



CITY OF WAUWATOSA

COMMITTEE OF THE WHOLE

AGENDA • NOVEMBER 19, 2013

Regular Meeting

Common Council Chambers

6:30 PM

7725 West North Avenue, Wauwatosa, WI 53213

PLEASE NOTE: The items on this agenda may be revised before the time of the Common Council meeting, some items may be removed and others added prior to the completion of the final Common Council agenda. The final agenda will be available in the City Clerk's office and on the city website at www.wauwatosa.net. It is anticipated that each item listed on the agenda may be discussed, referred or acted upon unless it is noted in the specific agenda item that no action is contemplated.

COMMITTEE OF THE WHOLE ITEMS

1. Presentation by Neighborhood Association Council (NAC) of a map illustrating neighborhood association locations, and an update of NAC activities
2. Presentation by the Village BID of the Village way-finding signage

Any person who has a qualifying disability as defined by the Americans with Disabilities Act who requires the meeting or materials at the meeting to be in an accessible location or format, must contact the City Clerk at voice telephone 479-8917 or TTY 471-8484 (City Hall, 7725 W. North Avenue, Wauwatosa, Wisconsin 53213) for accommodations. Requests for accommodations for meetings should be made at least three (3) business days prior to the meeting. Every effort will be made to arrange accommodations for all meetings; so please give the City Clerk as much advance notice as possible.

Village of Wauwatosa Wayfinding Strategy and Design

19 November 2013

Attachment: Village Wayfinding Strategy and Design (1822 : Wayfinding Signage)



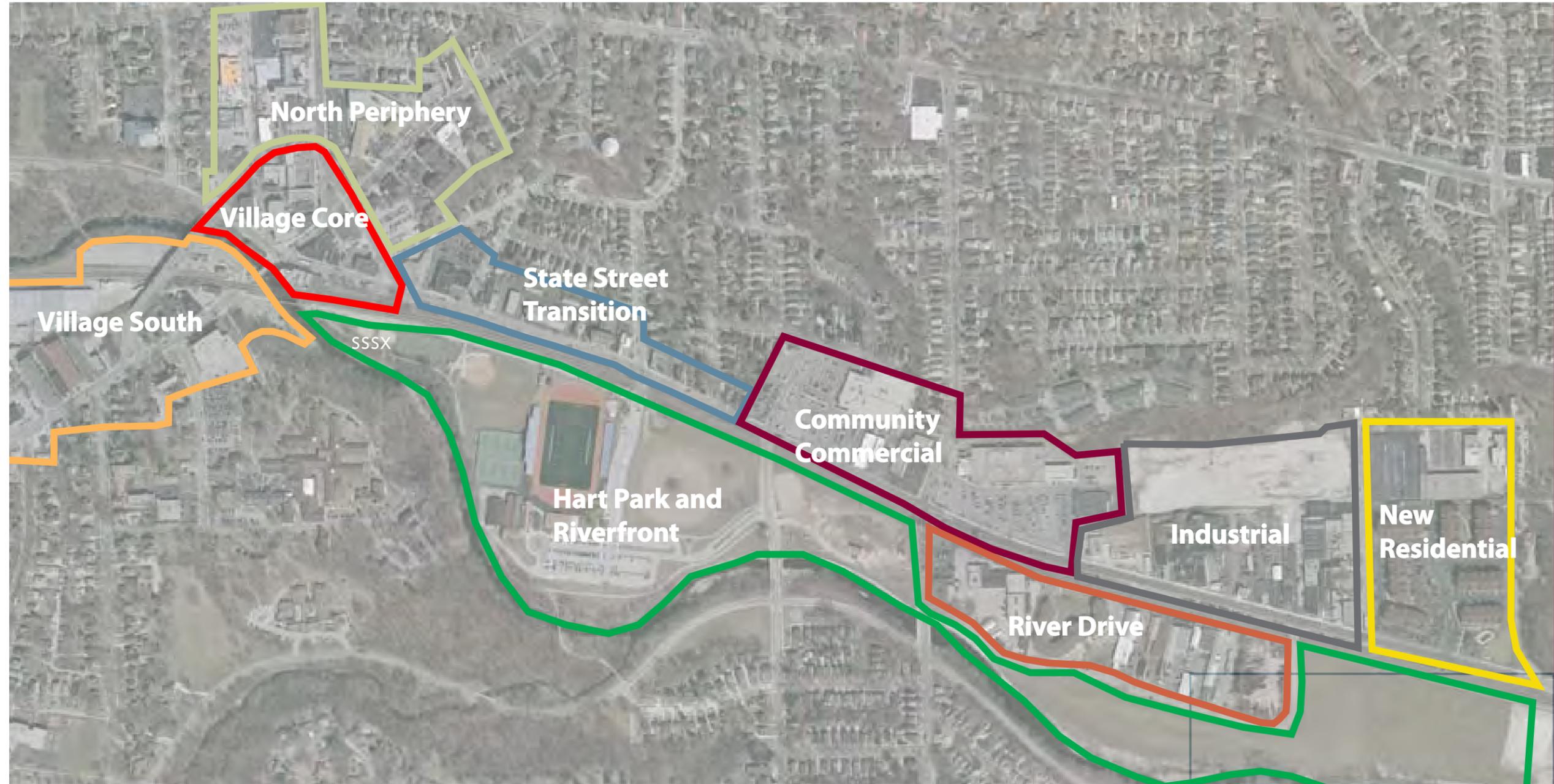
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PROJECT NAME/PROJECT CODE
**Village of Wauwatosa
Wayfinding Strategy
and Concepts**
13VOW001

