



# CITY OF WAUWATOSA

## COMMITTEE OF THE WHOLE

MINUTES • NOVEMBER 19, 2013

**Regular Meeting**

**Common Council Chambers**

**6:30 PM**

7725 West North Avenue, Wauwatosa, WI 53213

PRESENT: Alds. Donegan (6:39 p.m.), Dubinski, Ewerdt, McBride, Moldenhauer, Organ (7:25 pm.), Pantuso, Roznowski, Tilleson, Walz-Chojnacki, Wilke, Wilson, Berdan, Causier, -14

EXCUSED: Ald. Birschel

ABSENT: Ald. Hanson

Ald. McBride in the Chair

### **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

Neighborhood Association Council (NAC) President Robin Luther began by stating that NAC exists to provide support and training for neighborhood associations in Wauwatosa. There is a collaborative Board that seeks to develop and maintain a strong community and whose focus is on Wauwatosa's many neighborhood groups.

Denise Lindberg, a NAC Board member, gave a brief history of NAC, stating that it grew out of Wauwatosa Tomorrow, a non-political group in operation in the early 1990's. Wauwatosa Tomorrow addressed quality of life issues, and fostering the neighborly, community feeling of the city seemed to be a logical offshoot. At that time, some neighborhood associations already existed (Washington Highlands, Wellauer Heights, and Sheraton Lawns). The first NAC meeting attracted 43 attendees and four new associations began that same year. The second year of NAC's existence, five more associations were formed.

The first issue NAC became actively involved in was the possible renovation of the pool at Hoyt Park; a separate organization ultimately spun off from NAC in 2005 to pursue (and succeed in) this endeavor. In 2005, NAC also created its present Board structure and began the NAC Blast emails. Recognition of the neighborhood associations has become so strong in recent years that realtors frequently refer to a home's location with respect to its neighborhood association. This effort has helped Wauwatosa to become among the most desirable communities in metro Milwaukee.

At this point in the presentation, Ms. Lindberg was presented with a plaque by the NAC Board in recognition of her service as the first president of NAC.

Mary Van Derven reviewed the organizational structure of NAC, noting that it originally operated without a board. The board structure was organized to lessen the president's workload and it now meets on a quarterly basis at various locations citywide. Interested parties are always welcome to attend.

Jill Wickham presented an overview of NAC's first sponsored citywide event, Windows into Wauwatosa. This daylong activity was patterned after Milwaukee's successful Doors of Milwaukee. Windows into Wauwatosa provided an opportunity for participants to visit various locales citywide on a 'behind-the-scenes' basis. The June 2013 event saw about 950 visitors over a six-hour period. The average visitor went to 6-7 of the 22 sites; each site averaged about 200 visits. This event will be staged again on June 21, 2014.

Ms. Luther noted that two other citywide events were held since then, a blood drive and a cribbage tournament. A Tosa all-city read (*Rocket Boys*) is scheduled to begin in February, where the intent is to have city residents reading the same book in the same timeframe. A series of kick-off events will be held prior to that time.

Younger readers will be encouraged to read *Middle Earth*, while very young readers will have a variety of books.

NAC is also working with the Chamber of Commerce to create a welcome packet for distribution. As well, NAC is working with the Wauwatosa Health Department and hopes to identify a senior liaison eventually in every neighborhood association. Finally, NAC is working to develop a volunteer clearinghouse website where interested persons can connect with non-profit organizations looking for help.

Linda Nikceovich, a former Alderwoman, urged Council members to sign up to receive NAC Blasts.

In closing, Ms. Luther presented the City with a framed map showing the locations of all 29 neighborhood associations.

## 2. Presentation by the Village BID of the Village way-finding signage

Jim Plaisted, Wauwatosa Business Improvement District (BID) Director, explained that the BID issued an RFQ in February 2013 to create a unified signage system for the Village. The resulting plan is tended to be a framework for implementing an attractive and functional system of way-finding signage. Thirteen firms replied to the RFQ and the firm of fd2s of Austin, Texas was selected.

Way-finding signage was identified as a significant issue by the 2011 Village Plan and it is hoped that this new system will help customers, whether arriving by vehicle or on foot, to better navigate the Village. Additionally, functional signage will also direct visitors to available parking and the plan will encourage attractive streetscaping along State Street. Appropriate signage will also help direct visitors to businesses who are somewhat separated from the core of the Village.

Curtis Roberts, fd2s, confirmed that visits to the Village area clearly illustrated what is working and what challenges exist in that area. Mr. Roberts noted that many stimulus initiatives are occurring across the country related to investing in communities. Navigation is a top issue in this area; if a destination is difficult to find or to reach, a visitor may not persevere. Way-finding, then, is an extension of branding and is a part of the visitor's overall experience. If a destination is easy for a visitor to find, s/he is typically more inclined to explore an entire area.

Mr. Roberts characterized the Village as a 'sophisticated hamlet,' exhibiting the duality of the modern and the traditional. It is not Colonial Williamsburg, but there are many historic points therein, and the resulting way-finding system has tried to embody this.

Two public meetings are scheduled on November 20<sup>th</sup> to receive public input. Meetings were also held at the start of the project to identify major destinations and what perceived main attractions are. The project is now at the point where the original concepts have been winnowed and design components are being identified. Mr. Roberts shared a power point presentation which illustrated major intersections that will be used in vehicular and pedestrian orientation. Contact has been made with the City's Public Works Department about upcoming street improvement projects in the area to see where the way-finding project can dovetail with the larger projects.

Mr. Roberts stated that the design components try to reflect 'the DNA of the Village.' Village history provided information about the origin of the City's name, and it's meaning in the Potawatomi language; that is now represented by an abstract firefly wing pattern in some designs. At present, a sense of scale, placement, and context for the signage in terms of right-of-way is being developed. Another element that may be introduced is the use of changeable banners to highlight events such as Tosafest.

In addressing parking, Mr. Roberts noted that while a fair amount exists within the Village, it is not always well-identified. This is another challenge the way-finding system will address. All lots will have names to ease navigation for visitors.

Pedestrian elements will also be part of this system; these may include covered kiosks with changeable information and small-scale maps. Additionally, signage may extend to the Oak Leaf Trail to orient pedestrians. Once plan has been completed, it will be bid out.

It was noted that the City's proposed bike/pedestrian plan also has way-finding elements. Efforts should be coordinated so the results are complementary and consistent in appearance.

The meeting adjourned at 7:35 p.m.

---

Carla A. Ledesma, CMC, City Clerk

# Village of Wauwatosa Wayfinding Strategy and Design

## 19 November 2013

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



FD2S INC.

