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City of West Allis Matter Summary

7525 W. Greenfield Ave.
West Allis, WI 53214

File Number	Title	Status
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2008-0615 Communication In Committee

Communication from the Director of Public Works regarding the placement and cost of directional/locational signage, also referred to as wayfinding,

Introduced: 10/7/2008

Controlling Body: Public Works Committee

COMMITTEE RECOMMENDATION

Place on File

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
<u>10-7-08</u>	<input checked="" type="checkbox"/>		Barczak	<input checked="" type="checkbox"/>			
			Czaplewski	<input checked="" type="checkbox"/>			
			Kopplin				
			Lajsic				
			Narlock				
			Reinke				
	<input checked="" type="checkbox"/>		Roadt	<input checked="" type="checkbox"/>			
			Sengstock	<input checked="" type="checkbox"/>			
			Vitale				
		<input checked="" type="checkbox"/>	Weigel	<input checked="" type="checkbox"/>			
			TOTAL	<u>5</u>	<u>-</u>		

SIGNATURE OF COMMITTEE MEMBER

Henry Borzoff
Chair

Vice-Chair

Member

COMMON COUNCIL ACTION

PLACE ON FILE

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
<u>OCT 07 2008</u>	<input checked="" type="checkbox"/>		Barczak	<input checked="" type="checkbox"/>			
			Czaplewski	<input checked="" type="checkbox"/>			
			Kopplin	<input checked="" type="checkbox"/>			
		<input checked="" type="checkbox"/>	Lajsic	<input checked="" type="checkbox"/>			
			Narlock	<input checked="" type="checkbox"/>			
			Reinke	<input checked="" type="checkbox"/>			
			Roadt	<input checked="" type="checkbox"/>			
			Sengstock	<input checked="" type="checkbox"/>			
			Vitale	<input checked="" type="checkbox"/>			
			Weigel	<input checked="" type="checkbox"/>			
			TOTAL	<u>10</u>	<u>-</u>		



DEPARTMENT OF PUBLIC WORKS

Michael Pertmer
Director

August 11, 2008

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Honorable Mayor and Council Members:

In the spring of 2007, Mayor Jeannette Bell solicited input from various community leaders and citizens, in an effort to identify the City's strengths and weaknesses and ultimately, utilize this information, to develop a "strategic plan" that incorporates various ideas and goals that will lead the City of West Allis into the future. The Strategic Planning Process was broke down into five different groups. Each of these groups addressed a specific topic and, in turn, set forth various "action plans" relative to that topic. Group 5 was charged with the idea of exploring "Ideas Leading to the Future". The Group came up with two "Action Plans". The Department of Public Works has been assigned primary responsibility for exploring the second of these plans, Directional/Locational Signs.

Directional/Locational Signage has, in recent years, frequently been referred to as "wayfinding". In general, the purpose of *wayfinding* is to provide information that people need to comfortably find and access attractions, services, sites and public destinations by directing traffic along appropriate streets thereby reducing misdirected travel. *Wayfinding* signage generally falls into three separate categories: (1) Vehicular Guide Signs, (2) Pedestrian Guide Signs and (3) Arrival Signs. A city's *wayfinding* system may incorporate one or more of these categories with all three of the elements being more common in larger urban areas utilizing the system.

Typically, Vehicular Guide signs are used in most systems to provide the initial directions to drivers entering a city where the drivers are not familiar with a roadway system or the best route to get to a particular destination. Pedestrian Guide Signs, as the name implies, are used to direct pedestrian traffic to various destination points in an area. Generally, such signage is used in cities with multiple tourist destinations in a confined area of the city. Kiosks may be incorporated with such signage. Arrival signage is used to designate the building or location that vehicular and pedestrian traffic has been directed to.

There are a number of considerations that must be made when developing a *wayfinding* system. First and foremost, one must determine how many of the three categories of signage will be used. Once that is determined, the next consideration must be the destinations that will be incorporated on the signage. Finally, a decision must be made on the types of signage that will be incorporated into the system.

The *wayfinding* system should be designed in such a way so that it is expandable. If only one of the three categories of *wayfinding* signage is initially implemented, the system should be designed to accommodate the addition of the other two categories at some future point in time. The system should also be designed to be able to incorporate new attractions that come into a previously defined destination area.

As noted above, the primary purpose of *wayfinding* is to provide information that directs people to special attractions, services and sites within an area, or in this case, within the City of West Allis. In short, *wayfinding* directs people unfamiliar with the city to destination points or locations within the city. To this end, the most fundamental or first tier of *wayfinding* signage, "Vehicle Guide Signs", serves this purpose for a visitor approaching the city in an automobile.

