



# signage plan

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January 2020

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# wayfinding signage

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This document has been prepared to provide guidance for the implementation of wayfinding signage in the City of Waupaca, Wisconsin.



# introduction

## Users of a Wayfinding System

Wayfinding systems are used throughout the world and are designed to help answer the following questions:

- Where am I?
- Where am I going?
- How do I get from here to there?

A wayfinding system is a network of signage that orients and directs travelers of all modes to and from destinations. During the design process, participants indicated that the system should be helping visitors to become aware and be able to access the city and region's cultural destinations and available parking. Participants acknowledge that many users will likely use a smart phone device to reach their sole destination, yet wayfinding can alert them of downtown's other amenities.

Target audiences considered for the system include:

- Prospective employee recruits and their family members that are new to Waupaca
- Prospective residents and cabin owners
- Visitors from out-of-town for business or a weekend getaway
- Residents and businesses needing to do business with the city and/or county

## Sign Types for Wayfinding

### Directional

Directional signs should be one of the first implemented, as they can prevent a lot of unnecessary confusion. These signs are placed at junctions where the user needs to make a decision on their way to a destination, particularly if they are not assisted by a mobile device.

### Identification

Identification signs label a specific area and indicate how a specific place is used. The second most important sign to a wayfinding system, identifiers confirm arrival from Directional signs.

### Informational

Informational signs contain necessary instruction on the use or answer inquiries on the history of a place. *These signs are not considered in this plan.*

### Regulatory

Regulatory signs are some of the most important signs—telling the regulations or requirements of the area. Regulatory signs need to be clearly visible to warn of rules of which disregard may constitute a violation of campus safety or law. *These signs are not considered in this plan.*

### White Arrow Boards

White arrow boards direct people to privately-owned for profit businesses in the township.

### Trailblazing

Trailblazing signs direct users to municipal area destinations, individual destinations that are publicly leased or owned, and privately owned not-for-profit destinations.

## A Case for Simplicity

The sign types are simple, intuitive, and work together to help people of all ages and abilities find their way. Messages on signage should be clear and as short as possible. Too many destinations on a sign confuses motorists. Too many signs can be just as bad as too few. Aside from that, the rules are simple; **directional** signs point the way, **identification** signs announce the location, **informational** signs tell about the location, and **regulatory** signs set area rules and regulations.

The authors have incorporated feedback from the Wisconsin Department of Transportation to help ease the approval process for implementation.

During the planning process, over 100 signs were identified by committee members. Recognizing the potential expense of implementing the program, signs were tiered by priority resulting in cutting signs for specific businesses, minor public and civic destinations, and religious institutions. While all of these destinations are important, incorporating these signs can be considered once

### Tier 1

Tier 1 destinations spotlight places of cultural importance that attracts tourists. These include district identifiers to welcome travelers.

### Tier 2

Tier 2 destinations spotlight places that provide recreational opportunities, including trails.

### Tier 3 (Waupaca Only)

Tier 3 destinations spotlight major public and civic destinations that may not be necessarily be considered a tourist destination.

### Tier 4 (Township Only)

Tier 4 destinations spotlight businesses within the township. Businesses are eligible to apply for white arrow boards. Design and fabrication is subject to their cost.

### Tier 5

Tier 5 destinations spotlight specific businesses, minor public and civic destinations, and religious institutions.



# color & graphics

The colors shown here are approximations of the primary and secondary signage colors and materials used throughout the wayfinding system. The specific colors used for each sign type are indicated on that sign type's page. The colors used are in compliance with the Traffic Engineering, Operations and Safety (TEOps) Manual 2-15-6 and meet the color standards for highway colors specified by the Federal Highway Administration. Additionally, the signs similar to those shown in this manual were presented to the Wisconsin Department of Transportation to receive feedback on the design.

The fabricator is responsible for matching all colors and materials as specified (or already in use) and is required to provide the City with color and material samples for approval.

The signs in this program use a high intensity prismatic reflective sheeting or Type IV ASTM. Digitally printed colors and applied reflective sheeting will allow signage to meet the retroreflective values as established by the Manual on Uniform Traffic Control Devices (MUTCD) and a minimum luminance ratio of 3:1. The Pantone Matching System (PMS) and CMYK color model are used for specifying signage color matches.

Arrows are approved by the MUTCD. Per the MUTCD, the Type D directional arrow should be used on all wayfinding signs.

*Consistent and accurate color reproduction in this document cannot be assured due to the limitations of color copying and printing technology.*

*No symbology or logo substitutions from those shown are allowed. The logo specified for use will be identified in each individual sign specification. The logo specified is the ONLY logo to be used.*

## PRIMARY COLORS



## SECONDARY COLORS



## SYMBOLS



## MARKS



# typography

## Regulations

ADA Guidelines regarding sign message, color/value contrast, letterform style, and messaging are relevant to exterior signage and have been observed.

Letterform sizes and font styles have been addressed by the ADA and the MUTCD so that when implemented the typography sufficiently assures legibility and readability of messages for the appropriate sign type's viewing conditions.

## Abbreviations

Approved naming per sign type. Directional Signage has a sixteen (16) character maximum. When used in conjunction with a symbol, the character maximum is fourteen (14).

## Font Family

The Wisconsin Department of Transportation (WisDOT) allows a similar font to FHWA Series B unless it detracts from legibility. Approved by WisDOT, these signs use FHWA Series C.

FONT FAMILY: FHWA Series

FONT: C

**FHWA Series C2000EX**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn**

**Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**



# wayfinding layout

## Destinations

On vehicular and pedestrian directional signage, destinations should be grouped by direction as recommended by the MUTCD — straight ahead, left, then right and listed that way from top to bottom on the sign face.

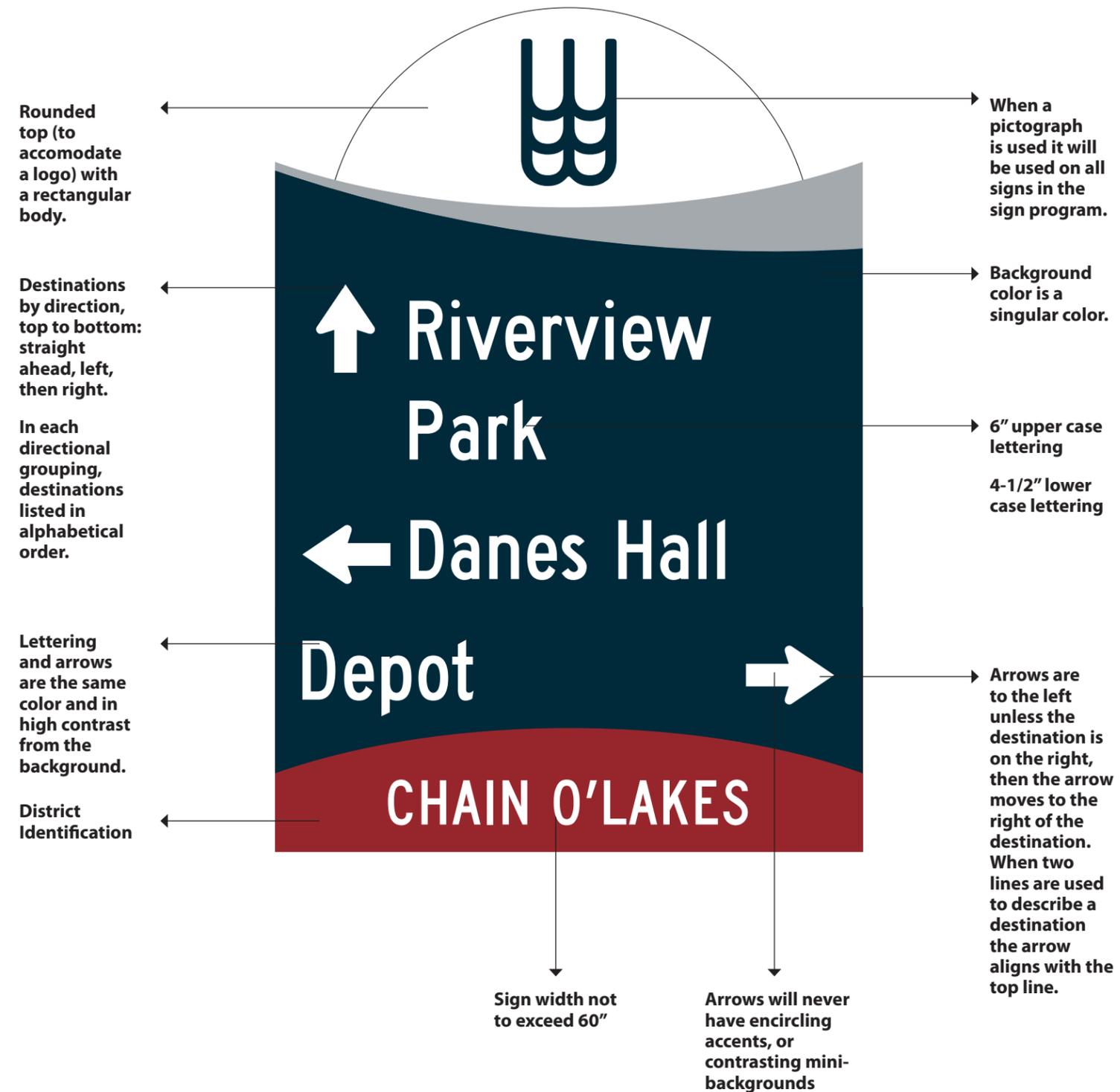
Arrows pointing straight ahead and to the left will be located **before** the symbol and the destination on the left-hand side of the sign. Arrows pointing to the right will be located **after** the symbol and the destination on the right-hand side of the sign.

Carrying the same logic into pedestrian directional signage makes for a more consistent presentation of information between sign types, and reinforces the wayfinding logic.

Within each directional grouping, destinations should be listed alphabetically in order of arrival to help drivers and pedestrians quickly locate the destination of their choice using a familiar information hierarchy.

**District Identification** will be located at the bottom of the signage and color-coded to allow users to quickly and easily ascertain the placemaking.

The following recommendations were extracted from MUTCD, Wisconsin TEOpS Manual 2-15-6, WIDOT, or discussed with WIDOT personnel.



## implementation

The most economical approach to implementing the Waupaca Area's Wayfinding System would be to design, fabricate, and install all similar elements in unified packages, thus maximizing economies of scale. For example, advancing all the vehicular based signage in one effort.

If financing or other variables limit the holistic implementation of similar elements, an alternative would be to prioritize certain components. Within the vehicular system, it is conceivable to fabricate and install only some of the sign locations, but this will quickly become challenging based on how destinations are woven throughout the entire system.

*To fully implement some or all of these signs, the following steps are required:*

- Determination of any phasing or partial implementation of signs. Ultimately, all or a group of locations needs to be authorized.
- The exact mounting height needs to be determined. This is not an absolute, prescribed height and can be variable. Most communities choose to mount these signs with the



bottom of the sign at nine to ten feet above grade. This allows for a smaller sign to still be placed below and also keeps the sign high enough to reduce most pedestrians from being able to reach or vandalize the signs. Additional consideration is needed for poles /signs located very close to a vehicular travel lane. These sign can be at risk of being struck by a large/tall vehicle passing by. In these situations, the height can be raised or the sign can be offset slightly on the pole to minimize this risk.

*For each location, some additional field coordination is necessary including:*

- For existing poles scheduled to receive signs, any existing banner brackets or signs need to be considered for removal. In addition, some poles may require some base plate strengthening as advised by the entity owning the pole.
- For locations requiring new poles, the exact location of the pole needs to be field determined and coordinated with utilities and other site features. In addition, the exact pole type, size and finish needs to be determined.



- All locations require an inventory of nearby existing signage to confirm the proposed wayfinding sign will not obscure or conflict with any other signage.

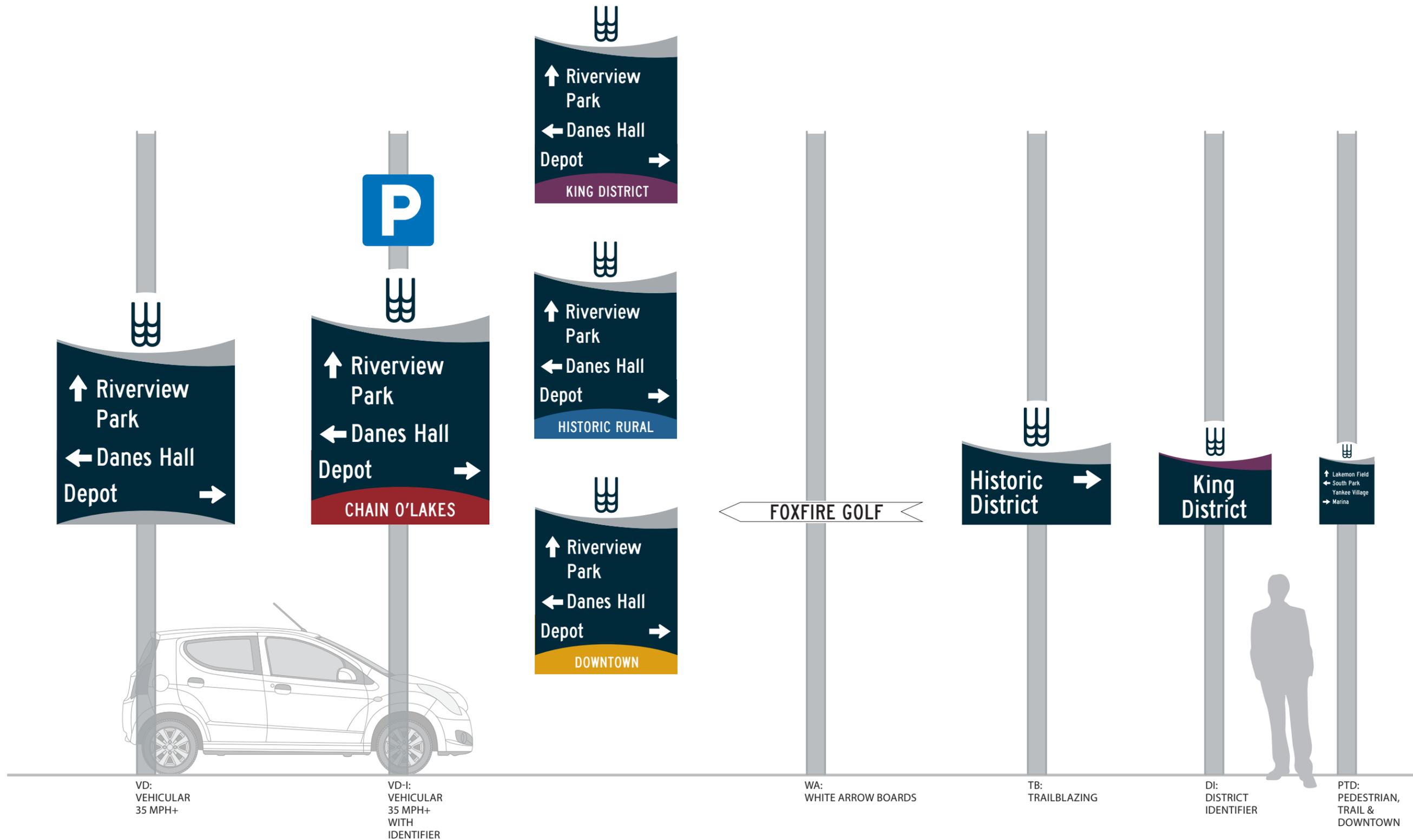
The exact sign mounting system needs to be finalized and fully specified. Based on experiences in other communities, these options should be considered:

The photographs below convey a system that has been used with previous sign installations. Horizontal channels are adhered to the panel using "very high bond" tape and a traditional pole mounting clamp is then utilized. An alternate system has also been used comprised of an Astro sign bracket, Stellar Series, Cable Mount to attach the signs to the poles. Each system has unique considerations and should be evaluated for Waupaca needs.

The procurement method needs to be identified and integrated into the final design, specification, fabrication, and installation. Some communities choose to only contract for the sign panel fabrication and take on the installation themselves. Other more turnkey options can be utilized. Each option will result in a slightly different process and involvement by design professionals and field installation specialists.

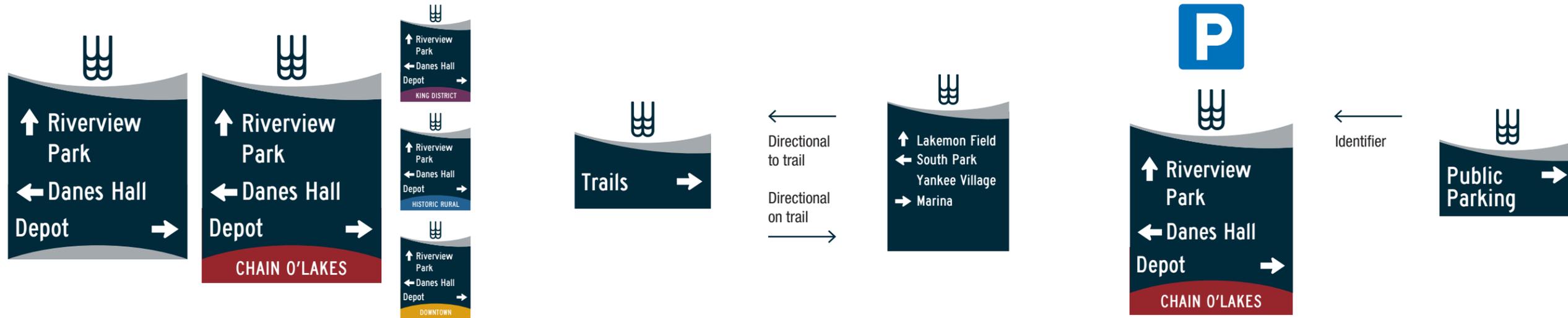


# final sign design



Illustrations for design intent only and are not for construction.

# sign types



## Vehicular Wayfinding

Vehicular Directional Wayfinding is located along the roadway and focuses on first-time users and visitors. These signs direct drivers to primary destinations and to parking areas in downtown. Found at key decision-making intersections, these signs appear frequently enough to orient the driver and provide adequate time for motorists to comprehend the information and make appropriate choices. Limited destinations on signs ensure the motorists comprehension.

Once the customer has parked, the pedestrian wayfinding becomes the primary directional system.

The district identifier on the bottom of each sign will have Chain O'Lakes, King District, Historic Rural, Downtown or be blank. All of the signs in this system may have the identifier. If a broader installation of this wayfinding plan were shared throughout the City of Waupaca, then the identifier can be adjusted to show other distinct districts and neighborhoods.

### Vehicular Directionals:

A vehicular directional sign should be placed before intersections with secondary roads, near vehicular destination points, and at regular intervals along longer routes for wayfinding reinforcement.

## Pedestrian/Trail Wayfinding

Pedestrian Directional Wayfinding includes specific destinations that are within walking distance and helps to familiarize visitors to Downtown Waupaca and users of the trail. After parking, customers should be oriented to key destinations by foot. Pedestrian signs should be located at decision-making points to reinforce routes so customers never feel lost or unsafe. The system includes directional signs, identification signs, and informational signs.

Pedestrian Directional Signs are typically programmed along pedestrian pathways, and located in advance of decision points and pathway intersections. General attention should be given to the placement of these signs; the directional sign panels should be perpendicular to the main path of travel to maximize sign functionality and readability in both directions of approach.

Directional signs on trails should guide people to districts, such as the King District. Directional signs to trails to focus on exclusive trails, not sidepaths.

### Pedestrian Directionals:

A pedestrian directional sign should be placed at decision-making points to reinforce the path to key destinations, including parking lots and structures.

## Parking Wayfinding

Parking Wayfinding includes arrival signs that are oriented to drivers seeking parking

Signage can be as simple as a "P" and supplemented and identified as public parking.

### Parking Identifiers:

Parking identifier signs should be visible and legible for drivers, and placed near the street to mark the lot entrance.



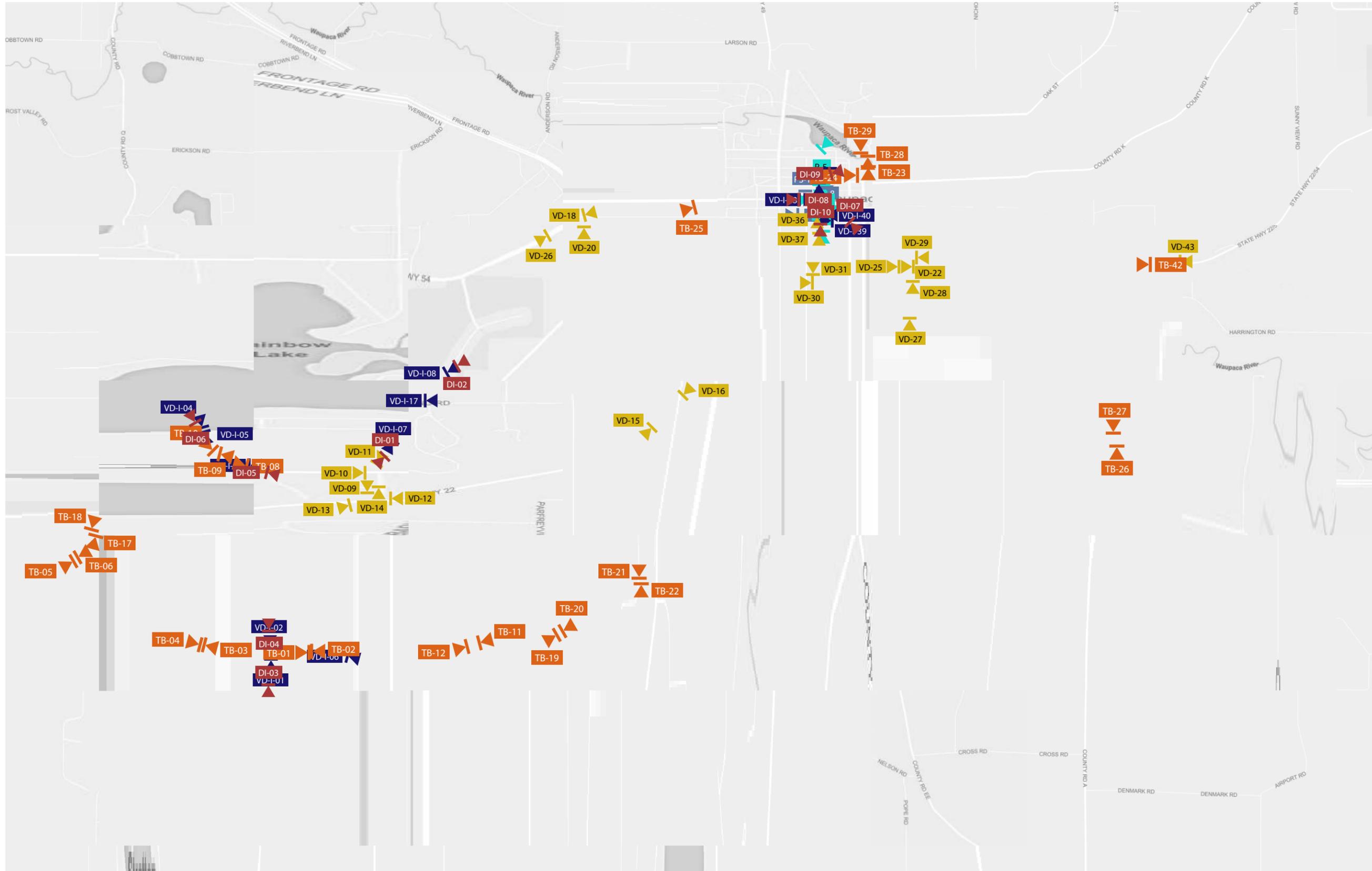
# circulation

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How drivers, pedestrians, bicyclists and trail enthusiasts get around the City of Waupaca is important when determining the messaging that goes on a sign and where that sign is placed.



# signage - all

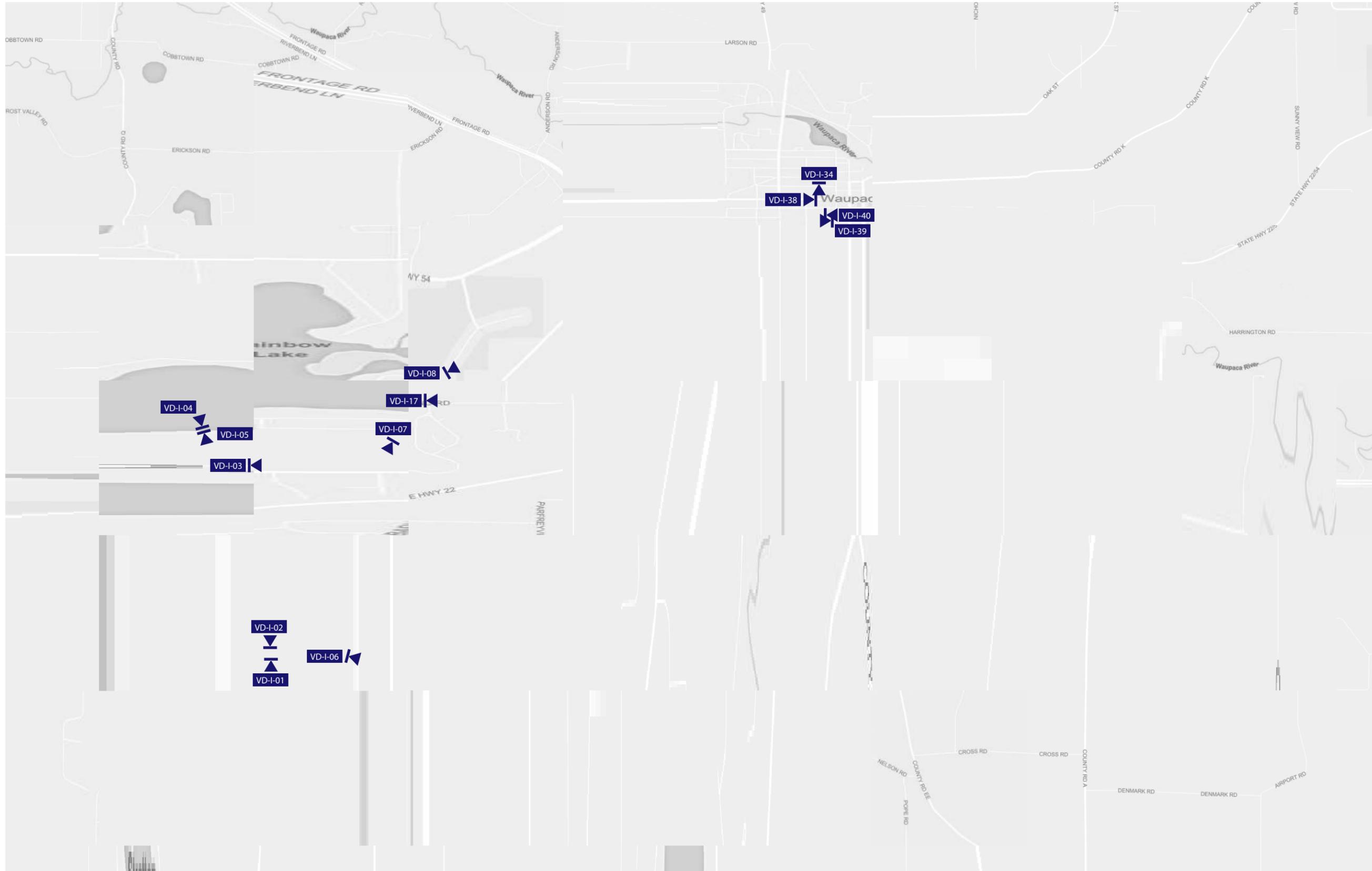


# signage - vehicular destination

ADT - average daily traffic count

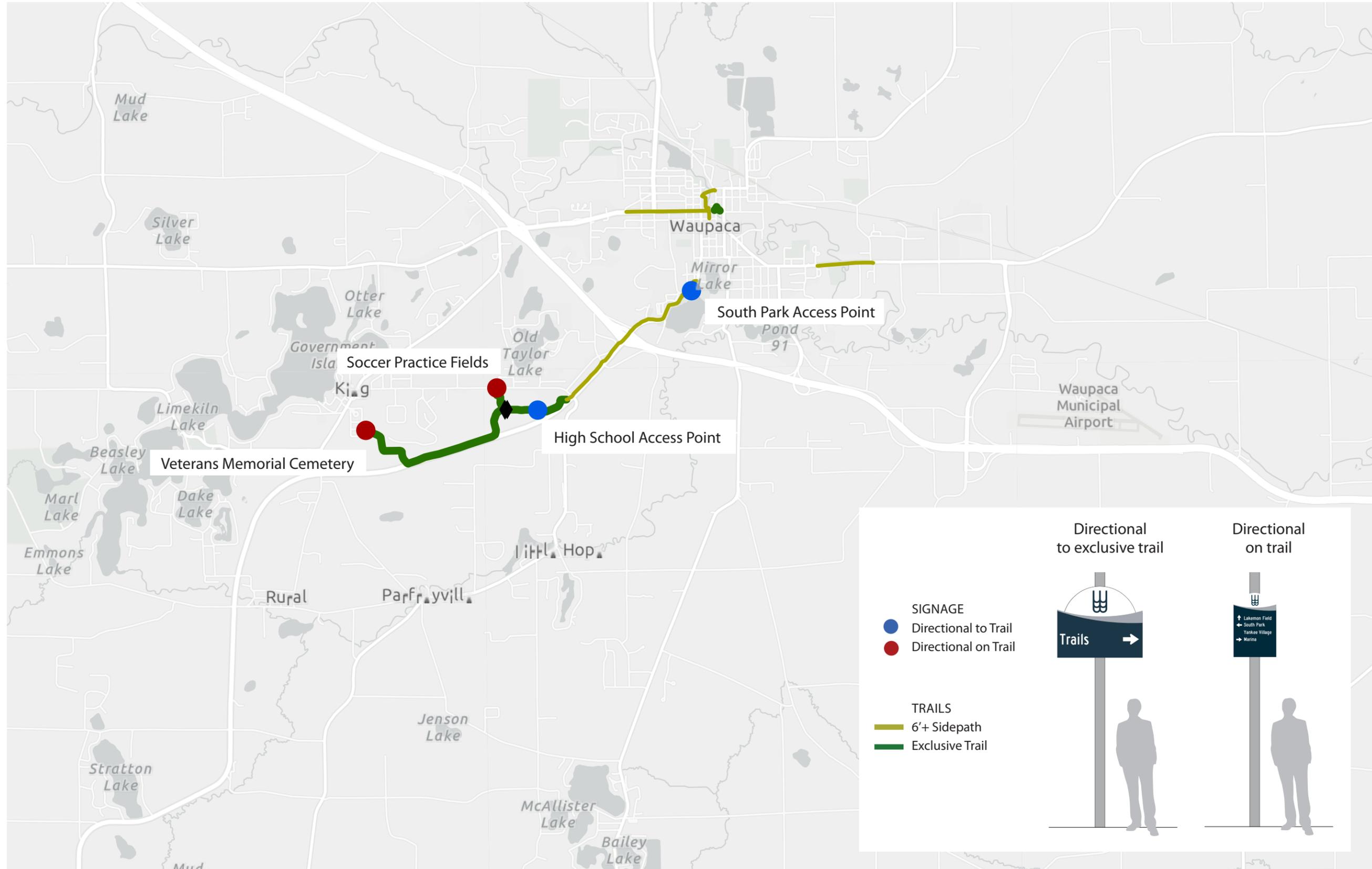


# signage - vehicular destination with identifiers

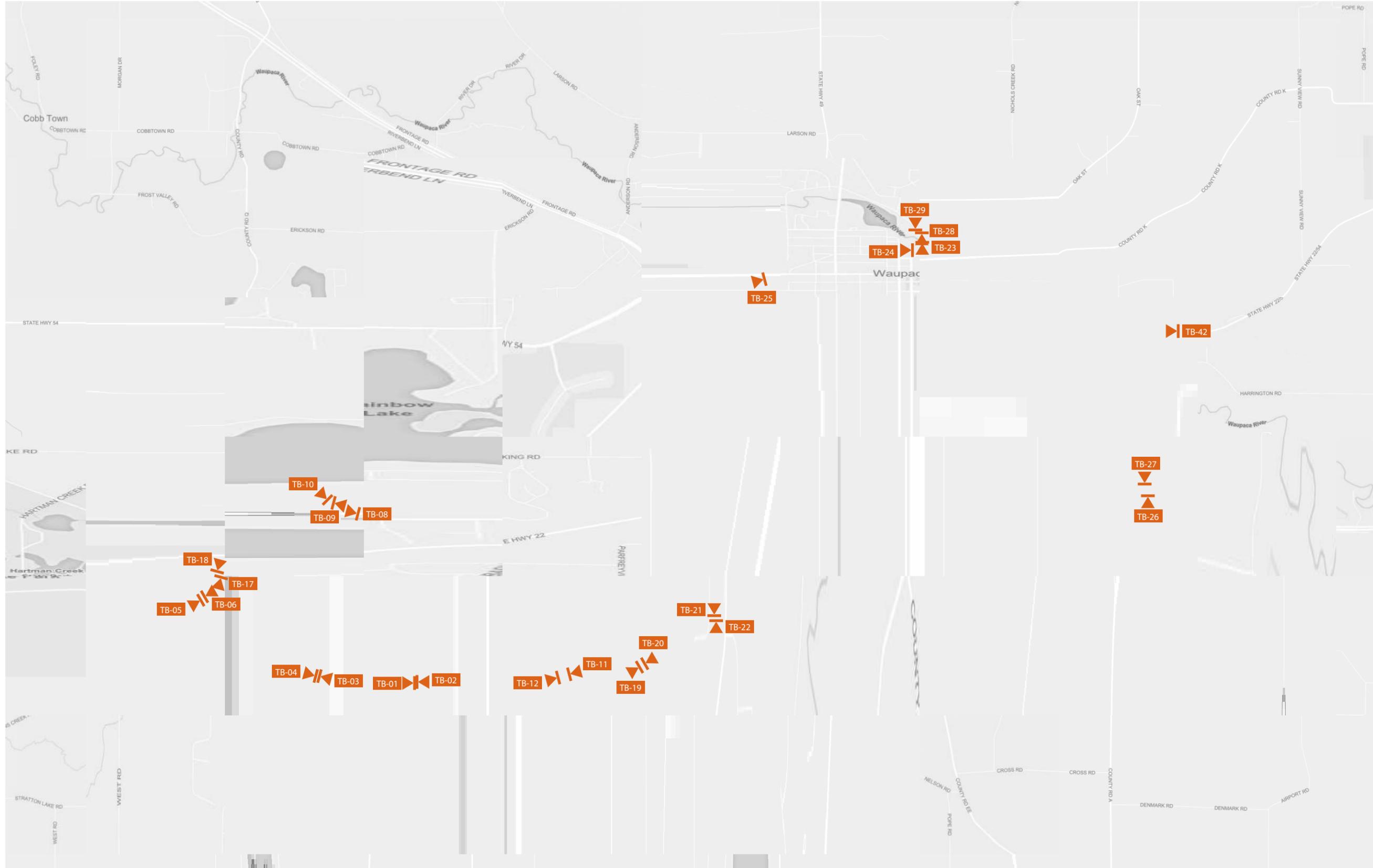


# signage - exclusive trails and sidepaths

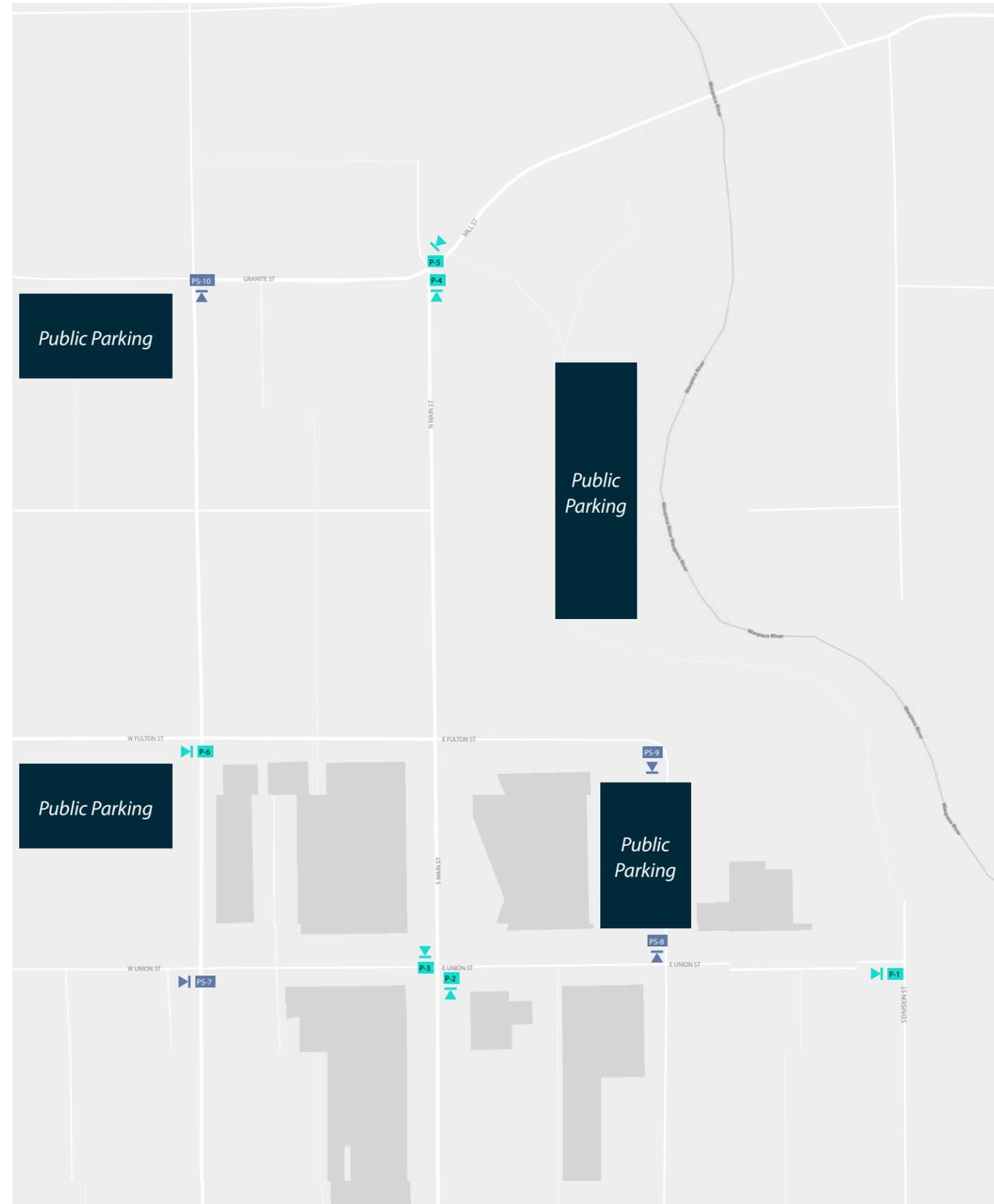
Signage is for exclusive trails only.



# signage - trailblazing



# downtown signage - parking & parking symbols



# signage - district identifiers



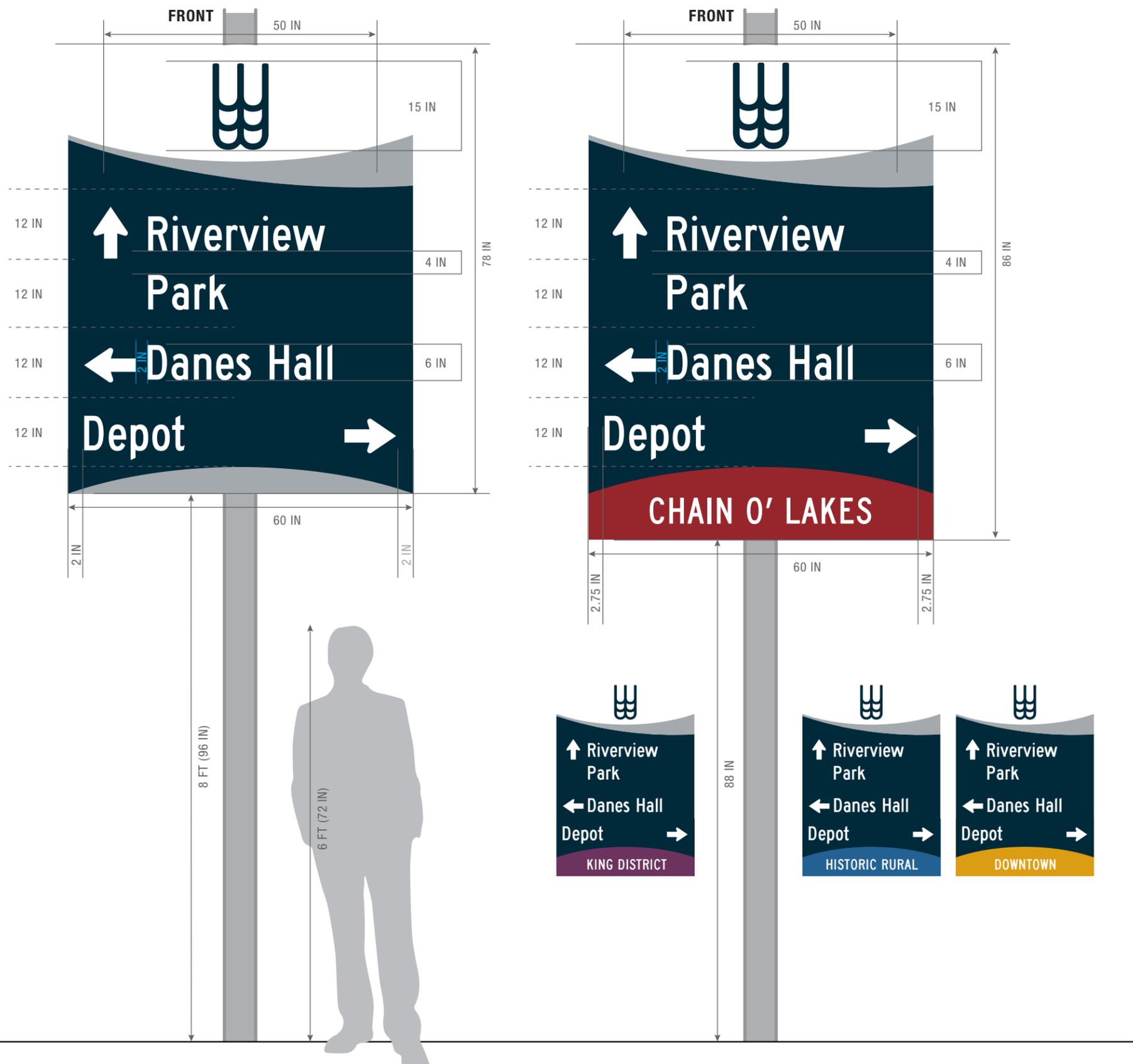
# sign specifications

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Each sign has an important role in the wayfinding system. Specifications for the design need to be consistent to ensure the integrity of the system. Specifications are intended to follow WisDOT guidelines. Proceeding with implementation may require additional revisions to align completely with WisDOT guidelines.



