

Memo

To: Village Board

From: Chris Clark, Director of Parks, Recreation, & Forestry
Trevor Fuller, Planning and Zoning Administrator

Re: UWGB Park and Wayfinding Sign Designs

Date: July 19, 2016

Background Information:

The community visioning sessions held in early 2015 and the recently completed Riverside Drive and Webster Avenue Corridor Study both call for creating a sense of place in the community and distinguishing Allouez from the rest of the greater Green Bay area. The corridor study recommends installing community identifiers (e.g. gateway signs, banners, water tower) and wayfinding signage to create that sense of place and distinction. In addition to installing these new signs, the Parks Department is also looking to incrementally change out the parks signs over the next ten to fifteen years.

When thinking about both of these projects, it should be considered creating a common theme that the village could adopt when installing these signs that would not only provide direction to destinations in the village, but also distinguish Allouez from the rest of the greater Green Bay area.

Previous Information/Action:

Earlier this year, students from a UWGB graphic design class worked on this project with guidance from staff. They presented their concepts to the Board on April 19th and at that time no actions were taken.

Budget Item/Funding:

Some of the park signs have been funded for 2016 in the CIP, with additional park signage funded through the CIP using an annual replacement program. Depending on the location of community identifiers and wayfinding signs, these signs will likely be future budget items or possibly TID expenses.

Staff Recommendation:

Staff is looking for direction from the Board on a design theme to use on all future village signage so that we can begin with park sign replacements as well prepare budgets for FY2017.

Attachments:

- Powerpoint presentation from the UWGB graphic design students
- Village Logo

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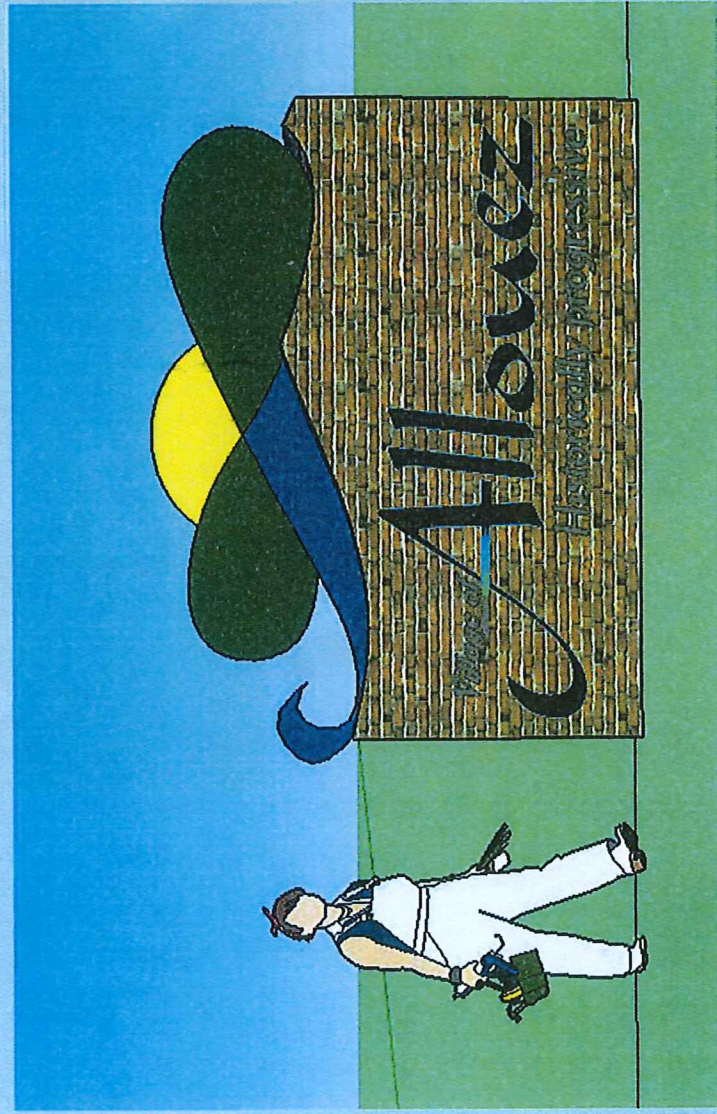
SIGNAGE

