

### Iowa Scenic Byways

**Designers:** NEIA RC&D, with Iowa League of RC&D's, NRCS, Iowa DNR, Scenic Byway Board, County Conservation Boards, and EQIP.

**Fabricator (Pedestals):** Barking Dog Exhibits



Northeast Iowa Resource Conservation & Development (NEIA RC&D) was called upon to join a collective effort to create 25 interpretive system along 10 of Iowa's Scenic Byways. These interpretive systems would provide information on Iowa's conservation systems used by agricultural producers throughout the state. A diverse range of topics would need to be conveyed within a cohesive and harmonious design that could compliment an equally diverse environment including many rural sites.

Custom Pedestals made from weathering steel were created featuring 15 different themed cutout arched tops fabricated by Barking Dog Exhibits. With such a unique base, these interpretive systems would require something equally unique to convey the message. iZone Imaging's Custom High Pressure Laminate (CHPL) solution was chosen for it's durability, flexibility, quality, aesthetics, cost-efficiency and it's 10-year warranty. The 0.5" thick exterior CHPL panels allowed NEIA RC&D to provide graphically detailed, high-resolution, durable interpretive systems that would withstand Iowa's climate and not require framing. iZone Imaging was also able to meet their tight timeline requirements.

Because of the customizability of iZone Imaging's CHPL panels, NEIA RC&D was able to select a custom shape of 24" H X 36" W that would be more visually appealing than a simple square. The ability to incorporate detailed graphics and use a "3-30-3" design rule featuring a bold title and a large photo to grab attention, allows the panels to meet the interest level/attention span of the visitors and Iowa Byway travelers. It also allowed NEIA RC&D to use Iowa Byway's brand in a way that was pleasing to a diverse group of byway visitors, producers, conservation partners, as well as state and federal entities.

The unique capabilities and custom features of this project will allow the NEIA RC&D to implement a unified theme throughout all of Iowa's Byway interpretation, making a lasting impression for years to come. Rod Marlatt, Fayette County Conservation Director, has said, "We see the benefits of this project being twofold. The Iowa Scenic Byways Interpretation project's ability to demonstrate promising conservation technologies, practices, systems, and approaches through interpretation will not only be informative for Byway travelers, but will also help promote landscape based systems that tell the story of environmental protection and natural resource enhancement that could help to stimulate the development, use and adoption of innovative conservation approaches throughout Iowa."