

Memo

To: Village Board

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

Re: Community Sign Designs

Date: November 15, 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.

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.

Budget Item/Funding:

Community signage will utilize Park Improvement Funds, TIF funding, and a portion of the Stadium Tax Refund.

Staff Recommendation:

Staff is asking the Board to select sign design options to proceed with for installation at:

- Village entryway
- Park entrance
- Community wayfinding

Attachments:

- Signage design options
- Sign location map
- Sign location and proposed costs

VILLAGE ENTRANCE SIGNS

	Funding Source	Cost New
Allouez Avenue - east end	STR	\$ 5,700.00
Hoffman Road - east end	STR	\$ 5,700.00
Riverside Drive - 172	STR	\$ 5,700.00
Riverside Drive - south end	STR	\$ 5,700.00
Webster Avenue - 172	STR	\$ 5,700.00
Webster Avenue - south end	STR	\$ 5,700.00
		\$ 34,200.00
Riverside Drive - north end	TIF	\$ 5,700.00
Webster Avenue - north end	TIF	\$ 5,700.00
		\$ 11,400.00

VILLAGE FACILITY SIGNS

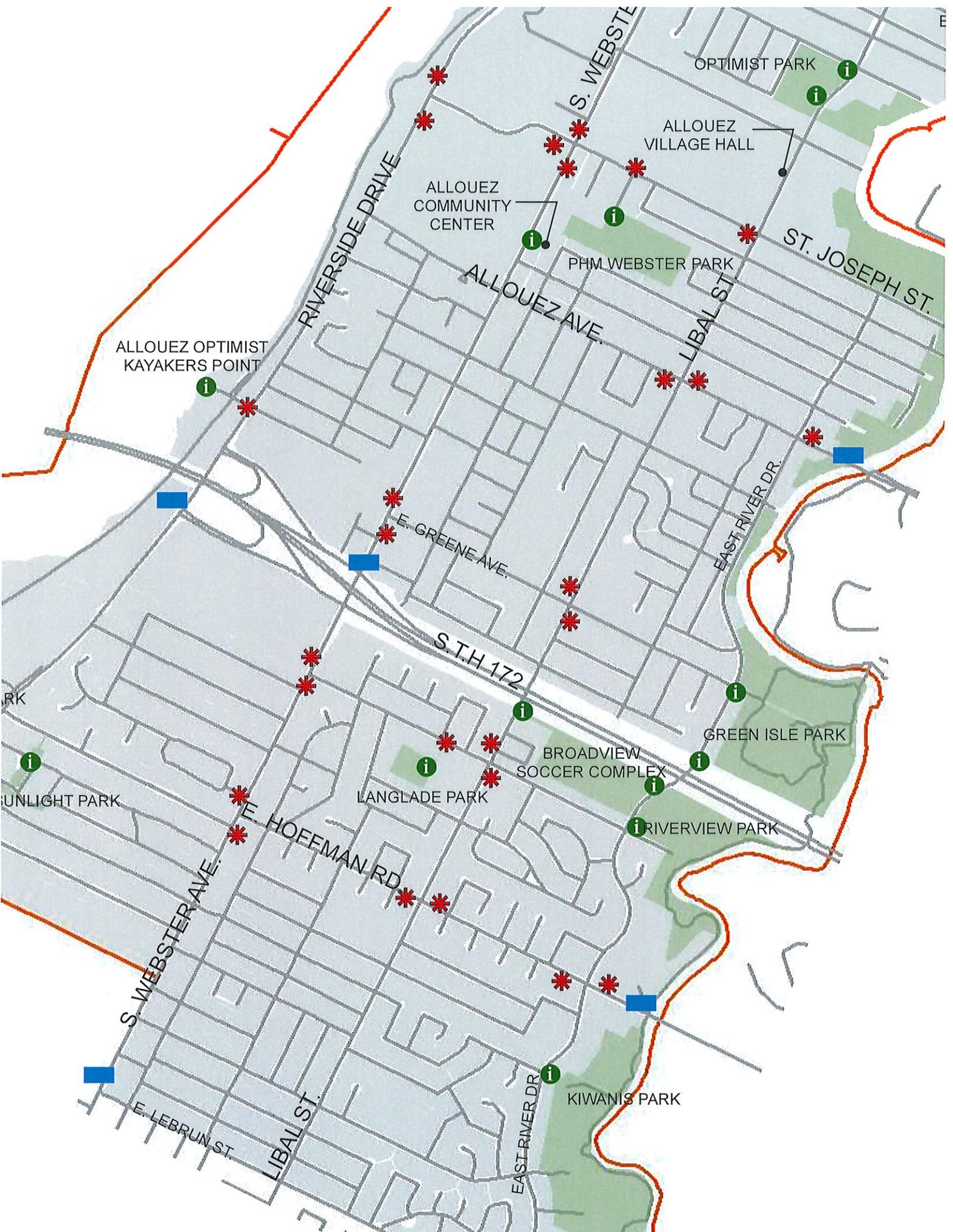
Allouez Community Center	TIF	\$ 25,000.00
Allouez Village Hall		

COMMUNITY WAYFINDING SIGNS

Location	At this street	Directing to:	Number of signs	Funding Source	Cost New
				Stadium Tax	
Allouez Avenue	East River Drive	Green Isle Park	1	Refund	\$ 800.00
Allouez Avenue	Libal St.	Village Hall, Optimist Park	2	STR	\$ 1,600.00
Baird St.	E. Garland St.	Eastlawn Park	2	STR	\$ 1,600.00
Broadview Drive	YMCA	Langlade Park	2	STR	\$ 1,600.00
East River Dr.	LeBrun St.	Yardwaste Facility, Wiese Park	2	STR	\$ 1,600.00
		Kiwanis Park, Wiese Park, Riverview Park,			
Hoffman Rd.	East River Drive	Green Isle Park, Broadview Soccer	2	STR	\$ 1,600.00
Hoffman Rd.	Libal St.	Village Hall	2	STR	\$ 1,600.00
Libal St.	Greene Ave.	Green Isle Park	2	STR	\$ 1,600.00
Libal St.	Broadview Dr.	Village Hall, Langlade Park, Riverview Park	2	STR	\$ 1,600.00
Riverside Drive	LaZarre St.	Optimist Kayakers Point	2	STR	\$ 1,600.00
Riverside Drive	Sunset Circle	Sunset Park, Sunlight Park	2	STR	\$ 1,600.00
		Village Hall, Allouez Community Center,			
Webster Avenue	Greene Ave.	Green Isle Park	2	STR	\$ 1,600.00
		Langlade Park, Riverview Park, Broadview			
Webster Avenue	Broadview Dr.	Soccer Complex	2	STR	\$ 1,600.00
Webster Avenue	Hoffman Rd.	Kiwanis Park, Wiese Park, Village Hall	2	STR	\$ 1,600.00
			27		\$ 21,600.00
Riverside Drive	St. Joseph St.	Village Hall, Optimist Park, Community Center	2	TIF	\$ 1,600.00
St. Joseph St.	Jourdain La.	Webster Park	2	TIF	\$ 1,600.00
St. Joseph St.	Libal St.	Village Hall, Optimist Park	1	TIF	\$ 800.00
		Village Hall, Optimist Park, Community Center			
St. Joseph St.	Webster Ave.	Center	1	TIF	\$ 800.00
Webster Avenue	St. Joseph St.	Village Hall, Optimist Park	2	TIF	\$ 1,600.00
			8		\$ 6,400.00

