

CITY OF MUSCATINE



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STRENGTHENING COMMUNITY IDENTITY WITH SIGNAGE

New Wayfinding signs begin to transform navigation in Muscatine for residents, visitors

MUSCATINE, Iowa – Muscatine residents and visitors will notice exciting new additions to city streets and sidewalks as the first phase of the City of Muscatine’s comprehensive Wayfinding Program begins to take shape. This initiative marks a significant investment in enhancing navigation, boosting the visitor experience, and supporting local businesses, parks, and cultural attractions.

“City leaders are committed to enhancing and improving the vitality of our community core and gateway areas to support a thriving economy, vibrant neighborhoods,



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and a high quality of life,” said City Administrator Matt Mardesen. “The Wayfinding Program is a key City Council priority for building a safe and vibrant community.”

The first round of installations includes consistent, visually distinctive signage for motorists, pedestrians, and public parking areas. These signs are designed to help people easily find key destinations, identify districts, and orient themselves across the city. Each sign reflects Muscatine’s unique character, incorporating nature-inspired themes that align with the city’s “River and Nature” brand.

Key Benefits of the Wayfinding Program:

- **Improved Navigation:** Clear and intuitive signage will make it easier for drivers, cyclists, and pedestrians to access major destinations, city services, and cultural landmarks.
- **Stronger Community Identity:** A cohesive design enhances the city’s aesthetic appeal while showcasing what makes Muscatine special.
- **Economic Support:** By directing people to shopping, dining, and entertainment areas, wayfinding helps drive foot traffic to local businesses.
- **Enhanced Visitor Experience:** Visitors can confidently explore Muscatine, which encourages longer stays and return visits.



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Initial signs are now visible in Downtown Muscatine and near key gateways to the city. Additional signage will be installed citywide in phases over the next several years.

The program was developed with guidance from Corbin Design, a nationally recognized wayfinding consultant. In January 2023, the City of Muscatine contracted with Corbin to create a Wayfinding Master Plan focused on improving citywide navigation and supporting economic development. The final plan was adopted by the Muscatine City Council in January 2024.

Titled "**Direction in Motion**," the program includes:

- Monument and gateway signs welcoming travelers to Muscatine;
- Directional signage linking parks, cultural institutions, and business districts;
- Enhanced visibility for key neighborhoods and amenities for those traveling by car, bike, or on foot.



Implementation officially began in June 2024 when the City Council approved a \$243,204 contract with Geograph Industries for the fabrication and installation of signs. The first major signs include two monument markers along Highway 61 at the north and south entrances to the city.

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The Wayfinding Program was incorporated into Muscatine’s Urban Renewal Plan and approved by the Muscatine City Council in January 2022. The five-year program is funded through annual Tax Increment Financing (TIF) allocations of \$150,000, totaling \$750,000 by completion.

A request for proposals (RFP) was issued in September 2022, resulting in nine submissions. Following a review and interview process, Corbin Design was selected as the lead consultant.



As the installation continues, the City of Muscatine invites residents and visitors alike to explore the community with fresh eyes—and greater ease.

📷 Share a pic if you see one with one, or more, of the following hashtags.

#Muscatine #Wayfinding #DirectionInMotion #ExploreMuscatine