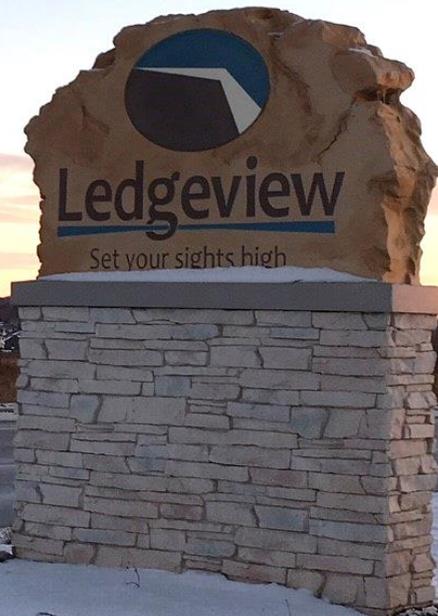


TOWN OF

LEDGEVIEW



COMMUNITY IDENTITY GUIDE

BROWN COUNTY, WISCONSIN

June 4, 2018



Mead&Hunt

INTRODUCTION

Background

Over the course of time, Ledgeview has implemented a number of signage upgrades and streetscape improvements. Town has also added several parks and acquired public lands for the enjoyment of residents and visitors and the preservation of its character. However, the design aesthetic of the upgrades and improvements has not been consistent. The result is a patchwork of signage and an unclear sense of where Ledgeview ends and begins. In the case of public lands, the lack of demarcation has contributed to underuse and lack of maintenance. This presents the Town with the challenge of improving the sense of place to make it easier for residents and visitors to experience the highest quality of life the Town of Ledgeview has to offer.

Good signage should be informative and attractive without diminishing the visual qualities of the land and surroundings. Moreover, a “Town brand” that includes logos, signage, information kiosks, banners, and other elements, should be cohesive and consistent. The easier it is for visitors to find attractions and amenities, the longer they will stay and the more they will spend.

Wayfinding uses signage, landmarks, pathways, and environmental features to help visitors and residents navigate to their destinations throughout the Town of

Ledgeview. An effective wayfinding system has a singular graphic style building consistency into each element. More than just signage, wayfinding communicates that the Town cares about its appearance and wants to make the experience of visiting, and navigating, worthwhile.

Similarly, branding encompasses much more than a name, logo, or color scheme. It represents the identity and reflects the attributes of a products, service, or community. Brand elements like logos and colors help establish and maintain the image the Town wants to portray.

LEDGESTONE IS A PATTERN OF STONEMWORK UTILIZING HORIZONTAL JOINTS TYPICALLY ON VENEERS AND SIDING. THE PATTERN IS MADE UP OF INDIVIDUALLY CUT AND STACKED PIECES OF NEW ENGLAND STONE WHERE THE HORIZONTAL LEDGE IS MORE DEFINED THAN THE VERTICAL JOINS.

LEDGESTONE MIMICS THE NATURAL DOLOMITE LAYERS OF THE NIAGARA ESCARPMENT.

Purpose and Objectives

The purpose of the Community Identity Guide is to guide the implementation of a consistent and cohesive signage and identification system over time. It is not exclusively a wayfinding plan, nor is it a brand identity guide. Rather, this document provides brand elements for the design and installation of signage to assist the Town in identifying, maintaining, and meeting public expectations for lands under its control. By incorporating graphics, imagery, and colors that portray the “Town brand”, with each new element added, a more unified community and sense of place will be built.

Objectives include:



Figure 1: New wayfinding sign within Ledgeview Park (2018).

- Expand on existing design themes and sign types to create a more unified whole.
- Ensure longevity and ease of maintenance.
- Promote tourism and business sales.
- Reinforce a positive sense of place.
- Reduce visual (sign) clutter
- Strengthen community pride.
- Improve navigation in Ledgeview.
- Comply with all applicable codes.

STRATEGY & DESIGN PROGRAM

The Town has invested thousands of dollars into enhancing its signage and identity to date. As such, this document intended to build on the existing signage, adding only a few new elements, or ideas, to ensure the creation of a more unified community and sense of place. The Town uses various strategies for wayfinding and demarcation.

Landmark Mapping Strategy

The Landmark Mapping Strategy uses signage that either points the way to a landmark or identifies a landmark once it has been reached. For instance, a sign located along CTH G near the Ledgeview boundary may include a directional arrow to “Ledgeview Park” or “Town Hall”, pointing the way. Once at Ledgeview Park or Town Hall, a Monument Sign identifies the landmark has been reached. A secondary or tertiary message on these signs can include the Town name, or the address or date established, thus the town’s transparency and Town identity.

Decision Points

Decision points are where the navigator must make a wayfinding decision. For example, whether to continue along the current route or to change direction. A sign at a decision point inserts additional information into the space to direct a user's next navigational choice. Sign information should be relevant to both the choices offered to the navigator at that point, and the larger goal of wayfinding. Simply put, a sign should tell the navigator what's in the direction it points.



Figure 2: The Ledgeview Bike Route is beyond this sign.



Figure 3: A rendering of the new Town Hall, Fire Station No. 1 and Community Center being constructed in 2018. The facility will have several new signs, both wall and monument, which will give it identity as a Town facility.

Destinations

The following destinations within the Town should be identified through various types of Town signage:

- Town Hall, Fire Department No. 1, and Community Center (Dickinson Rd.)
- Ledgeview Fire Department No. 2 (Swan Rd.)
- Ledgeview Public Works Facility (Scray Hill Rd.)
- Olde School Square
- Ledgeview Business Park (I-43/CTH MM/US 141 Area)
- Ledgeview Park, Scray Hill Park
- Belle Isle Meadows Park, Ledgeview Winding Waters Park, Heritage Heights Park, Dollar Park (note, a naming contest in 2018 may change this name), Zelten Family Park, Van Straten Family Park
- Publicly owned or managed land and easements
- East River Trail with the Town

INVENTORY OF EXISTING BRAND ELEMENTS

The Town of Ledgeview updated and approved their current logo and brand elements in 2010. In 2011, a committee was formed and created the CTH GV Corridor Amenity Study to improve the aesthetic value of the CTH GV corridor in the Town. Gradual implementation of the plan – through pole banners, monument signage, colored and logoed street signs, and other elements – has begun to create identify for the Town; on more than just the CTH GV corridor.

The following elements comprise the current Town identity:

Motto

The town motto is “Set your sights high”.

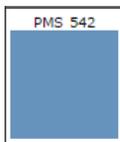
Font

The official font of the Town of Ledgeview is Candara. This font is used on all documents and all signage throughout the Town.