ISSUES/REVISIONS
19NOV2013 Wayfinding Strategy and Design

A Strategic Development Plan was created for the Village of Wauwatosa, which emphasizes the following land uses, or strategy areas:



Attachment: Village Wayfinding Strategy and Design (1822 : Wayfinding Signage)

Project Impetus

One of the initiatives identified in the Strategic Development Plan is to facilitate easier navigation to and around the Village from regional approach routes. Here are several goals related to this *wayfinding* initiative:

- Help customers find their way to and around the district, and to its businesses and its support facilities
- Improve convenience of and access to parking
- Create an attractive streetscape along State Street
- Connect Hart Park to the Village business corridor
- Improve Village traffic circulation and access to areas separated from the core

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Municipal Wayfinding

- **Communities are differentiating themselves as brands**
- **Experience = Brand**
- **Wayfinding is an opportunity to enhance the visitor experience (i.e: help build the Village brand)**
- **Metrics associated with benefits of wayfinding are difficult to quantify**

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Important findings

- **Most travelers don't research the geography/layout of a place before they take a trip.**
- **They instead hope to rely on their sense of direction, aided by landscape cues and signage when it's present.**
- **Many people don't explore an area until they've found their target destination to ensure they have enough time to wander. (This exploration includes parking.)**
- **Once visitors begin to follow signs directing them to a specific destination or attraction, they expect signs to take them all the way to that destination.**
- **Return trips can be even more challenging from a wayfinding perspective, so visitors need help to find their way back home, too.**

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Attachment: Village Wayfinding Strategy and Design (1822 : Wayfinding Signage)