- Welcome sign
- Banners
- Wayfinding
- Public Signs
- Kiosk

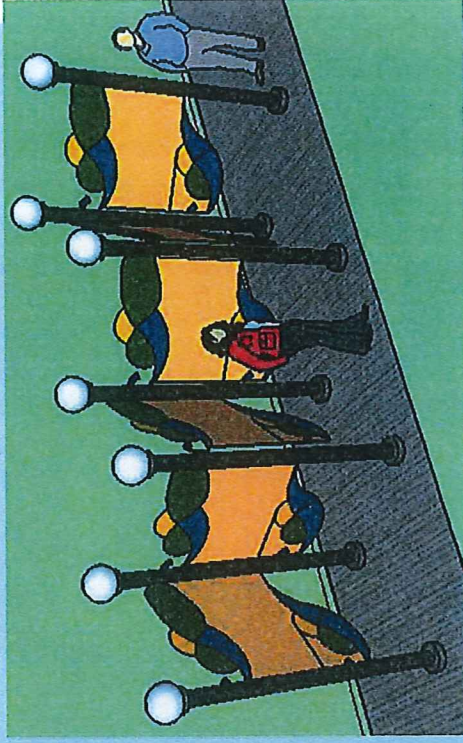
FOCUS

- *Historically Progressive* - Connect historical aspects with modernized ideas
- Use Allouez logo design noticeable and eye catching
- Incorporate the logo in a cohesive way in every signage
- Use different materials (Ledge stone and metal)

