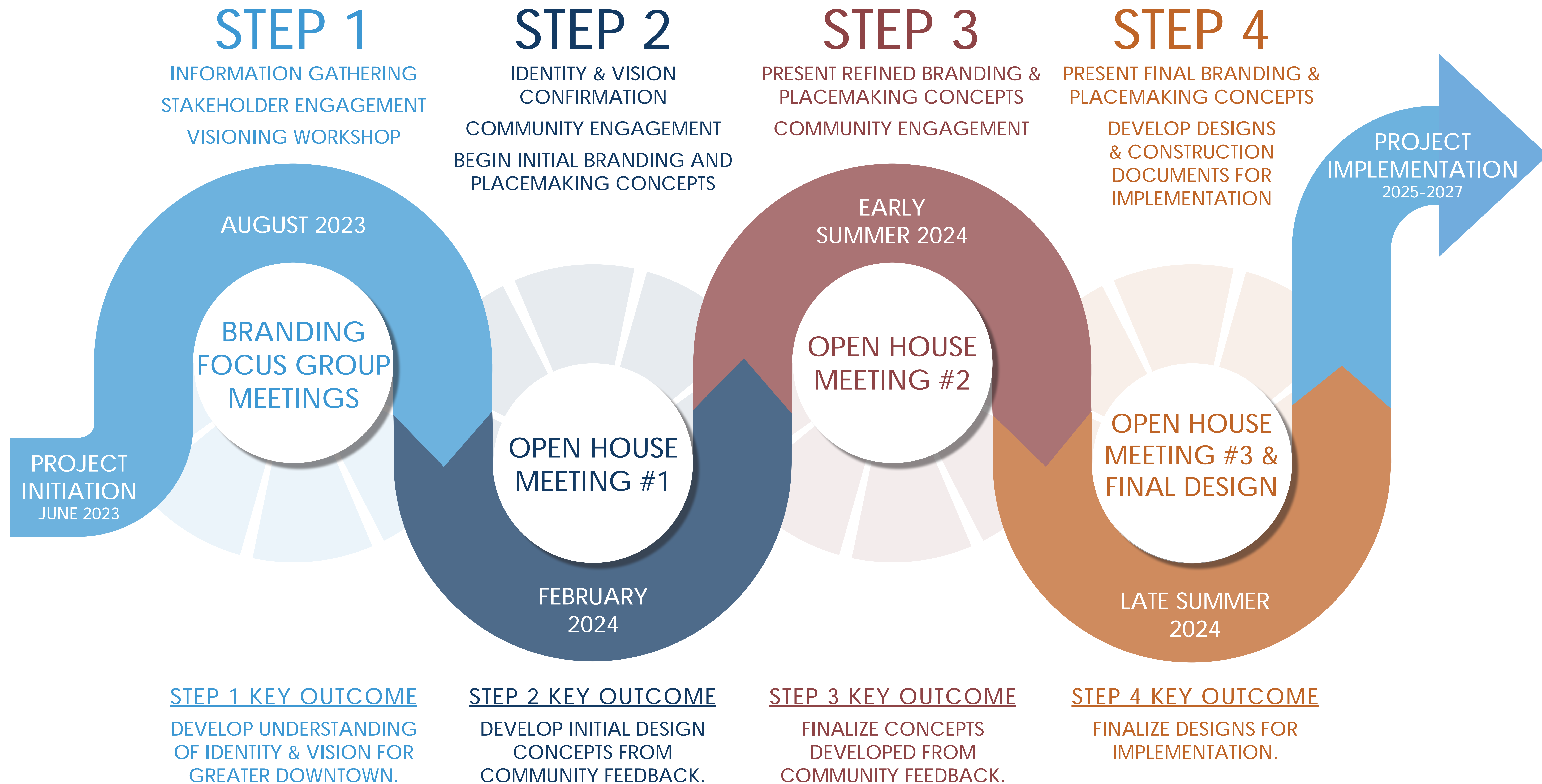


# PARTICIPATE IN DEVELOPING DOWNTOWN'S BRANDING AND PLACEMAKING



## COMMUNITY BRANDING + PLACEMAKING PROCESS & TIMELINE





# DOWNTOWN BRAND IDENTITY AND PLACEMAKING



**Brand Identity**

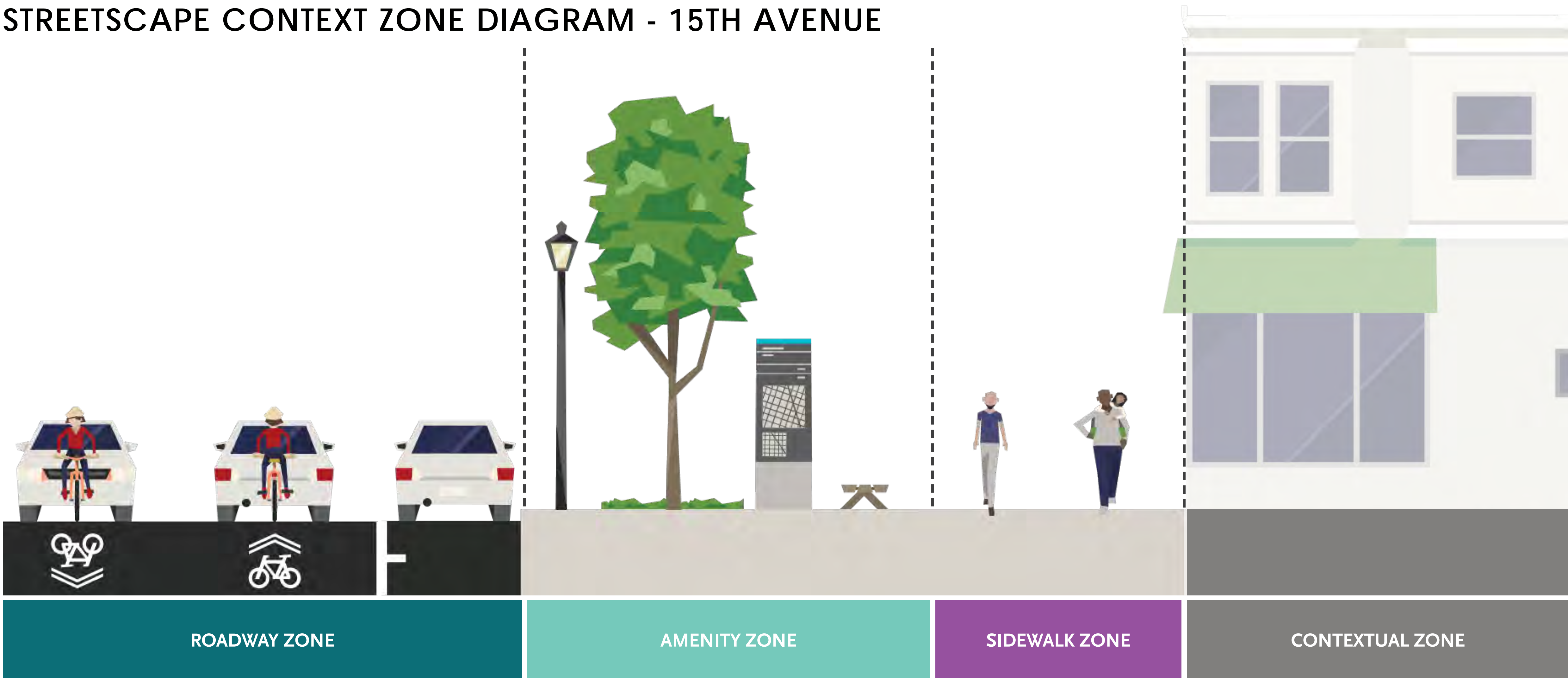
East Moline’s Brand Identity is deeply rooted in the city’s rich heritage, while also embracing a forward-looking perspective. Drawing inspiration from sleek lines and geometric patterns, the identity incorporates elements such as the iconic trestle structure and w-beam, which are symbolic of the city’s industrial legacy. These elements are either embodied or acknowledged in a contemporary manner, infusing the design with a sense of history and progress.

To complement these hard, functional forms, wood has been introduced to add warmth and softness to the overall aesthetic. This fusion of industrial elements with natural materials creates a cohesive and enduring identity, bridging the past with the present and the future.

**Streetscape Zones**

The Brand Identity Kit-of-Parts has categorized the street into three overarching “Design Zones,” each contributing essential elements to create a cohesive and functional urban environment. Within this Kit-of-Parts, we’ll delve into the components of three key zones: The Roadway Zone, The Amenity Zone, and The Sidewalk Zone. Each zone offers distinct elements that, when combined, form a complete and harmonious streetscape design.