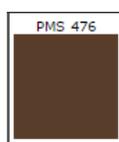
Pantone Matching System (PMS) colors

The Pantone Matching System (PMS) is a color matching and reproduction system used in a variety of industries to ensure different manufacturers can all reference the same source, thereby ensuring consistency. The Town of Ledgeview’s PMS colors are shades of blue and brown, found below.

PMS 542 Blue



PMS 476 Brown



Logos

The vertical logo is the primary logo. The horizontal logo is the secondary logo. The PMS colors should be used when the logo appears on Town facilities and signage. To maintain a consistent aesthetic across the Town, few exceptions to this should be made.

Vertical



Horizontal



Document Header

NOTICE OF MEETING
TOWN OF LEDGEVIEW
 Park & Recreation Committee
 Wednesday, May 23, 2018 at 6:00 p.m.
 Ledgeview Municipal Building
 3700 Dickinson Road
 De Pere, WI 54115

The Park and Recreation Committee may discuss and act on the following:

CALL TO ORDER.
ROLL CALL.
AGENDA APPROVAL.
APPROVAL OF MINUTES: March 1 & April 10, 2018
PUBLIC COMMENT:
COMMUNICATIONS:

1. Update on Van Straten Family Park.
 2. Update on Dollar/Zelten Family Parks construction and playground implementation.

NEW BUSINESS:

1. Discuss naming rights for Dollar Park.

OLD BUSINESS:

1. Review status of Beautification Committee's Public Land Demarcation Plan and Beautification Committee updates.
 2. Review Community Sponsorship Guide naming rights signage, and review vendors.
 3. Review Community Identification Guidelines.
 4. Discuss updates to the Town of Ledgeview Park & Recreation Plan:
 a. Community feedback and input.
 b. Demographic changes.
 c. Quantitative Analysis update.
 d. New maps and park cutsheets.

ADJOURNMENT.

NEXT REGULAR MEETING TO BE DETERMINED

Charlotte Nagel
 Charlotte K. Nagel, Clerk
 Town of Ledgeview

Signed, dated and posted: May 17, 2018

Notice is hereby given that the Ledgeview Town Board may take action on any specific item listed within this agenda. Where citizens provide input to the Ledgeview Town Board on items not specifically listed within this agenda, the only appropriate action is referral to a Committee or to a subsequent Town Board meeting. Any person wishing to attend who, because of disability, requires special accommodations should contact the Town Clerk at (920) 336-3360, 3700 Dickinson Road, at least 48 hours prior to the meeting so arrangements can be made.

Park and Recreation Committee
 Jason Shanda, Chair
 Nicole Van Helden, Secretary
 Joe Widi
 Cullen Peltier, Town Board Member
 Rod Kowalczyk

All documents, meeting minutes, agendas, etc. produced in the Town of Ledgeview use the document header, replicating the Town logo. The heading is used on the cover of this document.

Figure 4: 2018 Park, Recreation, and Forestry Committee Agenda with standard logo and header.

TOWN SIGNAGE – EXISTING AND RECOMMENDED

Gateway Signage

- **Purpose:** Acknowledge arrival into Ledgeview and create a sense of awareness of “place”.
- **Design:** Every gateway sign should contain the Town Logo. Two gateway signs (a large and small) have been previously approved and are expected to be installed in 2016 - 2017.
- **Alternative Design:** None
- **Installation:** Gateway signs are intended to be used at the various entrances to the Town. Specifically: on CTH G at the De Pere border, on CTH GV at the Bellevue border, near/at the I-43 interchange on Dutchman Road. Future entrances may include CTH GV at Rockland Road, CTH V/Lime Kiln Road, and CTH X/Heritage Road.
- **Materials:** Stone or stone like material
- **Illumination:** Ground up-lighting or none

Existing Gateway Signage

New gateway signs were installed in 2018 at three primary locations. These include Dickinson Road at Redbird Circle at the border of Ledgeview and De Pere; on CTH GV at the north Town boundary with Bellevue; and at US 141 and WIS 29 on the far east end of the Town. These signs contain the vertical logo on a stone foundation. The rock feature is made of a foam material.



Figure 5: Town Gateway signage on Dickinson Road adjacent to the City of De Pere.

The gateway sign on CTH GV is double-sided. Future installations should consider the appropriateness of single- of double-siding dependent on location.



Figure 6: Existing gateway signage on CTH GV at the Bellevue border. Note this sign is double sided, which is appropriate where installation lends itself to it.

The white Ledgeview signs below were recommended as “Neighborhood Signs” for the following locations in the 2011 CTH GV Corridor Amenity Study: Jordan Road, East River Drive, Ledgeview Road, Bower Creek Road, Sportsman Drive, Morrison Road, Glenmore Road (north), Trestle Road (north), and Stagecoach Road. Some locations – but not all – have signs installed. While these signs are not being replicated, their removal is also not planned at this time.



Figure 7: Left - White Ledgeview sign. Middle - Green Welcome to Ledgeview sign. Right - Olde School Square sign

The Green “Welcome to the Town of Ledgeview” sign (shown above) exists on Ledgeview Road at Lone Oak Road on the Ledgeview / De Pere border.

The Olde-School Square sign is one of two that exists within the development. This one is at the entrance on CTH G. Note: Olde School Square and the I-43 Business Park are Neighborhood Center Districts and have special design requires per Town Code. Thus, signage specific to these areas is not discussed here. This document should be referenced when considering signage for those areas.

Recommended Gateway Signage

The gateway signage installed in 2018, which was recommended for installation in the 2011 CTH GV Corridor Amenity Study, should continue to be implemented in locations outlined in the 2011 document, including: CTH PP (north and south), CTH G (east and west), CTH GV, CTH V, CTH R (north and south), CTH MM at I-43 (north and south), and along I-43.

This plan recommends a phased approach to implementation of gateway signage as primary, secondary, and tertiary entrances within the Town. As noted, most locations don't have any existing signage. But some have white and green Ledgeview post signs. It is recommended that over time, the existing white and green Ledgeview signs be replaced with small single-face gateway signs.

The following are recommendations for gateway signage installation listed in priority order. See Figure 4 for a map of locations.