3601 South Congress Avenue  
Building K Suite 300A  
Austin Texas USA 78704  
tel 512 476 7733  
fax 512 473 2202  
www.fd2s.com

© 2013 FD2S INC.

All rights reserved. The intellectual property, concepts, and designs contained in this document are the exclusive property of fd2s inc.  
Neither the document nor the information it contains may be copied, disclosed to others, or used in connection with any work or project other than the specific project for which it has been prepared and developed, without the written consent of fd2s inc.

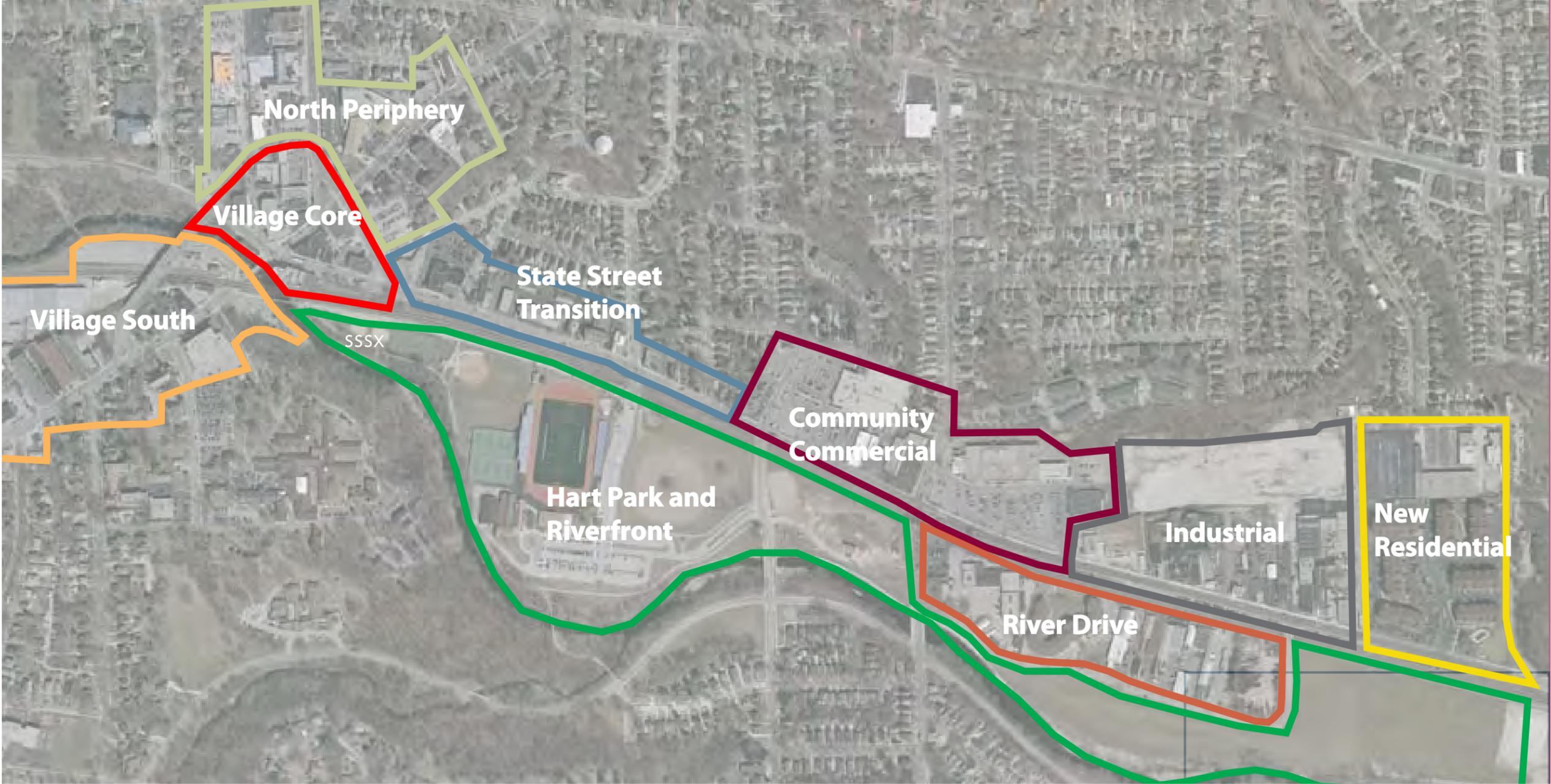
PROJECT NAME/PROJECT CODE

**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

# 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**

fd2s	FD2S INC. 3601 South Congress Avenue Building K Suite 300A Austin Texas USA 78704 tel 512 476 7733 fax 512 473 2202 www.fd2s.com	© 2013 FD2S INC. <small>All rights reserved. The intellectual property, concepts, and designs contained in this document are the exclusive property of fd2s inc. Neither the document nor the information it contains may be copied, disclosed to others, or used in connection with any work or project other than the specific project for which it has been prepared and developed, without the written consent of fd2s inc.</small>	PROJECT NAME/PROJECT CODE <b>Village of Wauwatosa Wayfinding Strategy and Concepts</b> 13VOW001	ISSUES/REVISIONS 19NOV2013 Wayfinding Strategy and Design	PAGE TITLE / ELEMENT TYPE <b>Municipal Wayfinding</b>	SHEET NUMBER <b>G3</b>
------	--	--	---	--	--	---------------------------

## 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.



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



FD2S INC.  
 3601 South Congress Avenue  
 Building K Suite 300A  
 Austin Texas USA 78704  
 tel 512 476 7733  
 fax 512 473 2202  
 www.fd2s.com

© 2013 FD2S INC.  
 All rights reserved. The intellectual property, concepts, and designs contained in this document are the exclusive property of fd2s inc.  
 Neither the document nor the information it contains may be copied, disclosed to others, or used in connection with any work or project other than the specific project for which it has been prepared and developed, without the written consent of fd2s inc.