STREETSCAPE CONTEXT ZONE DIAGRAM - 15TH AVENUE



**CHARACTER FEEDBACK FROM  
BRANDING FOCUS GROUP WORKSHOP**  
OVERALL EAST MOLINE BRAND/ IDENTITY

- |                 |                |              |
|-----------------|----------------|--------------|
| ◇ APPROACHABLE  | ◇ FUN          | ◇ SURPRISING |
| ◇ ARTISTIC      | ◇ INDUSTRIAL   | ◇ VIBRANT    |
| ◇ BEST-IN-CLASS | ◇ MULTIFACETED | ◇ VINTAGE    |
| ◇ CASUAL        | ◇ RAW          | ◇ WELCOMING  |
| ◇ CRAFTED       | ◇ RELAXED      |              |

**INSPIRATION**



**CHARACTER**





# 15th AVE / “MAIN STREET” BRANDED KIT OF PARTS



## WHAT COULD BRANDING ELEMENTS LOOK LIKE FOR DOWNTOWN EAST MOLINE?

### PLACEMAKING KIT-OF-PARTS “MAIN STREET”

**ROADWAY ZONE**

**Roadway / Travel Lanes**  
Material: Cast-In-Place Concrete  
Color: Standard Gray / MFG Sand  
Finish: 05 Light Blue Sandblast Finish  
Jointing: 12"x12" Sawcut Windowpane

**Crosswalks & Mid-Block**  
Material: Cast-In-Place Concrete  
Color: Standard Gray / MFG Sand  
Finish: 05 Light Blue Sandblast Finish  
Jointing: 6"x6" Sawcut Windowpane

**Markings & Separators**  
Main Street  
Material: Reflective Paint  
Color: Various, as required by IDOT  
Size: Various, as required by IDOT

**AMENITY ZONE**

**Accent Paving / Parking Lanes**  
Material: Pre-Cast Concrete  
Color: 45% Umber, 45% Gray, 10% Charcoal  
Finish: Sandblast Finish  
Accent Size & Jointing: 12"x48" Stack Bond  
Paving Size & Jointing: 12"x12" Stack Bond

**Carriage Strip**  
Material: Pre-Cast Concrete  
Color: Charcoal  
Finish: Sandblast Finish  
Size & Jointing: 12"x12" Stack Bond

**Detectable Warning**  
Material: Pre-Cast Concrete  
Color: Charcoal  
Finish: ADA Raised Truncated Domes  
Size & Jointing: 12"x12" Stack Bond

**SIDEWALK ZONE**

**Sidewalk & Curb Cuts**  
Material: Pre-Cast Concrete  
Color: Standard Gray / MFG Sand  
Finish: 05 Light Blue Sandblast Finish  
Jointing: 6"x6" Sawcut Windowpane

**Tree Grate**  
Material: Ductile Iron  
Color: Dark Antique Patina  
Finish: Rust Converter  
Size: Varies, Square & Rectangles Available

### Lighting, Signage, Wayfinding, & Furnishings

**ROADWAY ZONE**

**Gateway Element**  
Description: Trestle inspired gateway arch with w-beam metal & wood/wood-like supports. The sign element includes raised 3D lettering on a perforated metal panel.  
Material: Metal structure with wood/wood-like accent  
Color: Black & main street brand color metal with warm wood / wood-like accents.

### PROPOSED “MAIN STREET” VIEW



### Lighting, Signage, & Wayfinding

**ROADWAY ZONE**

**Roadway Lighting**  
Description: 24' to 28' metal pole with wood/wood-like accent. The future features a modern LED pendant luminaire, harmonious to the current downtown standard, and a most arm style mounting hardware.  
Optional attachments for catenary lighting and banner arm will provide flexibility and a consistent pattern language along the full corridor. Catenary luminaire matches the pedestrian scale lighting future.  
Material: Metal structure with wood/wood-like accent.  
Color: Black metal with warm wood/wood-like material accents.  
Banner: Solid Main Street Brand Color -  
Lighting: Black housing and hardware.

**Free Standing Street Signage**  
Description: 9' to 10' wood/wood-like posts with blade style street signs.  
Material: Wood/wood-like Post with protective metal base.  
Color: Warm wood/wood-like material & black metal.  
Signage: Main Street Brand Color Blades with black hardware.

### Lighting, Signage, & Wayfinding

**AMENITY ZONE**

**Free Standing Street Signage**  
Description: 6' to 18" wide by 40" to 72" tall w-beam inspired sign elements support various potential free standing signage. Potential signs include Public Parks, No Parking, No Smoking Areas, Designated Smoking Areas, and Identification Placards.  
Material: Metal structure with 3D metal lettering.  
Color: Black metal with white lettering.

