

# Memo

To: Parks and Recreation Committee, Plan Commission

Fr: Chris Clark, Trevor Fuller

Re: ACTION RE: UWGB COMMUNITY SIGN DESIGNS

Date: 17 February 2016

## Background

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 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.

## Financing

Some of the parks signs have been budgeted for 2016, with the rest being a part of our Capital Improvement Plan for future implementation. Depending on the location of the community identifiers and wayfinding signs, these signs would likely have to be future budget items or TID#1 expenses.

## Project

A design class from UWGB was asked to develop a theme for the village to consider. The class was given initial direction from staff based on input gathered in the community visioning sessions and corridor study (e.g. historic feel, European Hamlet, meaning of village logo).

The class also presented their initial concepts to the Plan Commission and Parks and Recreation Committee and incorporated the committees' comments into the final designs. The class consists of three groups, each presenting their own concept. Each group recognizes that the village might use all or none of their concepts, but it is the hope of the class to gain direction and feedback on how to continue developing their presentation and design skills.

Staff will bring the discussion of budgeting and installation back to the Village Board at a later date.

The Village Board is asked to provide feedback to the students of the preferred concepts from each presentation.