

City of Bayfield

WAYFINDING SIGNAGE MASTERPLAN

September 14, 2022

Schematic
Design



1112 Pearl Street
Boulder CO 80302
303.447.8202

S FIRST
RITTENHOUSE AVE



Stantec ViBE
1112 Pearl Street
Boulder, CO
80302

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Date Issued
09.14.2022

**Schematic
Design**



SUITABLE

a strategic wayfinding program that doesn't compete with the natural beauty or historic values

MINIMAL

a wayfinding program that uses creative strategies to limit the number of signs installed

ECONOMICAL

wayfinding signage that allows the City to update and maintain on their our own

UNIVERSAL

a vehicular and pedestrian oriented system with an emphasis on visitors

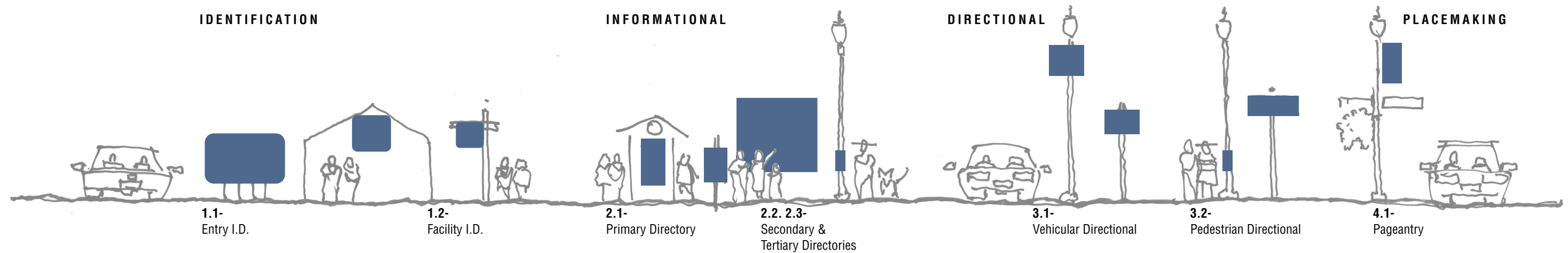
Sign Inventory



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Page No.	Sign Type	Preliminary Qty.	Installation	Description
1. Identification				
1.1	Entry I.D.	1.1	Freestanding	Gateway/threshold, vertical monument (symmetrical, asymmetrical), subtle reminder, iconic/ceremonial, numerative/descriptive
1.2	Facility I.D.	1.2	Wall, Post-mount	Identification of public-use destinations: parking lots & restrooms
2. Informational				
2.1	Primary Directory	2.1	Freestanding	Freestanding, multi-sided structures located at strategic points. Can include a dynamic/touchscreen display
2.2	Secondary Directory	2.2	Wall mount	Large-scale wall-mount illustrative graphic
2.3	Tertiary Directory	2.3	Post mount	Post-mount sign panels
2.4	Temporary/Movable Informational	2.4	Movable	Adapt or modify existing Temporary units to fit new look & feel
3. Directional				
3.1	Primary Vehicular Directional	3.1	Post mount	I-13 WisDOT compliant sign panels
3.2	Pedestrian Directional	3.2	Post mount	Pedestrian-scaled and positioned graphic panels
3.3	Temporary/Movable Directional	3.3	Movable	Adapt or modify existing Temporary units to fit new look & feel
4. Placemaking				
4.1	Thematic Repetition (Banner Program)	4.1	Post mount	Civic Pride, seasonal, special event displays. Limited time use

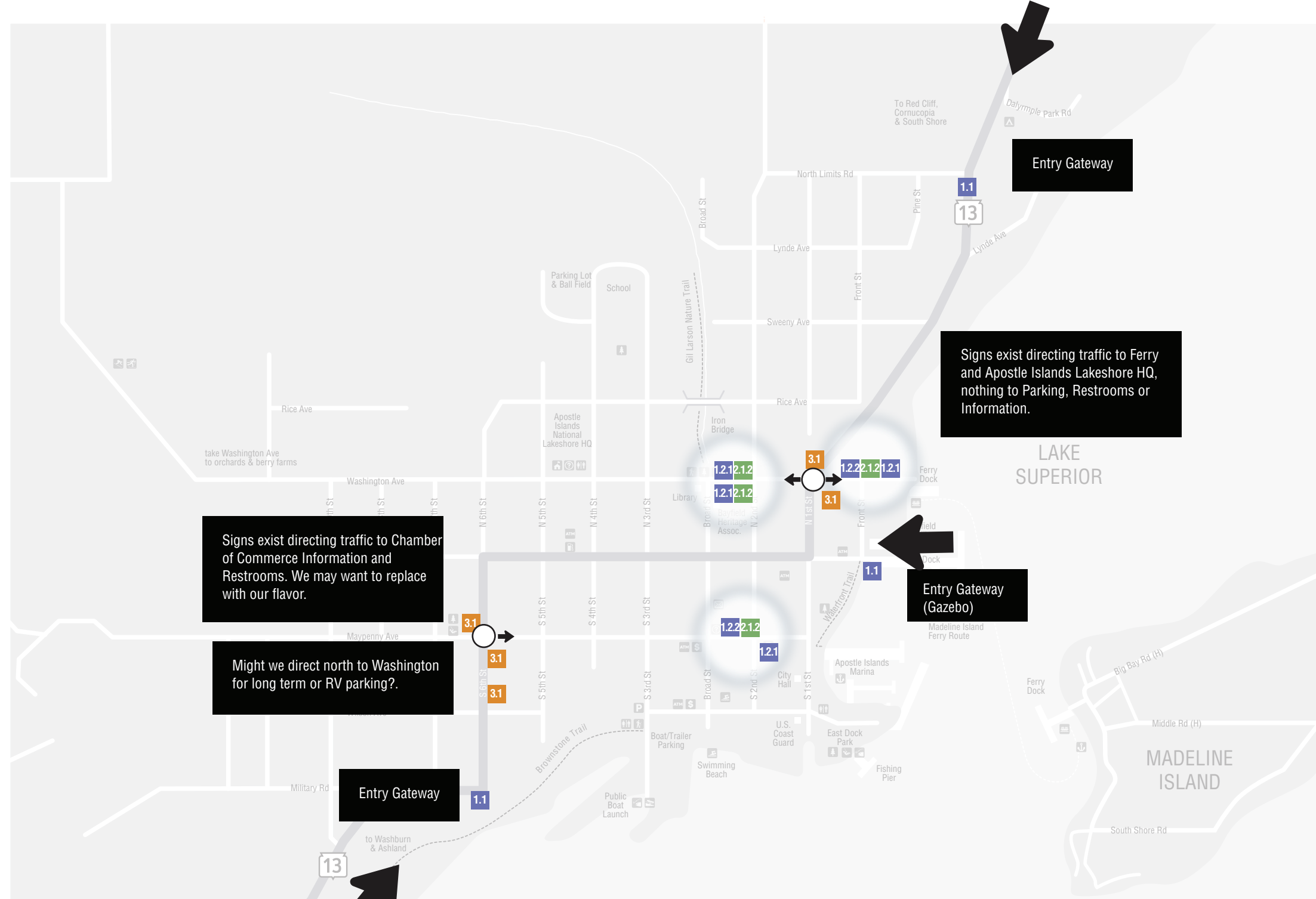
City of Bayfield
WAYFINDING SIGNAGE MASTER PLAN



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Schematic
Design

Sign
Inventory



Signs exist directing traffic to Chamber of Commerce Information and Restrooms. We may want to replace with our flavor.

Might we direct north to Washington for long term or RV parking?.

Signs exist directing traffic to Ferry and Apostles Islands Lakeshore HQ, nothing to Parking, Restrooms or Information.

IDENTIFICATION

- 1.1 Entry I.D.
- Facility I.D.
- 1.2.1 Parking
- 1.2.2 Restrooms
- 1.2.3 Pavilion

INFORMATIONAL

- Directory
- 2.1.1 Primary
- 2.1.2 Secondary
- 2.1.3 Tertiary

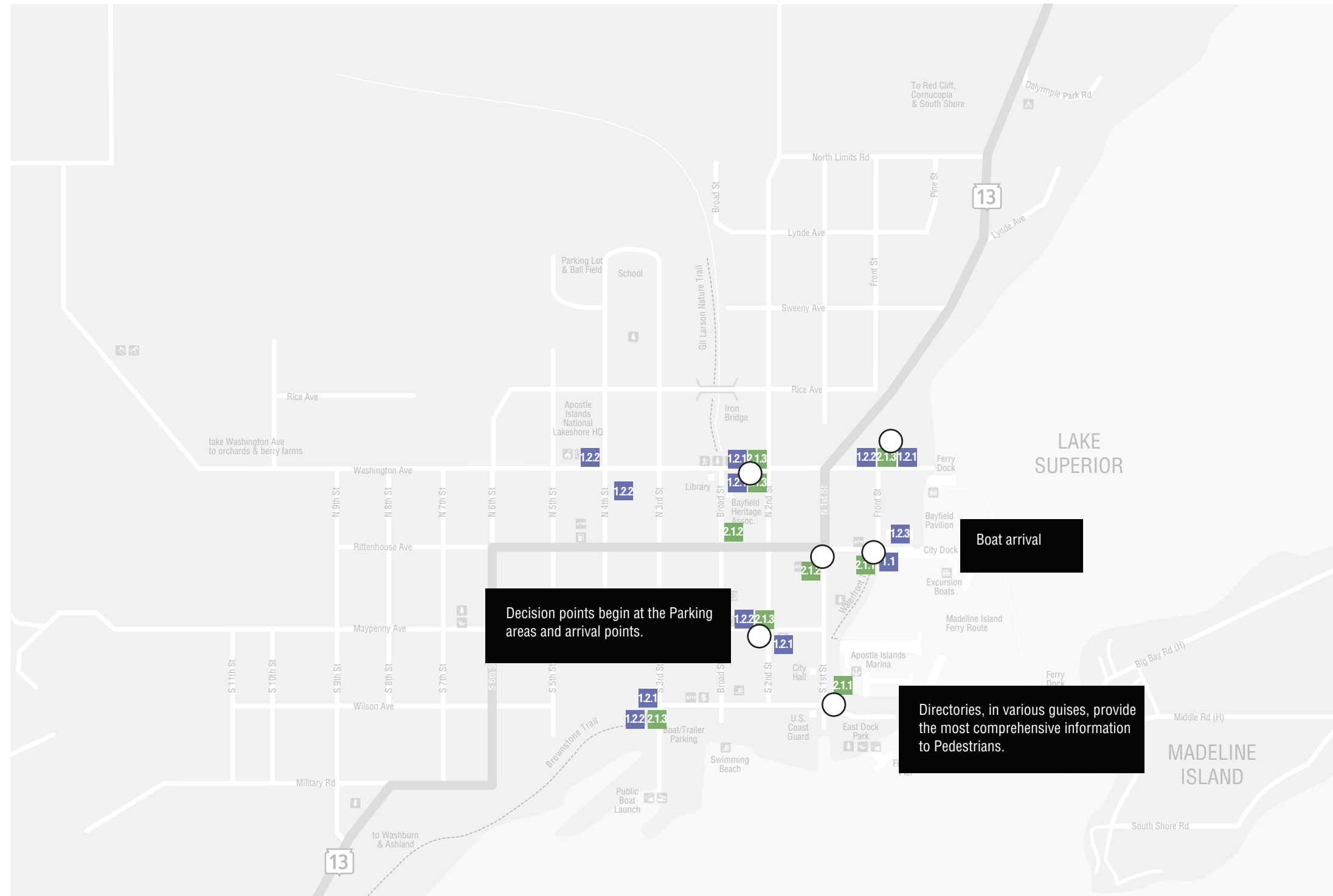
DIRECTIONAL

- 3.1 Vehicular Dir
- 3.2 Pedestrian Dir

PAGEENTRY

- 4.1 Banners

○ Decision Points



IDENTIFICATION

- 1.1 Entry I.D.
- Facility I.D.
- 1.2.1 Parking
- 1.2.2 Restrooms
- 1.2.3 Pavilion

INFORMATIONAL

- Directory
- 2.1.1 Primary (Freestanding)
- 2.1.2 Secondary (Wall)
- 2.1.3 Tertiary (Post mount)

DIRECTIONAL

- 3.1 Vehicular Dir
- 3.2 Pedestrian Dir

PAGEENTRY

- 4.1 Banners

○ Decision Points



IDENTIFICATION

- 1.1 Entry I.D.
- 1.2 Facility I.D.
- 1.2.1 Parking
- 1.2.2 Restrooms
- 1.2.3 Pavilion

INFORMATIONAL

- Directory
- 2.1.1 Primary (Freestanding)
- 2.1.2 Secondary (Wall)
- 2.1.3 Tertiary (Post mount)

DIRECTIONAL

- 3.1 Vehicular Dir
- 3.2 Pedestrian Dir

PAGEANTRY

- 4.1 Banners

○ Decision Points

2.15.6 Municipal Welcome Signs

Overview

A municipal welcome sign is an official sign installed and maintained by a municipality that informs motorists of a municipality's territorial boundary. Municipal welcome signs are not outdoor advertising signs or traffic control devices. A municipality may be a town, village, city or county. It does not include an unincorporated community.