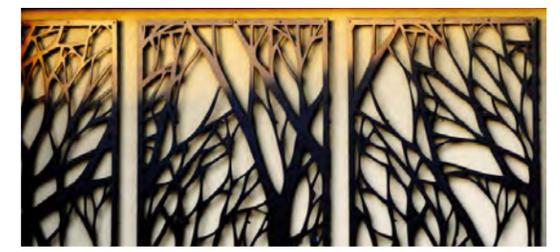
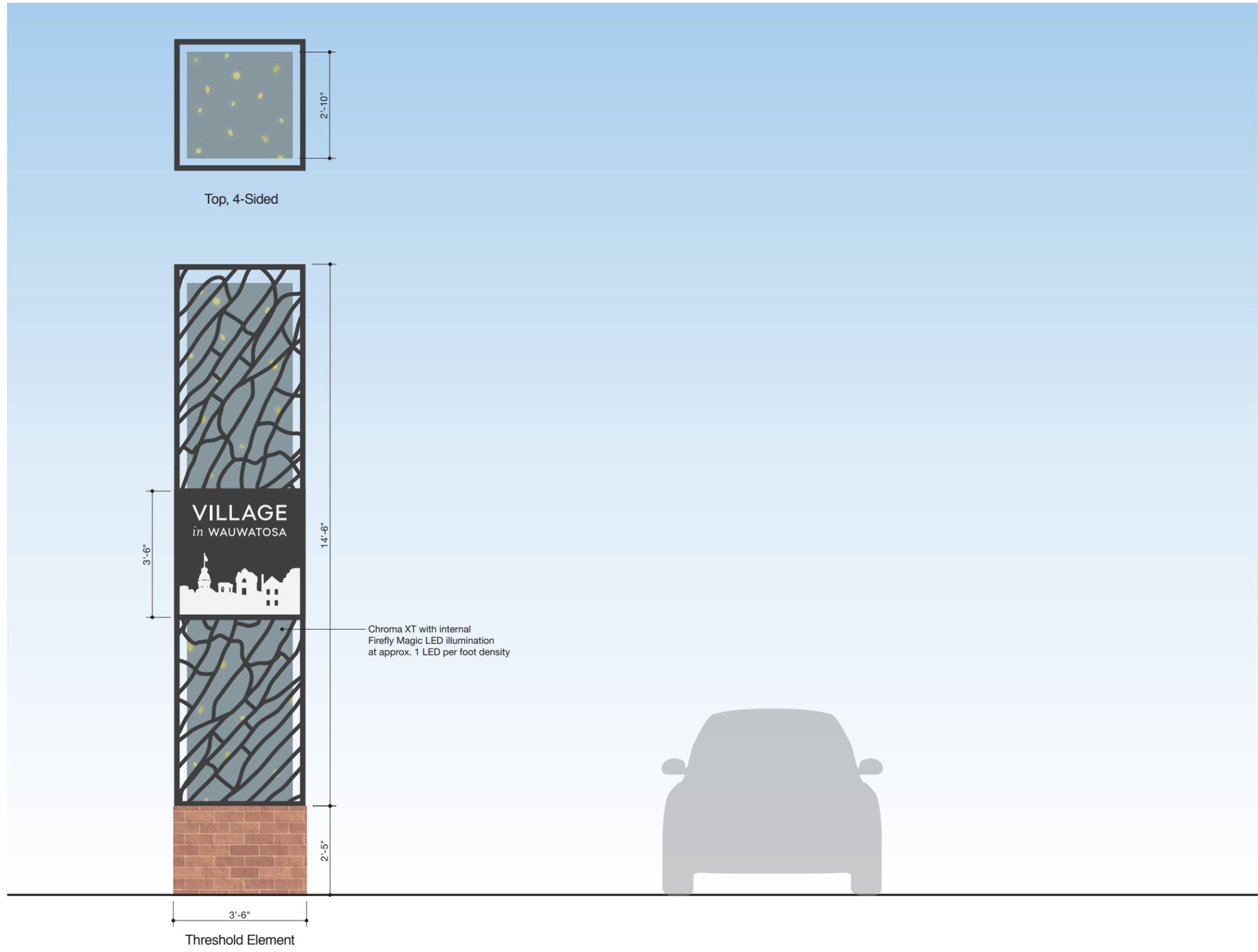
PROJECT NAME/PROJECT CODE  
**Village of Wauwatosa**  
 Wayfinding Strategy  
 and Concepts  
 13VOW001

ISSUES/REVISIONS  
 19NOV2013 Wayfinding Strategy and Design

PAGE TITLE / ELEMENT TYPE  
**Location Strategy**

SHEET NUMBER

**G5**



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



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



FD2S INC.  
 3601 South Congress Avenue  
 Building K Suite 300A  
 Austin Texas USA 78704  
 tel 512 476 7733  
 fax 512 473 2202  
 www.fd2s.com

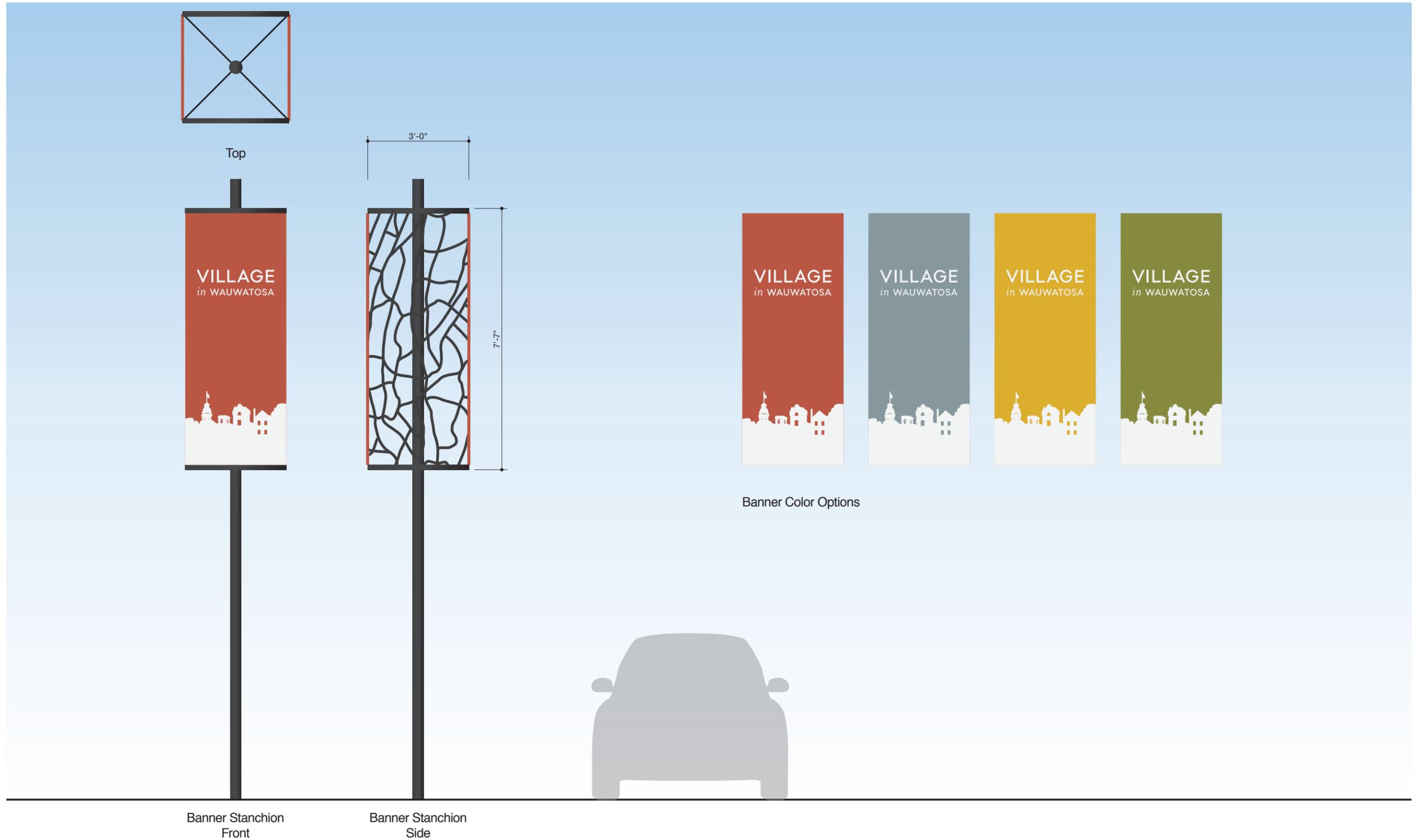
© 2013 FD2S INC.  
 All rights reserved. The intellectual property, concepts, and designs contained in this document are the exclusive property of fd2s inc.  
 Neither the document nor the information it contains may be copied, disclosed to others, or used in connection with any work or project other than the specific project for which it has been prepared and developed, without the written consent of fd2s inc.

