

**TOWN OF WESTPORT
SIGN DESIGN GROUP**
Kennedy Administration Building
Community Meeting Room
5387 Mary Lake Road
Waunakee, WI 53597

Virtual Meeting Via GoToMeeting

PLEASE TAKE NOTICE that this meeting will take place virtually via GoToMeeting. Please join the meeting from your computer, tablet or smartphone by visiting <https://global.gotomeeting.com/join/891303509>. You can also participate by phone by dialing +1 (786) 535-3211 and use access code: 891-303-509. If you are new to GoToMeeting, get the app and be ready when the meeting starts. You may be muted or be asked to mute your device.

AGENDA - Wednesday, December 16, 2020 4:00 pm

This meeting is being noticed as a possible gathering of quorum of the Westport Town Board and/or Plan Commission due to the possible attendance of Supervisors or Commissioners not appointed to the Group. Supervisors or Commissioners may discuss items on this agenda, or gather information on these items, but no action will be taken on these items as the Town Board or Plan Commission.

1. Call to Order
2. Public Comment On Matters Not On the Agenda
3. Approve Minutes
4. Design Guidelines Commercial Sign Items Discussion/Action
5. Internal Sign Items, Potential Branding, Discussion/Action
6. Welcome/Entrance Sign Items Discussion/Action
7. Miscellaneous Business/Forthcoming Events
8. Adjourn

If you need reasonable accommodations to access these meetings, please contact the clerk's office at 849-4372 at least three business days in advance so arrangements can be made to accommodate the request.

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Minutes - November 18, 2020

The meeting was called to order at 4:01 p.m. by Chair Cuccia via GoToMeeting video conferencing. Members in attendance: John Cuccia, Amy Freidig, Joe Pichette, Chris Moore, Mark Trotter and Tom Wilson. Members absent: None. No others were present.

There was no public comment on matters not on the agenda. The minutes of the October 21, 2020 meeting were approved as presented on a motion by Trotter, second Moore.

After a discussion and the review of related documents presented on Design Guidelines Commercial Sign Items, including the draft memo by Wilson specific to this topic, it was determined by consensus that Wilson would provide revisions as discussed for finalization at the December meeting, including the Moore suggested revision regarding sign relationship and proportionality to the structure they serve, and several other clarifying revisions for which Wilson took notes.

There was then a discussion regarding the Town's Internal Signs and Potential Branding. There was general agreement on the Wilson memo suggestions using the sign system, but Wilson was directed by consensus to revise the memo to bolster the discussion on dismissing the rebranding and logo work at this time, add comments that this Group would wish to be referred the system work, and other comments on the memo to build the background for the recommendations. Moore suggested Wilson reach out to the company that completed the park and Town Center location signs for working files to aid in this work. Additionally, it was the consensus of the Group that they would like to work on a sign system, and would also recommend to the Plan Commission that the item be referred back to it to do so. This could save the Town significant funds similar to the Design Guidelines group.

For Welcome/Entrance Sign Items, the discussion supported what Wilson had proposed in the memo, but it was suggested to Wilson that work on separating the welcome and braking signs could commence now as signs need replacement, but that no new signs need be purchased other than for that purpose until the sign system is in place.

For Miscellaneous Business/Forthcoming Events, there was discussion about upcoming meetings and the timing on the final report to the Plan Commission, which still is planned for the January 2021 Plan Commission meeting.

Motion to adjourn by Pichette, second Freidig. The meeting adjourned at 5:05 p.m.

