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

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.

Agenda Item Number	
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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.

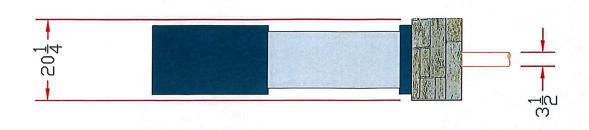
Staff Recommendation:

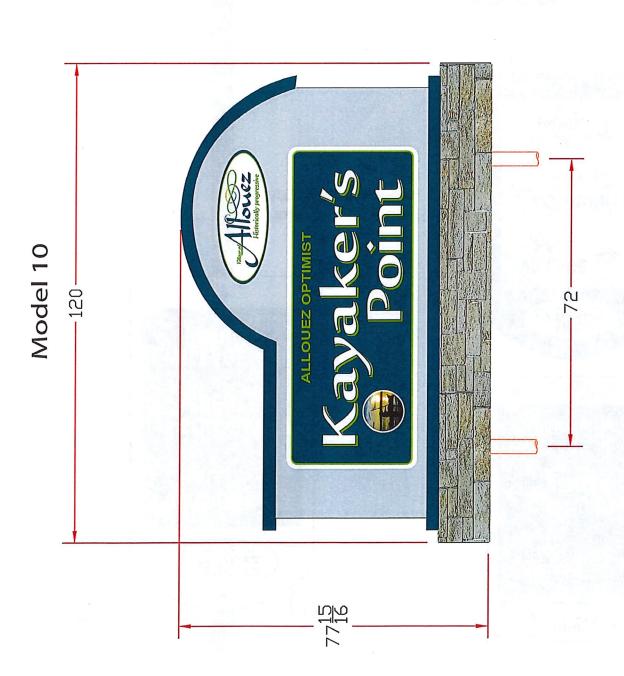
Staff is asking for Board approval to proceed with sign installations for:

- Village entryways
- Park entrances
- Community wayfinding

Attachments:

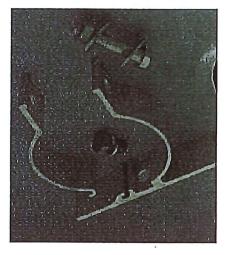
- Signage designs
- Sign location map
- Community Signage 2017 Estimates