# VD & VD-I : Vehicular - 35 MPH+



## LEGIBILITY

- Max. Viewing Distance:** 120 FT
- Preferred # of Characters Per Line:** 8
- Max # of Characters Per Line:** 10
- Preferred # of Lines Per Destination:** 1
- Max # of Lines Per Destination:** 2
- Max # of Destinations Per Sign:** 4
- Max # of Lines Per Sign:** 4

## SYMBOLS

- ↑ : 6 IN wide x 9 IN high
- ← : 9 IN wide x 6 IN high

## FABRICATION

**Material:** Aluminum with Diamond-Grade Reflective Face

## MOUNTING

**Posts:** Break-away

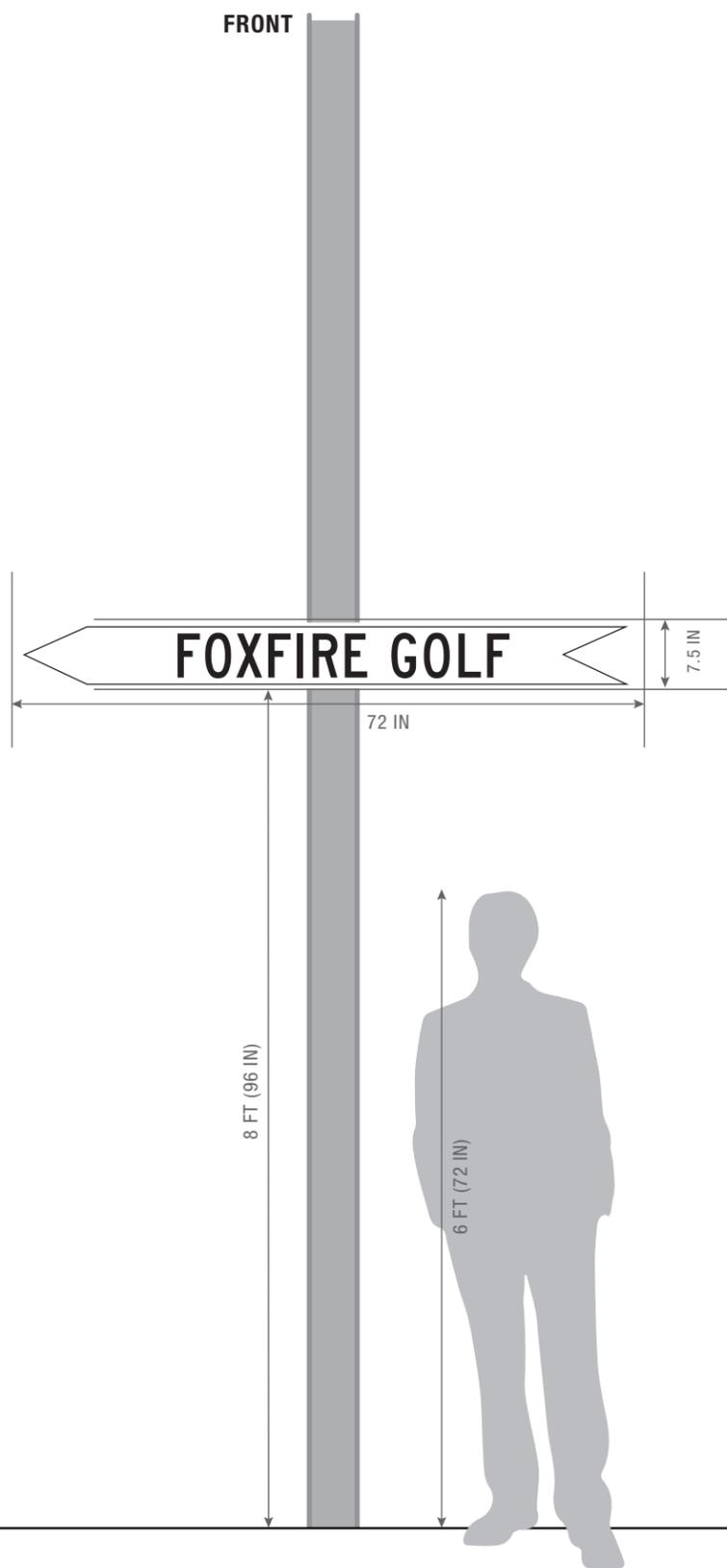
## INSTALLATION

Vehicular Directional Signage will be mounted so that the top of the sign is mounted at a consistent height.

*Illustrations for design intent only and are not for construction.*



# WA : White Arrow Boards



## LEGIBILITY

**Max. Viewing Distance:** 120 FT

**Preferred # of Characters Per Line:** 8

**Max # of Characters Per Line:** 10

**Preferred # of Lines Per Destination:** 1

**Max # of Lines Per Destination:** 2

**Max # of Destinations Per Sign:** 4

**Max # of Lines Per Sign:** 4

## FABRICATION

**Material:** Aluminum with Diamond-Grade Reflective Face

## MOUNTING

**Posts:** Break-away

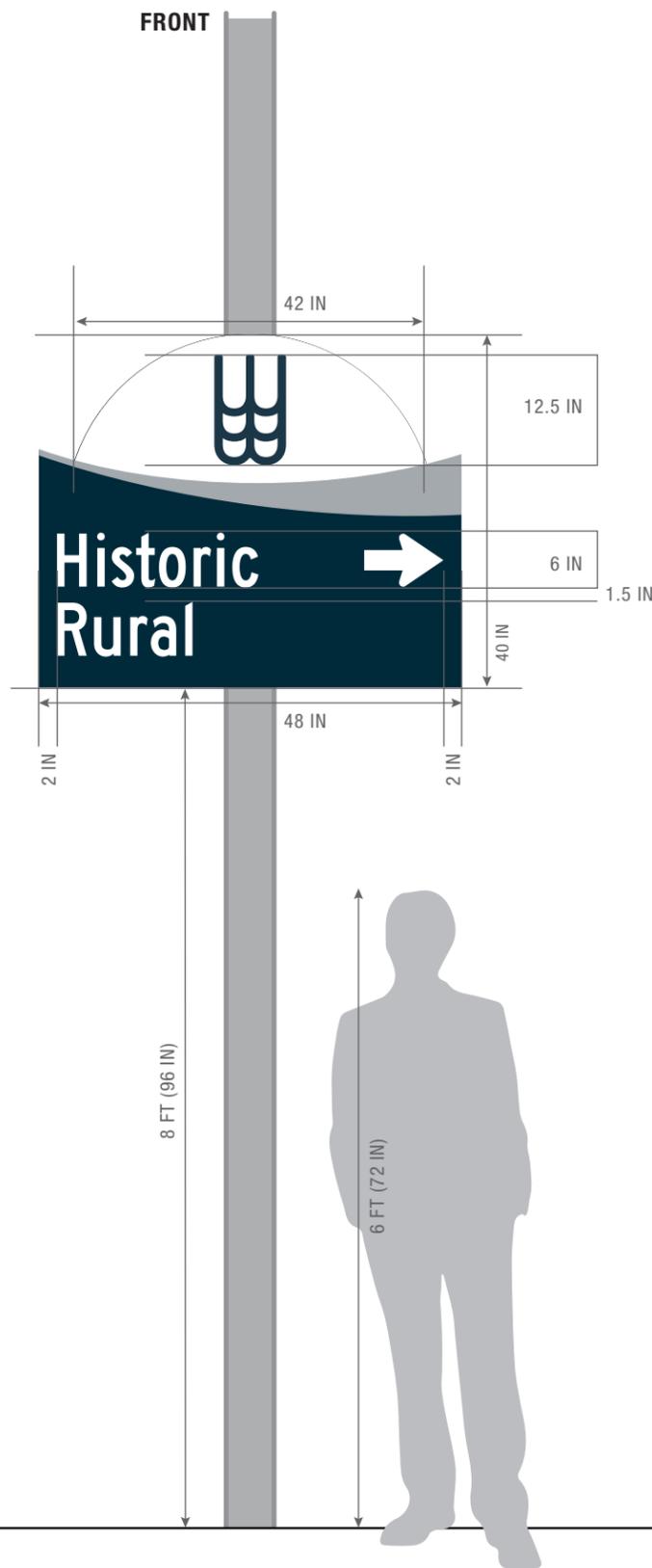
## INSTALLATION

Vehicular Directional Signage will be mounted so that the top of the sign is mounted at a consistent height.

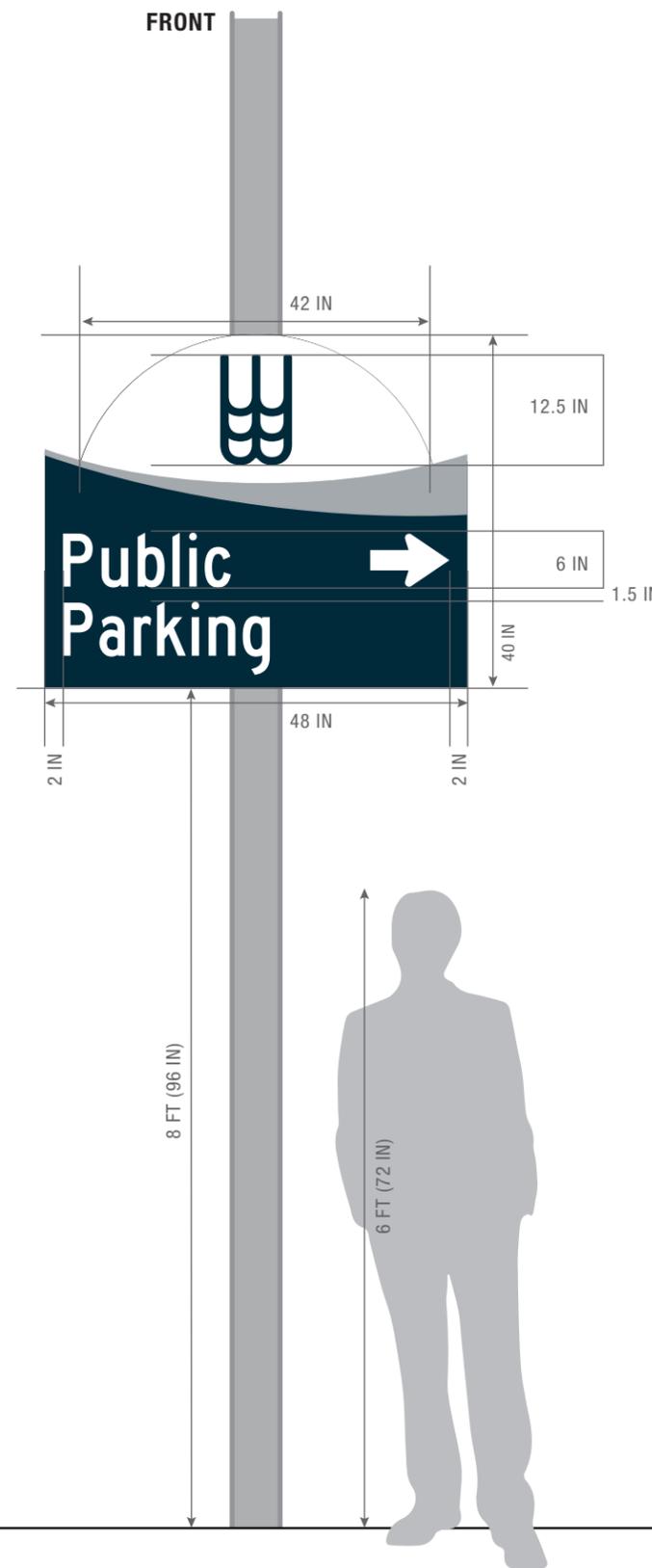
*Illustrations for design intent only and are not for construction.*



## TB : Trailblazing



## P : Parking



### LEGIBILITY

**Max. Viewing Distance:** 180 FT

**Preferred # of Characters Per Line:** 8

**Max # of Characters Per Line:** 10

**Preferred # of Lines Per Destination:** 1

**Max # of Lines Per Destination:** 2

**Max # of Destinations Per Sign:** 1

**Max # of Lines Per Sign:** 2

### SYMBOLS

↑ : 6 IN wide x 9 IN high

← : 9 IN wide x 6 IN high

### FABRICATION

**Material:** Aluminum with Diamond-Grade Reflective Face

### MOUNTING

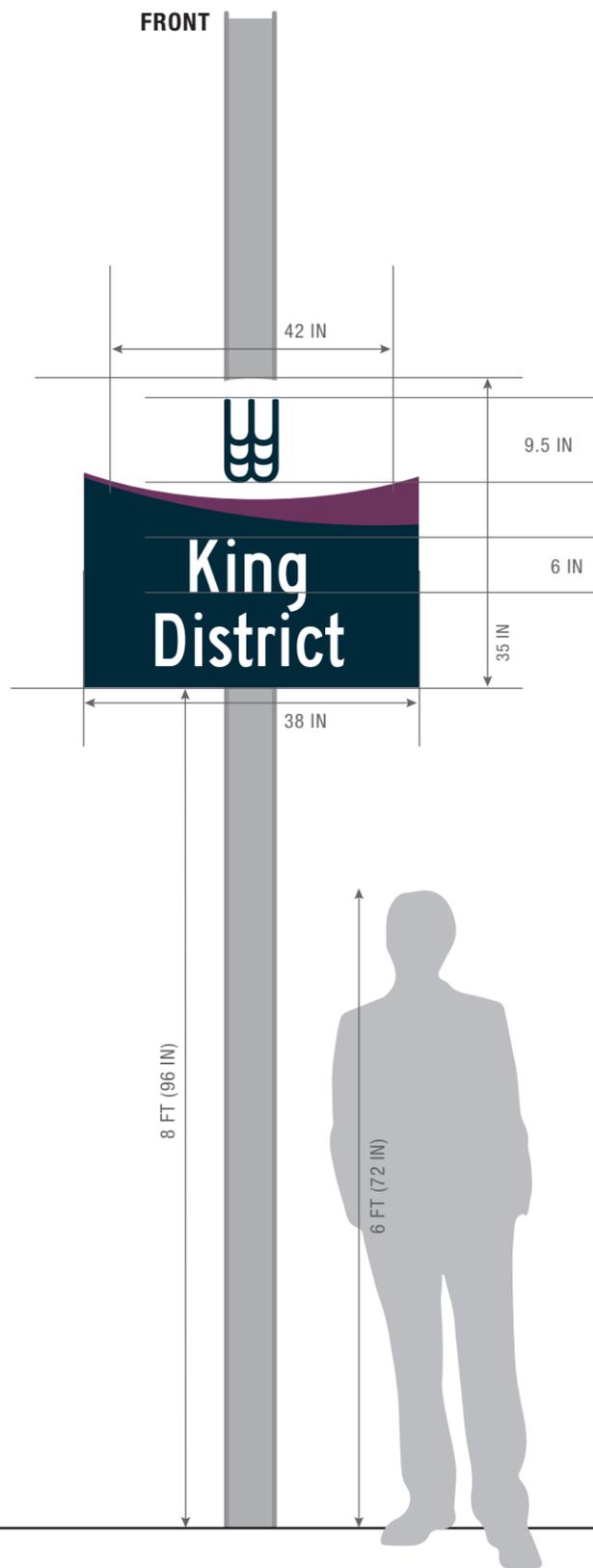
**Posts:** Break-away

*Illustrations for design intent only and are not for construction.*

SCALE: 5% Final Size



# DI : District Identifier



## LEGIBILITY

- Max. Viewing Distance:** 120 FT
- Preferred # of Characters Per Line:** 10
- Max # of Characters Per Line:** 12
- Preferred # of Lines Per Destination:** 1
- Max # of Lines Per Destination:** 2
- Max # of Destinations Per Sign:** 1
- Max # of Lines Per Sign:** 2

## SYMBOLS

## FABRICATION

**Material:** Aluminum with Diamond-Grade Reflective Face

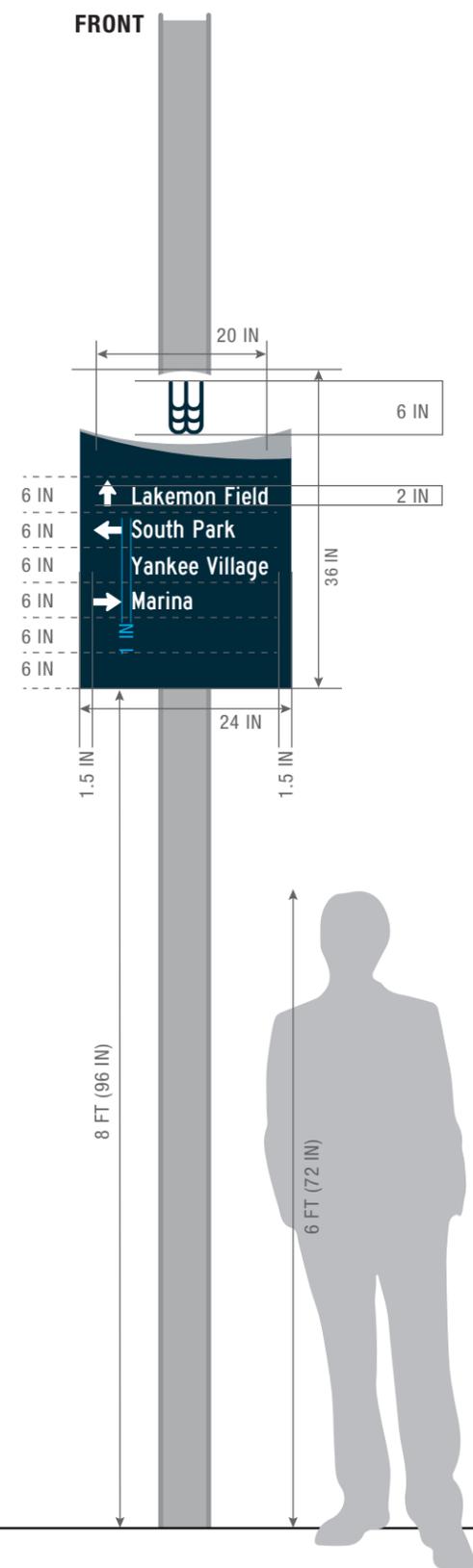
## MOUNTING

**Posts:** Break-away

*Illustrations for design intent only and are not for construction.*



# PTD : Pedestrian, Trail & Downtown



## LEGIBILITY

**Max. Viewing Distance:** 60 FT

**Preferred # of Characters Per Line:** 12

**Max # of Characters Per Line:** 14

**Preferred # of Lines Per Destination:** 1

**Max # of Lines Per Destination:** 2

**Max # of Destinations Per Sign:** 6

**Max # of Lines Per Sign:** 6

## SYMBOLS

↑ : 2 IN wide x 3 IN high

← : 3 IN wide x 2 IN high

## FABRICATION

**Material:** Aluminum with Diamond-Grade Reflective Face

## MOUNTING

**Posts:** Break-away

## INSTALLATION

*Illustrations for design intent only and are not for construction.*



# mapping & messaging

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The following pages show the layout and placement for each proposed sign in the wayfinding system.



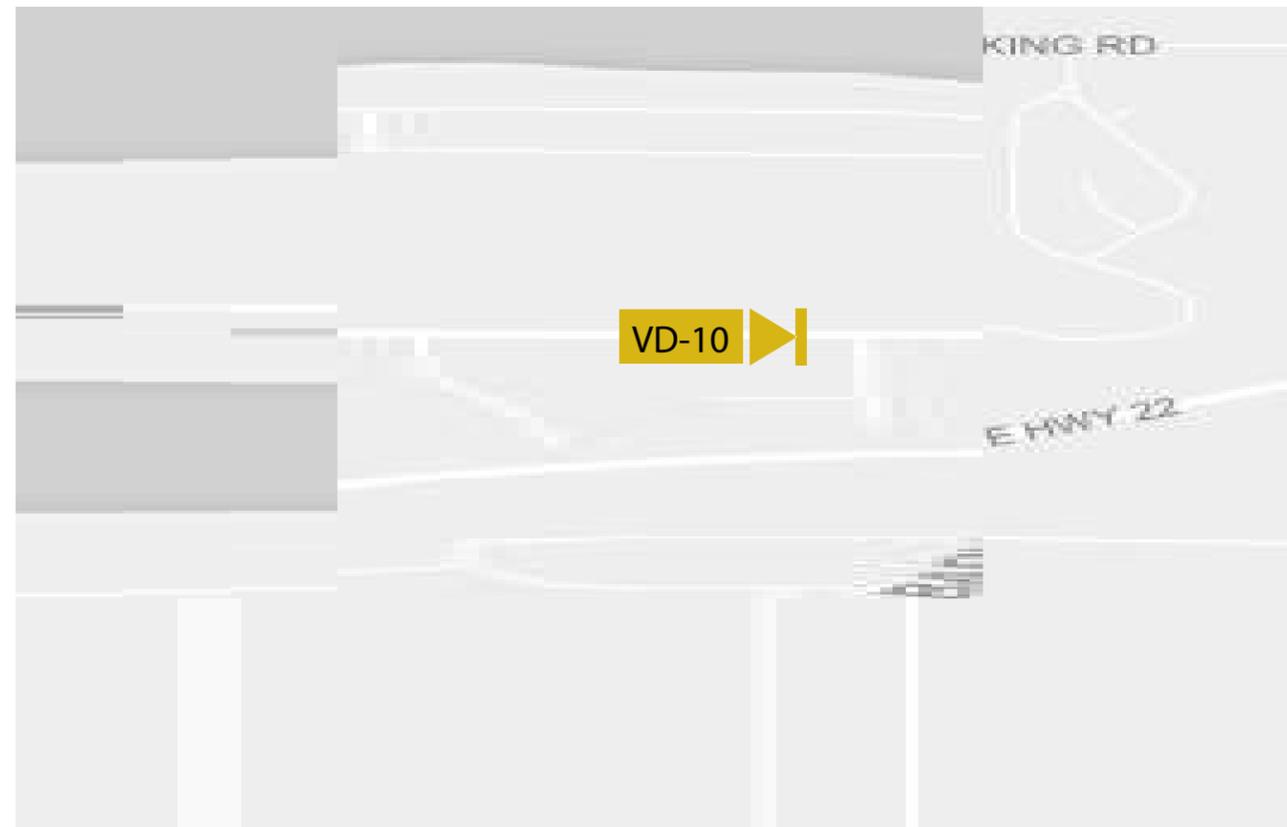
### VEHICULAR - VD-09

FRONT



### VEHICULAR - VD-10

FRONT



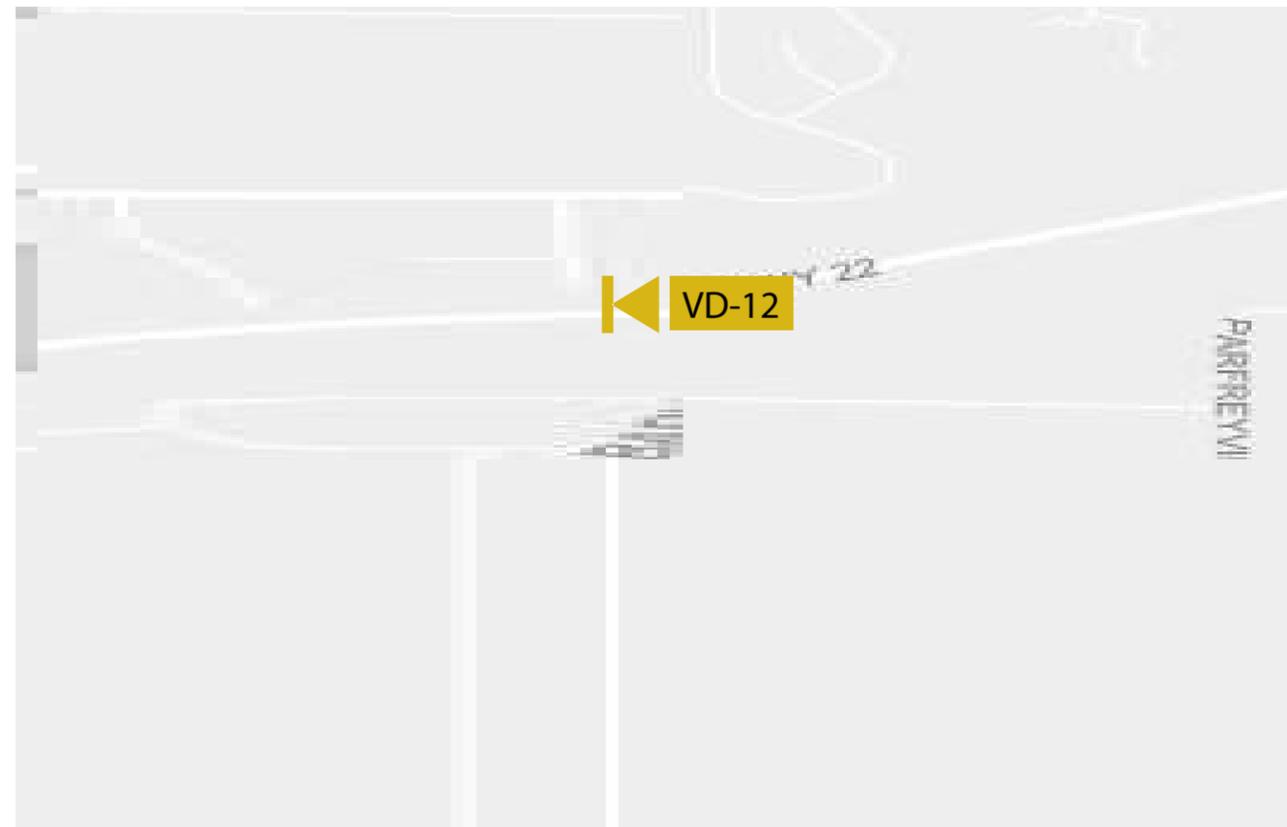
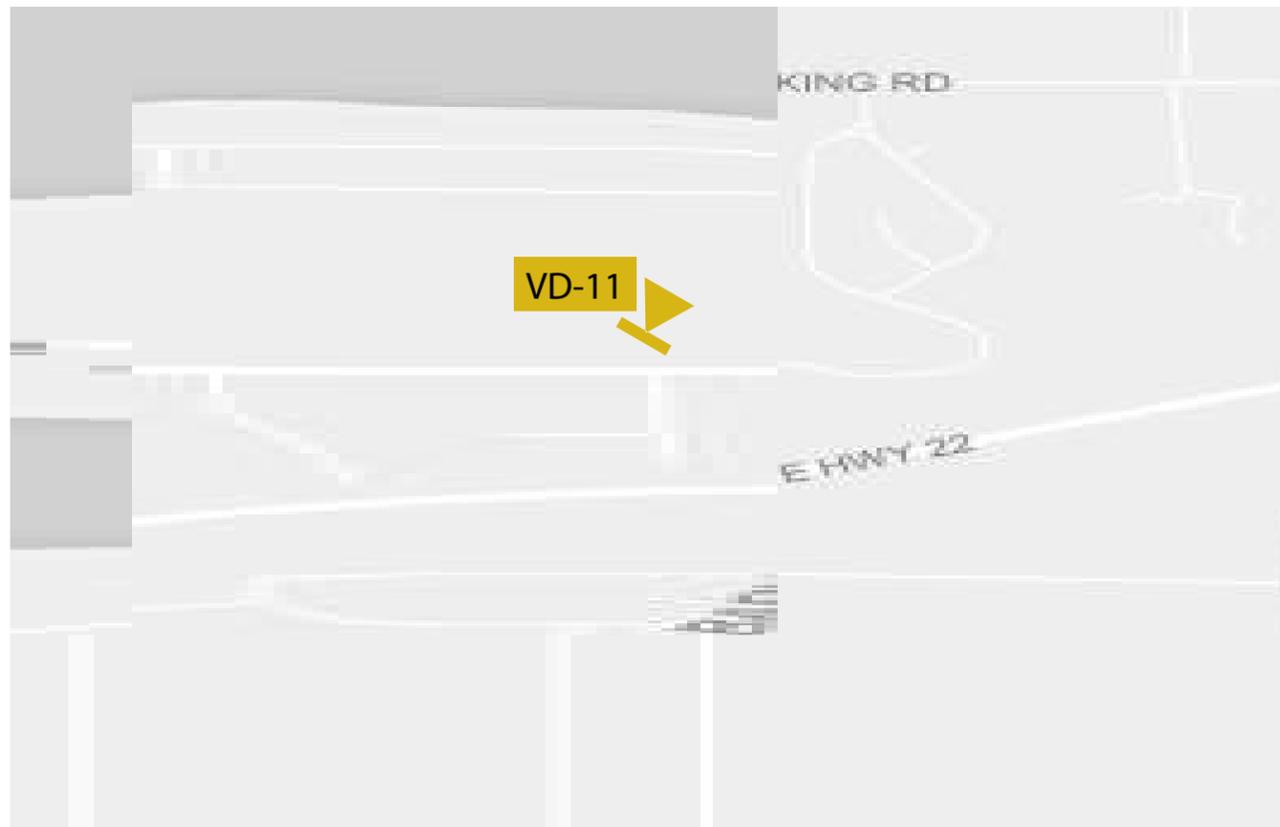
### VEHICULAR - VD-11

FRONT



### VEHICULAR - VD-12

FRONT



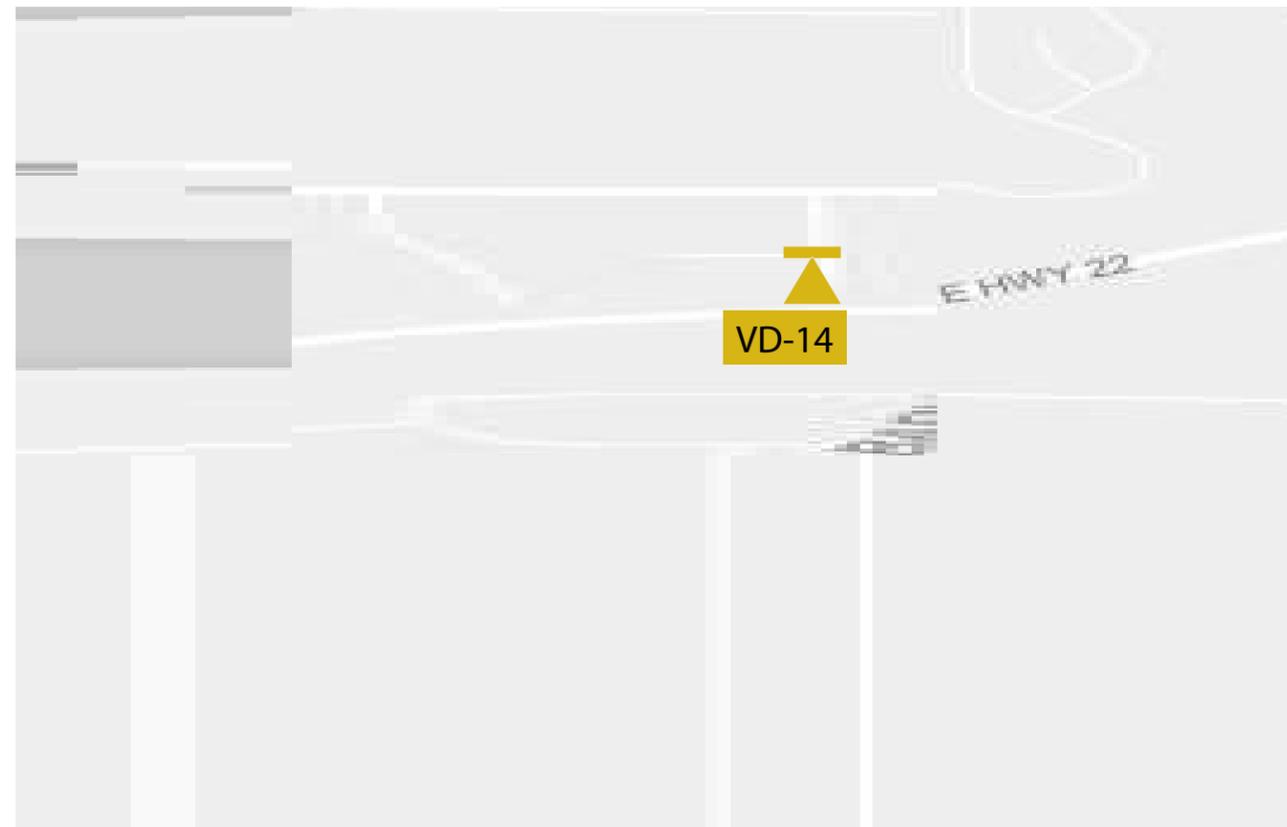
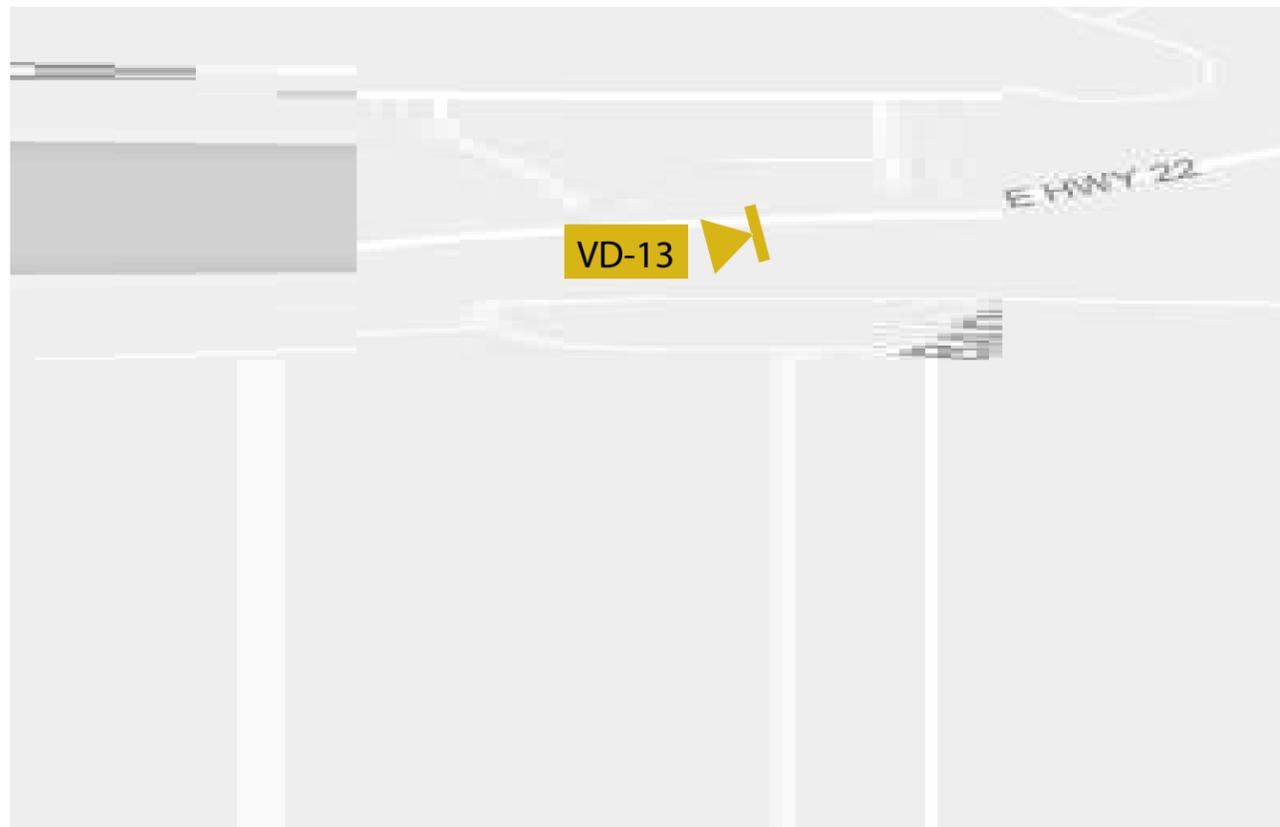
### VEHICULAR - VD-13

FRONT



### VEHICULAR - VD-14

FRONT



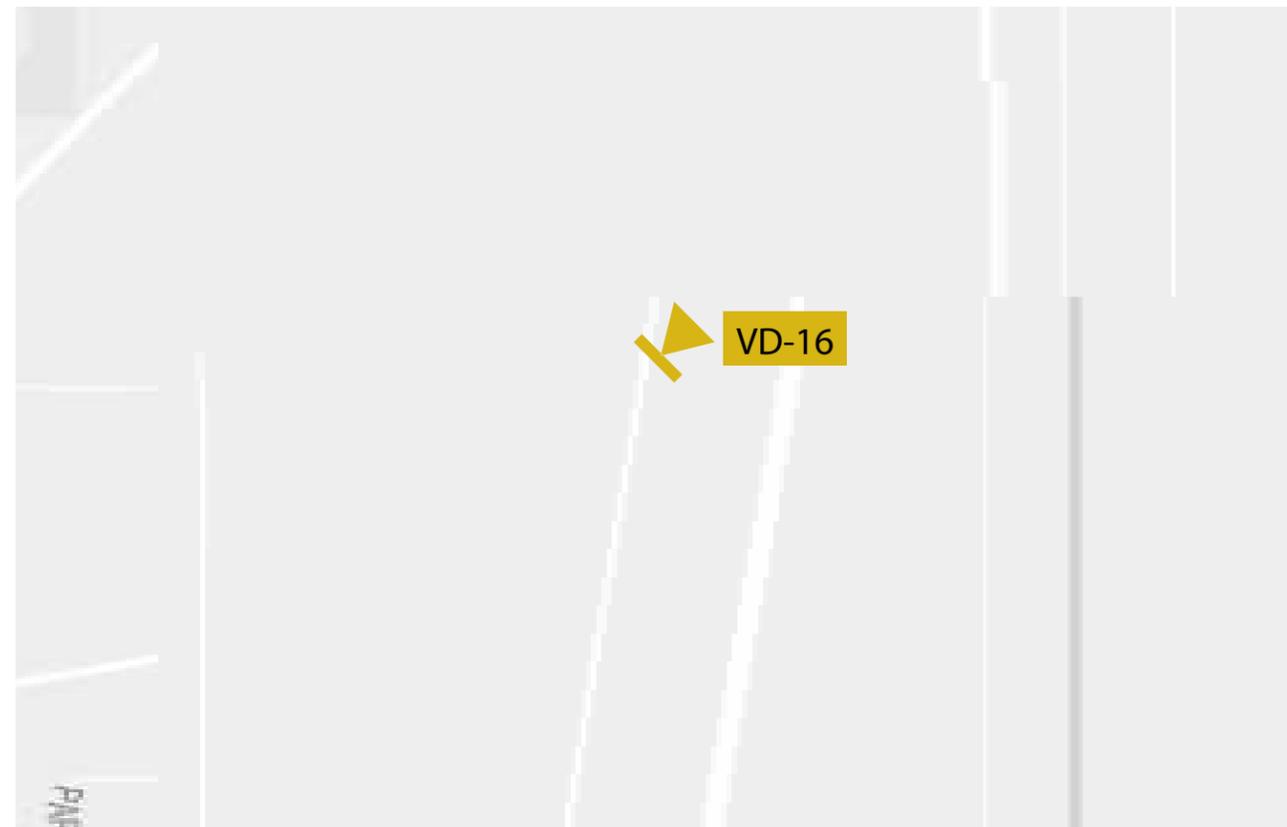
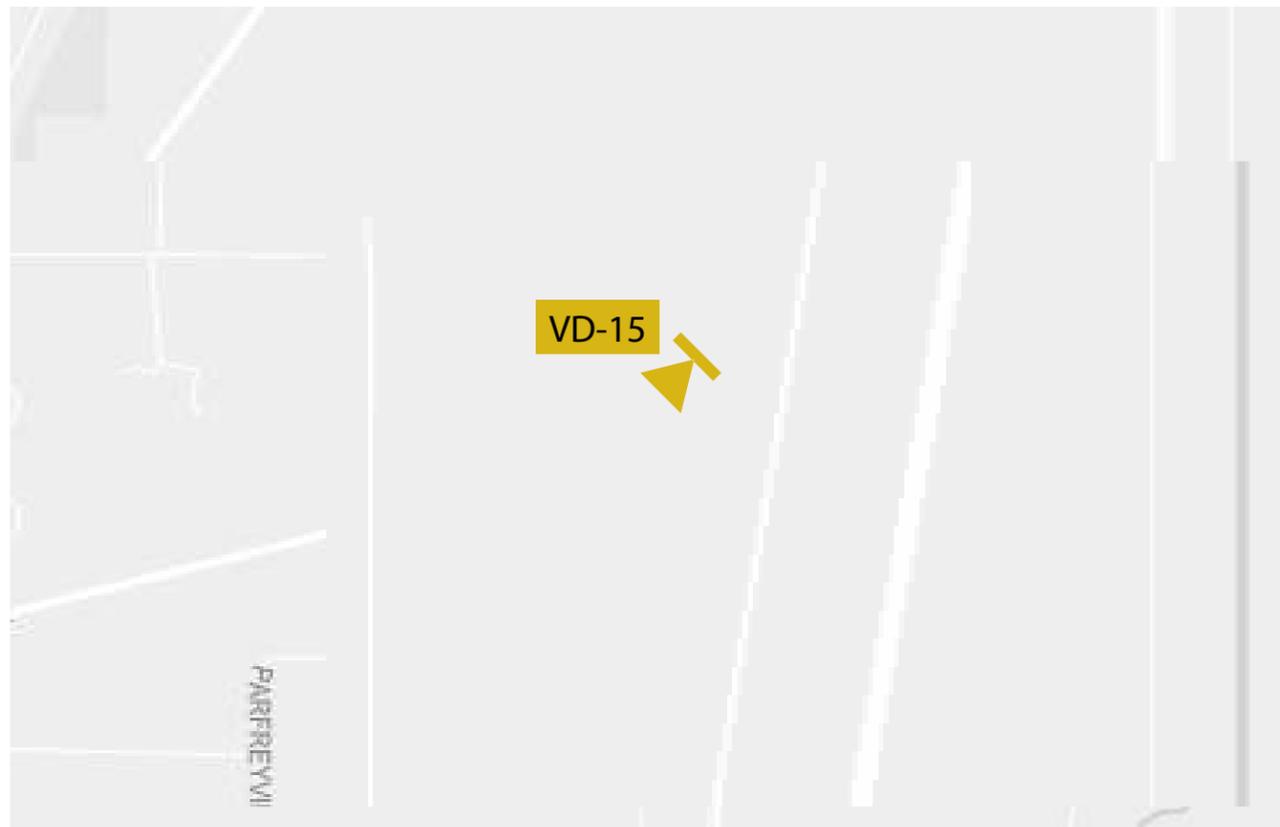
### VEHICULAR - VD-15