**Bus Shelter**  
Description: Existing metal and glass structure reused with “Main Street” District Branding attached. W-Beam upper fascia with warm wood/wood-like accent and 3D identifier lettering.  
Material: Existing structure to remain. Metal fascia with warm wood/wood-like accent.  
Color: Black metal & warm wood/wood-like material.

### Street Furnishings

**AMENITY ZONE**

**Accent Platform Seating**  
Description: Beepike tiered platform / urban bleacher like seating elements for informal gathering and entertainment is encouraged.  
Material: Reclaimed reclaimed 12"x12" core wood beams and metal supports.  
Color: Warm wood / wood-like material & black metal.  
Options: USB charging system.

**Receptacles**  
Description: The receptacle for the “Main Street” District features a modern steel frame and is sculpted with a gently arched roof. Warm wood/wood-like doors soften the structure and provide a classic yet contemporary feature.  
Material: Metal structure with wood/wood-like door  
Color: Black metal & warm wood/wood-like material.  
Options: Green slot and “Recycle” identification

### Lighting, Signage, & Wayfinding

**AMENITY ZONE**

**Pedestrian Scale Lighting**  
Description: 12' to 14' wood/wood-like posts with positionable spot style luminaire and optional catenary lighting hardware. Luminaire matches the optional catenary future on the roadway lighting element.  
Material: Wood post with protective metal base.  
Color: Warm wood/wood-like material & black metal.  
Lighting: Black housing and hardware.

**Wayfinding Signage**  
Description: 12' to 14' metal post with vertical “Main Street” District identifier text. Wooden/wood-like blade signage attached to post with metal brackets.  
Material: Metal structure with 3D metal lettering.  
Color: Black Metal & warm wood/wood-like material.

**Informational Kiosk**  
Description: 6' to 8' metal post with vertical “Information” identifier text. Multi-Media Display with metal mounting hardware and wood/wood-like pier.  
Material: Metal structure with 3D metal lettering.  
Color: Black metal & warm wood/wood-like material.  
Panel: Waterproof LED multi-media display.

### Street Furnishings

**AMENITY ZONE**

**Bench Seating**  
Description: The foundational seating element of the streetscape, the “Main Street” District bench is shaped by minimalist modern lines and graceful curves that blends a light feel with sturdy materials for longevity. Backed and backless benches options in either 6' or 8' lengths have metal frames and wood/wood-like seats and backs.  
Material: Metal structure with wood/wood-like seats and backs.  
Color: Black metal & warm wood/wood-like material.

**8' Backless Bench**

**6' Backless Bench**

### Street Furnishings

**AMENITY ZONE**

**Bicycle Parking**  
Description: A simple, clean, and bold bicycle rack that draws inspiration from the w-beam in it's design language. Embossed Bicycle icon identifier.  
Material: Metal structure  
Color: Black metal

**Bollard**  
Description: A simple w-beam structure approximately 36" to 40" in height. Optional surface mounting or embedded for additional security.  
Material: Metal structure  
Color: Black metal

**Café Ensemble**  
Description: Light, movable, and timeless. The Café Ensemble features folding metal tables and metal chairs with wooden slats.  
Material: Metal structure with Wood Slats  
Color: Black metal & warm wood/wood-like material.

**Café Barrier**  
Description: A trestle inspired barrier or separator for designated outdoor dining areas. A simple 6' extruded metal frame with a perforated metal privacy panel and support posts affix to base plates. Can be easily disassembled for optional use.  
Material: Metal structure with perforated metal privacy panels.  
Color: Black metal

**ADA Railings**  
Description: A trestle inspired railing accessible access into buildings. A simple 6' extruded metal frame & support that complements the other design elements.  
Material: Metal structure  
Color: Black metal

