

**TOWN OF WESTPORT  
SIGN DESIGN GROUP**  
Kennedy Administration Building  
Community Meeting Room  
5387 Mary Lake Road  
Waunakee, WI 53597

**Virtual Meeting Via GoToMeeting**

PLEASE TAKE NOTICE that this meeting will take place virtually via GoToMeeting. Please join the meeting from your computer, tablet or smartphone by visiting <https://global.gotomeeting.com/join/273927653>. You can also participate by phone by dialing +1 (669) 224-3412 and use access code: 273-927-653. If you are new to GoToMeeting, get the app and be ready when the meeting starts. You may be muted or be asked to mute your device.

AGENDA - Wednesday, November 18, 2020 4:00 pm

This meeting is being noticed as a possible gathering of quorum of the Westport Town Board and/or Plan Commission due to the possible attendance of Supervisors or Commissioners not appointed to the Group. Supervisors or Commissioners may discuss items on this agenda, or gather information on these items, but no action will be taken on these items as the Town Board or Plan Commission.

1. Call to Order
2. Public Comment On Matters Not On the Agenda
3. Approve Minutes
4. Design Guidelines Commercial Sign Items Discussion/Action
5. Internal Sign Items, Potential Branding, Discussion/Action
6. Welcome/Entrance Sign Items Discussion/Action
7. Miscellaneous Business/Forthcoming Events
8. Adjourn

If you need reasonable accommodations to access these meetings, please contact the clerk's office at 849-4372 at least three business days in advance so arrangements can be made to accommodate the request.

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**Minutes - October 21, 2020**

The meeting was called to order at 4:01 p.m. by Chair Cuccia via GoToMeeting video conferencing. Members in attendance: John Cuccia, Amy Freidig, Chris Moore, Mark Trotter and Tom Wilson. Members absent: Joe Pichette. No others were present.

There was no public comment on matters not on the agenda. The minutes of the September 16, 2020 meeting were approved as presented on a motion by Trotter, second Moore.

After a discussion and the review of related documents presented on Design Guidelines Commercial Sign Items, it was determined by consensus that Wilson would provide the revisions he suggested for consideration by the Group at the next meeting, and that Moore would provide to Wilson a bullet point he suggested regarding sign relationship and proportionality to the structure they serve which Wilson will then share.

There was then a very lengthy discussion regarding the Town's Internal Signs and Potential Branding. The Group looked at what other communities in the area have done regarding the consistent appearance of these signs, branding exercises that were done, and sign systems. The various costs discussed were around \$40,000 for a branding which would deal with more than signs, like logos, letterhead, and other items the Town uses, even potentially the water tower. A sign system plan put together as presented would be more along the lines of \$10,000, and could be spun off of current park and Town Center signs. The consensus of the group was for Wilson to have pictures taken of the various signs so the Group could see all that would be available to include in a system, and for Wilson to put together a report or outline of what the group could then present to the Plan Commission for review regarding this signage.

For Welcome/Entrance Sign Items, Wilson is to include these signs in his report noted above, to be considered with the potential sign system. Trotter suggested to Wilson that he look at dividing the current entrance signs from the no engine braking signs due to the appearance of the two signs together given their disproportionate size. Wilson was also directed to obtain rules on entrance signs and sizes in particular from the State and County.

For Miscellaneous Business/Forthcoming Events, there was discussion about upcoming meetings and the timing on the final report to the Plan Commission, which looks like that would be done for the January 2021 Plan Commission meeting.

Motion to adjourn by Trotter, second Freidig. The meeting adjourned at 5:40 p.m.

Respectfully Submitted,

Thomas G. Wilson, Recording Secretary  
Town Attorney/Administrator/Clerk-Treasurer

Town Board

Dean A. Grosskopf, Chair  
Terry Enge  
Kenneth R. Sipsma  
Mark A. Trotter  
John Cuccia



Thomas G. Wilson  
Attorney/Administrator/Clerk-Treasurer

Robert C. Anderson  
Utility, Finance, IS Manager, Deputy  
Clerk/Treasurer

Jessica J. Frey  
Executive Assistant

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## MEMORANDUM

To: Plan Commission  
From: Town Sign Design Group  
Date: December 16, 2020  
RE: Report on Signs as Requested

### INTRODUCTION

At the August Plan Commission meeting, it was requested that a group be put together to review the current sign situation as to height, various internal signs, and the Town entry signs, and then make a report back to the Plan Commission with any suggestions, which could then be passed on to the Board after review and work. The Group was formed consisting of John Cuccia of the Plan Commission and Board (who was then chosen as Chair), Mark Trotter from the Board, Joe Pichette of the Plan Commission and HPC, Amy Freidig of the Park Committee, and Chris Moore of the HPC. These individuals all have different expertise and interests which makes their opinions important to the work of the Group. After four meetings, the Group came up with the following recommendations for the Plan Commission to consider.

