



CASE STUDY

Scenic Byway Interpretive Panels

Location: The Great River Road National Scenic Byway
Designer/ Fabricator: Minnesota DOT

Let's take the best drive in America! The Great River Road National Scenic Byway follows the Mississippi River through nine states from Northern Minnesota to the Gulf Coast. The scenic route is an official All-American Road and was selected for its natural, cultural, historical and recreational features.

The Great River Road is well marked with interpretive panels topped with the Byway's iconic paddle wheel logo. The paddle wheel represents a history rich in river travel and commerce dominated by riverboats, steamboats and barges. Scenic pullouts along the drive feature signage that tells the Great River Road story. Travelers can stop along the drive to visit historic sites, recreation areas and scenic viewpoints. The interpretive signage allows visitors to learn about the history of the mighty Mississippi River. The signs are color coded throughout the drive to indicate designated areas of interest.

Because of the extremes in weather conditions and high visitor traffic, Minnesota Department of Transport needed an extremely durable solution for their interpretive sign panels. MN DOT chose iZone Imaging's exterior grade Custom High Pressure Laminate material because it comes with a 10-year warranty and is fade, scratch and graffiti resistant.



Photo Credit: MnDOT