Location

- On the state highway right of way
- As close to the right of way line as possible
- Out of the clear zone
- May not be placed on Interstate right of way

Size

No limitations

Content

May include logos, graphics and/or taglines (slogans)

May not contain:

- Commercial messages, business names or sponsorships
- Other official or service club signs
- Electronic message boards
- Static message boards
- Auxiliary placards
- Memorials

Fabrication, installation, maintenance, and relocation

- Paid for by the municipality (applicant)
- Relevant law and policy
- Wis. Stat. s. 84.30(2)(hm)
- Wis. Stat. s. 86.19(1n)
- Highway Maintenance Manual 09-20-30

Application

- Form DT1812, Application/permit to work on highway right of way
- Include detailed drawing of the proposed sign along with location diagram
- Additional information for work on highway right of way permits, see webpage
- Application Fee: None
- Questions regarding specific municipal welcome sign installations
- Contact the appropriate WisDOT transportation region office

Other Requirements

- Application must be filled-out and signed by an elected official or authorized employee of the municipality
- Municipality must be self-insured or carry sufficient insurance for the sign
- Only one municipal welcome sign is allowed per each state highway direction that crosses a municipal boundary - even if the highway crosses a boundary more than once
- The municipal welcome sign* must:
- Be installed to inform motorists of the territorial boundary of the municipality
- Be located within the territorial boundary of the municipality
- Be located entirely on state highway right of way (includes overhang)
- Be installed and maintained by a municipality
- Not constitute a safety hazard (i.e., located out of the clear zone)
- Not obstruct, conflict or interfere with official traffic control signs and devices
- Not obstruct or interfere with the vision of motorists navigating any intersection, which includes all driveways
- * Including any applicable landscaping

2.15.6 Community Wayfinding Sign Programs

- Community must prepare a Masterplan for application

SIGN DESIGN STANDARDS

Shape

The shape of the signs shall be rectangular and may have rounded corners. A rounded or other regular geometric shape on the top will be allowed to accommodate a logo.

Pictograph

Only one community pictograph may be incorporated in the top of the sign subject to WISDOT approval. If used, it shall be simple and easily recognizable. The height of the pictograph shall not exceed two times the height of the upper-case letters of the principal legend on the sign. For coordinated programs, a unique pictograph for each municipality may be used. If a community name is to be displayed at the top of the sign panel, instead of or in addition to a pictograph, the lettering shall be of a size, font style and high color contrast for motorists to read at the posted speed. All signs in a Community Wayfinding Signing program shall have the same format. If a community pictograph, and/or name, and/or street name, is to be used on any sign, it shall be used on all signs in the community program.

Facing

Sign panel legends and backgrounds shall be reflective to meet the minimum standards of High Intensity sheeting.

Color

Colors shall meet the standards for highway colors specified by the Federal Highway Administration. Color combinations shall have high contrast. Two-color combinations which may be used are:

1. White or yellow on blue, green or brown.
2. Blue, green, black or brown on white.
3. Red or orange on white, but not the reverse.
4. A third color, if used, must provide suitable contrast (i.e., not red on blue).

The background colors of orange, red, yellow, purple, or the fluorescent versions thereof, fluorescent yellow green and fluorescent pink shall not be permitted on Community Destination Signs. One background color is preferred. A third color for the logo area may be used, or that area may be reversed in color. Color plaques or accents shall not be used under arrows or destination names. Lettering, arrows, and border shall be the same color.

Border

Border is optional. If used, it shall be plain, retroreflective, not decorative, and the same color as the letters.

Lettering & Sign Size

A minimum Series B font as specified in the Standard Highway Signs manual is preferred. A similar font is allowable, unless the style detracts noticeably from legibility.

The preferred letter size is 6" Upper Case/ 4 ½" Lower Case. In areas, where the posted speed is less than 35 mph, a minimum 5" Upper Case/ 3 ¾" Lower Case or 5" Capital Letters will be allowed.

The resulting sign width shall not exceed five feet adjacent to a roadway posted at 35 MPH or above. The sign width shall not exceed four feet adjacent to a roadway posted at 30 MPH or below.

Arrows

Arrows shall be as big in dimension as the lettering, and the same color as the adjacent lettering. The arrows shall not have encircling accents, or contrasting mini-backgrounds.

Arrows shall be left of the message for left destinations, and right of the message for right destinations.

Ahead arrows shall not be used except in combination with left and/or right arrow(s) and destination(s) to pull through to one major area destination, such as DOWNTOWN, or direct ahead to one or more qualifying destinations where the through route turns. When used, ahead arrows shall be on the left side of the top line.

Destinations

Destinations/attractions on a community destination sign shall be displayed (from top to bottom of sign) in the following sequence:

1. ahead destination (if used);
2. left-oriented destinations/attractions (closest to furthest);
3. right-oriented destinations/attractions (closest to furthest).

Community Wayfinding Signs should be limited to three destinations per sign.

Sign Installation Standards

Signs shall be installed by the community on separate supports furnished and typically used by the community.

They shall not be combined with other signing by the community or the Department.

Size


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

Sign Posts


Sign supports shall conform to TEOpS 2-15-52.:

SIGN POST DESIGN POLICY ON STATE MAINTAINED ROADWAYS

1. On state maintained roadways, 4"x 6" wood posts and 2"x 2" square steel posts are typically used for sign posts. Municipalities may be allowed to install signs on customized posts. The municipality shall pay for the cost of the customized posts.
2. Any customized posts allowed shall be NCHRP 350 or MASH crash compliant. The municipality shall provide Wis DOT a copy of the certification letter from the Federal Highway Administration.
3. A permit for non-standard sign supports shall be filled out by the municipality and signed by the City/Village Engineer or Director of Public Works or Official Governmental Representative and, upon approval, the Wis DOT Region Traffic Operations Engineer. A sample Application/Permit form is shown in Figure 4.
4. Municipalities may be allowed to paint the posts a neutral color that does not detract from the face of the sign. Acceptable neutral colors are black, brown or dark green.

 Used as background color for traveler services information signs, emergency evacuation route signs, and as part of Interstate and some state route markers

We may use either of these colors. Washburn chose the blue.

 Used as background color for guide and information signs related to points of recreational or cultural interest



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Option 1

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Design**

Option 1

Option 1 Entry I.D.



KEY PLAN



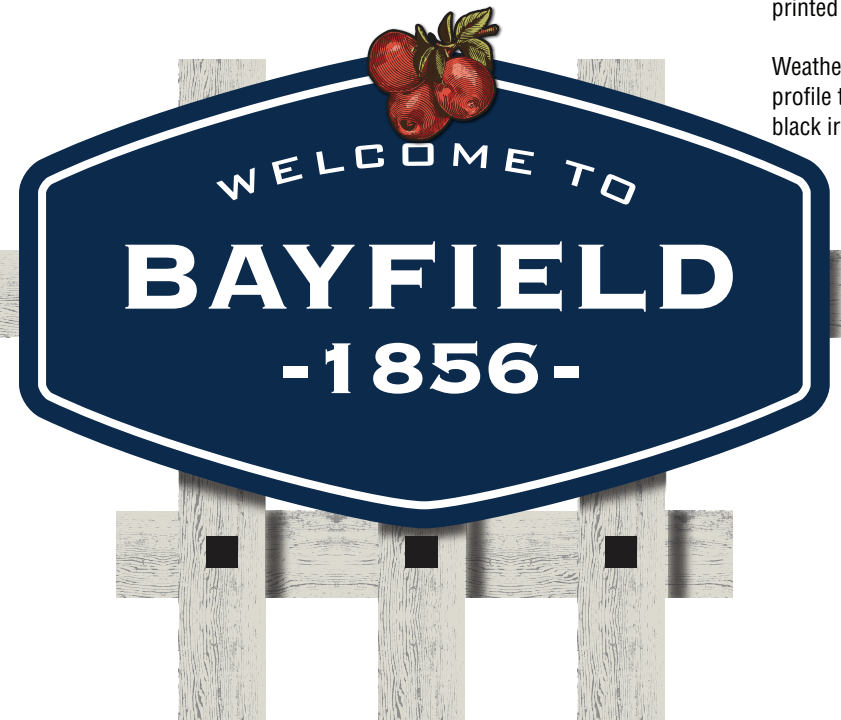
BAYFIELD -1856-

We have a precedence right there in triangle park: the closest thing to an existing logotype for the Community.

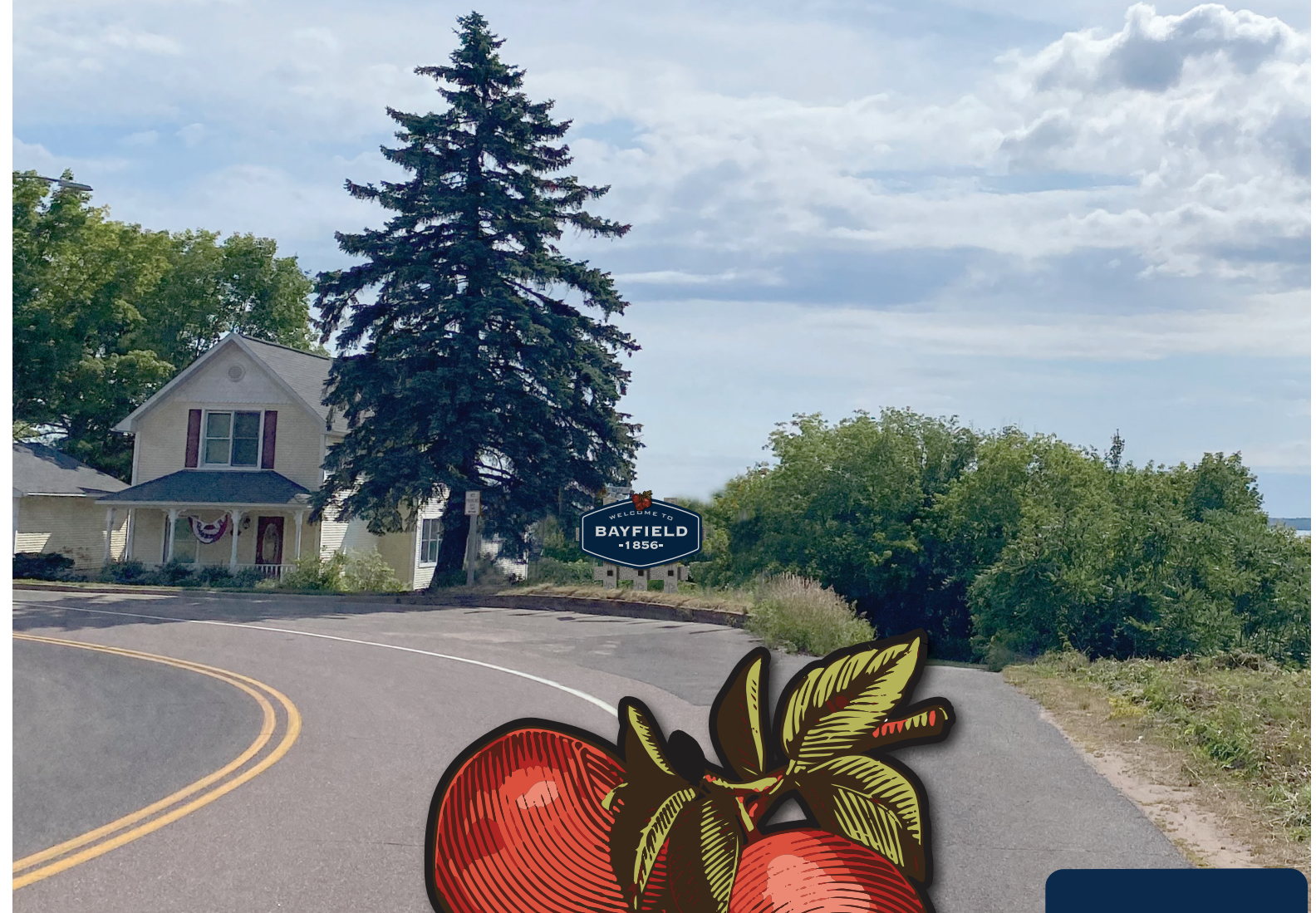
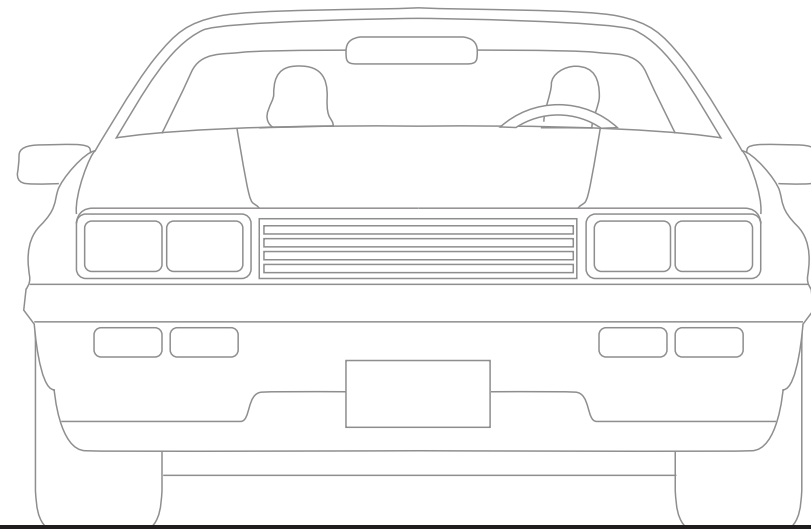
Painted metal sign panel with reflective white vinyl graphics.

