

# HISTORIC ROUTE 20

## Iowa



# A guide for the implementation of Historic Route 20 signs in

The City of Dyersville

Iowa

## **Introduction**

The Historic Route 20 Association Inc, a 501 (c) 3 non profit organization, has been actively working to designate the original 1926 alignments of Highway 20 from Dubuque to Sioux City as *Historic Route 20, Iowa*. This would be, once completed, an Iowa DOT State Scenic Historic Auto Route. This study will offer the recommendation of the organization as to the placement of the Historic Route Wayfinding Signs.

## **Objective**

To promote travel & tourism and economic development by placing wayfinding signs (Historic Markers) on the original 1926 alignments of US Route 20 in Iowa.

## **Goals**

To work with the 13 counties and 35 towns and cities on the former US 20 in Iowa to erect Historic Route 20 signs on their respective sections of highway by passing resolutions to support the Historic Route designation.

To increase travel and tourism on the former US 20 across Iowa

Bring people back into the small towns

To connect with other communities and states that are on US Route 20

To make Historic Route 20 a tourist destination, similar to the iconic Route 66

## **Project Implementation**

Sign implementation - The City of Dyersville has the discretion of the placement of the signs and who may install the signs.

The Historic sign placement on this map is for the maximum number of signs and may be reduced or adjusted based on local input.

The Historic Route 20 Association refers the user of this study to the Historic Route 20 Iowa Study completed in 2017 for additional information – [www.historicUS20.com/iowa.html](http://www.historicUS20.com/iowa.html)

- IowaDOT is requesting and requiring ALL towns, cities & counties where the historic alignment passed to submit a resolution to agree to place Historic Route 20 signs on their sections of highway, whether it is state maintained or local.
- The state is looking for continuity – if traffic is diverted from the current Route 20, the path back or across Iowa needs to be complete.
- IowaDOT will grant Historic Route status to the entire route if the required resolutions are received.
- Towns may put up signs without State approval on non IowaDOT highways. i.e. local, county, city roads with local permissions.
- Any IowaDOT maintained highways must wait until their designation is granted. i.e. Iowa 57, current US 20
- All signs and installation, including maintenance, will be the responsibility of the local entity interested and not IowaDOT.
- IowaDOT will only allow large signs on the State highways. (Smaller reassurance signs may be placed on local roads)

### **Maps and Appendices**

The following maps were prepared by the Historic US Route 20 Association as an informational resource for the City of Dyersville, IA and all interested parties in the designation of Historic Route 20.

The historic alignments are based on the 1927 Iowa State Highway Map and other local maps.

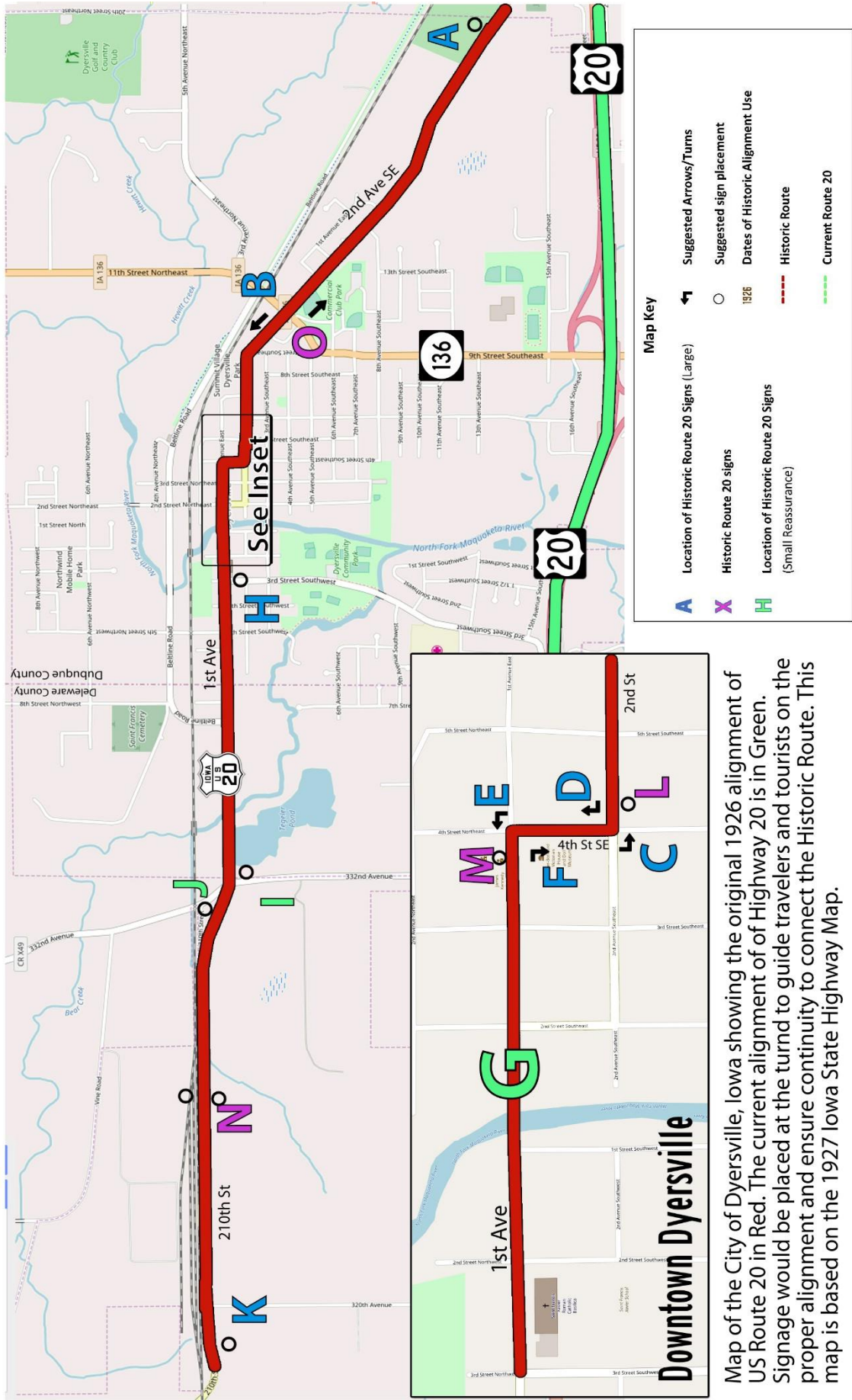
The location and placement of Historic Route markers listed in this study is suggested but may be changed based on local input and or regulations.