Final Designs

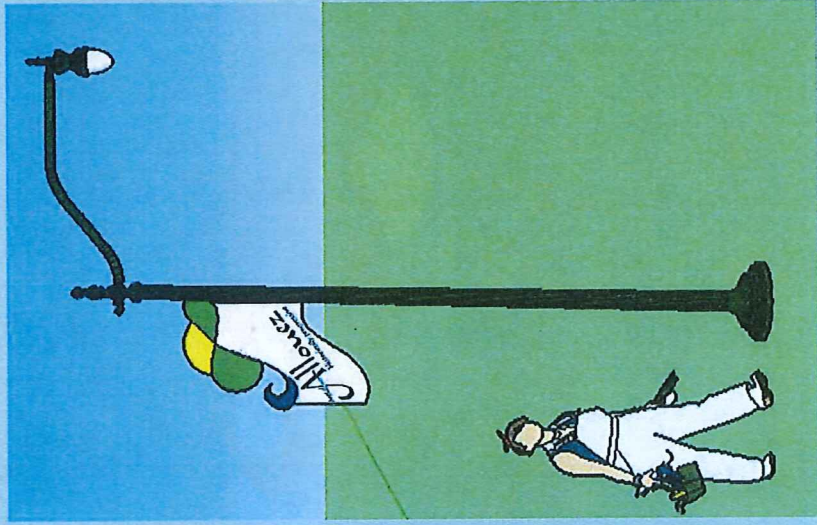


Welcome Sign

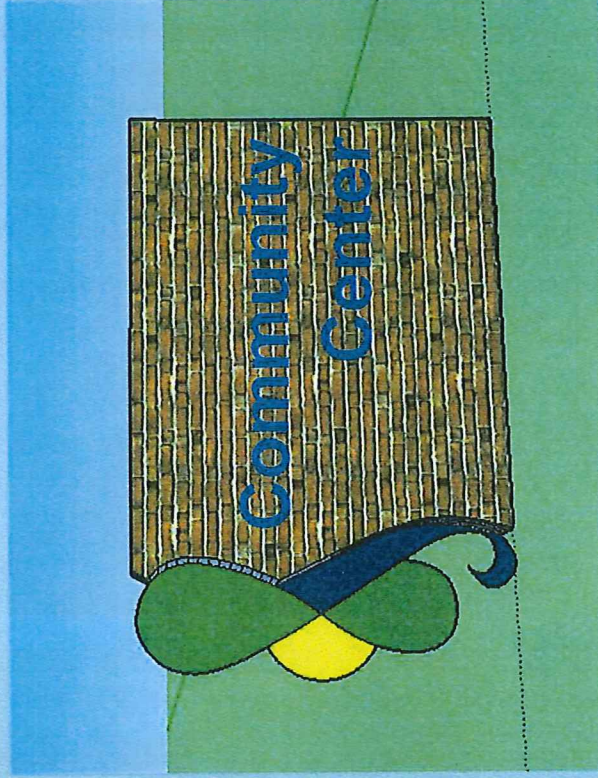


Kiosk

Final Designs

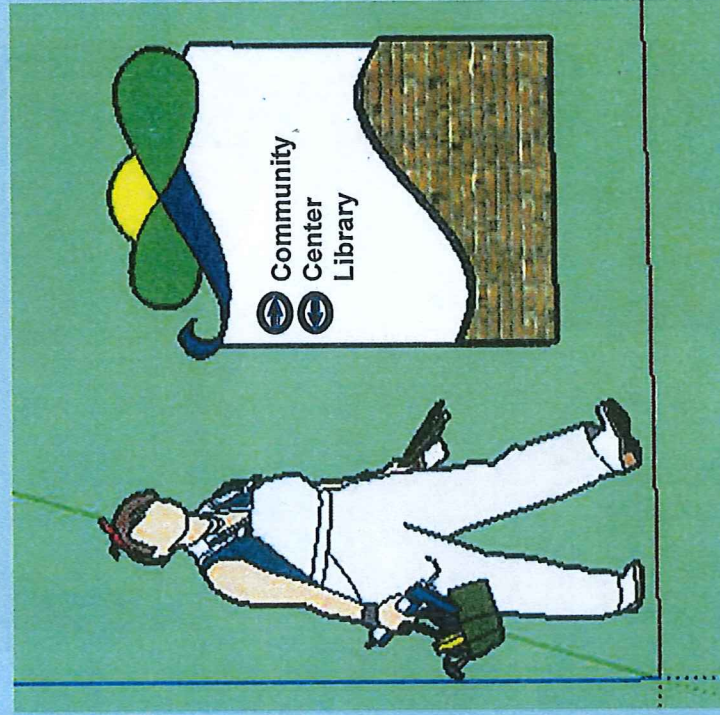


Banner

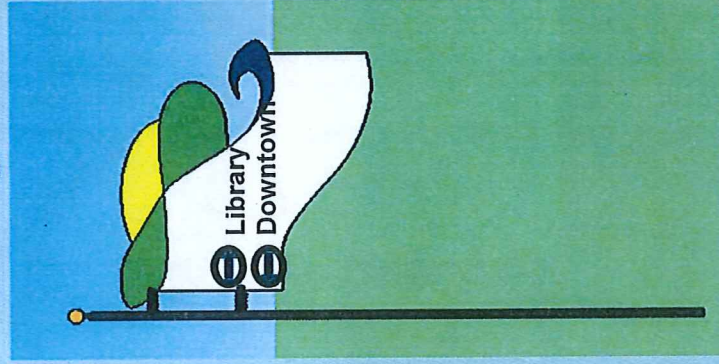


Building Signs

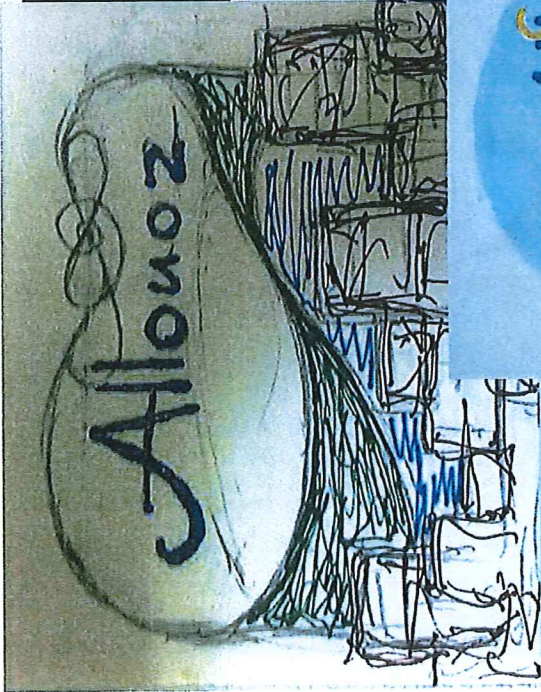
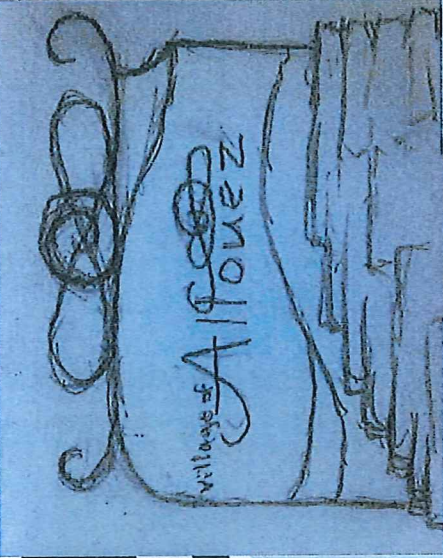
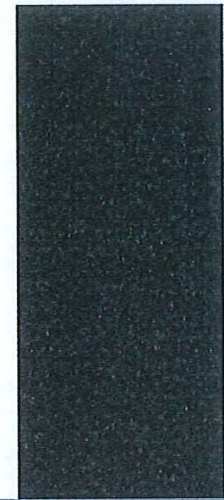
Final Designs