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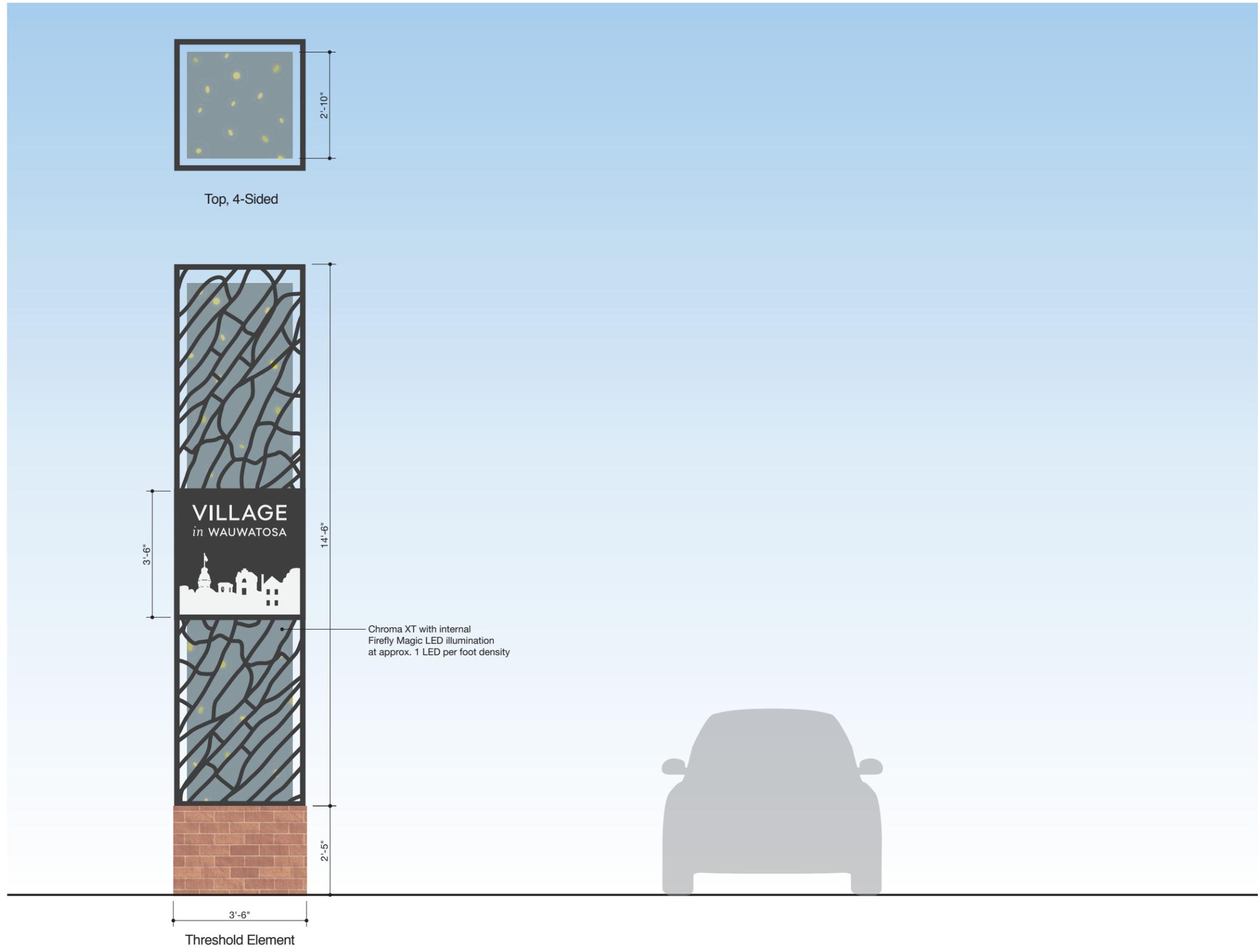
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 Wayfinding Strategy
 and Concepts
 13VOW001

ISSUES/REVISIONS
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PAGE TITLE / ELEMENT TYPE
Location Strategy

SHEET NUMBER
G5



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PAGE TITLE / ELEMENT TYPE
ST100
 Threshold Element

SHEET NUMBER
G6



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PAGE TITLE / ELEMENT TYPE
ST100
 Threshold Element

SHEET NUMBER
G7



Banner Stanchion Front

Banner Stanchion Side

Banner Color Options

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PAGE TITLE / ELEMENT TYPE
ST101
 Pageantry Element

SHEET NUMBER
G8



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PAGE TITLE / ELEMENT TYPE
ST101
 Pageantry Element