Primary Entrances

1. CTH X and CTH PP
2. CTH V and the north Town boundary
3. Elm View Road at I-43

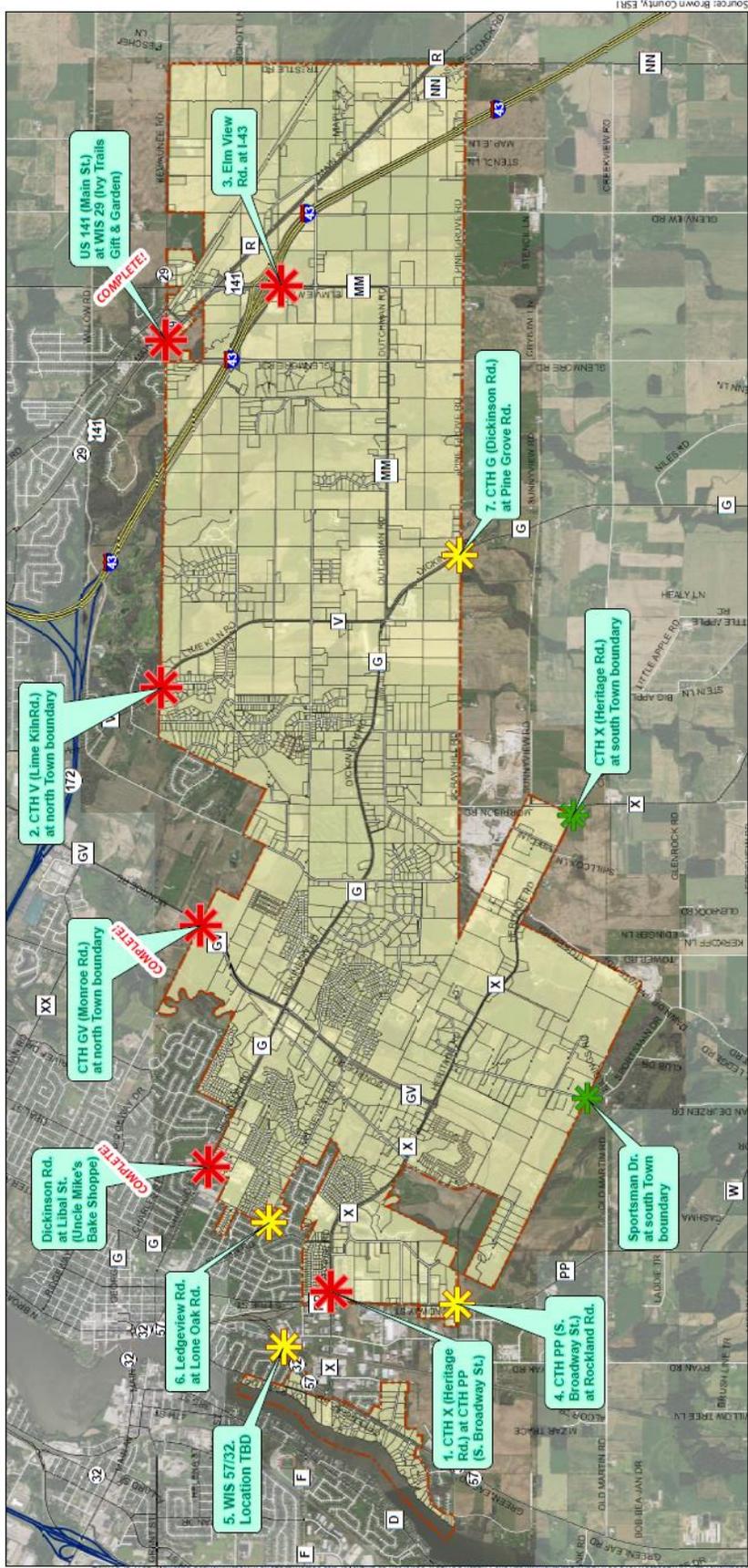
Secondary Entrances

4. SPTH PP at Rockland Road
5. WIS 32/57. Location TBD.

Tertiary Entrances

6. Ledgeview Road at Lone Oak Road
7. CTH G at Pine Grove Road

Additional locations may be determined later in time, or as development occurs.



RECOMMENDED TOWN ENTRANCE GATEWAY SIGNAGE

- Recommended Gateway Signage
- Primary Entrance
- Secondary Entrance
- Tertiary Entrance
- Ledgeview Parcels
- Town of Ledgeview Boundary



TOWN OF LEDGEVIEW
PARK, RECREATION &
FORESTRY COMMITTEE



Planning Services Provided By:



These documents were prepared for the Town of Ledgeview. They are not to be used for any other purpose. The user assumes all liability for any use of these documents. The user agrees to hold the author harmless from and against all claims, damages, and expenses, including reasonable attorneys' fees, arising from any use of these documents, whether or not such use was intended or foreseeable.

Figure 8: Recommended Town Entry Gateway Signage

Wayfinding Signage

- **Purpose:** Provide direction to various destinations within Ledgeview for all modes of transportation.
- **Design:**
 - Pedestrian: 1'-6" wide by 1'-10" tall sign with ornamental top. Blue background with white lettering and town logo.
 - Bicycle: Inlaid oval on 18" x 24" rectangle sign. Ledgeview blue on bottom of sign.
 - Vehicular: 3'-11" wide by 5'-5" tall sign with ornamental top. Blue background with white lettering and town logo.
- **Alternative Design:**
 - Pedestrian: None
 - Bicycle: Alternative design may incorporate various colors or numbers to indicate particular routes. Correlate route numbers and colors.
 - Vehicular: Removal of ornamental element at top of sign may be required on County or State roads per WisDOT.
- **Installation:**
 - Pedestrian: 3' square post.
 - Bicycle: Mount on existing utility / light pole
 - Vehicular: Mount on aluminum decorative break away pole.
- **Materials:** Aluminum
- **Illumination:** None

Existing Wayfinding Signage

This bicycle signage was ordered in 2016 and will be installed in 2016 and 2017 along several roads determined by Town staff. While these sign doesn't provide directional arrows or a numbered bicycle route, it is expected that as the system develops, alternative colored and numbered signs indicating bicycle routes will be



Figure 9: This bicycle wayfinding route sign exists on Swan Road.

created. Room has been left for either a route number or arrow in the blue portion of the sign.

In addition, pedestrian wayfinding signage, particularly for use within Ledgeview Park is expected to be ordered and installed in 2016 or 2017.

Recommended Wayfinding Signage

Wayfinding Package

The recommended wayfinding signage includes the Town logo, font, and colors on all signs. The alternative bicycle signage (colored) simply changes the colors from the Town standard to demarcate routes. The vehicular wayfinding signage uses the same ornamental top from the pedestrian wayfinding signage and simply adds directional arrows and key destinations within the Town.



Figure 10: Wayfinding signage package including Pedestrian (left), Bicycle (middle) and Vehicular (right).