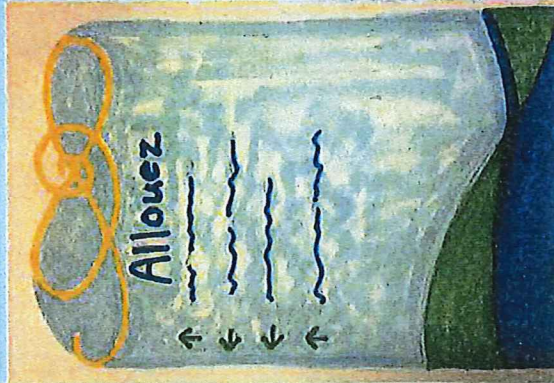
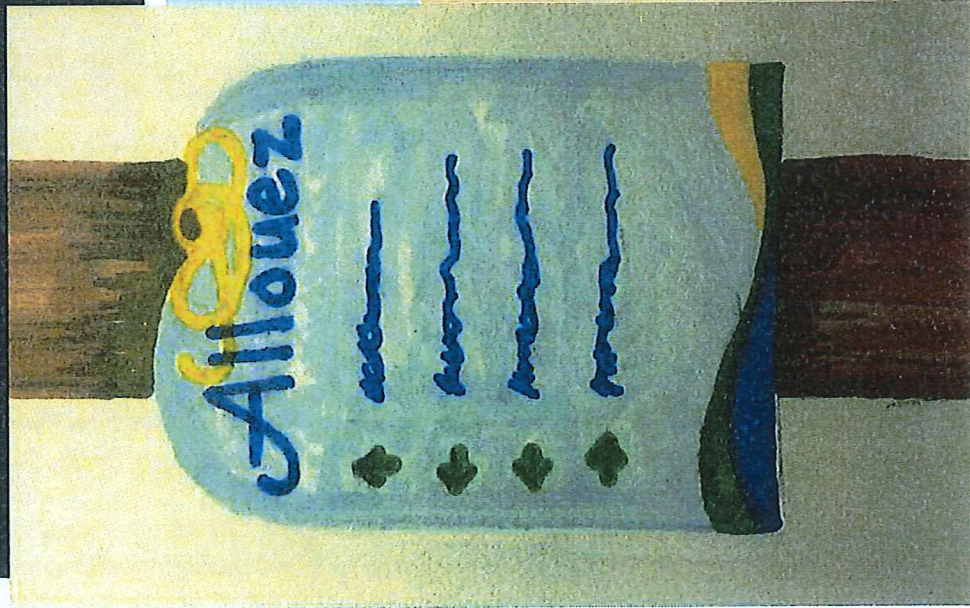
Wayfinding Sign



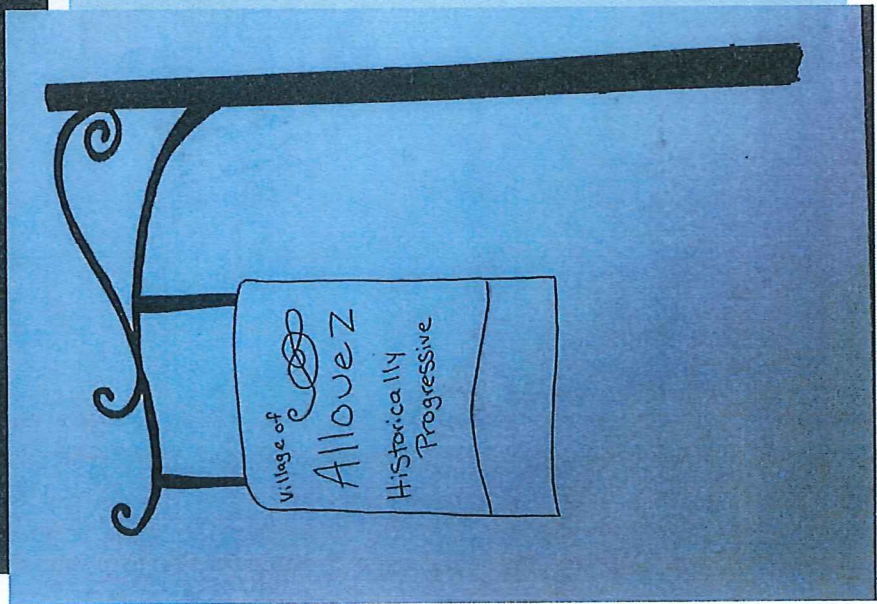
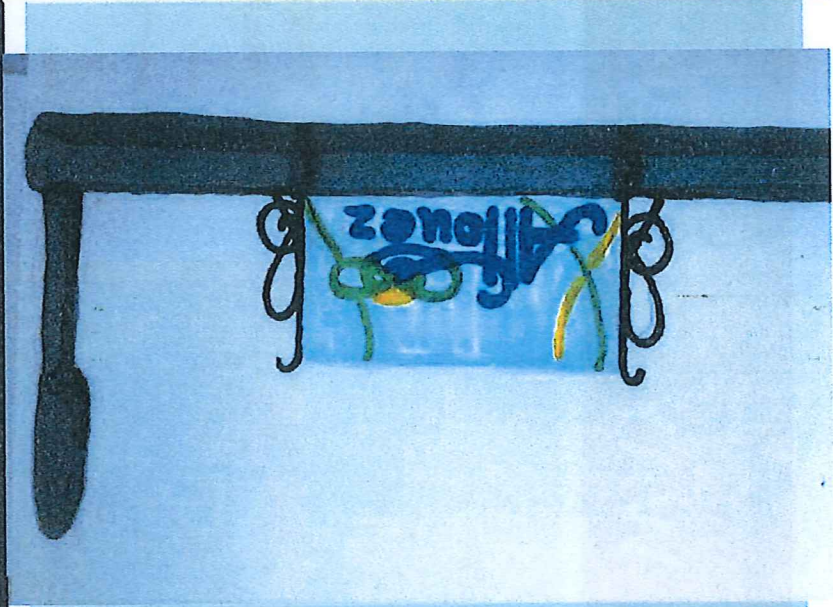
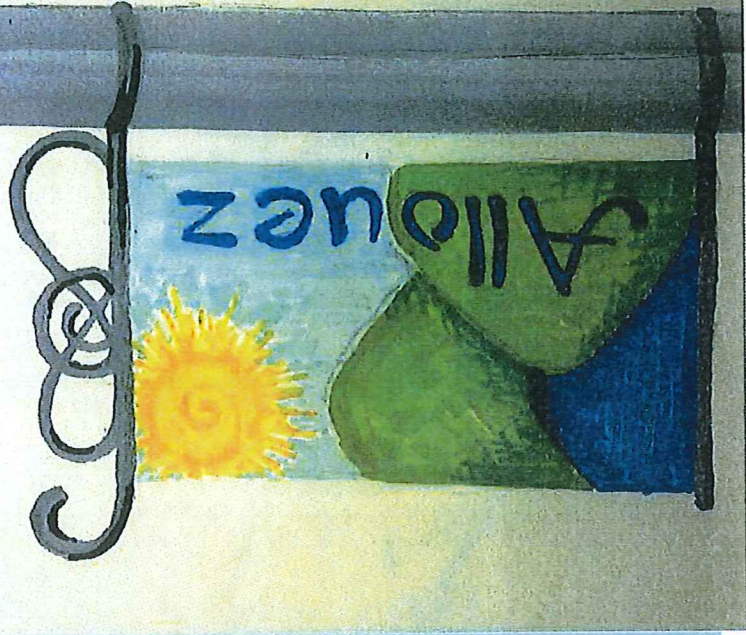
Wayfinding Banner