Respectfully Submitted,

Thomas G. Wilson, Recording Secretary
Town Attorney/Administrator/Clerk-Treasurer

Town Board

Dean A. Grosskopf, Chair
Terry Enge
Kenneth R. Sipsma
Mark A. Trotter
John Cuccia



Town of Westport

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Thomas G. Wilson
Attorney/Administrator/Clerk-Treasurer

Robert C. Anderson
Utility, Finance, IS Manager, Deputy
Clerk/Treasurer

Jessica J. Frey
Executive Assistant

MEMORANDUM

To: Plan Commission

From: Town Sign Design Group

Date: December 16, 2020

RE: Report on Signs as Requested

INTRODUCTION

At the August Plan Commission meeting, it was requested that a group be put together to review the current sign situation as to height, various internal signs, and the Town entry signs, and then make a report back to the Plan Commission with any suggestions, which could then be passed on to the Board after review and work. The Group was formed consisting of John Cuccia of the Plan Commission and Board (who was then chosen as Chair), Mark Trotter from the Board, Joe Pichette of the Plan Commission and HPC, Amy Freidig of the Park Committee, and Chris Moore of the HPC. These individuals all have different expertise and interests which makes their opinions important to the work of the Group. After four meetings, the Group came up with the following recommendations for the Plan Commission to consider.

DISCUSSION AND RECOMMENDATIONS

A. Design Guidelines Commercial Sign Items

The discussion on concerns raised about commercial signs centered on the height of signs. This was consistent with the concerns raised at the Plan Commission, and concerns raised based on observation of the existing pylon signs in the Town Center. It was felt that these signs should generally be at the lower end of ordinances that are in place. The majority of the Town is covered by the zoning jurisdiction of the Village of Waunakee, and so its sign code. The Group did not feel it was necessary or desirable to request a change in any of the ordinances, but felt that doing some work on the Town’s Design Guidelines would be best in advising any developers of what they should expect when signs are reviewed in the Town.

Commercial signs in Westport are currently dealt with in the Town’s Design Guidelines at pages 66-73. In reviewing those pages, the group felt that revisions could be made to clarify the signs desired and concern over sign height.

It was determined that the following changes should be made to the Design Guidelines to satisfy the concerns raised by the Plan Commission regarding the height of commercial signs in Westport.

1. *At page 66, the second sentence of the second paragraph in the Introduction should be revised and a third sentence should be added there as follows: "Other elements are found in adopted plans for the Town. The Town Plan Commission is the decision maker on these items under the Town's Design Review Code, unless appealed to the Town Board."*

2. At page 66, the sign on the right does not reflect the height desired and should be removed. It is too tall. The caption underneath the remaining signs should be clarified at the beginning by adding the words to the beginning of the sentence as follows: "Reasonable and proportionately sized free standing/monuments signs....."

3. At page 67, the Design bullet should be revised regarding the size or proportions of signs. The second sentence in that bullet should be revised to provide as follows: "Signs should be reasonably sized, proportioned, and detailed to complement the building."

4. At page 68, the language after the Height bullet should be revised to provide as follows: "Signage is encouraged to be erected at lower heights, consistent with the lowest heights for related roadway speeds under applicable codes, maintaining clearance above landscaping and parked automobiles, and below power lines and mature trees, *if applicable. Sign heights are desired to be no taller than is reasonably required for proper legibility given angles of approach, speed of approach, and conveyance of required information.*"

5. *At page 68, the Signage Support Structures bullet shall be revised to provide as follows. The use of ground mounted signs is preferred and expected (as opposed to pole signs). Support structures for such signs shall be of materials that are compatible with the sign and surrounding site, constructed with a permanent base of natural stone or brick.*

6. *At page 68 under Design Guidelines a new bullet should be added as follows: Placement. Signs shall be placed so they do not interfere with established landscaping, parked automobiles, power lines or mature trees, and placed to allow ease of viewing by adjacent traffic with highest regard to safety. Raising the height of signs artificially with a berm or similar structure shall not be allowed.*

7. At page 70, it was determined that the sign on the left is too large and should either just be removed, replaced with an appropriate sign, or noted as a sign NOT to use.

The Group felt that these changes answered the Plan Commissions concerns. A copy of language for the revised pages is attached.

B. Internal Sign Items, Potential Branding

The Group discussed several options but felt that the sign structure of the Town could be much better. It was felt that consistent signs are something to strive for. It did not feel a total rebranding of the Town was necessary which could include all things like the logo or other symbols, but it did feel that some work to make the signs more consistent could possibly then lead to other changes in what is viewed by the public.