Bicycle & Alternatives

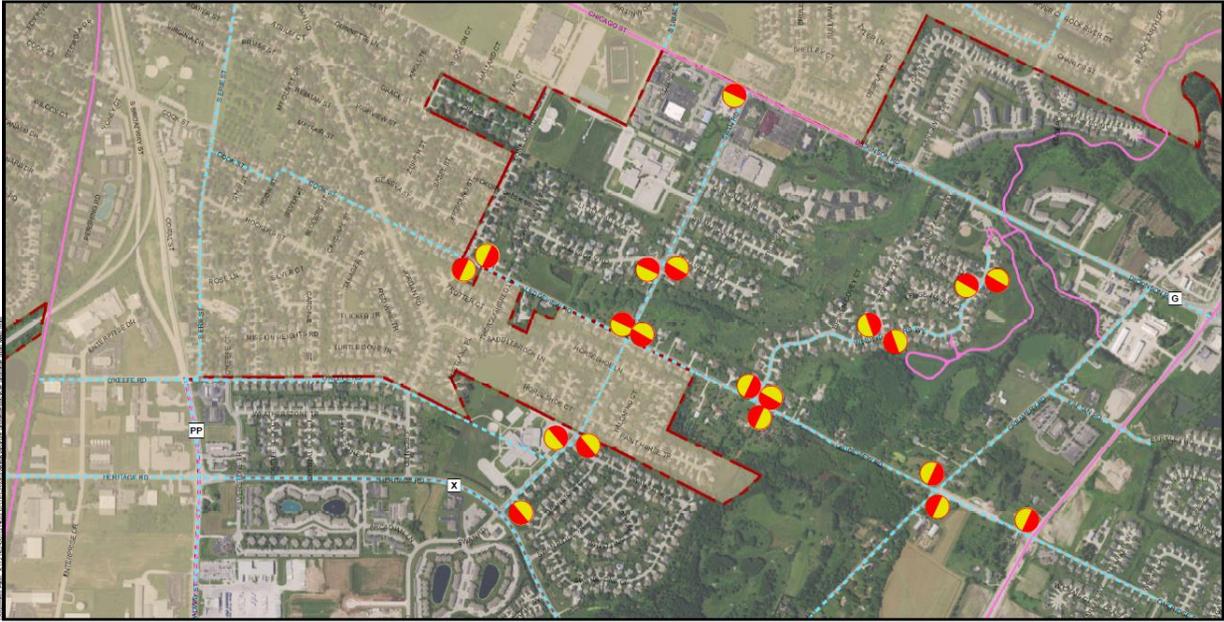
The blue bicycle sign shown below is indicative of a general bicycle route, meaning a bicyclist can generally ride along this route because various forms of bicycle infrastructure such as a marked bicycle lane, multi-use trail, or wide paved shoulder is present. These signs also double to notify vehicles that bicyclists may be present. These signs are expected to be installed in 2016 – 2017 on various existing routes within the Town, identified by staff on the following map.



Figure 11: Existing Ledgeview bike route sign on Ledgeview Road.

Colored bicycle wayfinding signage is also recommended for future Ledgeview Loops which will be developed as part of the Town’s Bicycle and Pedestrian Plan. Colored alternatives are intended to mark specific “Ledgeview Loops”, or demarcated and measured routes. While available for general use, demarcating these loops is also intended to attract avid recreationalists or bicycles clubs who typically measure their ride. Small sponsorship signs can also be added below the alternatives as they are received. See *Community Sponsorship Guide* for additional details on sponsorship.





PROPOSED LEDGEVIEW BICYCLE SIGNAGE

Page 1 of 2

LEGEND

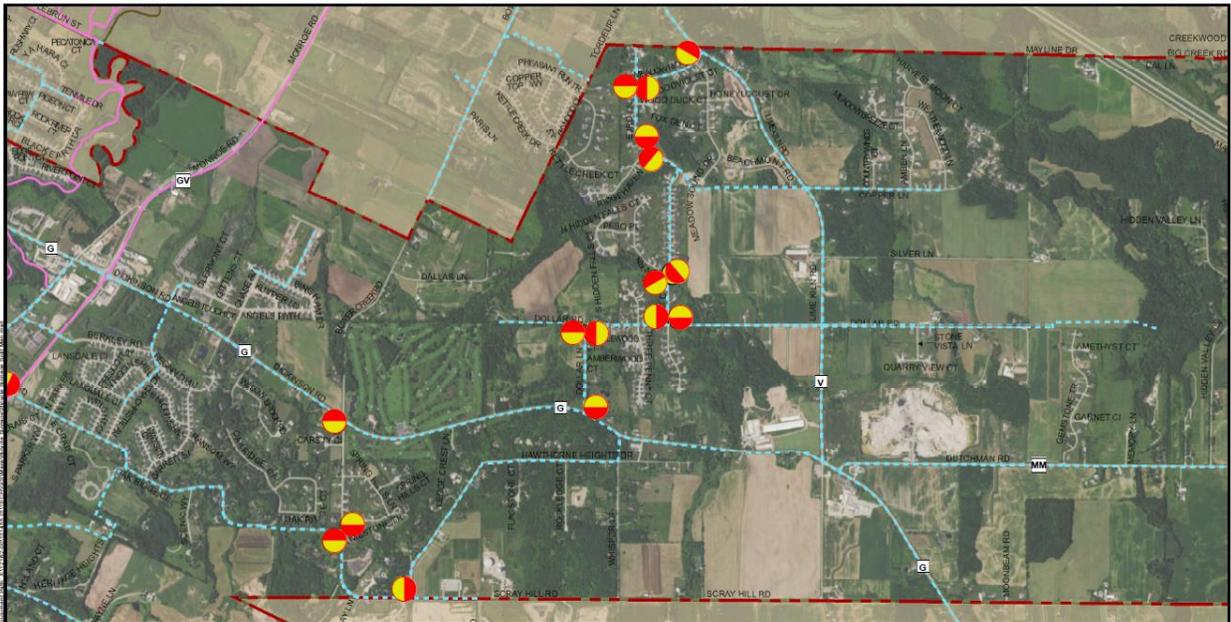
- Ledgeview Boundary
- Future On-Street Bicycle Facilities
- Existing On-Street Facilities or Improved Trail
- Proposed Bicycle Signage
Direction of Sign



**TOWN OF LEDGEVIEW
PARK, RECREATION &
FORESTRY COMMITTEE**



Planning Services Provided By:
Mead & Hunt



PROPOSED LEDGEVIEW BICYCLE SIGNAGE

Page 2 of 2

LEGEND

- Ledgeview Boundary
- Future On-Street Bicycle Facilities
- Existing On-Street Facilities or Improved Trail
- Proposed Bicycle Signage
Direction of Sign



**TOWN OF LEDGEVIEW
PARK, RECREATION &
FORESTRY COMMITTEE**



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Mead & Hunt

Figure 12: Proposed 2018 installation locations for Ledgeview Route Bicycle Signage.

Pedestrian

Pedestrian wayfinding signs are intended for use within parks, on public lands, or in specific, special development areas such as Olde School Square or the I-43 Business Park.



Figure 13: Rendering of pedestrian signage.