PARK ENTRANCE SIGNS

Park Name	Replacement Date	Funding Source	Cost New
Allouez Optimist Kayakers Point	2016	Park Improvement	\$ 5700 Each
Broadview Soccer Complex - east entrance	2017	PIF	
Green Isle Park - north entrance	2018	PIF	
Optimist Park - corner of Libal & Kalb	2019	PIF	
PHM Webster Park Sports Complex	2020	PIF	
Broadview Soccer Complex - west entrance	2021	PIF	
Riverview Park	2022	PIF	
East Lawn Park	2023	PIF	
Kiwanis Park	2024	PIF	
Sunlight Park	2025	PIF	
Sunset Park	2026	PIF	
Green Isle Park - south entrance	2027	PIF	
Wiese Family Park	2028	PIF	
Resch Family East River Trail - GI Park	2029	PIF	
Resch Family East River Trail - Riverview Park	2030	PIF	
Resch Family East River Trail - Wiese Park	2031	PIF	
Langlade Park	2032	PIF	
Optimist Park - Resch Miracle Field	2033	PIF	



ALLOUEZ OPTIMIST
KAYAKERS POINT

ALLOUEZ
COMMUNITY
CENTER

ALLOUEZ
VILLAGE HALL

PHM WEBSTER PARK

OPTIMIST PARK

ST. JOSEPH ST.

ALLOUEZ AVE.

RIVERSIDE DRIVE

S. WEBSTER

LIBAL ST.

EAST RIVER DR.

E. GREENE AVE.

S.T.H. 172

GREEN ISLE PARK

BROADVIEW
SOCCER COMPLEX

LANGLADE PARK

RIVERVIEW PARK

SUNLIGHT PARK

HOFFMAN RD.

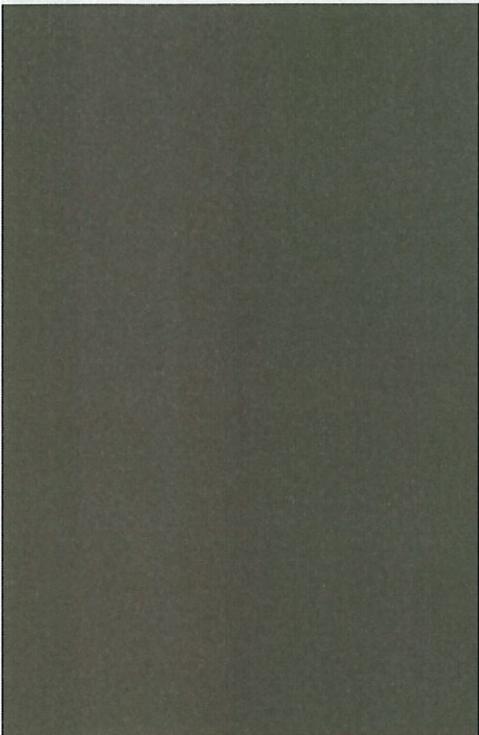
KIWANIS PARK

S. WEBSTER AVE.

E. LEBRUN ST.

LIBAL ST.

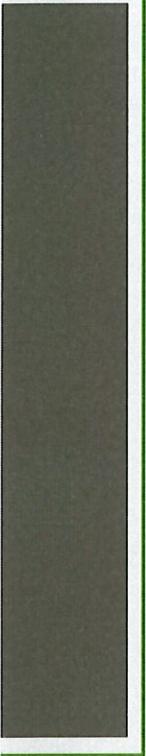
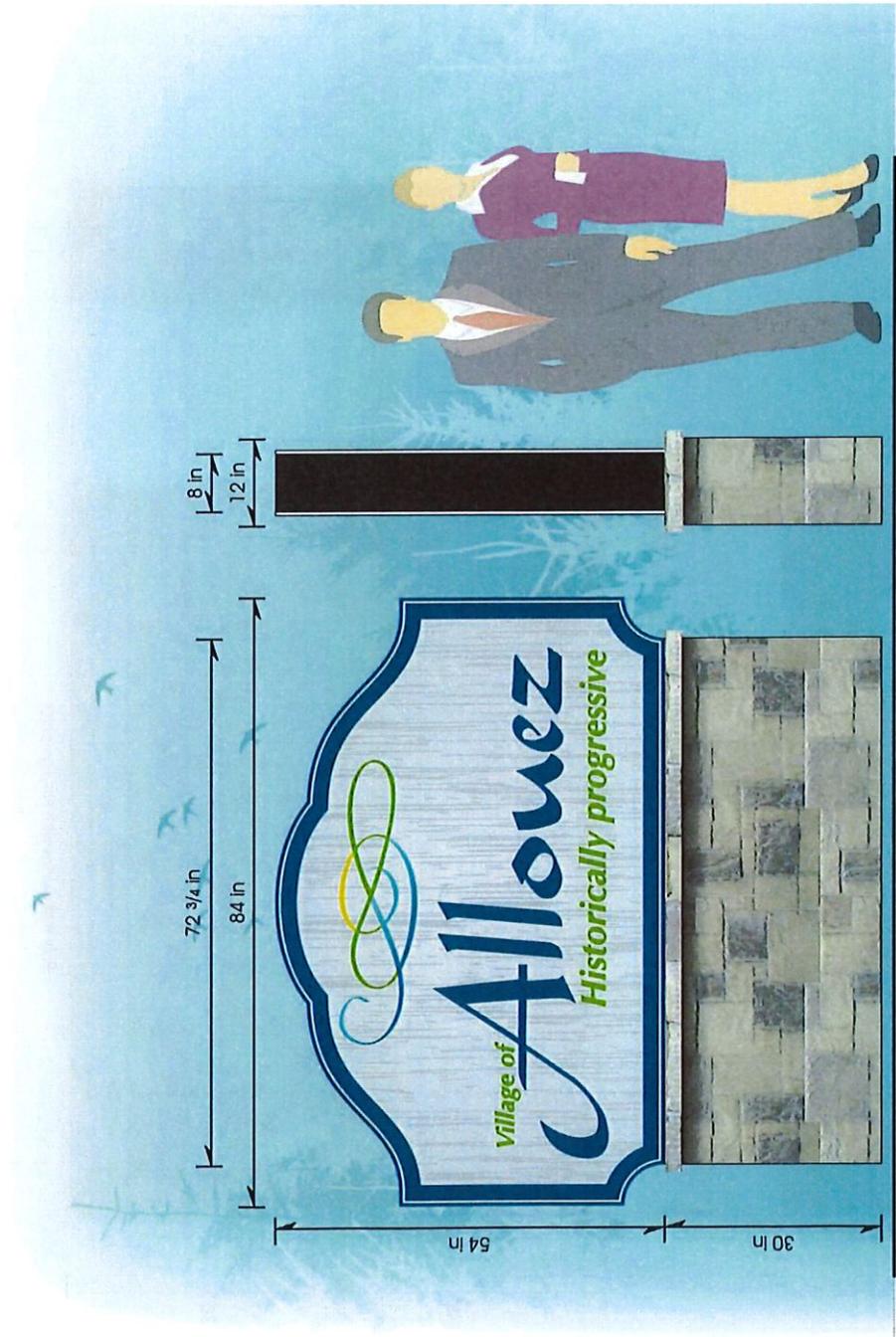
EAST RIVER DR.