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

ISSUES/REVISIONS  
 19NOV2013 Wayfinding Strategy and Design

PAGE TITLE / ELEMENT TYPE  
**ST100**  
 Threshold Element

SHEET NUMBER  
**G7**



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



FD2S INC.  
 3601 South Congress Avenue  
 Building K Suite 300A  
 Austin Texas USA 78704  
 tel 512 476 7733  
 fax 512 473 2202  
 www.fd2s.com

© 2013 FD2S INC.  
 All rights reserved. The intellectual property, concepts, and designs contained in this document are the exclusive property of fd2s inc.  
 Neither the document nor the information it contains may be copied, disclosed to others, or used in connection with any work or project other than the specific project for which it has been prepared and developed, without the written consent of fd2s inc.

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

ISSUES/REVISIONS  
 19NOV2013 Wayfinding Strategy and Design

PAGE TITLE / ELEMENT TYPE  
**ST101**  
 Pageantry Element

SHEET NUMBER  
**G8**



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



FD2S INC.  
 3601 South Congress Avenue  
 Building K Suite 300A  
 Austin Texas USA 78704  
 tel 512 476 7733  
 fax 512 473 2202  
 www.fd2s.com

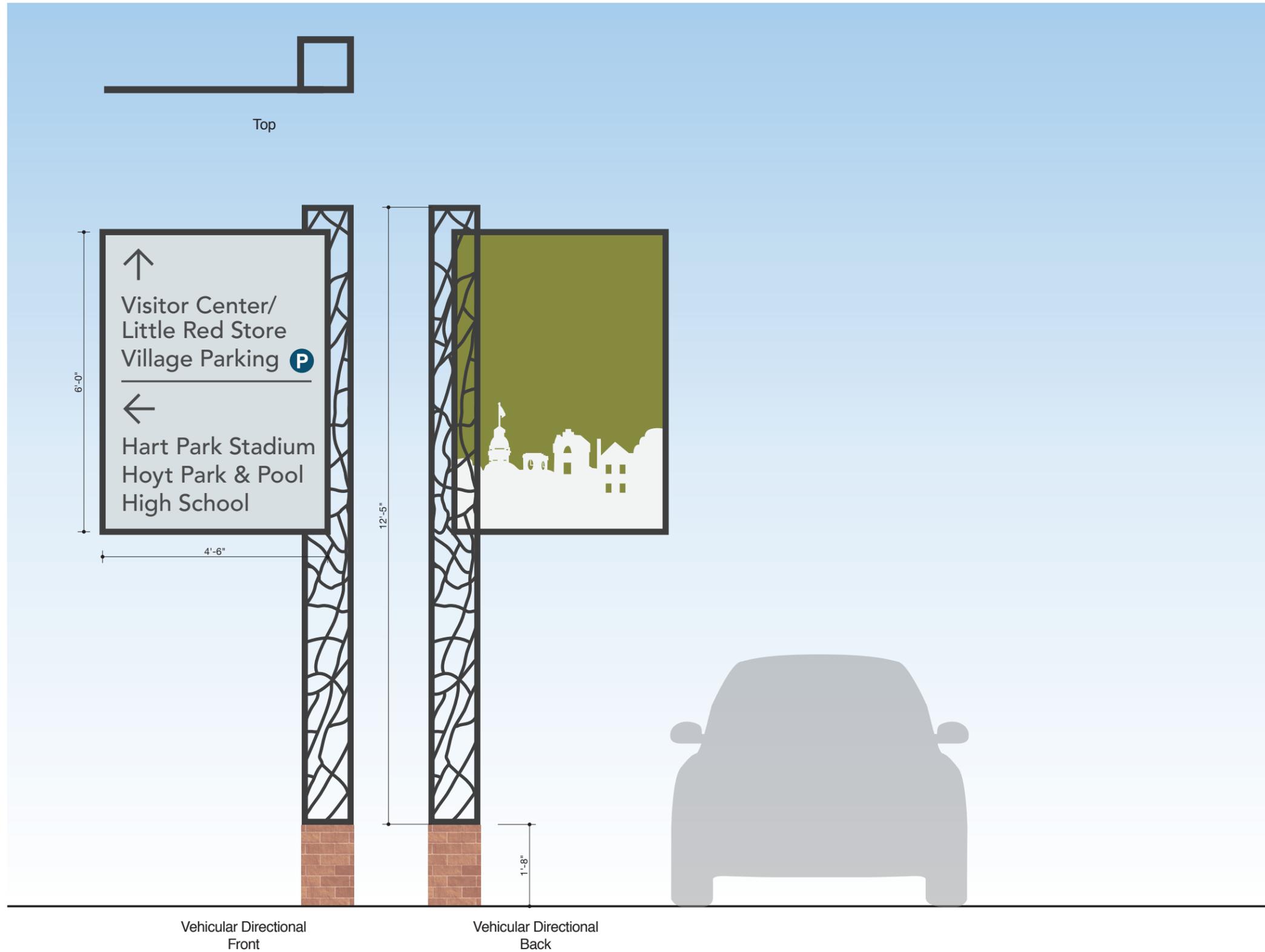
© 2013 FD2S INC.  
 All rights reserved. The intellectual property, concepts, and designs contained in this document are the exclusive property of fd2s inc.  
 Neither the document nor the information it contains may be copied, disclosed to others, or used in connection with any work or project other than the specific project for which it has been prepared and developed, without the written consent of fd2s inc.