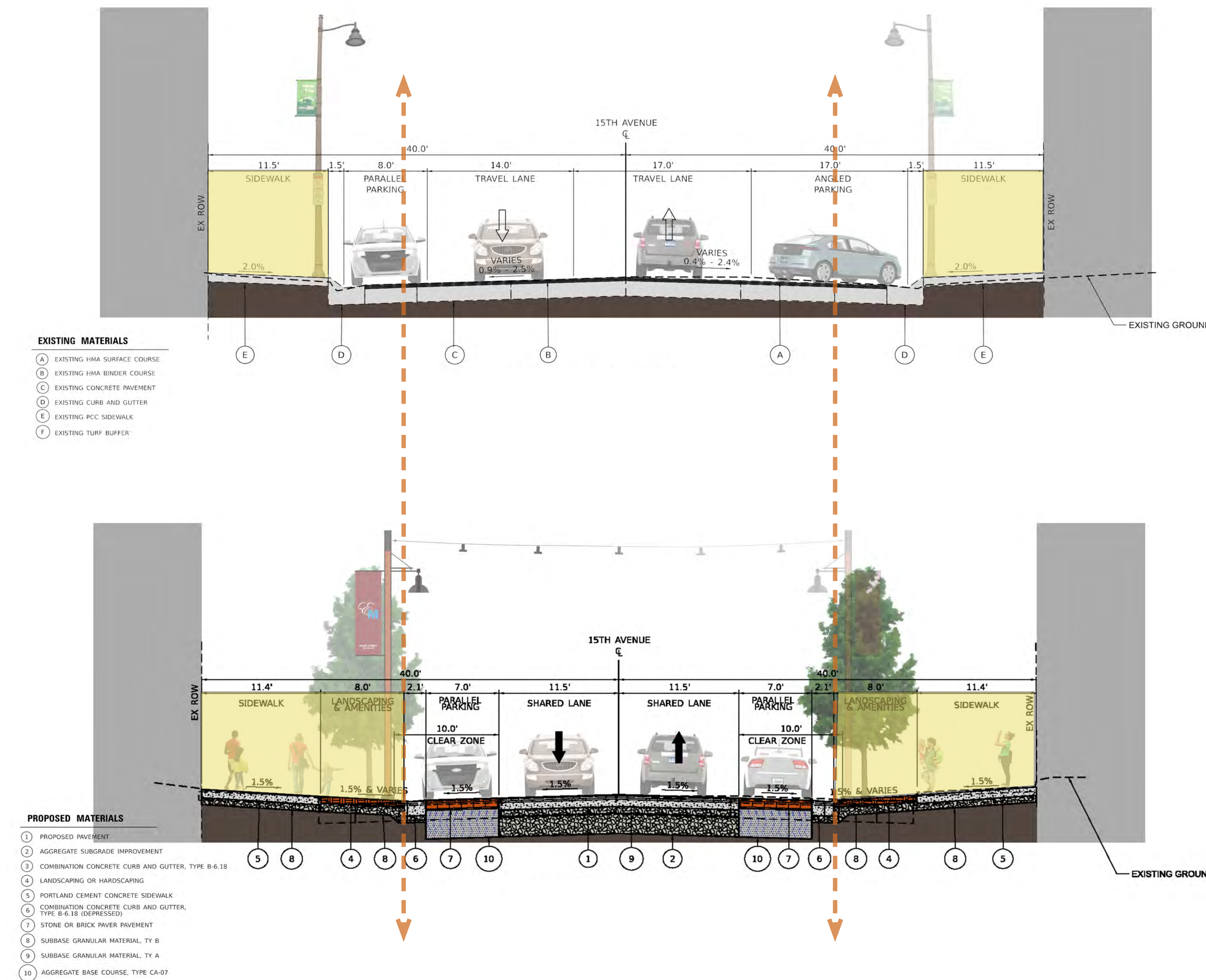


# 15th AVE / "MAIN STREET" FESTIVAL BLOCK IMPROVEMENTS



## FESTIVAL BLOCK SECTIONS

Amenity/ Pedestrian Zone  
 Curbline Location



## FESTIVAL BLOCK KEY PLAN



## PROPOSED "MAIN STREET" VIEW



## PROPOSED "MAIN STREET" VIEW



## PROPOSED "MAIN STREET" VIEW



## PROJECT METRICS

### PROPOSED CONDITIONS:

- CURBLESS FESTIVAL STREET
- REDUCED ROADWAY ZONE
- 93 NEW TREES
- 20,000 SF PLANTING AREA ADDED
- IMPROVED LIGHTING
- WAYFINDING AND INFORMATIONAL SIGNAGE
- BRANDED MATERIALS AND AMENITIES