So possible options discussed included rebranding, doing some sort of sign system, and then really doing nothing and continuing the way we have been over the years.

Doing a rebranding for the Town, with a price tag of around \$40,000, seemed too costly and unnecessary. This would be something the Town would consider if they were trying to recruit businesses or investment in the community, or push tourism, but that is really not something the Group felt the Town needed to do. This would have likely also included the creation of more of a logo for the Town. This alone would have probably included more public input than the Group felt necessary at this point, and went beyond just the signs needed. That rebranding and logo creation option was not accepted.

Doing nothing also seemed inappropriate. The Group felt that consistent signage passed a message of coordination, planning and organization. All good traits for the Town. More was needed.

The Group felt that contracting for assistance to do some type of sign system would be the best option. The Group reviewed examples provided by Chris Moore, and they were very instructive. *Examples are attached.* The cost would likely be in the neighborhood of \$10,000, depending on what was desired, but the process could yield signs that would be consistent, organized, and work together. That would mean park signs, historic markers or placards, and other Town highway and directional/wayfaring signs could be included in a system that could be used in the future as signs are developed or replaced. It seemed that a starting point for the design could be the signs used at the Town Center and in the Town parks which the Group found favorable. *We can work with that provider in fact to obtain working files or type faces and get a head start on this in an inexpensive way.* This option seemed reasonably priced *if we need to use a consultant* and would lead to good results that could last for years, *while still providing the consistency which seemed the most important need.*

Additionally, the Group volunteered to lead the effort if designing a sign system. It feels with the ability and training of the members, it could be accomplished in house and save the Town significant funds, just as was done by the Design Guidelines Group. The Group would therefore also request the Commission refer this back to the Group to work on this aspect.

C. Welcome/Entrance Sign Items

After discussing the current welcome signs and how they have been changed over the years at a staff level, it was determined that these signs should be part of the Sign System as discussed above, which could then aid in a final and consistent design to use in the future. Entry Signs will vary depending on whether they are located on State, County or Town roads.

Additionally, one thing raised that should be done now is to separate the entry signs (to be seen first as entering the Town) from the engine braking signs (to be seen second) *as replacements are needed due to damage.* This would appear more organized, and set off the entry signs. *In the meantime, no new entry signs should be erected unless necessary.*

CONCLUSION

The Group looked at the three items referred, and made the reasonable recommendations above after several hours of meetings. The Plan Commission now needs to review these and determine which if any of these it wishes to forward to the Board, or if revisions are necessary before forwarding. Depending on the cost of the procedure or processes approved, it is possible to move forward with the proposal in 2021.

Thank you.

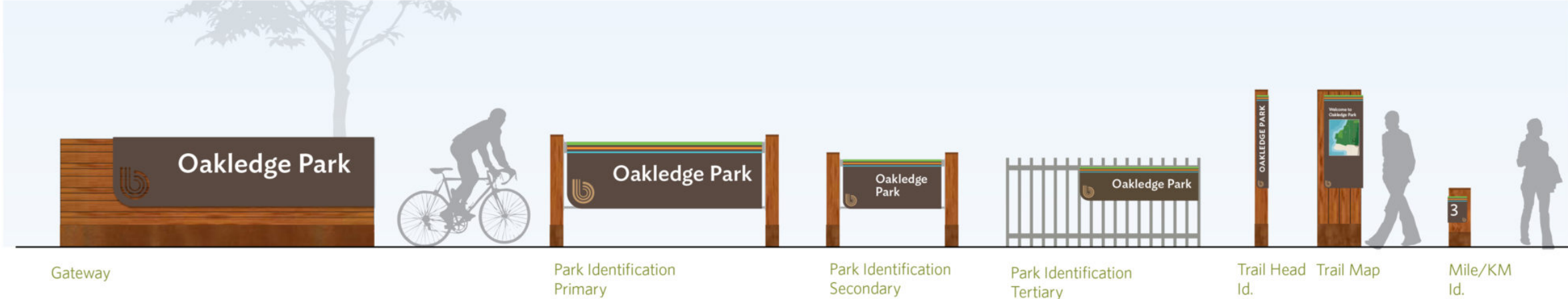
Town of Westport

Sign Systems

10/21/2020

Sign System (examples)