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

ISSUES/REVISIONS  
 19NOV2013 Wayfinding Strategy and Design

PAGE TITLE / ELEMENT TYPE  
**ST101**  
 Pageantry Element

SHEET NUMBER  
**G9**



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



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



FD2S INC.  
 3601 South Congress Avenue  
 Building K Suite 300A  
 Austin Texas USA 78704  
 tel 512 476 7733  
 fax 512 473 2202  
 www.fd2s.com

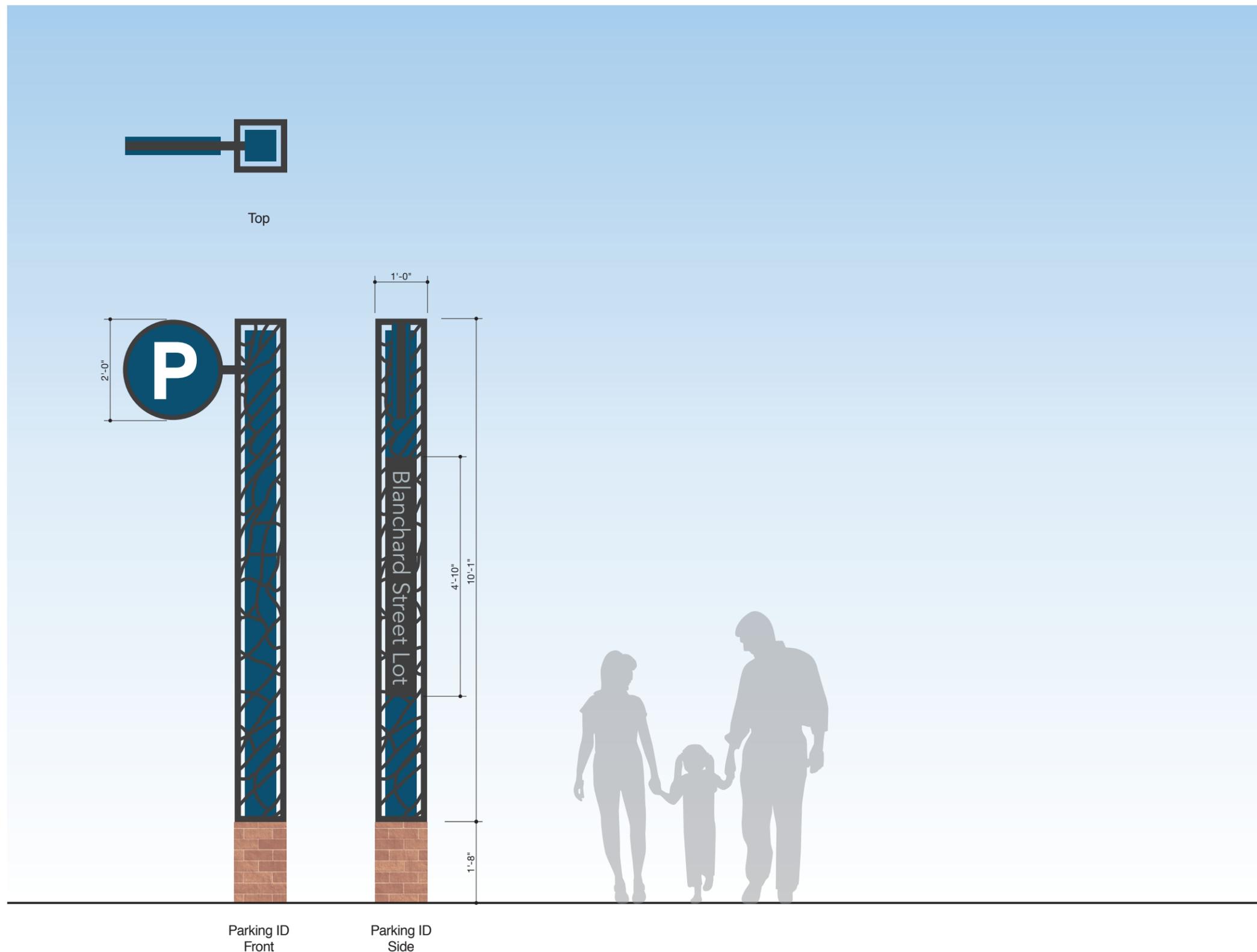
© 2013 FD2S INC.  
 All rights reserved. The intellectual property, concepts, and designs contained in this document are the exclusive property of fd2s inc.  
 Neither the document nor the information it contains may be copied, disclosed to others, or used in connection with any work or project other than the specific project for which it has been prepared and developed, without the written consent of fd2s inc.

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

ISSUES/REVISIONS  
 19NOV2013 Wayfinding Strategy and Design

PAGE TITLE / ELEMENT TYPE  
**ST102**  
 Vehicular Directional

SHEET NUMBER  
**G11**



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



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



FD2S INC.  
 3601 South Congress Avenue  
 Building K Suite 300A  
 Austin Texas USA 78704  
 tel 512 476 7733  
 fax 512 473 2202  
 www.fd2s.com

