

# Memo

To: Village Board

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

Re: Community Signs

Date: January 3, 2017

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## 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.

In early 2016 staff began working with a graphic design class from UWGB to produce ideas of potential sign designs for use in this project. Since the July Village Board meeting, staff has been working with local sign manufacturers to produce signage options to utilize throughout the community for village entry points, parks and facility entrances, as well as wayfinding to key community destination points. These various sign installations will have a common theme and design which will present a sense of place or branding for the community.

## Previous Information/Action:

The Village Board directed staff to continue working on this project at the July 19, 2016, Village Board Meeting with various comments including utilizing consistent fonts and styles, use monument signage with stone looking base, and incorporate park identifier graphics for individual parks.

The Parks, Recreation, and Forestry Committee discussed the sign designs at the October committee meeting and recommended proceeding with sign design Model 10 for park entrance signage and Option B for community wayfinding signage. They also noted that a variation of design Model 10 could be used for community entryway signs.

At the November 15, 2016 Village Board meeting, the Board had selected and commented on the Model 10 monument sign design and a combination of Options B and C wayfinding sign design to utilize throughout the community. Staff worked with a local sign manufacturer to adjust colors, shape, and mounting options. Attached are the sign designs with adjustments per Board comments.

Budget Item/Funding:

Community signage will utilize Park Improvement Funds, TIF funding, and a portion of the Stadium Tax Refund. Attached is an estimate for signage for 2017 utilizing the various funding sources.

Staff Recommendation:

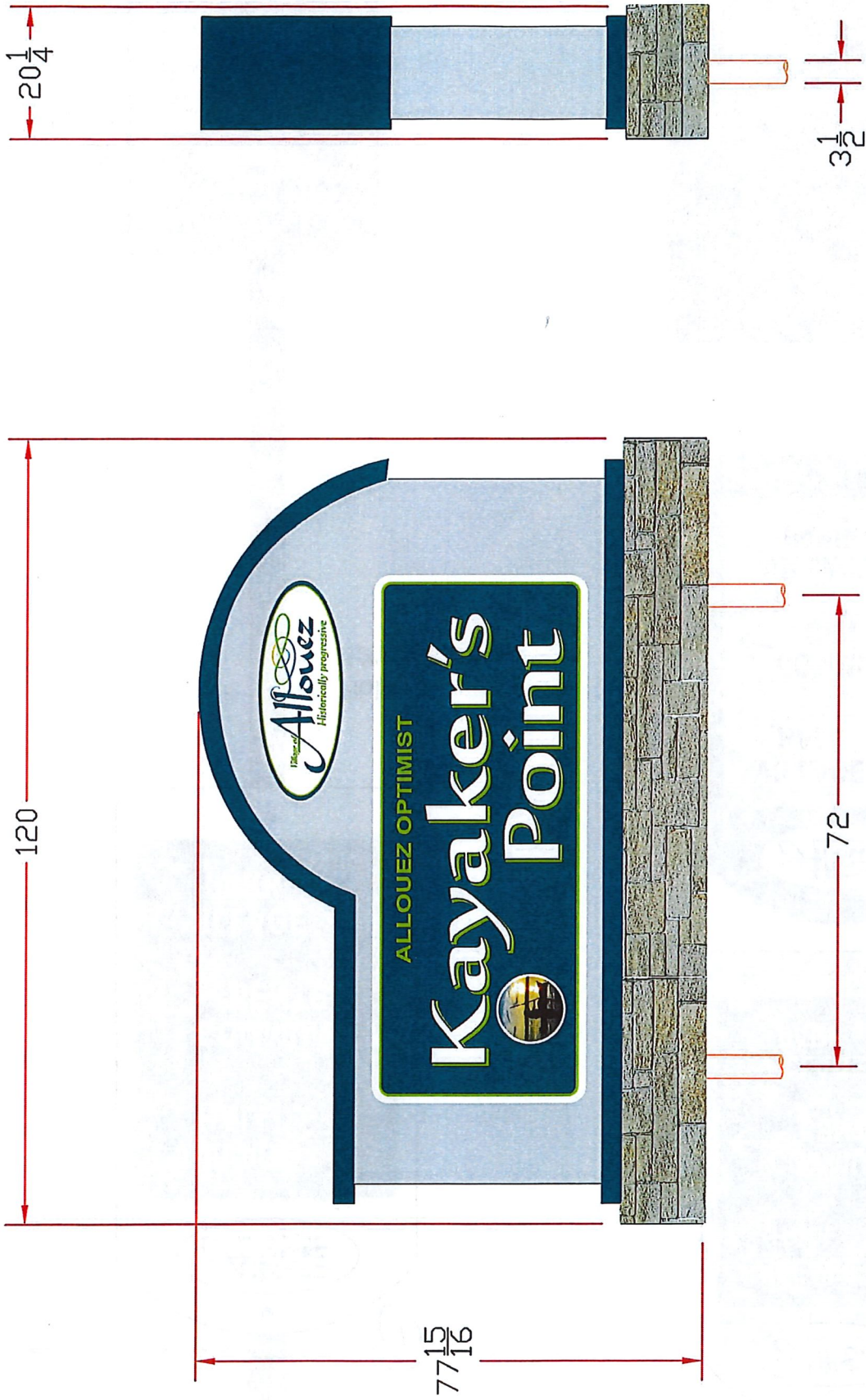
Staff is asking for Board approval to proceed with sign installations for:

- Village entryways
- Park entrances
- Community wayfinding

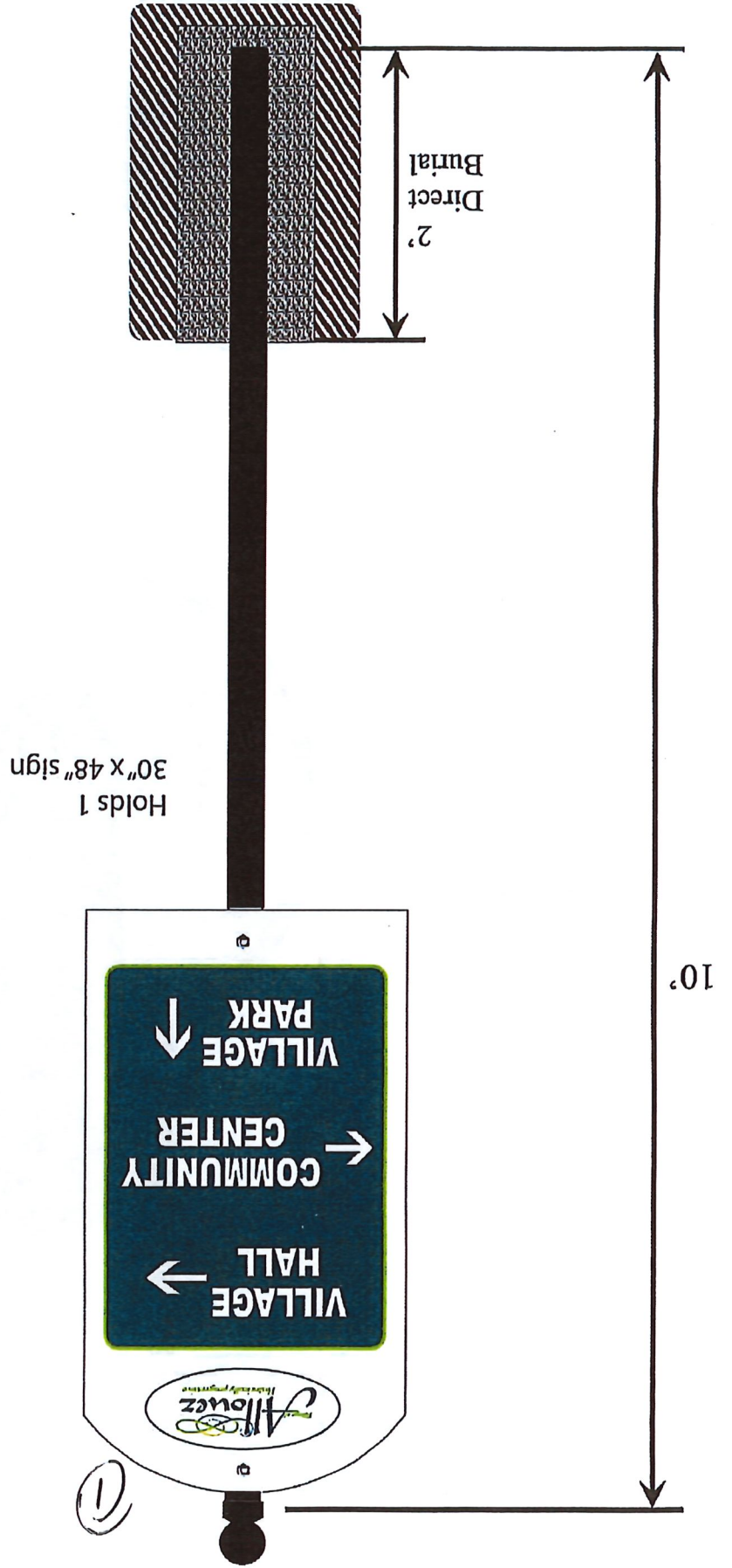
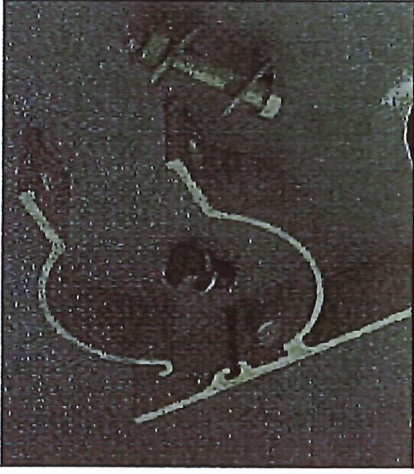
Attachments:

