



Option #1: The entry sign has a backdrop of tallgrass and paper birch. The metal of the sign pops out in contrast to the vegetation behind it.

- Painted Aluminum
- Painted Aluminum
- Painted Aluminum Letters
- Concrete Base
- Metal Cut-out "Common Threads" Symbol



Alternative Option #1: These social and philanthropic organization logos could be etched into the concrete and painted black.



Alternative Option #2: Cribbing silhouettes could go on top of the bridge as either 2D laser cut pieces or welded on 3D pieces.



Option #2: The entry sign has a backdrop of evergreens. Evergreens keep their foliage year-round, so the sign always has something behind it. The white letters of the sign are easy to read with the dark sign and vegetation.

- Textured and Colored Concrete
- LED Lighting on "Cribbings"
- Painted Aluminum
- Cut-out Box
- Concrete Base
- Painted Aluminum Letters



Alternative Option #1: A shovel that is digging into the coal would give the sign balance and more detail.



Alternative Option #2: The pickaxe would reinforce the mining theme of this sign.

There are currently no community entry signs for Madrid on the edges of town aside from the standard Iowa Department of Transportation green "town signs". The Visioning Steering Committee made developing community signage one of the goals for this process. Initial ideas for signage focused on highlighting unique, identifiable places in Madrid or tying signage themes to the history of the community.

The first concept alludes to the Des Moines River Valley and bridges near Madrid. When traveling Highway 17 or 210 near Madrid, long vistas up and down the river display the flood plain and heavily treed embankments, making the area one of the more memorable stretches of the Des Moines River. The signage concept displays a printed aluminum bridge extending over the edge of a heavy forest canopy constructed of laser cut, painted aluminum, pinned cut aluminum letters, and a concrete base. The sign could be illuminated by fixtures placed in front of the sign or be incorporated into the letters. A panel to the right of the sign may display key logos such as "Common Threads" regional tourism emblem or badges of philanthropic organizations. Common Threads is an area in western-central Iowa containing 17 communities including Madrid, Perry, Jefferson, and Rippey. By creating a common, recognizable brand and strengthening the identity of the region, local leaders and the Center for Town/Craft, hope to increase tourism and support the vitality of the cooperating communities.

The second signage concept symbolizes the coal mining history of early Madrid and references the newly completed High Trestle Trail Bridge. The sign represents a gigantic piece of coal with a mineshaft piercing its left side. Shorings, or cribbings, support the mineshaft and peel off to the side, replicating the twisting tunnel effect of the public art installed at the High Trestle Bridge. The "coal" would be textured, cast concrete finished and colored to look like coal. COR-TEN steel, which comes pre-weathered to a rusty patina, make the cribbing. Finally, laser-cut aluminum letters with internal LED illumination spell out Madrid. The mineshaft may also be illuminated internally to glow at night.

Madrid Entry Signage

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Iowa Department of Transportation

Trees Forever

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