

**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/449554397>. You can also participate by phone by dialing +1 (669) 224-3412 and use access code: 449-554-397. 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 17, 2021 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. Sign System Discussion/Recommendations
5. Miscellaneous Business/Forthcoming Events
6. 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 5, 2021

The meeting was called to order at 4:04 p.m. by Chair Cuccia via GoToMeeting video conferencing. Members in attendance: John Cuccia, Amy Freidig, Chris Moore, Joe Pichette, Mark Trotter, and Tom Wilson. Members absent: None. No others were present.

There was no public comment on matters not on the agenda. The minutes of the August 18, 2021 meeting were approved as presented on a motion by Moore, second Pichette.

The draft public participation plan was discussed. After a lengthy discussion mainly around the proposal for a survey on the plan or symbol, it was determined to provide a revised draft to the Plan Commission and Board and have them decide what procedure they want to do and when, but to certainly recommend polling committee members for the Town once a symbol has been chosen to see if on the right track. Wilson will also work on this for the next meeting.

The revised draft RFP as presented was discussed. Trotter explained the several major revisions made based on last meeting's comments. Several additional suggestions and comments were made to be incorporated for review at the next meeting. The draft will be revised by Trotter and Moore as suggested and agreed by the Group, and will be then presented for review at the next meeting.

Moore then indicated that not much more had been done on the symbols, but he will work on a package for review at the next meeting that contains some context for the recommendation to the Plan Commission.

For Miscellaneous Business or Forthcoming Events raised, it was determined by consensus that the next meeting of the Group will be November 17 at 4:00 p.m. by GTM.

Motion to adjourn by Wilson, second Pichette. The meeting adjourned at 5:30 p.m.

Respectfully Submitted,

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

TOWN OF WESTPORT
Sign System Public Participation Plan
(Draft III, 10/22/21)

Section 1: Public Participation Purpose

In an effort to address the need for some public input in addressing a Town of Westport sign system, and most importantly the symbols used for the system, the Town of Westport has prepared this public participation plan and work schedule.

Public participation helps to ensure that the system and symbols accurately reflect the nature and desires of our community. Some limited public input is necessary to assure the Town Board that the symbols are acceptable to the greater community. This document outlines the procedures that will be used in the approval process to foster public participation, and to ensure that there are opportunities for public participation as the sign system is reviewed for approval.

While no specific dates are outlined in this plan, the document serves as a general guideline for the methods of public outreach and the meetings to be held. This Public Participation Plan will be forwarded to the Town Board after review and recommendation by the Westport Plan Commission for approval and revisions as necessary.

Section 2: Public Participation Goals

The Town of Westport and staff will work to:

- Ensure that a broad range of interests are considered in the sign system approval process;
- Accept involvement from the general public;
- Concentrate on input from Westport committee members and staff, and comments at planned general meetings; and,
- Engage representatives of Westport so that the system obtains community buy-in.

Section 3: Public Participation Plan Process

Westport would like to adopt written procedures that are designed to foster public participation, including open discussion, and public meetings for which advance notice has been provided, in the final preparation of a sign system and the symbols used therein. The written procedures shall provide for distribution of proposed, alternative, or amended elements, and shall provide an opportunity for written comments to be submitted by members of the public.

The following represents the approach the Town will take to inform and involve the public:

- Group, Committee, Commission, and Board meetings
- Town website
- One-on-one meetings with targeted individuals/community leaders
- Town Social Media

Group, Committee, Commission, and Board Meetings

The Town Board has created a Sign Design Group which reports to the Town Plan Commission. All meetings of the Sign Design Group, Town Plan Commission, and Town Board where the sign system will be discussed will be open to the public and the meeting agendas will be posted. Public attendees are encouraged to voice their ideas, opinions, and concerns at each meeting. Minutes will be kept and filed with the Clerk's Office. It is anticipated that the Town Plan Commission will also engage the Town Park Committee and Town Historic Preservation Commission to obtain input on the system and symbols.

Town Website

Information will be posted on the Town website pertaining to the sign system. Information will include meeting notices and agenda packets. An email feedback option is currently provided so that questions and comments can be forwarded electronically to the appropriate staff member.

One-on-One Meetings with Targeted Individuals/Community Leaders

Staff anticipates that meetings will be held with community leaders to gather recommendations and comments. Any comments will be evaluated and incorporated as necessary. A summary of comments and subsequent action will be provided upon request.

Town Social Media

The Town will utilize its various social media platforms to disseminate information pertaining to the sign system and symbols. Information will include meeting notices, meeting summaries and information on how individuals can participate in the meeting process.

Comments and questions regarding the sign system can be directed to:

Thomas G. Wilson
Attorney/Administrator/Clerk-Treasurer
twilson@townofwestport.org
5387 Mary Lake Road
Waunakee, WI 53597
608-849-4372

Westport Sign Design Committee - Summary

11-2021



Signs are key visual identifiers for a community



They are **highly-visible**, and **represent us**, to visitors, businesses, and residents



The Committee audited our current signage, and considered a variety of factors including **scale**, **placement**, **consistency**, and **visual representation**.



The Committee believed the Town could do a better job of presenting a more **accurate, desirable, and inclusive image**, through an evolved sign system



The Committee considered how to **better represent our community** through our signage, by exploring potential **visual directions for the sign system**



Simple



Timeless, speaks to history



Type and imagery that better represents the history and rural nature of the Town



Natural materials

The Committee worked to **identify core aspects of Westport**, for use in a refined sign system

What brought people here originally?

What brings them here now?

What do we identify with as Westport residents? What do we celebrate?

What makes Westport special, unique, different?

Throughout our history, Our land remains a primary reason for settlement, and a celebrated, unique characteristic of the Town...



Rural character

Prairies

Tall prairie grasses

Oak savannas

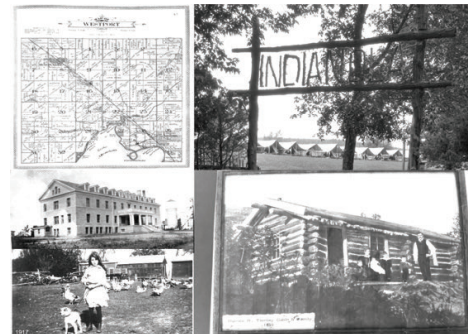
HISTORY

Westport / Waunkee

Native peoples - Effigy

Mounds (largest # of...)

European settlers - Irish



Natural beauty

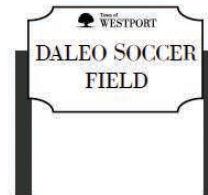
As a part of this effort, **thematic direction** for the Westport identity was considered, which plays a key role in visual identifiers, such as signage.

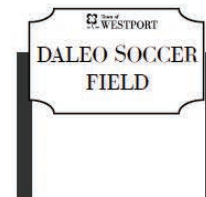


The Committee agreed the **Oak tree** is a **relevant, local, and thematic identifier** for the **Town**, and explored ways it could be used in signage.

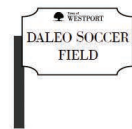
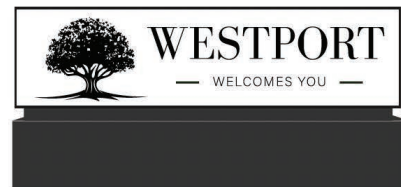








The Committee recommends adopting this identifier as a core component of signage and visual representation moving forward.



Thank You