

# Community Entryway and Wayfinding Plan

Recommended by Plan Commission and  
Community Development Authority: August 13, 2019

Adopted by Village Board: Pending

A supplemental element of the Village of Weston Comprehensive Plan



IN WESTON, IT'S TIME TO WELCOME FAMILIES,  
BUSINESSES, AND SUSTAINABLE NEW GROWTH TO  
THE RIGHT KIND OF PLACE IN CENTRAL WISCONSIN.



# Acknowledgements

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## Introduction and Purpose

Through Volume 2: Vision and Directions of the Village of Weston Comprehensive Plan, the village advises its intent to “enhance community entryway and wayfinding experience” as part of a broader initiative to “create memorable places and experiences.” Entryway signs are attention-getting installations at community edges that often include landscaping. Wayfinding signage directs visitors to key public destinations and districts.

This Community Entryway and Wayfinding Plan—adopted as a Volume 3 element of the Comprehensive Plan—guides the village in the design, location, and messaging of entryway and wayfinding signs. The intent is to enhance visitor experience and comfort, a sense of place among residents and businesses, and economic growth. This will be accomplished by installing an affordable, comprehensible, and dynamic signage package that will remain relevant for years to come.

This Plan includes:

- An inventory of existing entryway and wayfinding signs, most of which should be removed or retrofitted upon installation of the recommended signage in this Plan.
- Preliminary designs for community entryway and wayfinding signs, in both new and retrofitted forms, and including recommended designs.
- Proposed locations of entryway and wayfinding signs. The focus is along primary roadway corridors, corresponding with the village’s emphasis on transportation, (re)development, and design improvements in these corridors, as articulated through its County Road X Corridor Plan and Schofield Avenue Corridor Plan.
- Proposed messaging for each wayfinding sign. Considerations include identifying only public places and districts, and vigilantly limiting messaging on each sign so it will be legible and comprehensible.
- Implementation recommendations, including potential phasing, final design and bidding advice, and potential funding sources.



Municipal Center Monument Sign



Example, current wayfinding



Current Village of Weston Logo



Current 'Primary Entry'



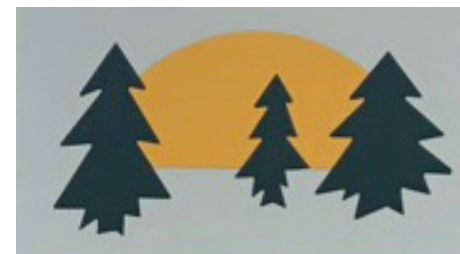
Current 'Secondary Entry'



DCE trees graphic



Tree from previous Village logo



Sunset from existing signs/earlier logo



CMYK Values				
0-99-91-33	25-0-70-34	2-38-96-0	2-22-61-0	0-0-0-0

Design palette. Colors chosen from current Village of Weston logo.