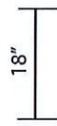
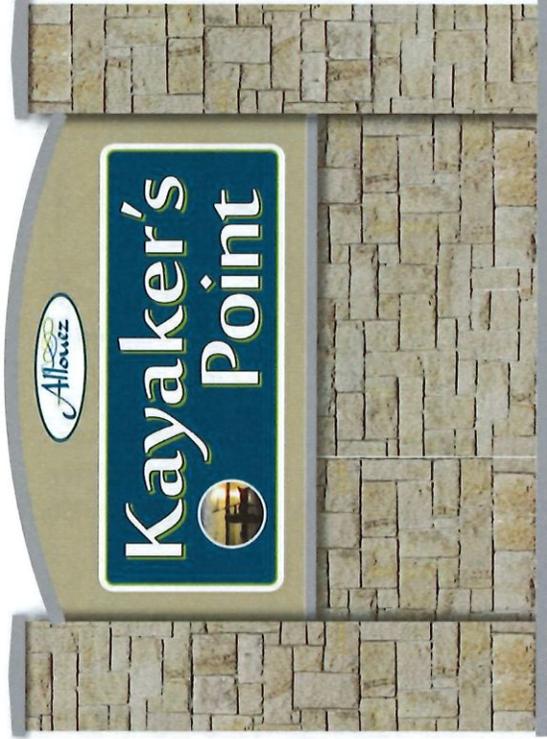
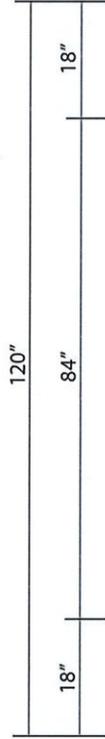
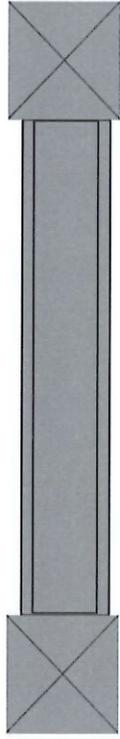


PARK AND WAYFINDING SIGN DESIGN OPTIONS

PARK ENTRANCE SIGNS







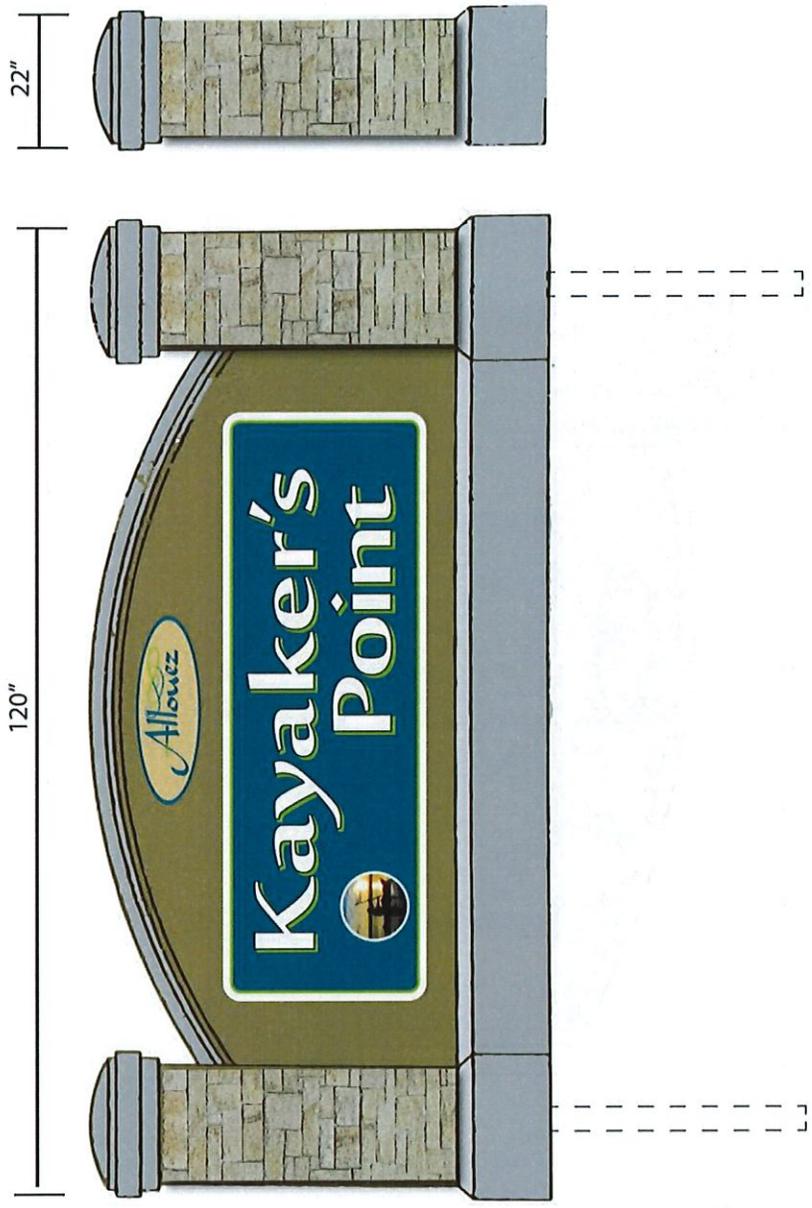
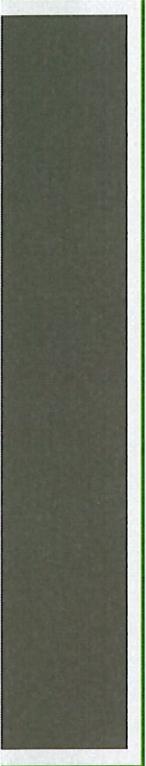
48"