Icon is applied cut-out metal panel with printed vinyl graphics.

Weathered gray cedar stained square profile timber structure with expressed black iron fasteners.



1 Elevation
SCALE: 1/2" = 1'-0"



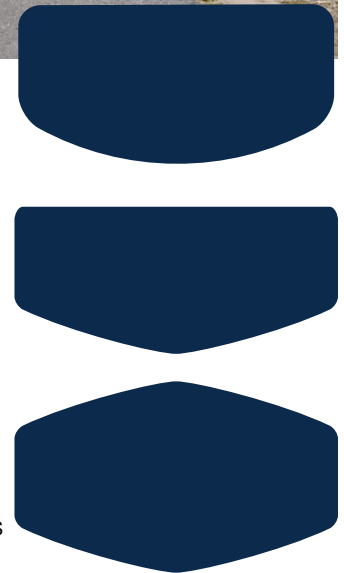
2 Photo Composite
SCALE: NTS



We've been searching for an icon to associate with this sign program. A rough woodcut of a group of apples

Looking for a signature shape that can be repeated throughout the program.

And a color. As the Community is "all about the water", a nice dark blue would be appropriate. Think Morton Salt dark blue.



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Option 1 Entry I.D.



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1 Photo Composite
SCALE: NTS

Entry into town from the north end

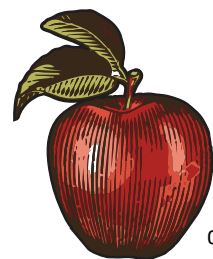


Messaging options



2 Photo Composite
SCALE: NTS

The friendliest little building greeting you as you arrive by boat.

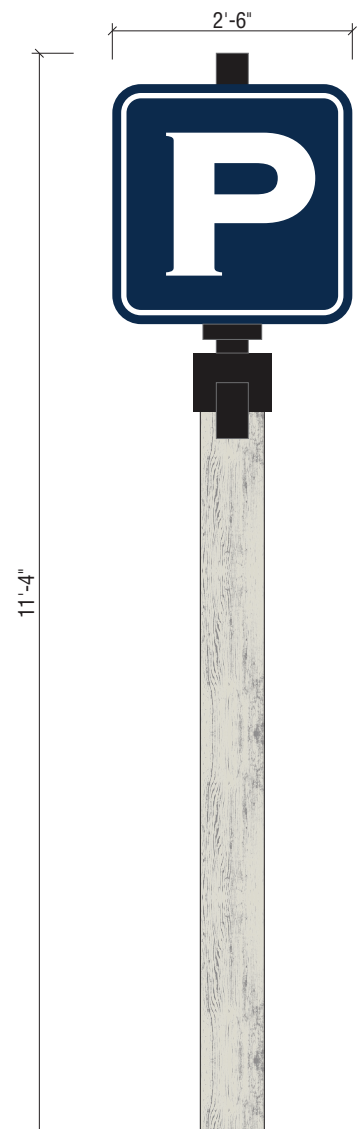
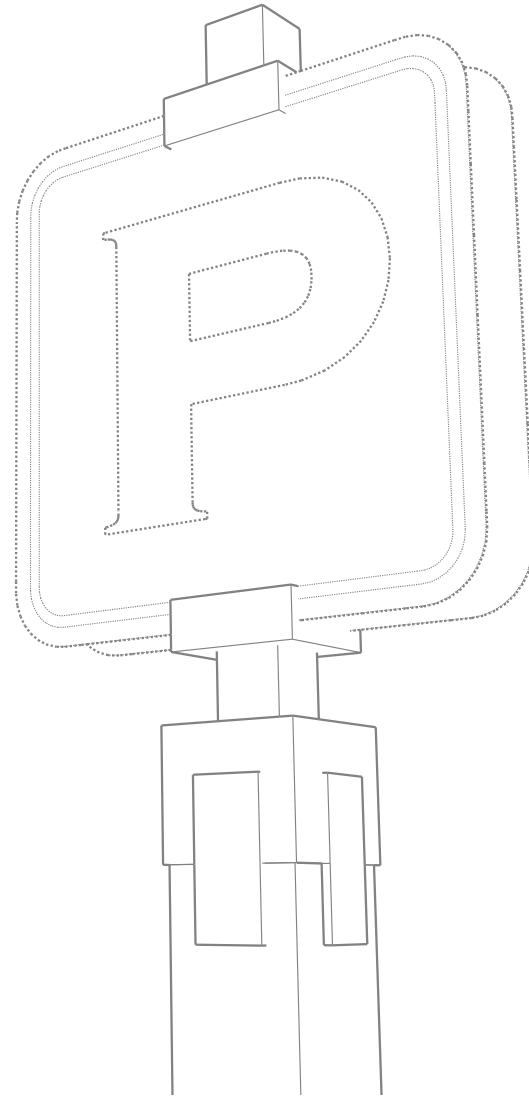


Icon could be a singular apple shape instead of a cluster.

Option 1 Facility I.D. - Parking



KEY PLAN

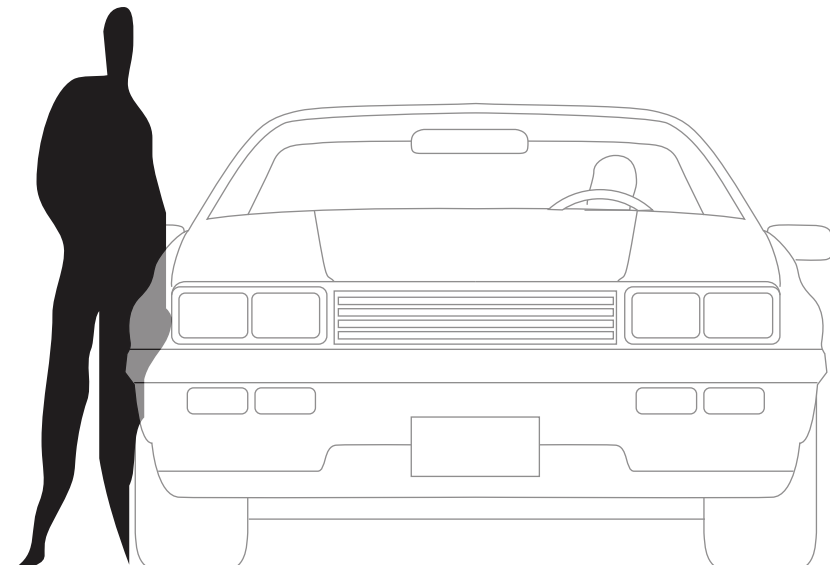


"Morton" Blue sign panel with reflective vinyl graphics.

Black steel post-top cap sign stanchion.

Top cap wraps down onto posts for support

10" Cedar post with weathered gray stain.



1 Elevation
SCALE: 1/2" = 1'-0"



2 Photo Composite
SCALE: NTS



or



We can tailor the Parking icon to more closely fit with the Triangle Park Bayfield sign.



Weathered gray cedar stain to create a consistent look for these signs.

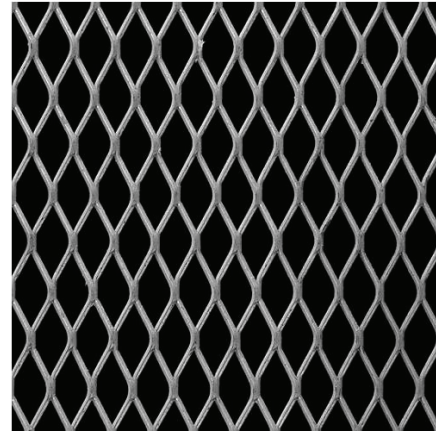


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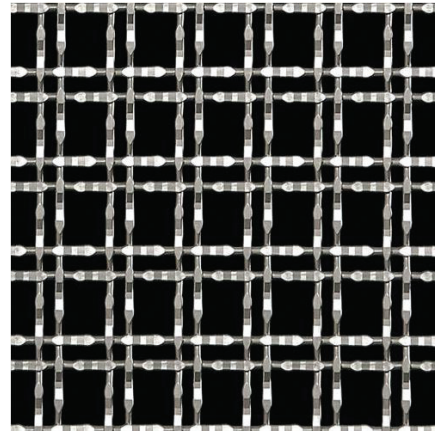
Option 1 Facility I.D.- Restrooms



KEY PLAN



Expanded metal informed by the industrial dock context



Possibly a Designer pattern woven metal mesh to be dressier.

Oversized Restroom icons provide the long distance identification, no sign panels, no words.

Angle stock perimeter frame icons with expanded (perforated or mesh) metal infill. Icons are painted "Morton" Blue and pinned off structure walls.



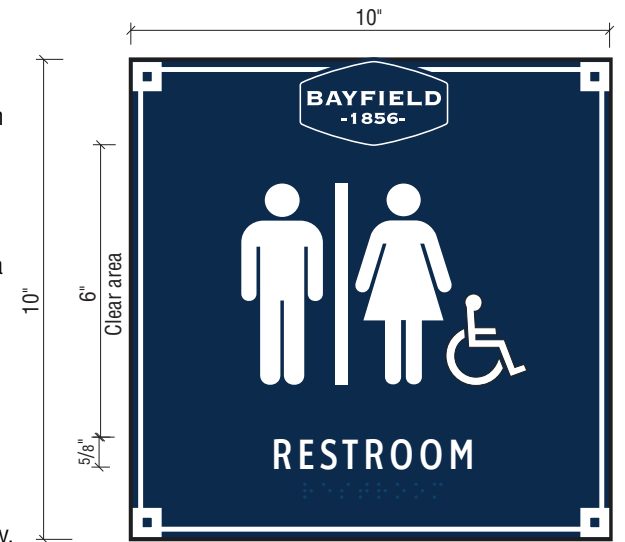
2 Photo Composite
SCALE: NTS

Currently, all restrooms have their signs located on the doors. This is not ADA compliant, the signs should be located on the adjacent wall on the latch side of the door.

Done correctly, these signs would be relocated as required and would include a design that reflects the rest of the sign family.

We need to choose an ADA compliant typeface that will be used on these signs and throughout the program.