## Design Elements

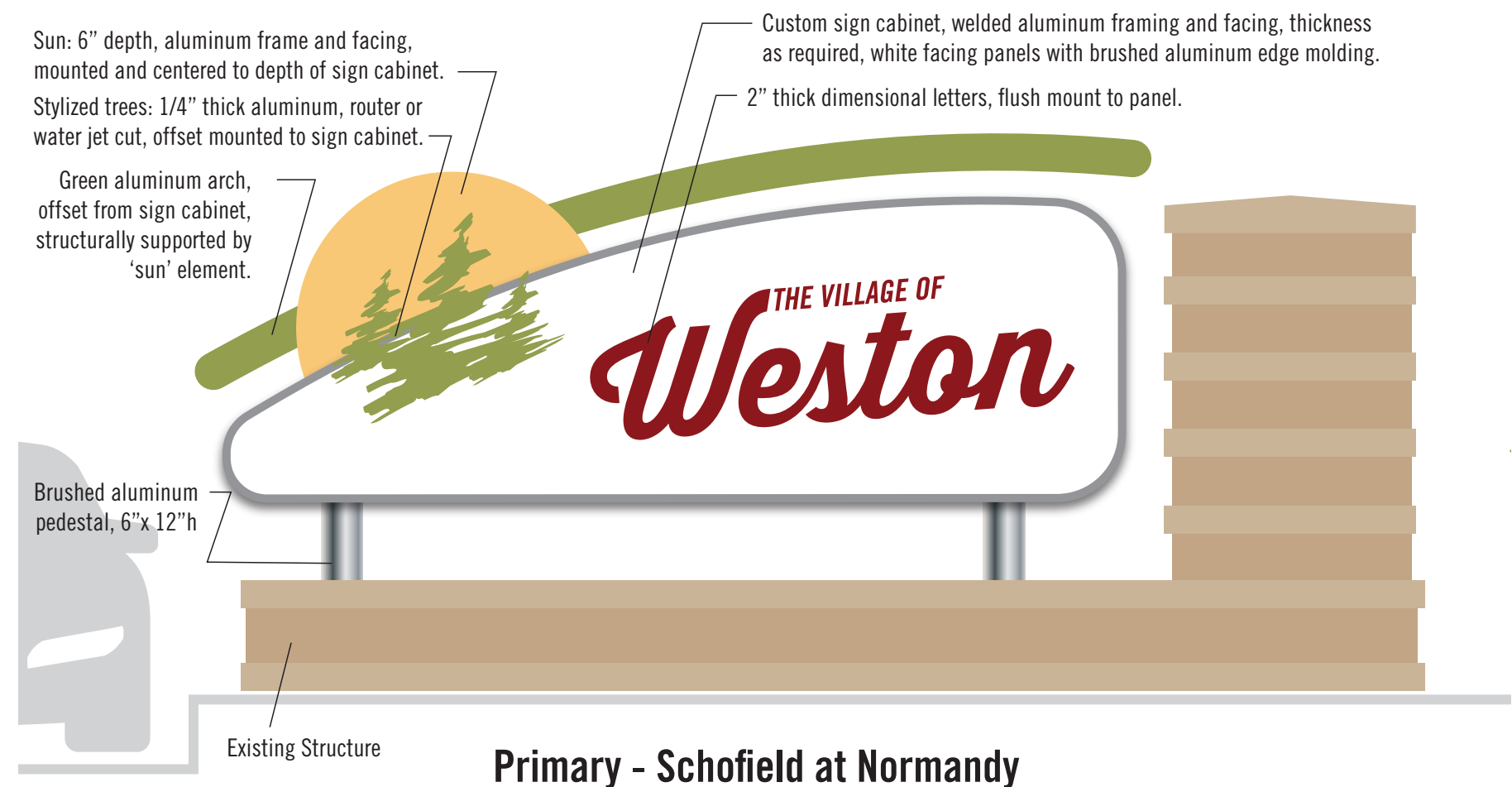


Images of current entryway, wayfinding, and streetscape signage are shown to the left. As is seen from these images, current signage utilizes a variety of color schemes, design elements, logos, and letterforms. The new sign system outlined in this plan seeks to honor and incorporate design elements, such as the "DC Everest Evergreens" tree graphic, that have existed in the village for years. Those elements, along with new letterforms, should be unified into a cohesive visual system.

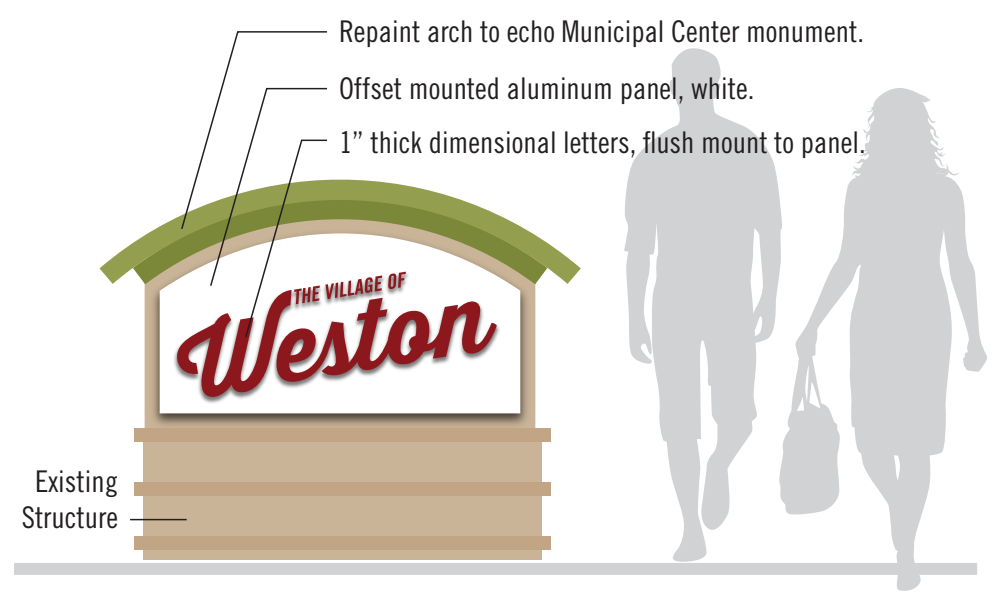
The logo, graphic elements, and colors shown to the left have been taken from current village signage. These elements, along with visual cues taken from the new monument sign located at the Village Municipal Center, have provided the basis for all the proposed designs outlined in this Plan.