The first decision one must make when setting up vehicle guide signs in a *wayfinding* system is to determine what special destination points in a city need to be identified. Closely related to this point, it should be noted that *wayfinding* vehicular guide signs are not intended to provide directions to a specific business but rather a group of businesses i.e. the downtown business district, theatre district, restaurant district, mall, etc. Thus, the first destination point for West Allis is the "Downtown" area. While one may argue that there are businesses scattered throughout the city, the area between S. 76 St. and S. 70 St. on W. Greenfield Ave. has historically been recognized as the downtown.

A second destination point commonly referenced in vehicular guide signs is local government buildings such as courthouse, city hall or simply city buildings. When a number of these buildings are in the same area, the Vehicle Guide Signs may initially direct the visitor to the area and once in the area, signs directing to specific buildings can be used. For instance, in West Allis, a sign stating City Buildings can be used to direct the visitor to the 76 & Greenfield/National area and once in this area more definitive *wayfinding* signage designating City Hall, Historic Center, and Library can be used to get the visitor to the specific location within the area.

A third destination point that typically is associated with *wayfinding* is for an attraction, that is to say a destination point that is offering something unique to the city. In West Allis, we have two such locations. First and foremost, West Allis has, for many years, been home to the Wisconsin State Fair. Annually, the Fair and the associated park attract well over a million visitors. A second and somewhat unique attraction located in the City is the Farmer's Market. During the late spring, summer and early fall months, the Farmer's Market attracts many visitors to its Tuesday, Thursday and Saturday sales. Both, the Wisconsin State Fair Park and the Farmer's Market are appropriate attractions for inclusion in a *wayfinding* plan.

A fourth, and fairly limited application for *wayfinding* is listing emergency service locations. Foremost among these locations are hospitals and, to a lesser extent, Police Departments may also be shown. The limited inclusion of these two services is most likely due to the fact that they are not destination points per se. A visitor generally is not coming to the City to see the hospital but perhaps visit a person in the hospital. Under such circumstances, the visitor generally has information from family or friends where the hospital is located. Furthermore, hospital locations across the country are frequently indicated with blue directional signs, as is the case in West Allis.

Given the above, it is recommended that if the City wishes to pursue *wayfinding* signage, the destination points on these signs be limited to four locations: Downtown West Allis, City Buildings, State Fair Park and Farmer's Market. In turn, additional signage can be used in the vicinity of 76& Greenfield/National specifically designating the following City Buildings: City Hall, Library and the Historical Center. Using this approach, visitors can be directed into specific areas of the City by easily readable signs.

The signs used for wayfinding should be affordable, durable and easy to maintain. Since there is a very limited budget for this project, the most economical approach for West Allis would be to utilize standard aluminum 48" by 48" sign blanks faced with engineer grade reflective material and six inch lettering. These signs would, wherever possible, be mounted to existing street light poles at a minimum height of seven feet above grade. The cost to produce a typical sign in house is estimated to be approximately \$180 and an additional \$35.00 to install the sign. Attachment 1 provides an illustration of a typical Vehicle Guide Wayfinding Sign.

As noted previously, the purpose of *wayfinding* signage is to guide visitors unfamiliar with an area to specific destination points within the area. As such, it is necessary that the signage not only be placed at major thoroughfare entrances in a city but also along these thoroughfares wherever the traveler must make a key decision. As an example, a wayfinding sign would be placed on Oklahoma Ave. at S. 124 St. directing visitors entering the City via this major thoroughfare to the four destination points previously identified. It would be appropriate to place a second sign at the Oklahoma/National intersection and a third sign at Hwy 100. A fourth sign would be placed at S. 84 St., a somewhat confusing intersection, directing the visitor with a left arrow to the State Fair or straight ahead to get to the other points of interest. The final sign for eastbound traffic on National would be placed at S. 76 Street directing a left turn to City Hall and the Downtown and straight ahead for the Farmers Market.

Attachment 2 provides a list of sixty-one (61) locations across the city where it would be appropriate to install some type of Vehicle Guide Wayfinding signage. At an estimated installed cost of \$215 per sign (assuming no additional poles must be installed) the cost of providing a basic Vehicle guide Wayfinding System in West Allis is estimated to be approximately \$13,115. It should be emphasized, that this is a very "basic" sign, typical of informational and traffic control signs used throughout the City. Costs would increase substantially for a more decorative sign made by a custom sign maker.

This letter is intended to serve as an introductory communication addressing how, one of the goals identified by Mayor Bell's 2007 Strategic Planning Committee could be met. The Common Council will need to provide direction to the Department as to whether they wish to pursue this goal at this time or not. If so the Department will need to know what funding will be allocated for achieving this project either in its entirety or in a scaled down approach. To this end, I will be happy to explore various options with the Council relating to the scope of the project and different sign design concepts beyond the basic sign presented herein.

Respectfully submitted,



Michael F. Pertmer
Director of Public Works

Attch.