SHEET NUMBER
G9



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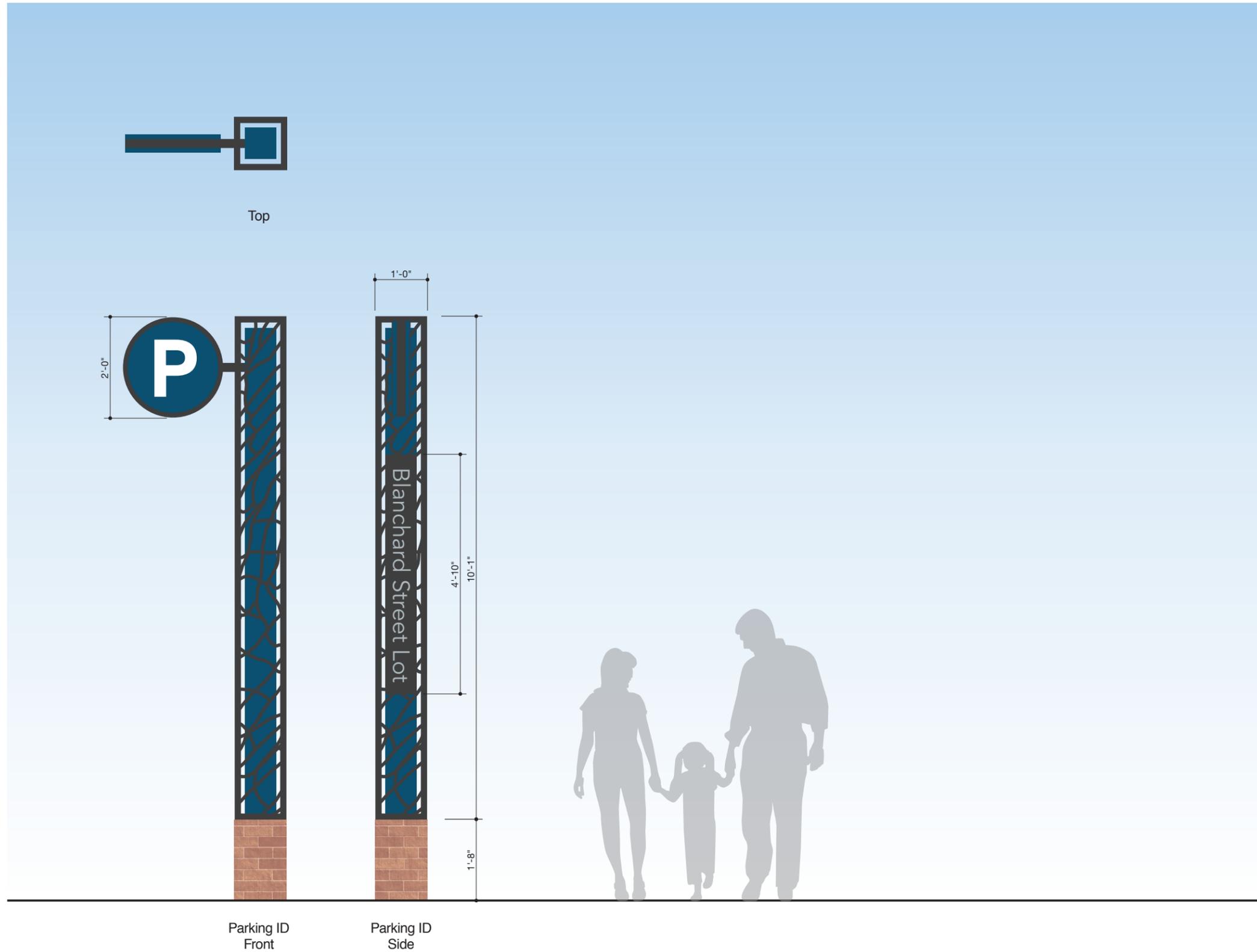
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PAGE TITLE / ELEMENT TYPE
ST102
 Vehicular Directional