FRONT



### VEHICULAR - VD-16

FRONT



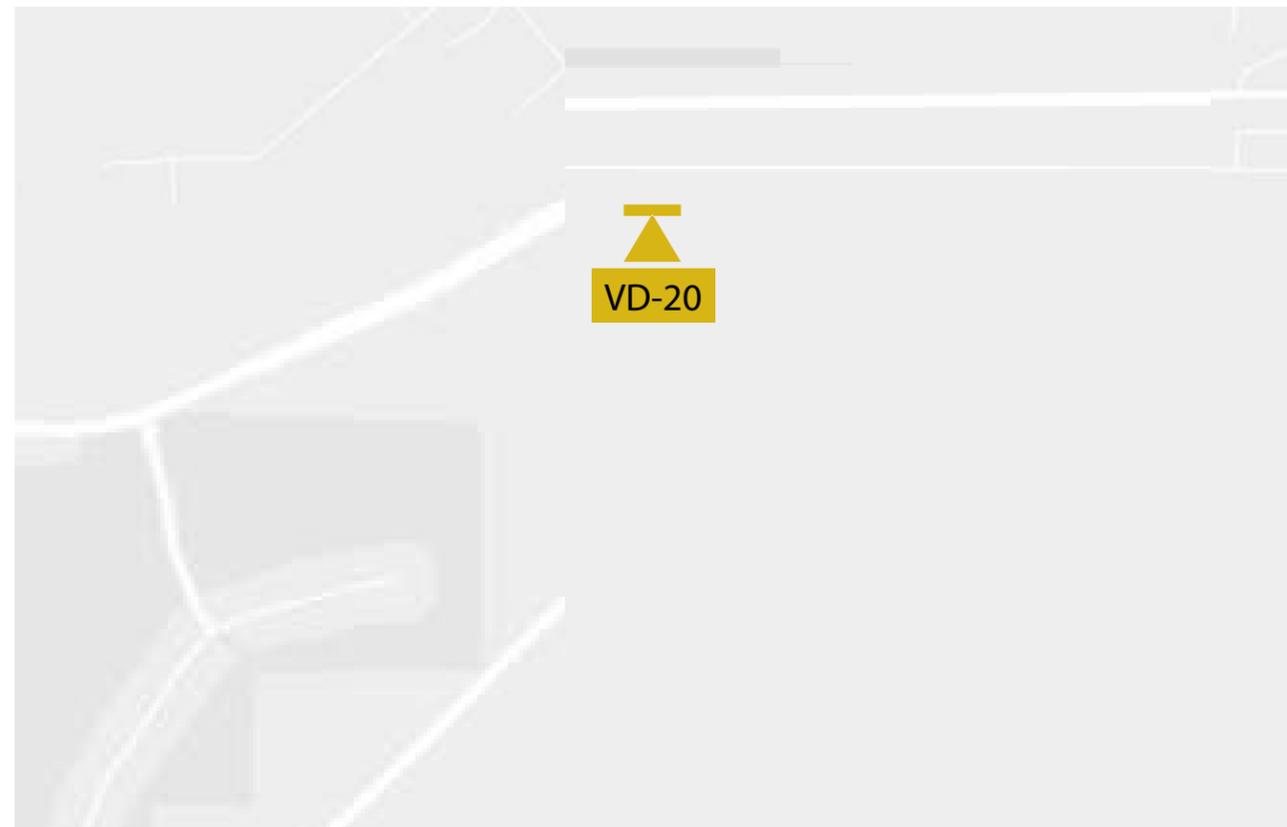
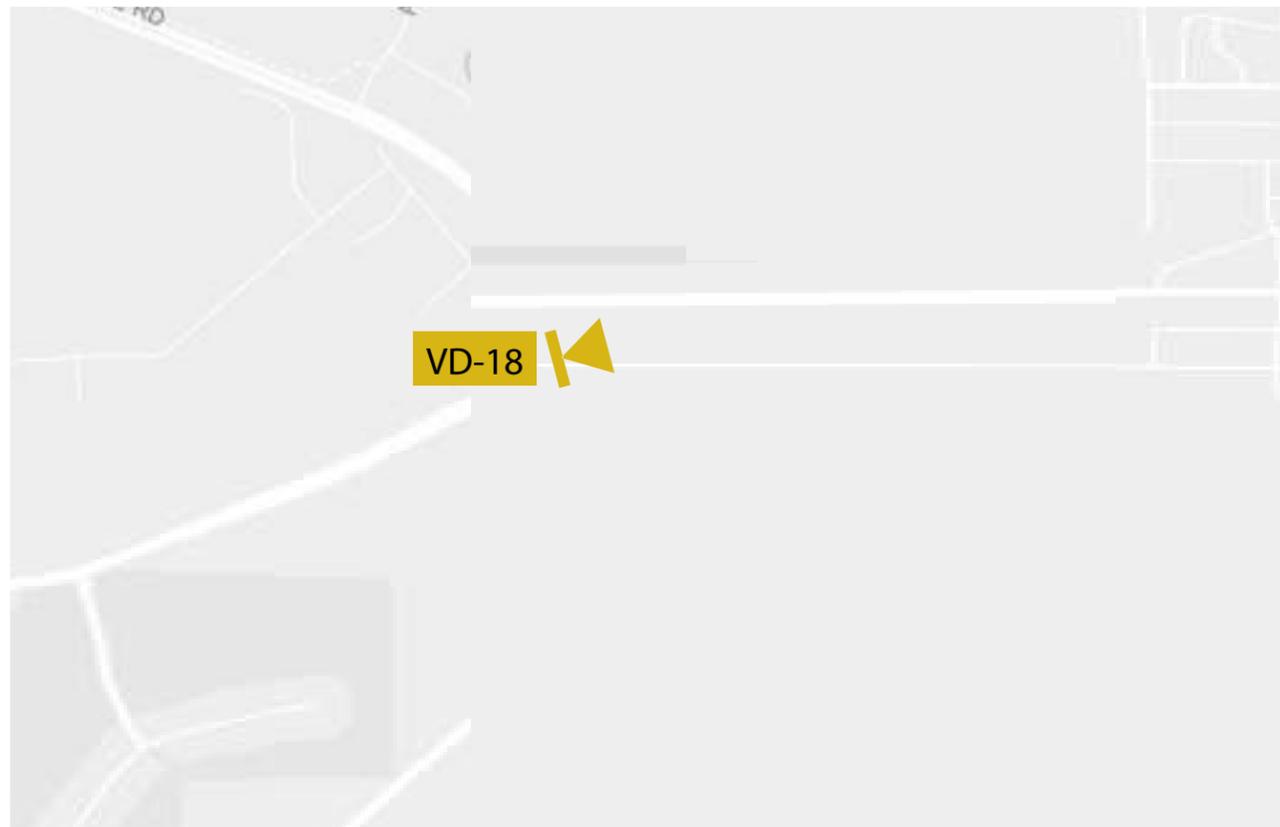
### VEHICULAR - VD-18

FRONT



### VEHICULAR - VD-20

FRONT



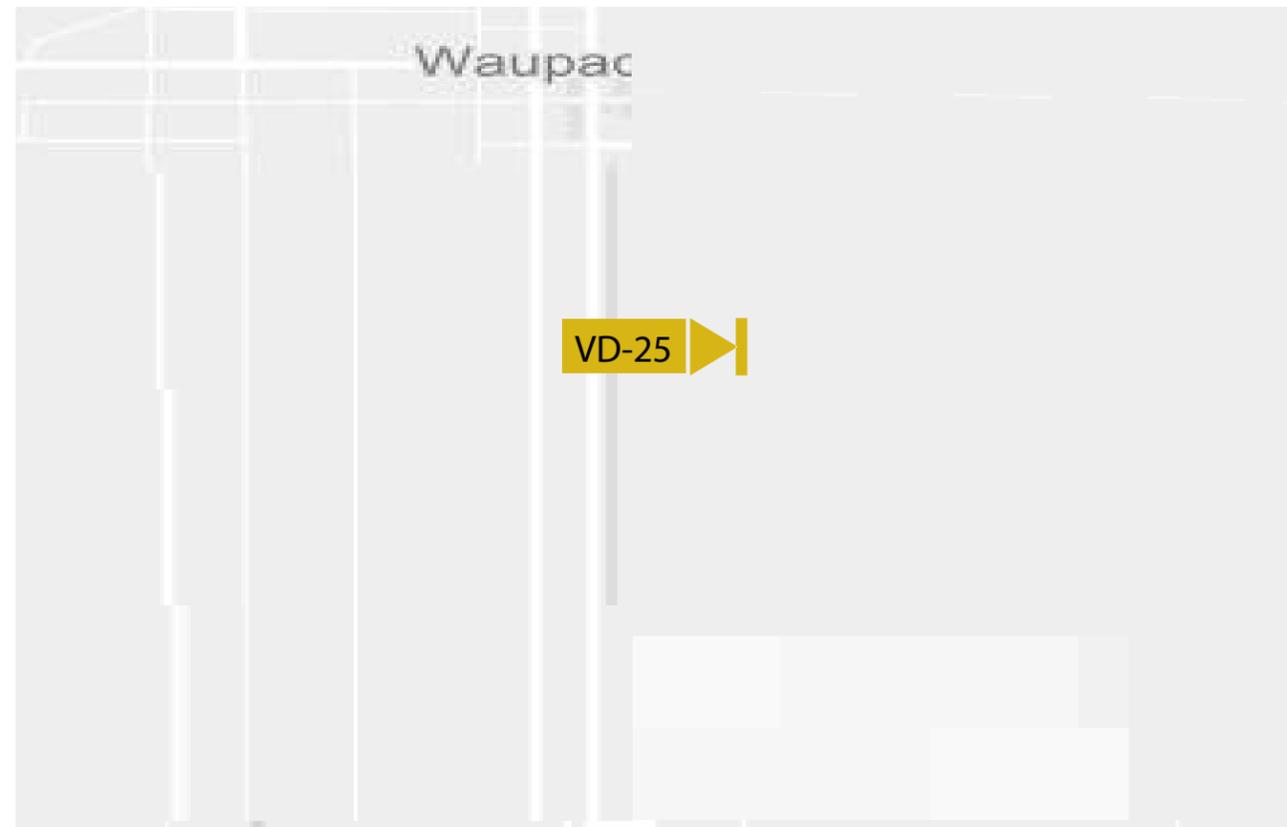
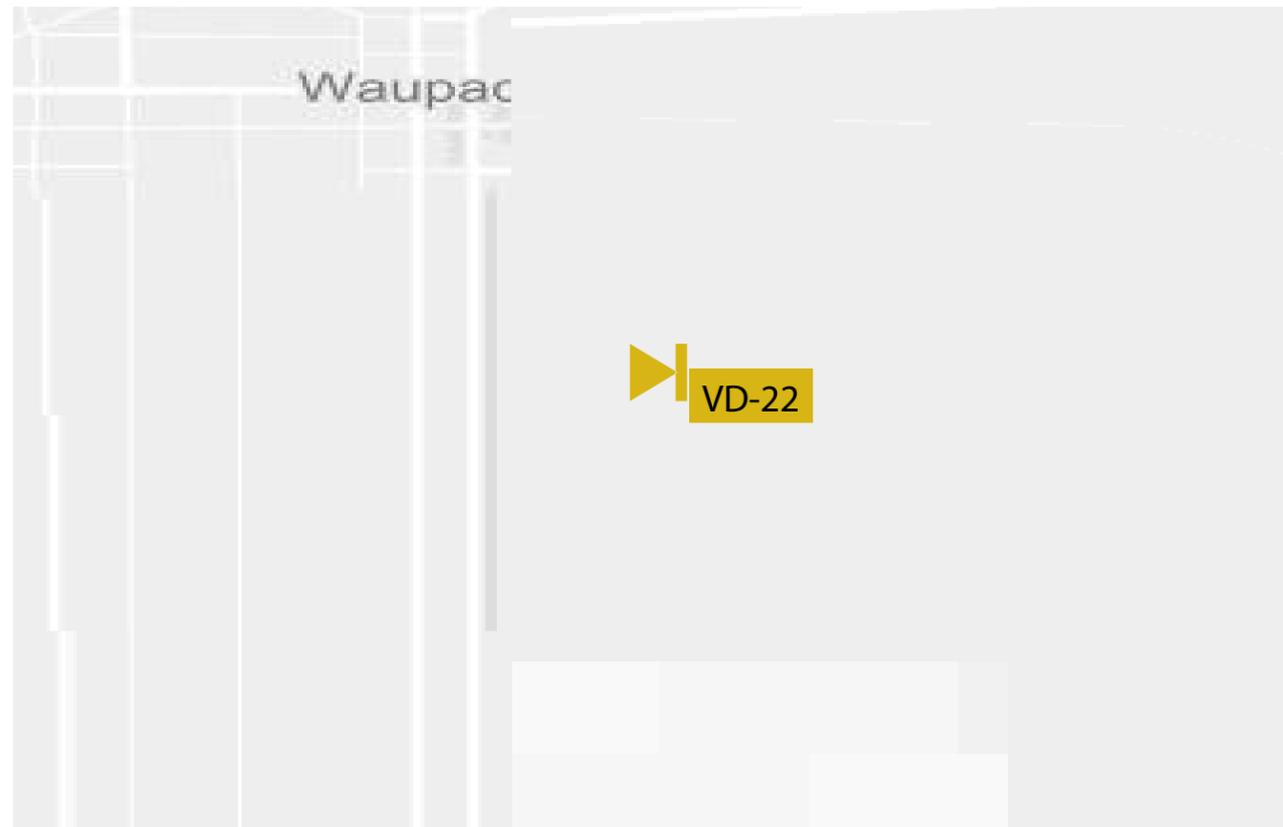
### VEHICULAR - VD-22

FRONT



### VEHICULAR - VD-25

FRONT



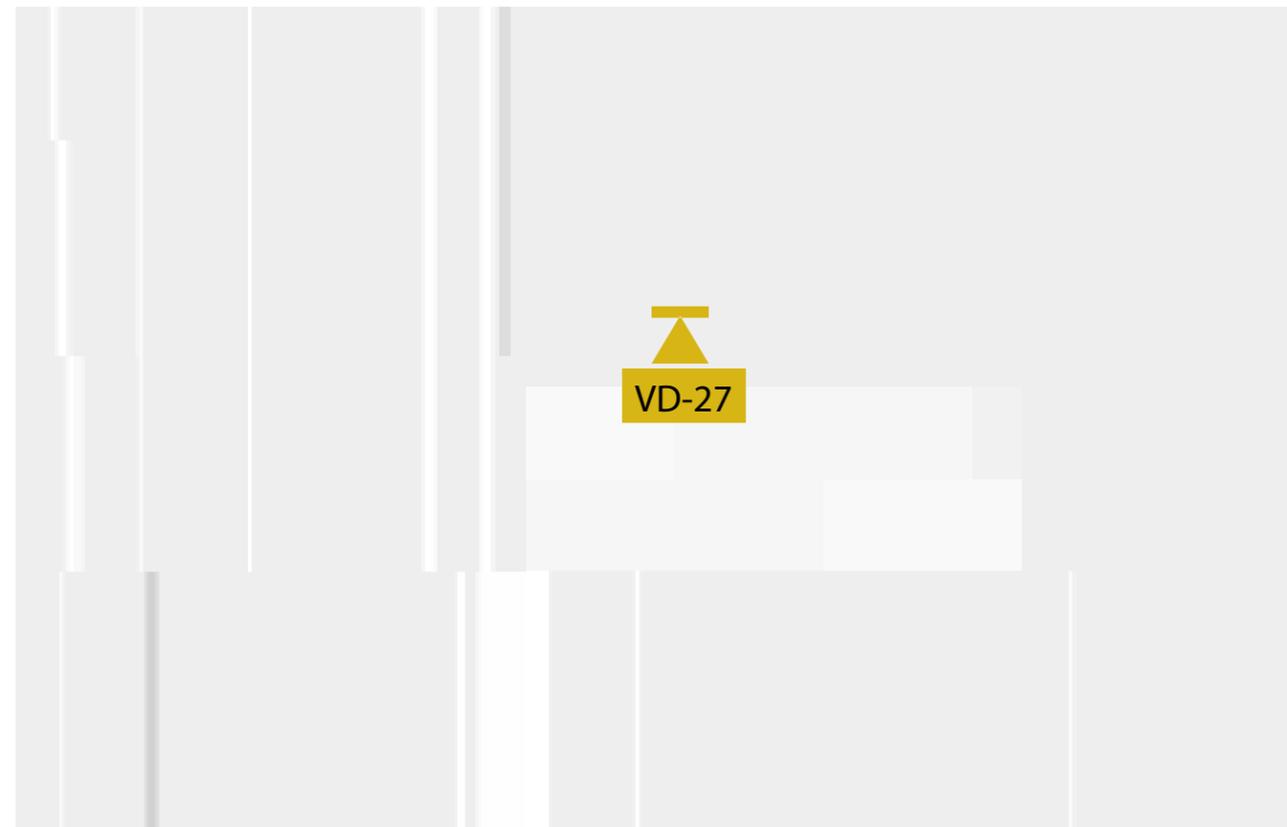
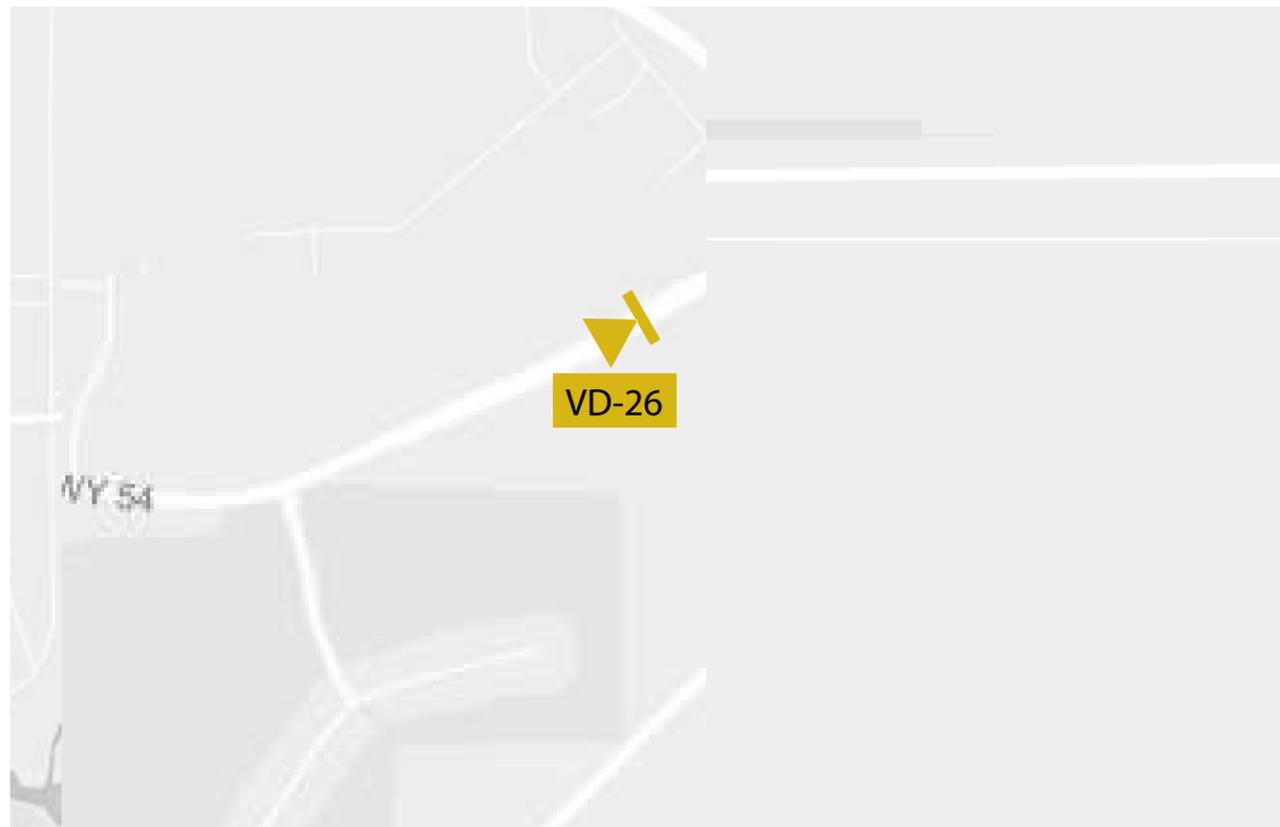
### VEHICULAR - VD-26

FRONT



### VEHICULAR - VD-27

FRONT



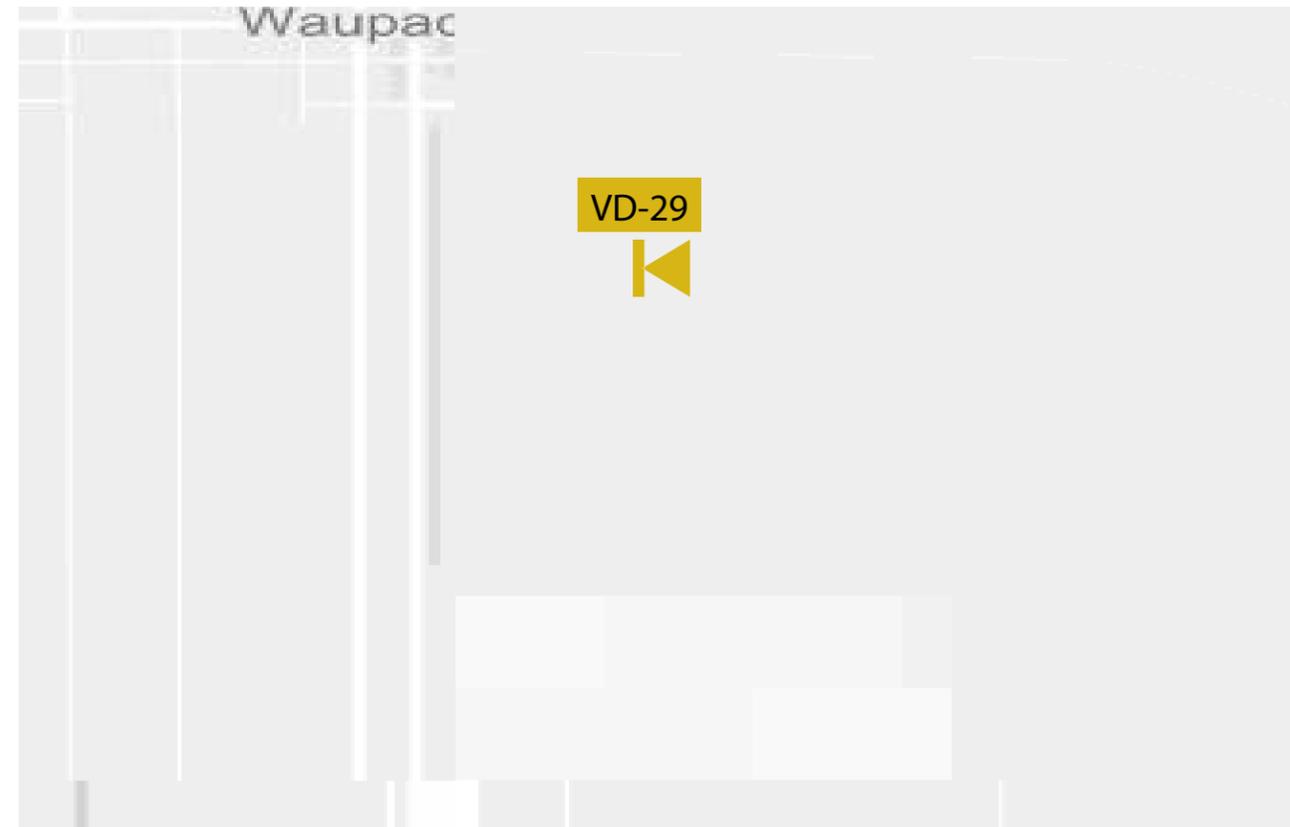
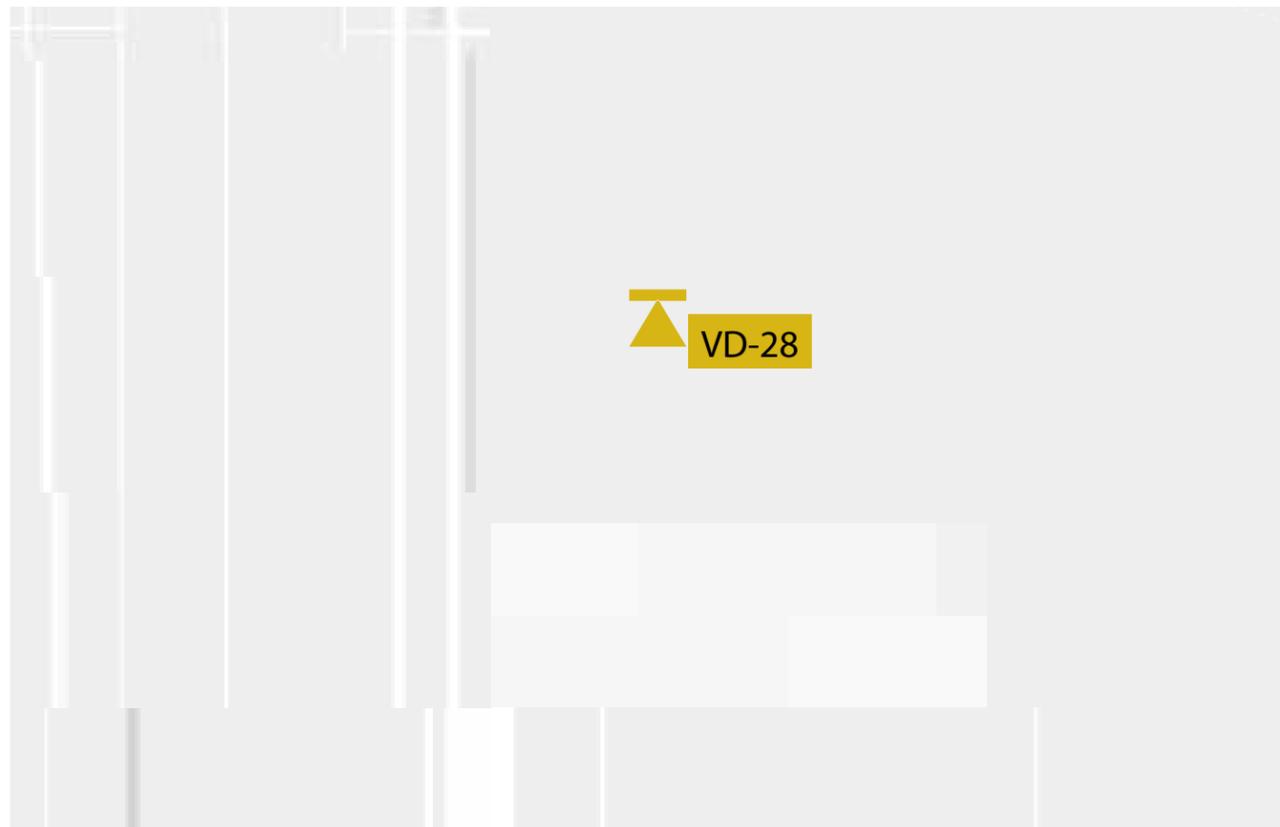
### VEHICULAR - VD-28

FRONT



### VEHICULAR - VD-29

FRONT



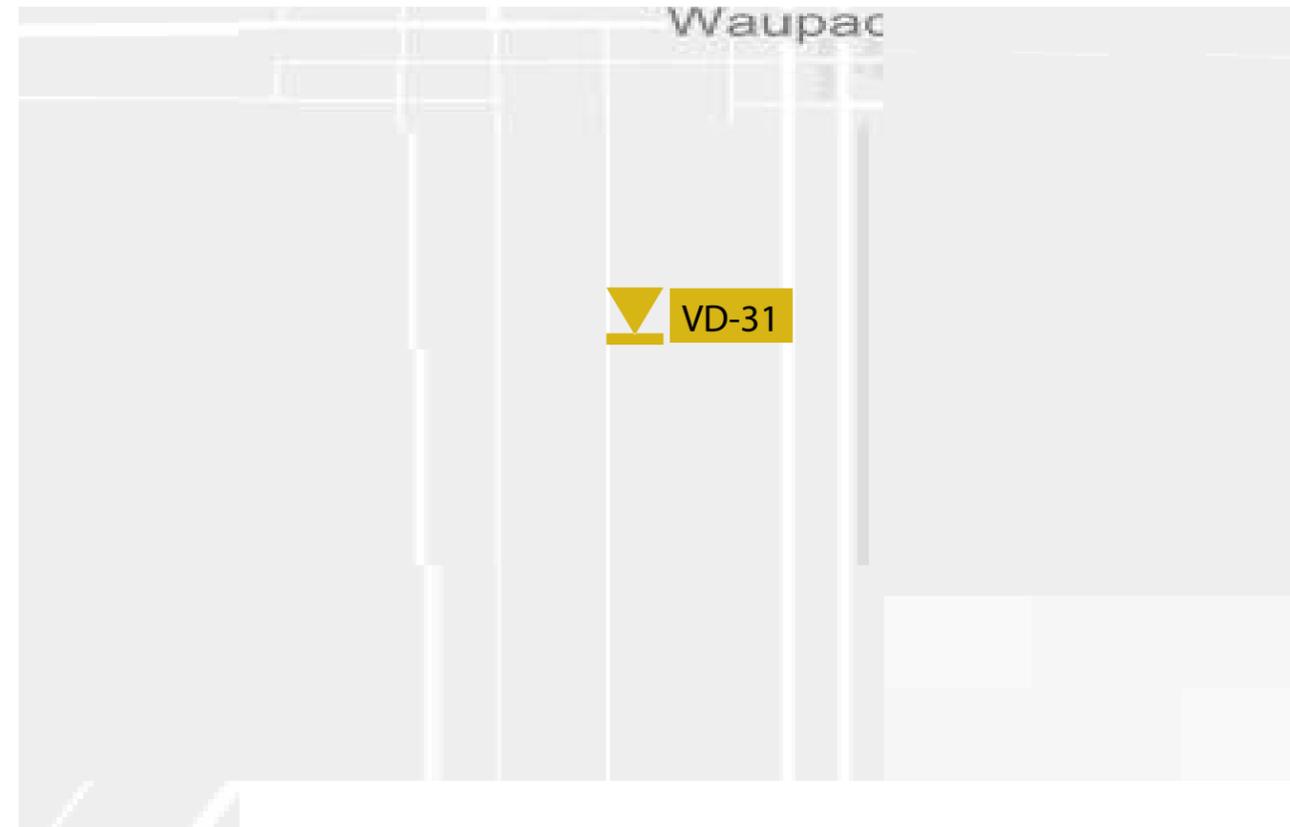
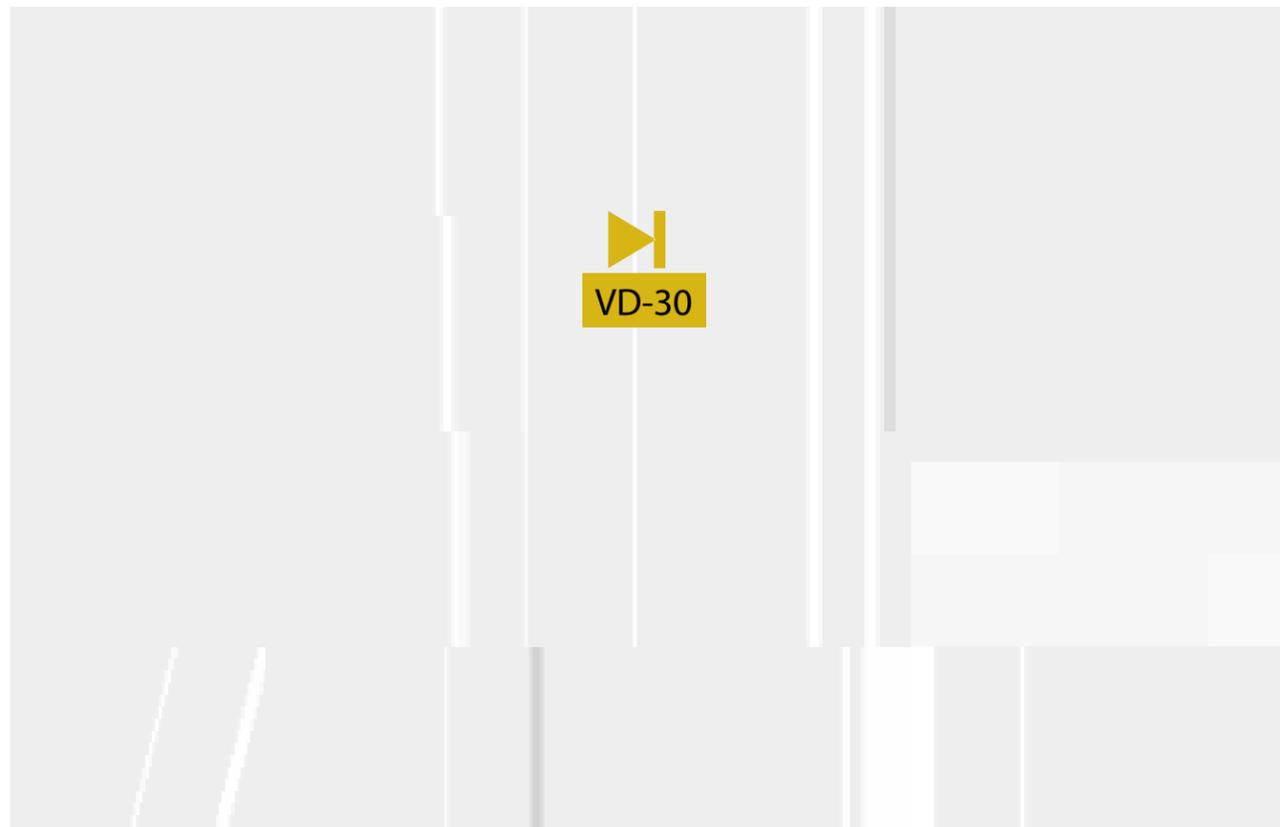
### VEHICULAR - VD-30

FRONT



### VEHICULAR - VD-31

FRONT



### VEHICULAR - VD-36

FRONT



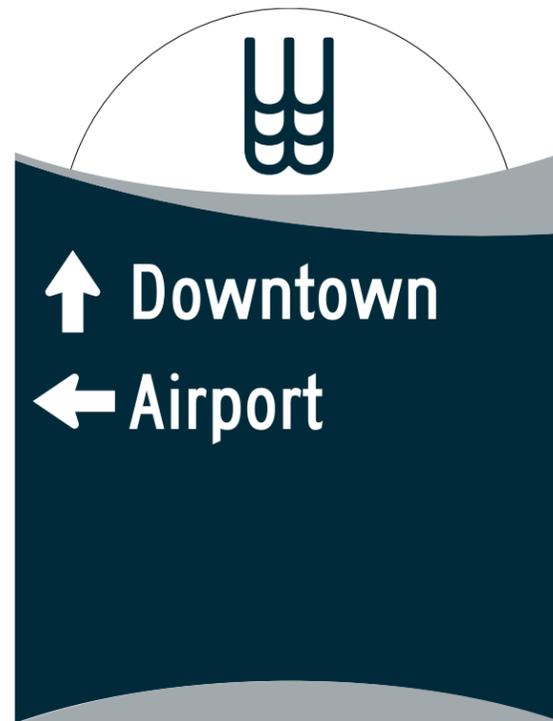
### VEHICULAR - VD-37

FRONT



# VEHICULAR - VD-43

FRONT



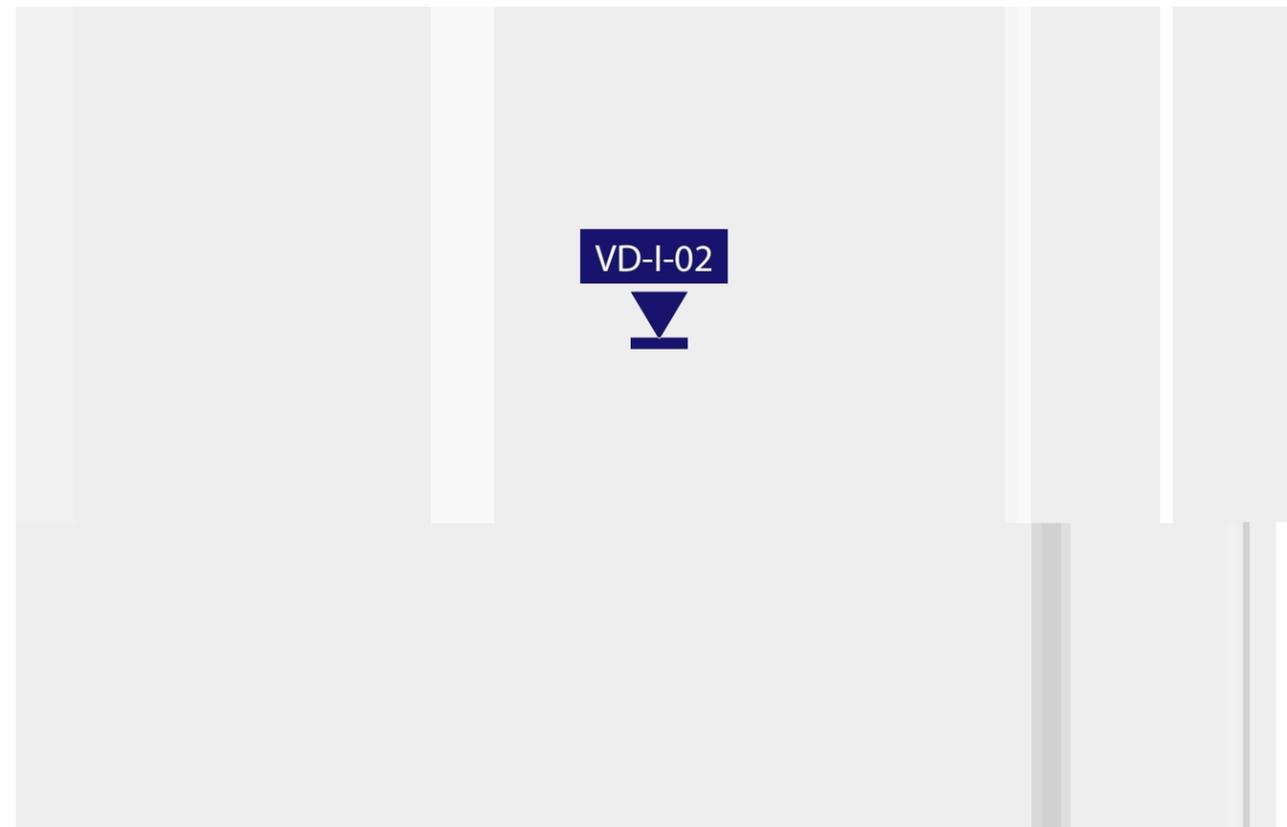
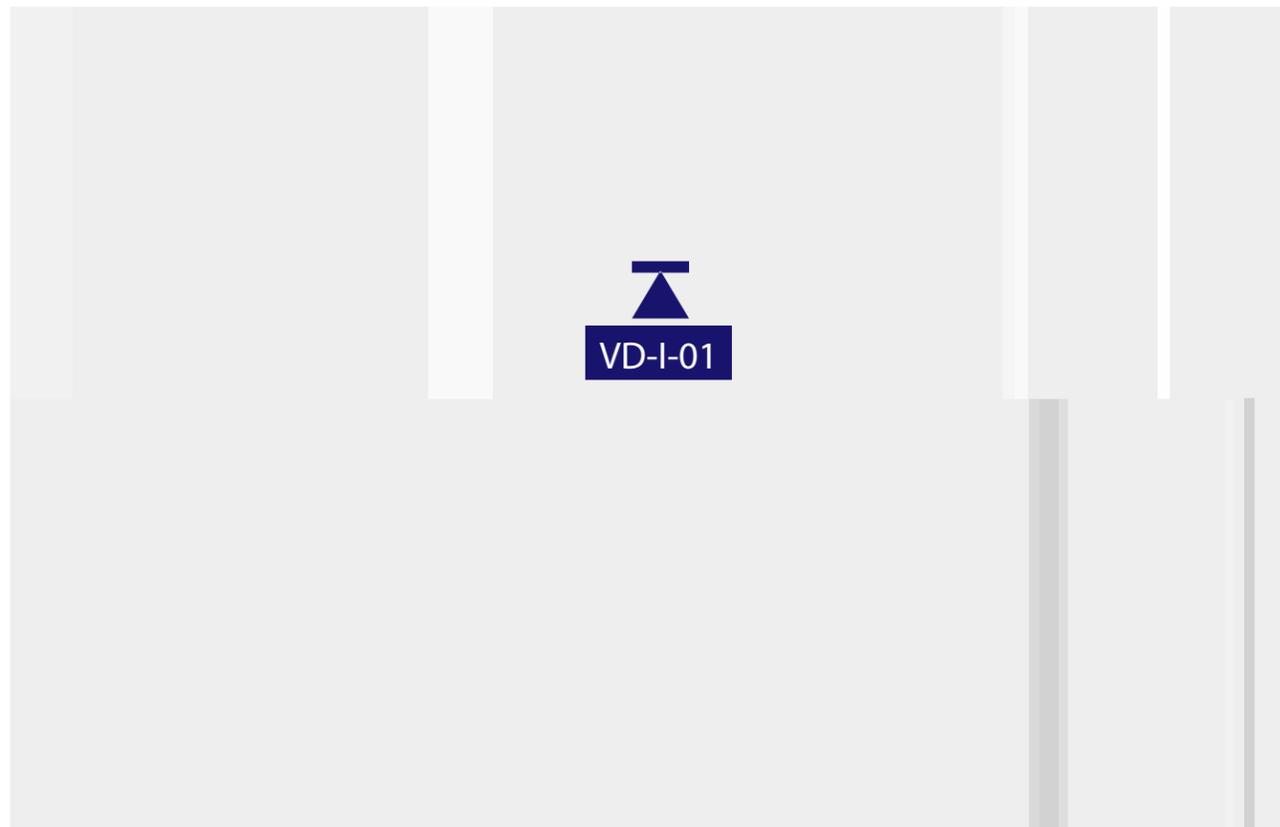
### VEHICULAR IDENTIFIER - VD-I-01