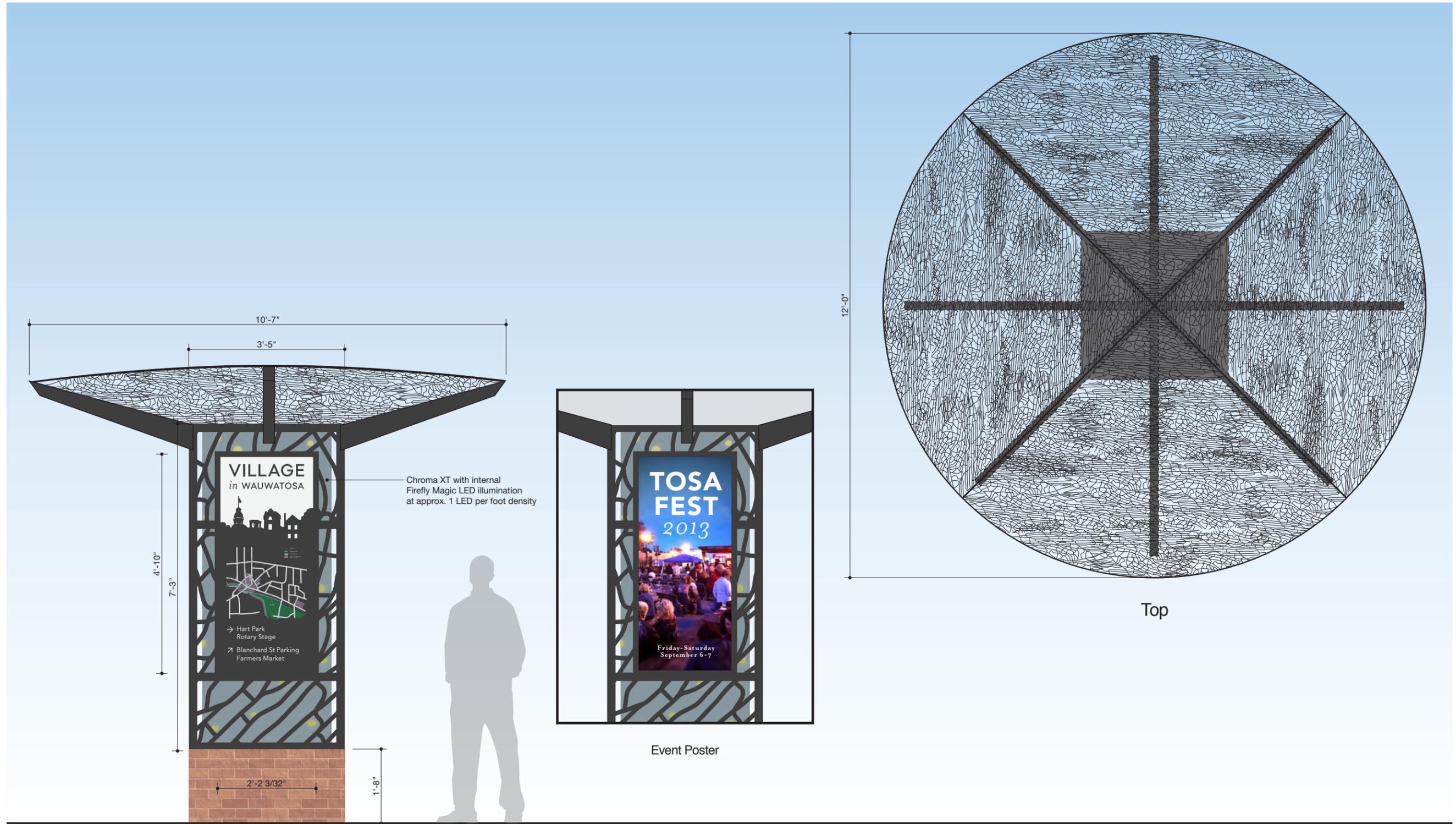
© 2013 FD2S INC.  
 All rights reserved. The intellectual property, concepts, and designs contained in this document are the exclusive property of fd2s inc.  
 Neither the document nor the information it contains may be copied, disclosed to others, or used in connection with any work or project other than the specific project for which it has been prepared and developed, without the written consent of fd2s inc.

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

ISSUES/REVISIONS  
 19NOV2013 Wayfinding Strategy and Design

PAGE TITLE / ELEMENT TYPE  
**ST103**  
 Parking ID

SHEET NUMBER  
**G13**



Pedestrian Kiosk  
(4 Sided)

Event Poster

Top

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



FD2S INC.  
 3601 South Congress Avenue  
 Building K Suite 300A  
 Austin Texas USA 78704  
 tel 512 476 7733  
 fax 512 473 2202  
 www.fd2s.com

© 2013 FD2S INC.  
 All rights reserved. The intellectual property, concepts, and designs contained in this document are the exclusive property of fd2s inc.  
 Neither the document nor the information it contains may be copied, disclosed to others, or used in connection with any work or project other than the specific project for which it has been prepared and developed, without the written consent of fd2s inc.

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

ISSUES/REVISIONS  
 19NOV2013 Wayfinding Strategy and Design

PAGE TITLE / ELEMENT TYPE  
**ST104**  
 Pedestrian Kiosk

SHEET NUMBER  
**G14**



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



FD2S INC.  
 3601 South Congress Avenue  
 Building K Suite 300A  
 Austin Texas USA 78704  
 tel 512 476 7733  
 fax 512 473 2202  
 www.fd2s.com

© 2013 FD2S INC.  
 All rights reserved. The intellectual property, concepts, and designs contained in this document are the exclusive property of fd2s inc.  
 Neither the document nor the information it contains may be copied, disclosed to others, or used in connection with any work or project other than the specific project for which it has been prepared and developed, without the written consent of fd2s inc.

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

ISSUES/REVISIONS  
 19NOV2013 Wayfinding Strategy and Design

PAGE TITLE / ELEMENT TYPE  
**ST104**  
 Pedestrian Kiosk

SHEET NUMBER  
**G15**



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



FD2S INC.  
 3601 South Congress Avenue  
 Building K Suite 300A  
 Austin Texas USA 78704  
 tel 512 476 7733  
 fax 512 473 2202  
 www.fd2s.com