SHEET NUMBER
G11



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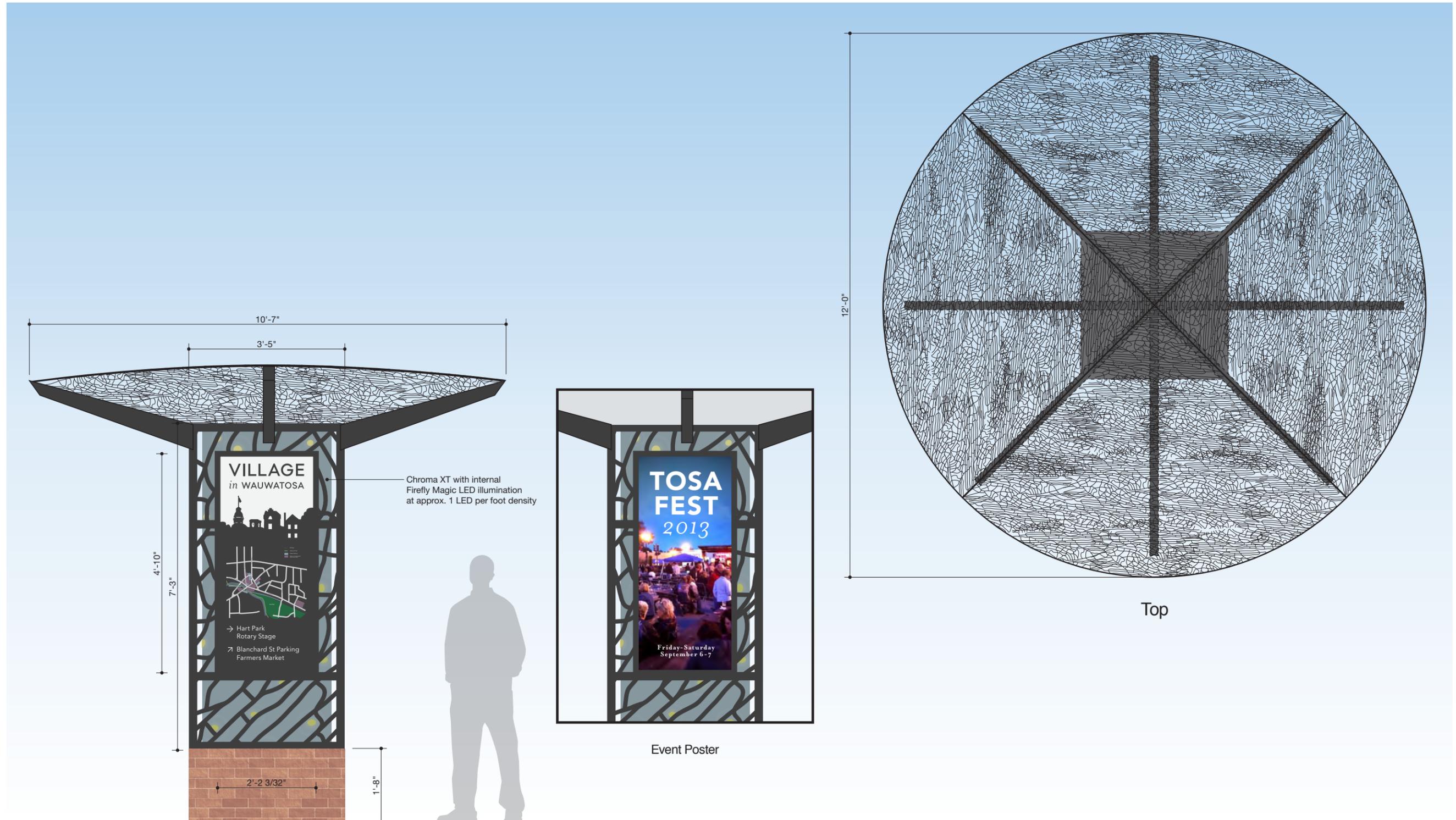
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PAGE TITLE / ELEMENT TYPE
ST103
 Parking ID

SHEET NUMBER
G13



Pedestrian Kiosk
(4 Sided)

Event Poster

Top

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PAGE TITLE / ELEMENT TYPE
ST104
Pedestrian Kiosk

SHEET NUMBER
G14



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PAGE TITLE / ELEMENT TYPE
ST104
 Pedestrian Kiosk