FRONT



### VEHICULAR IDENTIFIER - VD-I-02

FRONT



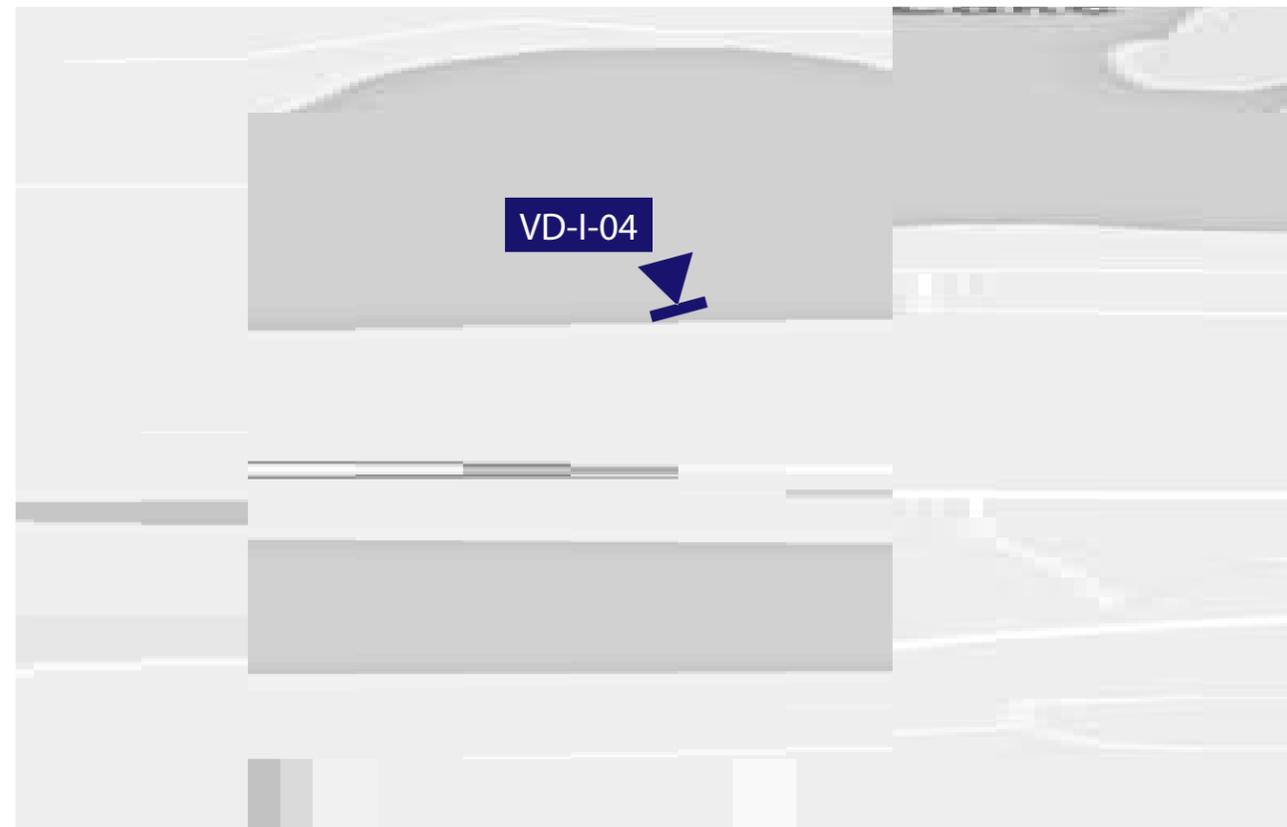
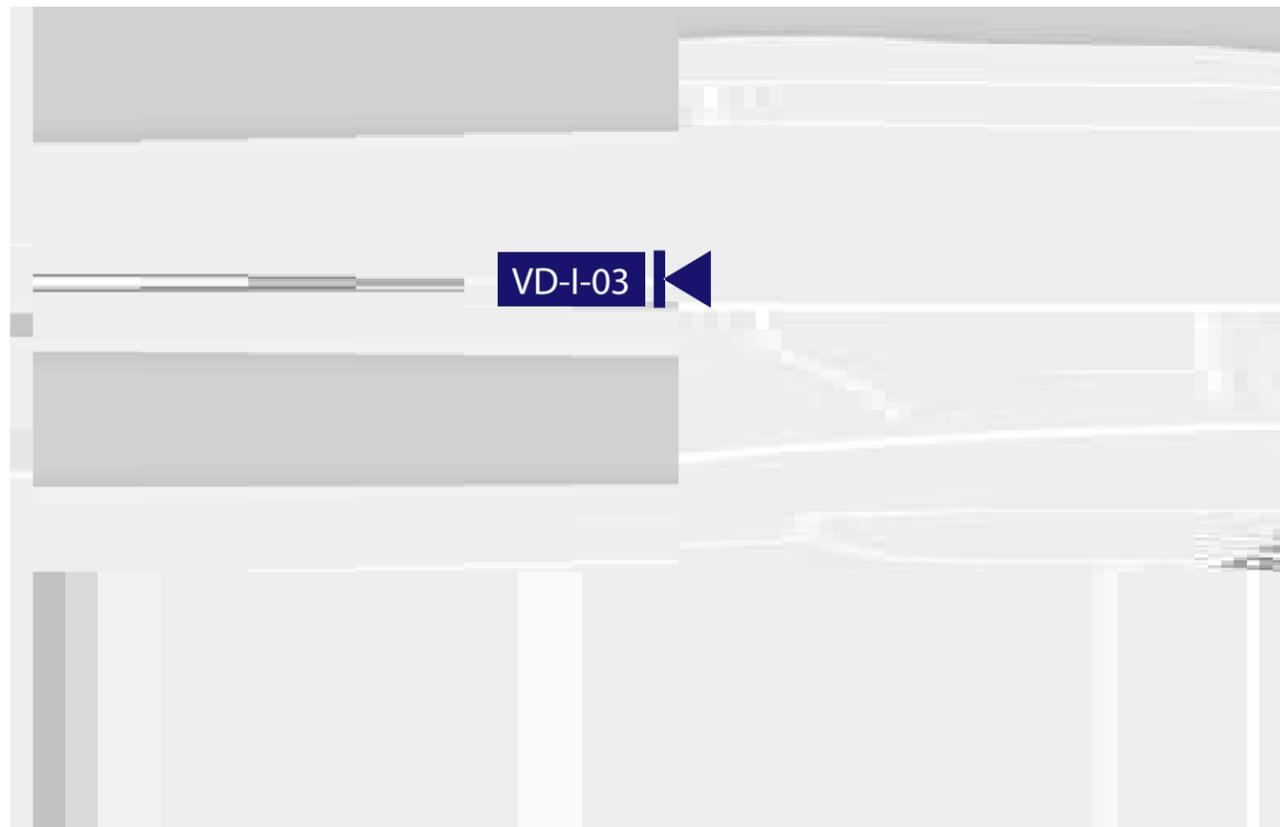
### VEHICULAR IDENTIFIER - VD-I-03

FRONT



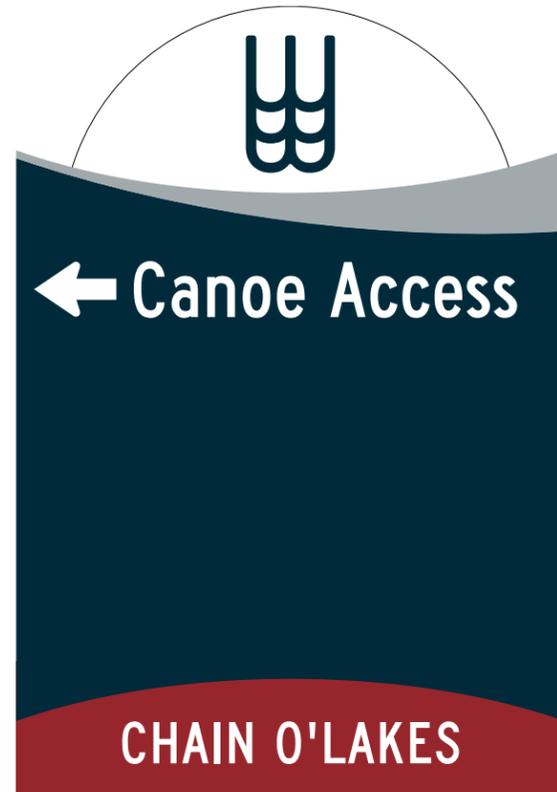
### VEHICULAR IDENTIFIER - VD-I-04

FRONT



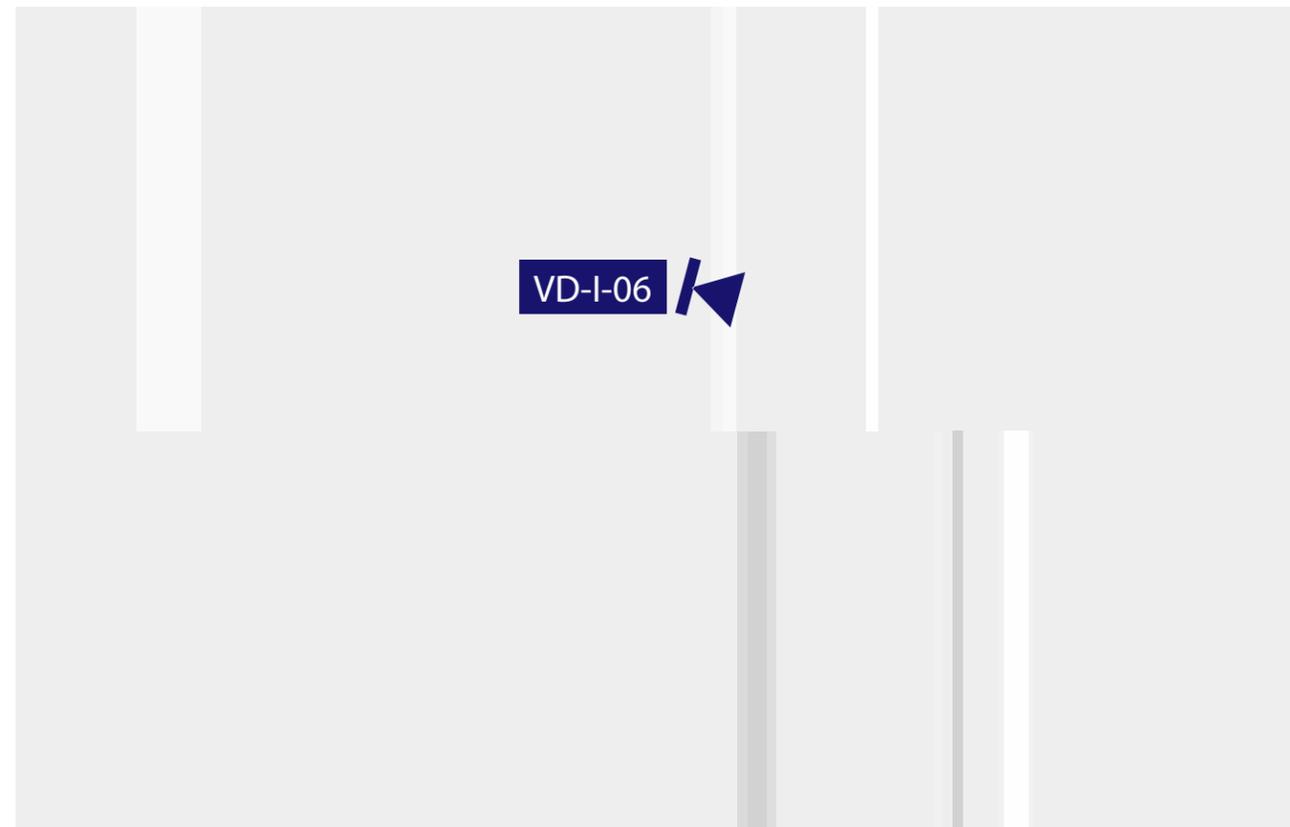
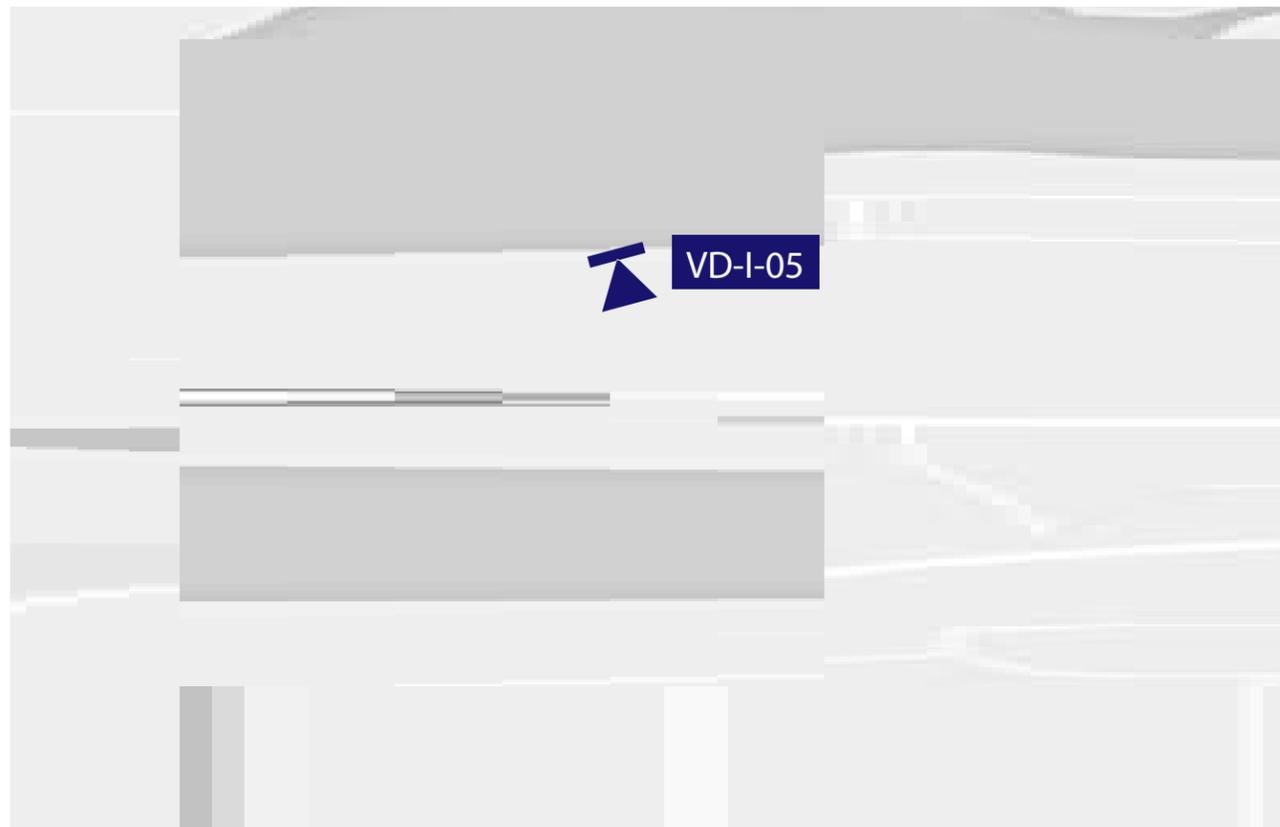
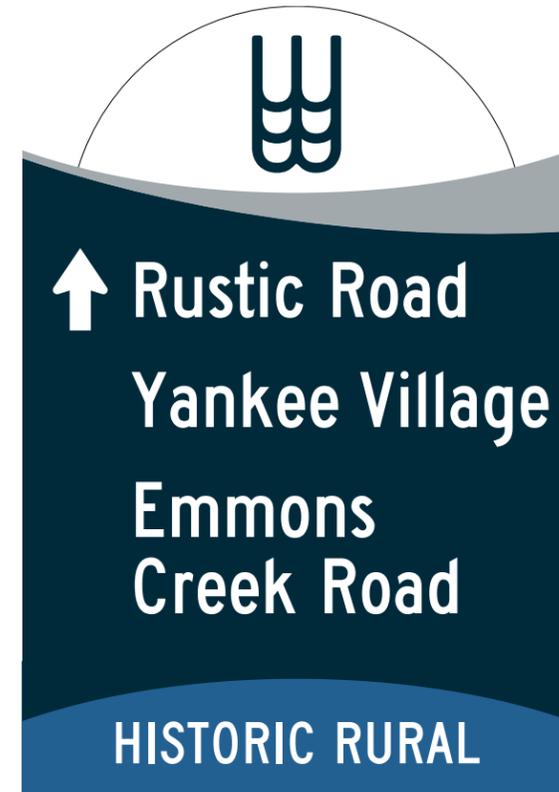
### VEHICULAR IDENTIFIER - VD-I-05

FRONT



### VEHICULAR IDENTIFIER - VD-I-06

FRONT



### VEHICULAR IDENTIFIER - VD-I-07

FRONT



### VEHICULAR IDENTIFIER - VD-I-08

FRONT



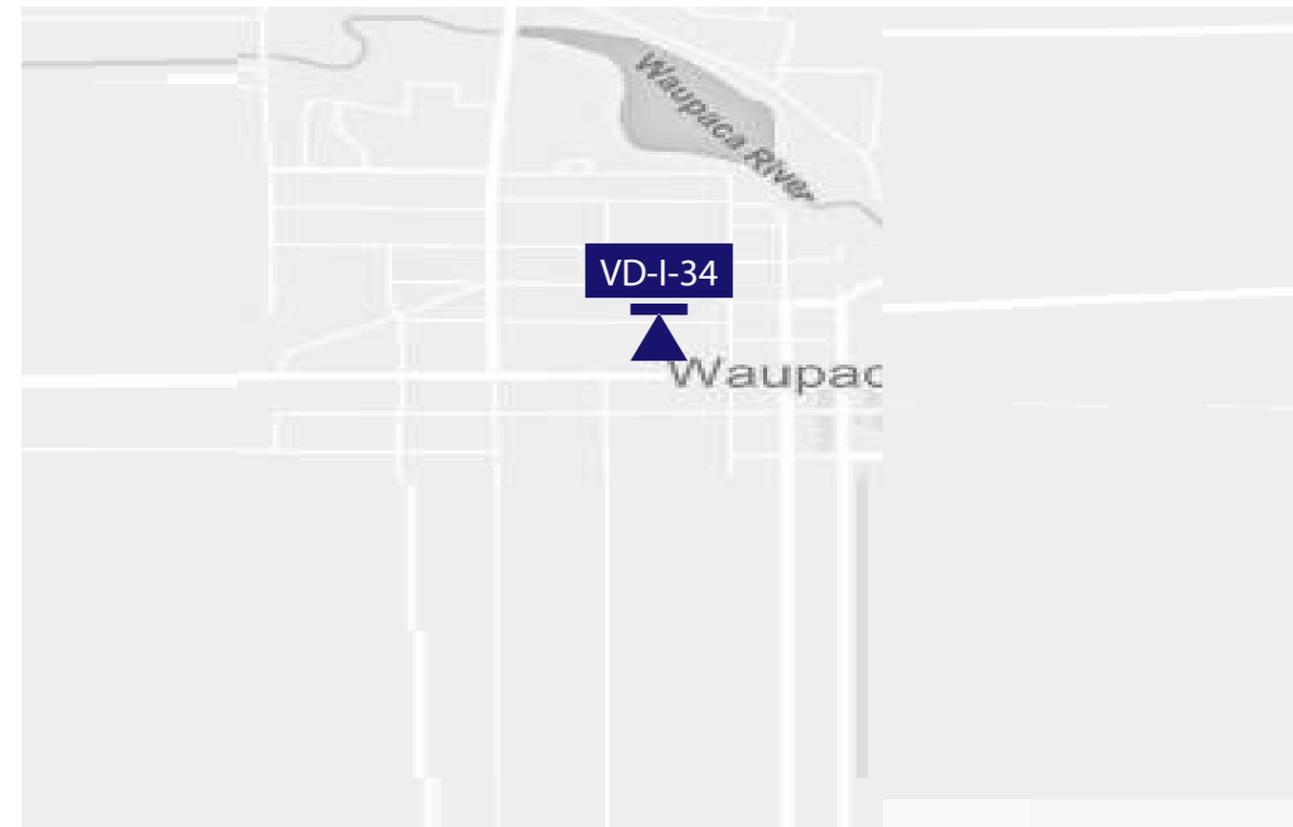
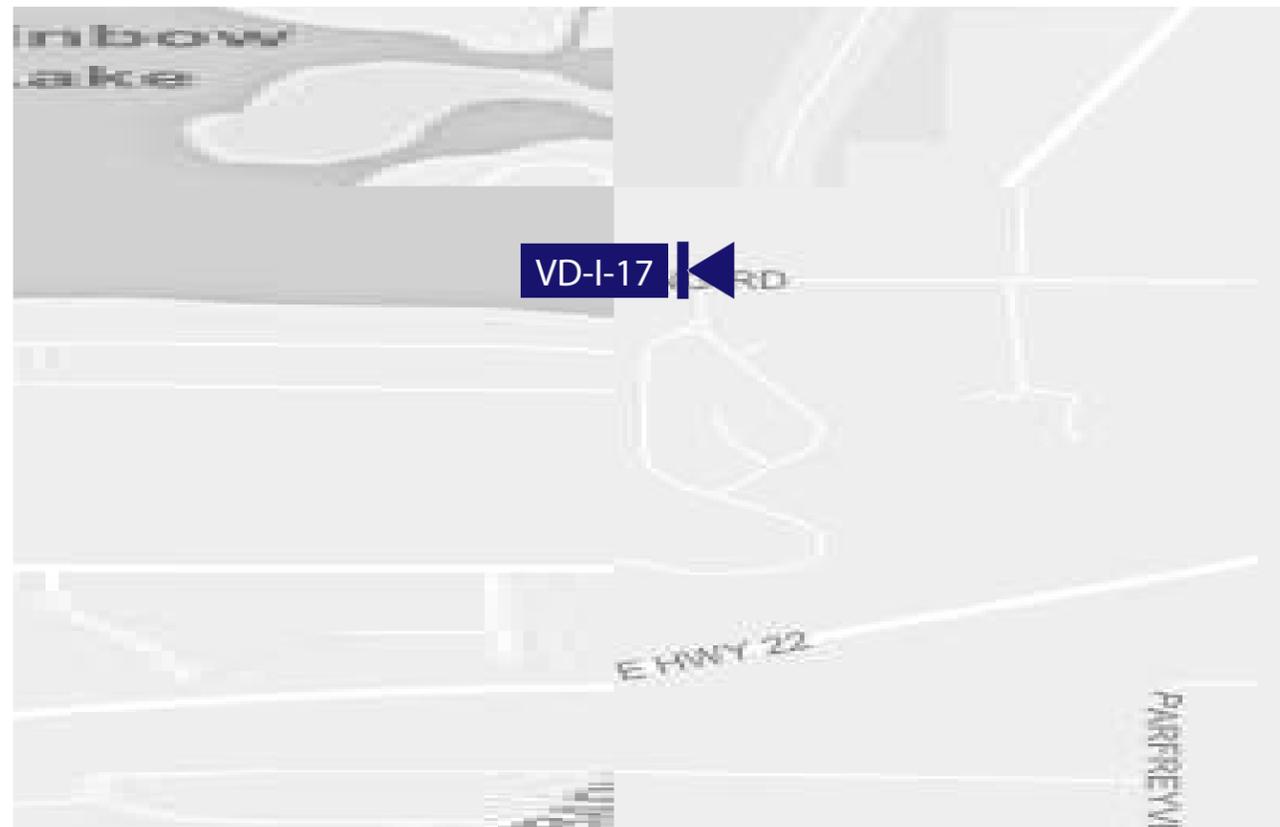
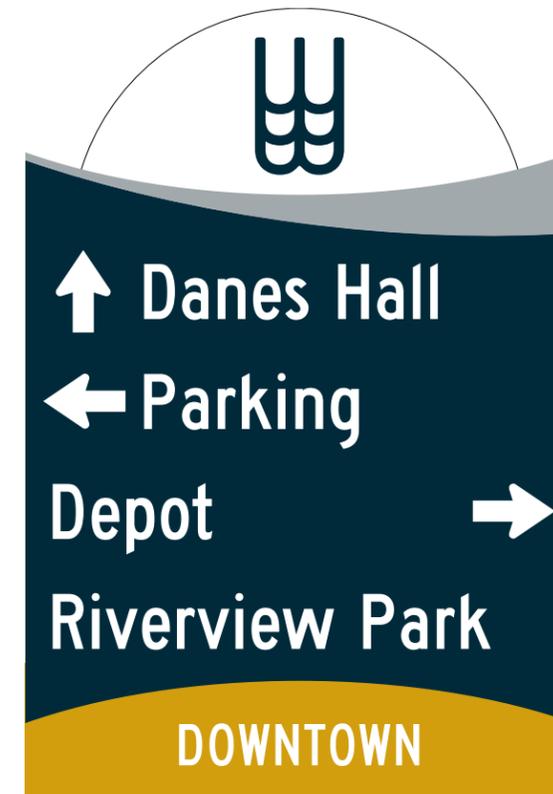
### VEHICULAR IDENTIFIER - VD-I-17

FRONT



### VEHICULAR IDENTIFIER - VD-I-34

FRONT



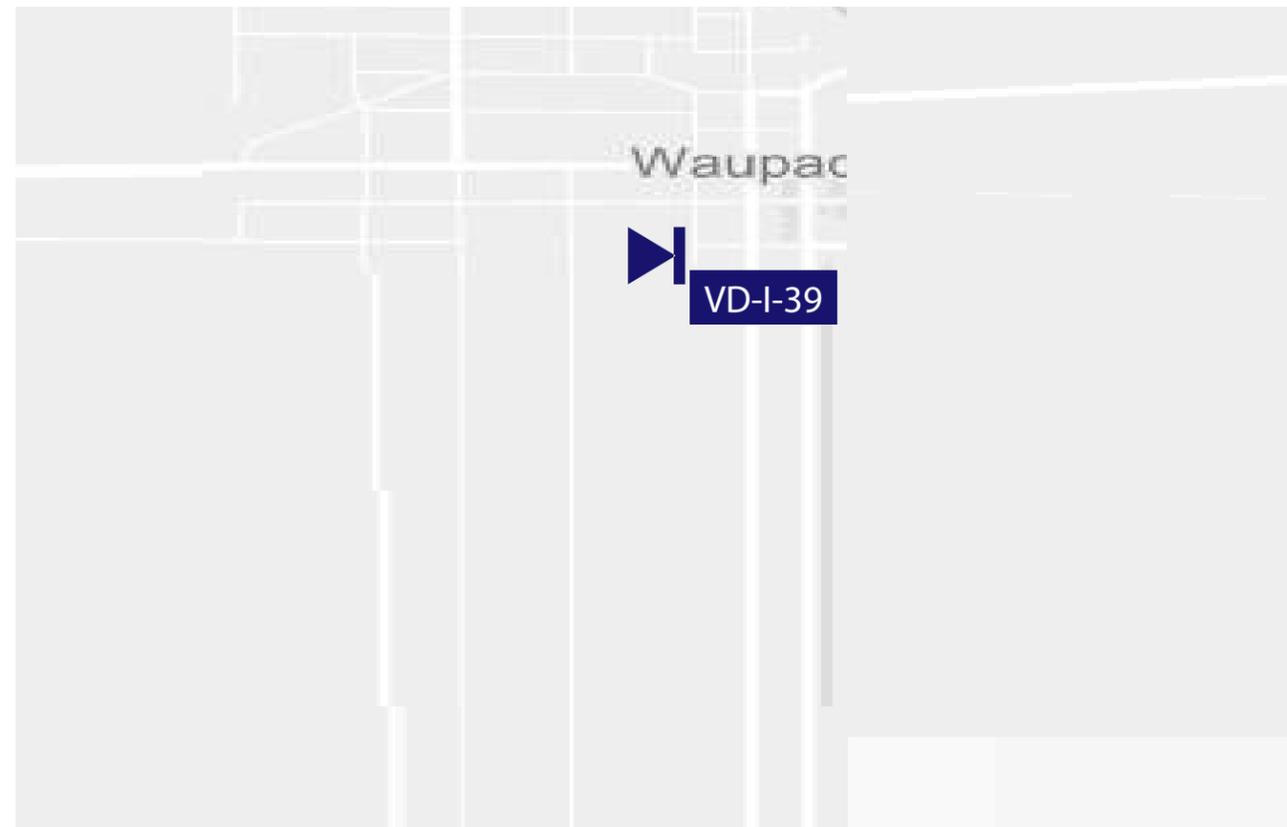
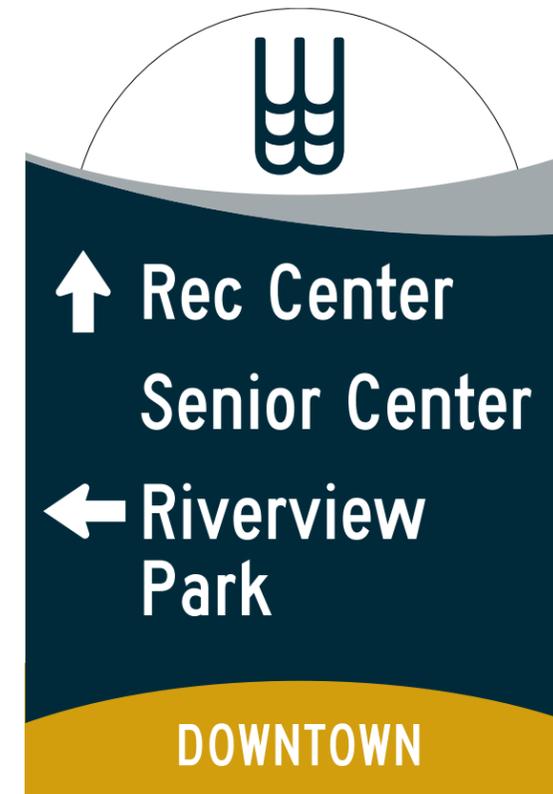
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FRONT



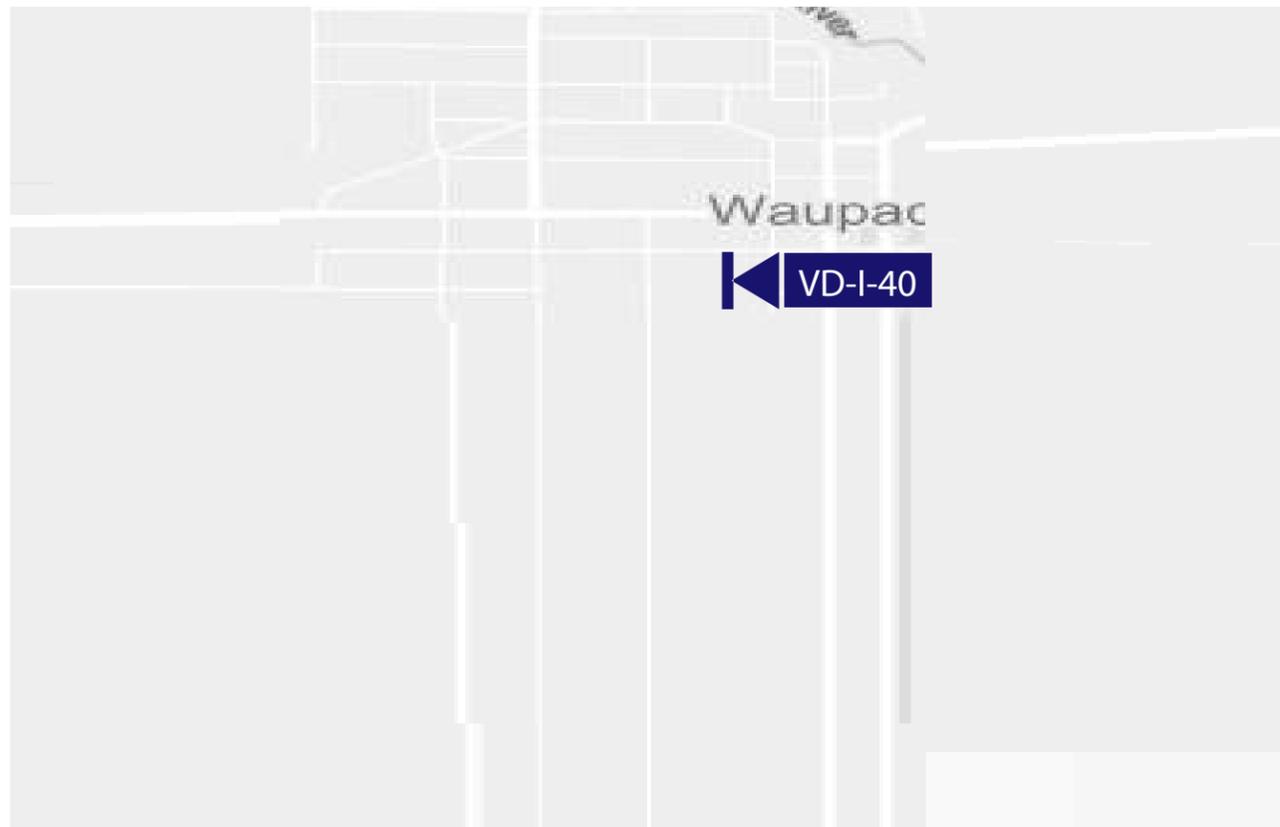
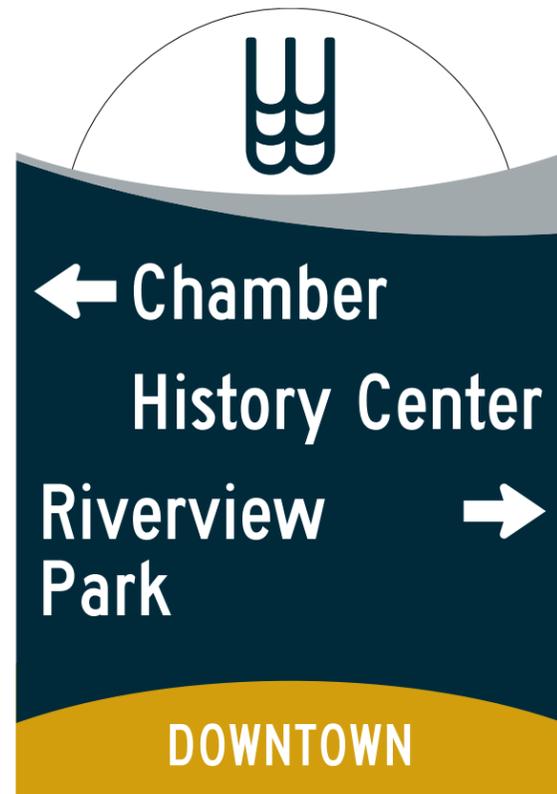
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FRONT



# VEHICULAR IDENTIFIER - VD-I-40

FRONT



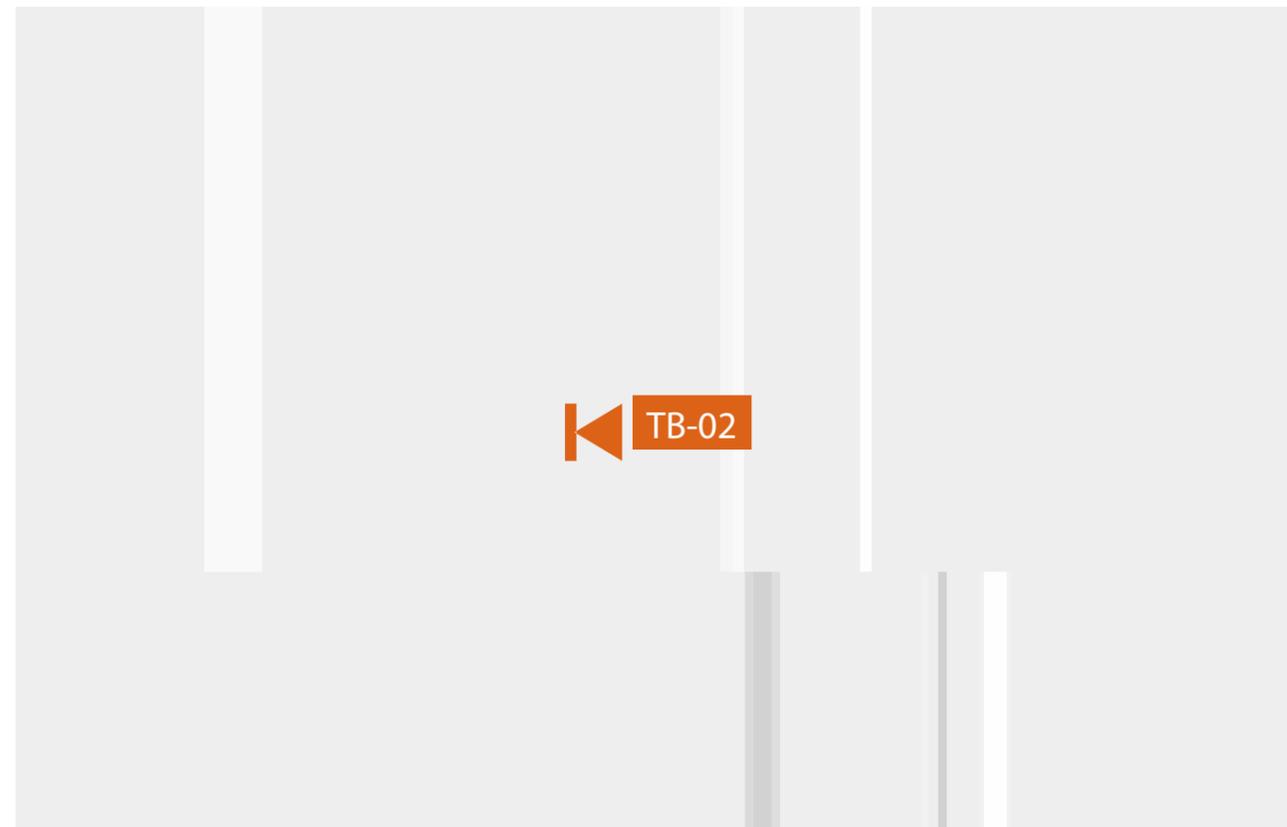
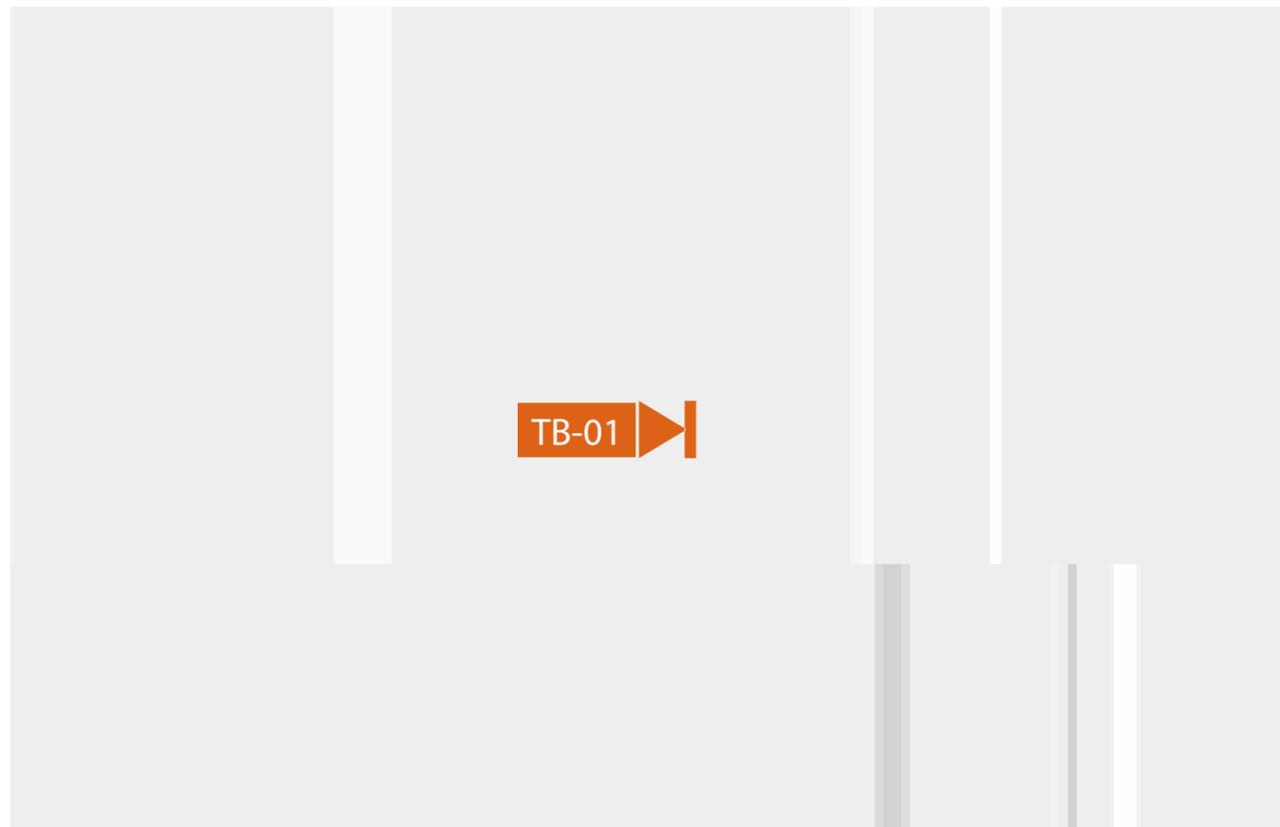
## TRAILBLAZING - TB-01

FRONT



## TRAILBLAZING - TB-02

FRONT



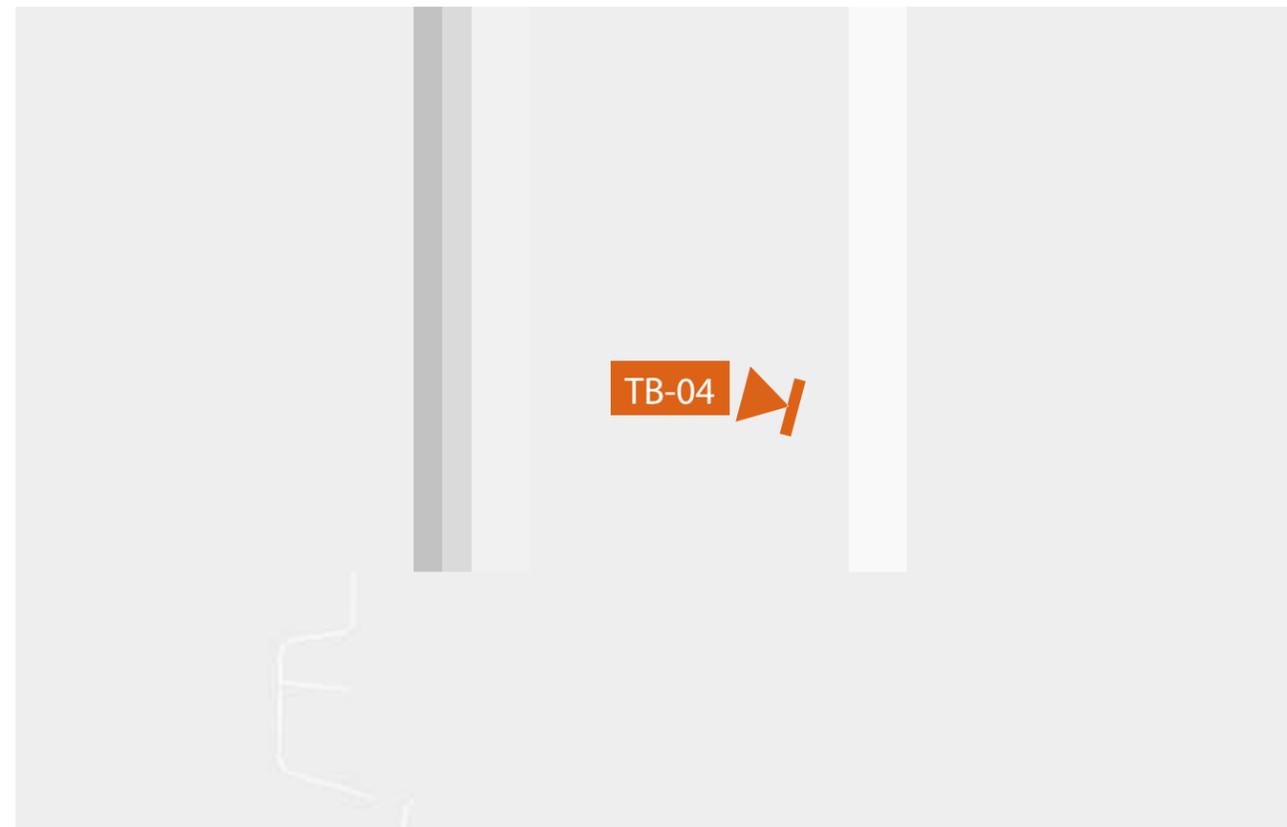
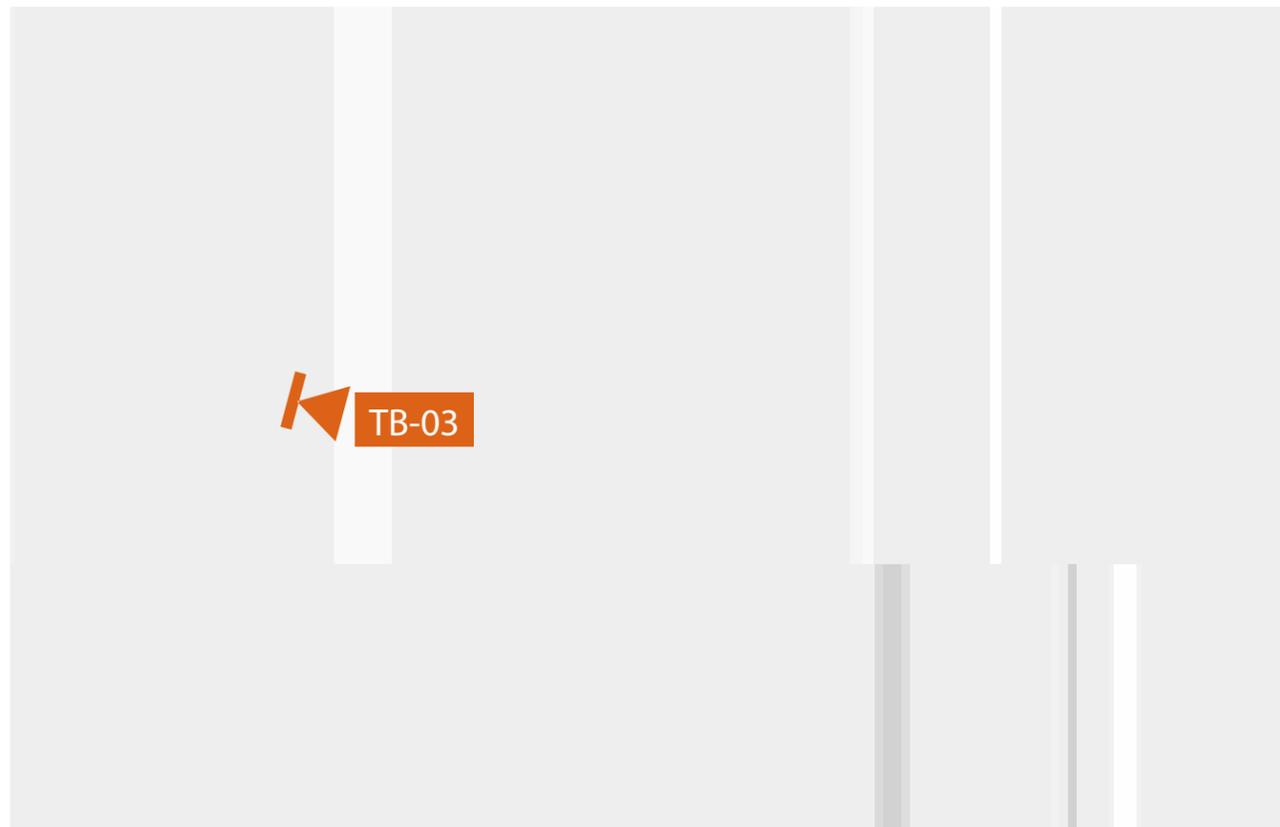
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FRONT