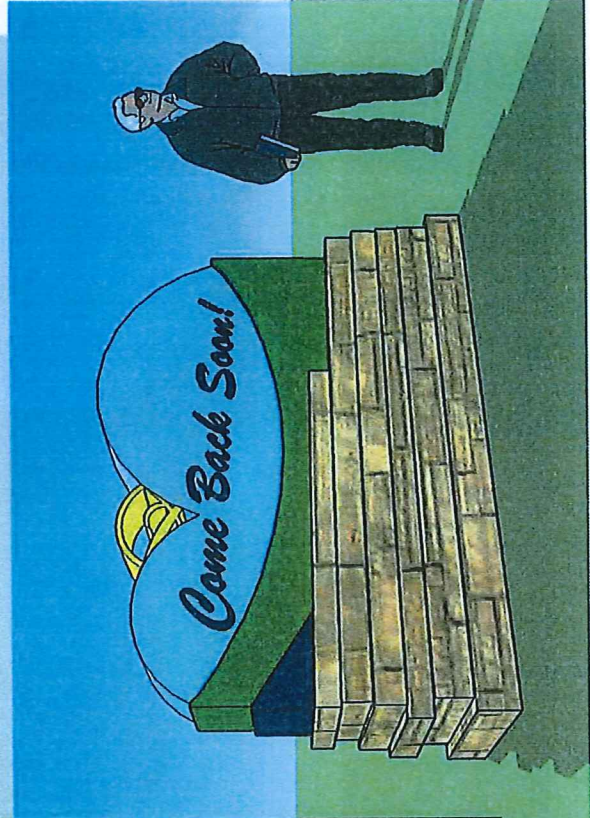
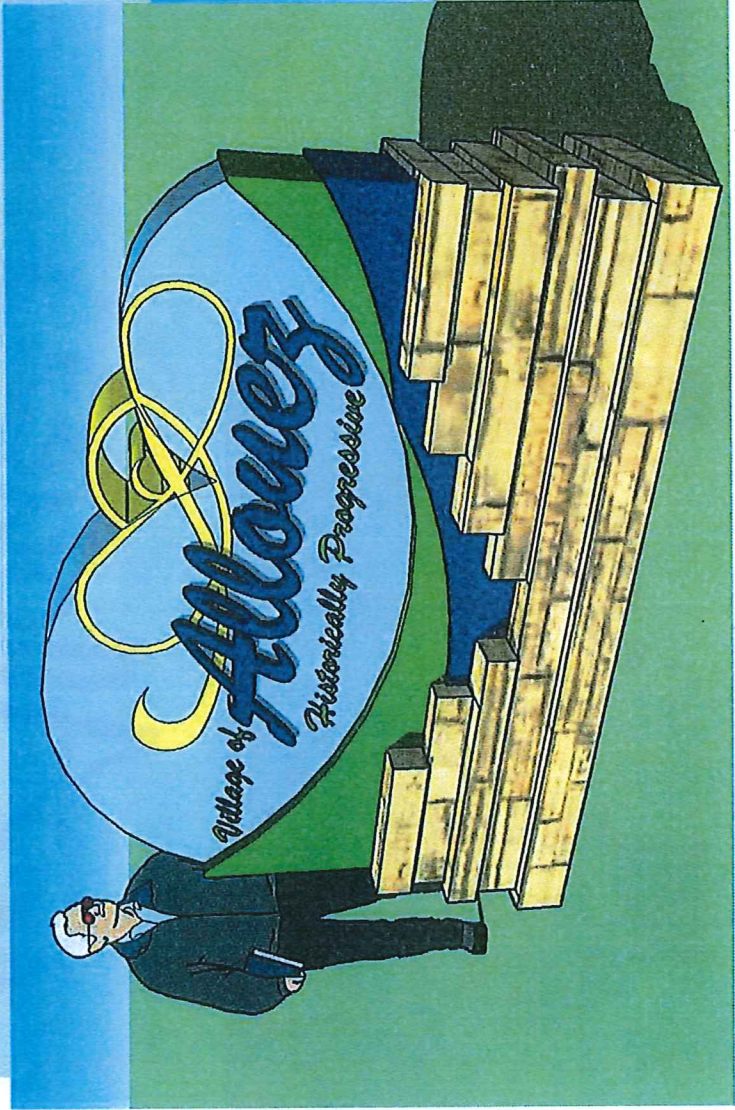
WAY FINDING