The Iowa DOT requires a complete and consistent route to ensure travelers and tourists do not get lost for the designation Historic Route 20 to occur.

Figure A. – A map of Dyersville, IA with suggested sign placements.

**Dyersville, Iowa**  
**Original 1926 Alignment**  
 Preliminary Map

**HISTORIC US ROUTE 20**



**Map A1** follows the historic route within the city borders of Dyersville.

Signs A & K are placed at the city boundary line.

Sign B continues traffic on 2<sup>nd</sup> Ave SE

Signs C-F turn traffic on the correct route (May be small)

Sign G represents downtown Dyersville. The recommended locations are arbitrary at this location.

Sign H is located at the edge of the downtown business district

Signs I-J are at either side of County Rd X49 (332<sup>nd</sup> St)

Signs L-N are optional signs meant for reassurance – intended to be small

Sign O is optional for directing traffic off IA 136

**Signs Needed For A.**

- |              |            |  |
|--------------|------------|--|
| A. Large – 8 | Small – 8  | Arrows – 6 (Maximum)                         |
| B. Large – 2 | Small – 14 | Arrows – 6 (small signs replace large signs) |
| C. Large – 2 | Small – 8  | Arrows – 6 (optional signs removed)          |

A sign order form accompanies this study. Please contact us for pricing based on large quantities.

Funding for signs may come from any source: City, County, Chamber, Economic Development, Local Businesses, Fundraising



## Signage

The Historic Route 20 wayfinding signs are provided by the Historic US Route 20 Association. Historic Route 20 contracts to an independent highway sign maker who has provided all of our signage and for the Iowa Route 6 Tourist Association.

Historic Route 20 has contacted Iowa Prison Industries for a price quote, as they have been a resource used in the state. Their pricing was approximately 40% higher and the specifications for the signs could not match in quality of the signs Historic Route 20 provides. This information will be provided upon request.



### Historic Route 20 Signs

Large - 24" x 30" \*

Small - 12" x 18"

Highway Grade Signs

Metal Back

Reflective Diamond-Grade Front

Pre-Drilled

\*Iowa DOT size specification for all State Highways.  
Small signs allowed on City, County roads



Sign on the Historic Route in the City of Cushing, Iowa.

Example of signage placed on Old Highway Rd in Dubuque County.



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[www.historicUS20.com/iowa.html](http://www.historicUS20.com/iowa.html)

[www.facebook.com/HistoricRoute20IA](http://www.facebook.com/HistoricRoute20IA)



# THE HISTORIC US ROUTE 20 ASSOCIATION

108 Skyline Trail Chester, MA 01011 (617) 733-5796 member@historicUS20.com

## Business, Passport, Town/City Membership & Sign Application (September 2017)

As a private, nonprofit institution, membership is what drives the Historic US Route 20 Association to success on its mission to preserve and promote the many great sites along US Route 20 from Boston, MA to Newport, OR.

We wish to become a  Business  CoC/VB  Town/City Member

**Membership Fee** \_\_\_\_\_ **\$50.00/yr** *Town Governments wishing to purchase signs do not need to become members*

\_\_\_\_\_ As part of our membership, I would also like to purchase HISTORIC US ROUTE 20 sign to place at my business, organization or in my town.

\_\_\_\_\_ As part of our membership, I would like to participate in the HISTORIC US ROUTE 20 *Passport & Stamp Program*  
*Please Use Additional Passport Form*

AVAILABLE STATES FOR SIGNS: CIRCLE or INDICATE NUMBER REQUESTED					
Spellings and designs listed below are how they will appear on your sign. Please allow 4-6 weeks for delivery.					
MASS	NEW YORK	PENNSYLVANIA	OHIO	INDIANA	ILLINOIS
IOWA	NEBRASKA	WYOMING	MONTANA	IDAHO	OREGON

**Sign Prices**

**Small 12" x 18"**  
\$30 each

**Large 24" x 30"**  
\$100 each (Iowa)

**Large-Tall 24" x 36"**  
\$125 each  
Shipping Included

\_\_\_\_\_ Business Name/Town Name

\_\_\_\_\_ Address

\_\_\_\_\_ City, State, Zip

\_\_\_\_\_ E-mail and Phone

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

As a Business Member, you will have your business placed on our website, future mobile app and travel guide book for promotional purposes.

A standard insert will be placed in our annual brochure. You will have the option to purchase an advertisement.

**See Member Benefits on Reverse**

Tell us about your business or enter your payment method above

\_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Total Amount Enclosed \$** \_\_\_\_\_

Remit payment to address above or call for online payment

Yearly Memberships are Valid one Year from Receipt of Order

The Historic US Route 20 Association is a 501 (c) (3) organization. Your membership in tax deductible. IRS EIN # 46-0837490

Office Use - Membership # Authorized Sign #