Sign System Family



Sign System (examples)



PARK.3 - neighborhood park



T_DIR.2



T_HEAD.2



TDIR.3 - design option

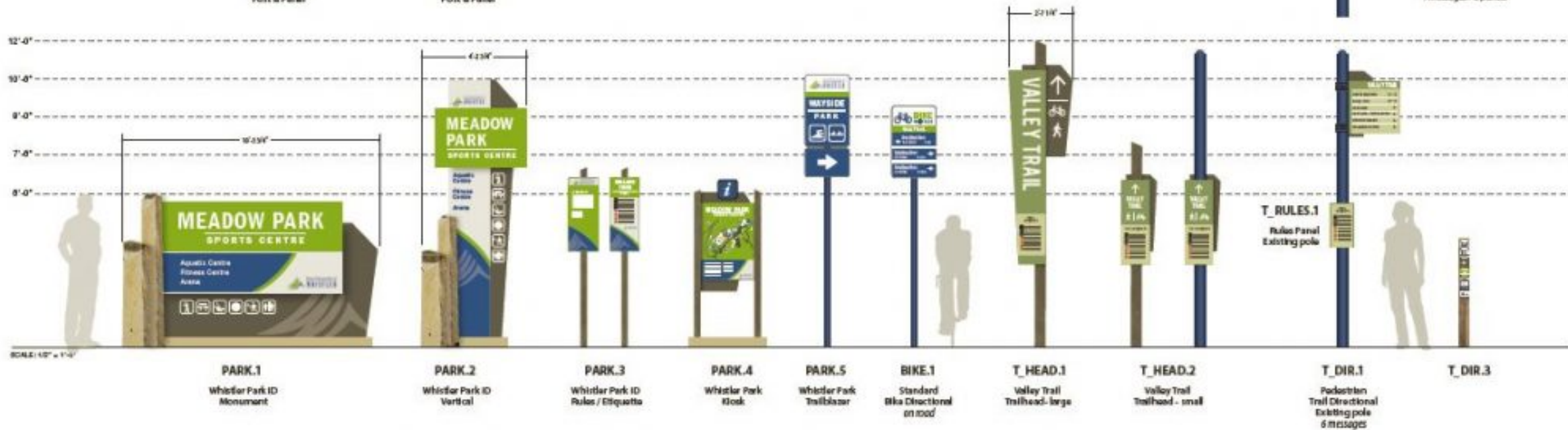