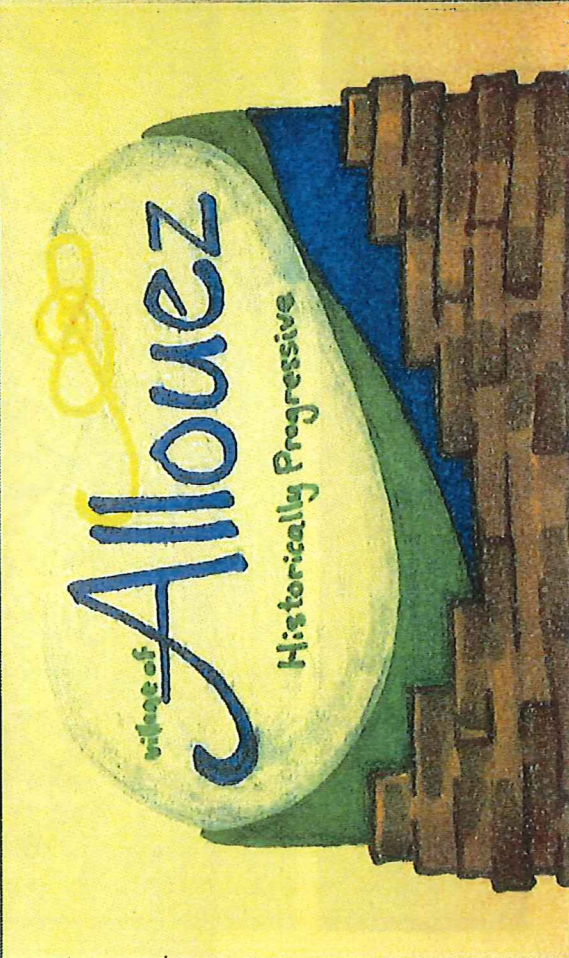
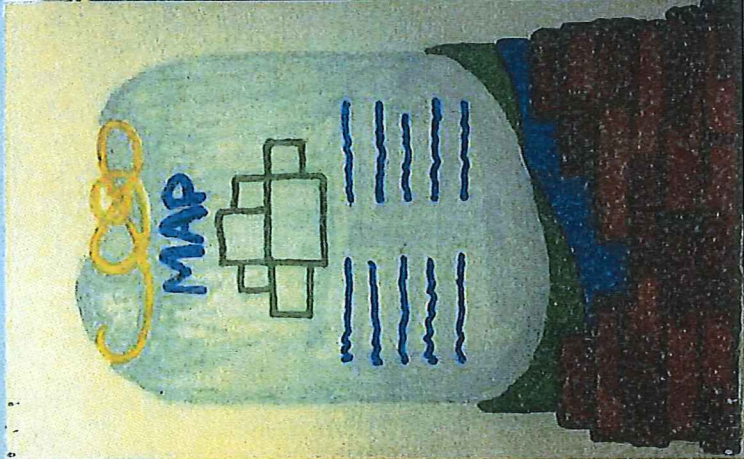
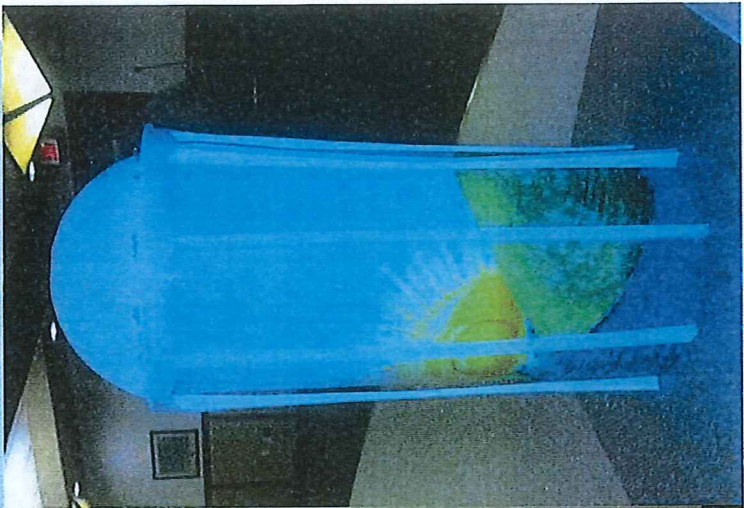
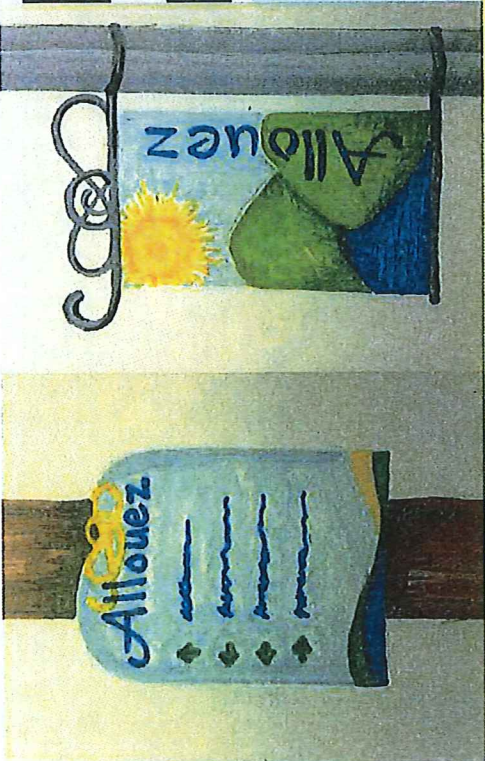
BANNER