Vehicular

Vehicular wayfinding signs are a scaled-up version of the pedestrian wayfinding signs. They provide several lines for text used to direct vehicles to destinations within the Town. Mount vehicular signage on standalone decorative poles or on existing town light poles, such as the poles with banners along CTH GV. The renderings below are conceptual but should be used as reference when determining future vehicular wayfinding signage.

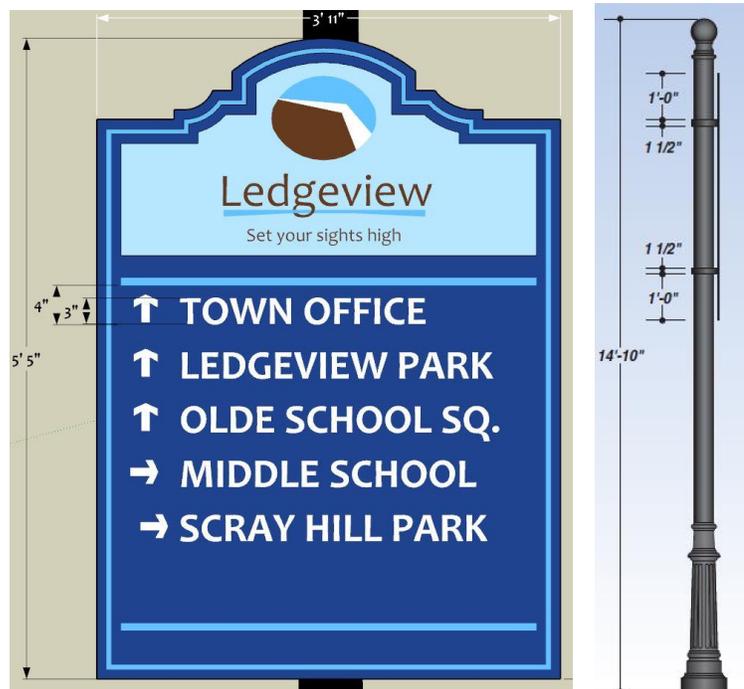


Figure 14: Conceptual rendering of potential future vehicular wayfinding signage.

Monument Signage

Existing Monument Signs

- Ledgeview Park and Scray Hill Park are Community Parks within the Town. These two parks have large monument signage along the roads from which access to the park is provided. In addition, Ledgeview Park contains a sign along its secondary entrances on Winding Waters Way and Creamery Road. All Park monument signs are designed similarly in that they contain a blue sign face with white lettering adhered to a ledgestone base. All signs also contain the name of the park, but additional details like the address, entrance location, and date the park was established vary on each sign.
- It should be noted that the monument sign at Fonferrek’s Glen County Park also contains ledgestone in its base element. Although the design is different, the material is consistent with Town Signs. Because the sign is maintained by the County it is not discussed further in this document.



CTH G Entrance



Winding Waters Entrance, Ledgeview Park



Figure 16: Existing monument sign at Town Hall, to be replaced in 2018.

Figure 15: Existing park monument signage.



Figure 17: Fonferék's Glen Monument Sign.

Recommended Monument Signs

- **Purpose:** Identification of entrances to Town Parks as well as improved Town buildings and facilities such as Town administrative offices, community center, fire stations, or water tower properties. Also see “Town Owned Public Lands Signs” for municipal facilities signage.
- **Design:** Include a dark blue sign face affixed to a structural ledgestone base, as implemented on existing Park Monument Signs. Signs should have white lettering. Smaller signs, such as the Winding Waters Way entrance sign is approximately half-scale the large park signs. The Town logo should be added on the monument base, as shown in the conceptual renderings.
- **Alternative Design:** An alternative sign may be provided which is approximately half the size of the larger, 11' x 15' monument signs. Additional text can be included, such as an address, establishment date, or town name. Electronic Message Centers (EMC) may be added in the future. Consider a second color to highlight secondary message / text in white.
- **Installation:** Located near or at park/facility driveway entrance and/or along major arterial/collector. Signs should be highly visible from long distances. Install full size sign at community parks and scaled down version at smaller pocket and neighborhood parks.
- **Materials:** Ledgestone base, metal box sign with lettering.
- **Illumination:** The blue box/face of Large Park Entrance Signs and Municipal Facility Signs will be internally illuminated. An EMC may be added to Municipal Facility Signs, as needed. Small Park Entrance Signs will not be illuminated.

Large Park Entrance Sign

The large Park Entrance Sign is intended for use at primary entrances of Community Parks such as Ledgeview Park and Scray Hill Park. The 2019 CORP update outlines a future Community Park on the eastern portion of the Town near CTH MM.

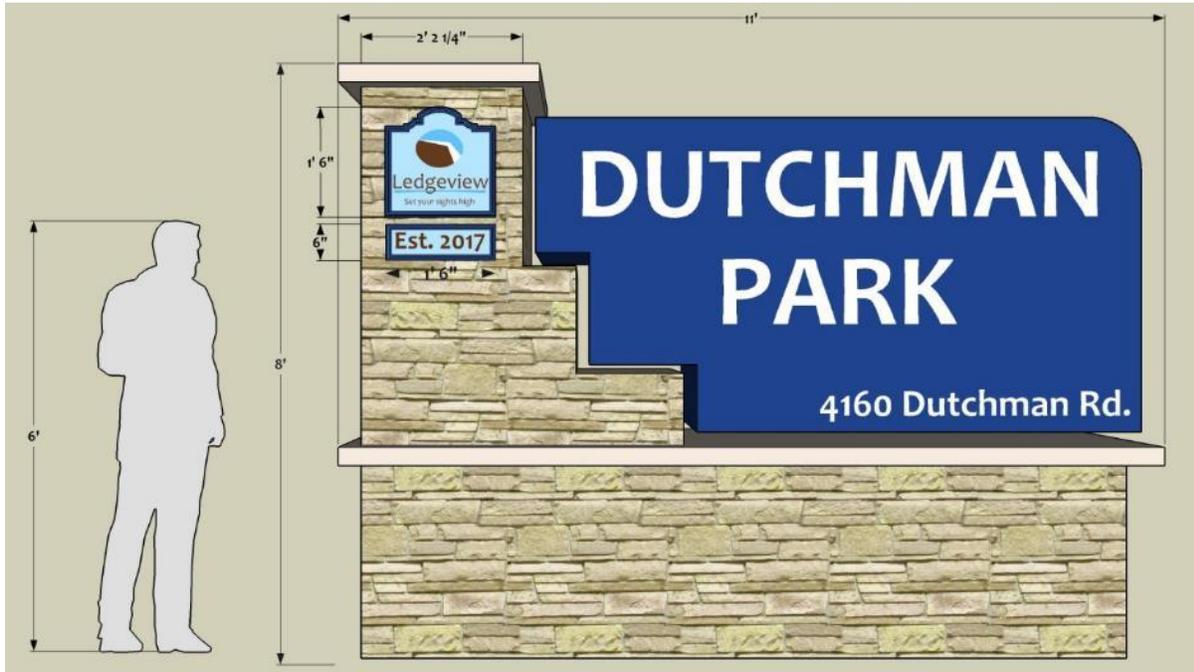


Figure 18: Conceptual rendering of a future Community Park sign, for instance, on Dutchman Road.