The colors shown below, along with brushed aluminum, are the only colors used in the new designs. Approximate CMYK (Cyan, Magenta, Yellow, black) values have been provided based upon analysis of the current Village of Weston logo. If more specific color values are on record with the village, or the original designer, they should be provided to the fabricator upon procurement/production of these signs.

## Community Entryway and Wayfinding Plan



**Primary - Schofield at Normandy**



**Secondary - Multiple Locations**

**Front elevation view**

**Recommended Reuse/  
Retrofit of Existing  
Entryway Signs**



The Village has one 'primary entryway' monument installed at intersection of Schofield and Normandy Avenues, as well as three smaller 'secondary entryway' monuments at Schofield Ave. and County J, Camp Phillips Rd. at Barbican Ave., and Northwestern Ave. near Hampton Ave. (See examples of current designs on previous page.) These could be retrofitted to bring them into visual alignment with the proposed wayfinding sign system outlined in this Plan.

**Primary:** Remove existing aluminum cabinet and planter. Replace with new custom aluminum sign cabinet.

**Secondary:** Cover and replace old logo and design elements with updated visuals and color scheme. Options include:

Adopt the color scheme and visual cues from the Municipal Center monument sign and apply them to village entryway signs.

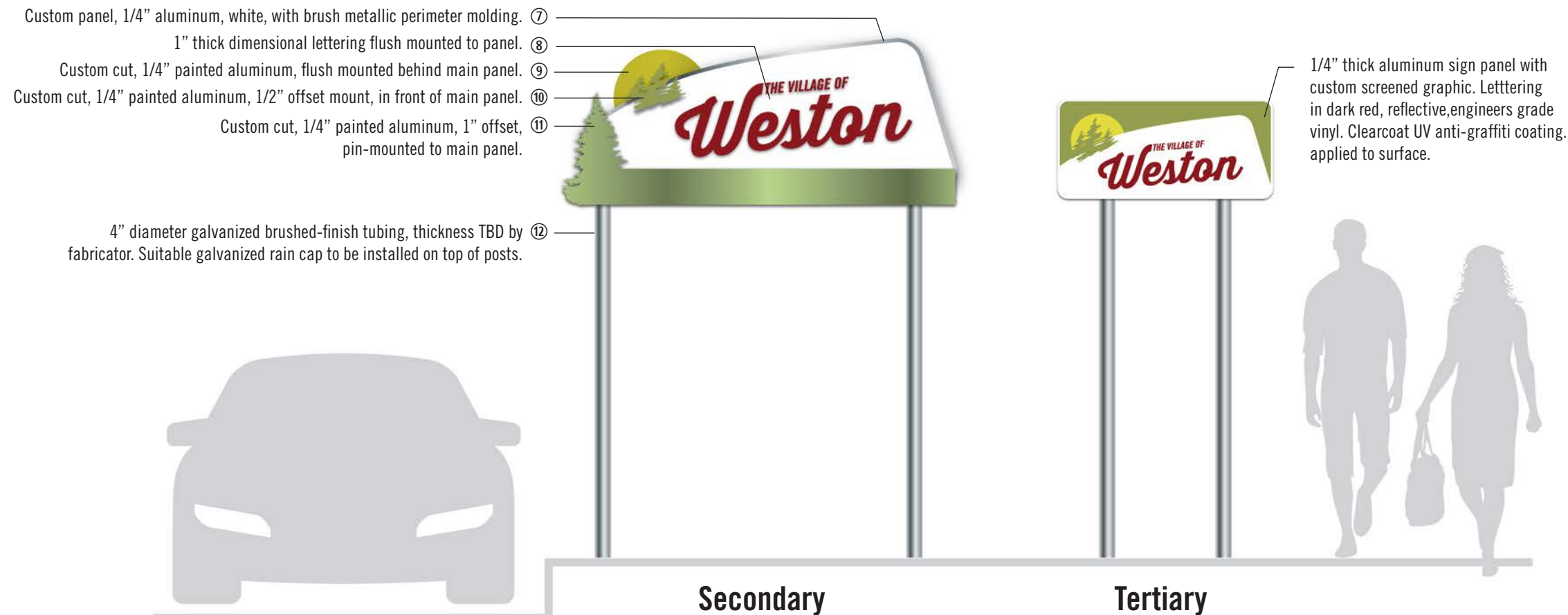
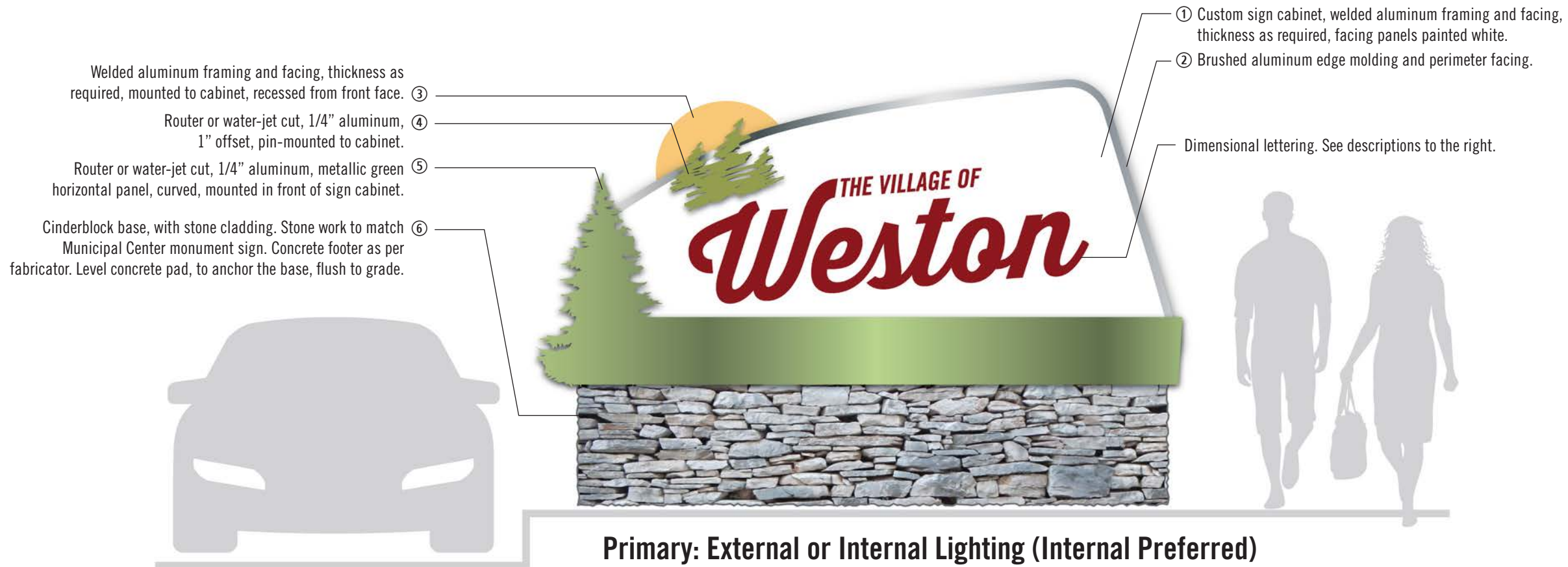
All retrofit entryway signs should retain existing external lighting fixtures.