SHEET NUMBER
G15



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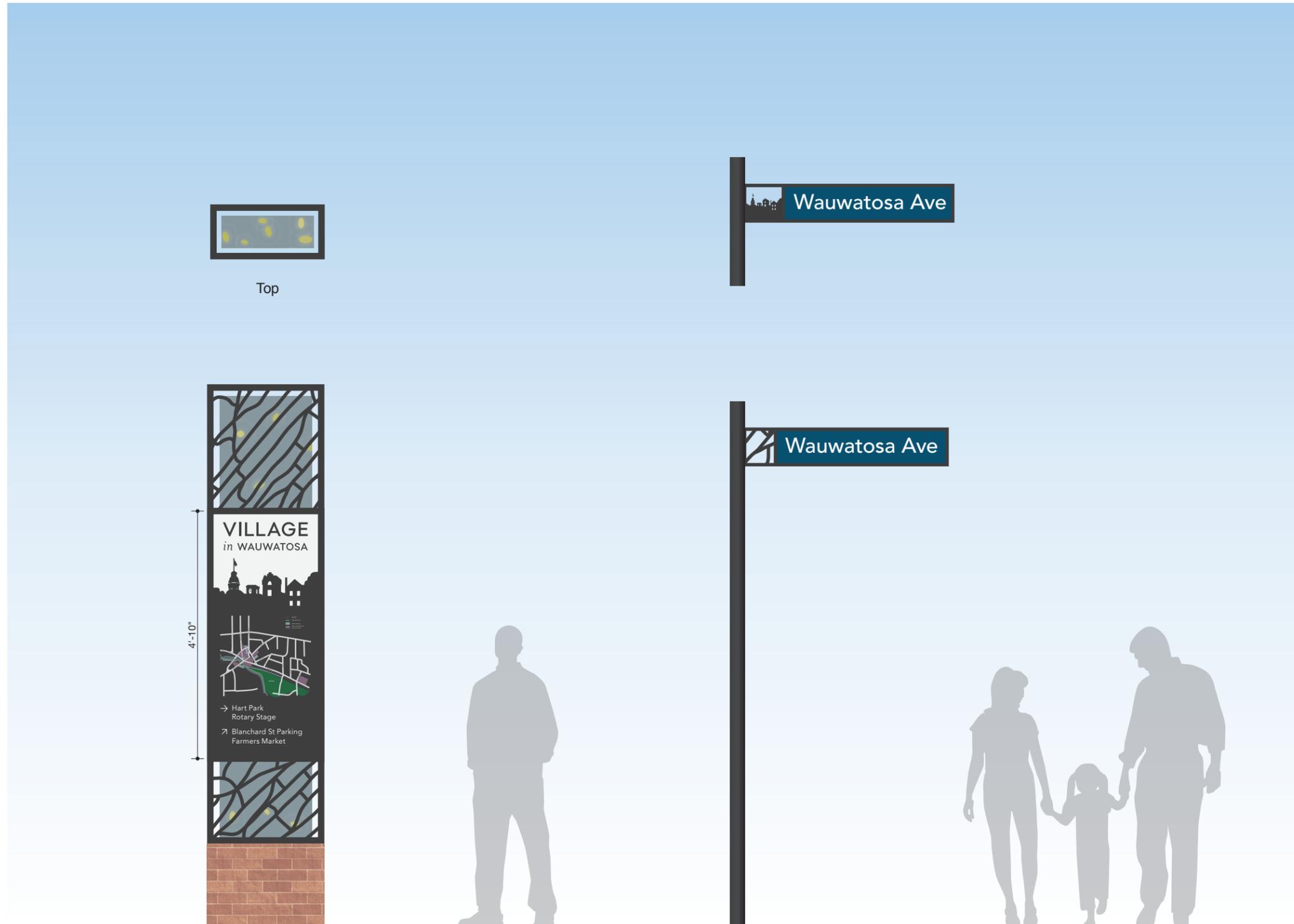
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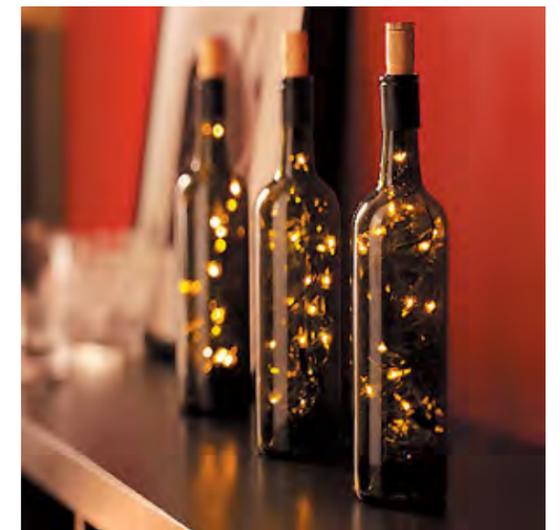
PAGE TITLE / ELEMENT TYPE
ST104
 Pedestrian Kiosk