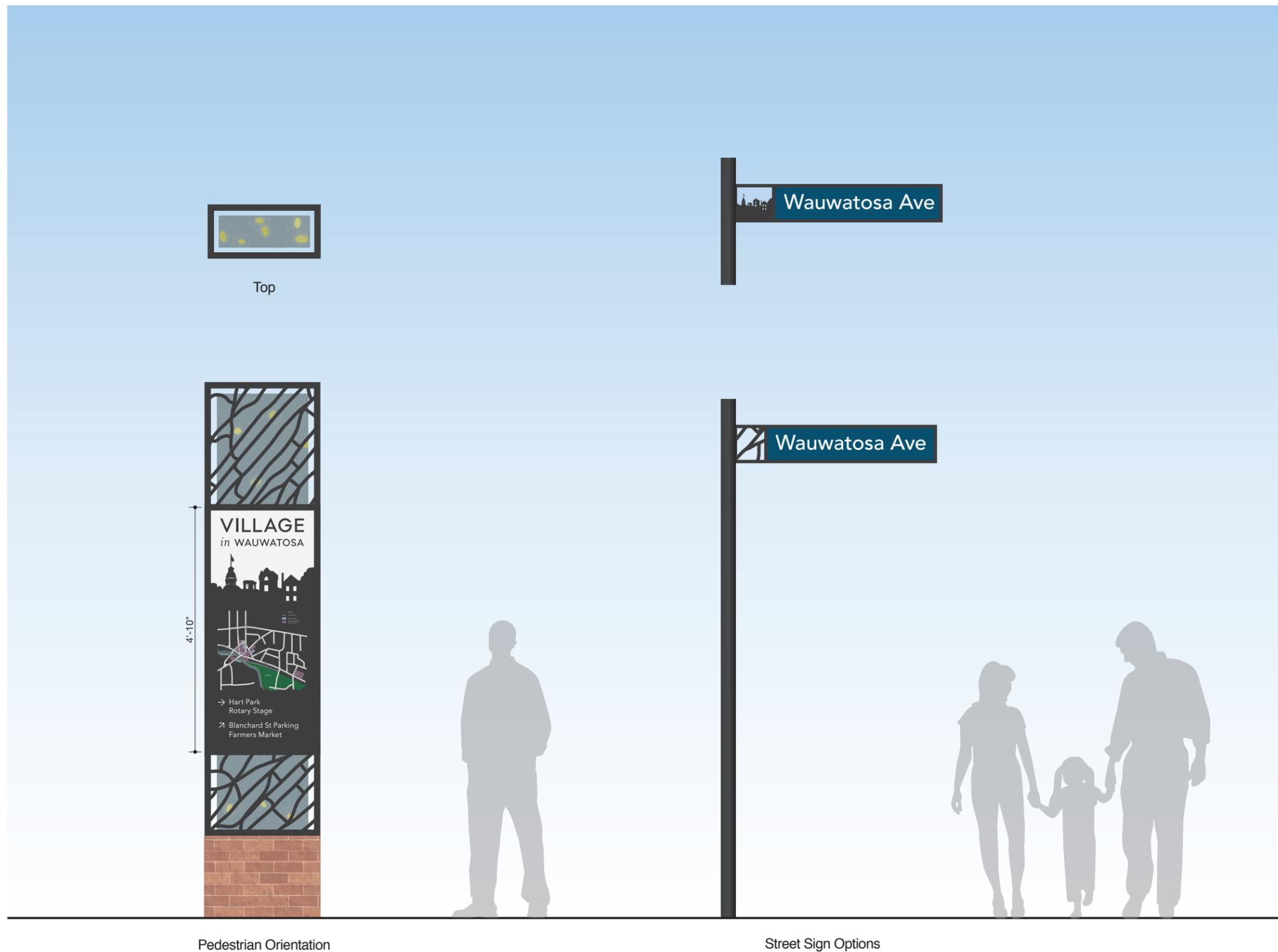
© 2013 FD2S INC.  
 All rights reserved. The intellectual property, concepts, and designs contained in this document are the exclusive property of fd2s inc.  
 Neither the document nor the information it contains may be copied, disclosed to others, or used in connection with any work or project other than the specific project for which it has been prepared and developed, without the written consent of fd2s inc.

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

ISSUES/REVISIONS  
 19NOV2013 Wayfinding Strategy and Design

PAGE TITLE / ELEMENT TYPE  
**ST104**  
 Pedestrian Kiosk

SHEET NUMBER  
**G16**

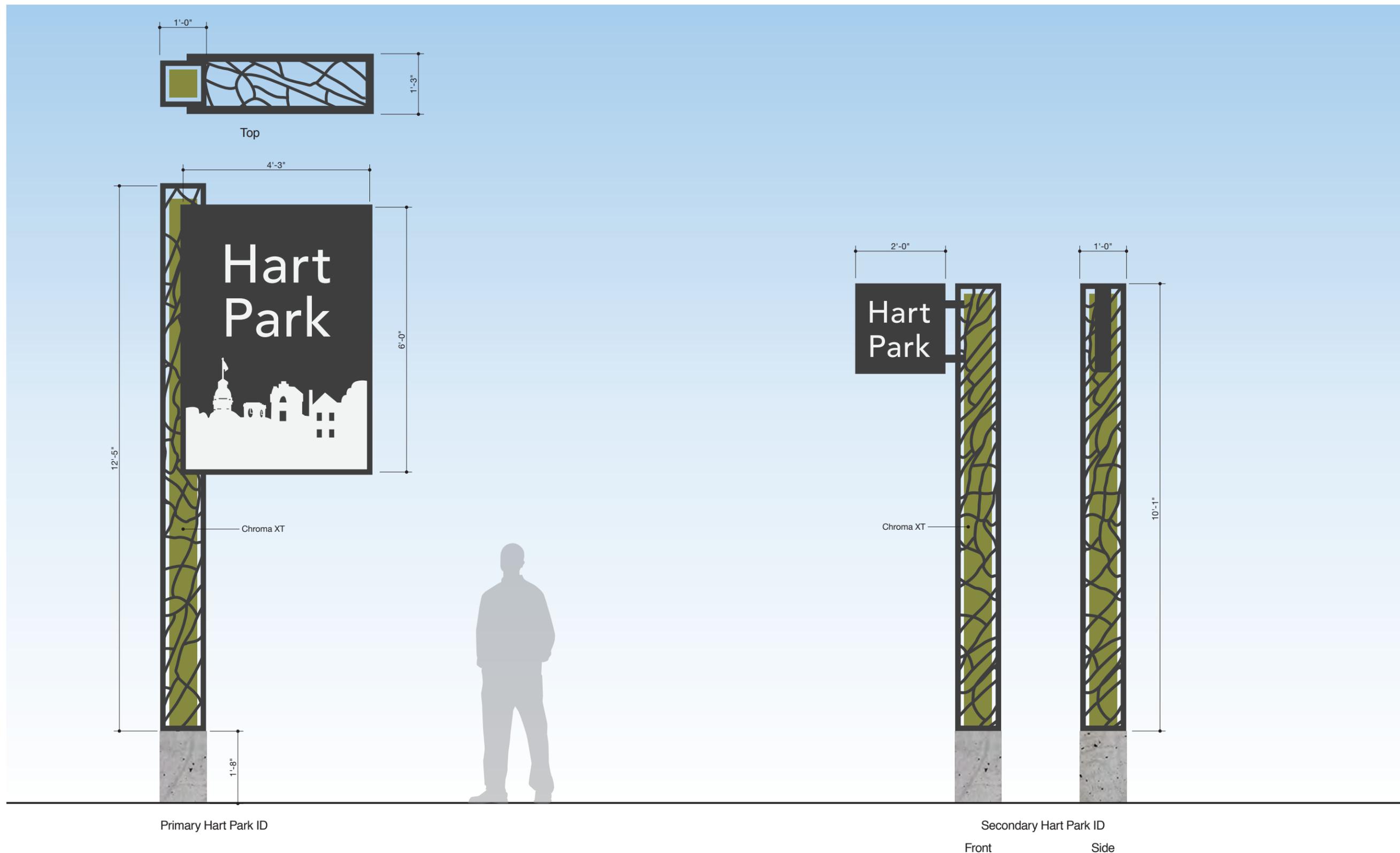


Pedestrian Orientation

Street Sign Options



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



Primary Hart Park ID

Secondary Hart Park ID

Front

Side

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



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



FD2S INC.  
 3601 South Congress Avenue  
 Building K Suite 300A  
 Austin Texas USA 78704  
 tel 512 476 7733  
 fax 512 473 2202  
 www.fd2s.com