Drawings are design-intent only. Final design and shop drawings to be supplied by the fabricator. Where applicable, a professional engineer shall be required to approve and stamp shop drawings prior to fabrication and installation.

Fabricator to design and engineer all footings and mountings in accordance with applicable regulations and best industry practices. Breakaway base required for all roadway signage.

**Community Entryway  
and Wayfinding Plan**

# Recommended Replacement Entryway Signs, Overview



The redesigned primary entryway signs may be constructed as internally or externally illuminated units. Village preference is internal illumination.

**Internally Lit:** 2" thick clear acrylic push through lettering with dark red semi-opaque facing. Internal LED lighting within cabinet. Lighting and lettering accessible from maintenance panel on back of cabinet.

**Externally Lit:** 2" thick dark red dimensional lettering, flush mounted to exterior of custom sign cabinet. Internal access to sign cabinet is not required.

Drawings are design-intent only. Final design and shop drawings to be supplied by the fabricator. Where applicable, a professional engineer shall be required to approve and stamp shop drawings prior to fabrication and installation.

Fabricator to design and engineer all footings and mountings in accordance with applicable regulations and best industry practices. Breakaway base required for all roadway signage.

## Community Entryway and Wayfinding Plan

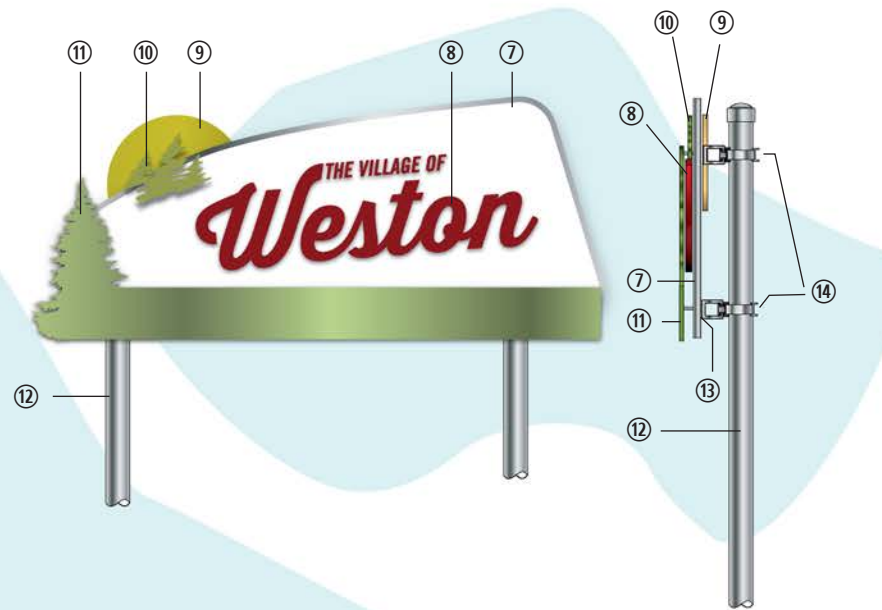
## Recommended Replacement Entryway Signs, Side Elevations and Plan View



Primary Entryway, plan view



Secondary Entryway, front and side elevation.



Primary Entryway, front and side elevation

See previous page for descriptions that correspond to the numerals to the left.

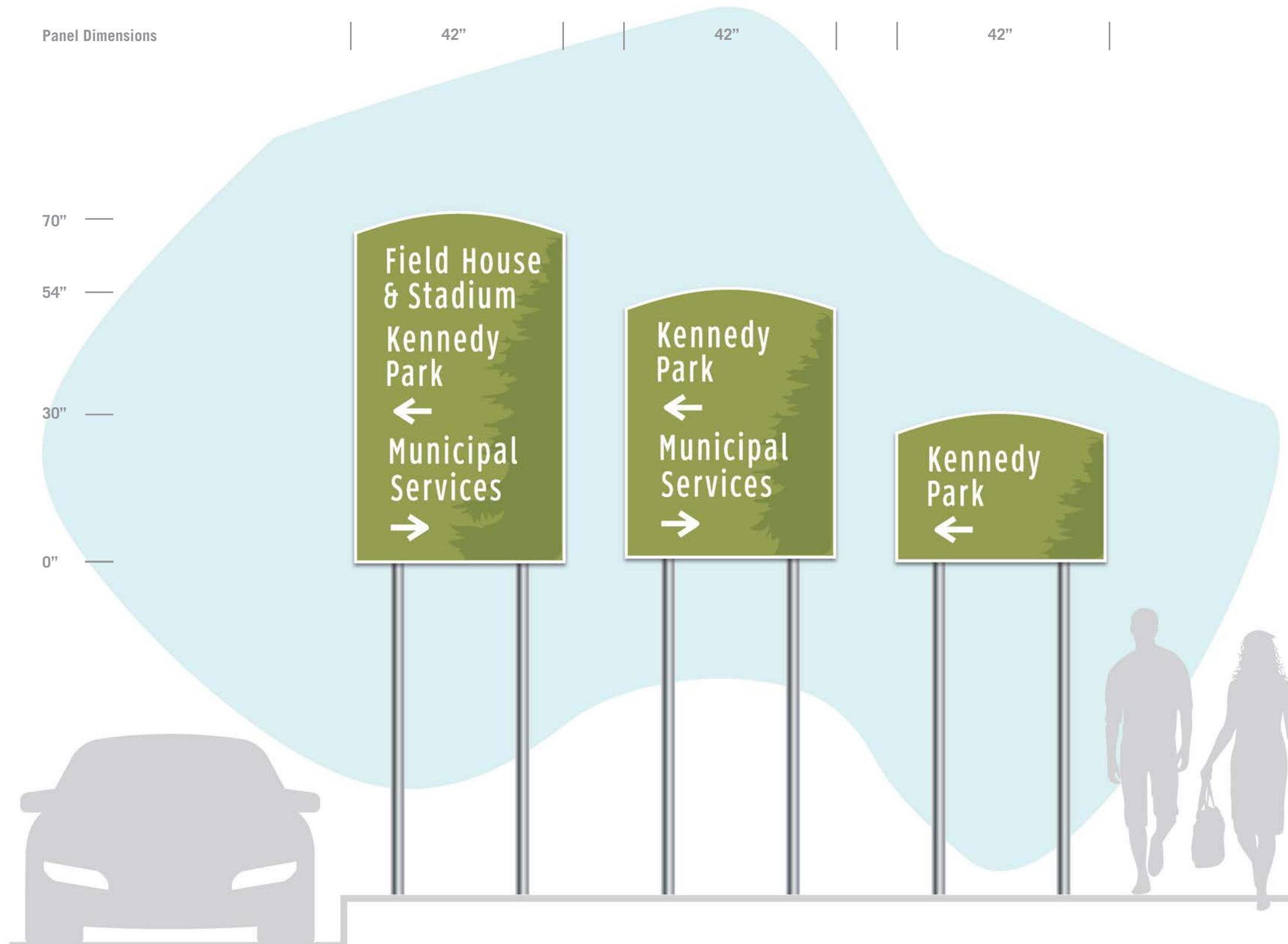
**Mounting for secondary and tertiary (not shown) entryway signs:** Channel extrusion to be adhered to sign panel via VHB tape and appropriate welds. ⑬ (process TBD by fabricator.) Signs mounted to posts via banding system such as those sold by Band-It Idex, or other suitable, as determined by fabricator ⑭. Mounting systems are modular, readily available, and widely used.