## PARKING UPDATES

### EXISTING CONDITIONS:

- 218 ON-STREET SPACES
- UNDERUTILIZED OFF-STREET PARKING

### PROPOSED CONDITIONS:

- 170 ON-STREET SPACES
- BETTER SIGNAGE AND ACCESS TO 146 PUBLIC LOT SPACES

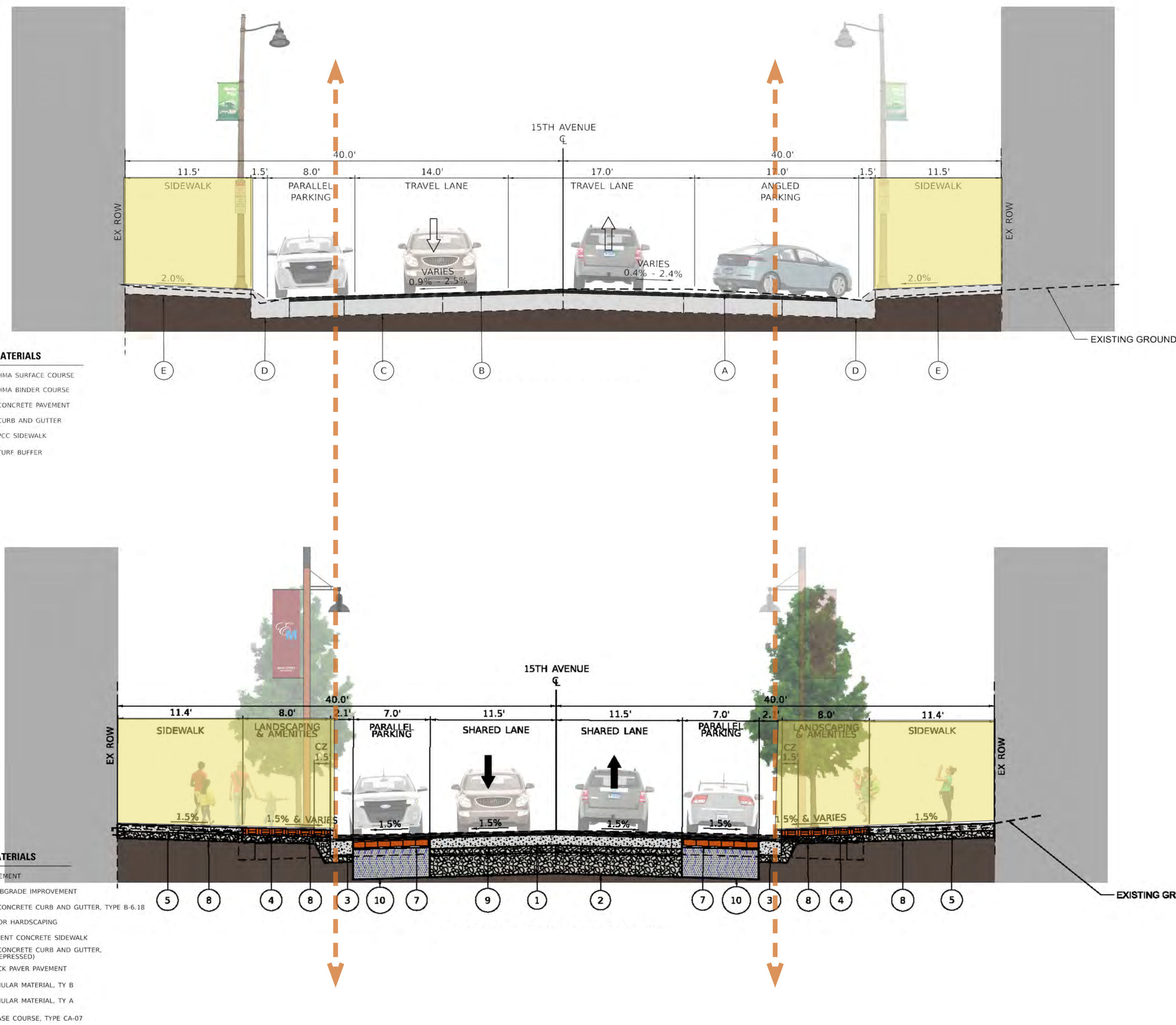


# 15th AVE / "MAIN STREET" TYPICAL BLOCK IMPROVEMENTS

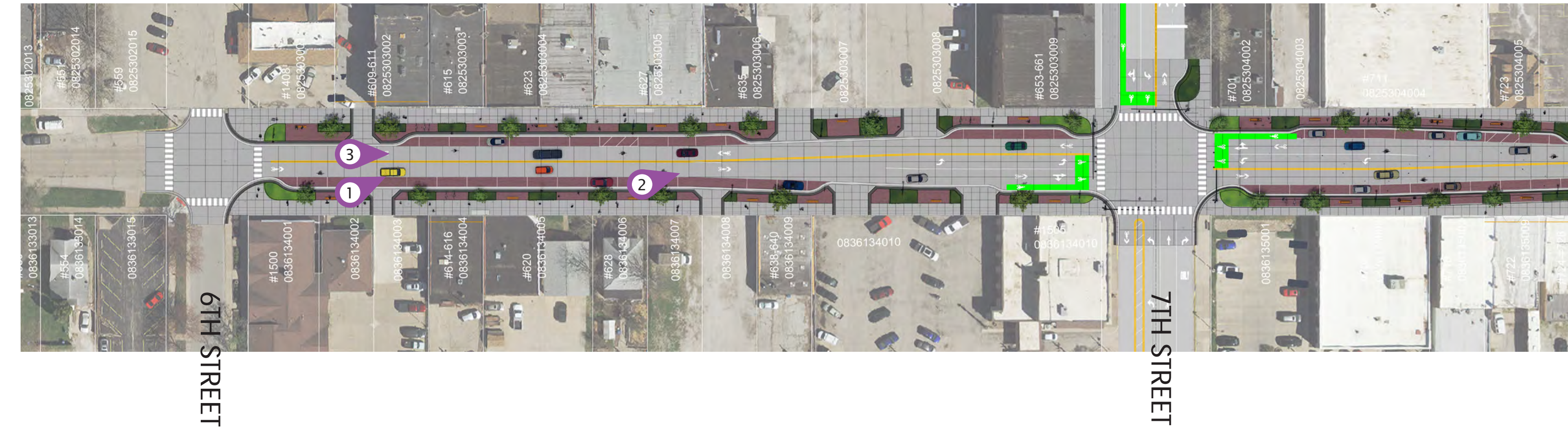


## TYPICAL BLOCK SECTIONS

Amenity/ Pedestrian Zone  
 Curbline Location



## TYPICAL BLOCK KEY PLAN



## PROPOSED "MAIN STREET" VIEW



## PROPOSED "MAIN STREET" VIEW



## PROPOSED "MAIN STREET" VIEW



## PROJECT METRICS

### PROPOSED CONDITIONS:

- TYPICAL RAISED CURB AND GUTTER
- REDUCED ROADWAY ZONE
- 90 NEW TREES
- 20,000 SF PLANTING AREA ADDED
- IMPROVED LIGHTING
- WAYFINDING AND INFORMATIONAL SIGNAGE
- BRANDED MATERIALS AND AMENITIES

## PARKING UPDATES

### EXISTING CONDITIONS:

- 218 ON-STREET SPACES
- UNDERUTILIZED OFF-STREET PARKING

### PROPOSED CONDITIONS:

- 170 ON-STREET SPACES