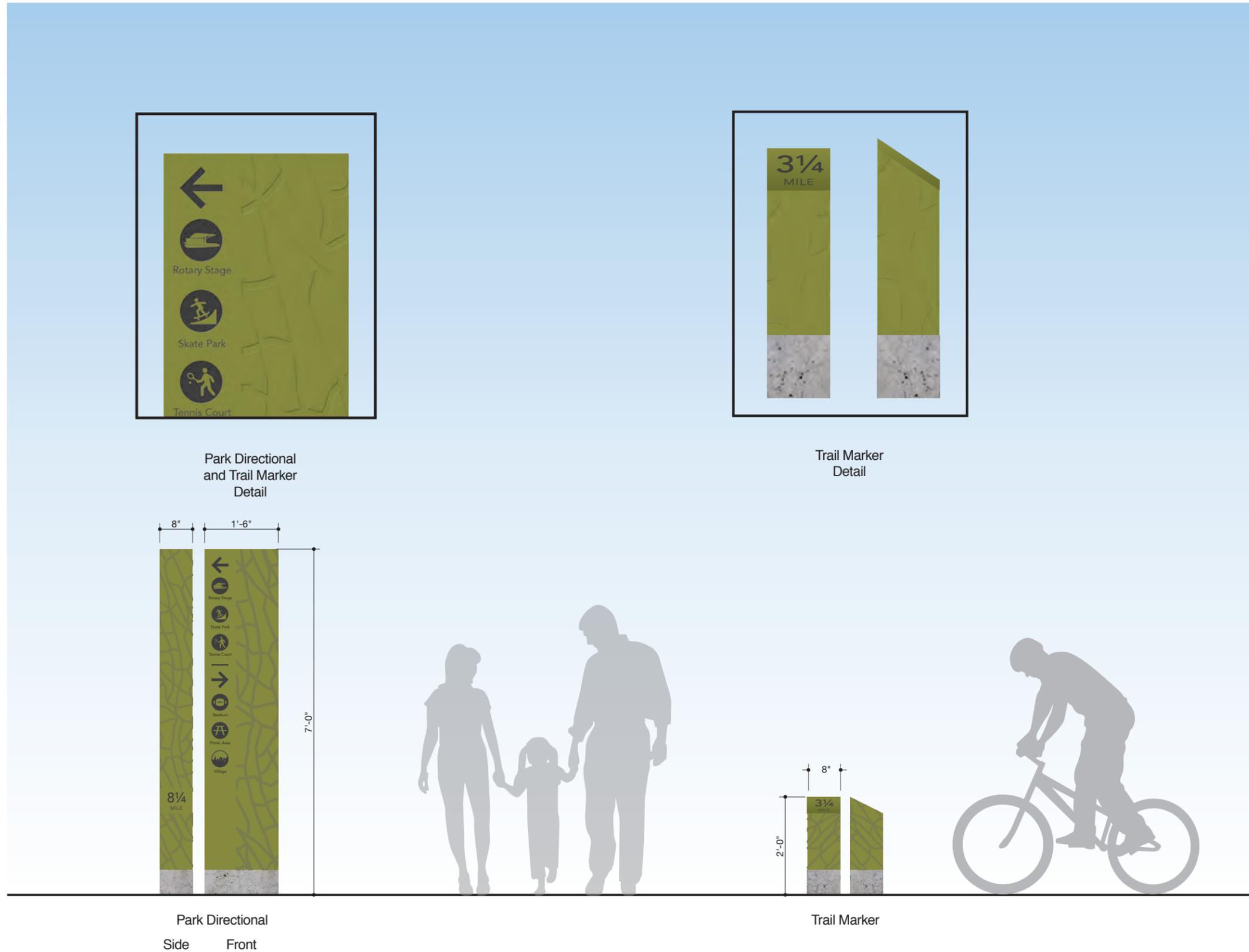
© 2013 FD2S INC.  
 All rights reserved. The intellectual property, concepts, and designs contained in this document are the exclusive property of fd2s inc.  
 Neither the document nor the information it contains may be copied, disclosed to others, or used in connection with any work or project other than the specific project for which it has been prepared and developed, without the written consent of fd2s inc.

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

ISSUES/REVISIONS  
 19NOV2013 Wayfinding Strategy and Design

PAGE TITLE / ELEMENT TYPE  
**ST200**  
 Primary Hart Park ID

SHEET NUMBER  
**G19**



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



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



**FD2S INC.**  
 3601 South Congress Avenue  
 Building K Suite 300A  
 Austin Texas USA 78704  
 tel 512 476 7733  
 fax 512 473 2202  
 www.fd2s.com

© 2013 FD2S INC.  
 All rights reserved. The intellectual property, concepts, and designs contained in this document are the exclusive property of fd2s inc.  
 Neither the document nor the information it contains may be copied, disclosed to others, or used in connection with any work or project other than the specific project for which it has been prepared and developed, without the written consent of fd2s inc.

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

**ISSUES/REVISIONS**  
 19NOV2013 Wayfinding Strategy and Design

**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**

FD2S INC.	© 2013 FD2S INC.	PROJECT NAME/PROJECT CODE	ISSUES/REVISIONS	PAGE TITLE / ELEMENT TYPE	SHEET NUMBER
	3601 South Congress Avenue Building K Suite 300A Austin Texas USA 78704 tel 512 476 7733 fax 512 473 2202 www.fd2s.com	<b>Village of Wauwatosa</b> <b>Wayfinding Strategy</b> <b>and Concepts</b> 13VOW001	19NOV2013 Wayfinding Strategy and Design	<b>Next Steps</b>	<b>G22</b>