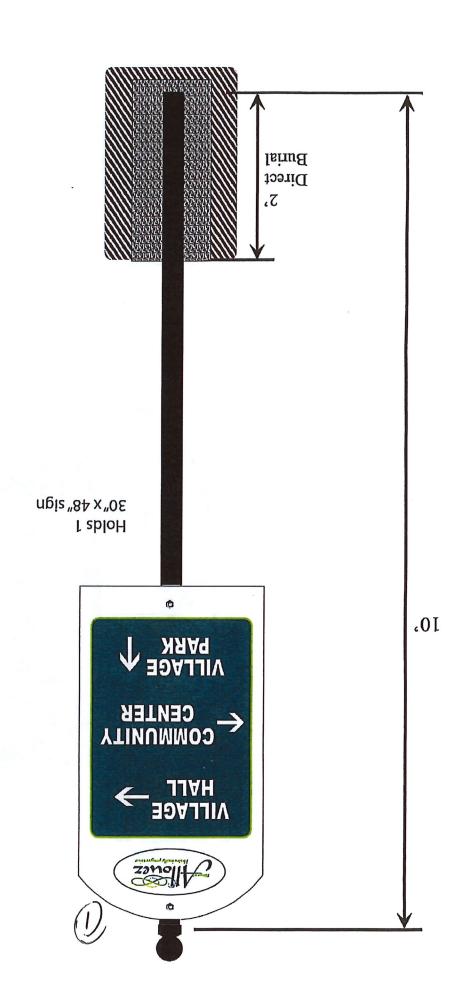




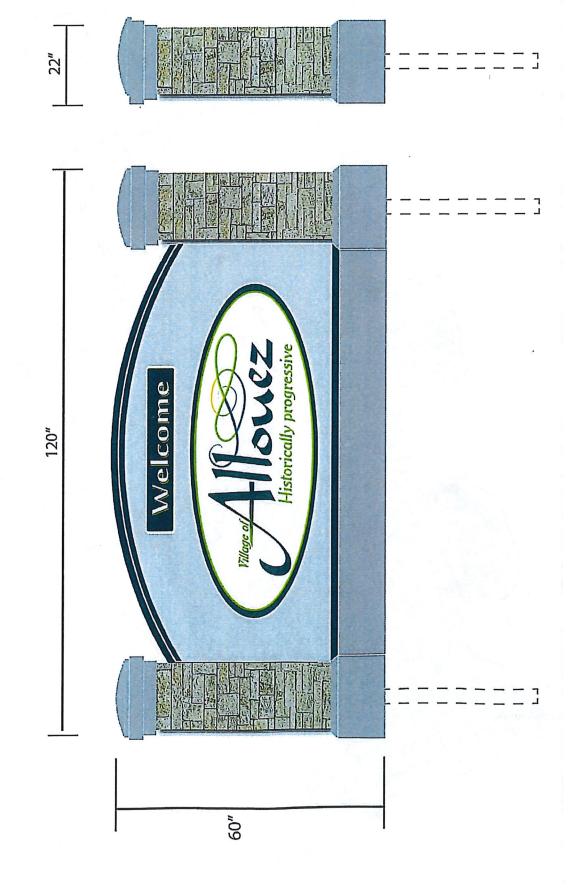


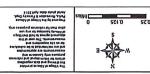


Optional aluminum mounting brackets



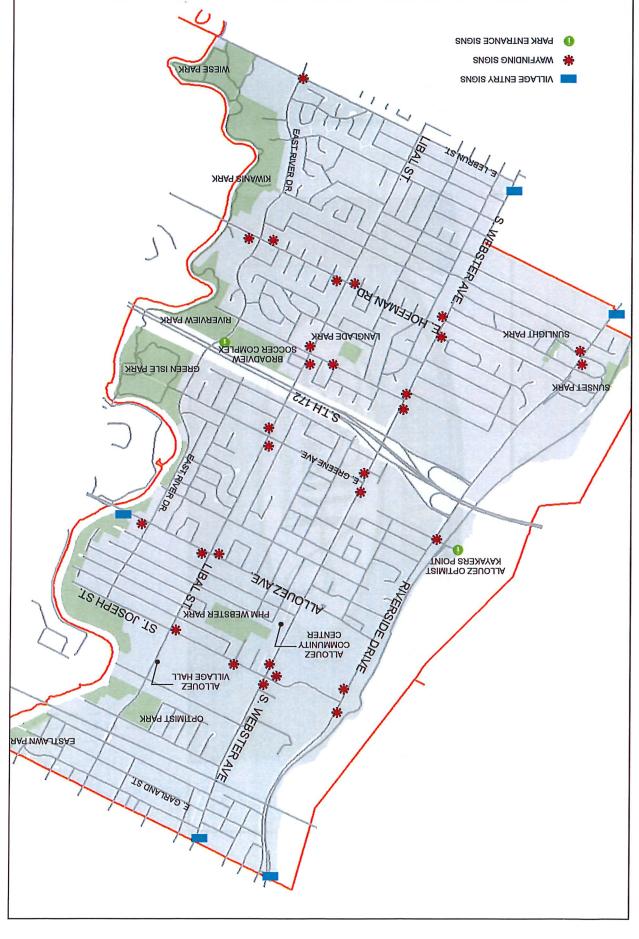
OPTIONAL ENTRY WAY DESIGN Model 3





COMMUNITY SIGNAGE VILLAGE OF ALLOUEZ, WISCONSIN





VILLAGE OF ALLOUEZ COMMUNITY SIGNAGE 2017 ESTIMATES

Funding Source	Stadium Tax Ref	und Allocation		\$	26,000.00
COMMUNITY ENTRANCI					
Lagation			Number of		
Location		THE REPORT OF THE PROPERTY OF	signs		Cost
Allouez Avenue - east en	d		1	\$	5,600.00
Riverside Drive - south e	nd	and the barries are a second as the second a	1	\$	5,600.00
Webster Avenue - south	end	- Andrew Control of the Control of t	1	\$	5,600.00
			3	\$	16,800.00
COMMUNITY WAYFINDI	NG SIGNS				
Location	At this street	Directing to:	Number of signs		Cost
Allouez Avenue	East River Drive	Green Isle Park	1	\$	375.00
Allouez Avenue	Libal St.	Village Hall, Optimist Park	2	\$	750.00
Broadview Drive	YMCA	Langlade Park	2	\$	560.00
East River Dr.	LeBrun St.	Yardwaste Facility, Wiese Park	1	\$	375.00
		Kiwanis Park, Wiese Park, Riverview Park,			
Hoffman Rd.	East River Drive	Green Isle Park, Broadview Soccer	2	\$	750.00
Hoffman Rd.	Libal St.	Village Hall	2	\$	750.00
Libal St.	Greene Ave.	Green Isle Park	2	\$	750.00
Libal St.	Broadview Dr.	Village Hall, Langlade Park, Riverview Park	2	\$	750.00
Riverside Drive	LaZarre St.	Optimist Kayakers Point, Fox River Trail	2	\$	560.00
Riverside Drive	Sunset Circle	Sunset Park, Sunlight Park	2	\$	750.00
St. Joseph St.	Jourdain La.	Webster Park	2	\$	560.00