Drawings are design-intent only. Final design and shop drawings to be supplied by the fabricator. Where applicable, a professional engineer shall be required to approve and stamp shop drawings prior to fabrication and installation.

Fabricator to design and engineer all footings and mountings in accordance with applicable regulations and best industry practices. Breakaway base required for all roadway signage.

## Community Entryway and Wayfinding Plan

## Recommended Replacement Wayfinding Signs



Appropriate panel size is determined by the amount of content on the sign.

Sign Panel to be constructed from router cut 1/4" aluminum sheet with smooth finished edges. Custom paint color with 1/2" white border. (Green to match the color of the primary tree in the village logo.) Tree graphic to be screen-printed over primary panel color. Clearcoat UV anti-graffiti layer shall be applied to painted surfaces.

All type to be cut in engineer grade white reflective vinyl. Font is ClearviewHWY 1-W. Minimum letter height based upon 5" capitals. Do not adjust kerning or tracking. (Appropriate line spacing for various configurations will be supplied upon selection of a preferred design.)

Posts to be 4" diameter galvanized brushed-finish tubing, thickness TBD by fabricator. Suitable galvanized rain cap to be installed on top of posts.

Drawings are design-intent only. Final design and shop drawings to be supplied by the fabricator. Where applicable, a professional engineer shall be required to approve and stamp shop drawings prior to fabrication and installation.

Fabricator to design and engineer all footings and mountings in accordance with applicable regulations and best industry practices. Breakaway base required for all roadway signage.

## Community Entryway and Wayfinding Plan



## Wayfinding Sign Side Elevation, and Size Comparison



Front and side elevation



Current



Proposed

Size comparison of current wayfinding panels to proposed design

Posts: 4" diameter brushed finish galvanized tubing. Channel extrusion to be adhered to sign panel via VHB tape and appropriate welds (process TBD by fabricator). Panels mounted to posts via banding system such as those sold by Band-It Idex, or other suitable, as determined by fabricator.

Sign panels are designed to be simple and cost-effective while being visually distinct from surrounding informational signage. Mounting systems are modular, readily available, and widely used.

Proposed sign panels are of a roadside appropriate scale to the current Village wayfinding signs.

**Use of appropriate fonts, lettering size, and streamlined information, will lead to improved legibility and comprehension for users.**

Drawings are design-intent only. Final design and shop drawings to be supplied by the fabricator. Where applicable, a professional engineer shall be required to approve and stamp shop drawings prior to fabrication and installation.


Fabricator to design and engineer all footings and mountings in accordance with applicable regulations and best industry practices. Breakaway base required for all roadway signage.

## Community Entryway and Wayfinding Plan

# EXISTING Entryway, Wayfinding, and Related Sign Locations



## Existing Wayfinding Signs:

-  DIRECTIONAL
-  OTHER

## Existing Entryway Signs:

-  PRIMARY
-  SECONDARY
-  TERTIARY
-  Park Signs
-  Business Park Signs

## Existing Streetscape:

- HWY 29 / X INTERCHANGE AREA  

- SCHOFIELD AVENUE  


## Community Entryway and Wayfinding Plan

# PROPOSED Entryway and Wayfinding Sign Locations



## Proposed Wayfinding Signs:

- PRIMARY
- SECONDARY
- CONFIRMATION

## Proposed Entryway Signs:

- PRIMARY
- SECONDARY
- TERTIARY

## Streetscape:

- EXISTING HWY 29 / X INTERCHANGE
- PROPOSED HWY 29 / X INTERCHANGE
- EXISTING SCHOFIELD AVENUE
- PROPOSED SCHOFIELD AVENUE
- PROPOSED COUNTY ROAD X