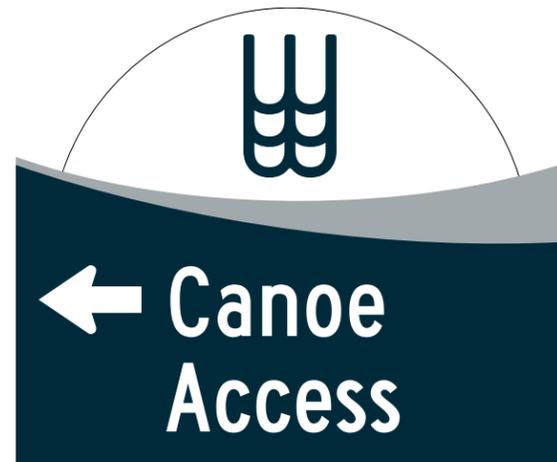
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FRONT



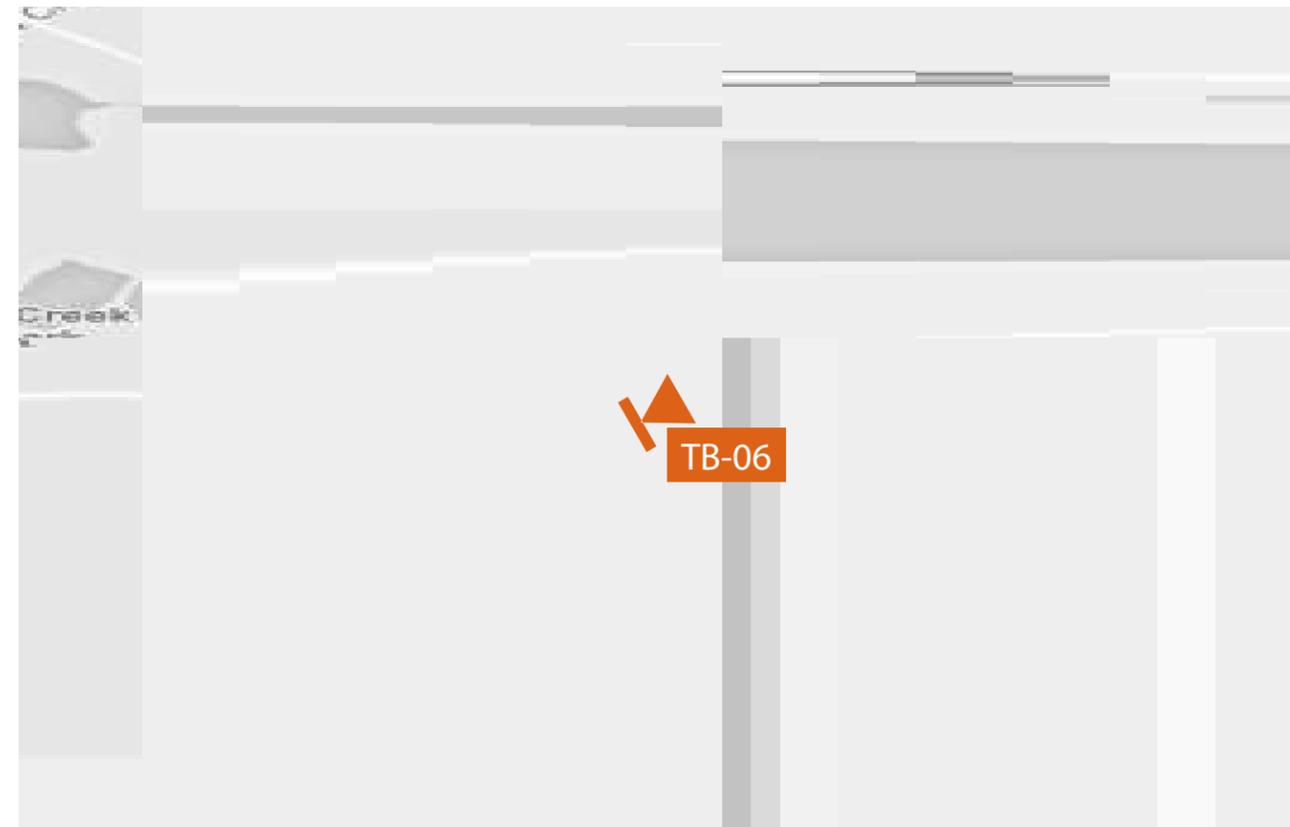
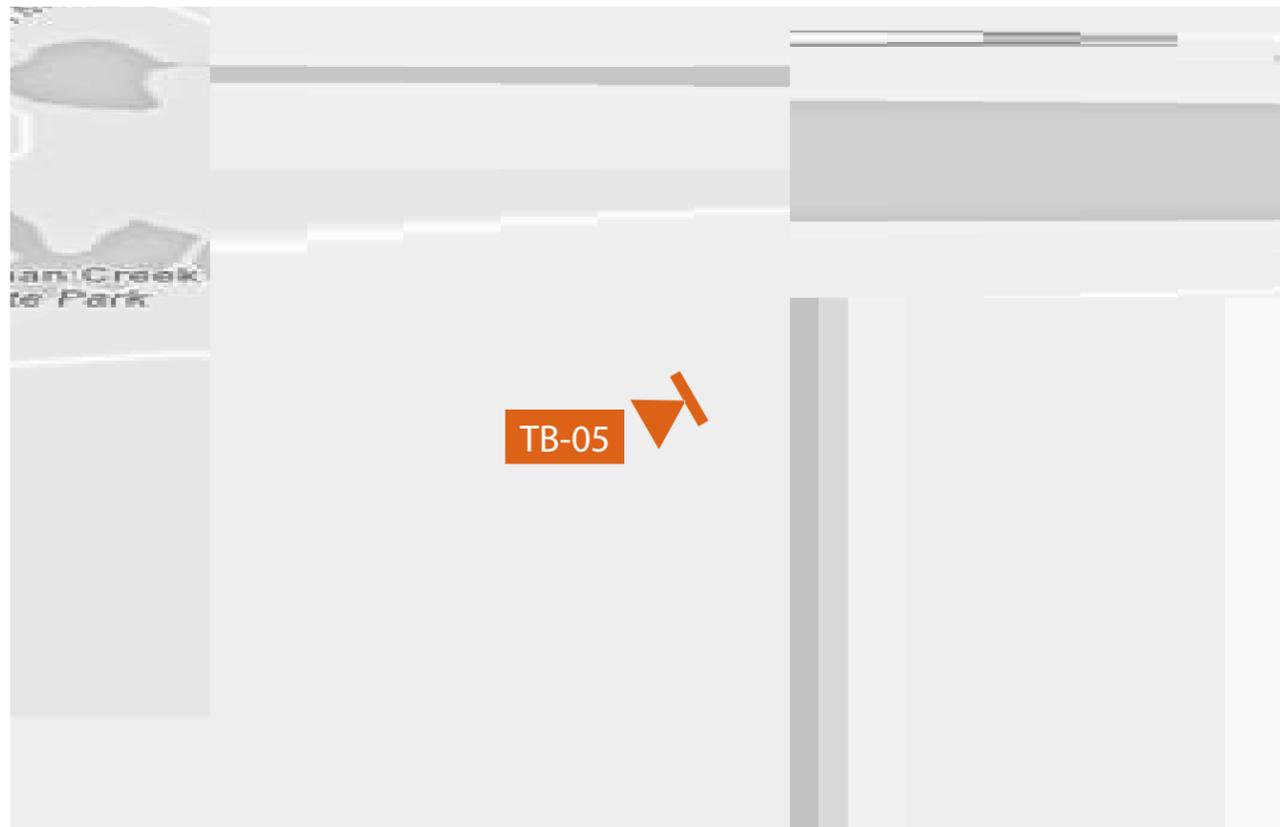
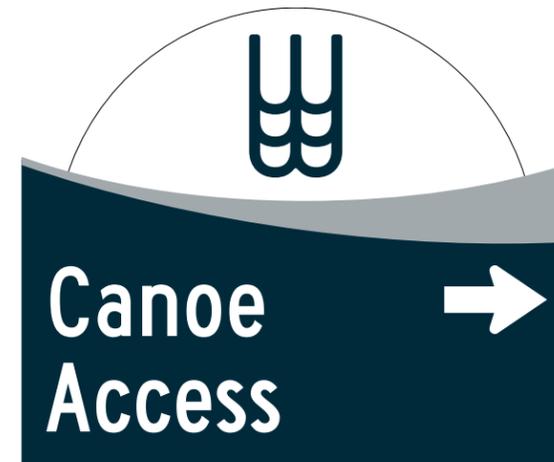
## TRAILBLAZING - TB-05

FRONT



## TRAILBLAZING - TB-06

FRONT



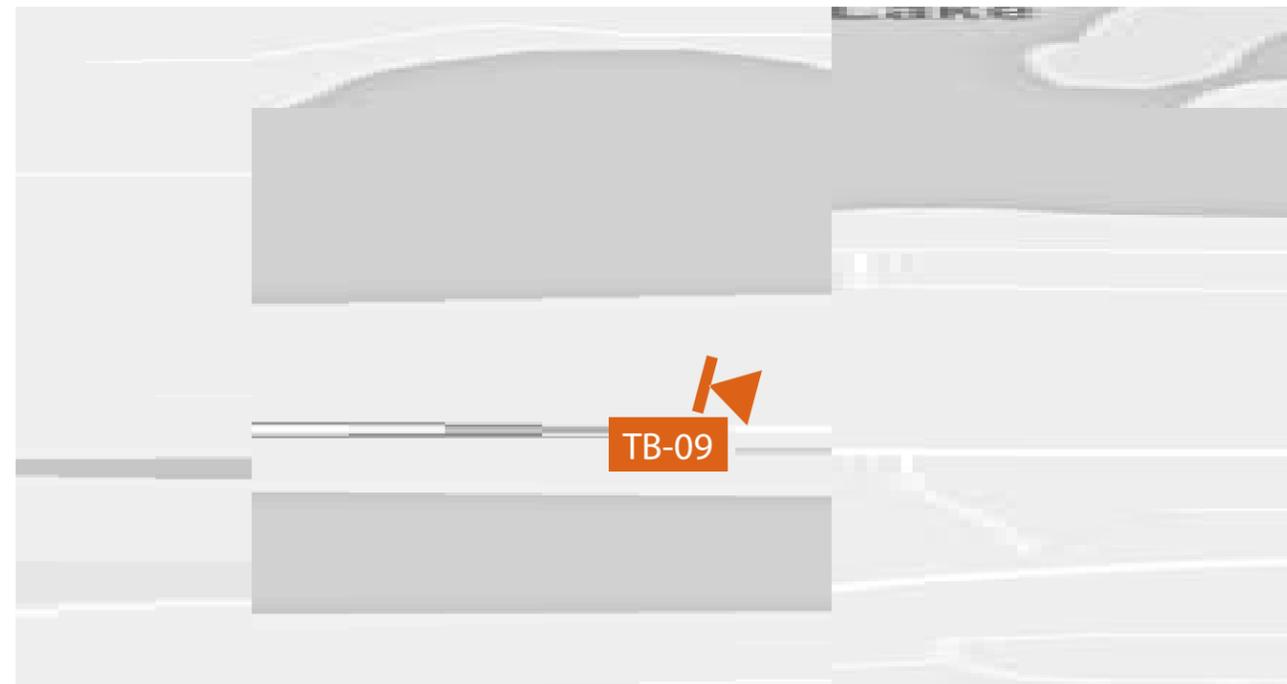
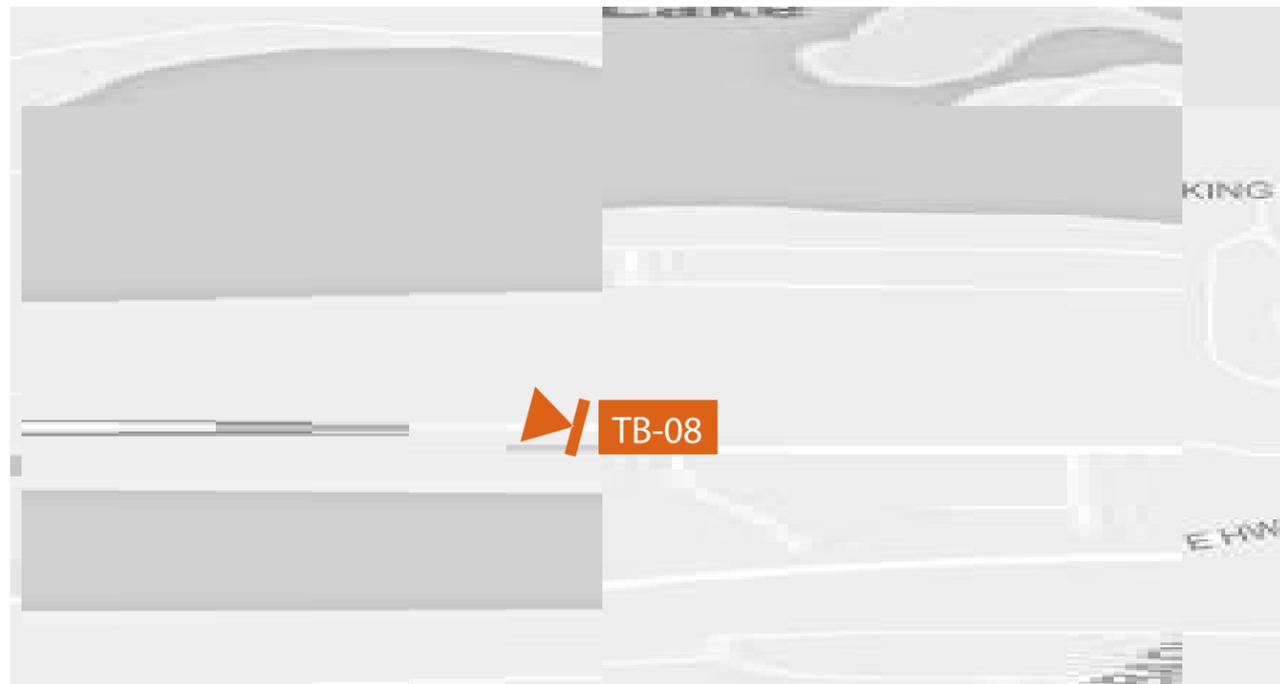
## TRAILBLAZING - TB-08

FRONT



## TRAILBLAZING - TB-09

FRONT



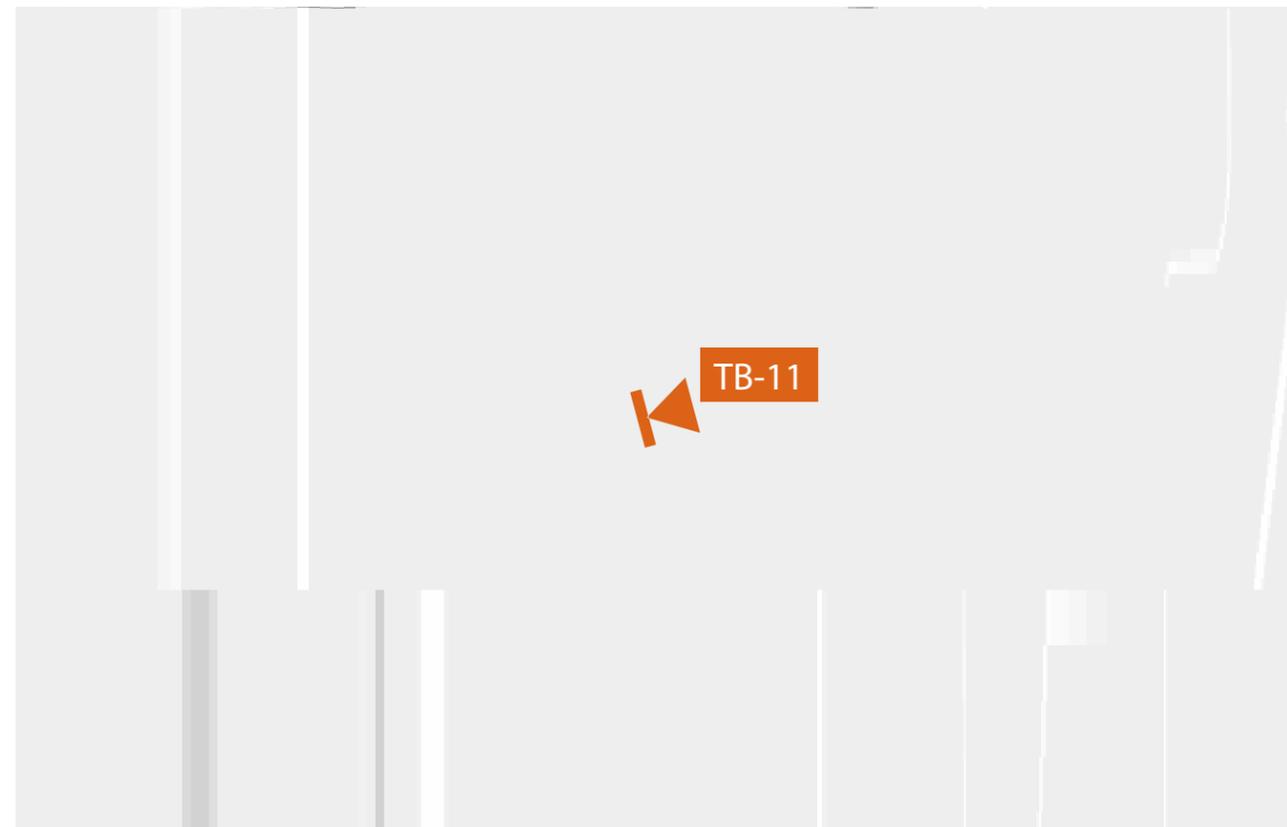
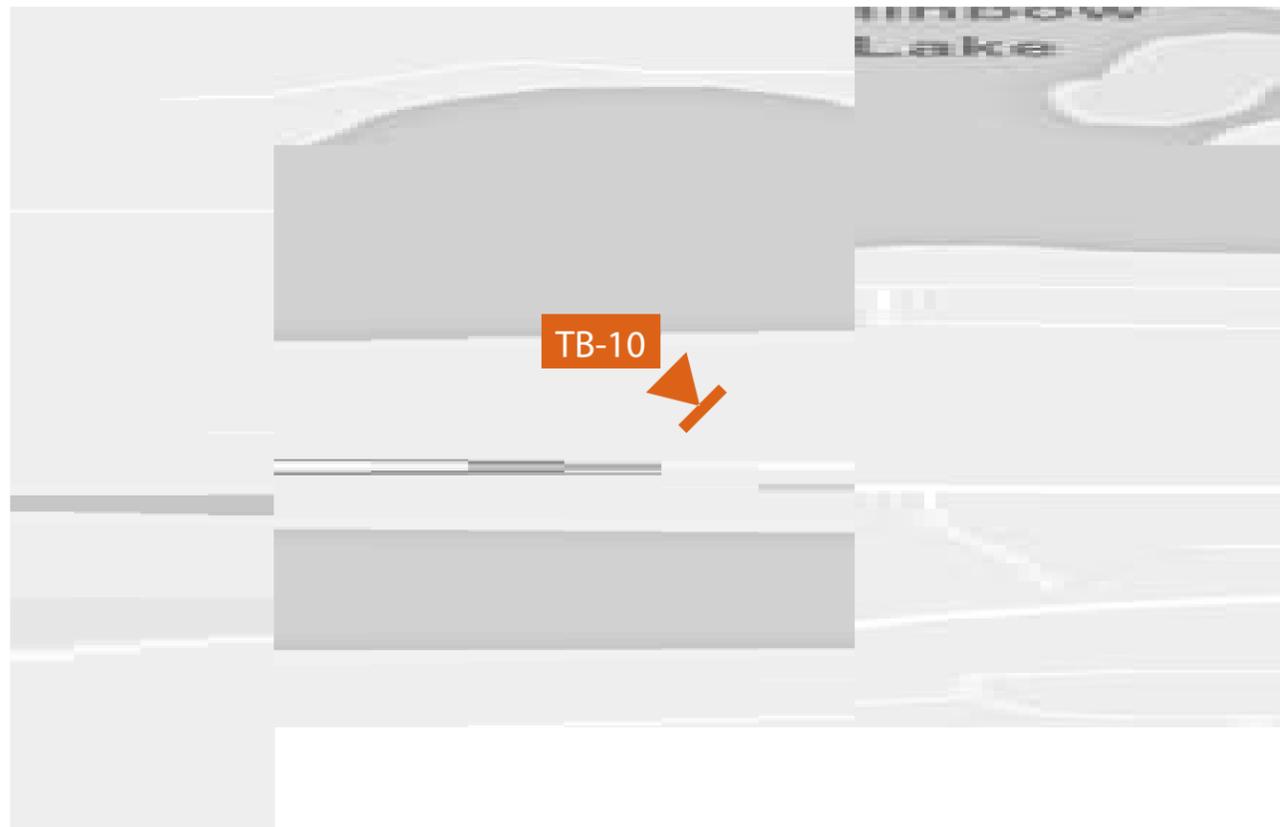
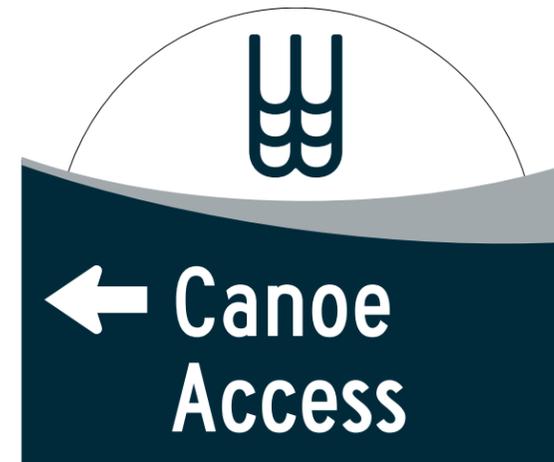
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FRONT



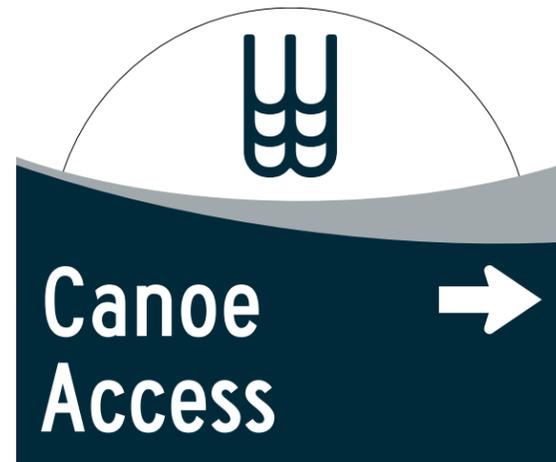
## TRAILBLAZING - TB-11

FRONT



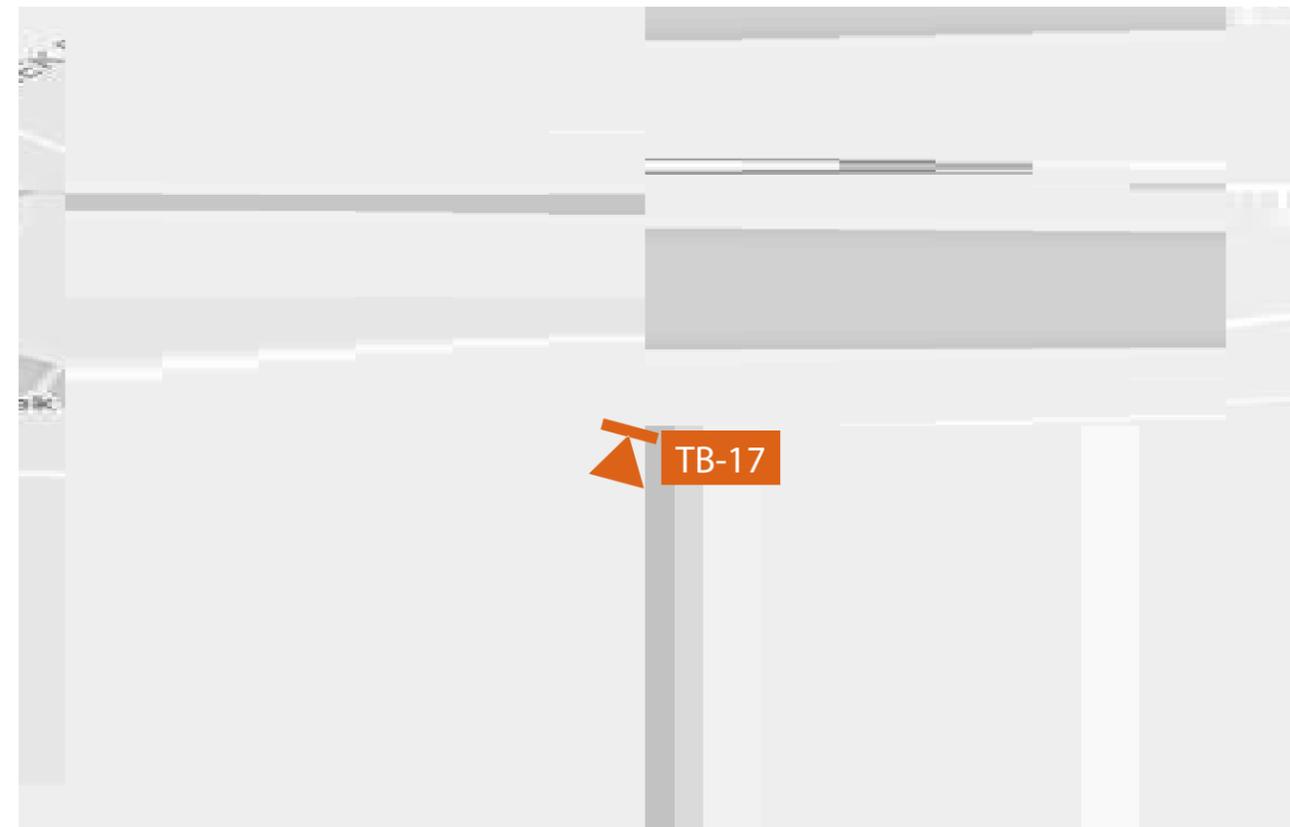
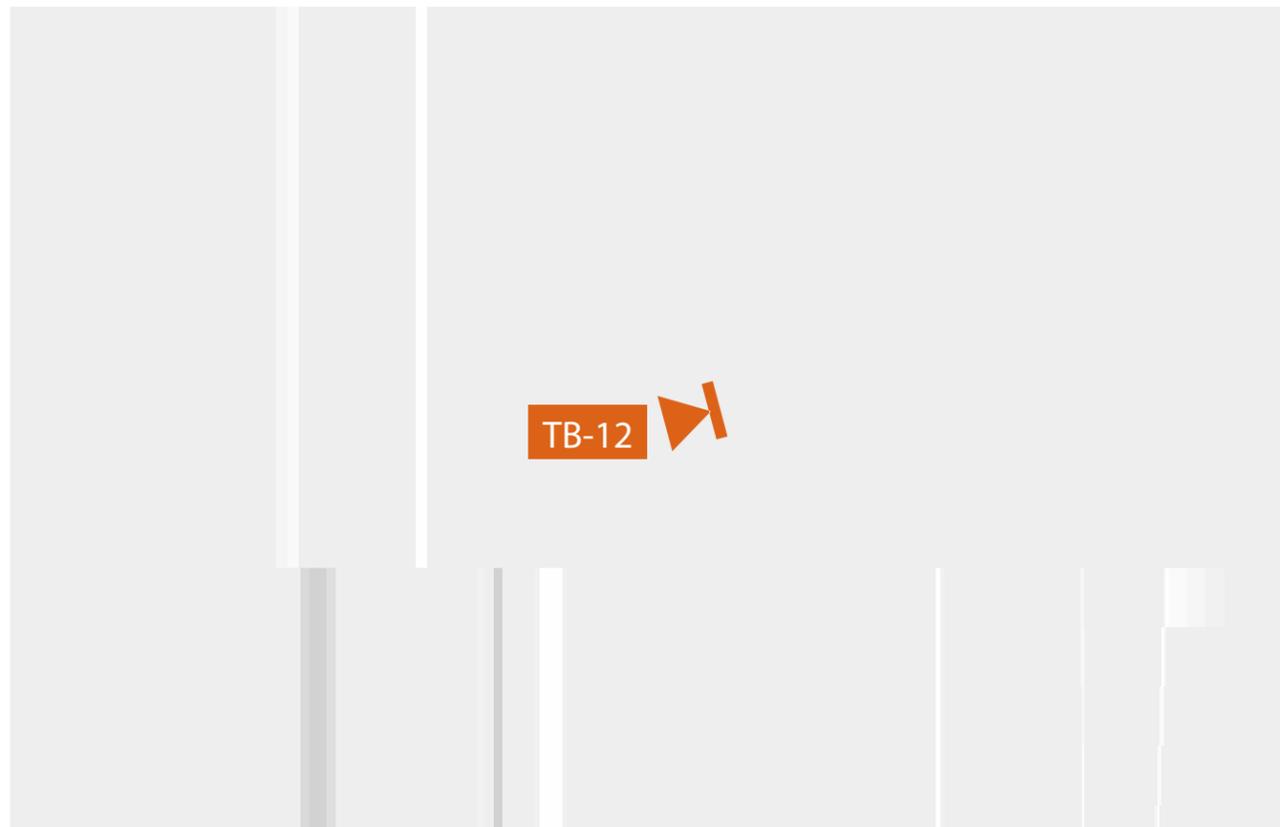
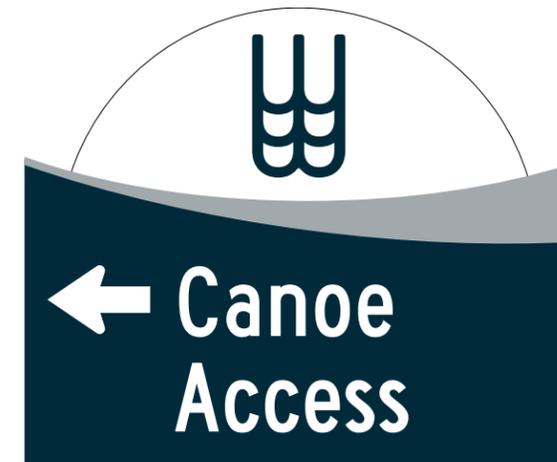
## TRAILBLAZING - TB-12

FRONT



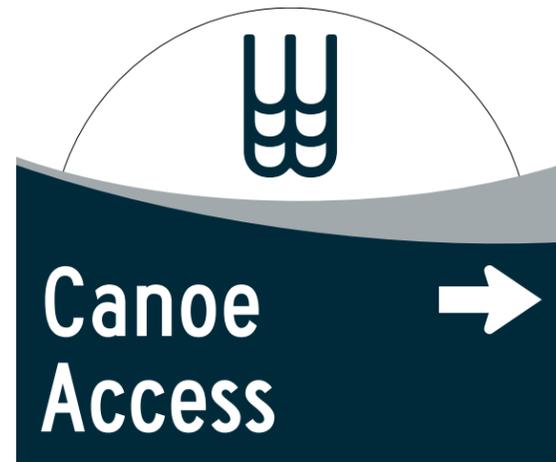
## TRAILBLAZING - TB-17

FRONT



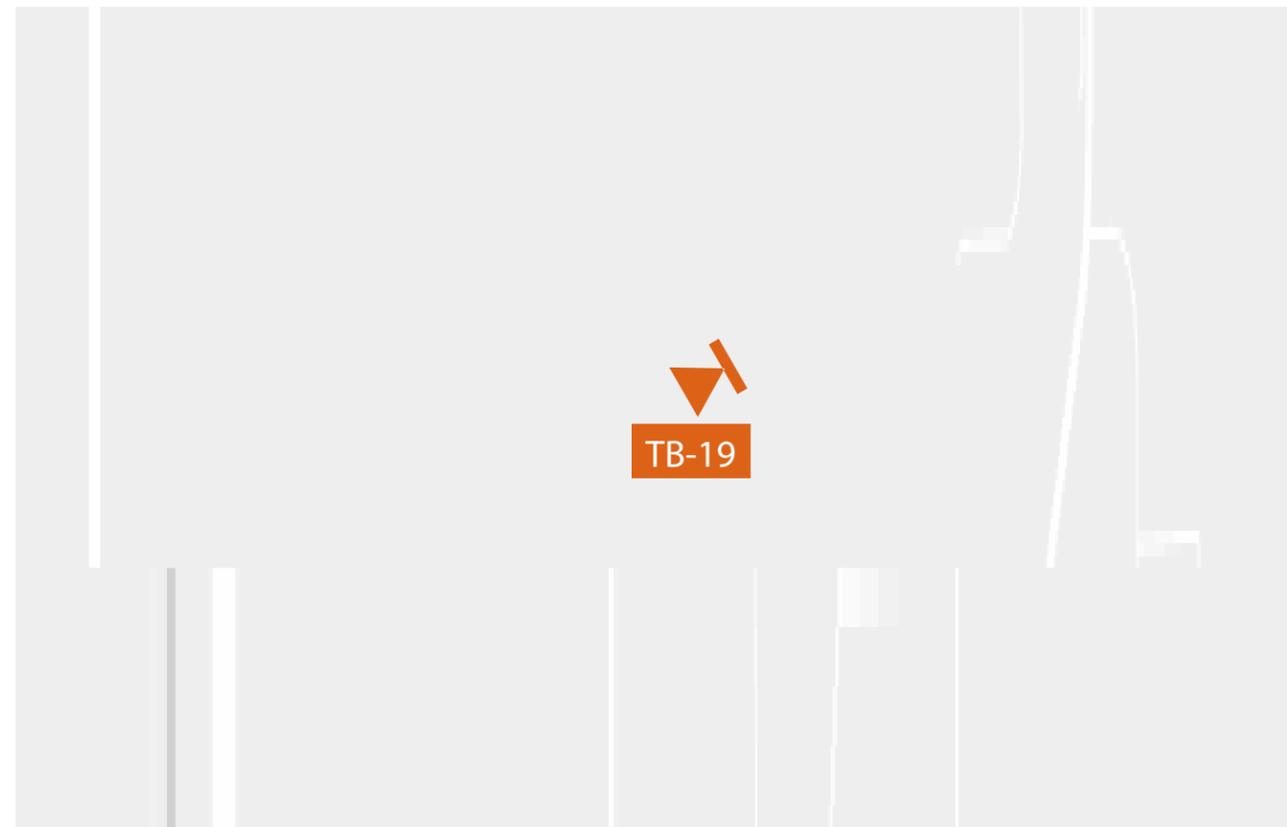
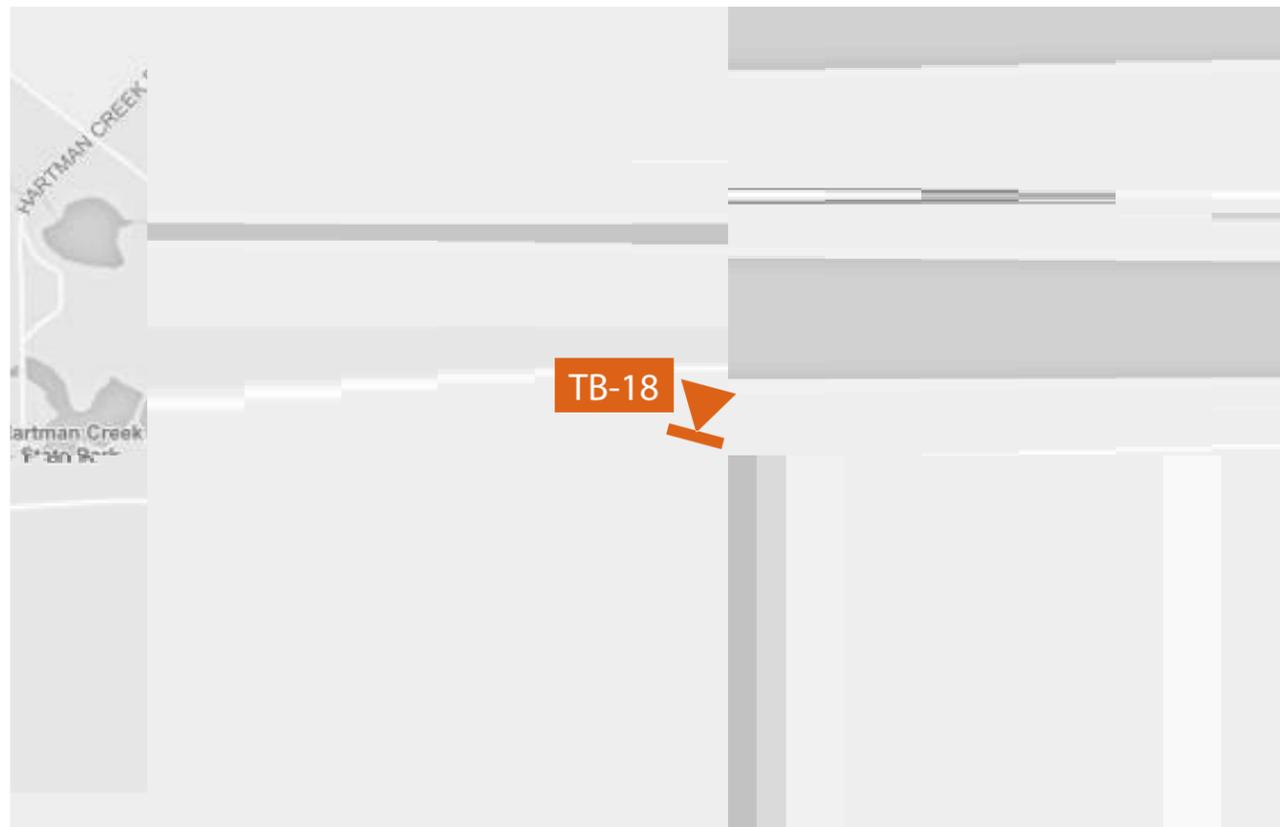
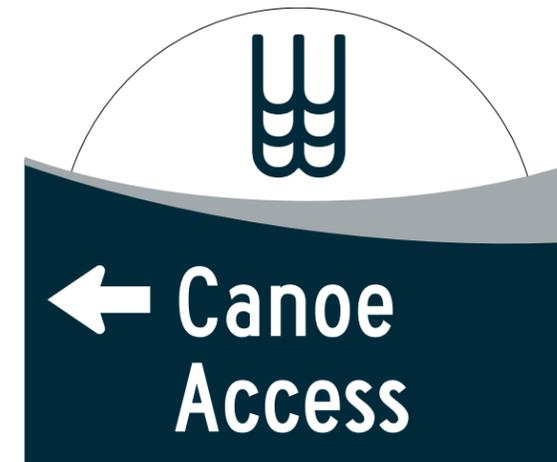
## TRAILBLAZING - TB-18

