revenue (2 votes)
10. Artwork: Murals (1 vote)
10. Artwork: Sculptures (1 vote)
10. Other: Design (1 vote)
11. Audiovisual Tours (0 votes)

### 3. Create a centralized process for coordinating and approving byway media designs

The Iowa Byways program should designate a central office with the responsibility of reviewing and approving byway media design prior to printing or fabrication. This would include any printed or digital media that uses the Iowa Byways branding.

Currently, a number of individual byways have started using the conceptual designs from the interpretive master plans to create wayside exhibits, publications, and other media. While this is definitely a step in the right direction, there is no current oversight of the designs to ensure consistency and uniformity. Each byway's design is a bit different than the others, which results in a patchwork of styles that reduces the impact of the byways brand.

A designated office at the state level would ensure consistency among interpretive media design. All media that an individual byway develops would need to be submitted to the office for review prior to fabrication or publishing. In order to represent the Iowa Byways program and be eligible for state funding, the established media design standards must be followed. After reviewing the designs, the office would either approve the media for publishing or provide a list of changes. Variations to standardized media designs would need approval from the central office.

Iowa Byways leaders should determine the best means of developing a centralized review process that would ensure consistency while being efficient and supportive. One option is housing this process within Iowa DOT, which coordinates the statewide byway program. Another option is selecting one of the RC&D councils that may have specialization in graphic design to coordinate.

### 4. Identify a list of approved vendors for interpretive media fabrication

To streamline the process of interpretive media fabrication and printing, the Iowa Byways program should identify approved vendors that byways can work with. The vendors would be selected based on the durability of materials and the cost. By choosing the same vendor for multiple projects, costs can often be reduced. This also limits the point of contact for any issues that arise in the future.

The following vendors were recommended and used for the byway CIG wayside exhibits:

#### **Metal supports and frames**

Barking Dog Exhibits, Ruth Risler  
715-214-5862  
[www.bdexhibits.com](http://www.bdexhibits.com)

#### **High-pressure laminate sign panels**

iZone Imaging, Jennifer Muniz  
888-464-9663  
[www.izoneimaging.com](http://www.izoneimaging.com)

### 5. Market and promote byway interpretive media

As interpretive media opportunities are developed, they should be marketed and promoted along each individual byway and statewide. These are significant elements of a byway experience, and can be used to generate a great deal of interest in the region. They also highlight partnerships between the state, RC&D councils, communities, organizations, businesses, and others. Successful interpretive projects are often a catalyst to garnering support and resources for future projects.