PARK.6
Whistler Park ID
Post & Panel

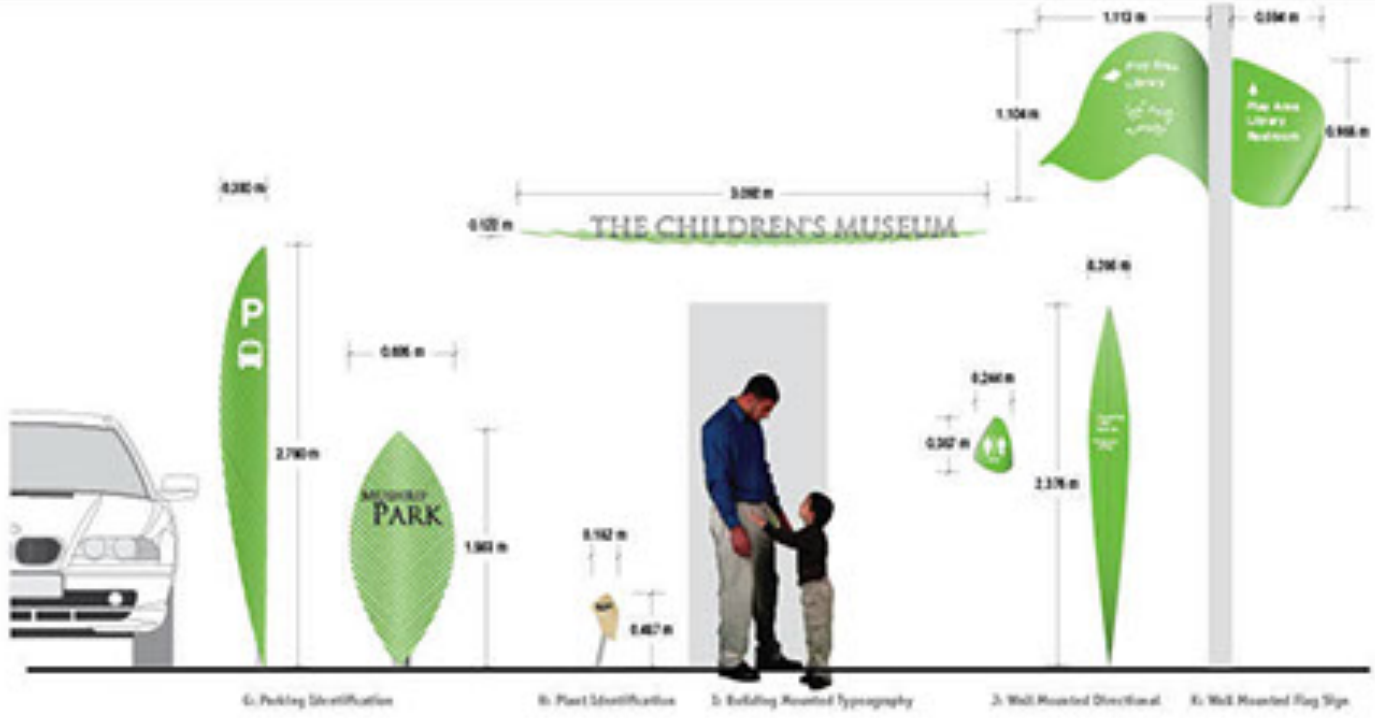
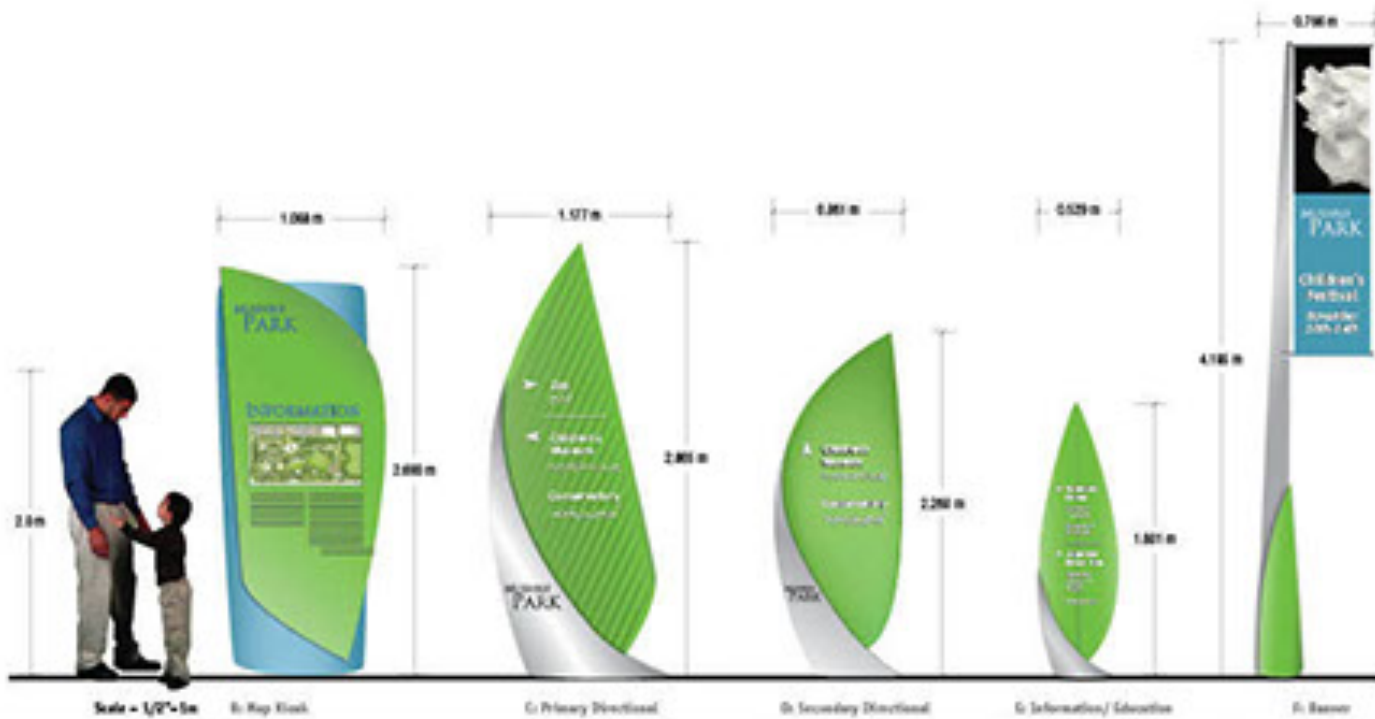
PARK.7
Whistler Park ID
Post & Panel