FRONT



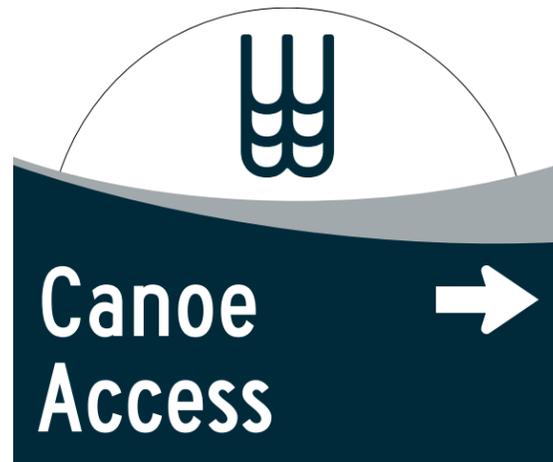
## TRAILBLAZING - TB-19

FRONT



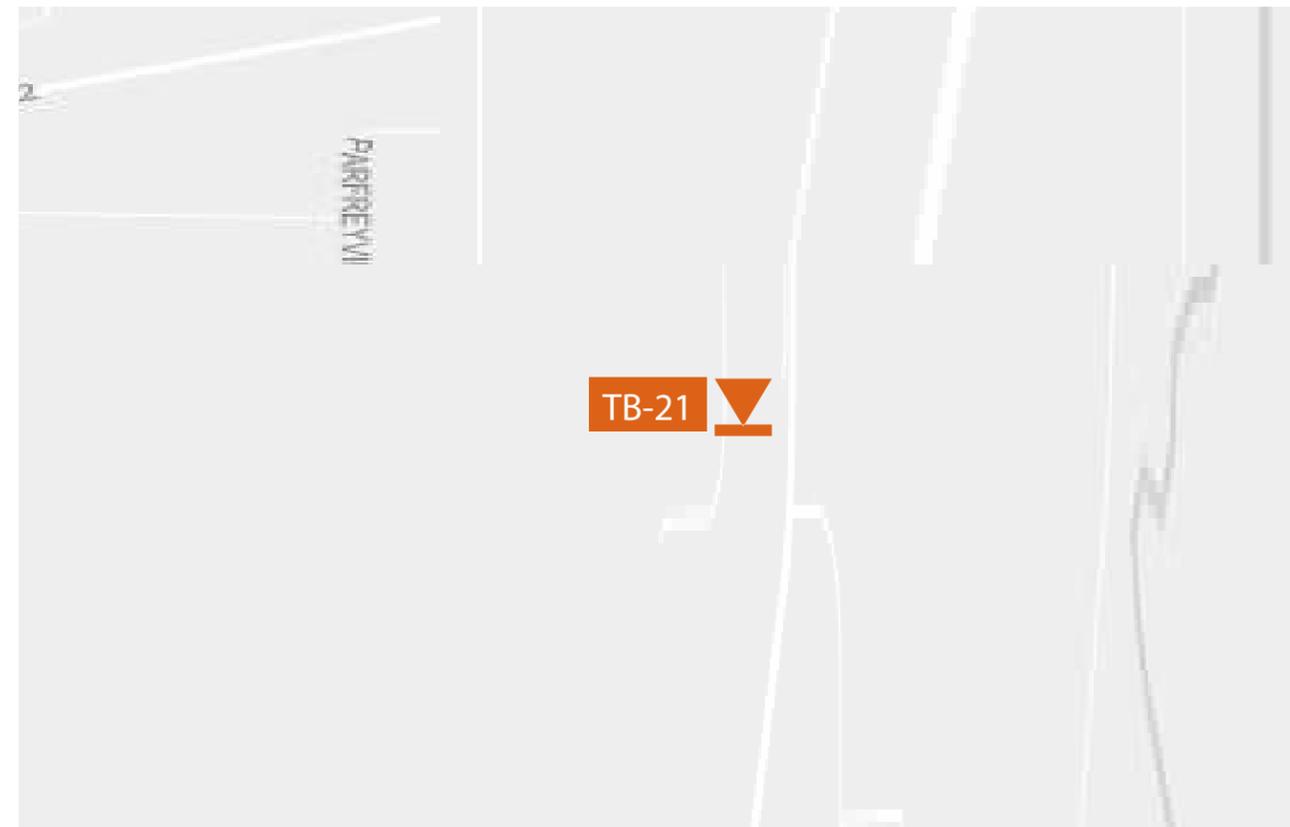
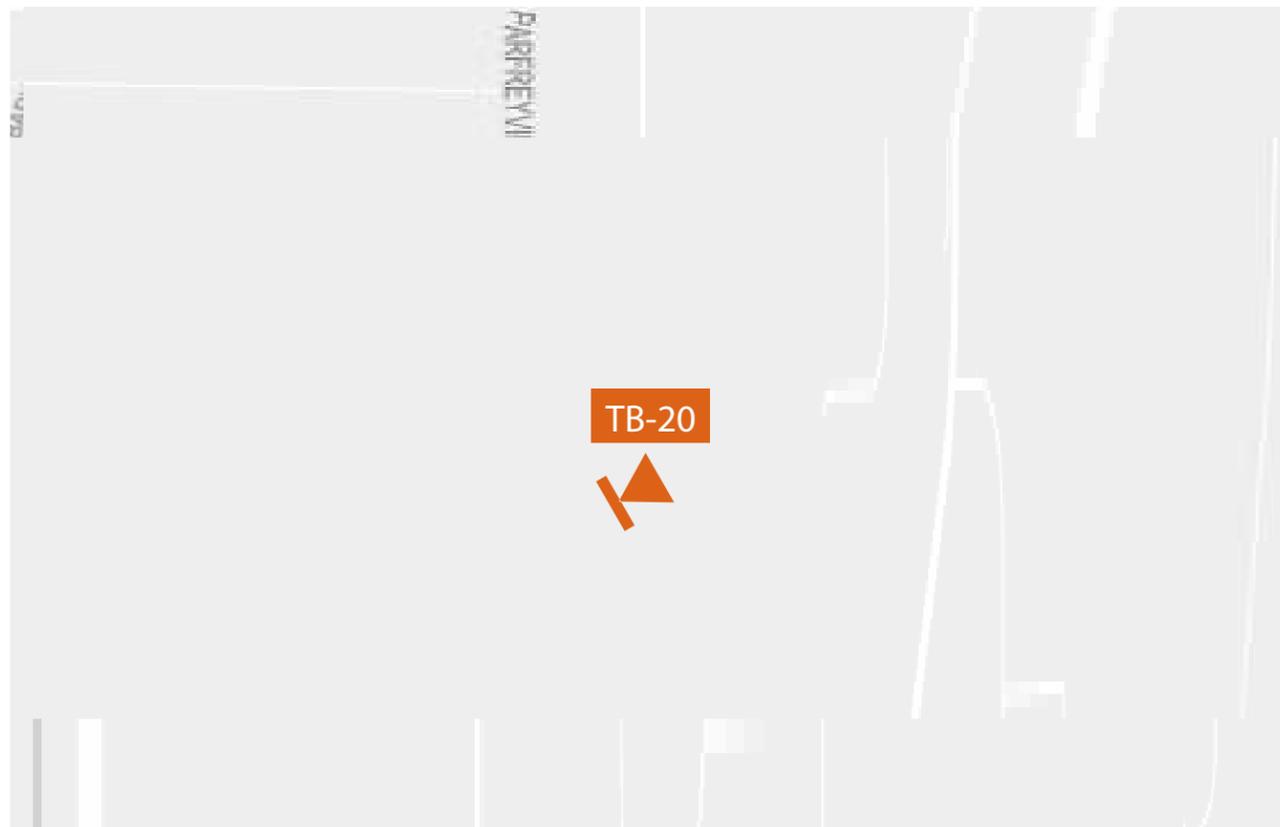
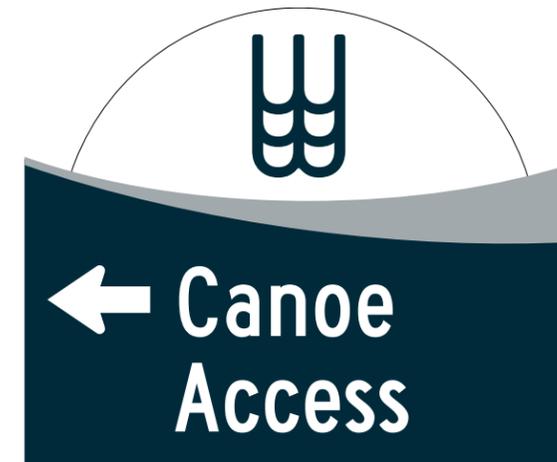
## TRAILBLAZING - TB-20

FRONT



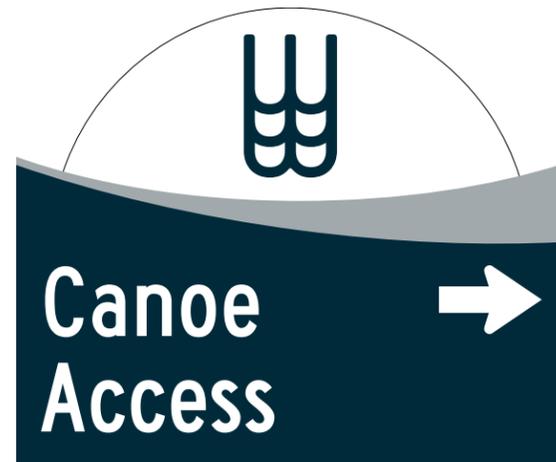
## TRAILBLAZING - TB-21

FRONT



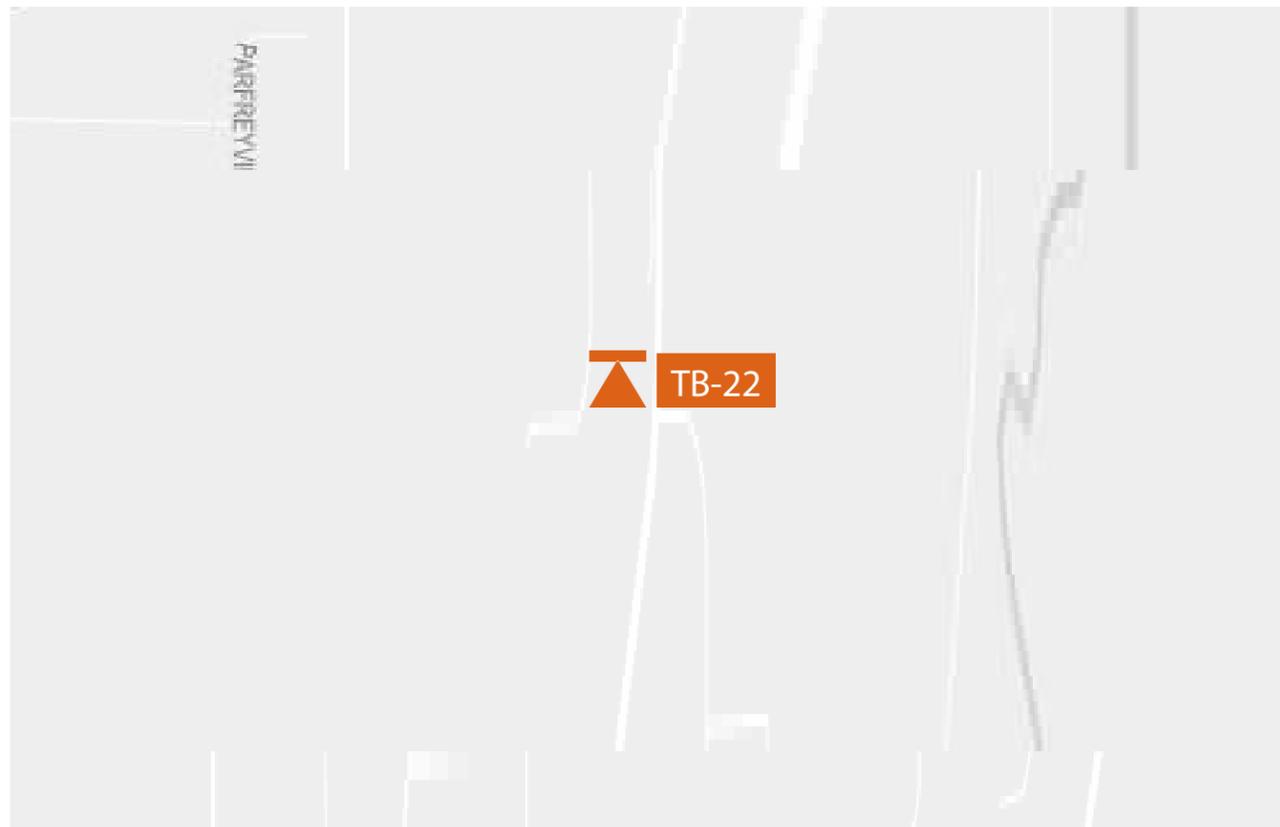
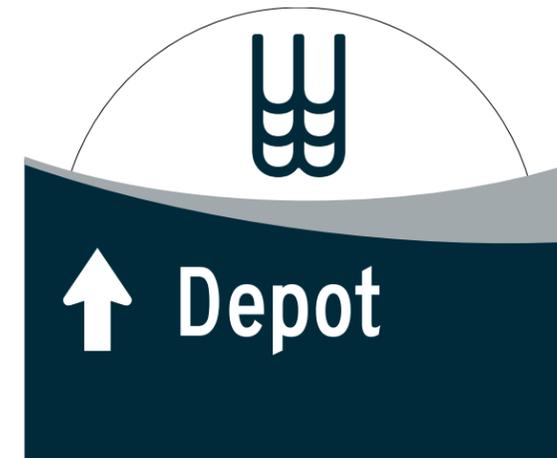
## TRAILBLAZING - TB-22

FRONT



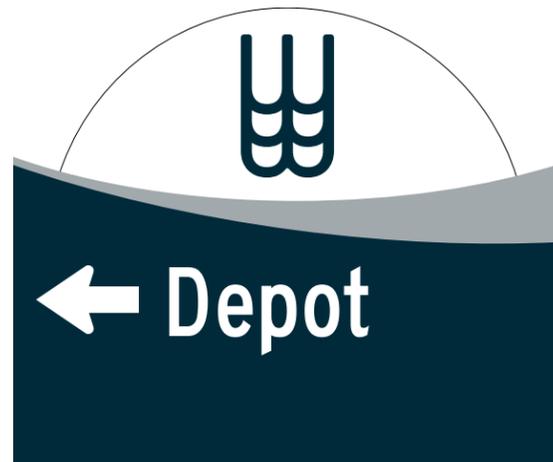
## TRAILBLAZING - TB-23

FRONT



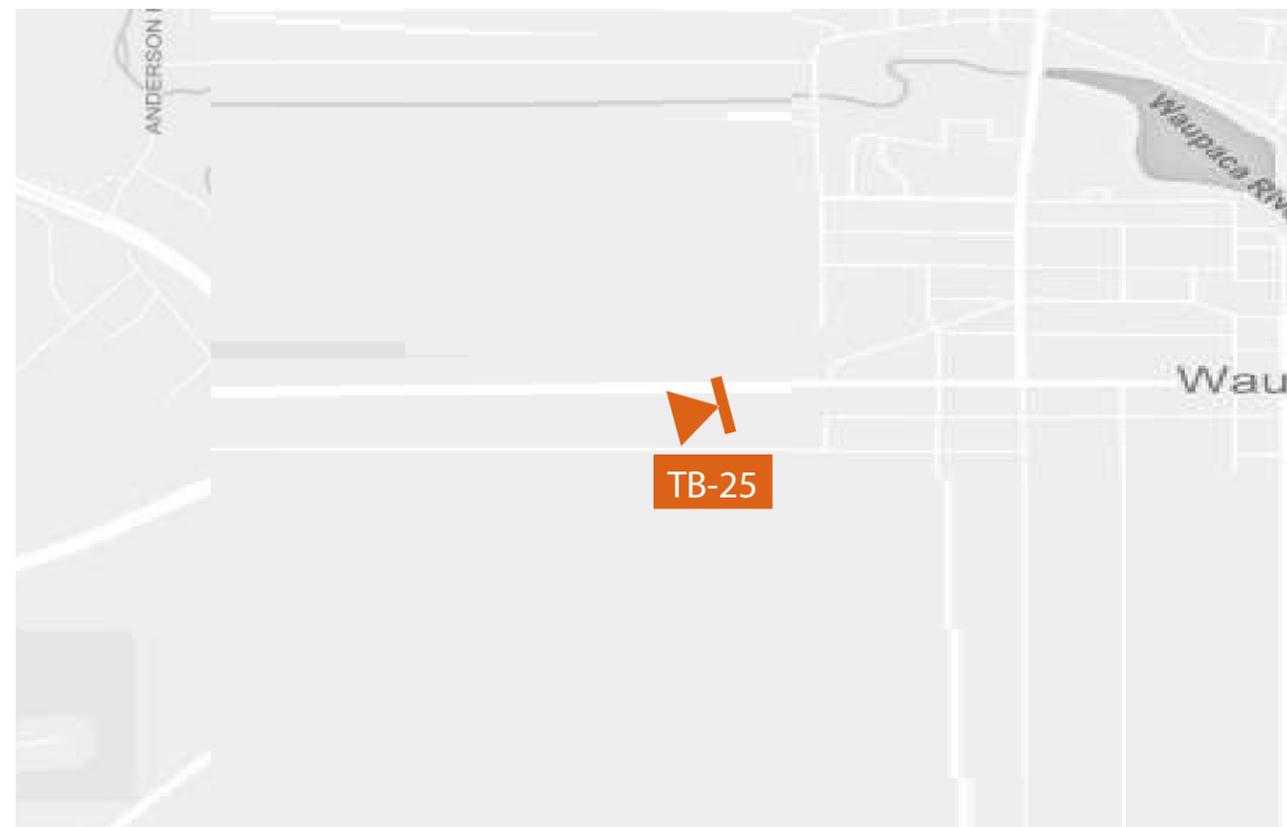
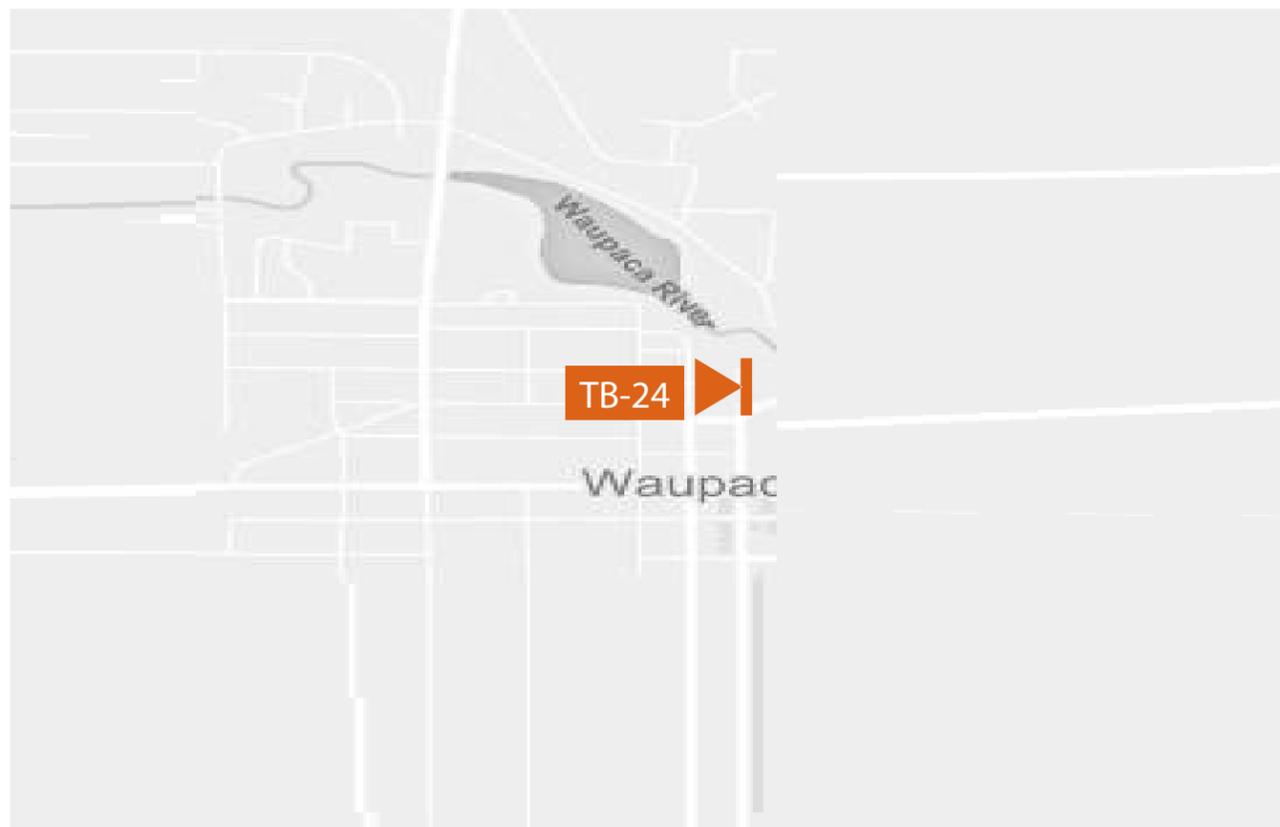
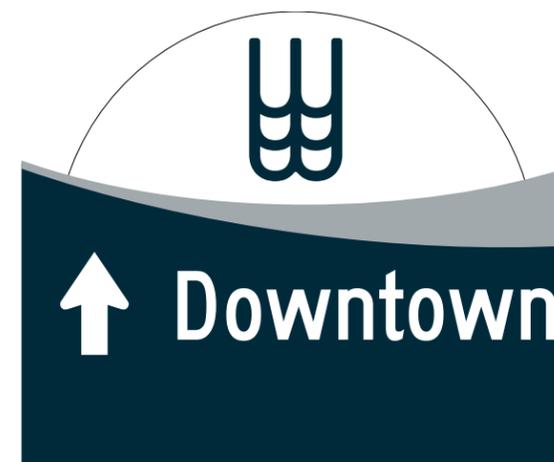
## TRAILBLAZING - TB-24

FRONT



## TRAILBLAZING - TB-25

FRONT



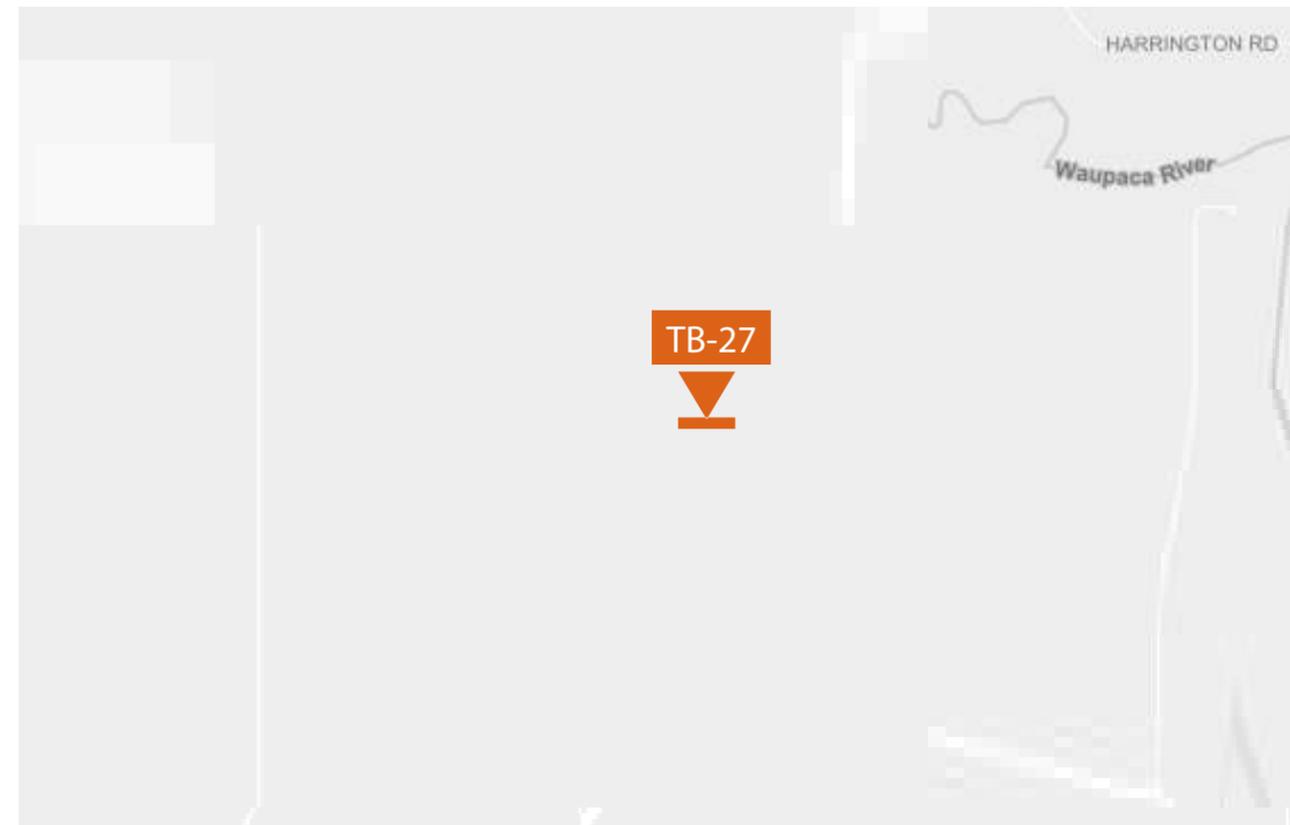
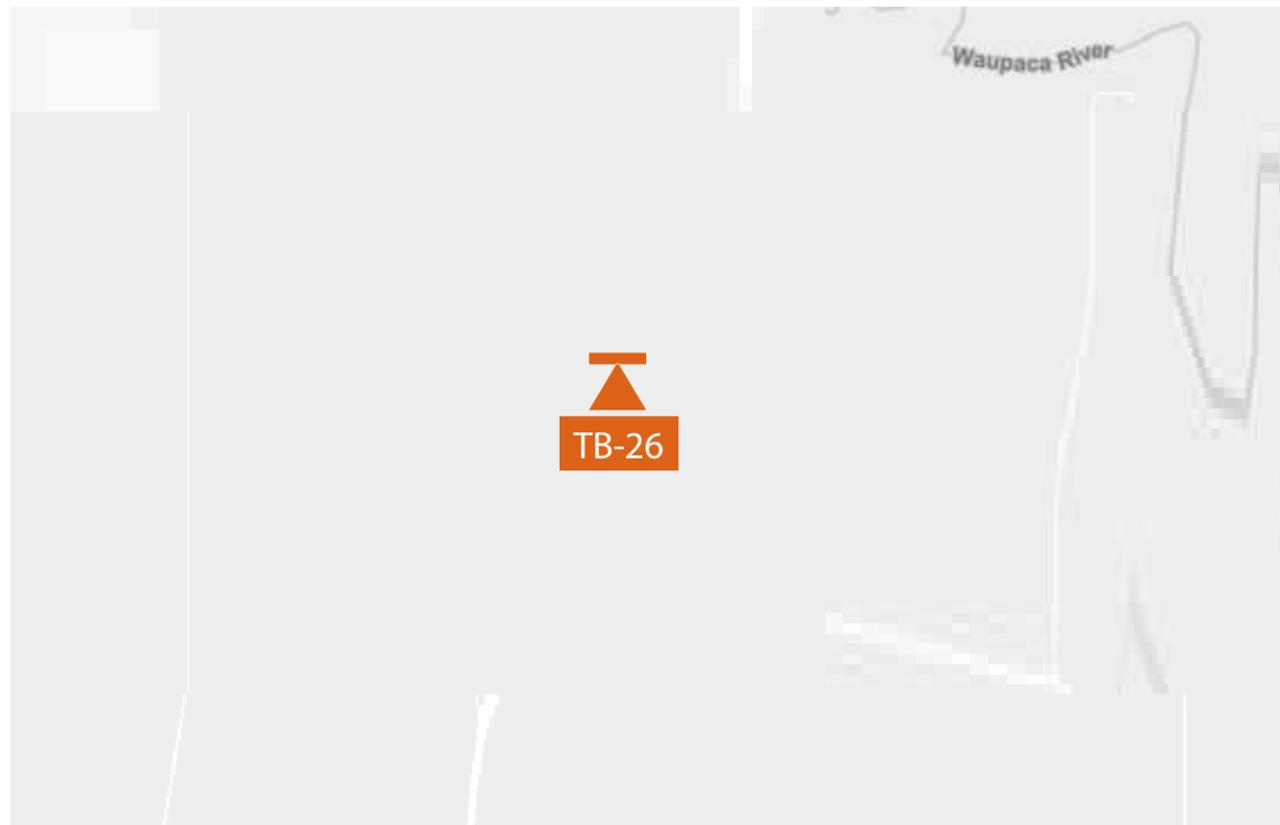
## TRAILBLAZING - TB-26

FRONT



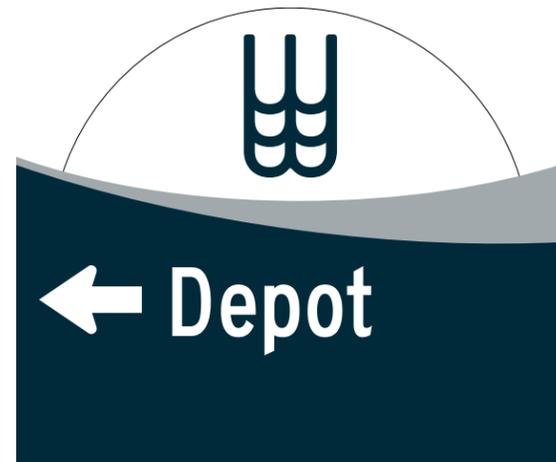
## TRAILBLAZING - TB-27

FRONT



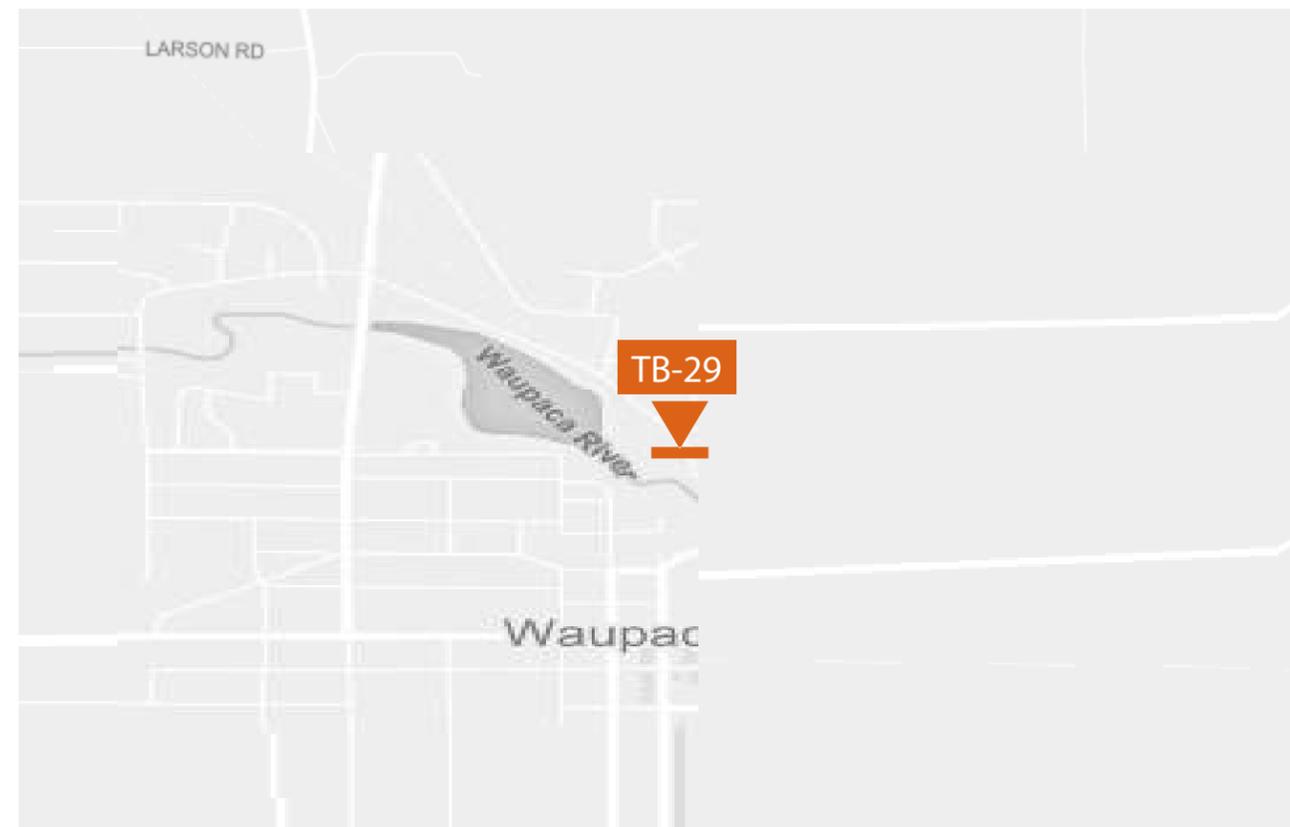
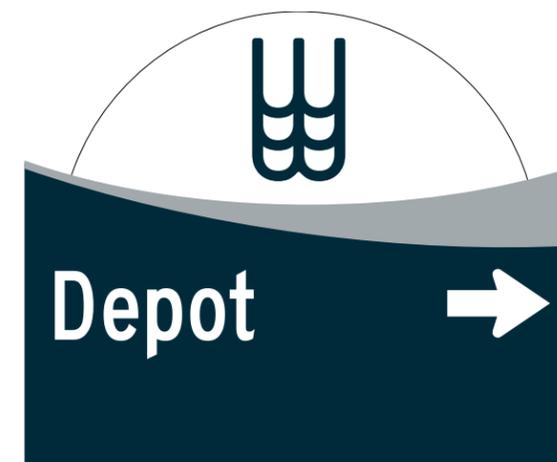
## TRAILBLAZING - TB-28

FRONT



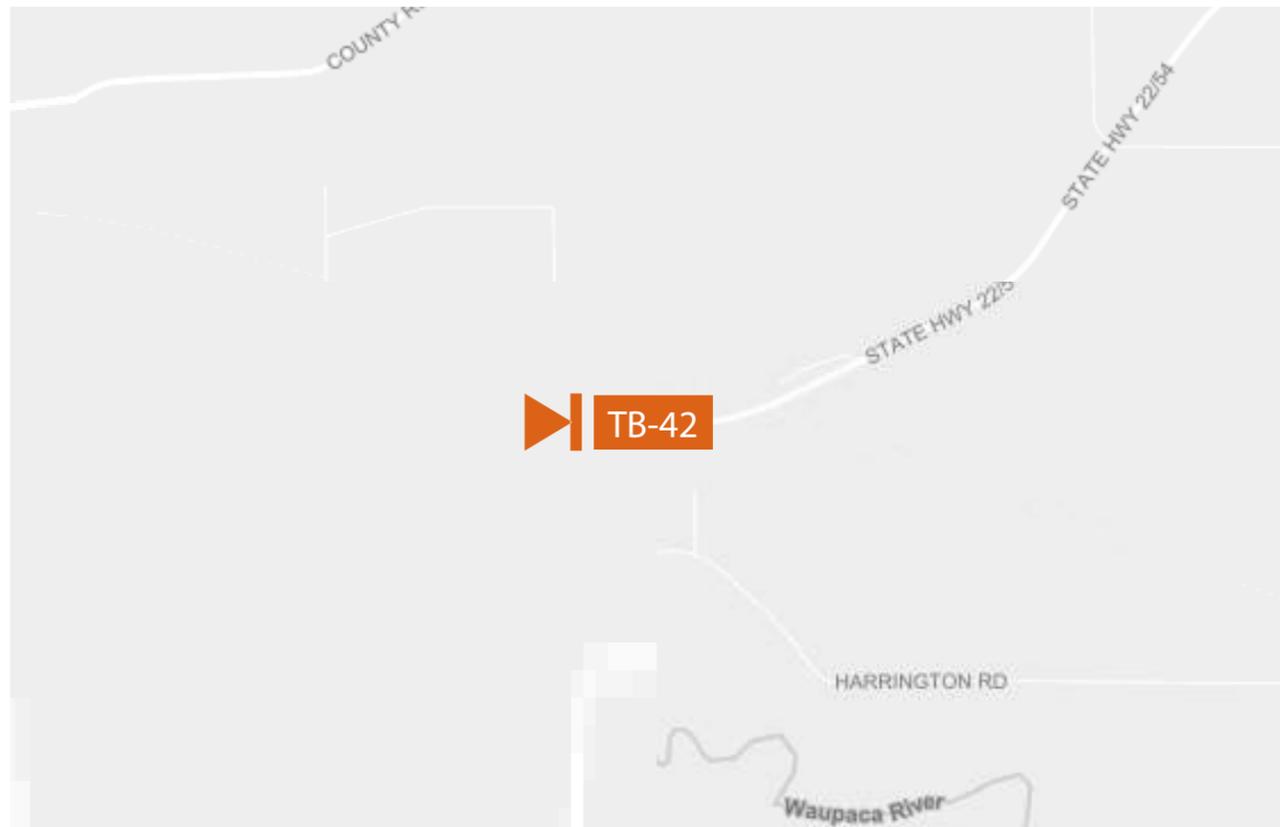
## TRAILBLAZING - TB-29

FRONT



# TRAILBLAZING - TB-42

FRONT



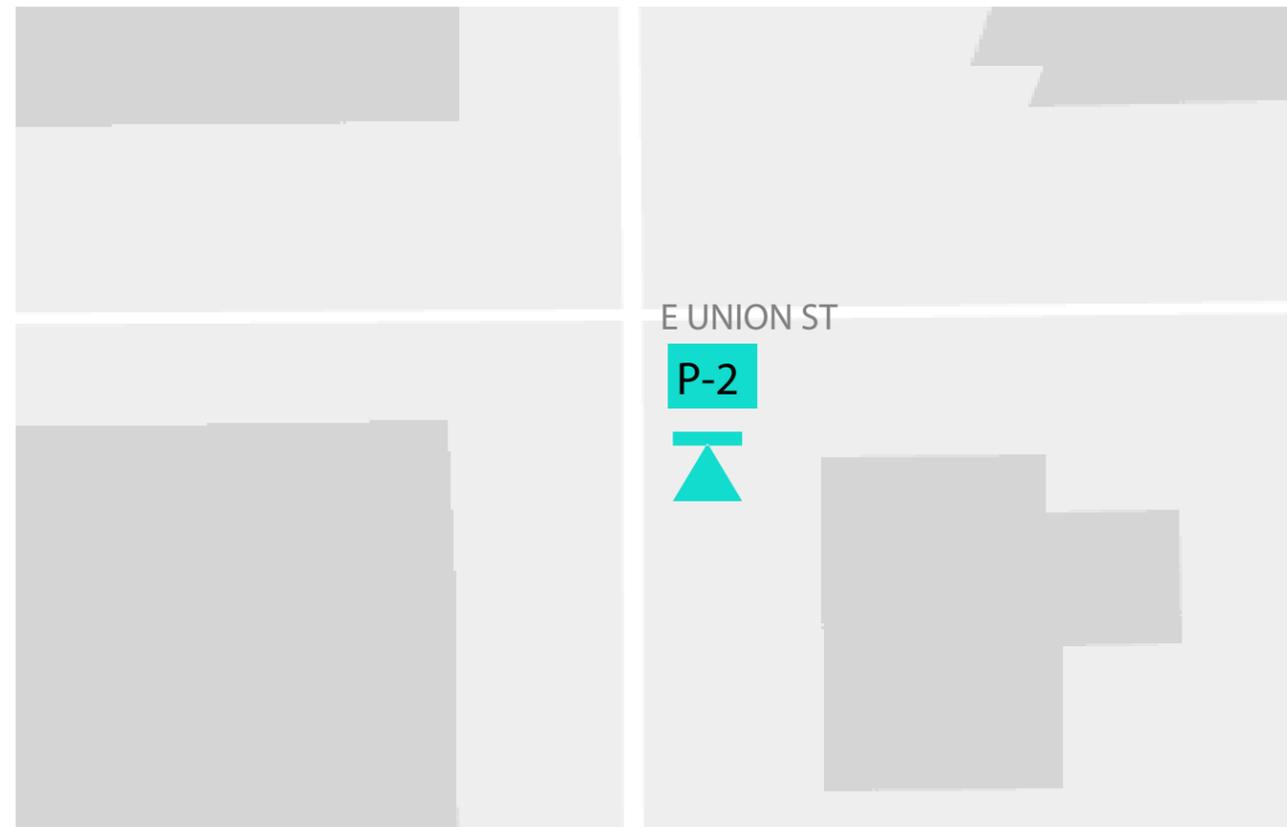
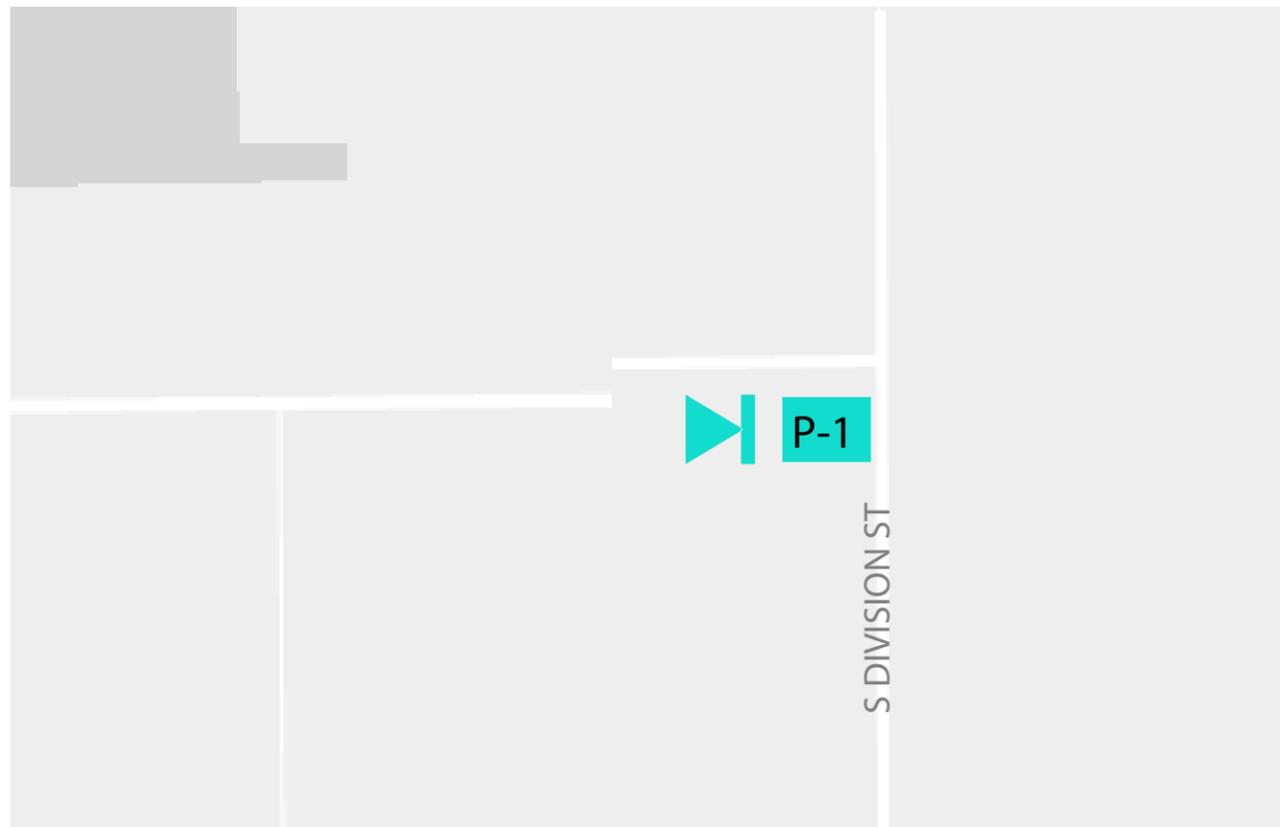
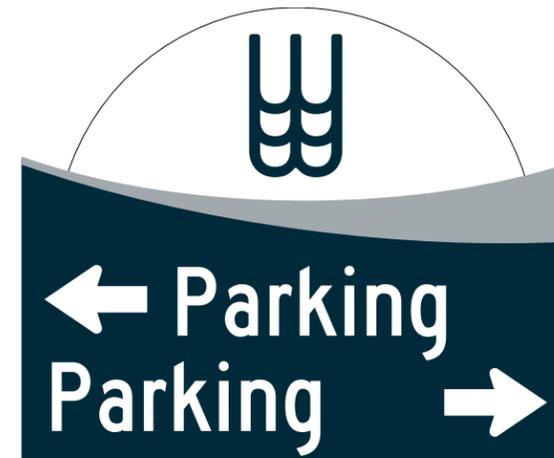
# PARKING - P-1