Small Park Entrance Sign

The small Park Entrance sign is intended to be used for secondary Community Park entrances (e.g. Winding Waters Way Entrance for Ledgeview Park) and Neighborhood & Pocket Park primary entrances (e.g. Zelten Family Park). The actual size is approximately one half to one-third the size of the large Park Entrance signage. The existing Winding Waters Way Entrance for Ledgeview Park is an existing scale example.

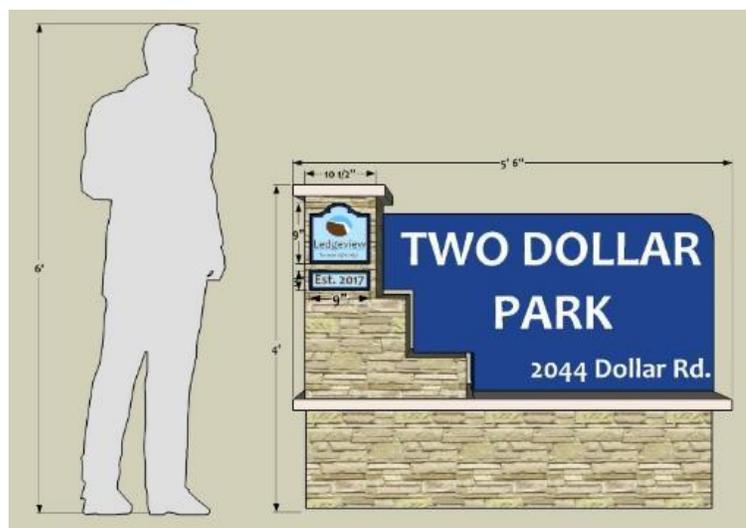


Figure 19: This conceptual Neighborhood Park sign is 1/2 the size of the Community Pak Sign.

Municipal Facility Signage

The new Town Hall/Community Center was constructed in 2018. It also contains Fire Station No. 1. This facility contains two wall signs and a large ground Monument sign with electric message center (EMC). The Municipal Facility sign is designed to be used at the Town Hall. Other town facilities such as fire stations, community centers, Scray Hill Road water facility, or other buildings/properties that need to be identified as Town facilities are most likely to have a smaller, gateway type sign, as shown below. The municipal offices sign should incorporate an EMC to allow the Town to disseminate important



Figure 21: 2018 Conceptual rendering of Town Hall sign. Note, the logo and text will be standard Town PMS colors.

information such as Park Committee meetings. The municipal offices sign is intended to be among the largest signs in the town, matching the size of the Large Park Entrance signs. Other municipal facilities signs should be half the scale.

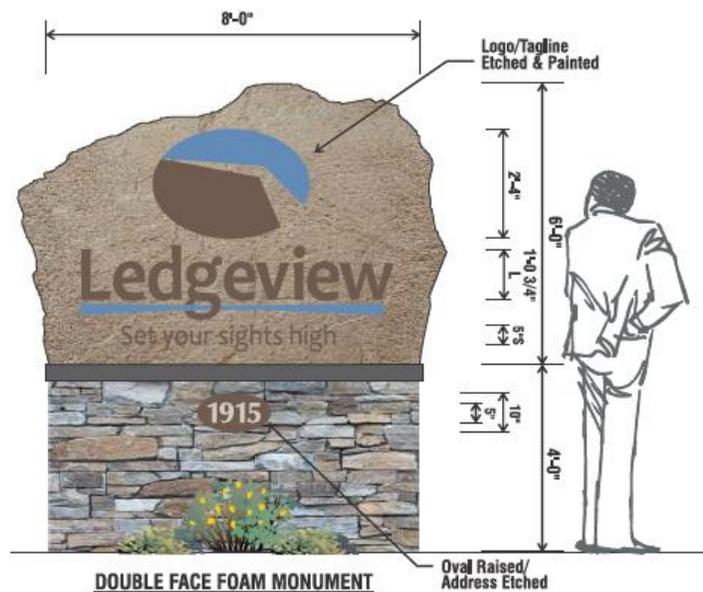


Figure 20: Secondary Town Facility signage is very similar to the gateway signage but includes an address.

Kiosk Signage

- **Purpose:** Used for conveying park written park information such as hours as well as assisting with wayfinding with a park map. Intended for use within a park or specific development area such as Olde School Square. Note, design of OSS signage may develop as a Sign Plan Package separately from this document.
- **Design:** 2' wide by 3' tall sign with ornamental top. Blue background with white lettering and town logo. Kiosks signs should contain a map.
- **Alternative Design:** Provide large, covered kiosk with overview map and additional room for announcements and information. May include bench or be double sided.
- **Installation:** Kiosks should be installed in all community and regional parks and occasionally in neighborhood parks depending on size and uses. (Note, installation in pocket parks can occur if desired, but the small size of pocket parks often doesn't require additional information.) Decision points along trails or common gathering spaces are preferred locations within parks. In addition, kiosks may be installed at other public places throughout the town needed for wayfinding, such as on school grounds, in school parks, in the future Business Park, or in Olde School Square. Affix stand-alone signage on wood post.
- **Materials:** Aluminum.
- **Illumination:** None.

Existing Kiosk Signage

Ledgeview Park is the only park which contains an informational kiosk, which contains park hours and regulations. It also contains a map of the East River Trail in relation to the Town and Park – which has little value for providing direction within the park.

Fonferék's Glen also contains information kiosks and informational signage about the Park and its natural features.

However, because the park is maintained by the County, it is not discussed here.



Figure 22: An existing kiosk sign in Ledgeview Park.

Recommended Kiosk Signage

Recommended kiosk signage was installed in 2018 in Ledgeview Park. Kiosk signage is intended to be used in other parks to provide information and direction to users. A map of the park will be incorporated into each kiosk sign.



Figure 23: New kiosk signage implemented in 2018 in Ledgeview Park and a conceptual rendering of the text options (below).



Figure 24: It is important for kiosk signs to have maps as portions of Community Parks which may be over 10 acres, may be difficult to find for first time users.

An alternative covered, informational kiosk is intended for use in Community Parks, and in some cases larger Neighborhood Parks or Neighborhood Parks serving large neighborhoods. This type of sign stands as an identifiable object for attracting and gathering users within a space or at a trailhead. As the needs develop, seating, a water fountain, or information may accompany these types of signs to provide additional usefulness or amenity.