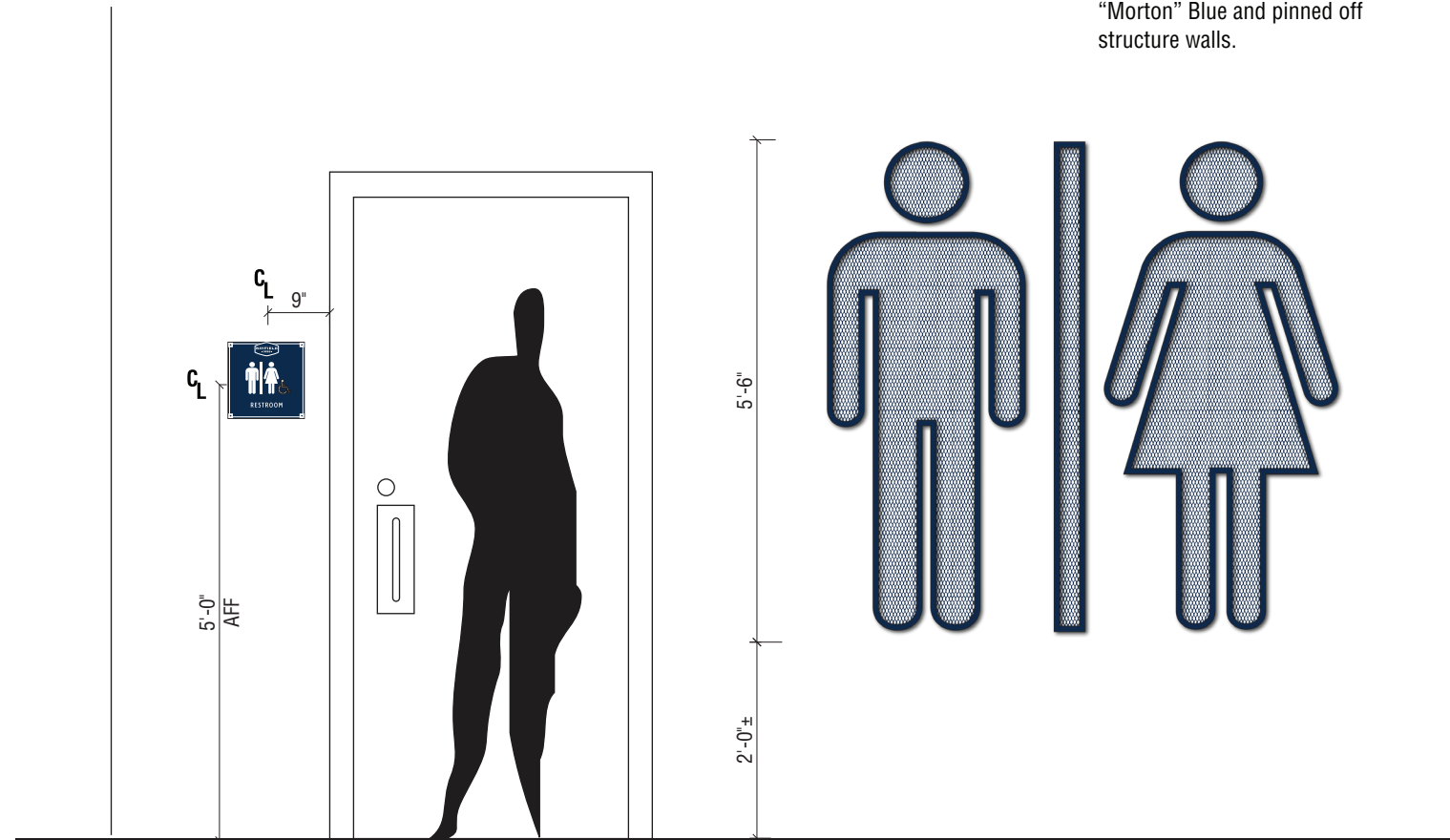
First font option is Clearview Hwy, a Wis DOT approved font, known for its legibility.



3 Elevation
SCALE: 3" = 1'-0"



Clearview Hwy 2-W



1 Elevation
SCALE: 1/2" = 1'-0"



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Option 1 Facility I.D.- Restrooms



1 Photo Composite
SCALE: NTS
East Dock Park Restrooms



3 Photo Composite
SCALE: NTS
Brownstone Trail Restrooms



2 Photo Composite
SCALE: NTS
Maypenny Restrooms



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Schematic
Design

Option 1
Facility I.D.-
Restrooms



Low-contrast "stained" graphics stretch the entire length of the building.

1 Photo Composite
SCALE: NTS
Pavilion Elevation

Painted letters cut out of material (acrylic, aluminum) and secured to wall.



2 Photo Composite
SCALE: NTS
Pavilion Elevation



1 Photo Composite
SCALE: NTS



2 Photo Composite
SCALE: NTS

Option 1 Directories- Freestanding



KEY PLAN

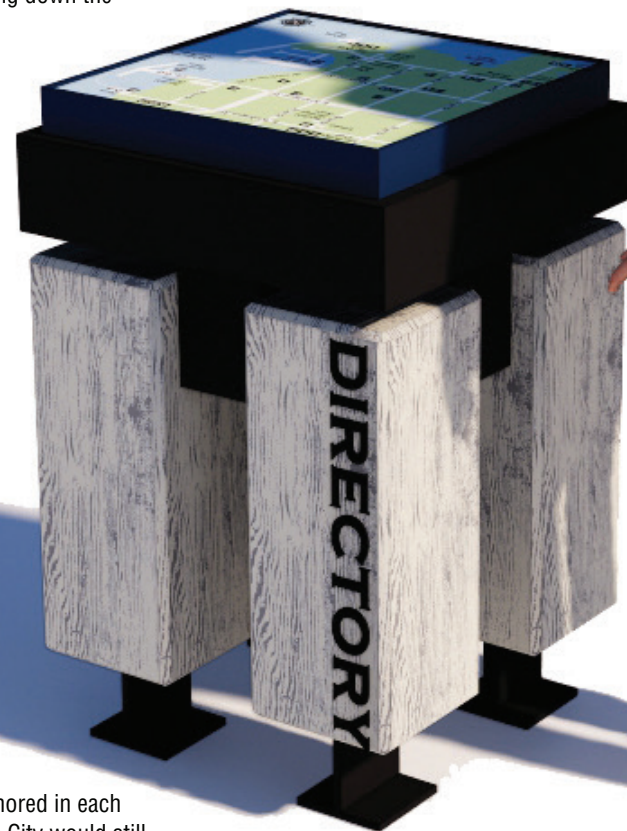
Units located at strategic entry points (Gazebo), strategic pedestrian points (1st & Rittenhouse) and Restrooms.

Flat signs make for much less visual clutter.

Butcher block profile assembly supported by 10" cedar posts perched on steel wide flange feet.

Unit is identified by wood-burned (or applied cut-out metal) letters on opposite sides, facing down the sidewalk.

Tabletop frame secures high pressure laminate (HPL) digitally printed graphic panel. This product is very economical and is warranted for 10 yrs.



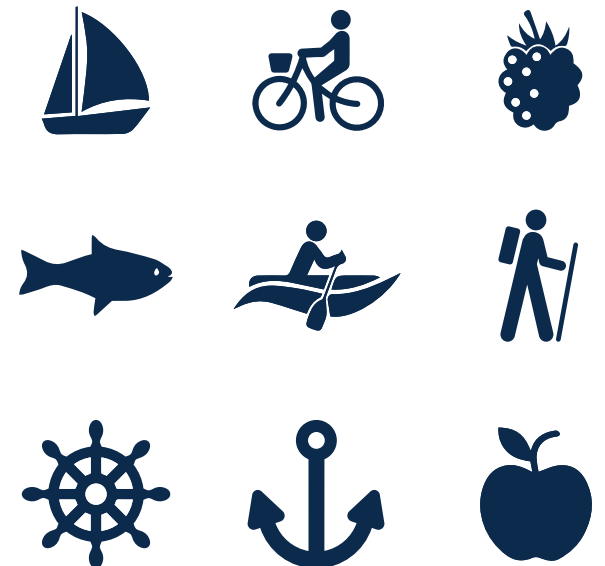
1 Rendering
SCALE: NTS

Units would be anchored in each location, though the City would still be able to relocate as desired.



2 Elevation
SCALE: 3"= 1'-0"

In addition to the icons used in wayfinding, it'd be fun to also include Bayfield product and activity icons as decoration.



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Schematic
Design

Option 1
Directories-
Freestanding

Option 1 Directories- Freestanding



1 Photo Composite
SCALE: NTS
1st & Rittenhouse

Strategic, high traffic pedestrian downtown locations.



2 Photo Composite
SCALE: NTS
Brownstone Trail Restrooms



3 Photo Composite
SCALE: NTS
Maypenney Restrooms

Restrooms offer a moment of pause and collection. These are good locations to provide "what's the next step".



4 Photo Composite
SCALE: NTS
Memorial Park Gazebo



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Schematic
Design

Option 1
Directories-
Freestanding

Option 1 Directories- Wall-mount



KEY PLAN



This graphic captured our hearts, the same style should be used to create an illustrative map of the town itself.

Highly charming “hand painted” map of the downtown area, placed in strategic downtown pedestrian locations. (Removable, of course)

Did I hear “photo-op”?



1 Photo Composite
SCALE: NTS
1st & Rittenhouse



Several locations come to mind, negotiations will need to ensue.



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Schematic
Design

Option 1
Directories-
Wall-mount

Option 1 Directories- Post-mount



KEY PLAN

These smaller and less expensive units can be located at the peripheral parking areas.



Graphic here can be illustrative, as shown, or more graphic.

Take the same square printed HPL panels used in the tabletop/freestanding units and install them on the Parking I.D. posts with an angled bracket arm assembly.

1 Elevation
SCALE: 1/2" = 1'-0"



2 Photo Composite
SCALE: NTS
Washington Beach Parking



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Option 1 Directories- Trash/Recycle



■ Trash/
Recycle Receptacles

KEY PLAN

These units can typically be found at all restroom locations.



3 Photo Composite
SCALE: NTS
Front St. Restrooms



4 Photo Composite
SCALE: NTS
Rittenhouse Ave.

These units are primarily placed along route 13 and the downtown grid.

Existing poster holders on the City's trash/recycle receptacles would make a great opportunity for printed Directory panels.



2 Elevation
SCALE: 2" = 1'-0"

1 Elevation
SCALE: 1/2" = 1'-0"



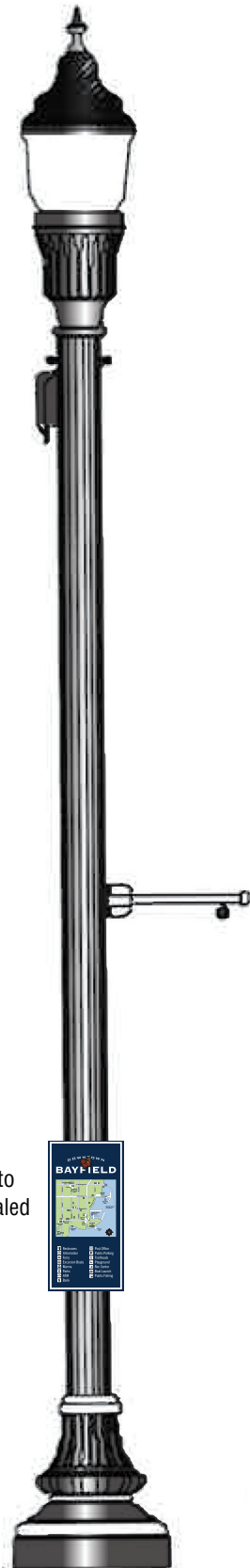
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Option 1 Directories- Lightposts



KEY PLAN

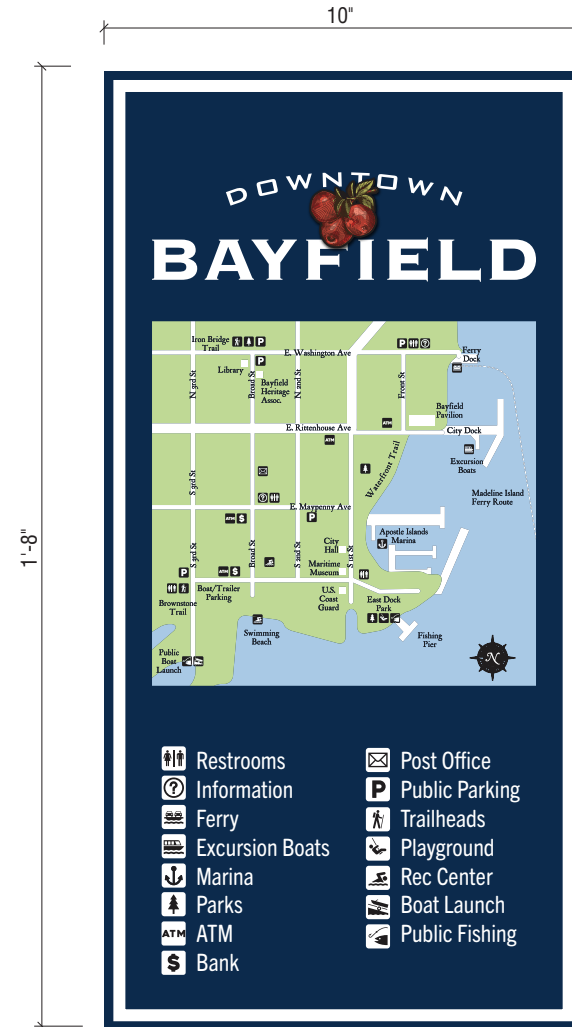
- Trash/ Recycle Receptacles
- Lightpost



The City's new streetlight posts provide opportunity to install small pedestrian-scaled Directory panels.