T_DIR.2
Pedestrian
Trail Directional
Existing pole
4 messages / 2 panels

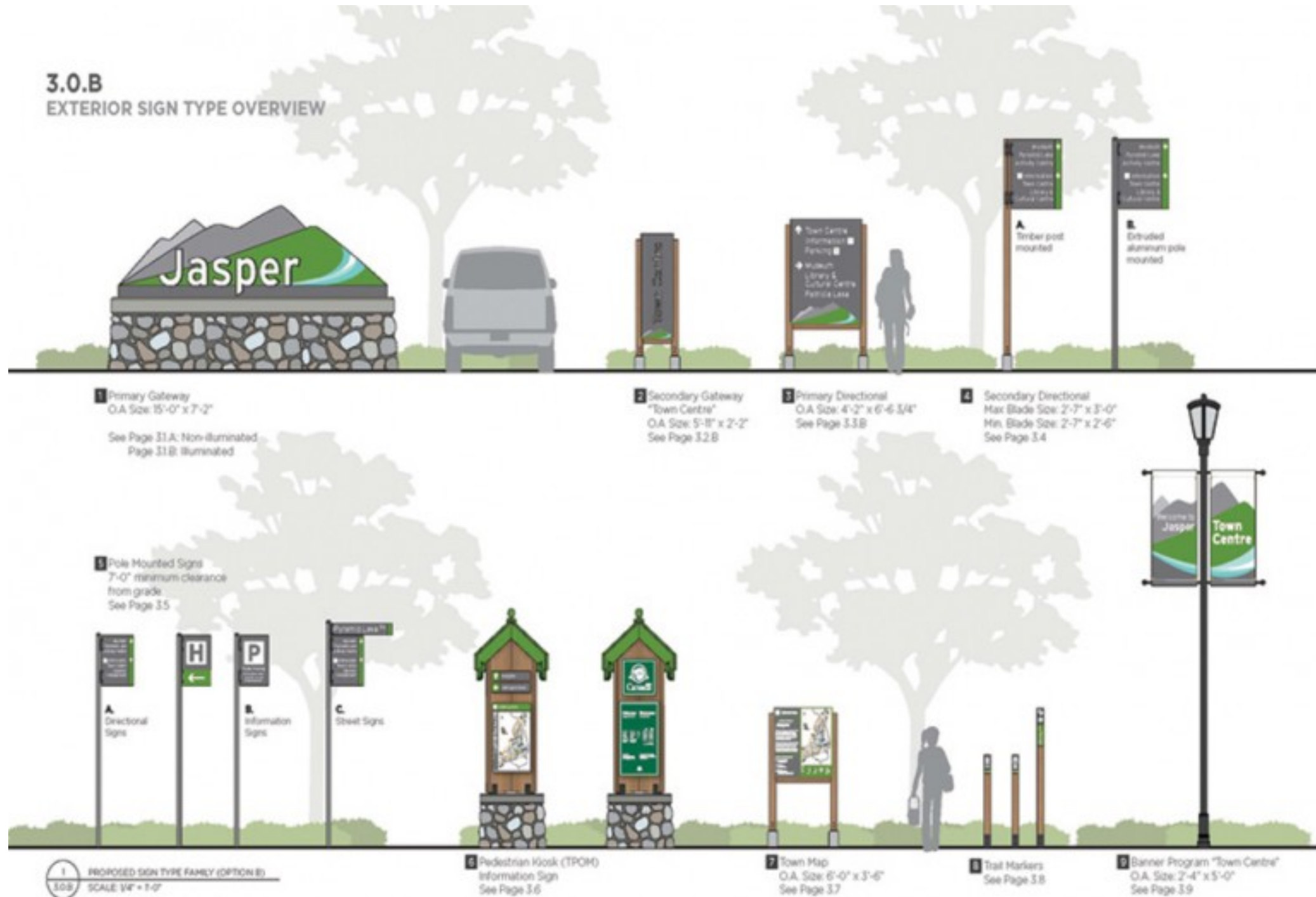


Sign System (examples)



Sign System (examples)

3.0.B EXTERIOR SIGN TYPE OVERVIEW



1 PROPOSED SIGN TYPE FAMILY (OPTION B)
3.0.B SCALE: 1/4" = 1'-0"

Town of Westport Signs



Directional at Woodland



Boardwalk Entrance 1



Boardwalk Entrance 2



Boardwalk Entrance 2



Ella Wheeler Wilcox at Easy Street



Entrance to Jackson off Royalty



General Park Info



Jackson Landing Trail Sign



Mary Lake Park Sign



Mary Lake Road across from Church



New Boardwalk and North Shore Bay Drive



New Boardwalk and North Shore Bay Drive



New Boardwalk and North Shore Bay Drive



New Jackson Landing Sign



New Jackson Landing Sign



New Jackson Landing Sign



On Bike Path at Woodland & Mary Lake



On Bike Path at Woodland & Mary Lake



Park Shelter and Soccer Field



Parking Area off Willow Road



Perch Place, Batz Road and Morris Court



Perch Place, Batz Road and Morris Court



Perch Place, Batz Road and Morris Court



Fishery Trail



Tennis Court Rules



Town Office



Town Office



Town Sign at North Soccer Field from Woodland



Trails and Parliament and Willow