36"

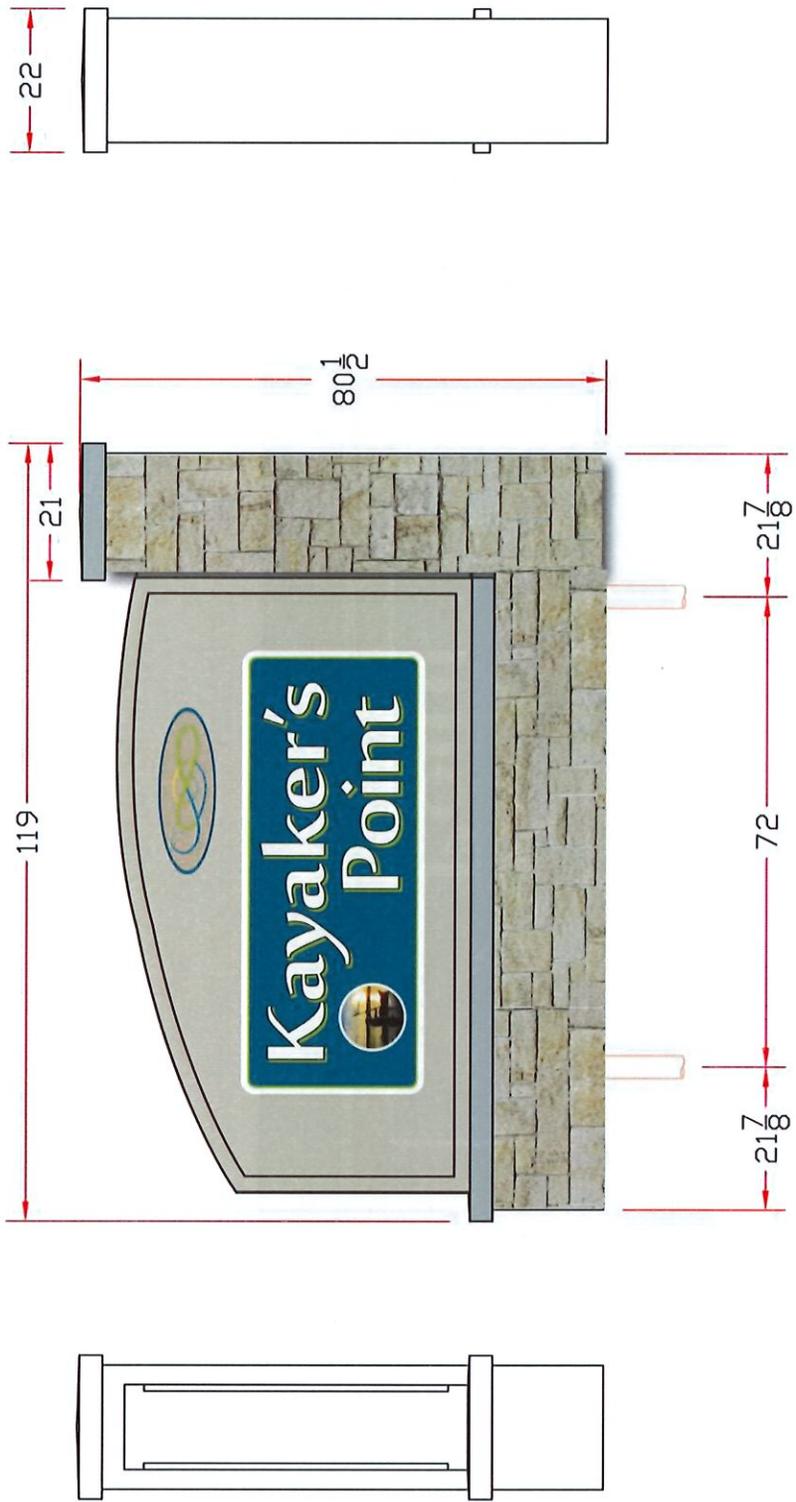
Poly metal signs with vinyl graphics

4" x 4" steel posts

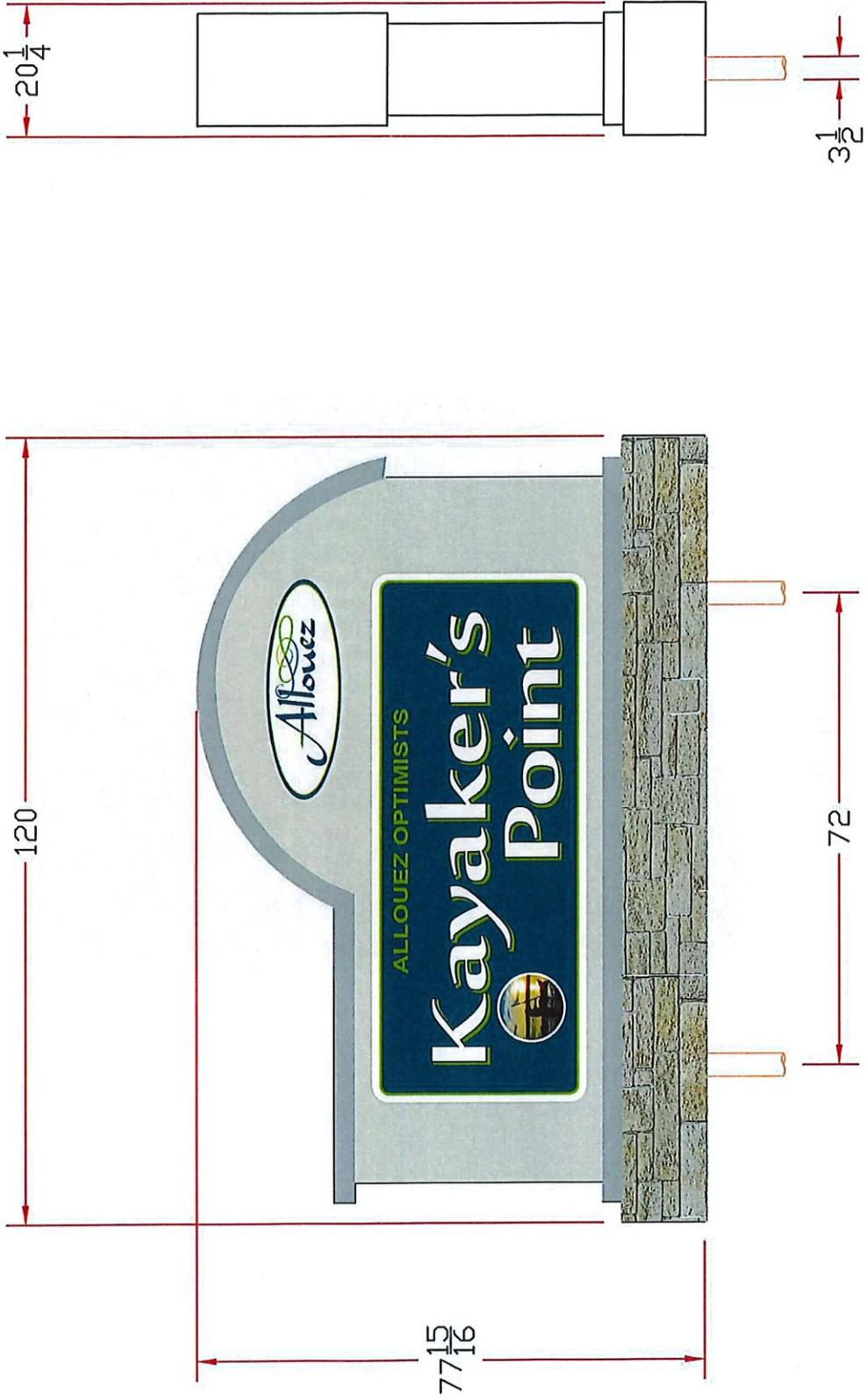




Model 21



Model 10



Model 15

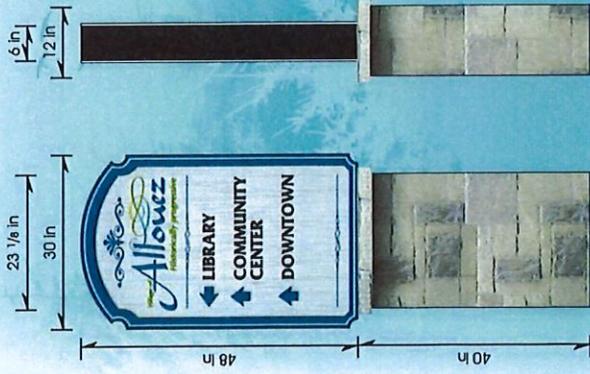


88"

72"