Figure 25: Conceptual rendering of a covered kiosk.

Town Owned Public Lands Signage

- **Purpose:** Identification of easements and land owned by Ledgeview which is open to the public but does not have programming. For instance, an easement with a path between neighborhoods or to a public amenity such as a waterfall (see image at right for path between Euro Lane and Meadow Sound Dr.).

The secondary purpose of these signs is for identification of town owned land containing a municipal facility where it has been determined that the use of a municipal monument sign is unnecessary. One example would be the land containing a Town owned stormwater pond (like the parcel on Ledgeview Road near Swan Road). If a parcel owned by the Town is not open to/for public use, there is no need to identify it.

- **Design:** 1'-6" wide by 1'-6" square sign with ornamental top. Blue background with white lettering and town logo. Sign text can vary as needed but should contain pertinent language used to acknowledge property is owned by the town but available for use by the public.
- **Alternative Design:** Several alternative designs are presented below.
- **Installation:** Curbside or along (not in) rights of way as needed to identify dedicated public lands.
- **Materials:** Sign: Aluminum. Pillar: Ledgestone. Several alternatives discussed below.
- **Illumination:** Ground or None.



Figure 26: This new trail between Euro Lane and Meadow Sound Drive needs demarcation to notify the public of its availability for use and access to the adjacent waterfall.

Ledgestone Stack

(Approximate Cost: \$700 – \$1,500 each, not including sign or mounting)

The ledgestone stack is the primary public lands access signage to be used at entry points to unimproved town owned lands such as easements or trails within neighborhoods. This sign is also intended for use at Pocket Parks within the Town. Construction of this example may be a CMU block with ledgestone façade and signage affixed.



Figure 27: Example Pillar Distributor: http://www.earthmaterials.com/1_pillars.htm

Public Lands Access

(Approximate Cost: \$50 each)

The public lands access sign is intended for use within town owned property to demarcate property corners or as a secondary identification of available public access. This sign can also be used within parks (e.g. Zelten Family Park) to demarcate property corners. Use in this way is

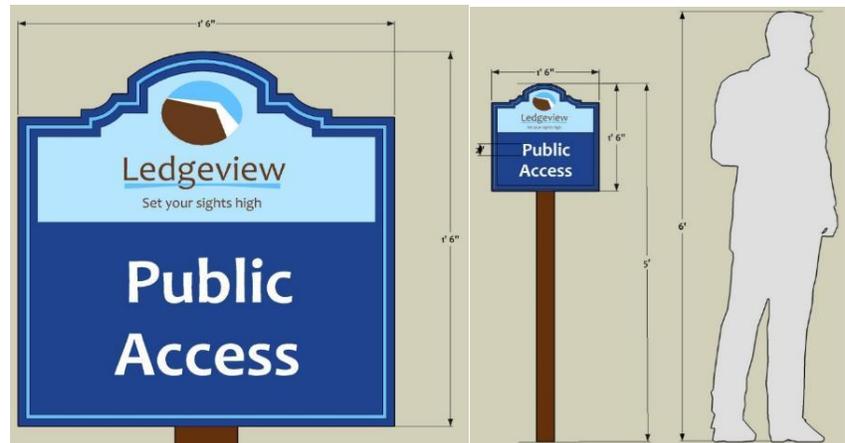


Figure 28: Conceptual public land access signs.

intended to prevent encroachment by private property owners abutting town owned land over time.

Several alternatives to the two primary town owned public lands signs above have been considered. Each alternative may be used in place of one or both of the signs above.

Alternative #1: Stone Stack or Outcropping to mimic ledgestone

(Approximate Cost: \$500 – 1500 depending on # of stones. Could add mounted sign)



Figure 29: Examples of stacked ledgestone for corner demarcation.

Potential Issue: Liability for stone stacking or design of outcropping.

Notes: Stacking stones in this manner is representative of “safe passage”

Roughly \$200-\$250 per stone (Country Materials Corp. Brown County)

Stones vary in width (height) from 6 inches to 22 inches.

Alternative #2: Painted Curb

(Approximate Cost: \$1,000)



Figure 30: Conceptual painted curb at Winding Waters Entrance to Ledgeview Park.

Potential Issue: Not applicable where no curb unless a portion of the shoulder is painted.

Notes: \$100 per linear foot average on 2015 Brown County WisDOT projects.

Alternative #3: Corner Landscaping

(Approximate Cost: \$500 – 2,500)



Figure 31: Examples of corner landscaping used for demarcation of public areas.

Potential Issue: Annual maintenance. If not used in combination with other sign, may be overlooked.

Notes: Roughly \$4/5 per square foot for plantings and mulch. +/- \$500 per tree.

Civic Displays

- **Purpose:** Civic displays are intended to enhance Ledgeview character and build a sense of place by helping visitors identify that they are in Ledgeview. Civic displays include, but are not limited to banners, street signs, and display of the Town flag.
- **Design:** The Town logo should be incorporated on all banners, civic street signs, and flags.
 - Banners: Town logo and colors should be used. The Town motto may also appear.
 - Street signs: Use green with white lettering for residential areas. Use blue with white lettering for business areas. The Town logo should be on all new street signs.
 - Flags: Town logo and colors should be used. The Town motto may also appear.
- **Alternative Design:**
 - Banners: Alternative banners may be designed for various seasons or events.
 - Street signs: None
 - Flags: The flag may include the Town logo and text or logo alone or text alone.
- **Installation:**
 - Banners: Install banners on utility poles along major aterials like CTH GV and CTH G and in major intersections or roundabouts like CTH X and S. Broadway St.
 - Street signs: Install on all Town roads.
 - Flags: Install on Town owned properties with flag pole and in roundabout as permitted by Brown County (County Highway). Install in additional locations through Administrative approval.
- **Materials:**
 - Banners: Vinyl or aluminum.
 - Street signs: Aluminum.
 - Flags: A durable polyester or nylon material dependent on availability and location of flag.
- **Illumination:**
 - Banners: Banners may be lighted indirectly by overhead street lights to which they are affixed.
 - Street signs: backlit with LED lighting (i.e. CTH GV roundabout) or none.
 - Flags: If ground installation of lighting exists, otherwise none.

Street Signage & Flag Poles

Recommendations from the 2011 CTH GV Corridor Amenity Study regarding Street Signage have – and are – being implemented. The report recommended Street Signs in business areas have a blue background with white lettering and the Ledgeview logo. Residential street signs have a green background with white lettering and the Ledgeview logo.