Well House 2



Woodland and M at CTH M



Woodland and M at CTH M



Christina Park



CTH M in front of Office



Entrance to Jackson off Royalty



Jackson Landing



Fishery Property at Woodland Drive Parking Lot



Boardwalk and North Shore Bay Drive



South Dead end of Brickson Park Drive



Steeplechase Park



Trails off Oxburgh



Well House 1

Town of Westport Entrance Signs

1. 113 from Madison
2. CTH M, Middleton
3. CTH M, Middleton
4. CTH I Southbound
5. River Road Southbound from Easy Street
6. Schumacher Road Southbound
7. Woodland Drive
8. Woodland Drive

YOU ARE NOW
ENTERING
THE TOWN OF
WESTPORT

**N'O
ENGINE
BRAKING
WITHIN
TOWN LIMITS**



YOU ARE NOW
ENTERING
THE TOWN OF
WESTPORT

**NO
ENGINE
BRAKING
EXCEPT IN
EMERGENCY**

West Point Rd



YOU ARE NOW
ENTERING
THE TOWN OF
WESTPORT

**N^O
ENGINE
BRAKING
EXCEPT IN
EMERGENCY**

West Point Rd



YOU ARE ENTERING
TOWN OF WESTPORT
DRIVE SAFELY

WARNING
FRONT END COLLISION

**N'O
ENGINE
BRAKING
WITHIN
TOWN LIMITS**

YOU ARE NOW
ENTERING
THE TOWN OF
WESTPORT

**Nº
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YOU ARE
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DRIVE SAFELY

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