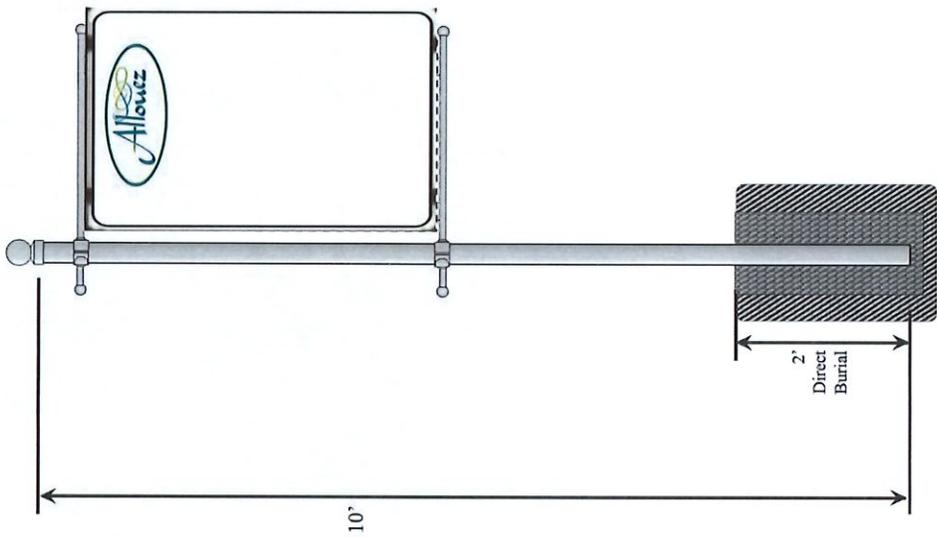
WAYFINDING

Option A



Option B

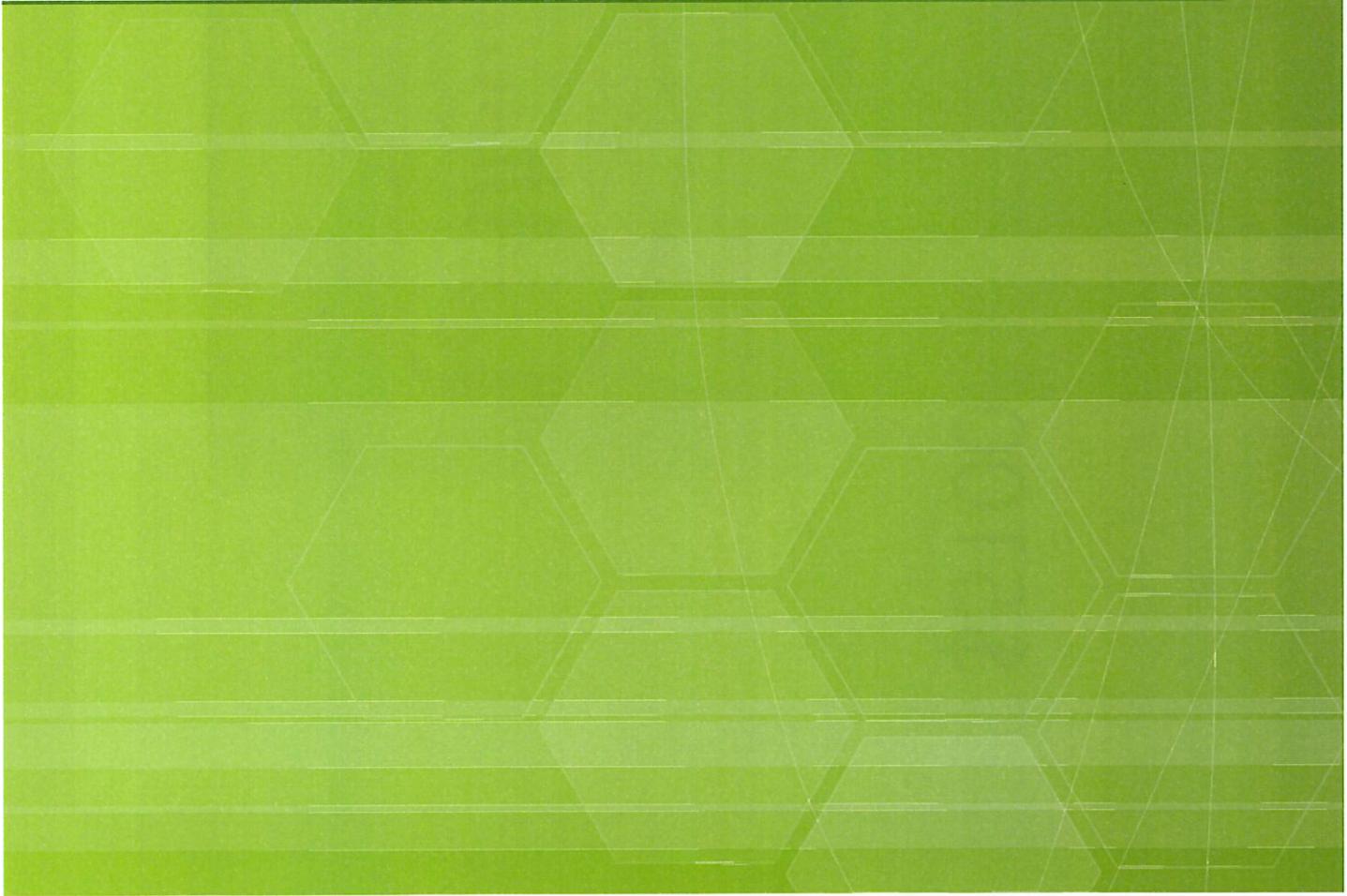




Option C



PRICING



\$5100



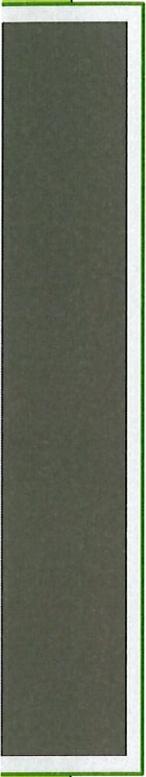
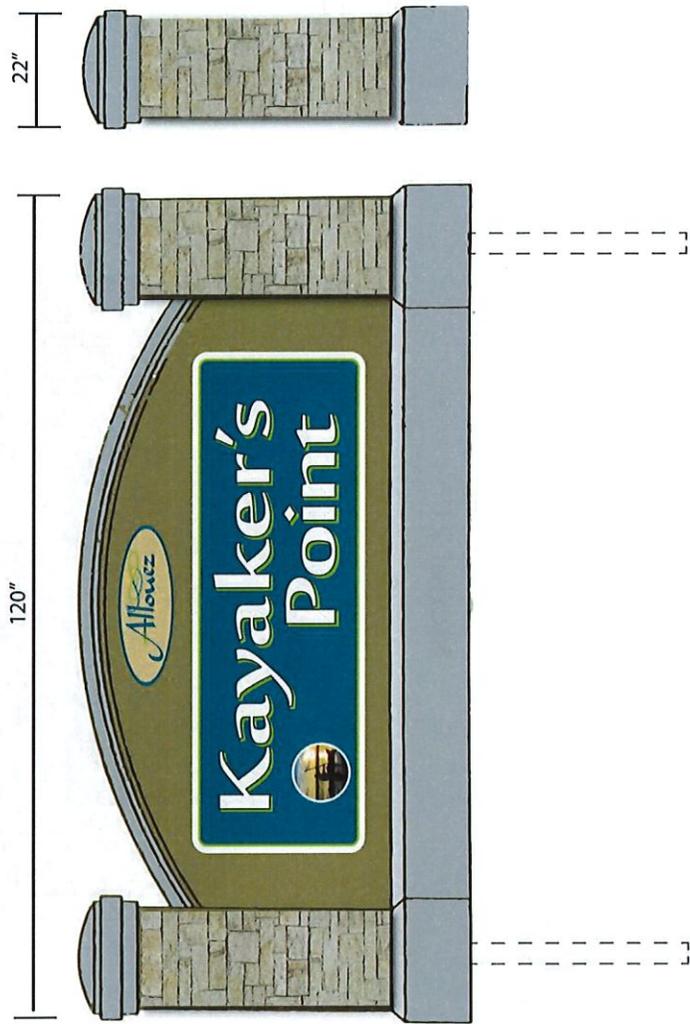
\$5100



