

ARRIVAL

Signage



A major component that is lacking on the prominent roads of Monett is a sense of entrance. This can be resolved through the implementation of signage that not only welcomes the visitors, but also gives them a sense of direction. The intersection of Highway 60 and Highway 37 is heavily travelled on a daily basis. Highway 37 also happens to be a primary means to get to downtown Monett. The sign that exists on the northeast corner of the intersection is only noticeable to someone driving north along Highway 37. The sign is thus ineffective at welcoming visitors to Monett.

The intersection of Kyler Street and Highway 60 is also a major access point to downtown Monett. Unlike the intersection of Highway 37 and Highway 60, there exists no way finding or entrance signage.



Figure 5.1.3 Preferred Signage to the Version on the left from Visual Preference Survey



Figure 5.1.4 An unpopular choice for signage from the Visual Preference Survey



Figure 5.1.1 Existing Signage on Highway 37



Figure 5.1.2 Monett Watertower

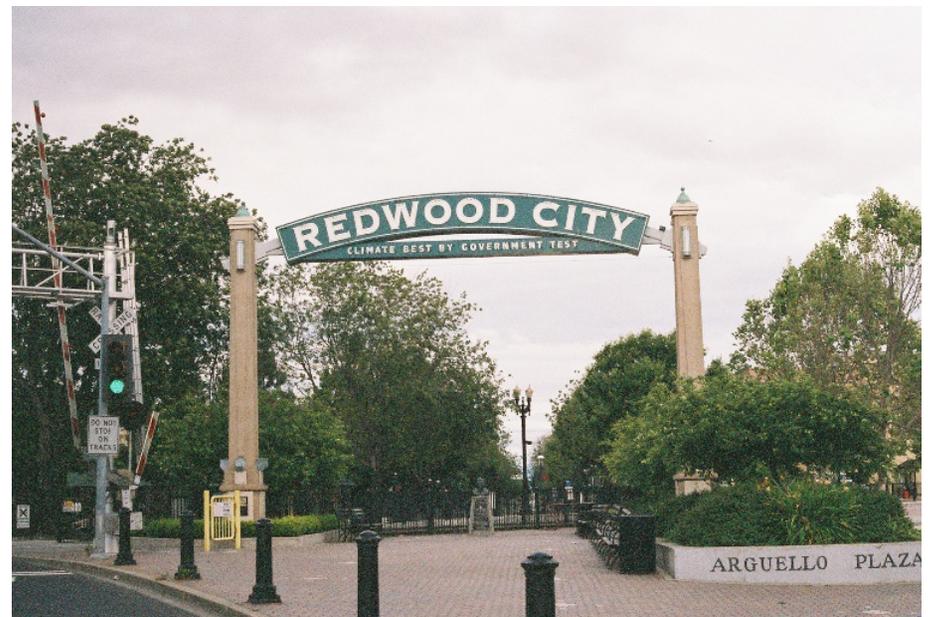


Figure 5.1.5 Preferred version of signage from the Visual Preference Survey

ARRIVAL

We propose placing new signage at these intersections. A visual preference survey conducted at one of the community meetings allowed for residents of Monett to express their opinions on various likes and dislikes. The survey showed that clarity and simplicity were important aspects of potential signage for Monett. It is necessary to provide a proposal for signage that is not only clear and simple, but also attracts viewers, giving visitors a sense of arrival.



Figure 5.1.6 Proposed Signage for Highway 60



Figure 5.1.7 Proposed Signage for Highway 60.

INTRODUCTION

EXECUTIVE SUMMARY

RESEARCH ANALYSIS

FLOOD ISSUE

**HIGHWAY 60**

ARRIVAL

PLACE

DOWNTOWN CORE

COMMUNITY MEETINGS

RESOURCES

PLACE

A Sense of Welcome and Entrance



The current layout along Highway 60 consists of fast food restaurants, Wal-Mart, and Lowes. There are no elements to ease the transition between trees and farmland to built forms along the highway.

A simple solution to create transitional space would be to introduce green space in the median of the highway. Trees and grass could be planted in the median of the highway to create the feel of a boulevard and sense of place. The green elements would also create a direct connection to the “City Center Park”



Figure5.2.2 Image with vegetation as a barrier between the opposite sides of the road on a major transportation route

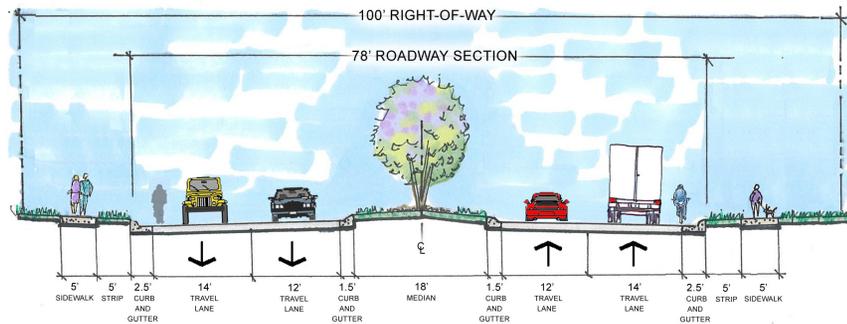


Figure 5.2.1 Section of a highway with a median hosting trees and other vegetation



Figure 5.2.3 Vegetation placed along the highway to soften the atmosphere