SHEET NUMBER
G16



Pedestrian Orientation

Street Sign Options



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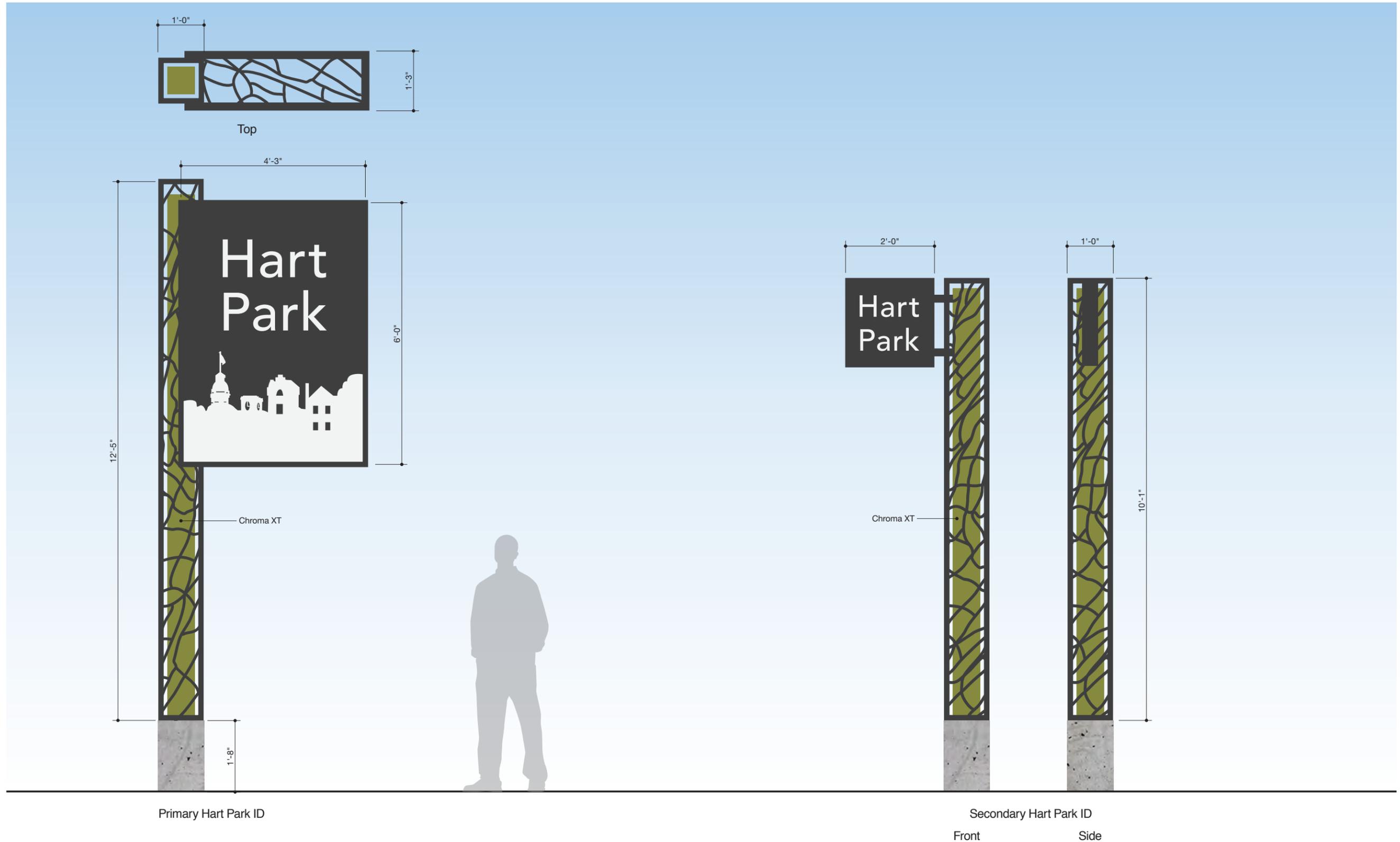
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ST105 Pedestrian Orientation,
 Street Sign

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G17



Primary Hart Park ID

Secondary Hart Park ID

Front Side

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PAGE TITLE / ELEMENT TYPE
ST200 Primary Hart Park ID,
ST201 Secondary Hart Park ID