\$8270

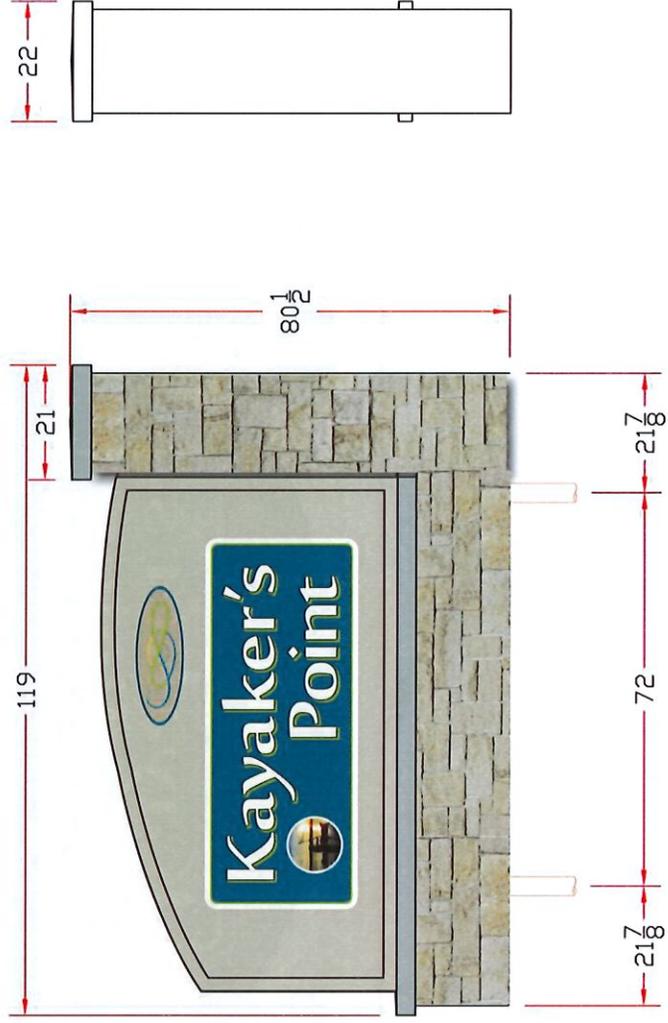


\$5400



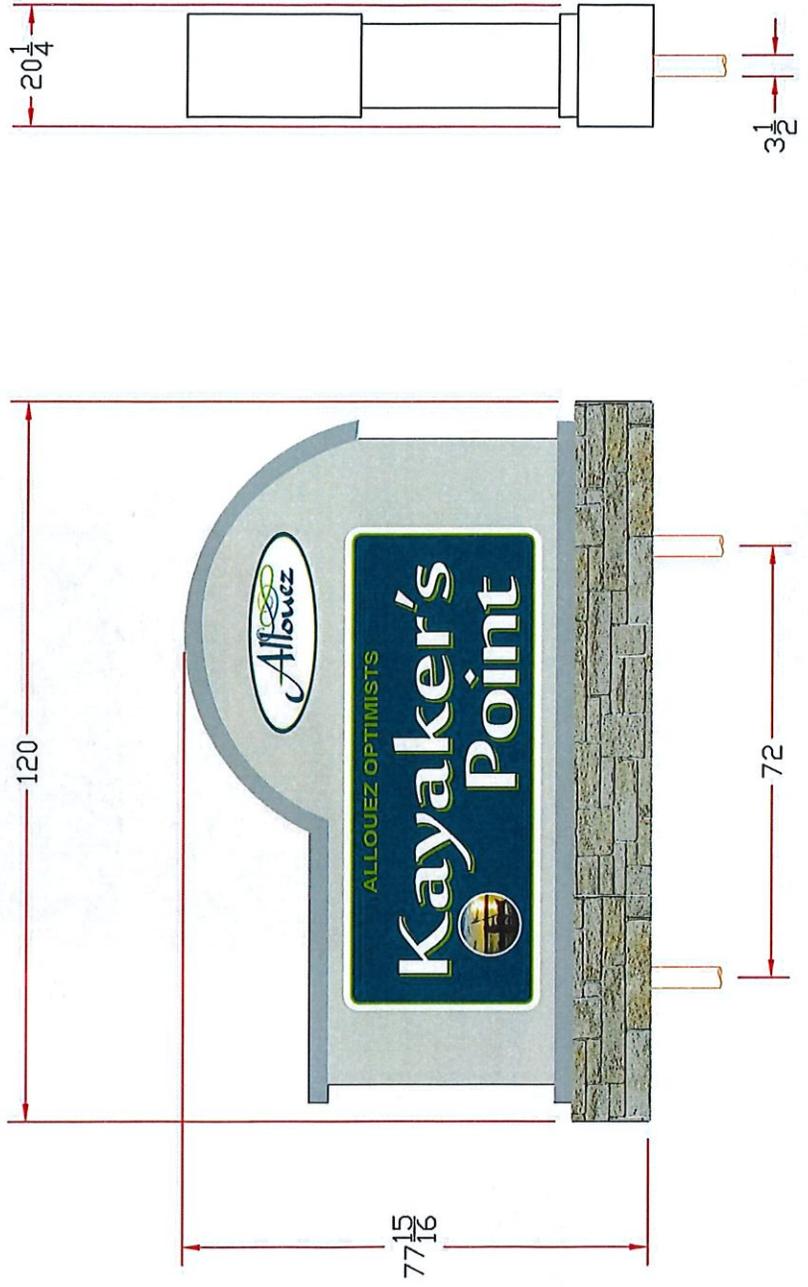
\$6500

Model 21



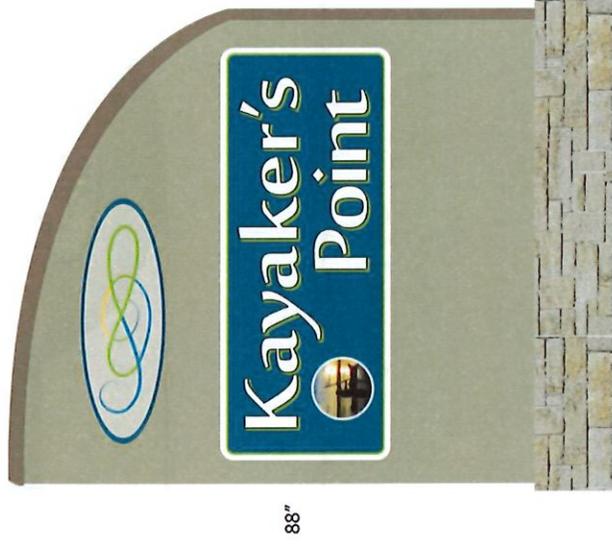
\$5700