- BETTER SIGNAGE AND ACCESS TO 146 PUBLIC LOT SPACES



# PROVIDE YOUR THOUGHTS ON GREATER DOWNTOWN'S BRANDING AND PLACEMAKING

PLACE YOUR FEEDBACK / POST-IT NOTES HERE:



PLEASE USE THIS LINK / QR  
CODE TO PROVIDE ADDITIONAL  
FEEDBACK ON THE PROJECT.

**[PollEv.com/swtdesign900](https://PollEv.com/swtdesign900)**





# PLACEMAKING AND BRANDING KIT OF PARTS



## WHAT COULD BRANDING ELEMENTS LOOK LIKE FOR DOWNTOWN EAST MOLINE?

Paving / Hardscape

ROADWAY ZONE

Roadway & Parking Lane

Material: Cast-In-Place Concrete  
Color: Standard Gray / MFG Sand  
Finish: 05 Light Blue Sandblast Finish  
Jointing: 12"x12" Sawcut Windowpane

COLORSCORE

Crosswalks & Mid-Block

Material: Cast-In-Place Concrete  
Color: Standard Gray / MFG Sand  
Finish: 05 Light Blue Sandblast Finish  
Jointing: 6"x6" Sawcut Windowpane

COLORSCORE

Markings & Separators

Main Street  
Material: Reflective Paint  
Color: Various, as required by IDOT  
Size: Various, as required by IDOT