SHEET NUMBER
G18



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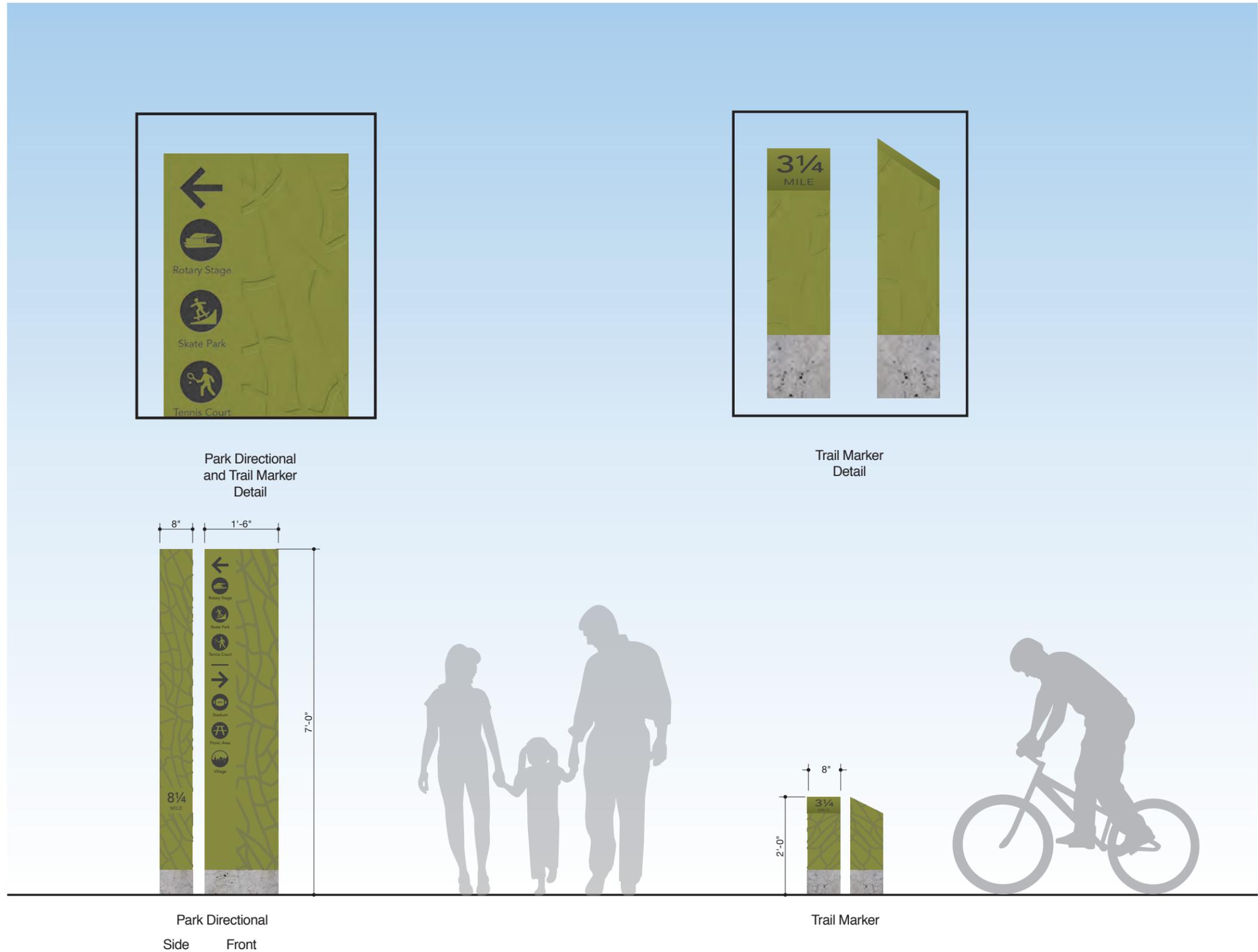
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PAGE TITLE / ELEMENT TYPE
ST200
 Primary Hart Park ID

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G19



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PAGE TITLE / ELEMENT TYPE
ST202
 Hart Park Directional

SHEET NUMBER
G21

Next Steps

- **Develop schematic sign type drawings to level suitable for bidding**
- **Develop phasing strategy for wayfinding components – dovetail with near- and long-term street improvement projects for time and cost efficiencies**
- **Vet design and locations with BID wayfinding committee and City staff for various issues**
 - **Budgets**
 - **Visibility and sight lines**
 - **Ongoing construction and development initiatives**
 - **Annual and replacement costs**
 - **Long-term maintenance and durability**
- **Competitively bid Phase One wayfinding package to “lock in” unit pricing**
- **Consider long-term contract for maintenance program with signage contractor**