- Signage designs
- Sign location map
- Community Signage 2017 Estimates

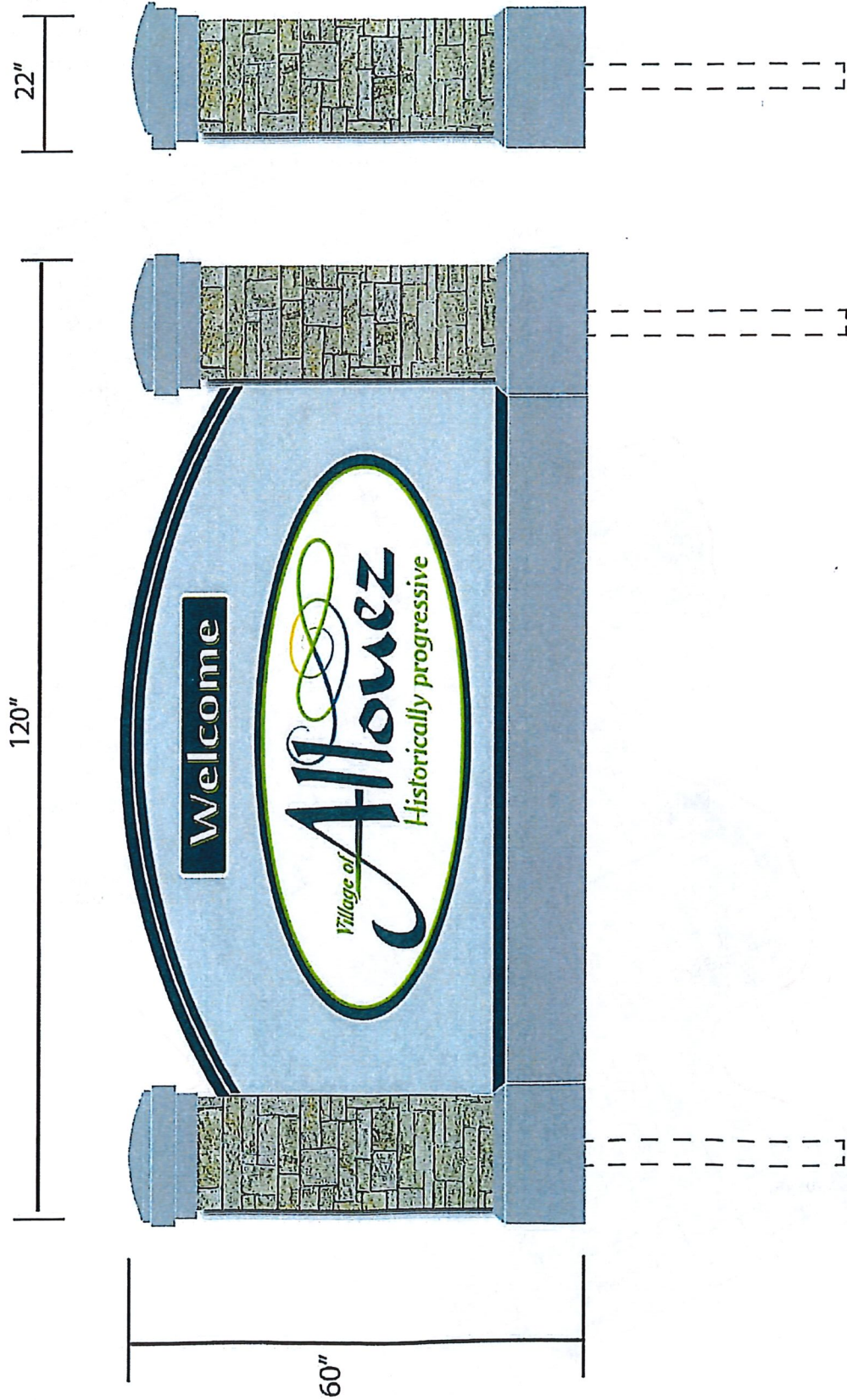
# Model 10

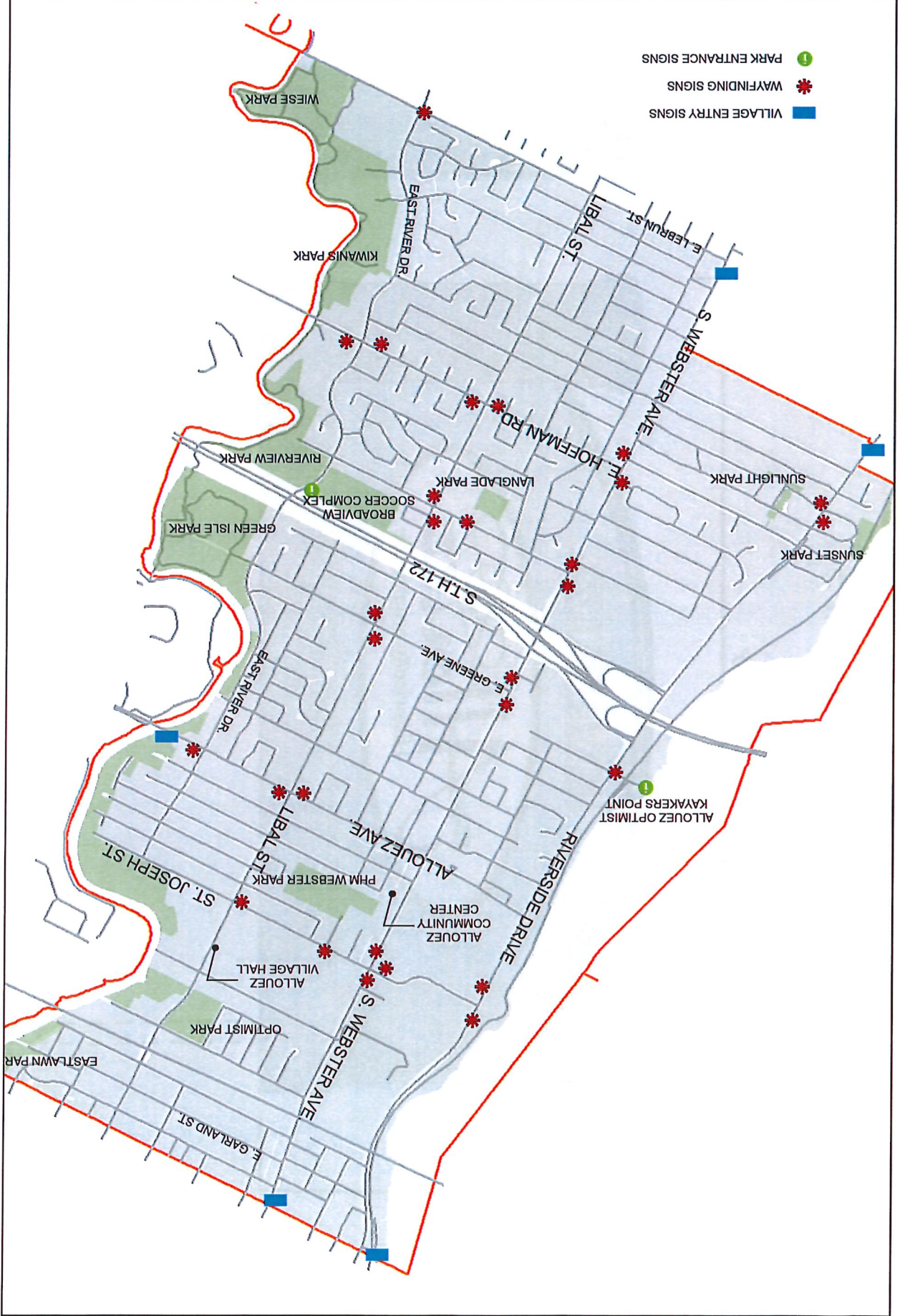


Optional aluminum mounting brackets



OPTIONAL ENTRYWAY DESIGN  
Model 3





- VILLAGE ENTRY SIGNS
- ✱ WAYFINDING SIGNS
- PARK ENTRANCE SIGNS



**Funding Source      Tax Increment Finance      \$ 13,500.00**

**COMMUNITY ENTRANCE SIGNS**

Location		Number of signs	Cost