## Community Entryway and Wayfinding Plan



# Proposed Wayfinding Sign Content



Primary Wayfinding: Locations and Content	Business 51 NB @ Jelinek	Business 51 SB @ Jelinek	Schofield EB @ Alderson	Schofield WB @ Alderson	Alderson SB @ Jelinek	Weston Ave EB @ Alderson	Camp Philips SB @ Weston Ave	Camp Philips NB @ Weston Ave
	1	2	3	4	5	6	7	8
	Field House & Stadium	Field House & Stadium	Greenheck Field House	Greenheck Field House	Greenheck Field House	Greenheck Field House	Athletic Complex*	Medical Center
	High School	High School	High School	High School	Aquatic Center	High School	Golf Course	Athletic Complex*
	Kennedy Park	Kennedy Park	Kennedy Park	Kennedy Park	Stiehm Stadium	Kennedy Park	Bus. Park South	Golf Course
						Medical Center	Bus. Park South	
Weston Ave EB @ Camp Philips	Weston Ave WB @ Camp Philips	Camp Philips NB @ Schofield. Sign 1	Camp Philips NB @ Schofield. Sign 2	Camp Philips SB @ Schofield	Schofield EB @ Camp Philips	Schofield WB @ Camp Philips	CTY J NB @ Schofield	CTY J SB @ Weston
9	10	11	12	13	14	15	16	17
Parks, Schools & Services	YMCA	Field House & Stadium	Trails Access (P)	Field House & Stadium	Canoe Launch (P)	YMCA	Schools	Athletic Complex*
YMCA	Parks, Schools & Services	High School	Municipal Services	High School	Disc Golf	Canoe Launch (P)	Parks & Trails (P)	Golf Course
		Kennedy Park		Municipal Services	YMCA	Disc Golf	Municipal & Commercial Services	Medical Center
				Kennedy Park				Bus. Park South

Secondary Wayfinding: Locations and Content	Camp Philips NB/SB @ Ross Ave	Schofield EB/WB @ Mesker	Schofield EB/WB @ Municipal St	Schofield EB/WB @ Fuller	Schofield EB/WB @ Ryan
	1,2	3,4	5,6	7,8	9,10
	Disc Golf	Municipal Court	Mountain-Bay Trail (P)	Dog Park	River Hiking Trail (P)
	Canoe Launch (P)	Police		Canoe Launch (P)	Yard Waste
	Dog Park	Fire		Recycling	

See map of 'Proposed Entryway and Wayfinding Sign Locations' on preceding page for visual location information

Confirmation Wayfinding: Locations and Content	Fuller St. NB @ Ross Ave	Ross Ave EB/WB @ Fuller	Weston Ave EB/WB @ Ryan	Mesker @ Courthouse	Fuller NB/SB @ Rogan Ln	Jelinek EB/WB @ Alta Verde	Jelinek EB/WB @ FH Entrance
	1	2,3	4,5	6	7,8	9,10	11,12
	Canoe Launch (P)	Dog Park	Yard Waste	Municipal Court	Dog Park	Aquatic Center	Field House & High School
		Recycling		Police/Fire			Skate Park

FONT for all proposed wayfinding signs: ClearviewHWY 1-W. For legibility a minimum capitals height of five inches (5") is required. Font available at [clearviewhwy.com](http://clearviewhwy.com).

Field House & Stadium  
High School

Medical Center  
Golf Course

The tables to the left indicate proposed messaging for each of the wayfinding signs depicted and numbered on the Proposed Entryway and Wayfinding Sign Locations map on the previous page. Graphic representations of each type/size of wayfinding signs are presented earlier in this Plan.

Also indicated to the left is recommended lettering font and minimum height. Adhering to these standards and limiting destinations on each sign is critical for legibility and comprehension. There should be no greater than four destinations on each primary wayfinding sign, three on each secondary wayfinding sign, and two on each confirmation sign.

The "Athletic Complex" destination should be included on indicated signs only after the athletic complex is developed—or at least approved and budgeted. Also, some more isolated recreational features, such as the north end of the "River Hiking Trail" and the trailhead for the "Mountain-Bay Trail" behind the Municipal Center, may require directional signage beyond the recommended "confirmation" signs to get motorists to parking areas and their final destination. These directional signs should be pedestrian-oriented and compatible in design.

Finally, installation of the wayfinding signs advised in this Plan should be accompanied by the removal of the earlier generation wayfinding signs in Weston, plus other directional signs with similar content, to avoid confusion and clutter.

## Community Entryway and Wayfinding Plan



Examples of center median intersection approach signs, Madison, Wisconsin



Examples of updated streetscaping banners

## Other Signage and Streetscape Recommendations



The preliminary designs for the proposed entryway and wayfinding signs in this Plan should be carried forward to other municipal signage and streetscape features, such as through the following applications:

**Banners:** The roadways that already have enhanced streetscape design—as indicated on the maps in this Plan—include center median posts that display decorative banners. These banners presently may have excessive and repetitive information, such as two village logo images and the village’s web address. The image to the left includes another option for replacement banner design that simplifies content and suggests an active, vibrant community.