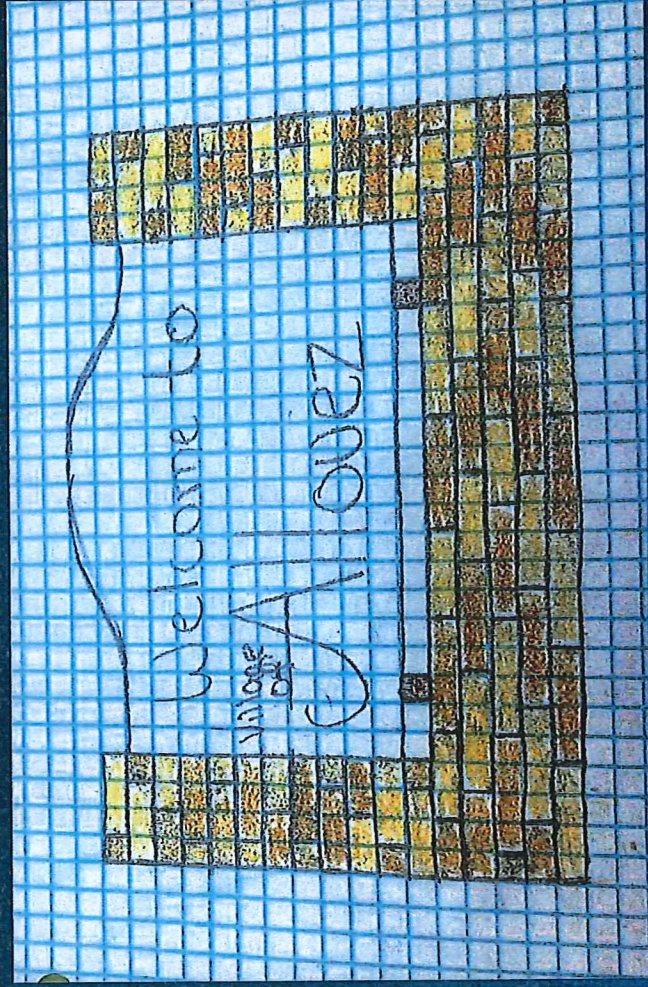
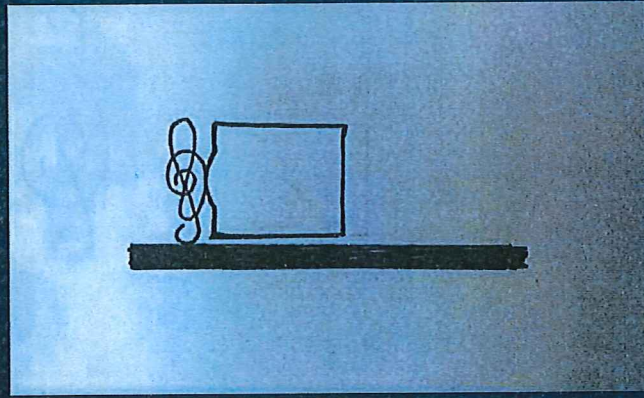
COMPUTER MODELS