3'-0"

1 Elevation
SCALE: 1/2" = 1'-0"



2 Elevation
SCALE: 3" = 1'-0"



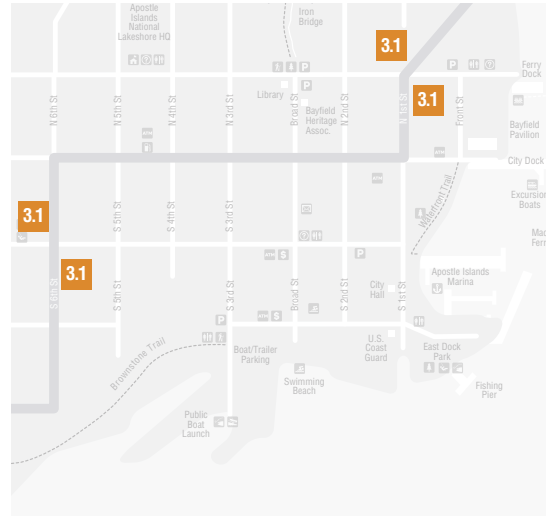
3 Photo Composite
SCALE: NTS
1ST & RITTENHOUSE

Panels on light posts would face away from vehicular traffic.



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Option 1 *Vehicular Directional*

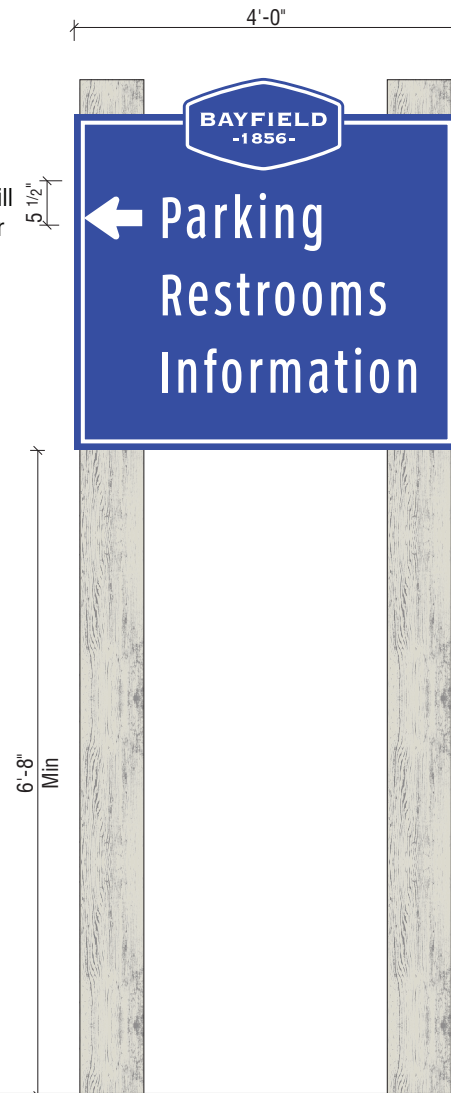
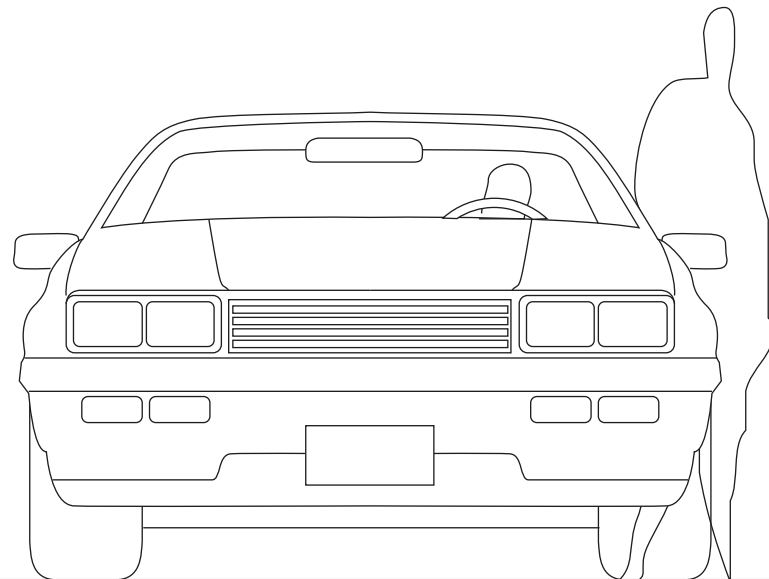


KEY PLAN

Community Wayfinding Signs
Need to follow Wis DOT specifications:

- Allow for City emblem
- Retro-reflective blue field
- Reflective white messaging and border
- Approved typeface & arrow

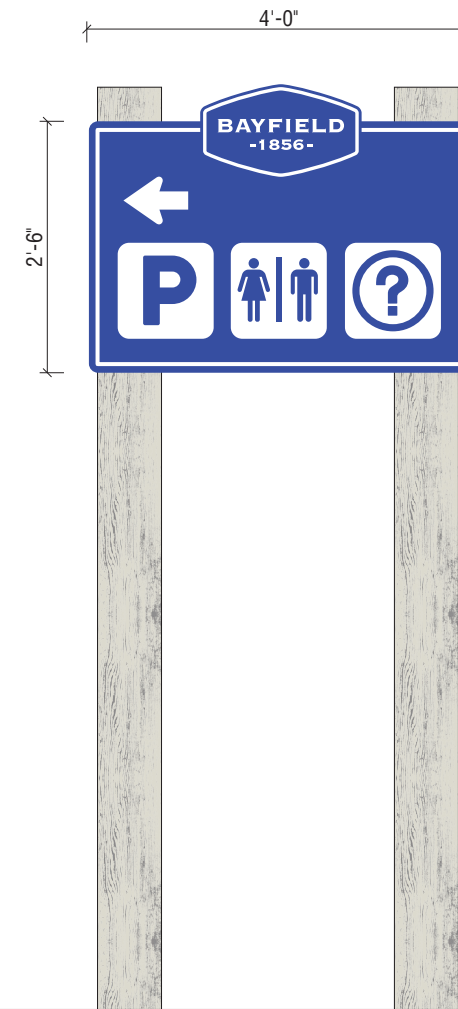
These guidelines allow for wood or steel posts. Further investigation will be required to see if we can use our own size and finish of wood post.



These regulations state that the arrow is to be placed on the side to which it points. They do not specify whether or not it can be above the destination icons.



Using only international symbols, these messages become much more pronounced..



1 Elevation
SCALE: 1/2" = 1'-0"



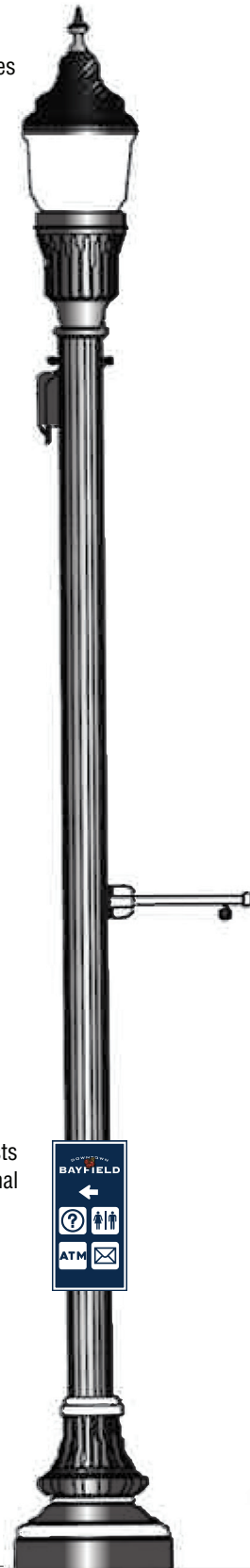
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Option 1 Pedestrian Directional



KEY PLAN

■ Trash/
Recycle Receptacles
■ Lightpost



3'-0"

These same streetlight posts could be used for Directional panels.

1 Elevation
SCALE: 1/2" = 1'-0"



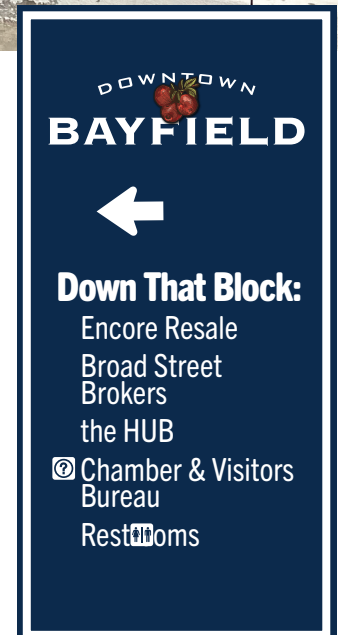
Or, for installations away from the City lightposts, the same stained wood post can be used.

2 Elevation
SCALE: 3" = 1'-0"



If we are allowed to place these on the lightposts perpendicular to vehicular traffic, these can be bold enough to be of service to autos.

With text, these panels would be tailored for each block.



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Option 1
Pedestrian
Directional



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Option 2

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**Schematic
Design**

Option 2

Option 2 Entry I.D.



KEY PLAN



BAYFIELD
THE BERRY CAPITAL
OF WISCONSIN

BAYFIELD
*the Berry Capital
of Wisconsin*

Without “creating a logo”, we would choose a simple serif or sans serif font for BAYFIELD and then contrast that with an accent font of the opposite type. Soft, comfy, well-worn fonts seems to be the most appropriate

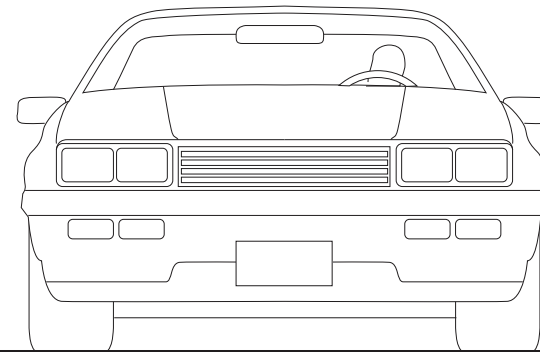
There is something of a precedent in suspended I.D. signs- the State’s welcome signs and the sign for the library right there in town.



2 Photo Composite
SCALE: NTS
Southern Entry into Town

It was mentioned that it “would not be a bad thing” if the signage resembled National Park Service signage.

Blasted wood sign panel with painted graphics. Heavy dark stained round timber structure with black steel strapping and hardware.



1 Elevation
SCALE: 1/2" = 1'-0"



It was also suggested that a sail graphic would be most appropriate as an icon for the Community.

Again, looking for a signature shape that can be repeated throughout the program.

And a color. As opposed to a rich cool color in Option 1, here we’re suggesting a rich, dark warm color. Warm colors advance in the environment.



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1 Photo Composite
SCALE: NTS
Northern Entry into Town



2 Photo Composite
SCALE: NTS
Dock Entry into Town

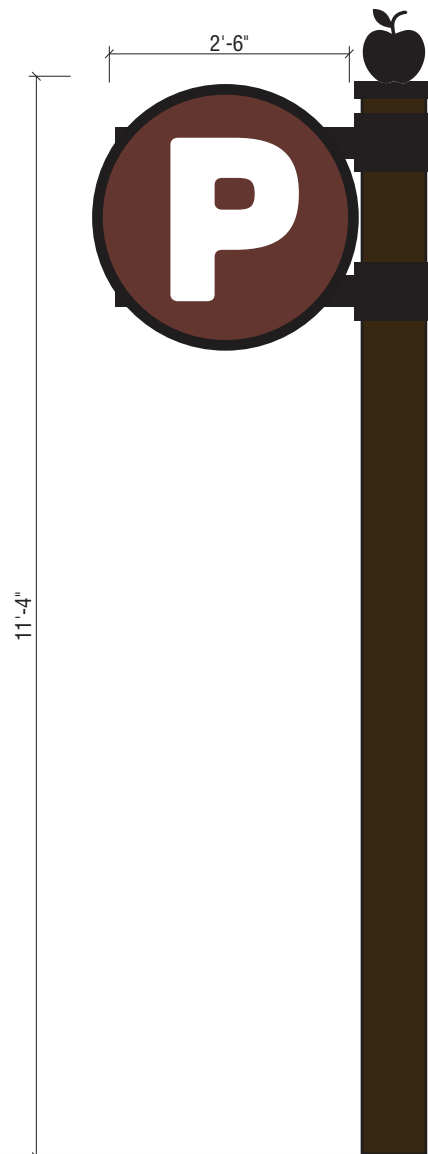


Perhaps remove the message from the background panel for this application.