FRONT



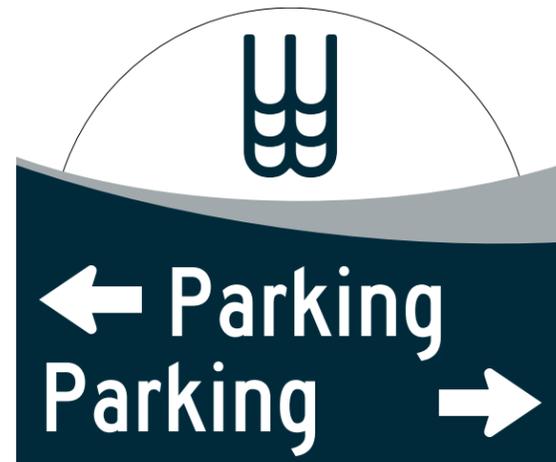
# PARKING - P-2

FRONT



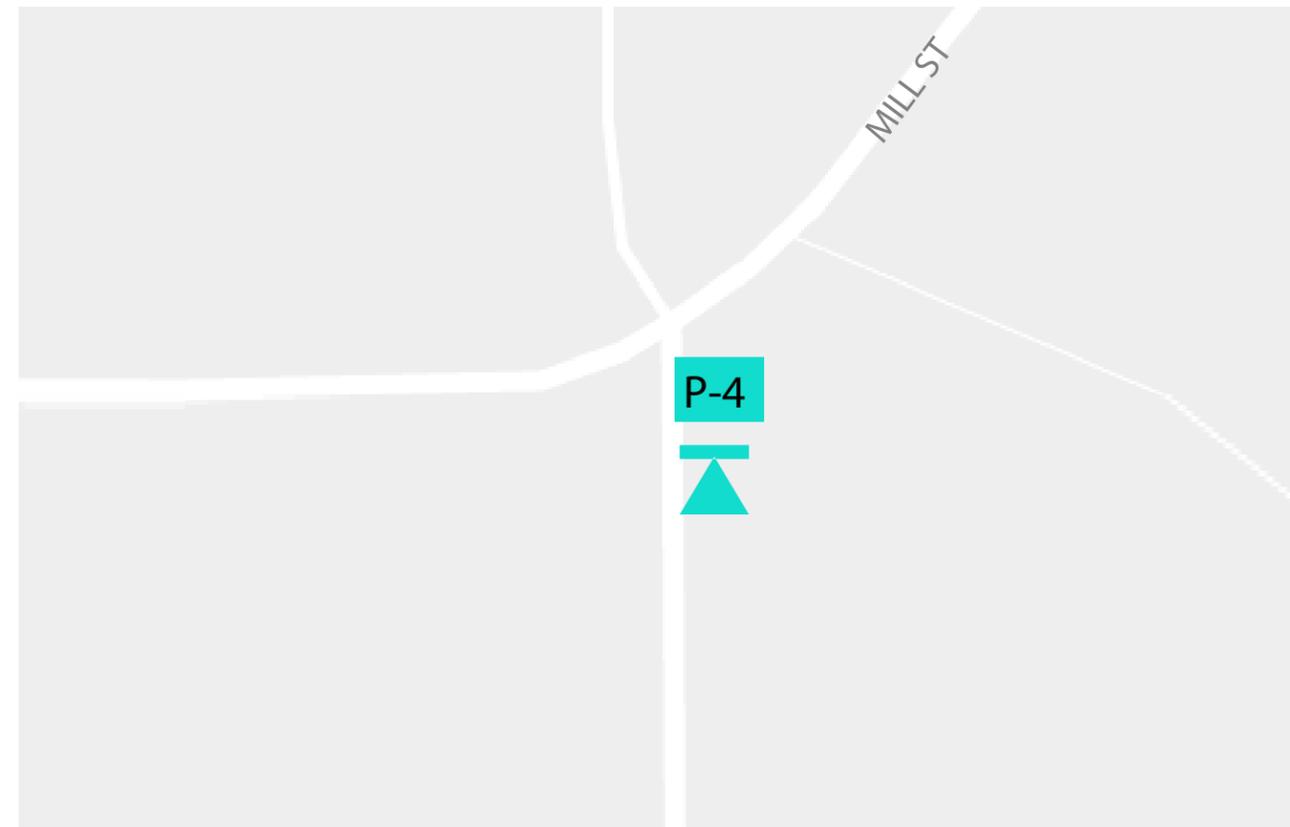
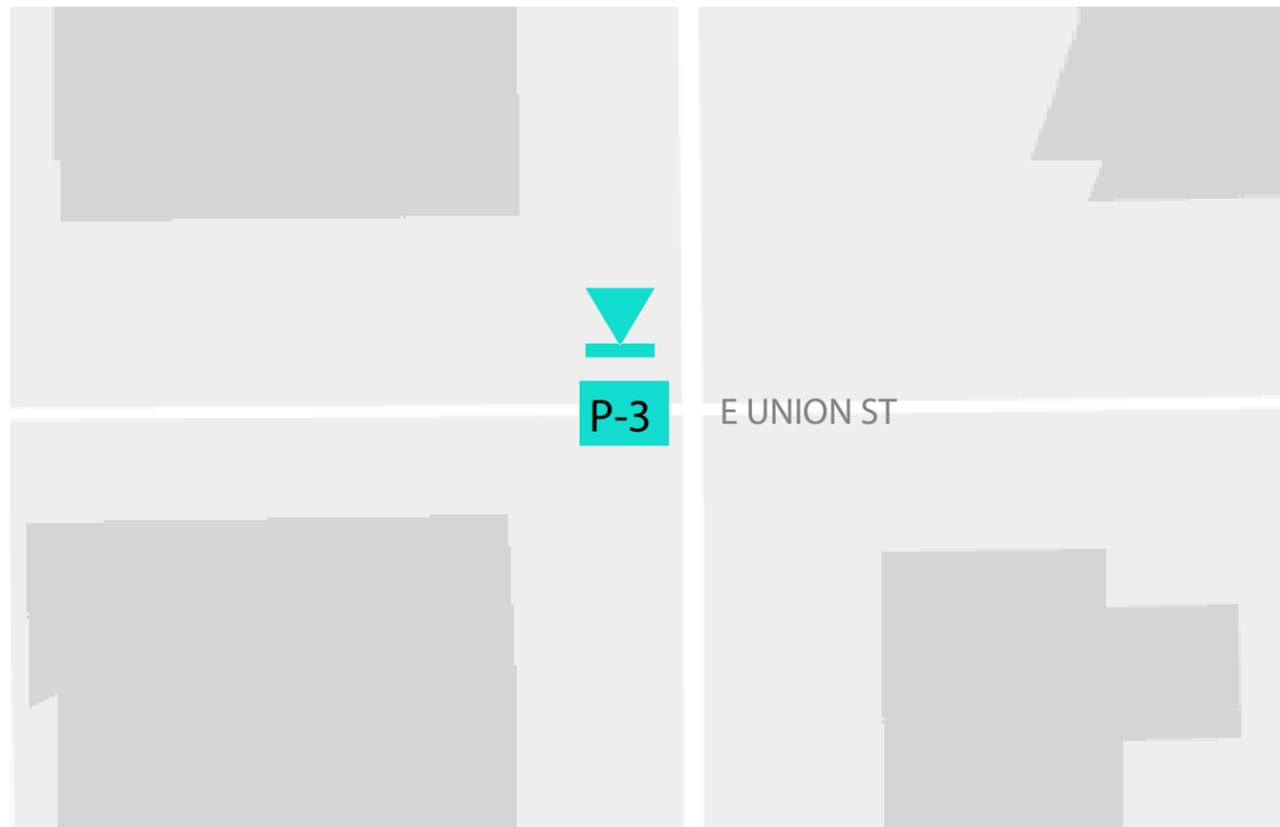
### PARKING - P-3

FRONT



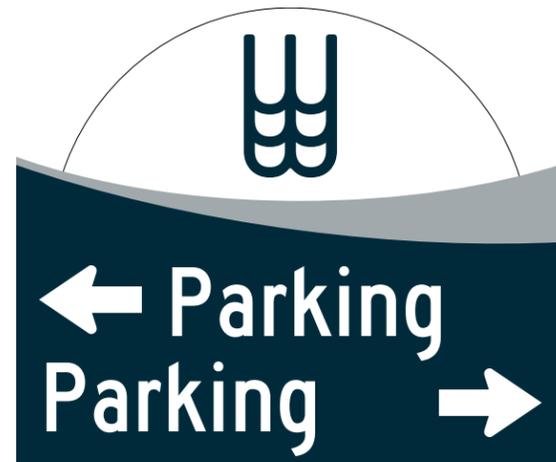
### PARKING - P-4

FRONT



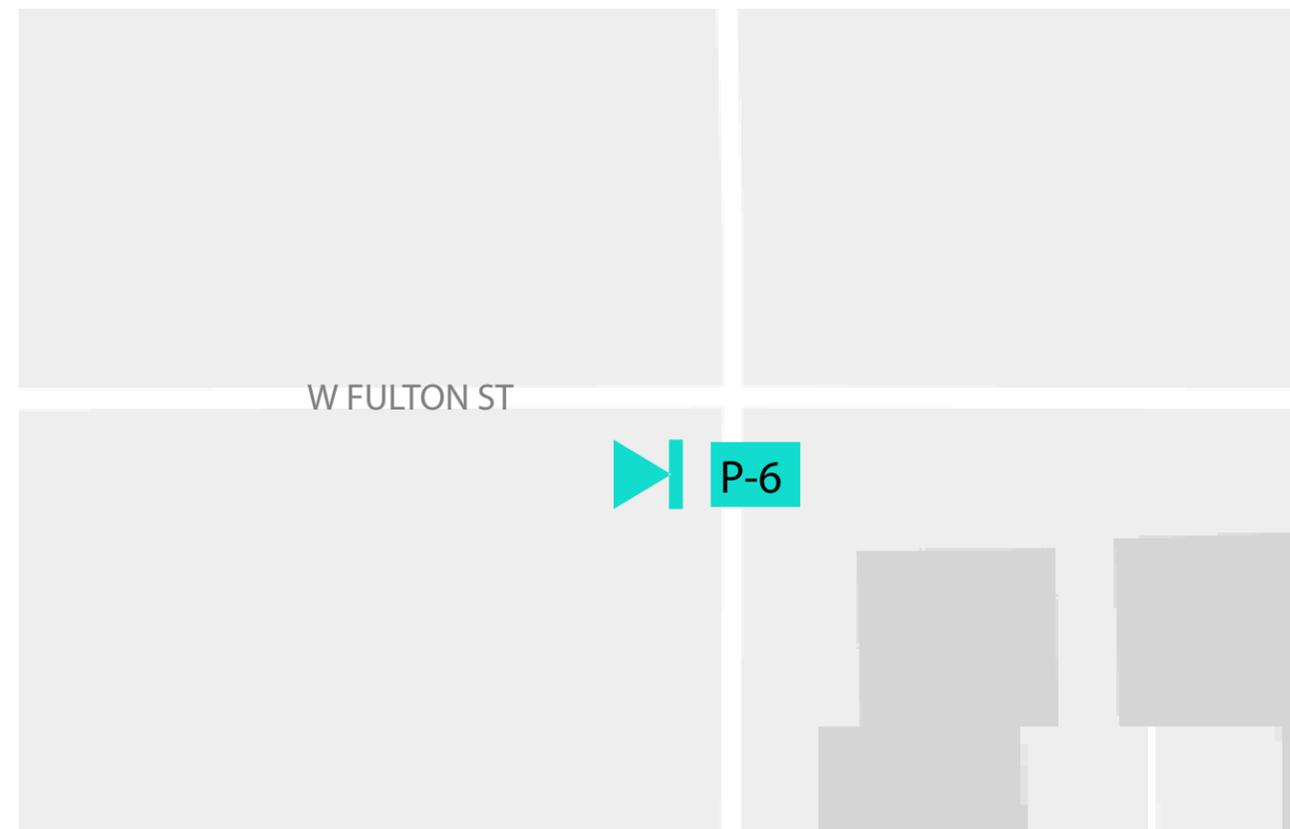
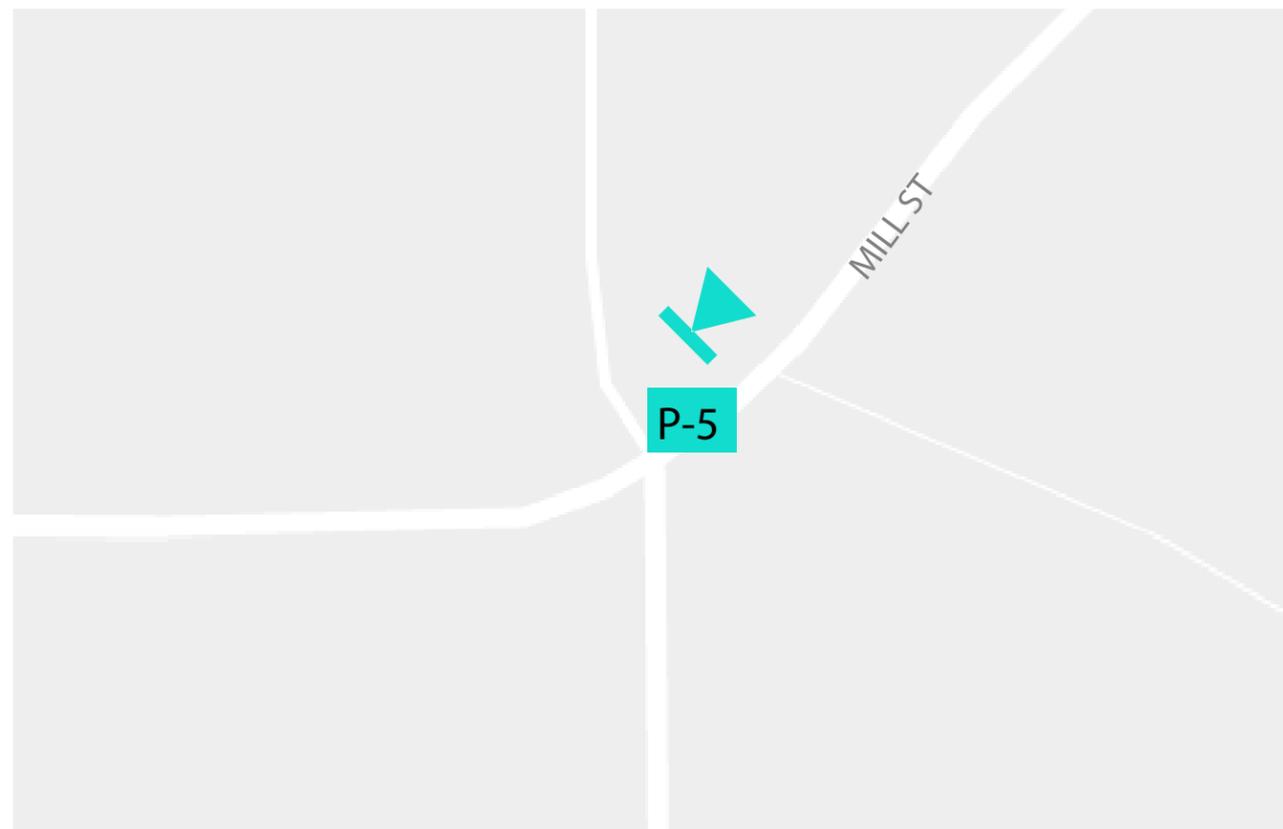
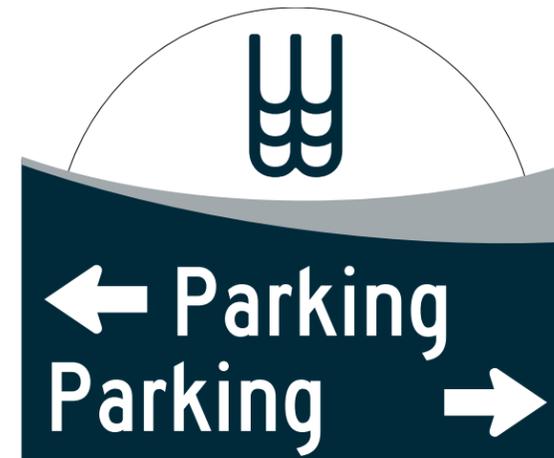
# PARKING - P-5

FRONT



# PARKING - P-6

FRONT



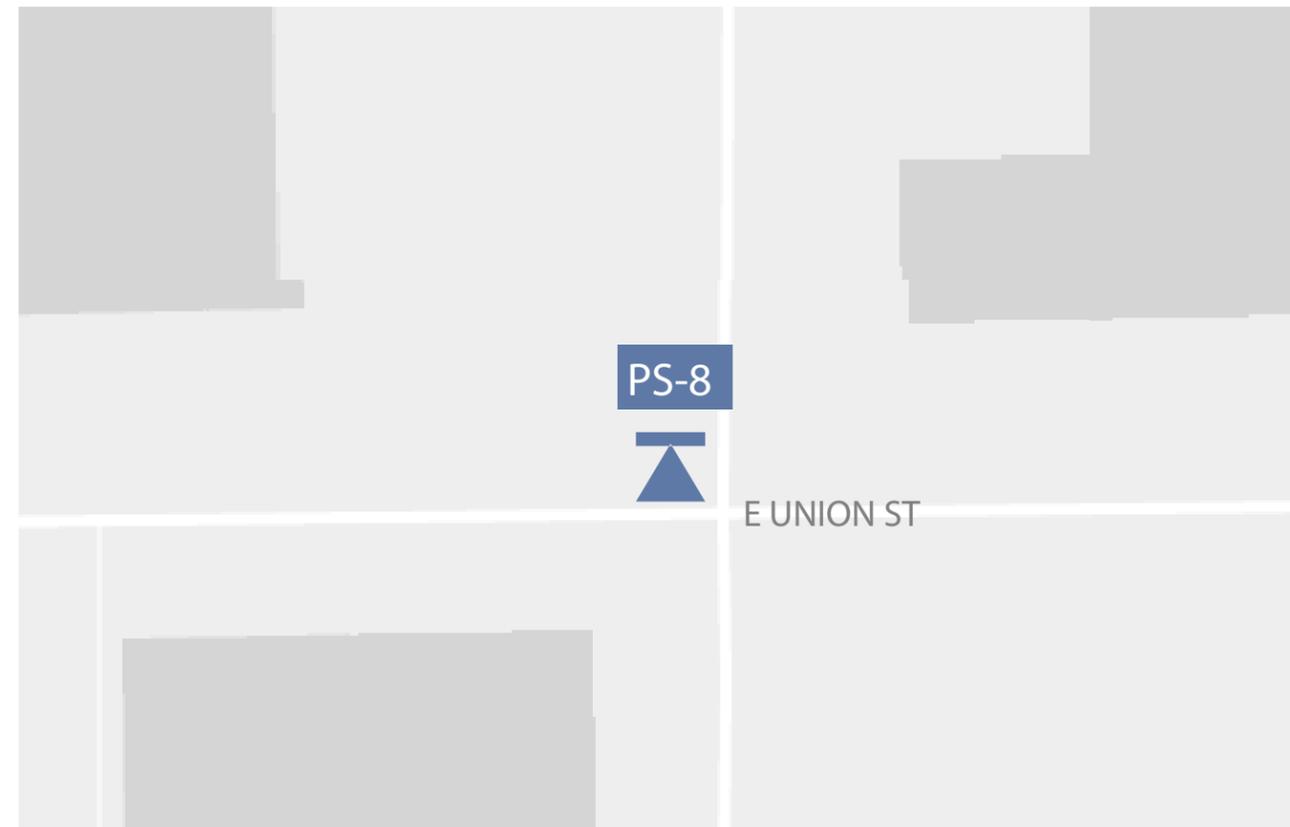
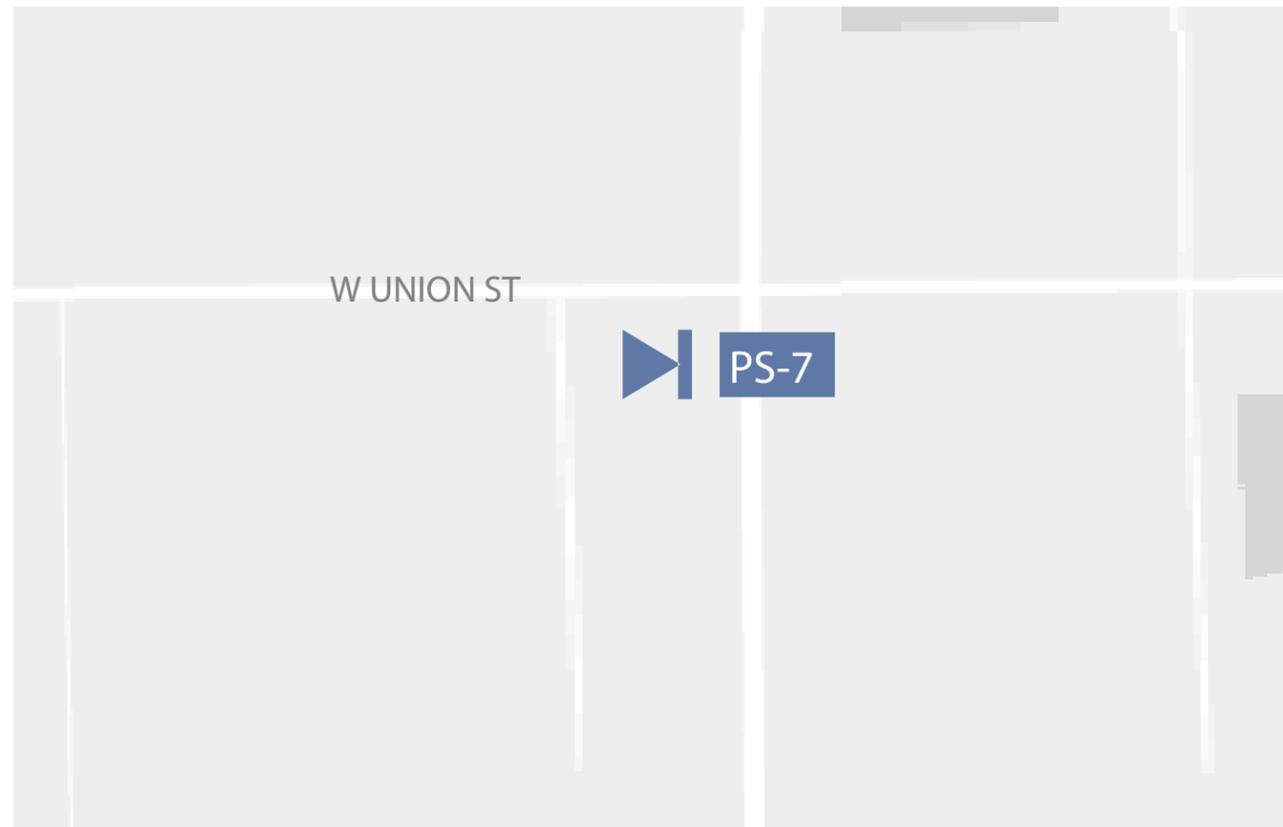
## PARKING SYMBOL - PS-7

FRONT



## PARKING SYMBOL - PS-8

FRONT



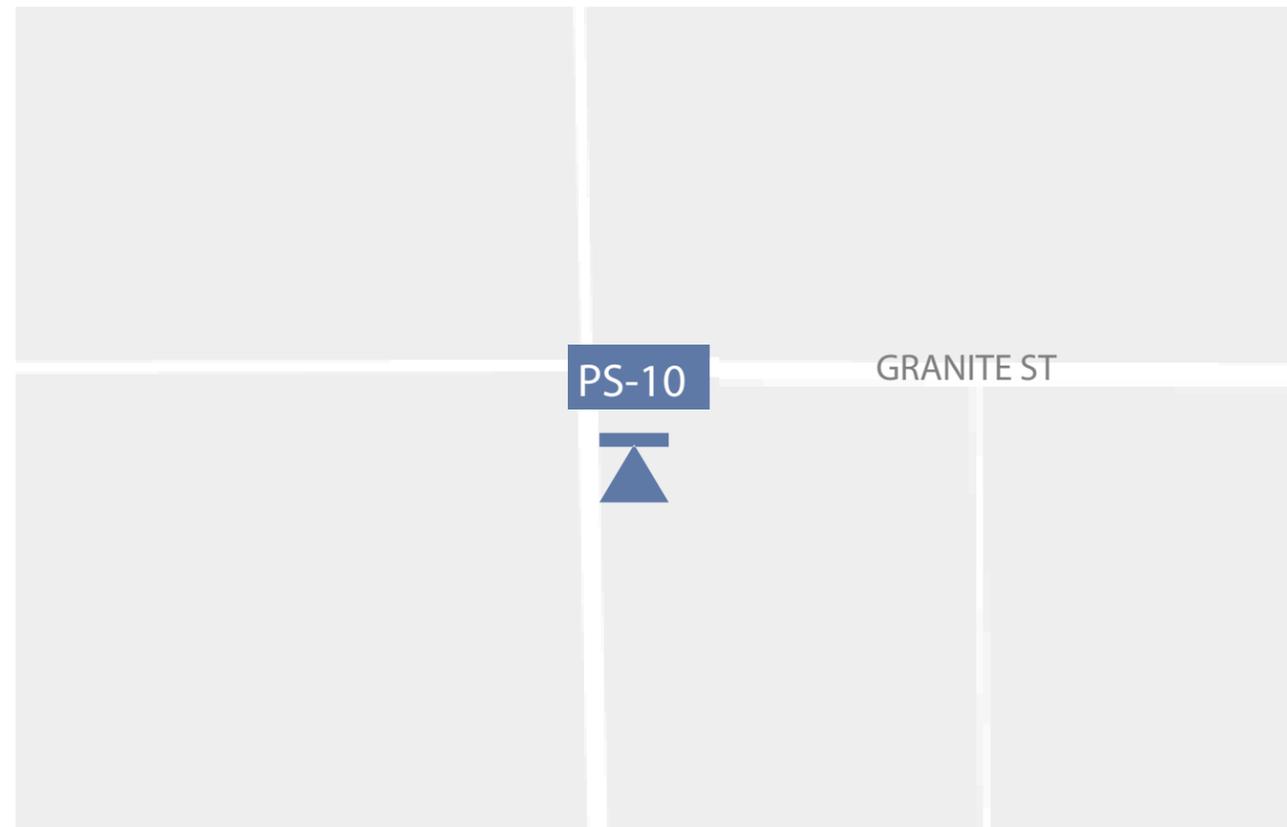
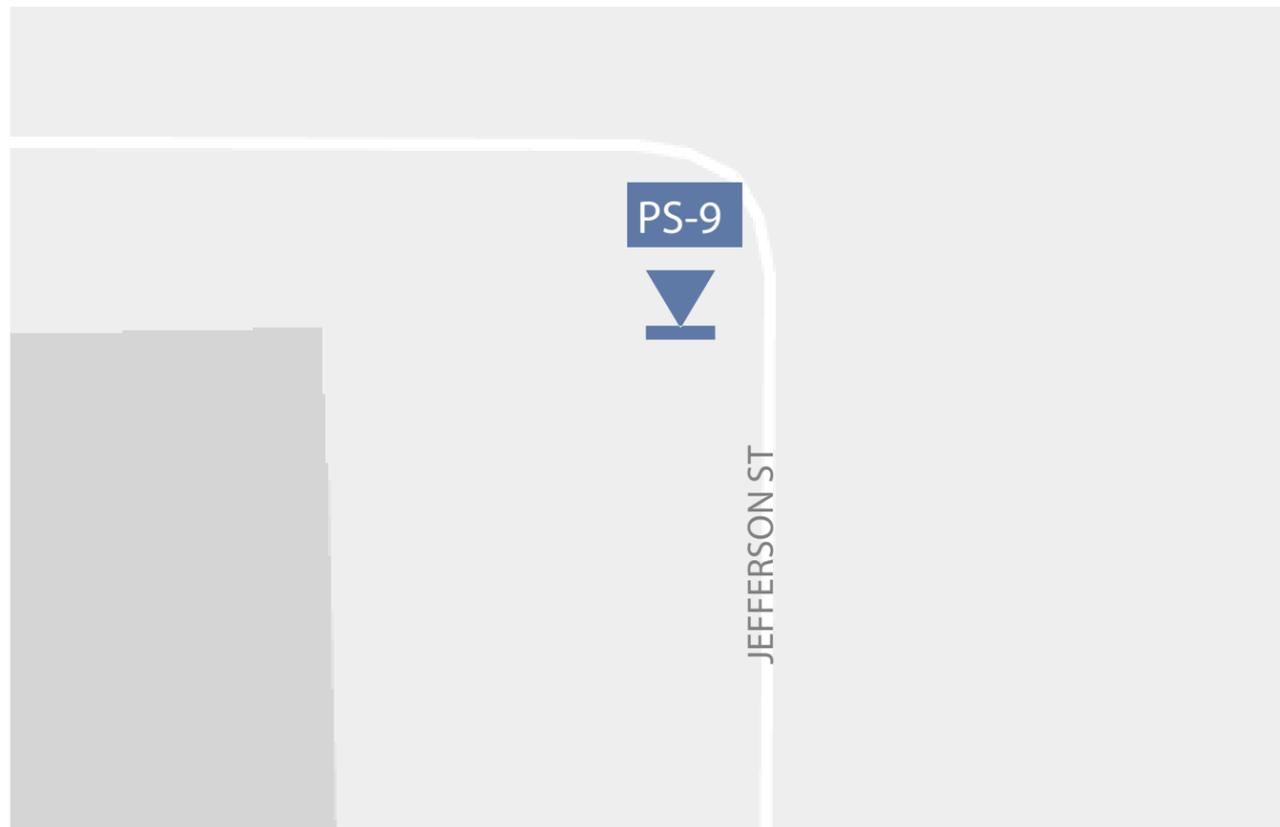
## PARKING SYMBOL - PS-9

FRONT



## PARKING SYMBOL - PS-10

FRONT



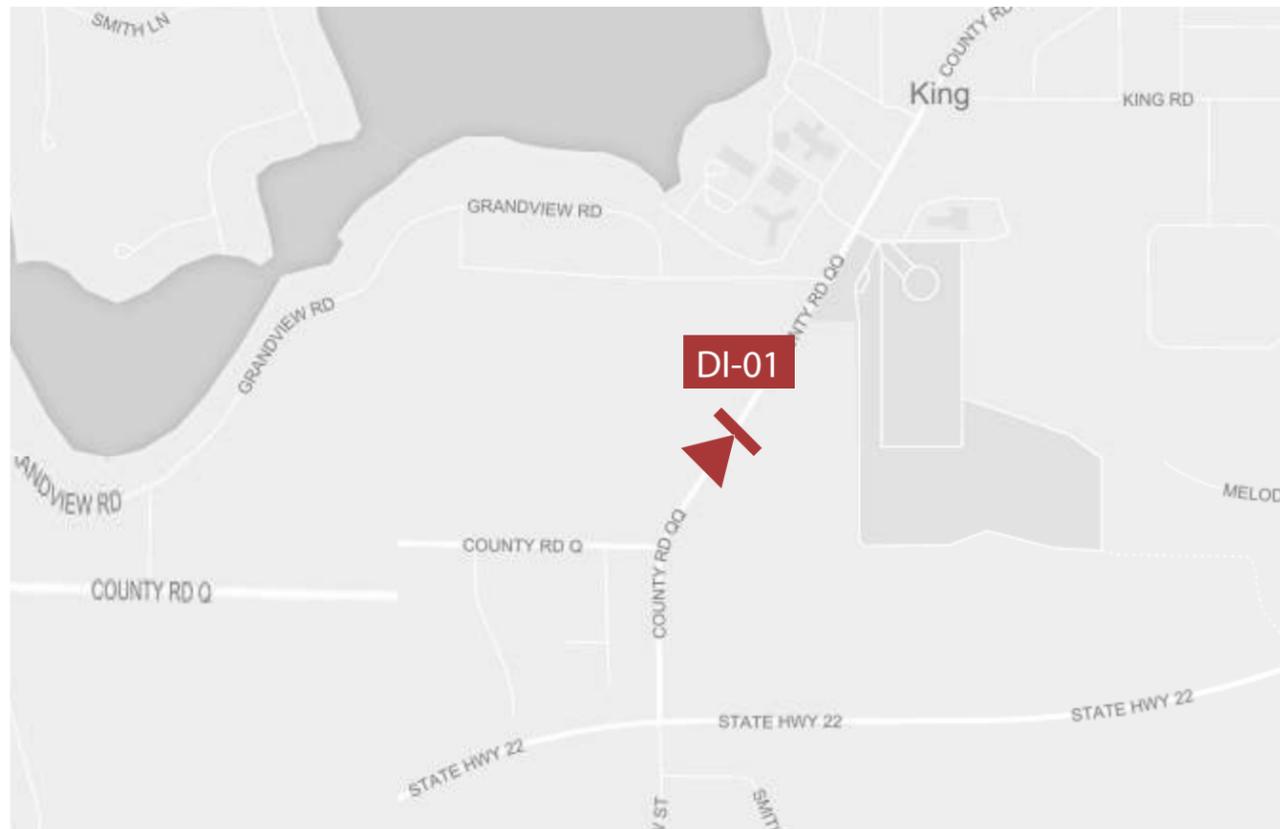
# DI: DISTRICT IDENTIFIER - DI-01

FRONT



# VEHICULAR - VD44

FRONT



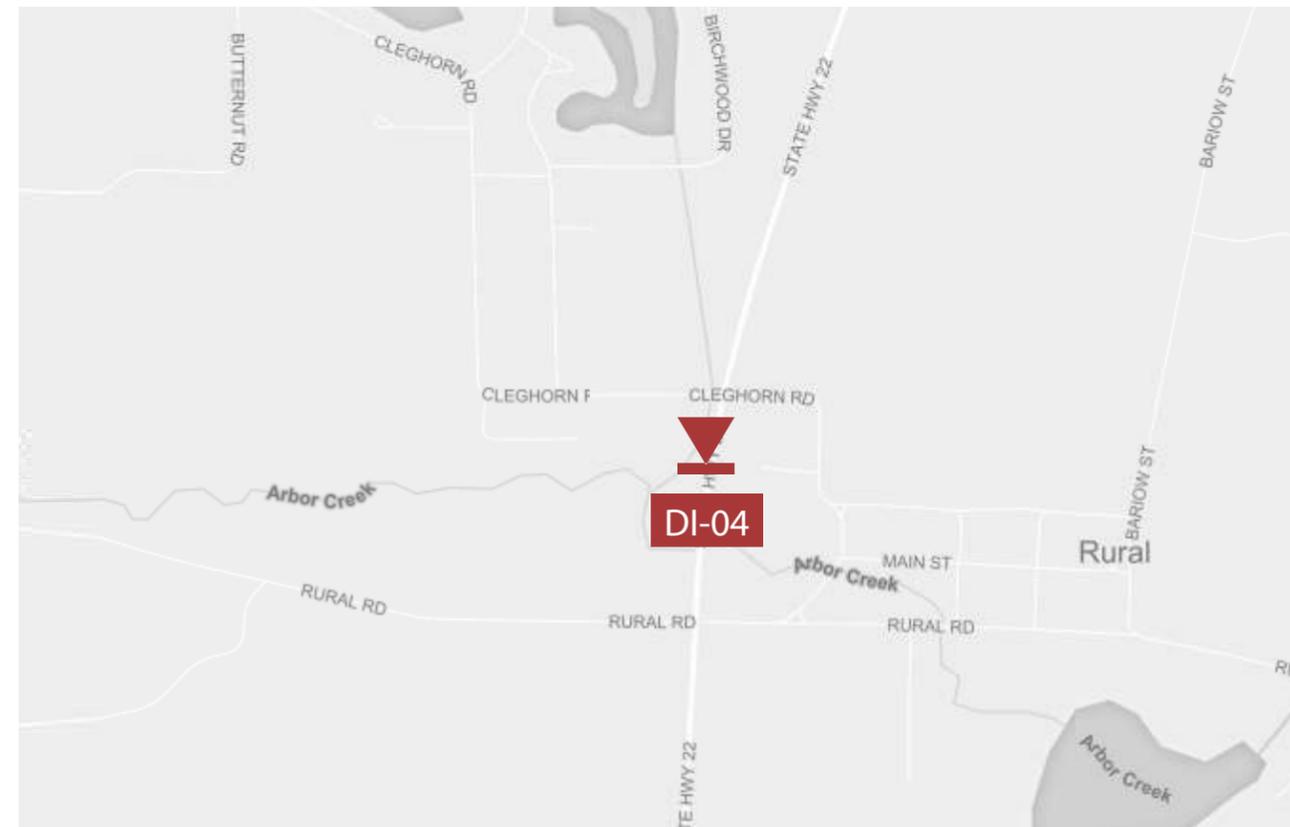
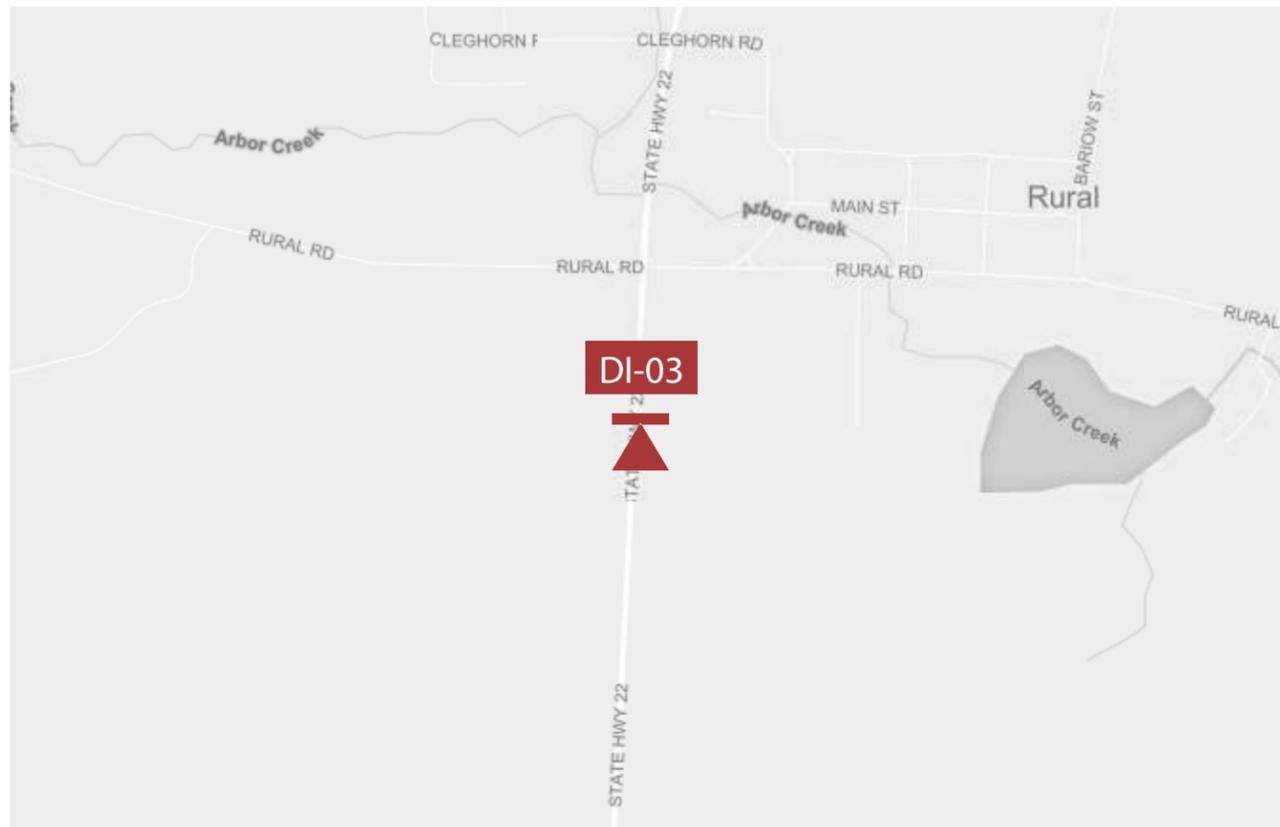
### DI: DISTRICT IDENTIFIER - DI-03