Riverside Drive - north end		1	\$ 5,600.00
Webster Avenue - north end		1	\$ 5,600.00
		<b>2</b>	<b>\$ 11,200.00</b>

**COMMUNITY WAYFINDING SIGNS**

Location	At this street	Directing to:	Number of signs	Cost
Riverside Drive	St. Joseph St.	Village Hall, Optimist Park, Community Center	2	\$ 750.00
St. Joseph St.	Libal St.	Village Hall, Optimist Park	1	\$ 375.00
St. Joseph St.	Webster Ave.	Village Hall, Optimist Park, Community Center	1	\$ 375.00
Webster Avenue	St. Joseph St.	Village Hall, Optimist Park	2	\$ 750.00
			<b>6</b>	<b>\$ 2,250.00</b>

**TOTAL COST UTILIZING TIF FUNDS      \$ 13,450.00**

**Funding Source      Park Improvement Fund      \$ 72,188.00**

**PARK ENTRANCE SIGNS**

Park Name		Number of signs	Cost
Allouez Optimist Kayakers Point		1	\$ 5,700.00
Broadview Soccer Complex - east entrance		1	\$ 5,700.00
		<b>2</b>	<b>\$ 11,400.00</b>

**TOTAL COST UTILIZING PIF FUNDS      \$ 11,400.00**