



PRESS RELEASE

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**FOR IMMEDIATE RELEASE
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PUBLIC MEETING ON WAYFINDING PROGRAM IS PLANNED

Mark calendars for February 23 to provide input on Muscatine signage

MUSCATINE, Iowa – The City of Muscatine is seeking to develop a Wayfinding Program that will have a positive impact on commerce and economic activity within Muscatine. The program will be designed to attract visitors, promote a pedestrian-friendly environment, and enhance the community’s identity.

The first step in developing that plan is the formation of a Wayfinding Master Plan. The City has contracted with Corbin Design of Traverse City, Mich., to complete this first step. As part of this process, the City and Corbin Design will host a public meeting from 5:30-7:30 p.m. on February 23 on the third floor of the Musser Public Library and HNI Community Center.

“Representatives from Corbin Design will be on-site to explain the process and take input from community members on what they feel is important for visitors to find in the city and surrounding areas,” Brian Stineman, Public Works Director, said.

A Wayfinding Program was added to the Urban Renewal Plan and approved by the Muscatine City County in January 2022. The program is proposed to be completed over five years with funding from future tax increment funds. A request for proposals was issued in September 2022.



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Nine proposals were received and reviewed by an interview team in December 2022. A contract with Corbin Design was approved by the Muscatine City Council in January 2023.

Along with hosting the public meeting on February 23, Corbin Design will also be visiting Muscatine to learn about the area, gather information about visitors, and determine wayfinding and signage needs.

The Wayfinding Program will consist of the installation of welcome and directional signage including monument signs, City gateway signage, directional signage for recreation and cultural amenities, landmarks, business districts, and neighborhoods.

Tentatively the public meeting will be conducted similar to meetings held prior to construction on Mississippi Drive and Grandview Avenue and include displays of possible wayfinding that attendees can view and comment on. City staff and representatives from Corbin Design will also be on hand to answer questions on the goal of the program, the process, and receive feedback from citizens on the design and placement of wayfinding in Muscatine.

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