FRONT



### DI: DISTRICT IDENTIFIER - DI-04

FRONT



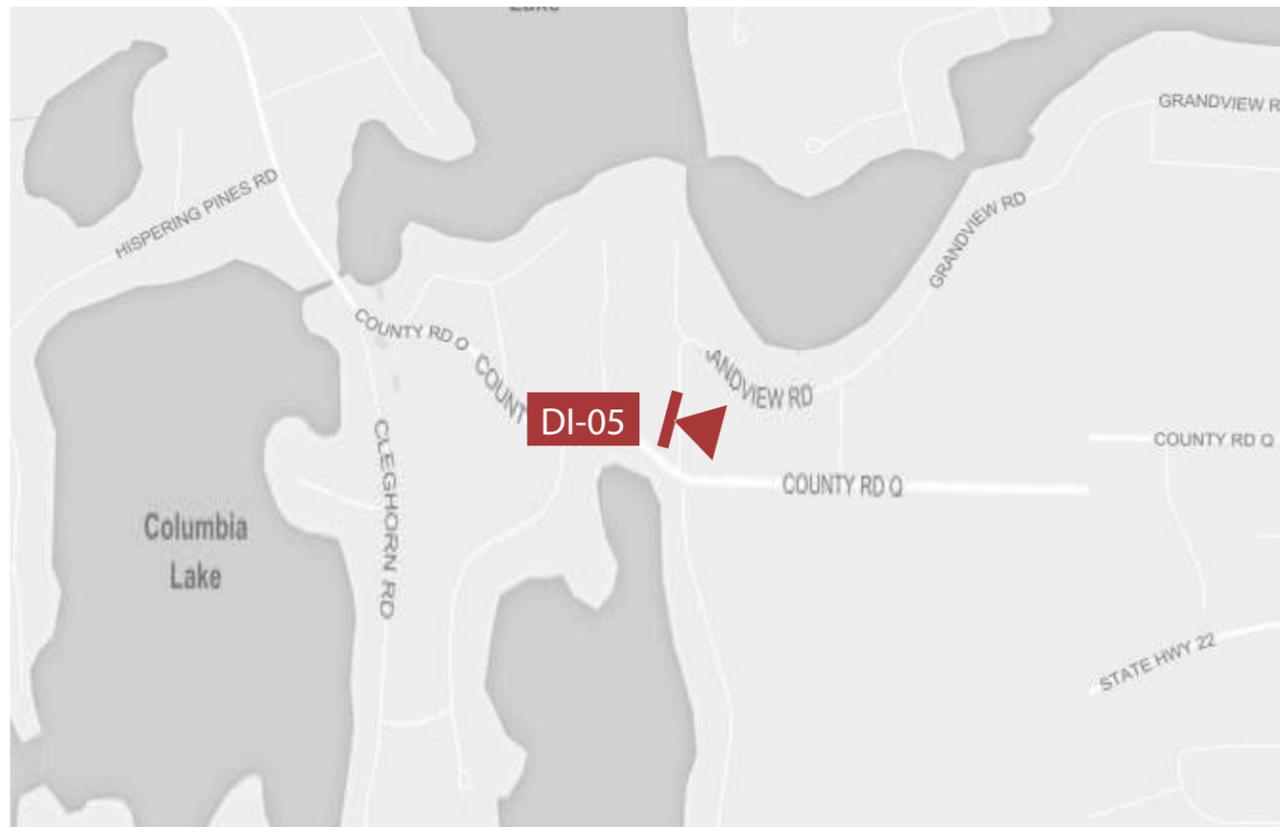
### DI: DISTRICT IDENTIFIER - DI-05

FRONT



### DI: DISTRICT IDENTIFIER - DI-06

FRONT



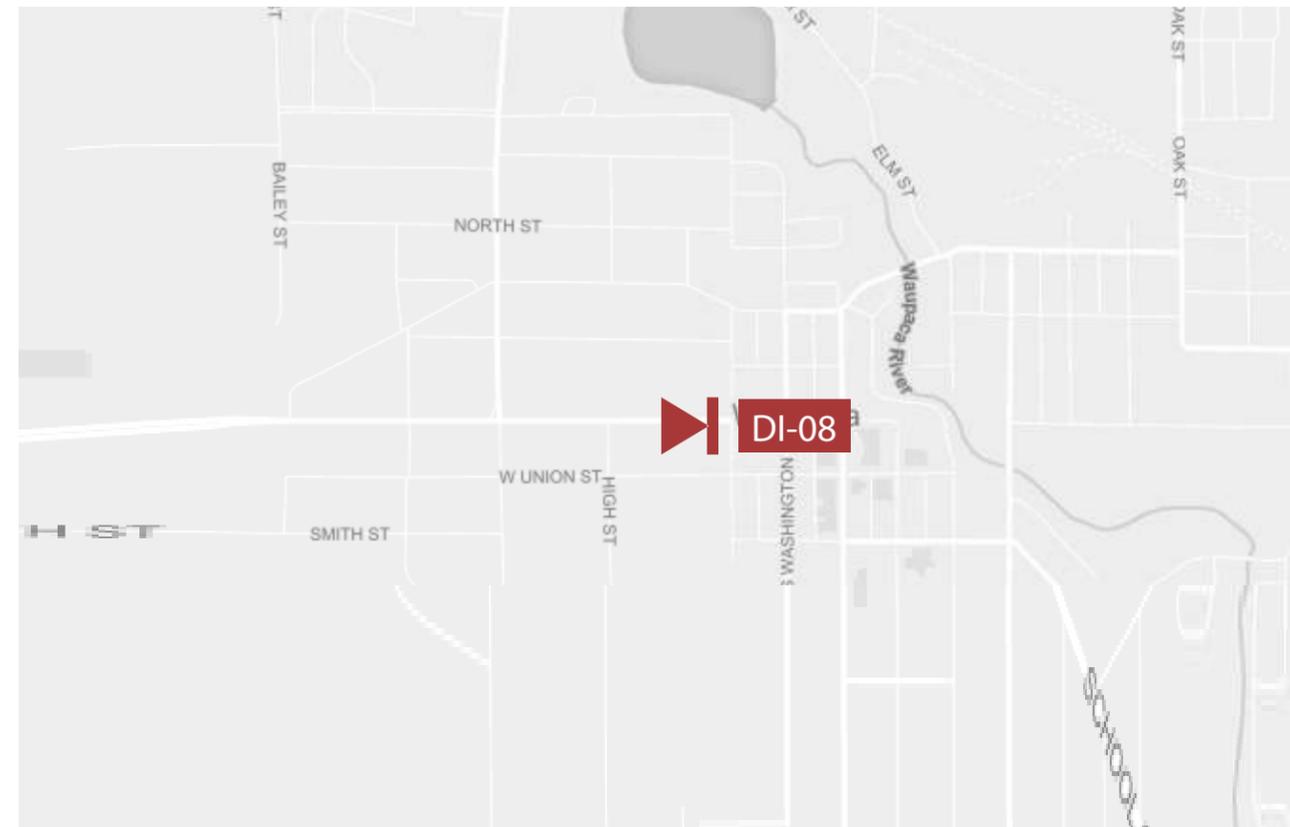
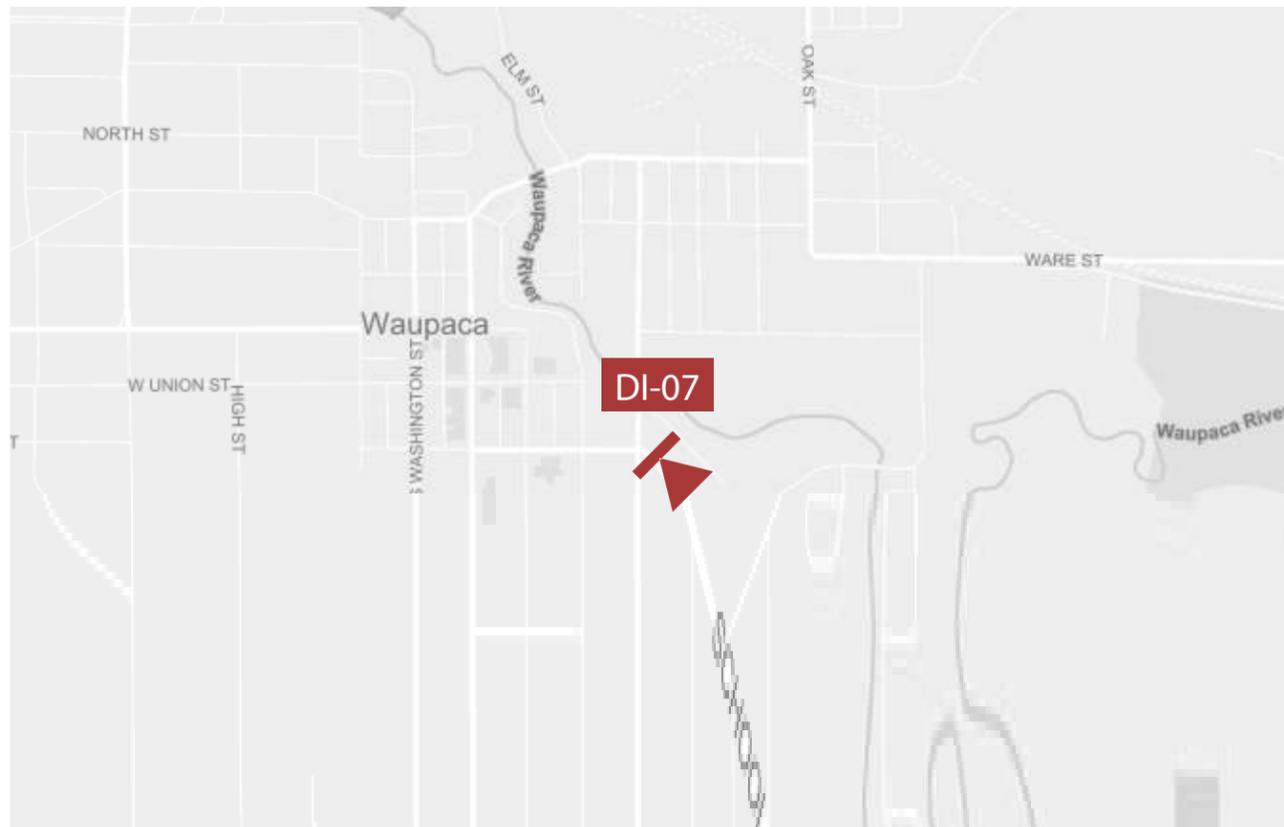
### DI: DISTRICT IDENTIFIER - DI-07

FRONT



### DI: DISTRICT IDENTIFIER - DI-08

FRONT



## DI: DISTRICT IDENTIFIER - DI-09

FRONT



## DI: DISTRICT IDENTIFIER - DI-10

FRONT



# gateway signage

---

The following pages identifies gateway locations and their associated conceptual design.



## gateway possibilities

Gateway features are a valuable tool used to invite and welcome travellers to the broad Waupaca community region and to the core, downtown district. These proposed gateway features reinforce the brand, theme, and character of Waupaca. The type of gateways are identified below:

### Primary Gateway Features:

- Highest volume of vehicle traffic exiting Highway 10
- Located directly adjacent to as well as visible from Highway 10
- Historically has been identified as a primary entrance point to Waupaca
- Focus on those travelling toward downtown Waupaca

### Secondary Gateway Features:

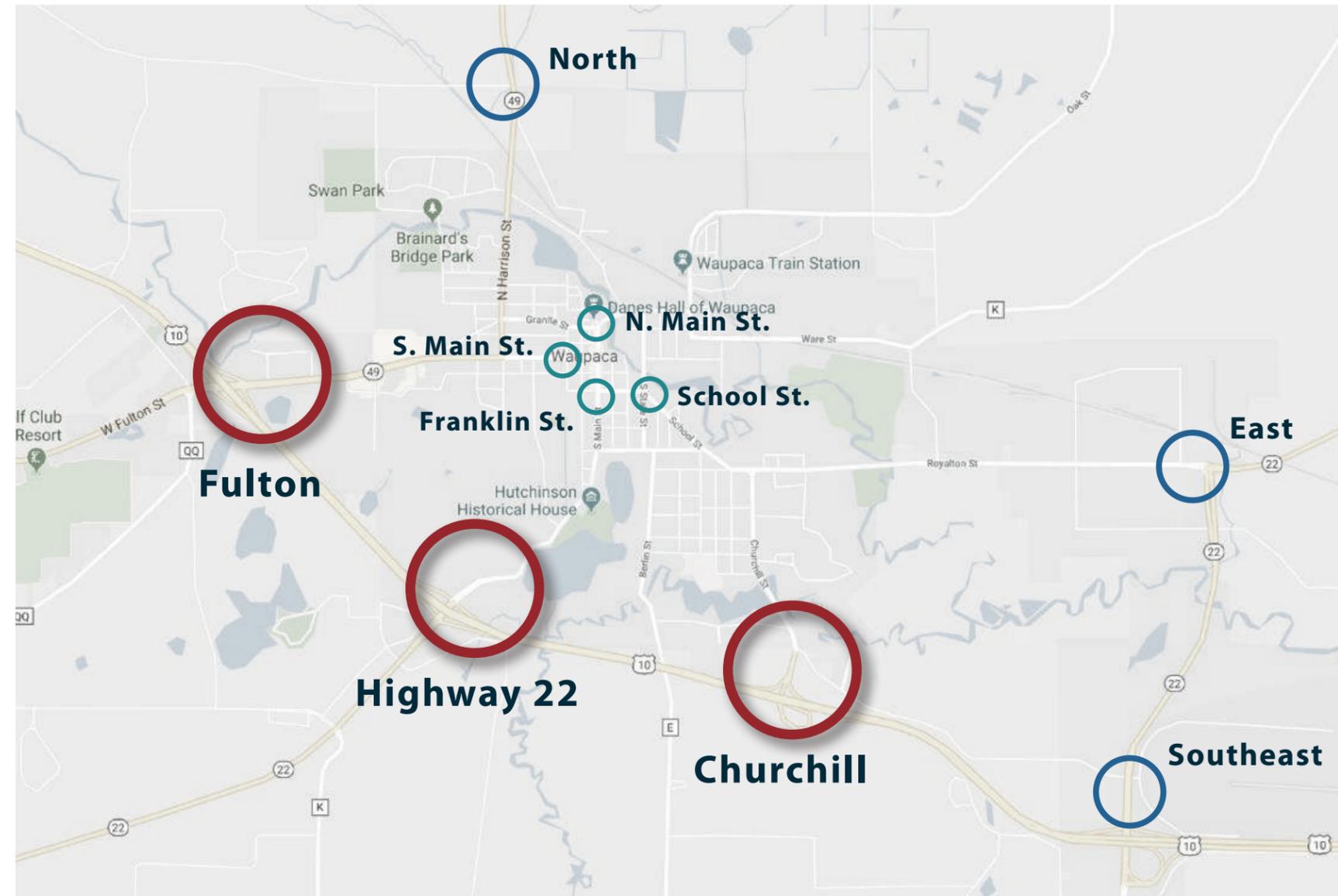
- Moderate volume of vehicle traffic moving toward downtown Waupaca
- Locations chosen for high visibility
- Feature scale to be slightly smaller than primary gateway features

### Downtown Gateway Features:

- Locations indicating a noticeable increase in downtown character
- Audience includes both vehicular and pedestrian traffic
- More refined materials and detailing
- Wayfinding District Identifier should be deferred if city intends to implement

## Gateway Feature Locations

Shown below are the general locations for Primary, Secondary, and Downtown Gateway features.



# gateway possibilities

Waupaca is a unique community with its own life and energy. The examples shown on this page were designed for their own respective place and are shared to simply communicate the diversity and scale of possibilities that were initially considered.



## Examples Primary Gateway Scale



## Secondary Gateway Scale



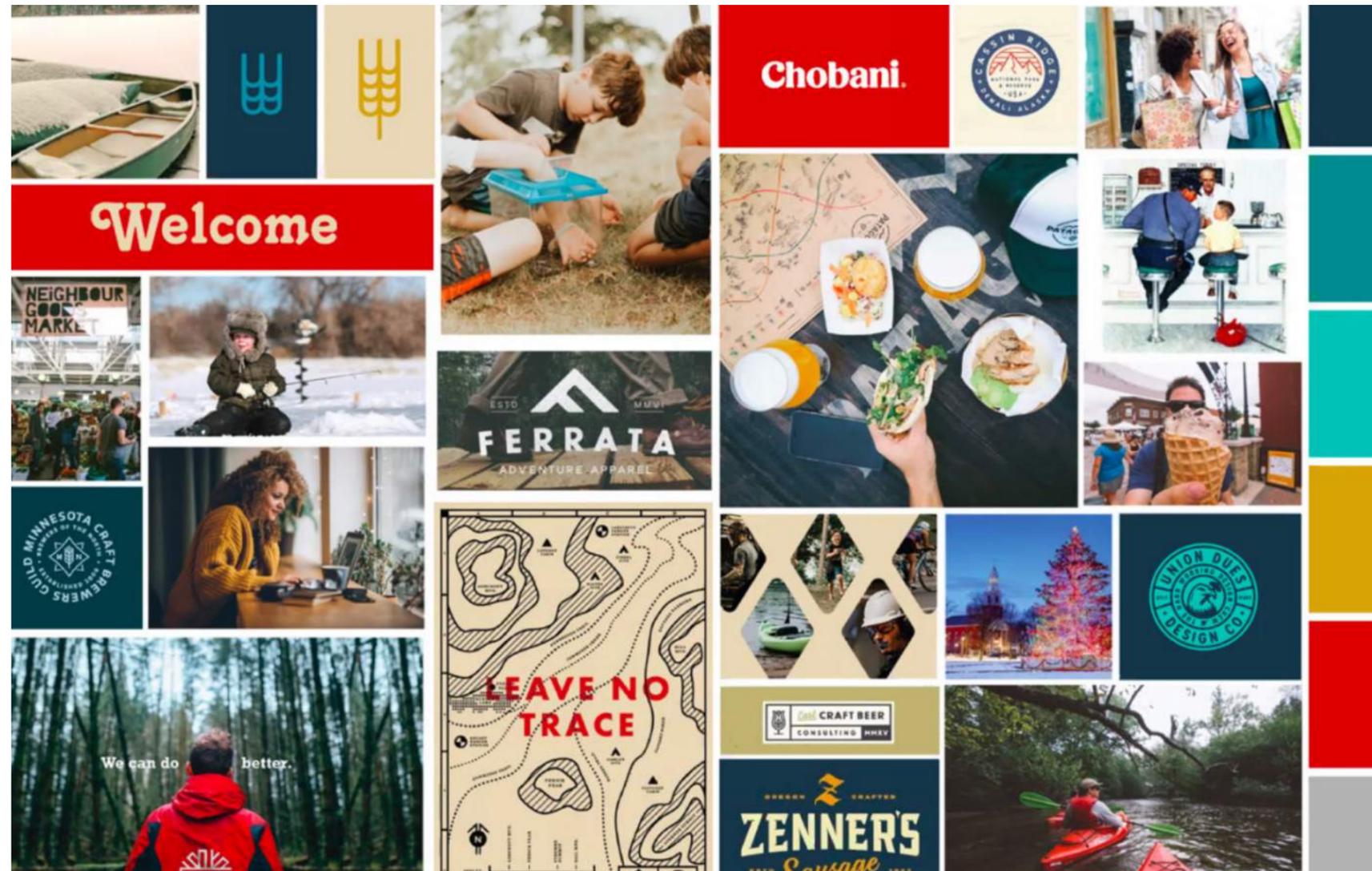
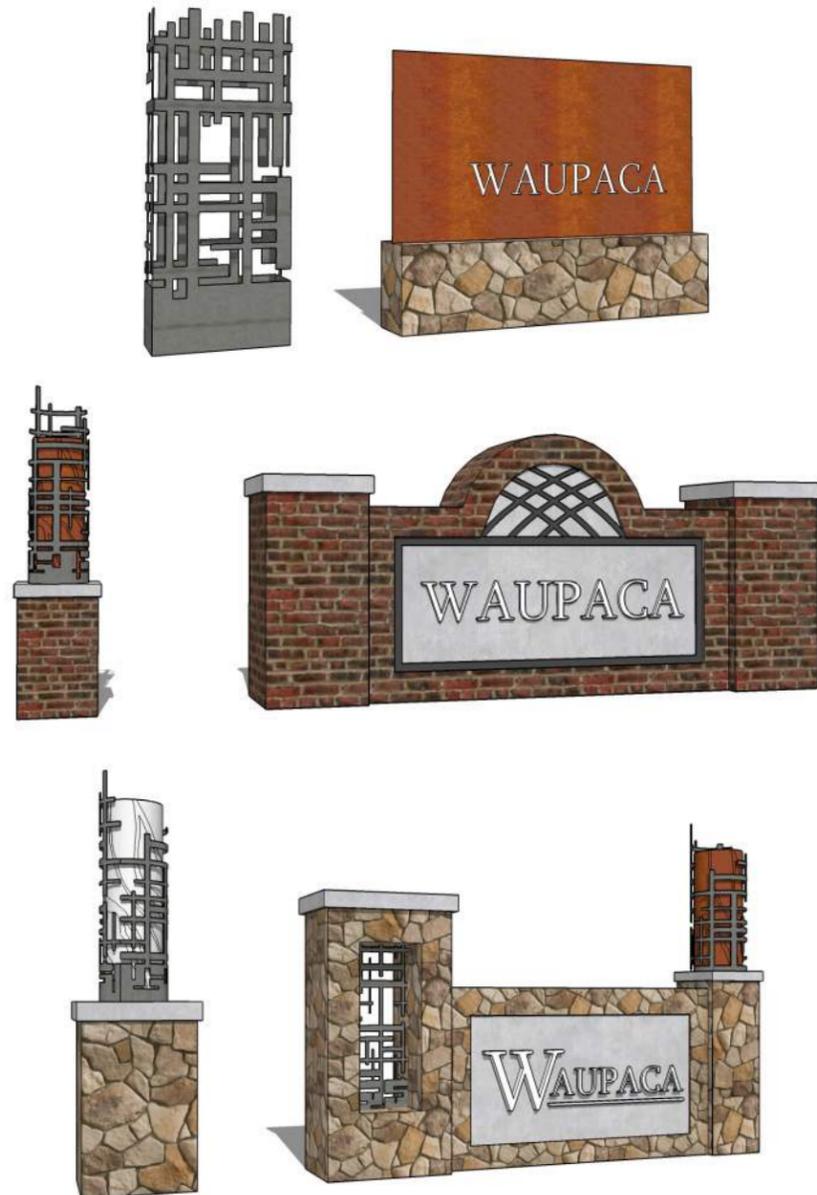
## Downtown Gateway Scale



# concept development

The design inspiration for the proposed gateway features are represented by the collection of images shown here. They include unique natural features and character of the community along with a balance of urban texture with rural and natural aesthetics. Principle themes include:

- **The Foundry, Steel, Timber, and Stone.** The use of metal elements represent the local foundry industry. Gateway features should include local craftsman in their final design, fabrication, and installation.
- **The Brand.** The strategies and designs of the branding and logo process are woven into each and every design concept, including the use of the sans serif font.



## primary gateways

The concept shown reflects the “Chain to Main” branding strategy by literally using the letters of Waupaca to play a bit of peek-a-boo between the natural environment and the urban setting. The letters could be internally illuminated to glow at night and would be visible from highway 10.

### Churchhill Entry



### Fulton Entry



### Highway 22 Entry



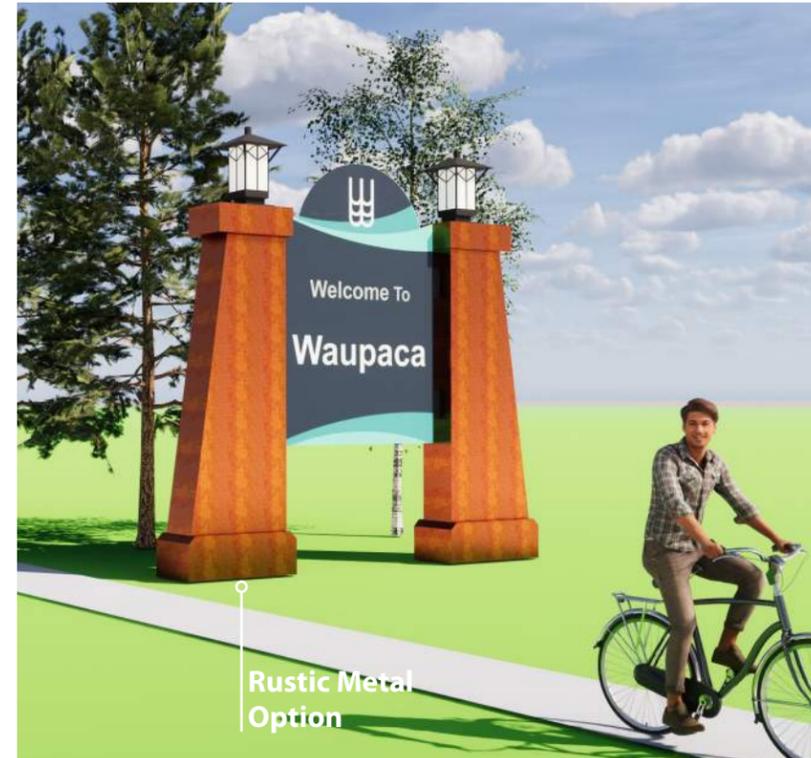
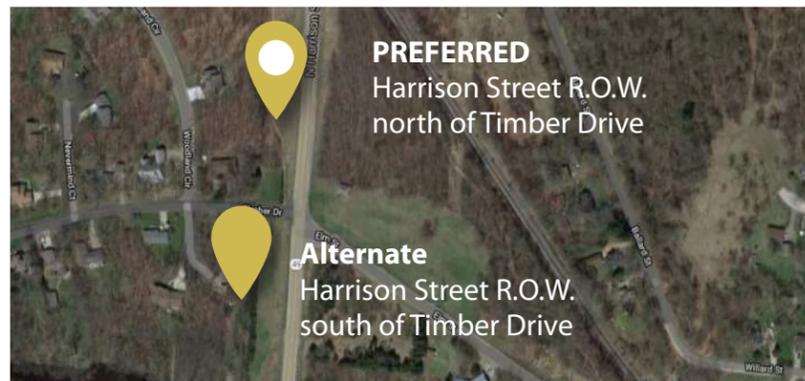




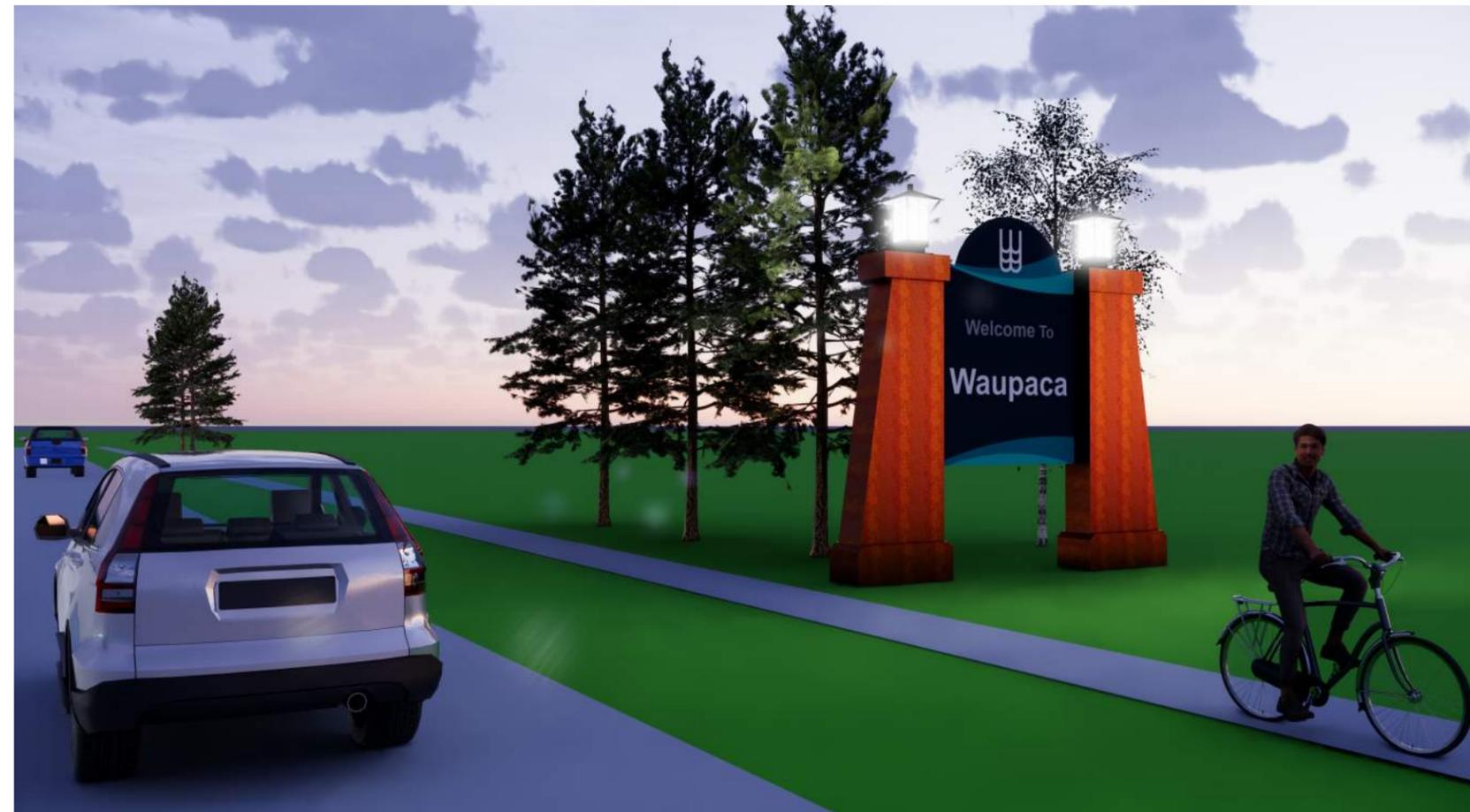
## secondary gateways

The concepts shown have a direct relationship to the wayfinding system and a strong nod to either weathering steel or timber framing. The graphic panel is larger, but would match and reinforce the colors, fonts, and graphic style of signs throughout the community. Steel columns recall the industrial and foundry history of Waupaca.

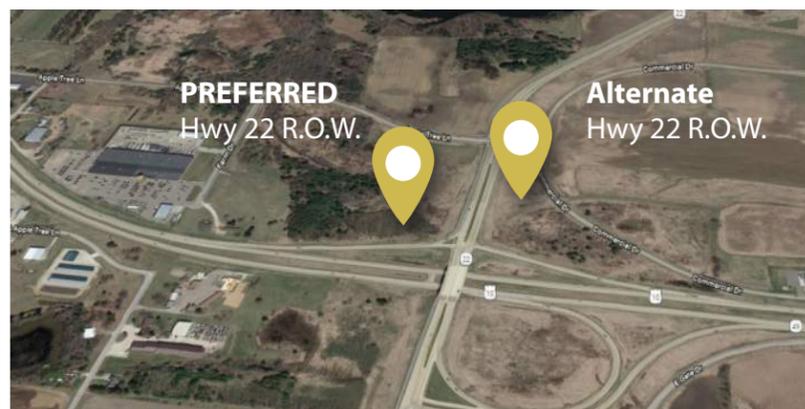
### North Entry



### East Entry



### Southeast Entry





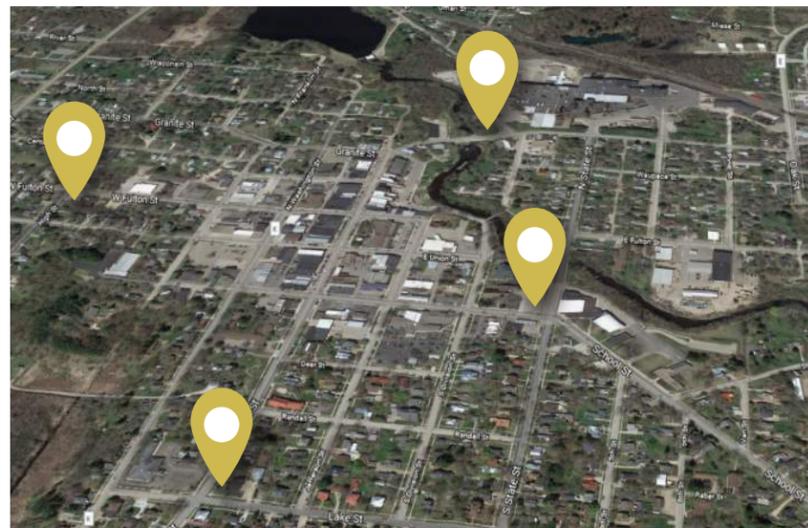
## downtown gateways

The concepts shown have a direct relationship to the wayfinding system, to the brand/logo system, and a strong nod to either weathering steel or timber framing. The graphic style of signs could match the wayfinding signs or one of the logos (modified to use the term “welcome”). A weathering steel column option recalls the foundry while the wood columns reflects the natural resources of the Waupaca region.

Alternatively, these signs could be adopted as community gateways for less traveled routes into the community.



### Downtown Gateways



#### Candidate Site Locations

- > Southeast corner of W Fulton Street and High Street
- > Northwest corner of County Road K and Elm Street
- > Northwest corner of Badger Street and State Street
- > Northeast corner of Main Street and Lake Street





# sign family



PRIMARY GATEWAY



SECONDARY GATEWAY



DOWNTOWN GATEWAY

# implementation

## WAYFINDING



Covered within this document.

Identify specific locations and mounting systems along with developing construction documents suitable for soliciting bids.

Obtain final authorization from local officials along with administering the public bidding process. Actual fabrication and installation also included.

Maintain a database of all sign conditions along with fabricating/installing signs damaged or in need of updated content.

Anticipated Professional Services Costs

\$0

Staff time or \$20,000 - \$30,000

Add staff time and assume ~\$1,500 per sign on a new pole.

Based on the initial design of the wayfinding features and the consultant's judgement on past projects, each sign should cost around \$1,500. This includes fabrication and installation. These costs can quickly escalate if consultation is necessary outside of city resources.

## GATEWAYS



Covered within this document.

Select concept advance the design of primary, secondary, and downtown gateways as a family. Identify specific locations and mounting systems along with developing construction documents suitable for soliciting bids.

Obtain final authorization from local officials to initiate the administering of the public bidding process. Actual fabrication and installation also included.

Repair signs damaged or in need of updated content.

Based on the initial design of the gateway features and judgement on projects from past experiences by the consultant, the following costs should be considered. These figures can be used for initial budgeting until detail design is commissioned. Features that may accelerate the costs include mechanical needs

**Primary Gateways**

\$75,000-\$125,000

**Secondary Gateways**

\$50,000-\$75,000

**Downtown Gateways**

\$30,000-\$50,000



# appendix

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*I would organize the chart how the appendix is organized.*

# state regulated signs matrix

SIGN TYPE	LOCATION	SIZE	QUALIFYING CONTENT	PAID FOR BY	FABRICATION	MAINTENANCE
ON Highway Right-of-Way						
Specific Information Signs	<ul style="list-style-type: none"> <li>On highway right of way</li> <li>Along highways specifically designated by legislature as SIS routes</li> </ul>	<ul style="list-style-type: none"> <li>Freeways: 48" x 36"</li> <li>Expressways: 36" x 24"</li> <li>Conventional highways: 24" x 18"</li> <li>Ramps: 16" x 12"</li> </ul>	Food, Gas, Lodging, Camping, and Attractions meeting certain criteria	Requesting businesses	Wisconsin Logos	Wisconsin Logos
Tourist Oriented Directional Signs	<ul style="list-style-type: none"> <li>On highway right of way</li> <li>Along non-sis highways outside of urban areas with a population of 5,000 or greater</li> <li>At-grade intersections only</li> </ul>	<ul style="list-style-type: none"> <li>Standard: 72" x 21"</li> <li>Where limited right of way exists: 48" x 14"</li> </ul>	Food, Gas, Lodging, Camping, and Attractions meeting certain criteria	Requesting businesses	Requesting businesses	County Highway Department
White Arrow Boards	<ul style="list-style-type: none"> <li>On highway right of way</li> <li>In rural areas approaching at-grade intersections</li> </ul>	<ul style="list-style-type: none"> <li>Standard: 72" x 7.5"</li> </ul>	Limited categories of eligibility detailed in the pages below	Requesting facility	Requesting facility	County Highway Department
Community Wayfinding	<ul style="list-style-type: none"> <li>On highway right of way</li> <li>In readily apparent urban developed areas</li> <li>On conventional highways only</li> </ul>	<ul style="list-style-type: none"> <li>35 MPH or greater: 60"</li> <li>30 MPH or less: 48" max width</li> </ul>	Downtown or Historic Districts, individual destinations such as City Hall, Convention Centers and local parks, or non-profit facilities that are open to the public, such as a local museum	Municipality	Municipality	Municipality
Supplemental Generator	<ul style="list-style-type: none"> <li>On highway right of way</li> <li>At approach to interchange or intersection and along interchange off-ramps</li> </ul>	<ul style="list-style-type: none"> <li>Varies by name of facility and highway type</li> </ul>	Limited categories of eligibility detailed in the pages below	Requesting facility	WisDOT	WisDOT
OFF Highway Right-of-Way (Private Property)						
Outdoor Advertising Directional	<ul style="list-style-type: none"> <li>Private property</li> <li>On controlled routes</li> </ul>	<ul style="list-style-type: none"> <li>150 square feet maximum area</li> <li>20 feet maximum height or length</li> </ul>	Government, natural phenomena, historic, cultural, scientific, educational, religious, natural scenic beauty, naturally suited for outdoor recreation	Applicant	Applicant	Applicant



## state regulated signs

The Wisconsin Department of Transportation's primary responsibility is to develop, maintain, and operate a state trunk highway system designed to move traffic from one destination to another in a safe, efficient, and expeditious manner. Regulating signs, both on and off highway right-of-way, is an important part of this responsibility.

Directional and informational signs are intended to guide motorists to various businesses, services or activities. Certain requirements must be met in order to legally erect a sign. The table below provides links to additional information for the various directional and informational signs.

### White Arrow Boards

Provide motorists with directional information for qualifying tourist-related businesses, services or activities. Intended to direct tourists to the entrance of the business or onto a local road where the business is located. White arrow boards are only permitted on state highways nearest the facility.

#### Location

- On highway right of way

#### Size

- 72" x 7.5"

#### Cost

- Estimated total cost \$250 per sign
- Paid for by requesting facility

#### Installation and Maintenance

- County Highway Department

#### Approval Criteria

- Facility must be open to the public.
- Lodging facilities must have three or more units that are available for less than 30-day rental period.
- Businesses have the appropriate operating licenses to receive, maintain, or renew a permit.
- Qualifying businesses may include but is not limited to; animal shelters, country clubs, hotels/motels, libraries, museums, theaters, schools, or restaurants.
- Only the name of the business is allowed on the sign.



### Community Wayfinding

Direct motorists to municipal area destinations such as Downtown or Historic Districts, individual destinations such as City Hall, Convention Centers, museums, and local parks, or non-profit facilities that are open to the public, such as a local museum or ice center. These signs are installed, owned, and maintained by the community.

#### Location

- On highway right of way
- In readily apparent urban developed areas
- On conventional highways only

#### Size

- 35 MPH or greater: 60"
- 30 MPH or less: 48" max width

#### Cost

- Paid for by municipality

#### Installation and Maintenance

- Municipality

#### Approval Criteria

- The community must develop and submit a Master Plan to WisDOT for approval.
- Destinations or attractions must be of general interest to the traveling public and shall not be a retail, business or manufacturing center.
- The individual destinations shall be publicly leased or owned and operated facilities for public use or privately owned non-profit facilities open to the public.
- Advertising for a commercial product or service shall not be displayed.



# state regulated signs

## Supplemental Generator Signs

Guide signing can be divided into two basic categories: primary and supplemental. Primary signing includes standard interchange and intersection signing, distance signs, as well as regulatory, warning, and route marker signs. Supplemental signing is used to provide drivers with information regarding special points of interest that attract large numbers of people, are accessible from an interchange or intersection and are not places usually shown on primary guide signing. Availability is dependent upon the location and placement of primary signing to ensure minimum spacing requirements are met.

### Location

- On highway right of way
- At approach to interchange or intersection and along interchange off-ramps

### Size

- Varies by name of facility and highway type

### Cost

- Estimated total cost varies
- Paid for by requesting facility

### Installation and Maintenance

- WisDOT

### Approval Criteria

- Various categories of eligibility



## Specific Informational Signs (SIS)

The Specific Information Sign (SIS) logo program is designed to direct motorists to services located up to five miles from Interstate highways, freeways, and conventional highways designated by the legislature as of May 8, 1990 as SIS highways. The program is designed to be self-funded without any state or federal support.

### Location

- On highway right of way
- Along highways specifically designated by legislature as SIS routes

### Size

- Freeways: 48" x 36"
- Expressways: 36" x 24"
- Conventional Highways

### Cost

- Paid for by requesting business

### Installation and Maintenance

- Wisconsin Logos

### Approval Criteria

- Gasoline: Must have vehicle services including fuel, oil and water. Provide restroom facilities and drinking water. Be in continuous operation for at least 16 hours a day, seven days per week for freeways and expressways. Be in continuous operation for at least 12 hours a day, seven days per week for other highways, provided automotive fuel is available under the emergency fuel allocation program and provide a public telephone.

- Food: Must have licensing or approval where required. Regular operation at least five days a week, opening for service no later than 10 a.m. and remaining open until at least 7 p.m. Also 50 percent of the gross receipts are from meal, food, food product and beverage sales and a public telephone.
- Lodging: Must have licensing or approval where required. Adequate sleeping accommodations and public telephone.
- Camping
- Must have licensing or approval where required. Adequate parking accommodations, and modern sanitary facilities and drinking water.
- Attractions
- Must have the primary purpose of providing amusement, historical, cultural or leisure activities to the public. Be of regional significance and provide adequate parking to accommodate normal traffic volumes for the facility. Not be identified on any supplemental signing or guidance sign on the same route as the specific information sign and comply with the laws concerning the provisions of public accommodations without regard to race, color, age, sex, or national origin, and laws concerning the licensing and approval of service facilities. The SIS Program Advisory Council reviews applications under the "Attractions" category.



# state regulated signs

## Tourist Oriented Directional Signs (TODS)

Provide motorists with directional information for qualifying tourist-related businesses, services or activities. Tourist-related businesses, whose major portion of income or visitors is derived from visitors who do not reside in the immediate area where the business is located, qualify for TODS. The business cannot have direct access to a state or U.S. highway, but must be located within five miles of a state or U.S. highway.

### Location

- On highway right of way

### Size

- 72" x 21"
- Where limited right of way exists: 48" x 14"

### Cost

- Estimated total cost \$550 per sign
- Paid for by requesting business

### Installation and Maintenance

- County Highway Department

### Approval Criteria

- Food, Gas, Lodging, Camping, and Attractions meeting the following criteria:
- Gasoling: Must be open at least 12 hours per day, seven days per week and provide restrooms, drinking water and a public telephone;
- Food: Must be open five days per week from at least 10am to 7pm and have at least 50 percent of gross receipts from food and non-alcoholic beverages;
- Lodging: Includes hotels, motels, resorts, boarding houses

or bed and breakfast establishments. Must have parking accommodations;

- Camping: Must provide restrooms, drinking water and a public telephone;
- Tourist Attraction: Must be open at least eight hours per day, five days per week for at least three consecutive months and provide restrooms and drinking water. The attraction must also be of significant interest to the traveling public.



# special category

## Outdoor Advertising Directionals

Intended to inform motorists of public and privately owned qualifying activities and attractions. This category is more restrictive than other types of outdoor advertising signs with regard to quantity, size, spacing, and content. However, traditional zoning restrictions do not apply. These signs can be erected along multiple highways and each qualifying activity or attraction is potentially eligible to erect six directional signs – three signs per direction of travel on a single route approaching the activity.

### Location

- Private property (off highway right-of-way)
- On controlled routes

### Size

- 150 square feet maximum area
- 20 feet maximum height or length

### Cost

- Estimated total cost varies and includes an application fee of \$175
- Paid for by applicant

### Installation and Maintenance

- Applicant

### Approval Criteria

- Qualifying attractions: government, natural phenomena, historic, cultural, scientific, educational, religious, natural scenic beauty, naturally suited for outdoor recreation.
- The message may contain only the name of the attraction or activity and directional information, such as mileage, route numbers, exit numbers, etc.
- Public Places Owned and Operated by Governments: Must provide appropriate documentation that the site is owned and/or managed by a governmental entity.
- Natural Phenomena: Sites of interest to the traveling public because of the opportunity to observe and/or experience nature, including geology, flora and/or fauna.
- Natural Scenic Beauty: Natural or scenic areas such as beaches, gorges, nature facilities, nature preserves, nature sanctuaries, observation points, observation towers, parks,

scenic areas, trails, lakes, waterfalls, waterways, and bluffs.

- Historic: Included in official registers of designated state or federal historic sites. Applicant must provide documentation.
- Educational: Sites with a primary purpose to impart knowledge or skills through observation or participation. Examples include museums, aquariums, wildlife facilities, wildlife preserves, wildlife sanctuaries and zoos. Can include agri-tourism businesses such as breweries, gardens, cheese factories, vineyards, orchards, and wineries if regular tours are conducted. Applicant must provide documentation of regular tours.
- Cultural: Sites dedicated or related to the appreciation of the arts such as galleries, halls of fame, museums, concert halls, and performing arts facilities.
- Scientific: Site where scientific studies and/or research are conducted.
- Religious: Sites of spiritual significance, religious sites or shrines. Does not typically include cathedrals, churches, chapels, synagogues, temples or mosques, unless the site is regionally recognized and tours are conducted for non-members at least on a weekly basis. Applicant must provide documentation of regular tours.
- Naturally Suited for Outdoor Recreation: Outdoor areas used by travelers for participatory activities such as skiing, golfing, swimming, fishing or shooting.



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