Option 2 Facility I.D.- Parking



KEY PLAN

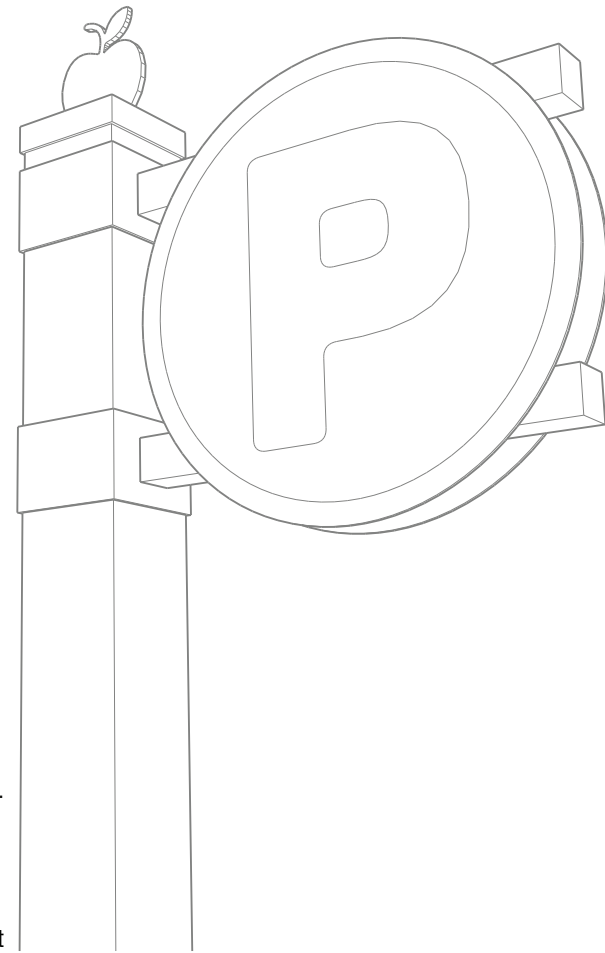
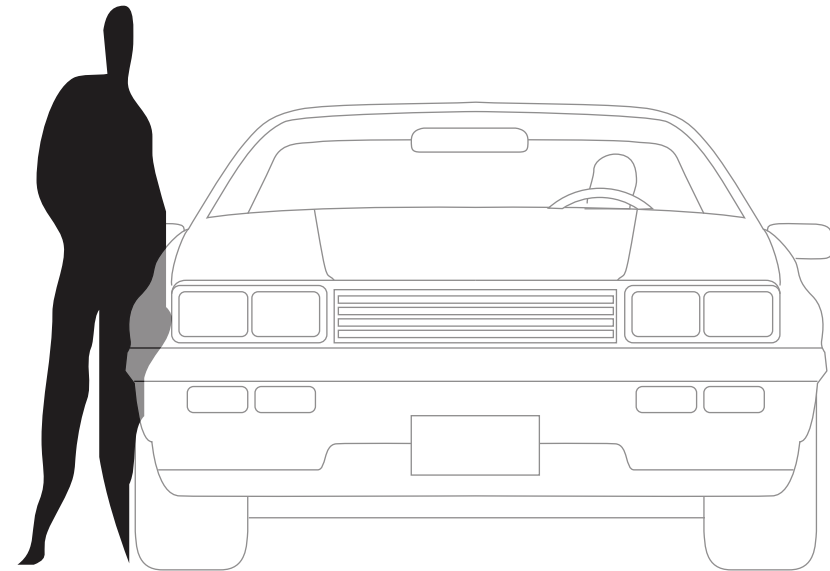


Dark terra cotta sign panel with reflective vinyl graphics.

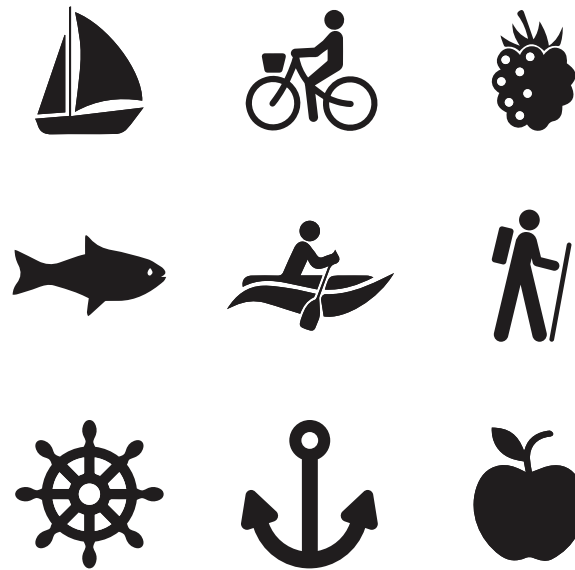
Black steel post-top cap with cut-out Bayfield icons.

Black steel cuffs with bracket arms that support the sign panels.

10" Cedar post with dark brown stain.



2 Photo Composite
SCALE: NTS
Washington Beach Parking



Another opportunity for the "Bayfield icons" is to feature them as thick steel cut-out finials for these signs.

Desktop versions will be available for sale at select downtown locations.



Weathered gray cedar stain to create a consistent look for these signs.

1 Elevation
SCALE: 1/2" = 1'-0"

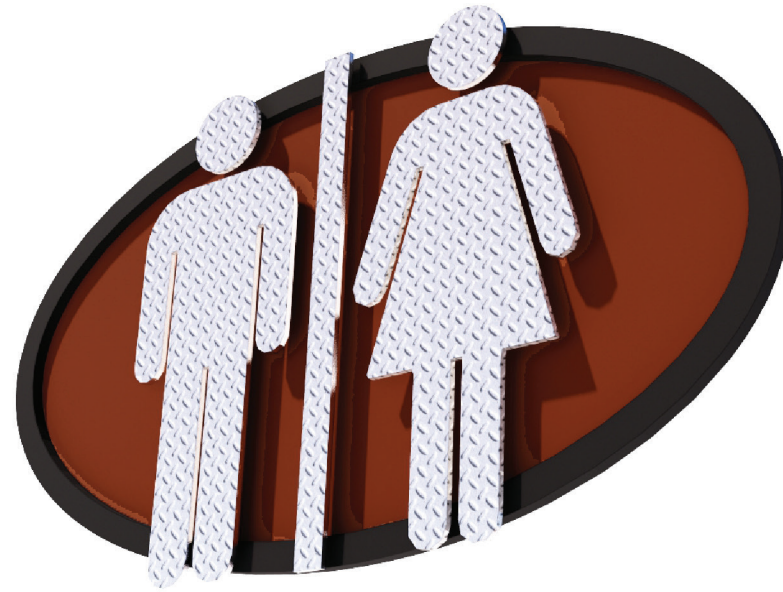


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Option 2 Facility I.D.- Restrooms



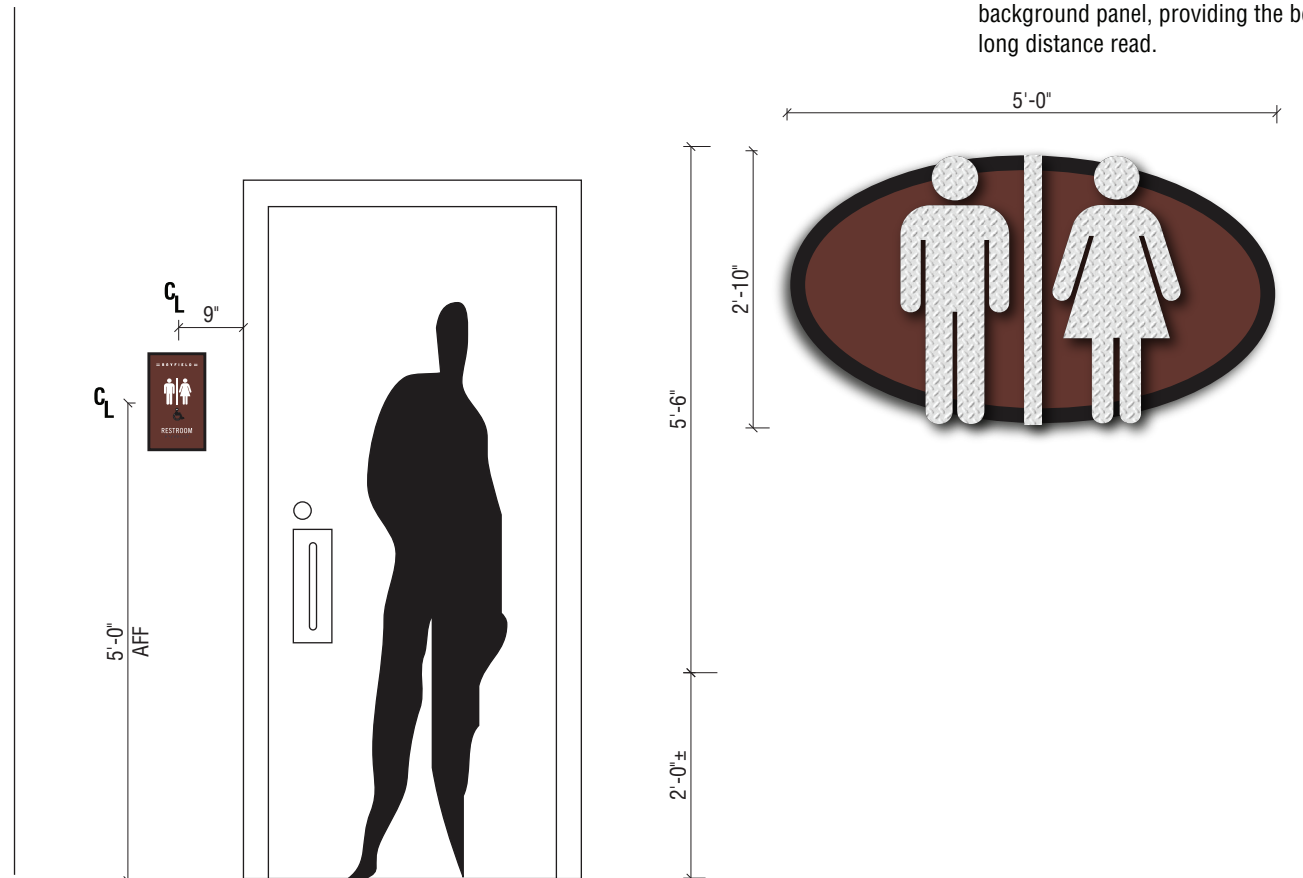
KEY PLAN



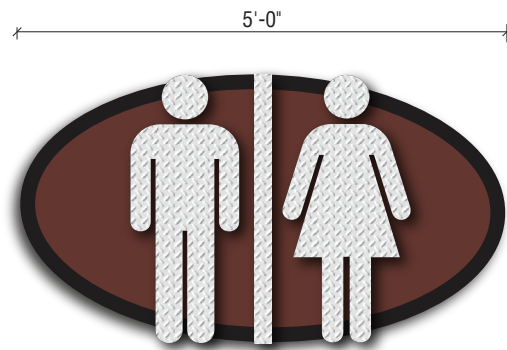
Echo the signature elliptical shape on the public facilities. Again, oversized icons can barely fit onto the background panel, providing the best long distance read.



2 Photo Composite
SCALE: NTS
Front St Restrooms



1 Elevation
SCALE: 1/2" = 1'-0"



A ABCDEFGHIJKLMNOP
OPQRSTUVWXYZ & Z
abcdefghijklmnop
opqrstuvwxyz & z
1234567890

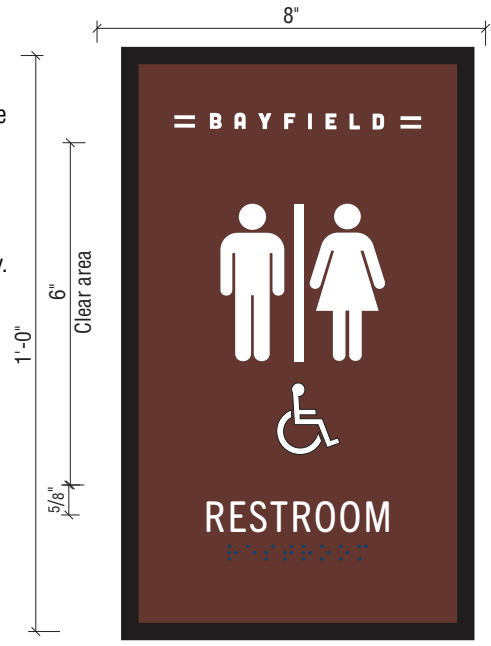
Trade Gothic Next

Currently, all restrooms have their signs located on the doors. This is not ADA compliant, the signs should be located on the adjacent wall on the latch side of the door.

Done correctly, these signs would be relocated as required and would include a design that reflects the rest of the sign family.

We need to choose an ADA compliant typeface that will be used on these signs and throughout the program.