### DISCUSSION AND RECOMMENDATIONS

#### A. Design Guidelines Commercial Sign Items

The discussion on concerns raised about commercial signs centered on the height of signs. This was consistent with the concerns raised at the Plan Commission, and concerns raised based on observation of the existing pylon signs in the Town Center. It was felt that these signs should generally be at the lower end of ordinances that are in place. The majority of the Town is covered by the zoning jurisdiction of the Village of Waunakee, and so its sign code. The Group did not feel it was necessary or desirable to request a change in any of the ordinances, but felt that doing some work on the Town's Design Guidelines would be best in advising any developers of what they should expect when signs are reviewed in the Town.

Commercial signs in Westport are currently dealt with in the Town's Design Guidelines at pages 66-73. In reviewing those pages, the group felt that revisions could be made to clarify the signs desired and concern over sign height.

It was determined that the following changes should be made to the Design Guidelines to satisfy the concerns raised by the Plan Commission regarding the height of commercial signs in Westport.

1. At page 66, the sign on the right does not reflect the height desired and should be removed. It is too tall. The caption underneath the remaining signs should be clarified at the beginning by adding the words to the beginning of the sentence as follows: “Reasonable and proportionately sized free standing/monuments signs.....”
2. At page 67, the Design bullet should be revised regarding the size or proportions of signs. The second sentence in that bullet should be revised to provide as follows: “Signs should be reasonably sized, proportioned, and detailed to complement the building.”
3. At page 68, the language after the Height bullet should be revised to provide as follows: “Signage is encouraged to be erected at lower heights, consistent with the lowest heights for related roadway speeds under applicable codes, maintaining clearance above landscaping and parked automobiles, and below power lines and mature trees.”
4. At page 70, it was determined that the sign on the left is too large and should either just be removed, replaced with an appropriate sign, or noted as a sign NOT to use.

The Group felt that these changes answered the Plan Commissions concerns.

#### B. Internal Sign Items, Potential Branding

The Group discussed several options but felt that the sign structure of the Town could be much better. It was felt that consistent signs are something to strive for. It did not feel a total rebranding of the Town was necessary which could include all things like the logo or other symbols, but it did feel that some work to make the signs more consistent could possibly then lead to other changes in what is viewed by the public.

So possible options discussed included rebranding, doing some sort of sign system, and then really doing nothing and continuing the way we have been over the years.

Doing a rebranding for the Town, with a price tag of around \$40,000, seemed too costly and unnecessary. This would be something the Town would consider if they were trying to recruit businesses or investment in the community, or push tourism, but that is really not something the Group felt the Town needed to do. That option was not accepted.

Doing nothing also seemed inappropriate. The Group felt that consistent signage passed a message of coordination, planning and organization. All good traits for the Town. More was needed.

The Group felt that contracting for assistance to do some type of sign system would be the best option. The Group reviewed examples provided by Chris Moore, and they were very instructive. The cost would likely be in the neighborhood of \$10,000, depending on what was desired, but the process could yield signs that would be consistent, organized, and work together. That would mean park signs, historic markers or placards, and other Town highway and directional/wayfaring signs could be included in a system that could be used in the future as signs are developed or replaced. It seemed that a starting point

for the design could be the signs used at the Town Center and in the Town parks which the Group found favorable. This option seemed reasonably priced and would lead to good results that could last for years.

### C. Welcome/Entrance Sign Items

After discussing the current welcome signs and how they have been changed over the years at a staff level, it was determined that these signs should be part of the Sign System as discussed above, which could then aid in a final and consistent design to use in the future. Entry Signs will vary depending on whether they are located on State, County or Town roads.

Additionally, one thing raised that could be done now is to separate the entry signs (to be seen first as entering the Town) from the engine braking signs (to be seen second). This would appear more organized, and set off the entry signs.

### **CONCLUSION**

The Group looked at the three items referred, and made the reasonable recommendations above after several hours of meetings. The Plan Commission now needs to review these and determine which if any of these it wishes to forward to the Board, or if revisions are necessary before forwarding. Depending on the cost of the procedure or processes approved, it is possible to move forward with the proposal in 2021.

Thank you.