	and the same and the same	Village Hall, Allouez Community Center,	ke akesa i walke sana a		
Webster Avenue	Greene Ave.	Green Isle Park	2	\$	750.00
		Langlade Park, Riverview Park, Broadview	A STATE OF THE	Mr. J.	1 18.90 V 518
Webster Avenue	Broadview Dr.	Soccer Complex	2	\$	750.00
	r	Kiwanis Park, Wiese Park, Village Hall,			
Webster Avenue	Hoffman Rd.	Community Center	2	\$	750.00
er gewone	, cu	(kintin zalie and	26	\$	9,180.00
		TOTAL COST UTILIZING STR FUNDS		\$	25,980.00

Funding Source	Tax Increment Finance				13,500.00
COMMUNITY ENTRANCE S	SIGNS				
Location			Number of		Cost
			signs		
Riverside Drive - north end			1	\$	5,600.00
Webster Avenue - north er	nd		1	\$	5,600.00
			2	\$	11,200.00
COMMUNITY WAYFINDIN	G SIGNS				
Location	At this street	Directing to	Number of		Cost
Location	At this street	Directing to:	signs		Cost
		Village Hall, Optimist Park, Community			
Riverside Drive	St. Joseph St.	Center	2	\$	750.00
St. Joseph St.	Libal St.	Village Hall, Optimist Park	1	\$	375.00
		Village Hall, Optimist Park, Community			
St. Joseph St.	Webster Ave.	Center	11	\$	375.00
Webster Avenue	St. Joseph St.	Village Hall, Optimist Park	2	\$	750.00
			6	\$	2,250.00
		TOTAL COST UTILIZING TIF FUNDS		\$	13,450.00
				•	,
Funding Source	Park Improvement F	- und		\$	72,188.00
PARK ENTRANCE SIGNS					
D 1.11			Number of		Cont
Park Name			signs		Cost
Allouez Optimist Kayakers F	Point		1	\$	5,700.00
Broadview Soccer Complex - east entrance			1	\$	5,700.00
			2	\$	11,400.00

TOTAL COST UTILIZING PIF FUNDS

\$

11,400.00