The second font option is Trade Gothic Next, which has soft, easy, well-worn corners that relate to the soft corners of the Bayfield font choice, Cubano.



3 Elevation
SCALE: 3" = 1'-0"



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Option 2 Facility I.D.- Restrooms



1 Photo Composite
SCALE: NTS
East Dock Park Restrooms



3 Photo Composite
SCALE: NTS
Brownstone Trail Restrooms



2 Photo Composite
SCALE: NTS
Maypenny Restrooms



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Schematic
Design

Option 2
Facility I.D.-
Restrooms



Low-contrast “stained” graphics stretch the entire length of the building.

1 Photo Composite
SCALE: NTS
Pavilion Elevation

Painted letters cut out of material (acrylic, aluminum) and secured to wall.

2 Photo Composite
SCALE: NTS
Pavilion Elevation





1 Photo Composite
SCALE: NTS



2 Photo Composite
SCALE: NTS

Option 2 Directories- Freestanding



KEY PLAN



This design could include capped steel tube legs if desired.



2 Elevation
SCALE: 3"= 1'-0"

Elliptical cut-out of downtown detail plan. Richer color palette suggested here.

Another low-profile, NPS, non-sign clutter assembly.

Dark stained tree trunk, 20"± Dia., with slightly angled top surface. Digitally printed HPL (High Pressure Laminate) panel is mechanically fastened to the top surface.

Trunk secured to steel base assembly that is finished with an escutcheon cover.

Information icons secured to each face.

Units would be anchored in each location, though the City would still be able to relocate as desired.

1 Rendering
SCALE: NTS



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City of Bayfield
WAYFINDING SIGNAGE MASTER PLAN

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Schematic
Design

Option 2
Directories-
Freestanding

Option 2 Directories- Freestanding



1 Photo Composite
SCALE: NTS
1st & Rittenhouse

Strategic, high traffic pedestrian downtown locations.



2 Photo Composite
SCALE: NTS
Brownstone Trail Restrooms



3 Photo Composite
SCALE: NTS
Maypenney Restrooms

Restrooms offer a moment of pause and collection. These are good locations to provide "what's the next step".



4 Photo Composite
SCALE: NTS
Memorial Park Gazebo



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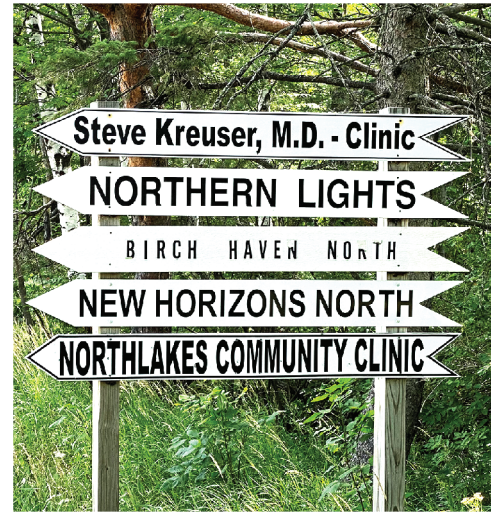
Schematic
Design

Option 2
Directories-
Freestanding

Option 2 Directories- Wall-mount WI White Arrows



KEY PLAN



The state of Wisconsin has something of a phenom with their unique and quirky white arrow signs. They're all black on white and the same size but other than that- no two are the same.

Highly charming Wisconsin White Arrows suspended from cables or rods. Could feature Public Facilities or these could feature Shops and Food & Beverage venues.

Again did I hear "photo-op"?



1 Photo Composite
SCALE: NTS
1st & Rittenhouse



Several locations come to mind, negotiations will need to ensue.



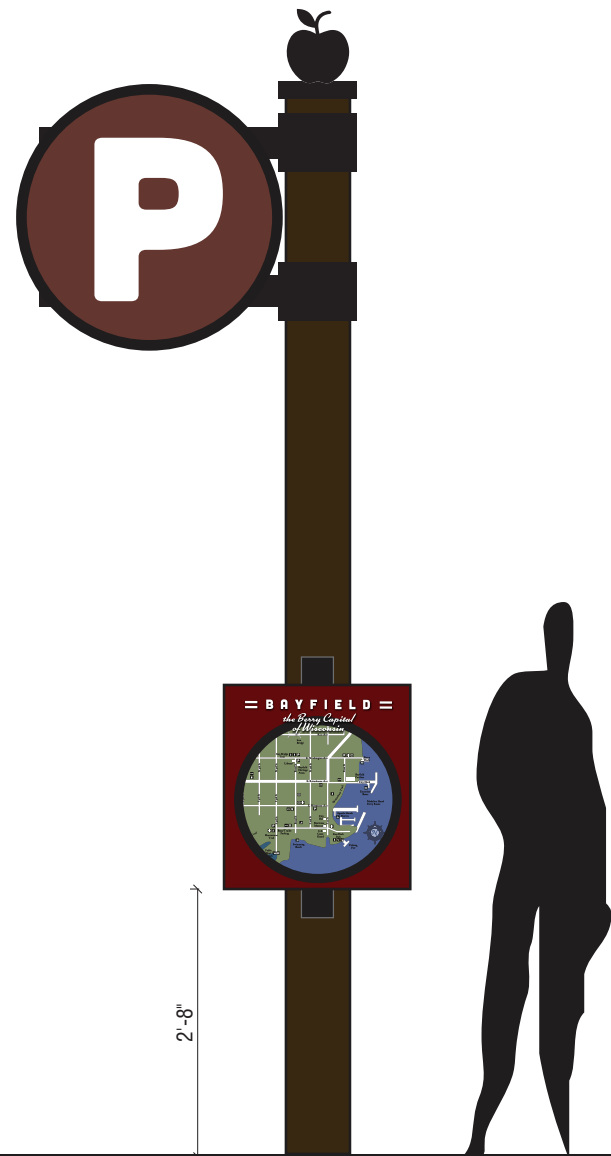
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Option 2 Directories- Post-mount

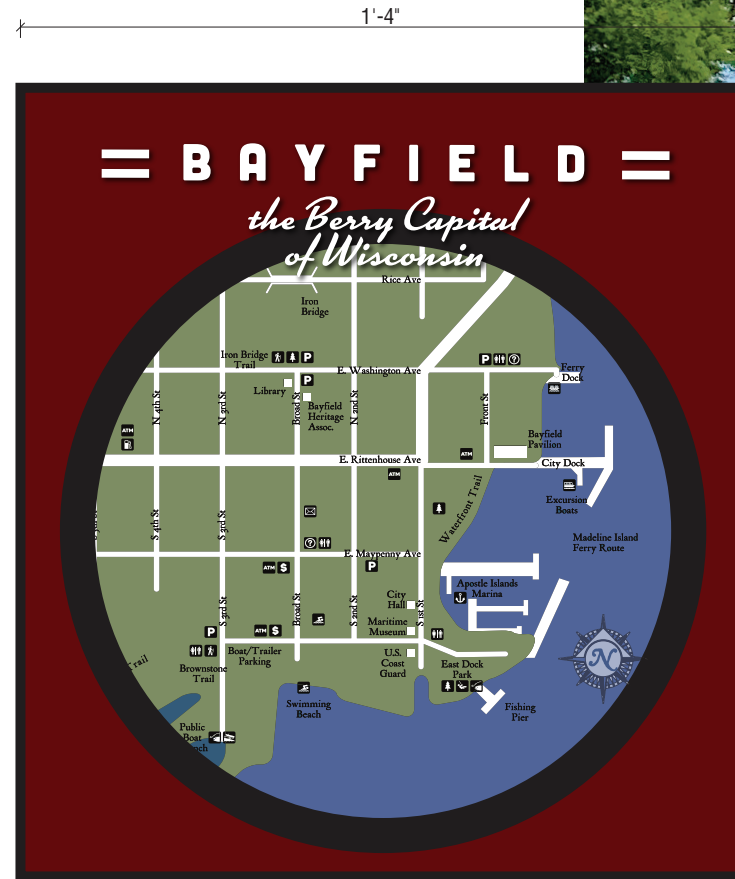


KEY PLAN

These smaller and less expensive units can be located at the peripheral parking areas.



1 Elevation
SCALE: 1/2" = 1'-0"



2 Elevation
SCALE: 3" = 1'-0"

Take the same square printed HPL panels used in the tabletop/freestanding units and install them on the Parking I.D. posts with an angled bracket arm assembly.



3 Photo Composite
SCALE: NTS
Washington Beach Parking



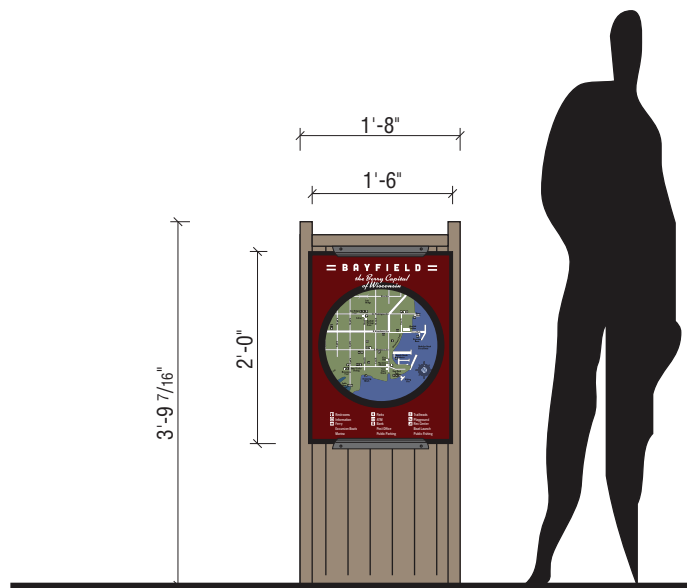
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Option 2 Directories- Trash/Recycle

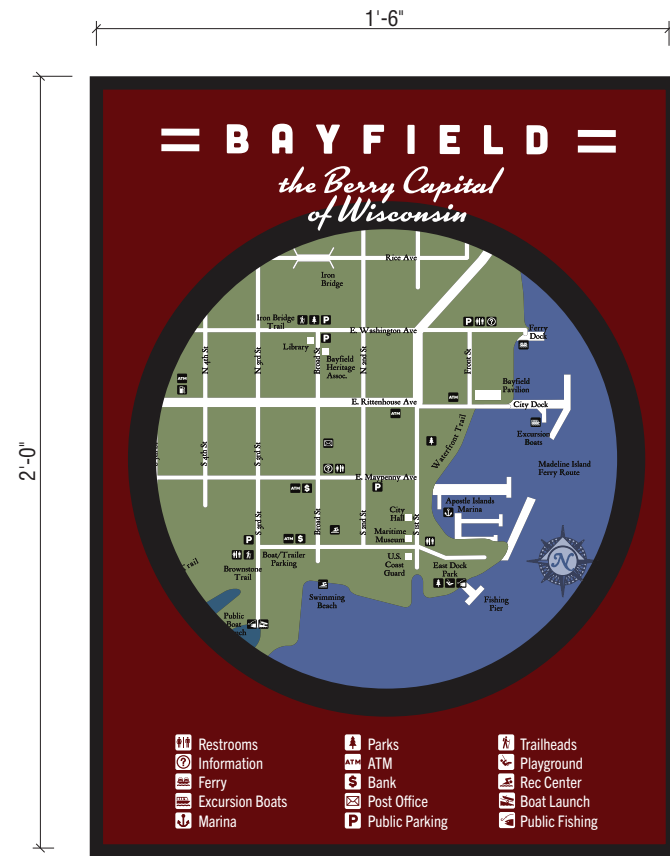


■ Trash/
Recycle Receptacles
■ Lightpost

KEY PLAN



1 Elevation
SCALE: 1/2" = 1'-0"



2 Elevation
SCALE: 2" = 1'-0"



3 Photo Composite
SCALE: NTS
Front St Restrooms

These units can typically be found at all restroom locations.



4 Photo Composite
SCALE: NTS
Rittenhouse Ave

These units are primarily placed along route 13 and the downtown grid.



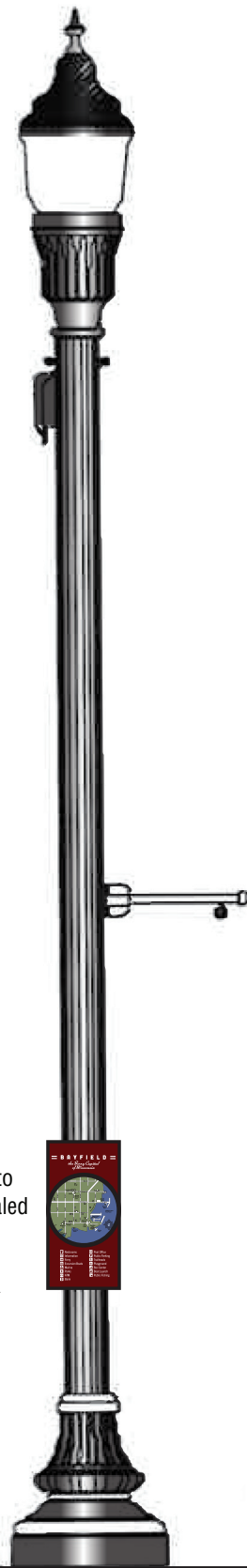
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Option 2 Directories- Lightposts



- Trash/ Recycle Receptacles
- Lightpost

KEY PLAN



The City's new streetlight posts provide opportunity to install small pedestrian-scaled Directory panels.