70 AND NORTH CITY LIMITS



DOWNTOWN ↑

CITY BUILDINGS ↑

STATE FAIR PARK ↑

FARMERS' MARKET ↑

ATTACHMENT 2

NO.	LOCATION	TYPE OF SIGN
1	60 at Pierce-southbound	Straight – DT, CB, FM, SF
2	60 at National-southbound	Right – DT, CB, FM, SF
5	60 at Greenfield-northbound	Straight – FM; Left - DT, SF, CB
3	Greenfield at National-westbound	Straight - DT, SF, CB; Left - FM
4	National at Greenfield-westbound	Straight - FM; Right - DT, CB, SF
6	National at 56 - westbound	Straight – DT, CB, FM, SF
7	Greenfield at 56 - westbound	Straight – DT, CB, FM, SF
8	60 at Rita-northbound	Straight – DT, CB, FM, SF
9	60 at Lincoln-northbound	Straight – FM; Left – DT, CB, SF
9A	60 at Mitchell – northbound	Left - FM
11	76 at Oklahoma-northbound	Straight – DT, CB, FM, SF
10	54 at Lincoln-northbound	Straight – DT, CB, FM, SF
10A	Lincoln at 60 – westbound	Straight – DT, CB, SF; Right - FM
13	Lincoln at 76 -westbound	Straight - HC; Right - CB, DT, SF
15	76 at National-northbound	Straight - DT, SF, CH; Right - FM ; Left - HC
16	76 at National-southbound	Right - HC; Left – L, FM
17	National at 76-eastbound	Straight – L, FM; Left – CH, DT
18	76 at Greenfield-northbound	Left - SF; Right – DT, FM
19	76 at Greenfield-southbound	Straight - L, HC; Right - SF; Left – DT, FM
20	Greenfield at 76-eastbound	Straight – DT, FM; Right - L, HC
20A	76 at Pierce-southbound	Straight – DT, CB, SF, FM

21	70 at Walker	Straight – DT, CB, SF, FM
22	70 at Greenfield-southbound	Straight – FM, L; Right – DT, CH, SF
22A	66 at Greenfield – eastbound	Right - FM
23	70 at National-southbound	Right - L, HC; Left - FM
24	84 at Schlinger-southbound	Straight – SF, CB, DT, FM
25	84 at Greenfield-southbound	Straight – HC; Left - DT, CB, FM
27	84 & Greenfield-northbound	Right - SF, DT, CB, FM
26	Greenfield at 84-eastbound	Straight - DT, CB, FM; Right - HC
28	84 at National-southbound	Straight - Right - HC
34	84 at Lincoln-westbound	Straight - Right - HC
37	84 at Oklahoma-northbound	Straight – SF, DT, CB, FM
36	84 at Lincoln-northbound	Straight - HC, SF, DT, CB, FM
33	84 at Becher-northbound	Left - HC
32	Becher at 86-westbound	Right - HC
30	86 at National-southbound	Right - HC
31	84 at National-northbound	Straight - SF; Right – CB, DT, FM
38	92 at Oklahoma-northbound	Straight – SF, CB, DT, FM
40	92 at National-northbound	Right – HC, SF, DT, CB, FM
29	84 at National-eastbound	Straight –CB, DT, FM; Left - SF
41	92 at Schlinger-southbound	Straight - DT, CB, FM; Left - SF
42	92 and Greenfield-southbound	Left - CB, DT, FM
45	Expressway at Greenfield - southbound exit	Left – SF, CB, DT, FM
44	Expressway at Greenfield - northbound exit	Right – SF, CB, DT, FM

46	Expressway at Lincoln-southbound exit	Left - SF, CB, DT, FM
47	Lincoln at National-eastbound	Left - HC, SF, DT, CB, FM
50	Expressway at National-southbound exit	Left – SF, DT, CB, FM
49	Expressway at National-northbound exit	Right – SF, DT, CB, FM
48	National at Lincoln-eastbound	Straight – HC, SF, DT, CB, FM
51	108 at Oklahoma-northbound	Straight – SF, CB, DT, FM
52	108 at National-northbound	Right – SF, CB, DT, FM
53	National at 108-eastbound	Straight – SF, CB, DT, FM
61	108 at Trecker-southbound	Straight – SF, CB, DT, FM
59	108 at Greenfield-southbound	Left - SF, DT, CB, FM
62	Greenfield at 124-eastbound	Straight – SF, CB, DT, FM
58	Greenfield at 108-eastbound	Straight - SF, CB, DT, FM
63	Cleveland at 124 -eastbound	Straight – SF, CB, DT, FM
54	Cleveland at 108 -eastbound	Straight – SF, CB, DT, FM
55	Cleveland at National-eastbound	Left – SF, CB, DT, FM
64	Oklahoma at 124-eastbound	Straight – SF, CB, DT, FM
65	Oklahoma/National-eastbound	Left – SF, CB, DT, FM
Key	SF – State Fair, DT – Downtown CB – City Buildings, CH – City Hall FM – Farmer’s Market, L – Library HC – Historical Center	