Model 10



\$4250

Model 15



88"

72"

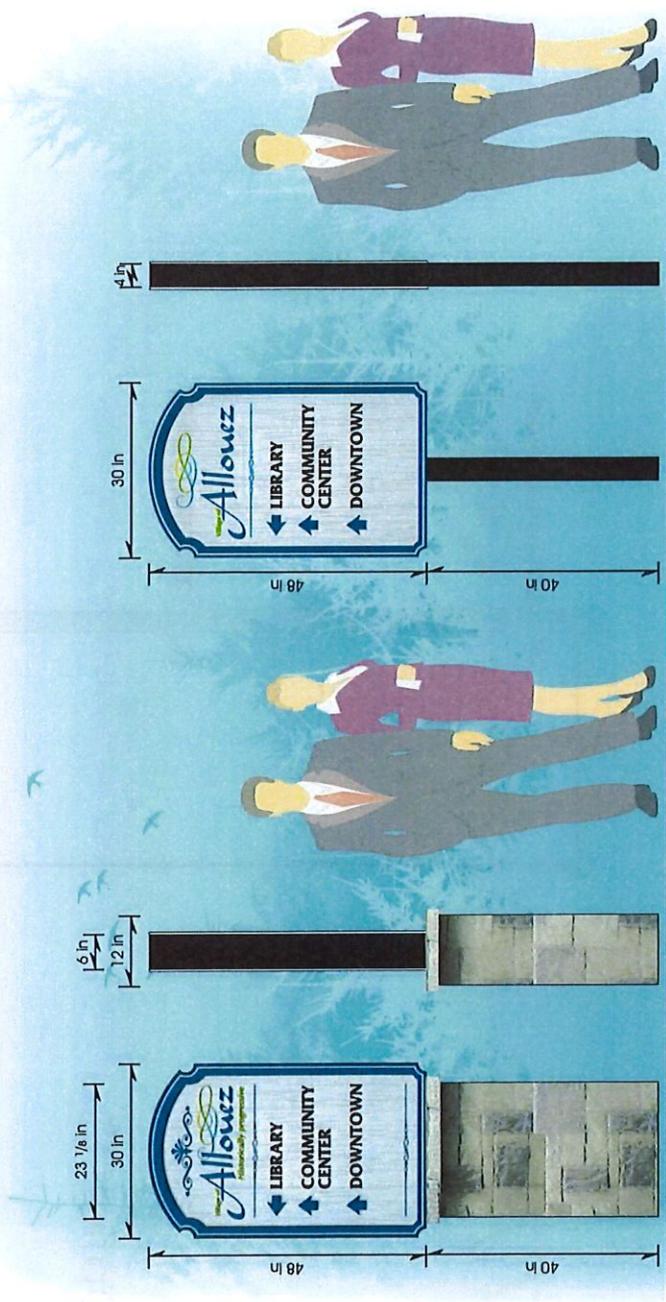
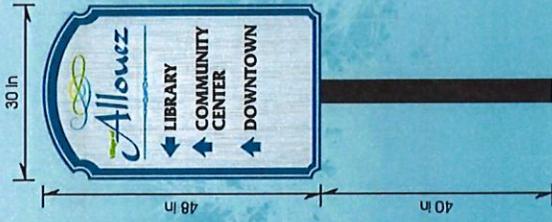
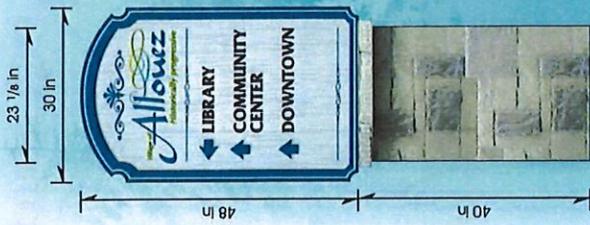