The 2011 study also recommended that street signs located in a major roundabout along the CTH GV corridor be placed on a pole in the center of the roundabout and backlit with LED lighting. The former has held true, as shown in the photo below.



Figure 32: Existing roundabout on CTH GV with flagpole and new town signage.

The American flag shown below in the roundabout could be exchanged for a Town flag if permission was granted by the County. The Town flag should also fly at Town Hall, Fire Stations, and other town owner properties with a flagpole(s).

Banners

Street banners are a result of the 2011 study. Banners currently hanging on light poles along CTH GV. After installation in 2016/2017, it was noted that tapered light poles present a challenge for traditional banners. This may present the opportunity to seek metal, year-round banners, such as is done on WIS 153 in Mosinee, WI.



Figure 33: Sign Banners on CTH GV.

Hardscaping

- **Purpose:** Used to enhance the sense of place within the Town of Ledgeview.
- **Design:** Use brown or red colored concrete to WisDOT specification. Incorporate stone imprint to WisDOT specification.
- **Alternative Design:** No stone imprint.
- **Installation:** Install where medians or roundabouts are used on arterial and collector roads or on medians providing a split entry/exit to subdivisions.
- **Materials:** Concrete
- **Illumination:** N/A

Existing Hardscaping

The center concrete truck aprons of the roundabouts on CTH G and CTH GV and S. Broadway and CTH X (Heritage Road) have been colored a brown color to match the brown in the Ledgeview Logo. The splitter islands were also colored and also imprinted with a ledge rock type pattern. This was a result of the 2011 study recommendations and coordination with Brown County.



Figure 34: Stamped and colored concrete on the roundabouts on CTH GV.

There are three roundabouts on CTH G /Chicago Street/Dickinson Road. Two exist within Ledgeview (at Swan Road and East River Drive) and the other within De Pere (at Libal Street). While these roundabouts are coordinated, the color (red) and pattern (brick) do not match the CTH G and CTH GV roundabout. None of the splitter islands are not colored or stamped. Banners do hang on the light poles within the roundabouts in the Town.

There is a median at Winding Waters Way and Ledgeview Road which is designed in the same fashion as the three roundabouts on CTH G.



Figure 35: Additional hardscaping existing within the Town.

Recommended Hardscape

Install where medians or roundabouts are used on arterial and collector roads or on medians providing a split entry/exit to subdivisions. Work with Brown County and WisDOT for color and stamping options.

GLOSSARY

Adopted from www.wholesalesignsuperstore.com.

A

ACRYLIC: Type of material used to form faces.

B

BACKLIGHTED LETTER: An illuminated reverse channel letter (open or translucent back) so light from the letter is directed against the surface behind the letter producing a halo lighting effect around the letter. Also referred to as Silhouette lighted or halo lighted.

BALLAST: An electrical device required to operate fluorescent lamps.

BANNER: A sign composed of lightweight material. Promotional banners include those used to announce open houses and grand openings, make special announcements, or communicate events. Ornamental banners use images or colors of a decorative nature.

BUILDING FASCIA: That portion of any elevation of a building extending vertically from the grade to the top parapet wall or eaves, and horizontally across the entire width of the building elevation, including slanted wall surfaces sometimes referred to as a mansard.

C

CANOPY: See marquee

CHANGEABLE COPY PANEL: A section of a sign that functions like a changeable copy sign.

CHANNEL LETTER: Fabricated or formed three-dimensional letter that may accommodate a light source.

COPY: The words or message displayed on a sign.

COPY AREA: Areas that enclose the actual copy on a sign.

D

DECK CABINET: Similar in detail and use as a raceway except larger in cross section to provide a background area.

DIMENSIONAL LETTER: A specification description of a letter, logo or symbol, either cut out, cast, molded or fabricated in material such as metal or plastic to create a raised condition.

F

FACE: The surface area on a sign where advertising copy is displayed.

FLANGE: Part of the formed sign face that goes in the retainer of the cabinet.

FLAT CUTOUT LETTER: A dimensional letter cut from sheet or plate stock.

FLUORESCENT LAMP OR TUBE: Electric-discharge lighting utilizing glass tubing manufactured to standard lengths.

FONT: A set of letters, numerals, and shapes, which conform to a specific set of design criteria.

FREQUENCY: The average number of times an individual has the opportunity to see an advertising message during a defined period of time. Typically measured over a four-week period.

FRONT LIGHTED LETTER: An illuminated channel letter with translucent face.

H

H CHANNEL LETTER: A dimensional letter with baffles at the center of the cross-sectional shape for support of neon tubing and mounting of transformers.

I

INCANDESCENT BULB: A lamp that produces light through the application of electrical energy to a wire filament, which glows as it is heated.

M

MARQUEE: A permanent canopy often of metal and glass projecting over an entrance.

MESSAGE AREA: The area within the sign panel describing the limits of the message.

MESSAGE CENTER: An electronically or mechanically variable message sign enabling changes to be made from locations other than at the sign. (See also variable message sign.)

N

NEON TUBING: Electric discharge, cold cathode tubing manufactured into shapes that form letters, parts of letters, skeleton tubing, outline lighting, and other decorative elements or art forms, in various colors and diameters and filled with inert gases.

O

OPEN CHANNEL LETTER: A dimensional letter that has no face and, if illuminated with the light source visible. A clear face for physical protection of internal components may be used.

P

POLYCARBONATE: Type of material used to form faces.

PUSH-THROUGH: A letter or logo cut out of a backing material that is as thick or thicker than the sign face material, and mounted on the inside of the sign face so that the backing material's thickness extends flush with or through and beyond the front plane of the sign face.

R

RACEWAY: An electrical enclosure that may also serve as a mounting structure for the sign.

RETAINER: A framing member mounted around the perimeter of a sign face, and attached to the sign cabinet structure. It is designed to attach the face to the cabinet and/or intended to provide a decorating trim piece.

RETURN: The sides of a channel letter.

REVEAL: An indented detail on a sign.

REVERSE CHANNEL LETTER: A fabricated dimensional letter with opaque face and side walls.

S

SIGN BAND: A horizontal area above a multi-tenants' building's entrances, architecturally designed to accommodate and highlight signage.

SIGN CABINET: See Cabinet Sign.

SIGN FACE: The area of a sign on which copy is intended to be placed.

SIGNAGE: A system of signs.

T

TIME AND TEMPERATURE DISPLAY: A variable message sign which displays current time and temperature in a stationary or alternating manner. Some also display simple messages.

TRIM CAP: 1" plastic trim that is added to cut out plastic letter that adds dimension, and enables to attach it to a channel letter.

V

VISIBILITY: The quality of a letter, number, graphic, or symbol, which enables the observer to distinguish it from its surrounds or background.

W

WAYFINDING: Enabling a person to find his or her way to a given destination thru the use of effective signage.