**Intersection Approach Signs:** Over the last few years, the village has replaced all of its street name signs with designs consistent with the entryway and wayfinding signs in this Plan. Another idea, where center roadway medians are present, is to signal upcoming intersecting streets with a street name sign in the median. See the example to the left. This perhaps could be implemented first along Schofield Avenue, which has medians and may have more near intersections further east per the Schofield Avenue Corridor Plan.

**Park Signs:** While the village’s parks provide a variety of quality recreational opportunities, that quality is not reflected in the signs that mark them. The village endeavors to undertake a park sign replacement program, with designs compatible with those in this Plan. Outdated signs should be removed when new park signs are installed.

## Community Entryway and Wayfinding Plan

# Plan Implementation

This Plan includes a comprehensive program of new, replacement, and retrofitted entryway and wayfinding signs. The intent is to enhance visitor experience and comfort, a sense of place among residents and businesses, and economic growth. The recommended signage program is economical and functional yet dynamic.

## Estimated Cost

The village's consultant completed a preliminary estimate of the entryway and wayfinding signs advised under this Plan. The preliminary estimate for final design, fabrication, and installation of the entryway signs, including contingency, is \$250,000 and the preliminary estimate for the wayfinding signs is \$160,000.

## Potential Phasing

The consultant explored ideas for phased installation of recommended entryway and wayfinding signs. The key advantage to phasing is to spread costs over a number of years. There are several disadvantages to phasing. They revolve around incomplete wayfinding, such as signs that get motorists most but not all of the way to a destination, and an array of different vintages up at the same time. These disadvantages can lead to increased confusion and frustration, visual clutter, and a confused community image. Phased implementation can also have a worse-case outcome if later funding cannot be secured or support wanes before complete installation.

Therefore, the village's intent is to install all entryway and wayfinding signage advised under this Plan—and remove all outdated signage—in one phase. It may be possible to spread funding over two consecutive budget years and/or replace all wayfinding signs in one year and all entryway signs in another year. Also, replacement banners, intersection approach signs, and park signs conceptualized on the previous page may be implemented later.

## Potential Funding Sources

Two promising funding sources do not rely on the general property tax.

The first is tax incremental financing. Village Tax Incremental District (TID) #1, amended in 2018, covers all of the County Road X corridor between Schofield and Weston Avenues, the Schofield Avenue corridor between County Road X and Von Kanel Street, and most of the Weston Avenue corridor between County Roads X and J. The TID #1 Project Plan authorizes funding for entryway and wayfinding signs in these corridors. TID #2, adopted in 2004, covers the Schofield Avenue corridor between Business Highway 51 and Birch Street. The TID #2 Project Plan authorizes funds for streetscape improvements, most of which have already been implemented.

A second promising source of funding is the hotel and motel room tax. Wisconsin's room tax law requires that at least 70% of the amount collected from room taxes must be spent on "tourism promotion and tourism development", including "transient tourist informational services" and "tangible municipal development." This entryway and wayfinding signage program appears to qualify. The village in 2017 formed a Tourism Commission to manage and prioritize expenditure of its room tax revenue.

### **Potential Funding Sources, Continued**

Sponsorship is another potential non-property tax source of funding. Based on the village's interest in keeping signage simple and neutral to individual businesses, sponsorship of entryway and wayfinding signs is not being considered at this time.

Grants are another potential source. These may include recreation, or business development grants. The DNR and DOT offer grants through the State Stewardship and Transportation Enhancement programs respectively that may be applicable. Unfortunately, existing grant programs are not well-suited to such signage programs, and often are very competitive and/or marginally funded.

### **Coordination**

Each of the signs advised in this Plan require a location in space. These are often within the terrace areas of public road and highway rights-of-way. To the extent the village does not manage such rights-of-way—for example County Roads X and J—the village will coordinate with Marathon County or other agencies with jurisdiction. In other locations, an easement from the owner of adjacent real estate may be required. In such cases, the village will work with the associated property owner to obtain an easement over, or acquisition or dedication of, the required land.

### **Next Steps**

Recommended next steps after Plan adoption include the following:

- Discussions with Marathon County and any other agencies or property owners whose approval may be required.
- Requests for final design, fabrication, and possibly installation from potential sign fabricators, likely through a competitive bidding process.
- Final identification of existing available funds, such as TID and/or room tax funds, and inclusion of remaining required funds in the village's budget.
- Selection and contract execution with the selected sign fabricator.
- Installation of new and replacement signs and removal of outdated signs.