\$3100

\$2340

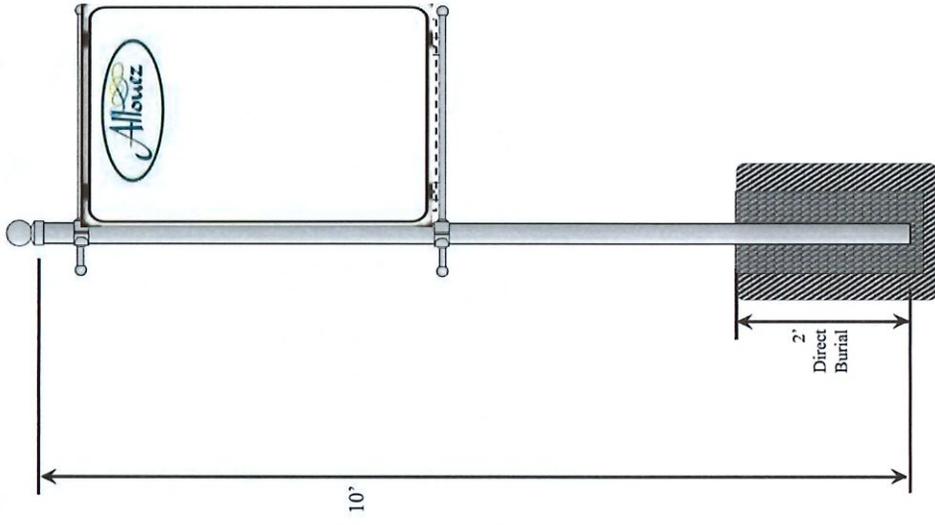
Option A

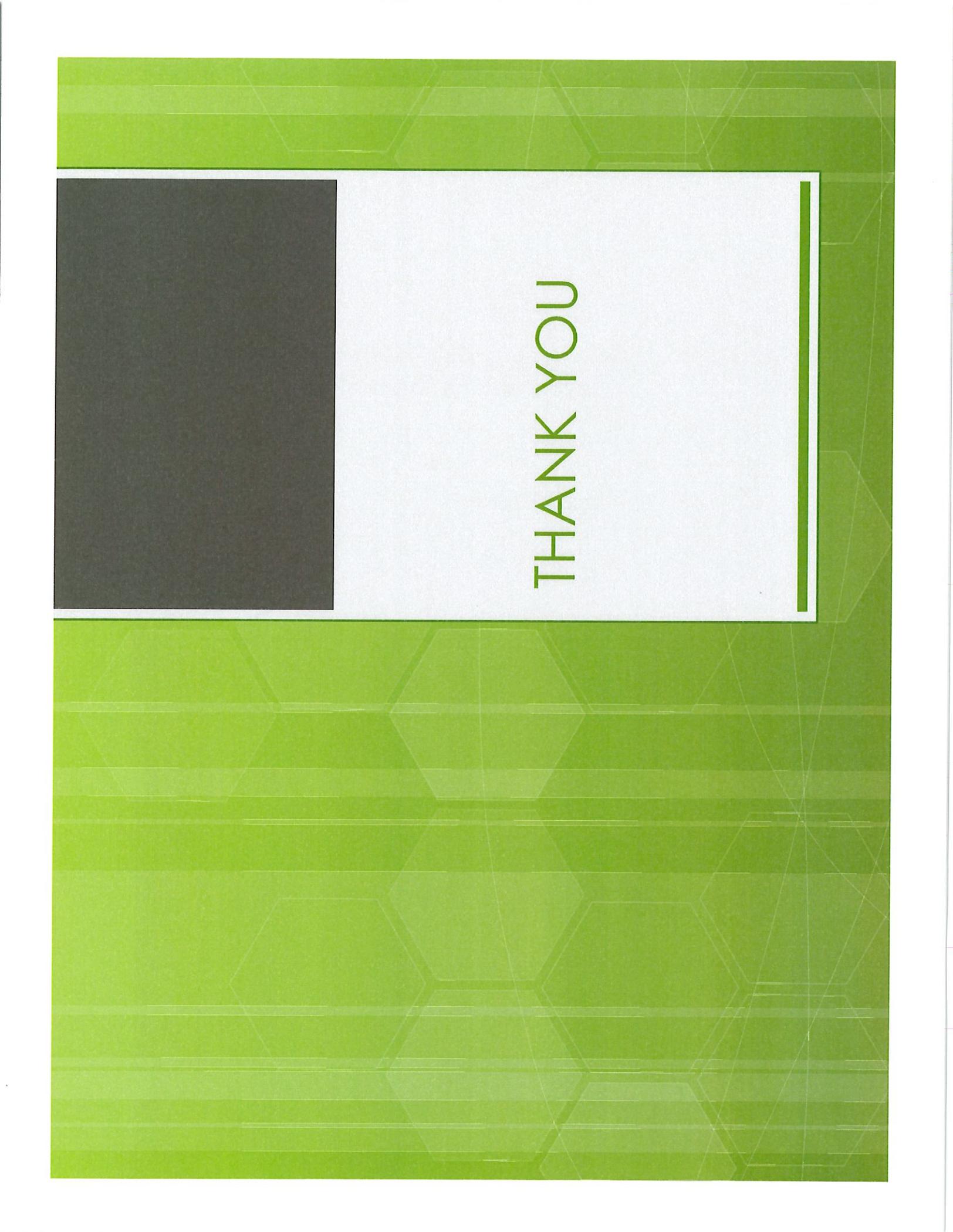
Option B



\$770

Option C





THANK YOU