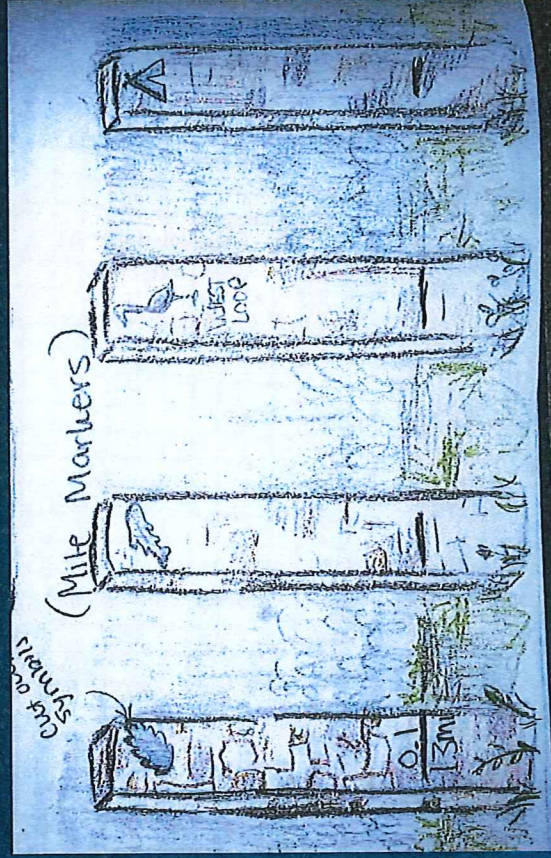
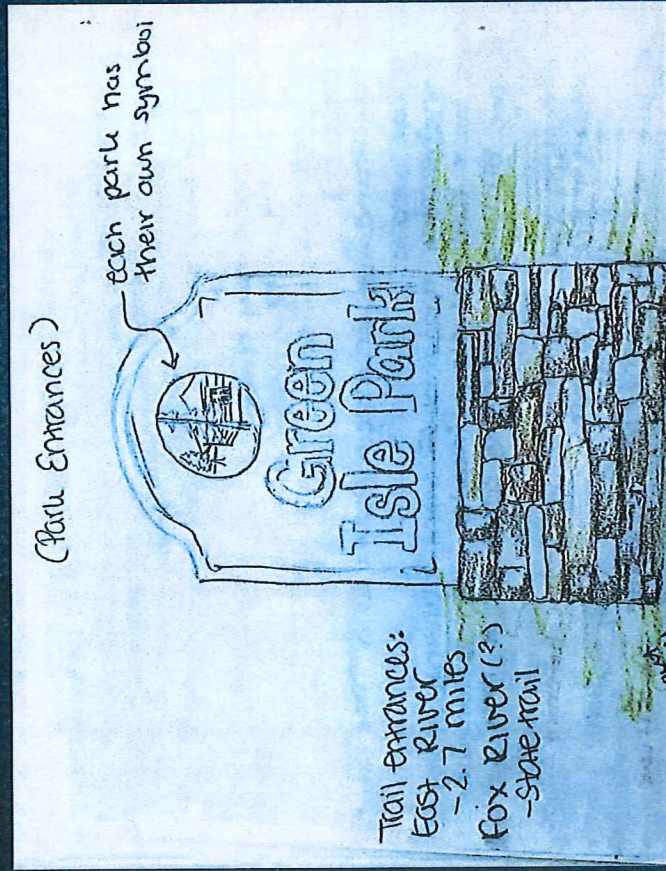
AL DESIGNS



Initial Concepts



Initial Concepts



Broadview



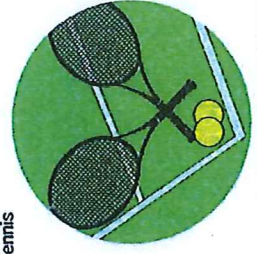
Kiwanis



East Lawn



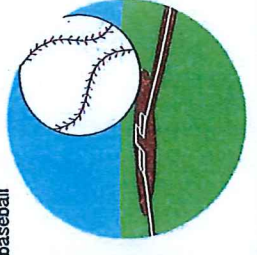
Langlade



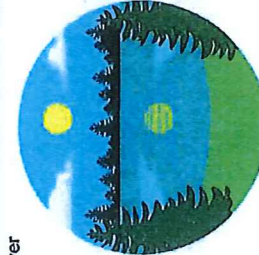
Kayakers Point



Miracle League



Riverview



Sunlight



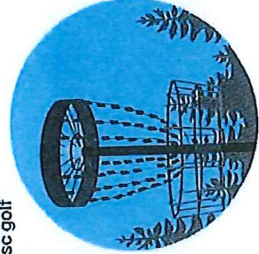
Sunset



Webster



Wiese



Green Isle



Allover