AMENITY ZONE

Accent Paving

Material: Pre-Cast Concrete  
Color: 45% Umber, 45% Charcoal, 10% Gray  
Finish: Sandblast Finish  
Size & Jointing: 12"x48" Stack Bond

COLORBOND

Detectable Warning

Material: Pre-Cast Concrete  
Color: Charcoal  
Finish: ADA Raised Truncated Domes  
Size & Jointing: 12"x12" Stack Bond

COLORBOND

SIDEWALK ZONE

Sidewalk & Curb Cuts

Material: Cast-In-Place Concrete  
Color: Standard Gray / MFG Sand  
Finish: 05 Light Blue Sandblast Finish  
Jointing: 6"x6" Sawcut Windowpane

COLORSCORE

Tree Grate

Material: Ductile Iron  
Color: Natural Patina  
Finish: Rust Conditioner  
Size: Varies, Square & Rectangles Available

COLORPATTERN

Trail Markings / Intersection

Material: Pre-Cast Concrete  
Color: Charcoal  
Finish: ADA Raised Truncated Domes  
Size & Jointing: 12"x12" Stack Bond  
Note: Graduated Pattern in approach to an intersection

COLORBOND

Lighting, Signage, Wayfinding, & Furnishings

ROADWAY ZONE

AMENITY ZONE

Material / Color Palette

Weathered Metal / Corten

Weathered or Virgin Wood / Wood-Like Material

Brand Color

24'

16'

8'

Roadway Lighting

Future Design Element

Free Standing Street Signage

Street Name

Pedestrian Scale Lighting

Wayfinding Signage

Informational Kiosk

Free Standing Signage

Bus Shelter

NAME AVE & 00 ST

Future Design Element

Lighting, Signage, Wayfinding, & Furnishings

AMENITY ZONE

SIDEWALK ZONE

Material / Color Palette

Weathered Metal / Corten

Weathered or Virgin Wood / Wood-Like Material

Brand Color

24'

16'

8'

Standard Bench Seating

Accent Seating

Receptacles

Bike Racks

Bollards

Café Barrier & Ensemble

Future Design Element



# PLACEMAKING AND BRANDING KIT OF PARTS



## WHAT COULD BRANDING ELEMENTS LOOK LIKE FOR DOWNTOWN EAST MOLINE?

PLACEMAKING KIT-OF-PARTS THE BEND

Paving / Hardscape

ROADWAY ZONE

**Roadway & Parking Lane**

Material: Cast-In-Place Concrete  
Color: Standard Gray / MFG Sand  
Finish: 05 Light Blue Sandblast Finish  
Jointing: 12"x12" Sawcut Windowpane

**Crosswalks & Mid-Block**

Material: Cast-In-Place Concrete  
Color: Standard Gray / MFG Sand  
Finish: 05 Light Blue Sandblast Finish  
Jointing: 6"x6" Sawcut Windowpane

**Markings & Separators**

Main Street  
Material: Reflective Paint  
Color: Various, as required by IDOT  
Size: Various, as required by IDOT

AMENITY ZONE

**Accent Paving**

Material: Pre-Cast Concrete  
Color: 45% Gray 45% Charcoal  
Finish: Sandblast Finish  
Size & Jointing: 12"x48" Stack Bond

**Carriage Strip**

Material: Pre-Cast Concrete  
Color: Charcoal  
Finish: Sandblast Finish  
Size & Jointing: 12"x12" Stack Bond

**Detectable Warning**

Material: Pre-Cast Concrete  
Color: Charcoal  
Finish: ADA Raised Truncated Domes  
Size & Jointing: 12"x12" Stack Bond

SIDEWALK ZONE

**Sidewalk & Curb Cuts**

Material: Cast-In-Place Concrete  
Color: Standard Gray / MFG Sand  
Finish: 05 Light Blue Sandblast Finish  
Jointing: 6"x6" Sawcut Windowpane

**Tree Grate**

Material: Ductile Iron  
Color: Raw Metal  
Finish: Galvanized  
Size: Varies, Square & Rectangles Available

Lighting, Signage, Wayfinding, & Furnishings

ROADWAY ZONE

AMENITY ZONE

Material / Color Palette

- Stainless / Galvanized Metal
- Ebonized Wood / Wood-Like Material
- Brand Color

Lighting, Signage, Wayfinding, & Furnishings

AMENITY ZONE

SIDEWALK ZONE

Material / Color Palette

- Stainless / Galvanized Metal
- Ebonized Wood / Wood-Like Material
- Brand Color