3'-0"

1 Elevation
SCALE: 1/2" = 1'-0"



2 Elevation
SCALE: 3" = 1'-0"

- | | |
|-----------------|----------------|
| Restrooms | Post Office |
| Information | Public Parking |
| Ferry | Trailheads |
| Excursion Boats | Playground |
| Marina | Rec Center |
| Parks | Boat Launch |
| ATM | Public Fishing |
| Bank | |



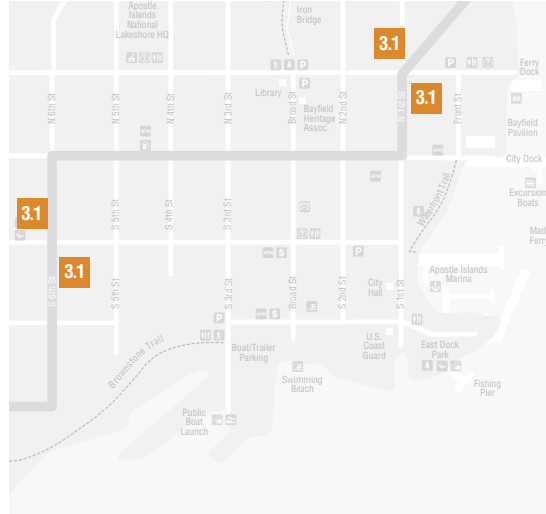
3 Photo Composite
SCALE: NTS
1ST & Rittenhouse

Panels on light posts would face away from vehicular traffic.



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Option 2 Vehicular Directional

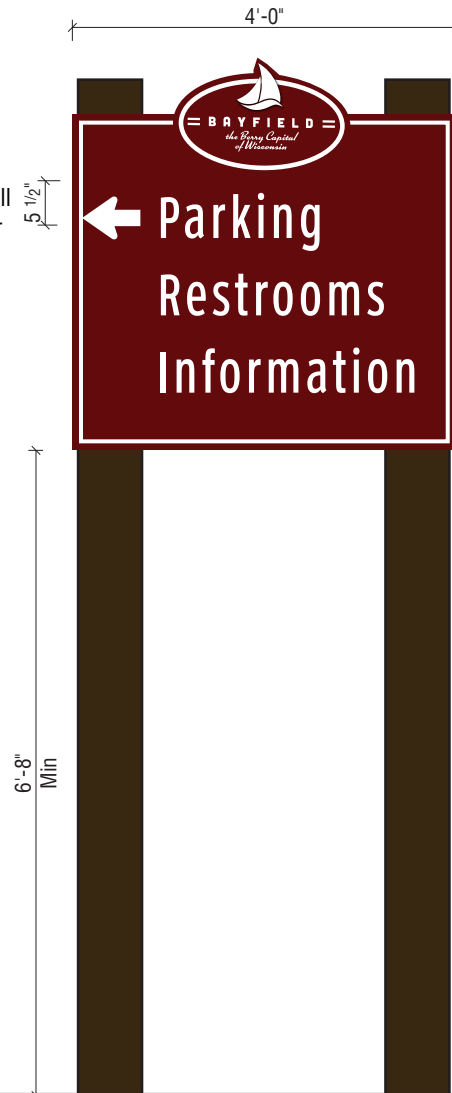
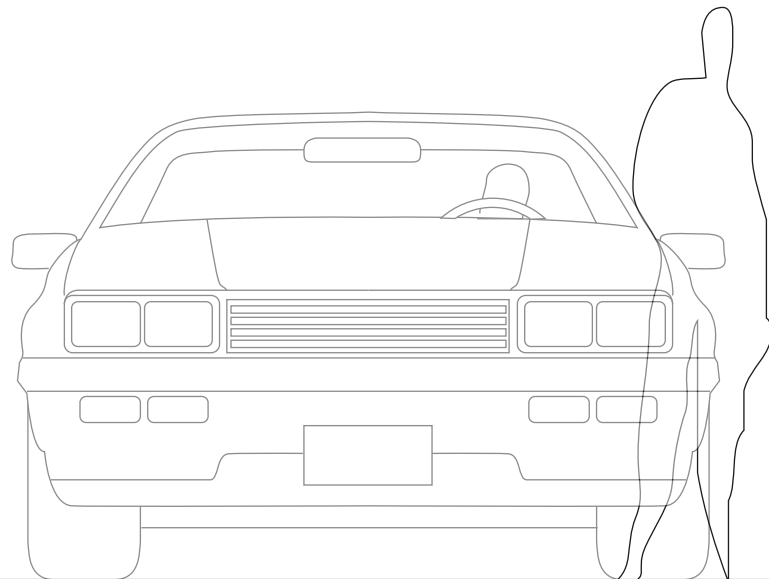


KEY PLAN

Community Wayfinding Signs
Need to follow Wis DOT specifications:

- Allow for City emblem
- Retroreflective brown field
- Reflective white messaging and border
- Approved typeface & arrow

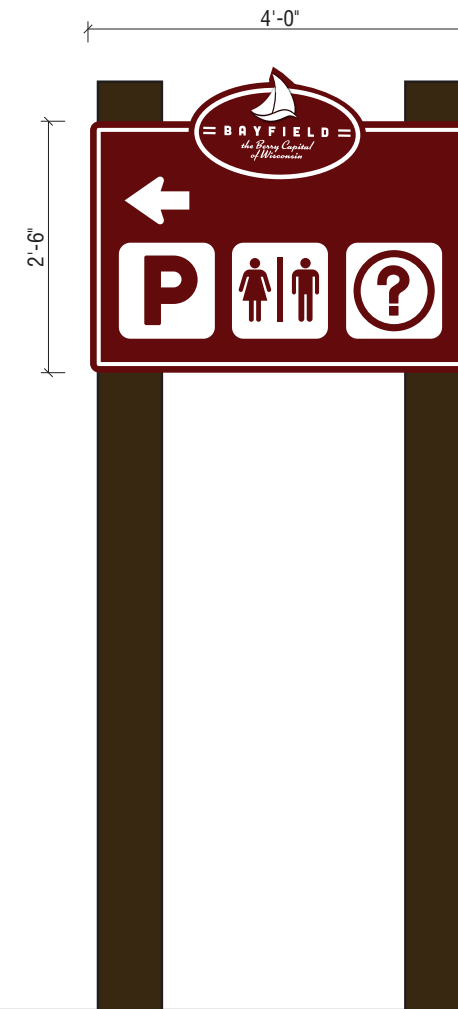
These guidelines allow for wood or steel posts. Further investigation will be required to see if we can use our own size and finish of wood post.



These regulations state that the arrow is to be placed on the side to which it points. They do not specify whether or not it can be above the destination icons.



Using only international symbols, these messages become much more pronounced..



1 Elevation
SCALE: 1/2" = 1'-0"



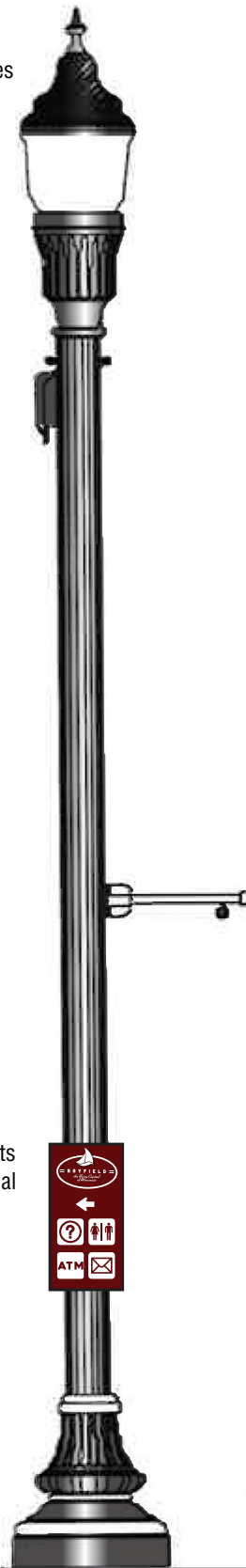
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Option 2 Pedestrian Directional



KEY PLAN

- Trash/Recycle Receptacles
- Lightpost



These same streetlight posts could be used for Directional panels.

1 Elevation
SCALE: 1/2" = 1'-0"



2 Elevation
SCALE: 3" = 1'-0"

If we are allowed to place these on the lightposts perpendicular to vehicular traffic, these can be bold enough to be of service to autos.



Or, for installations away from the City lightposts, the same stained wood post can be used.



3 Elevation
SCALE: NTS
Additional Messaging



Perhaps these panels can be placed perpendicular to vehicular traffic.

With text, these panels would be of service to pedestrians only but the rotated orientation still works.



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City of Bayfield
WAYFINDING SIGNAGE MASTER PLAN

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Schematic
Design

Option 2
Pedestrian
Directional

Either Way Banner Pageantry

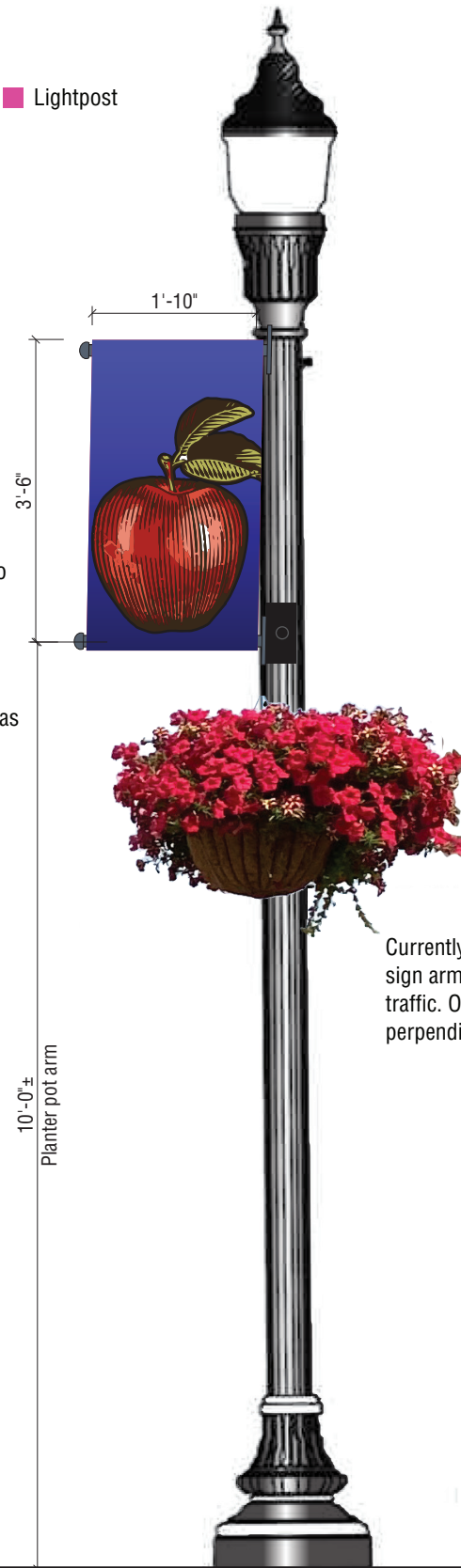


KEY PLAN

Lightpost

Banners should be placed at the top of the posts, perpendicular to vehicular traffic.

Banner arms are the same units as the planter pot arms. A new pair would be required for each installation.



Currently, all planter pot and street sign arms are parallel to vehicular traffic. Only Wis DOT signage is perpendicular to the traffic.

1 Elevation
SCALE: 1/2" = 1'-0"



2 Photo Composite
SCALE: NTS
1st & Rittenhouse

As the fabulously bountiful planter pots testify, anywhere one stands downtown, several can be seen at once. The same would go for bright pops of banner colors.



3 Photo Composite
SCALE: NTS
Rittenhouse Ave

A banner program on I-13 would make a tremendous contribution to the "somebody's home" feeling that is so pervasive.



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WAYFINDING SIGNAGE MASTER PLAN

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Schematic
Design

Either Way
Banner
Pageantry